

MODERAR UN TEST DE USUARIO

UNA GUÍA GRÁFICA SOBRE CÓMO HACERLO

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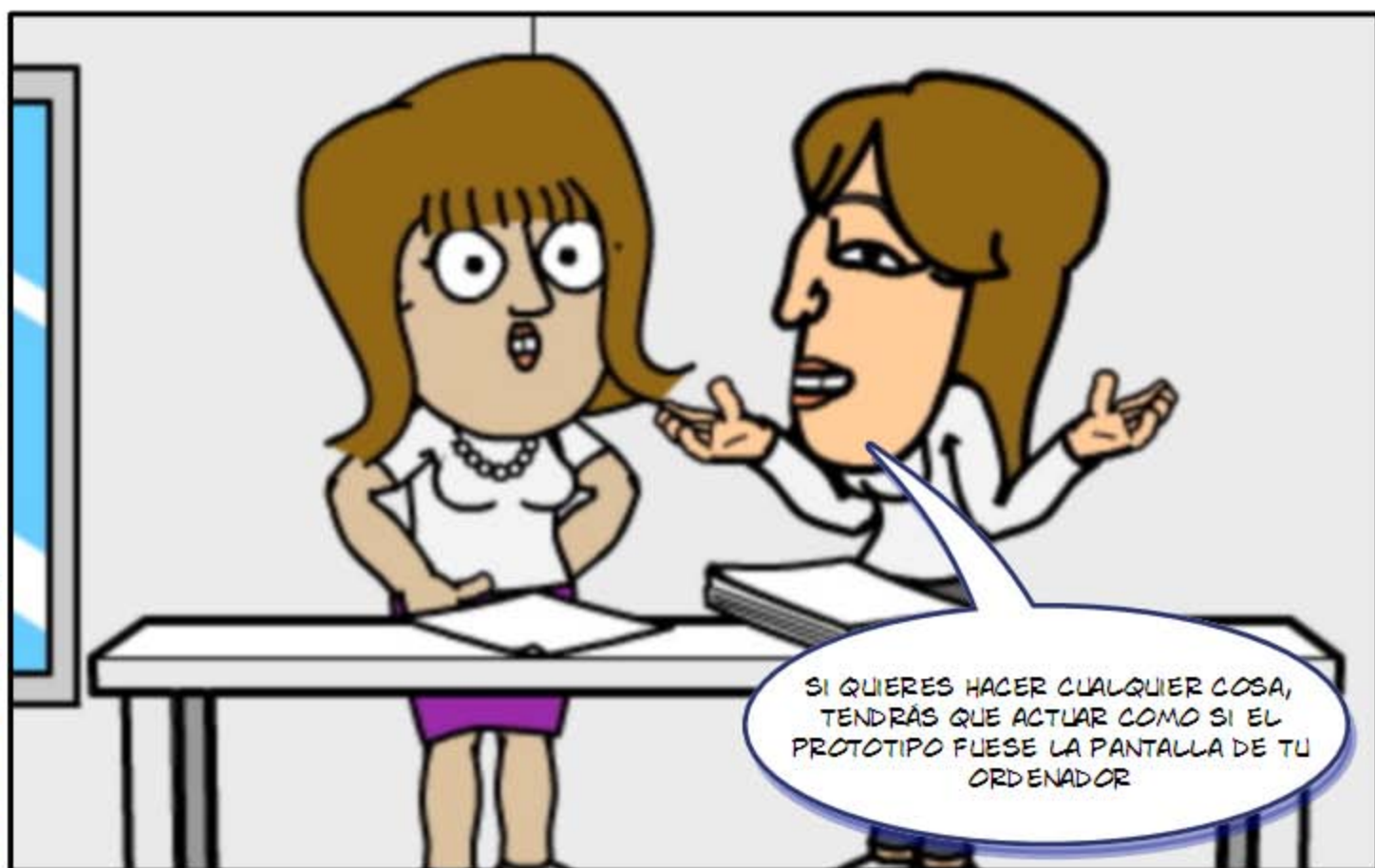
ETAPA 1: EXPLICA AL USUARIO QUÉ DEBE HACER

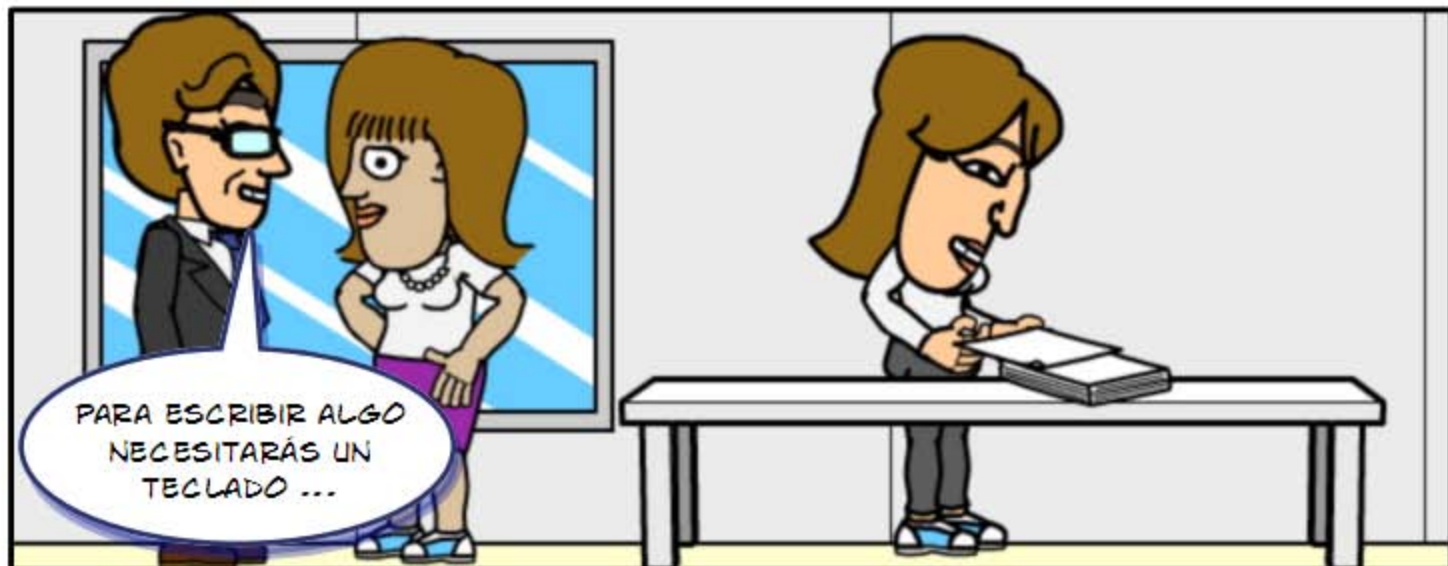






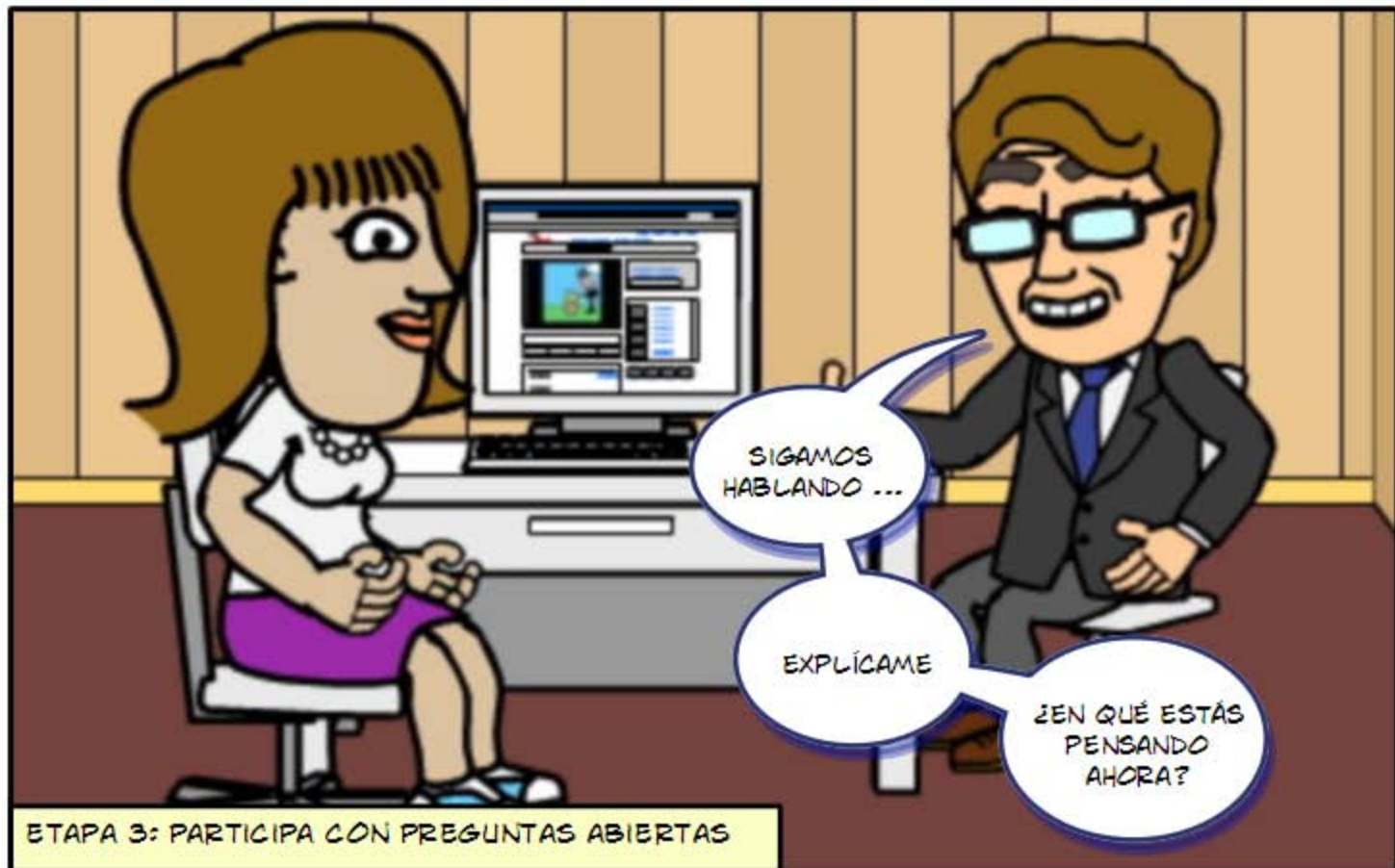
SI EL TEST SE BASA EN UN PROTOTIPO EN PAPEL ...











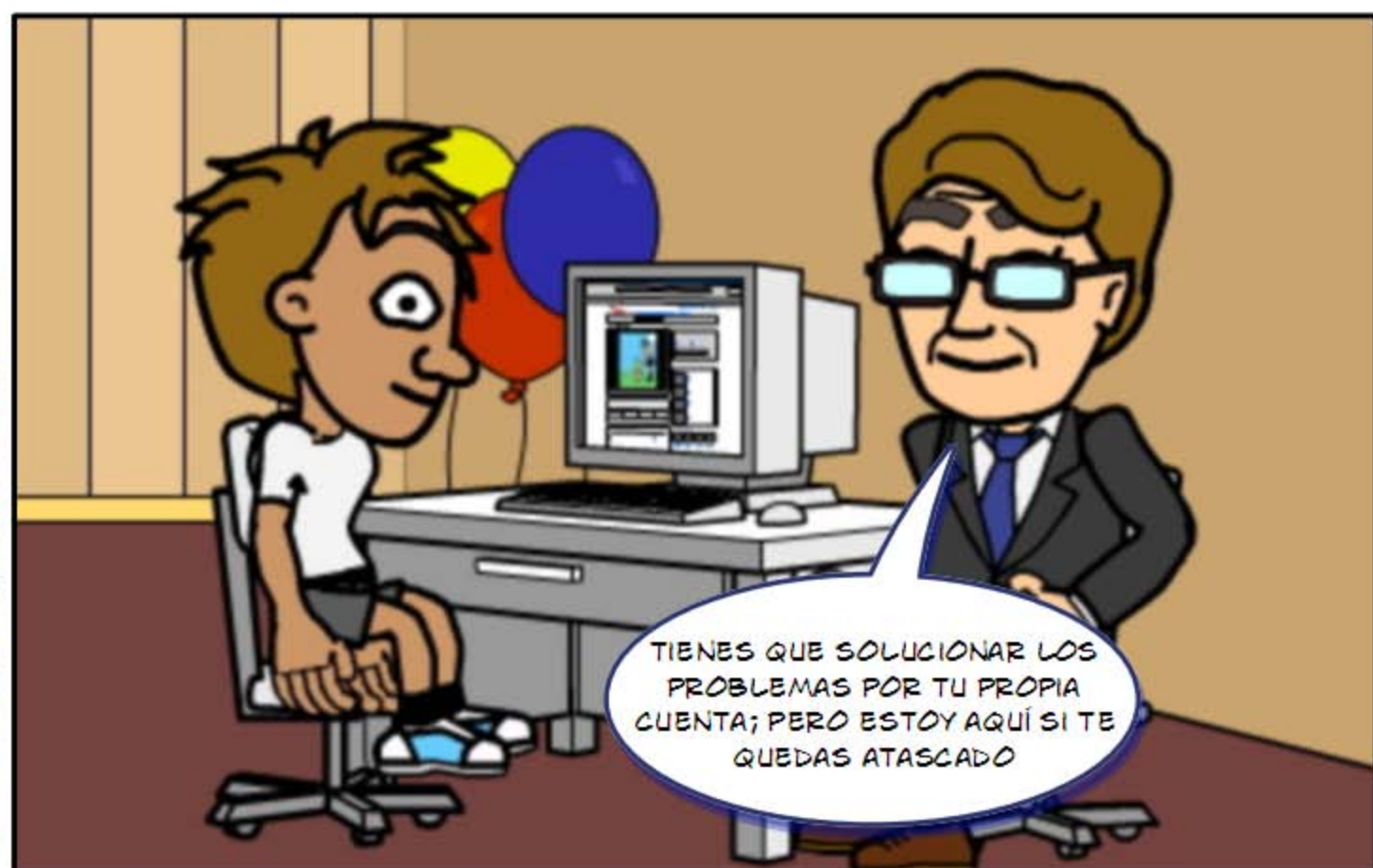


NUNCA HAGAS JUICIOS



NO FOMENTES LA IMAGINACIÓN





WANT TO LEARN MORE?

HERE ARE SOME RESOURCES AT THE USERFOCUS WEB SITE THAT WILL HELP YOU LEARN MORE ABOUT USABILITY TEST MODERATION.

WHAT EVERY USABILITY TEST MODERATOR OUGHT TO KNOW ABOUT GOOD LISTENING

MODERATION SEEMS EFFORTLESS BUT THERE'S A LOT MORE TO GOOD LISTENING THAN OPENING YOUR EARS. HERE ARE 15 SUGGESTIONS TO IMPROVE YOUR OWN LISTENING SKILLS.

<http://www.userfocus.co.uk/articles/listening.html>

WRITING THE PERFECT PARTICIPANT SCREENER

"KNOW THY USER" IS THE FIRST PRINCIPLE OF USABILITY, SO IT'S IMPORTANT THAT YOU INVOLVE THE RIGHT KIND OF PEOPLE IN YOUR USABILITY STUDY. THESE 8 TIPS FOR SCREENING PARTICIPANTS WILL SHOW YOU HOW TO RECRUIT ARTICULATE, REPRESENTATIVE USERS FOR YOUR RESEARCH, QUICKLY FILTER OUT THE PEOPLE YOU DON'T WANT AND HELP YOU AVOID THE DREADED "NO SHOW".

<http://www.userfocus.co.uk/articles/screeners.html>

USABILITY TEST PLAN TOOLKIT

THIS EBOOK CONTAINS ALL YOU NEED TO MAKE SURE THAT YOU'RE FULLY PREPARED FOR YOUR NEXT USABILITY TEST. THE DOCUMENT INCLUDES EASY TO CUSTOMISE USABILITY TEST FORMS, SUCH AS SCREENERS, A DISCUSSION GUIDE, QUESTIONNAIRES AND DATA LOGGING SHEETS.

<http://www.userfocus.co.uk/articles/testplan.html>

MEASURING THE USABILITY OF EVERYDAY PRODUCTS

ISO HAVE RELEASED A NEW STANDARD FOR MEASURING THE USABILITY OF EVERY DAY PRODUCTS, LIKE TICKET MACHINES, MOBILE PHONES AND DIGITAL CAMERAS. THIS STANDARD, ISO 20282, INCLUDES TEST METHODS FOR QUANTIFYING THE USABILITY OF CONSUMER PRODUCTS TO ENSURE THEY MEET A PRE-DEFINED QUALITY LEVEL. THIS DEVELOPMENT IS EXCITING BECAUSE THE STANDARD'S FOCUS ON USABILITY MEASUREMENT REFLECTS A SEA CHANGE IN THE EVOLVING PRACTICE OF USABILITY. IN THE OLD WORLD, USABILITY SPECIALISTS JUST FOUND USABILITY PROBLEMS WITH A DESIGN. IN THE NEW WORLD, USABILITY SPECIALISTS ALSO ANSWER THE QUESTION: "HOW USABLE IS THIS DESIGN?"

<http://www.userfocus.co.uk/articles/ISO20282.html>

MEASURING SATISFACTION: BEYOND THE USABILITY QUESTIONNAIRE

MOST USABILITY TESTS CULMINATE WITH A SHORT QUESTIONNAIRE THAT ASKS THE PARTICIPANT TO RATE, USUALLY ON A 5- OR 7-POINT SCALE, VARIOUS CHARACTERISTICS OF THE SYSTEM. EXPERIENCE SHOWS THAT PARTICIPANTS ARE RELUCTANT TO BE CRITICAL OF A SYSTEM, NO MATTER HOW DIFFICULT THEY FOUND THE TASKS. THIS ARTICLE DESCRIBES A GUIDED INTERVIEW TECHNIQUE THAT OVERCOMES THIS PROBLEM BASED ON A WORD LIST OF OVER 100 ADJECTIVES. WE ALSO INCLUDE A SPREADSHEET TO GENERATE AND RANDOMISE THE WORD LIST.

<http://www.userfocus.co.uk/articles/satisfaction.html>

WHY YOU SHOULDN'T ASK "WHY?" IN A USABILITY TEST

THIS YEAR MARKS AN IMPORTANT ANNIVERSARY FOR PEOPLE WHO MODERATE USABILITY TESTS. IN A CLASSIC STUDY CARRIED OUT EXACTLY 30 YEARS AGO, PSYCHOLOGISTS SHOWED THAT PEOPLE ARE VERY POOR AT EXPLAINING THE REASONS BEHIND THEIR CHOICES. THIS IS WHY USABILITY TESTS FOCUS ON WHAT PEOPLE DO, NOT ON WHAT PEOPLE SAY. SO WHY DO SO MANY USABILITY TEST MODERATORS CONTINUE TO ASK PARTICIPANTS, "WHY"?

<http://www.userfocus.co.uk/articles/askingwhy.html>

TRAINING COURSES

IF YOU WANT TO TAKE YOUR LEARNING TO THE NEXT LEVEL, ATTEND ONE OF OUR TRAINING COURSES ON USABILITY. WE RUN SCHEDULED COURSES ON USABILITY EVERY MONTH AT OUR HEAD OFFICE IN LONDON.

A PRACTICAL GUIDE TO USABILITY TESTING

FOR PEOPLE IN DESIGN TEAMS WHO WANT TO GAIN CONFIDENCE IN USABILITY TESTING, "A PRACTICAL GUIDE TO USABILITY TESTING" IS A 1-DAY WORKSHOP THAT SHOWS DELEGATES HOW TO OBTAIN CUSTOMER FEEDBACK ON PROTOTYPES AND FINISHED PRODUCTS. UNLIKE LECTURE-BASED COURSES, DELEGATES GET PRACTICAL, HANDS-ON EXPERIENCE MODERATING AND LOGGING USABILITY TESTS.

<http://www.userfocus.co.uk/training/usabilitytest.html>

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