

# ПРОВЕДЕНИЕ ЮЗАБИЛИТИ ТЕСТИРОВАНИЯ

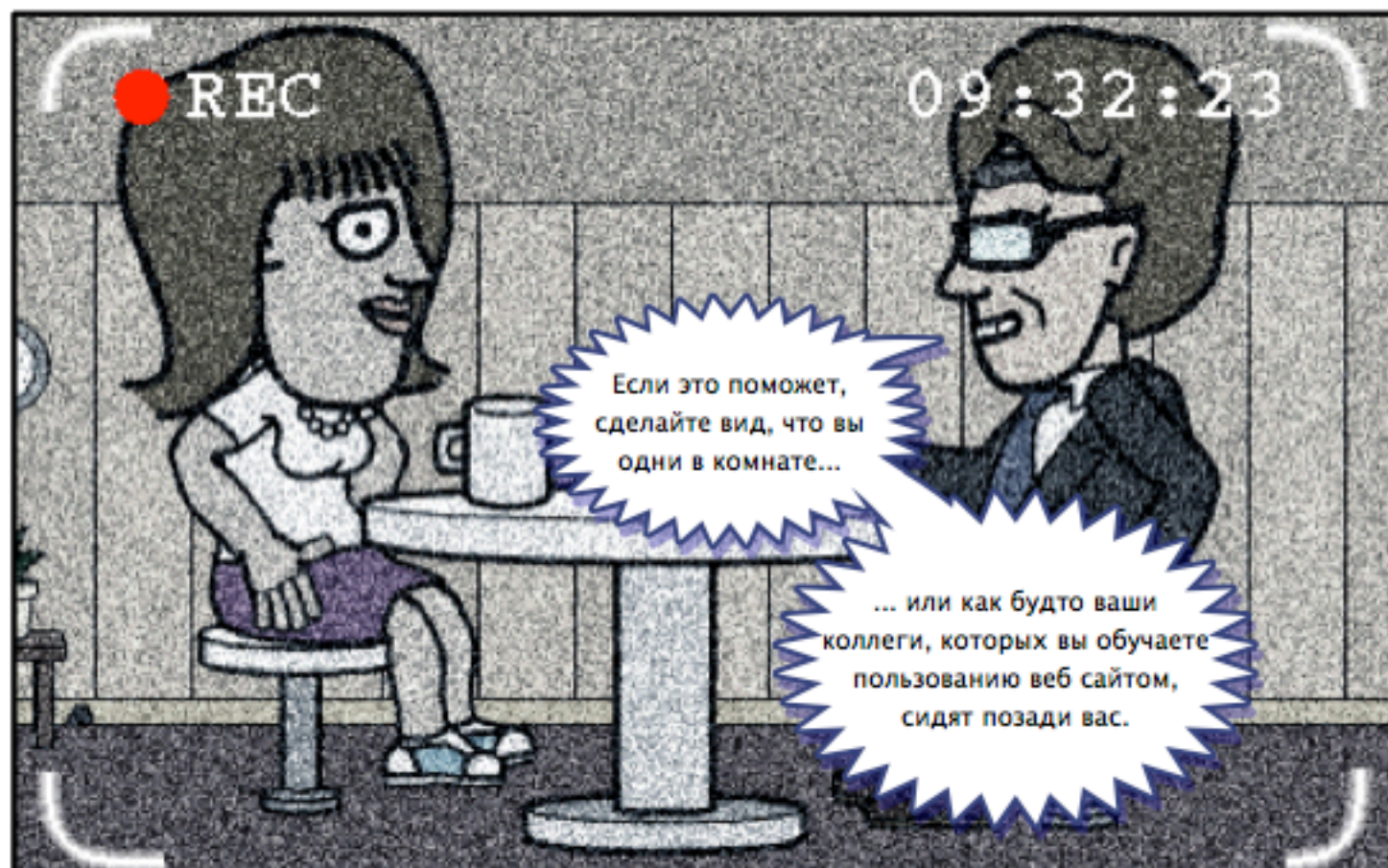
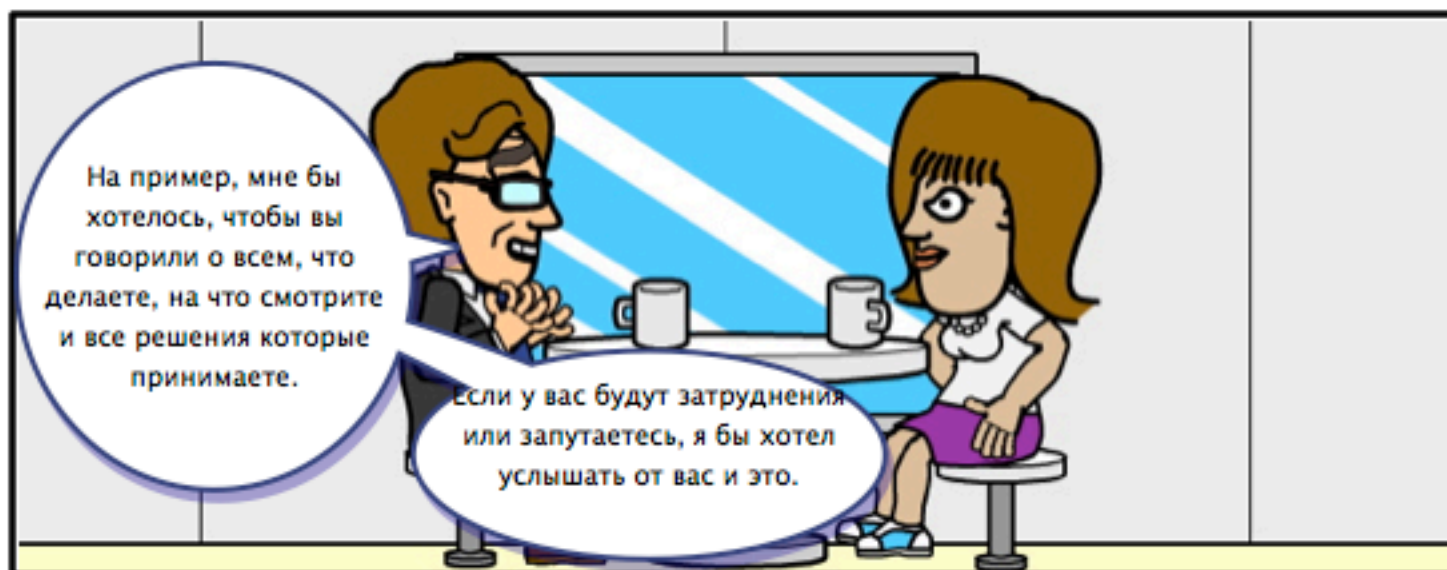
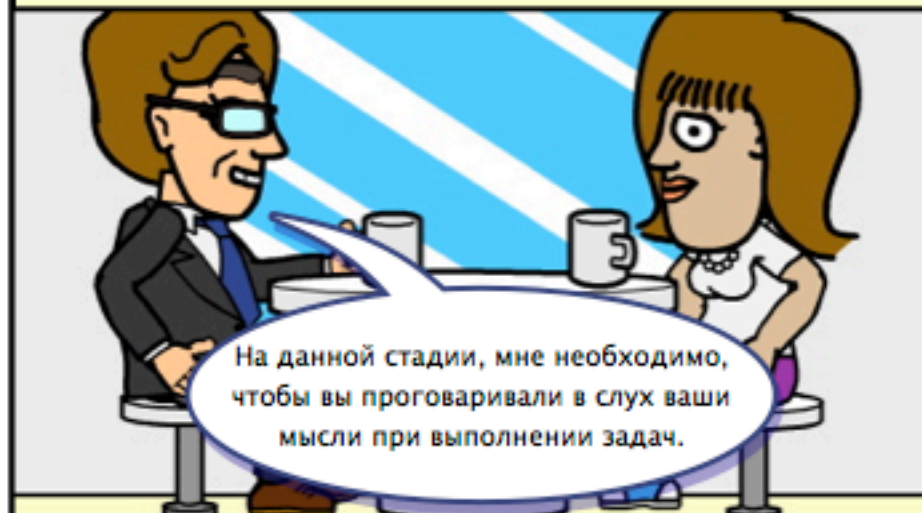
## ГРАФИЧЕСКОЕ РУКОВОДСТВО ОТ USERFOCUS

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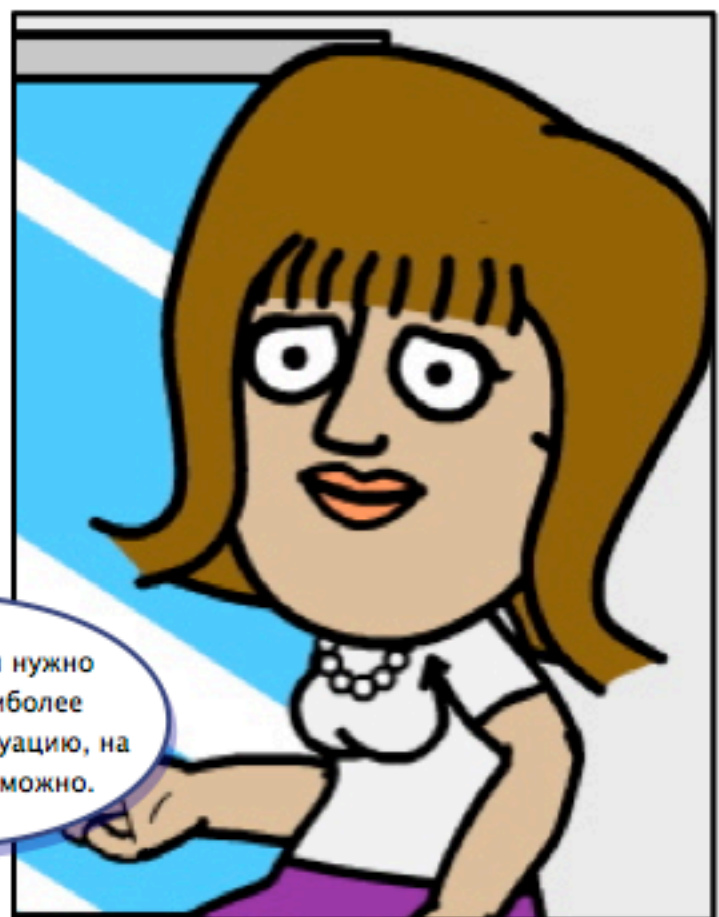
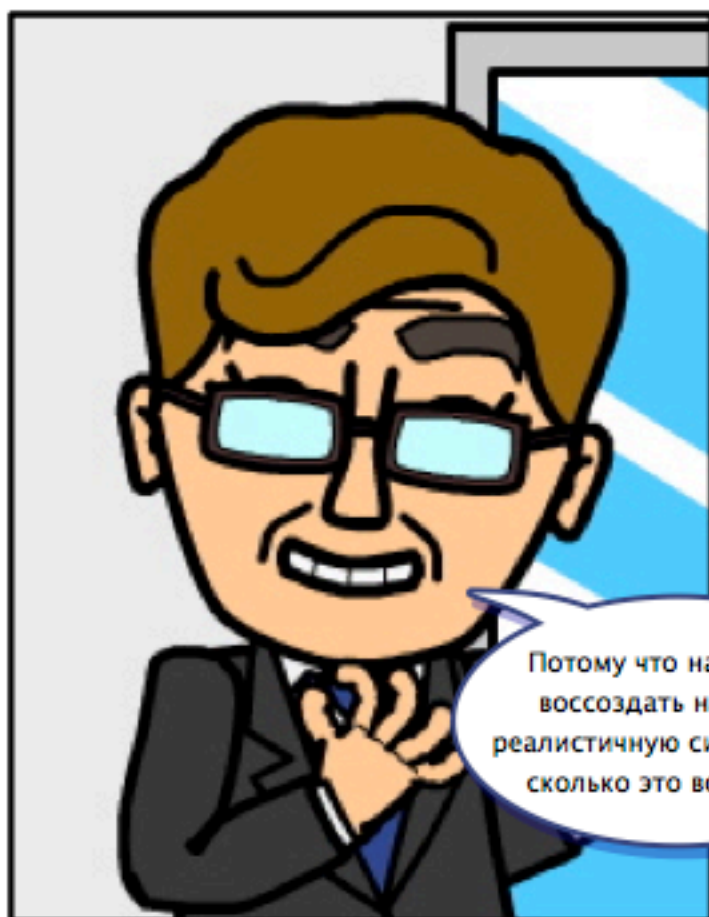
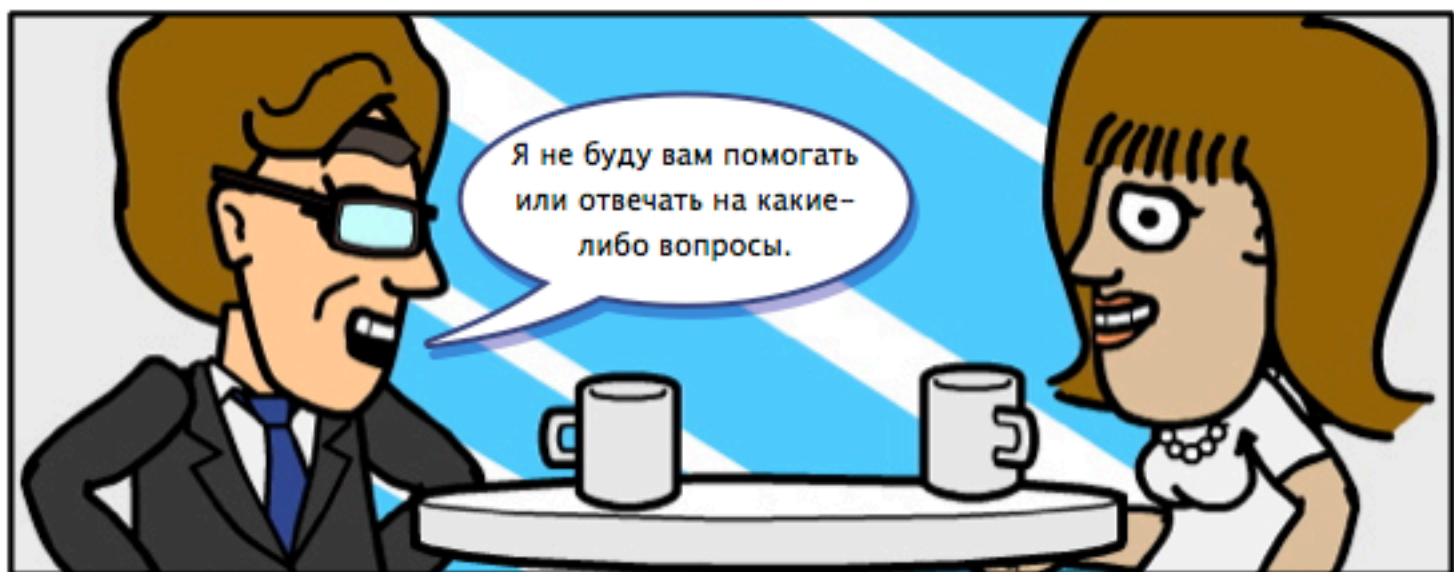
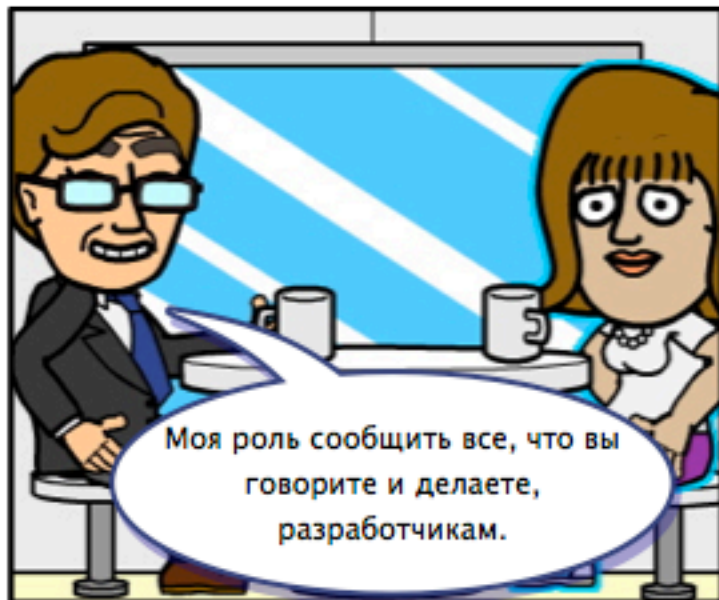


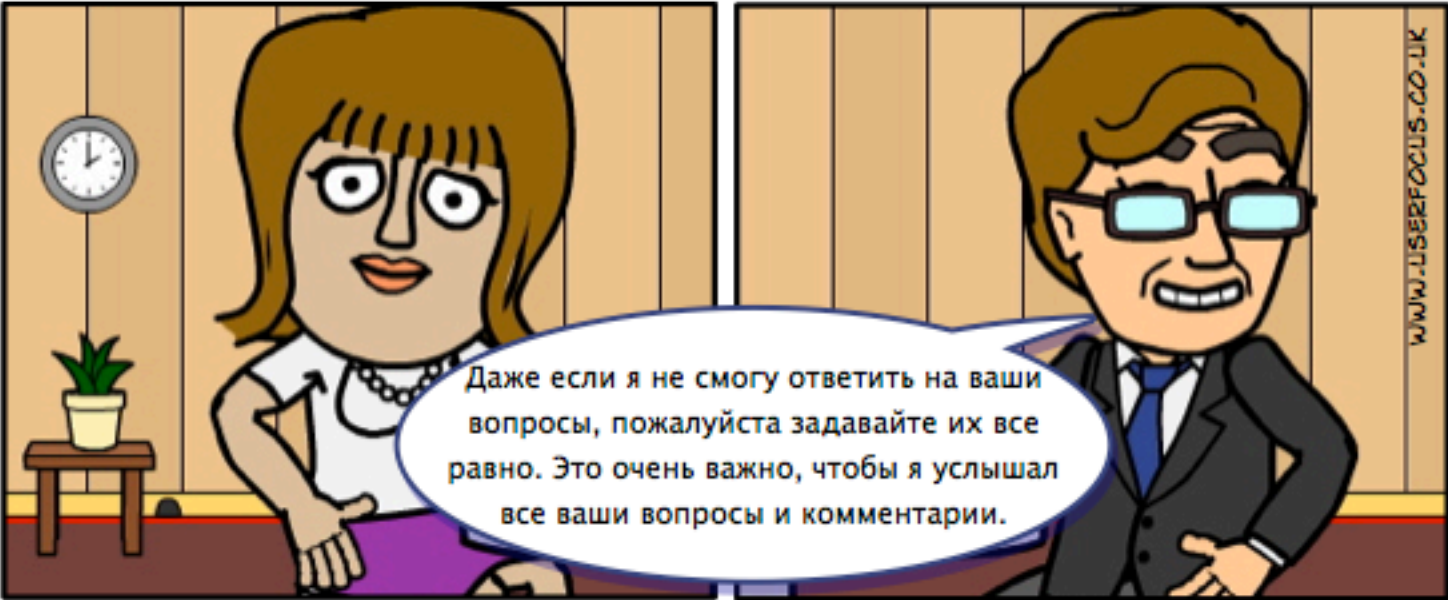


Стадия 1: инструктаж

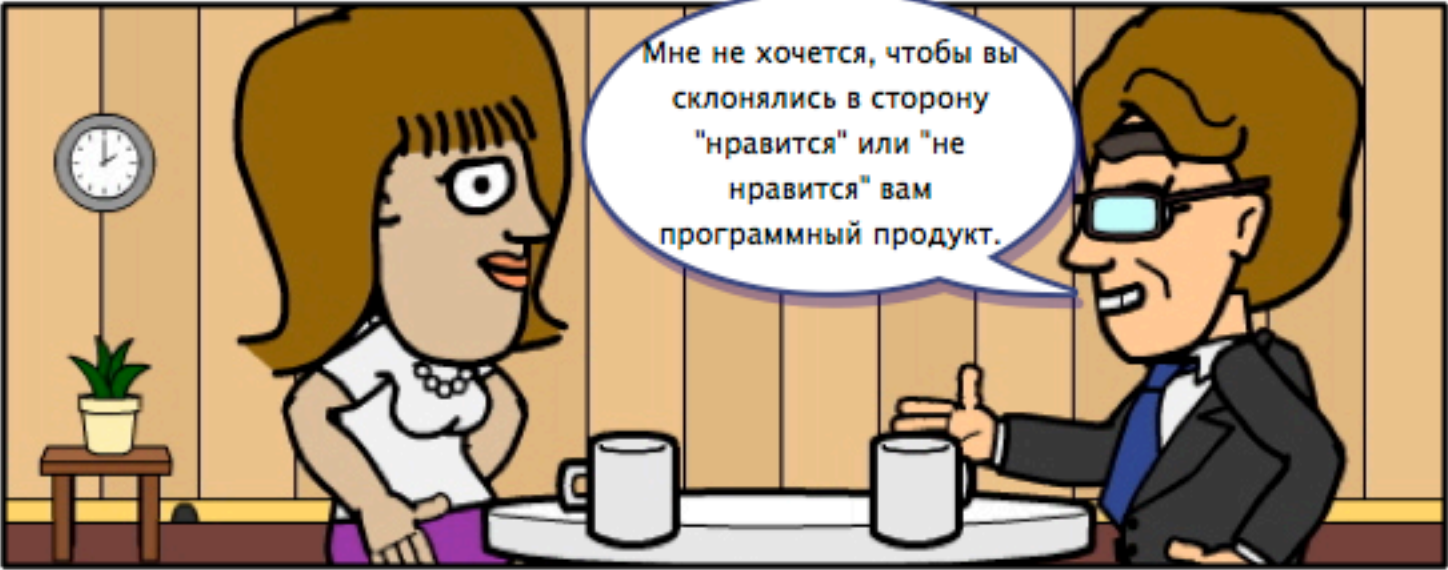




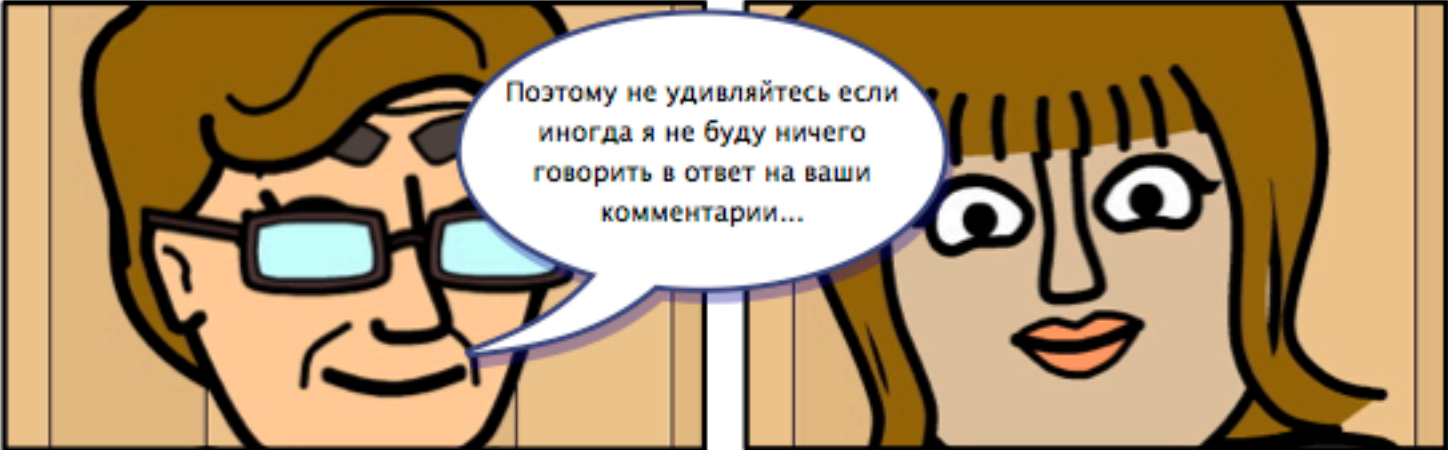




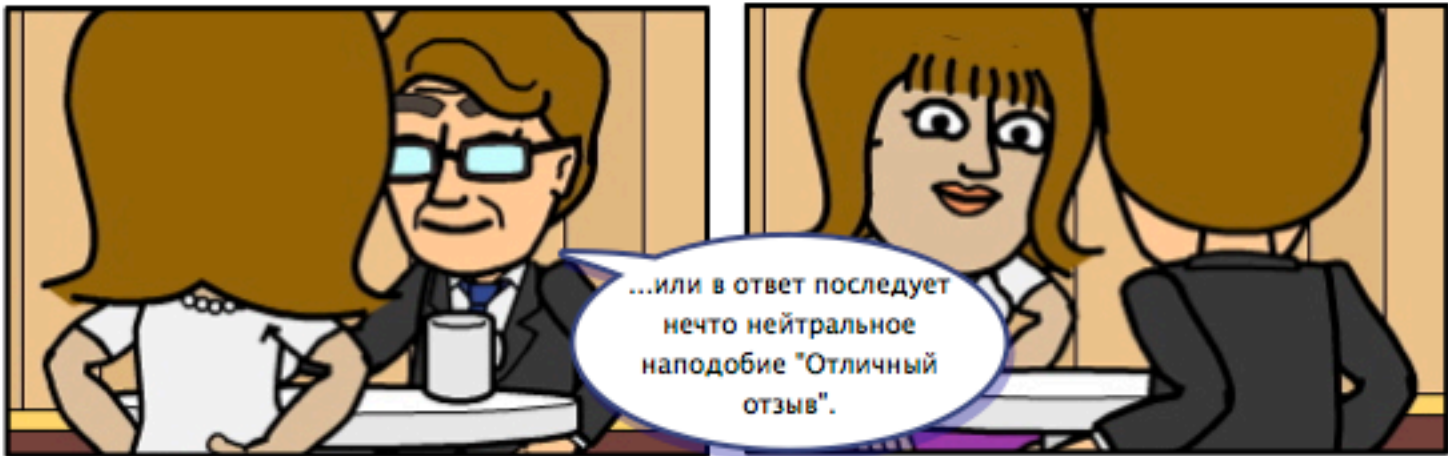
Даже если я не смогу ответить на ваши вопросы, пожалуйста задавайте их все равно. Это очень важно, чтобы я услышал все ваши вопросы и комментарии.



Мне не хочется, чтобы вы склонялись в сторону "нравится" или "не нравится" вам программный продукт.



Поэтому не удивляйтесь если иногда я не буду ничего говорить в ответ на ваши комментарии...

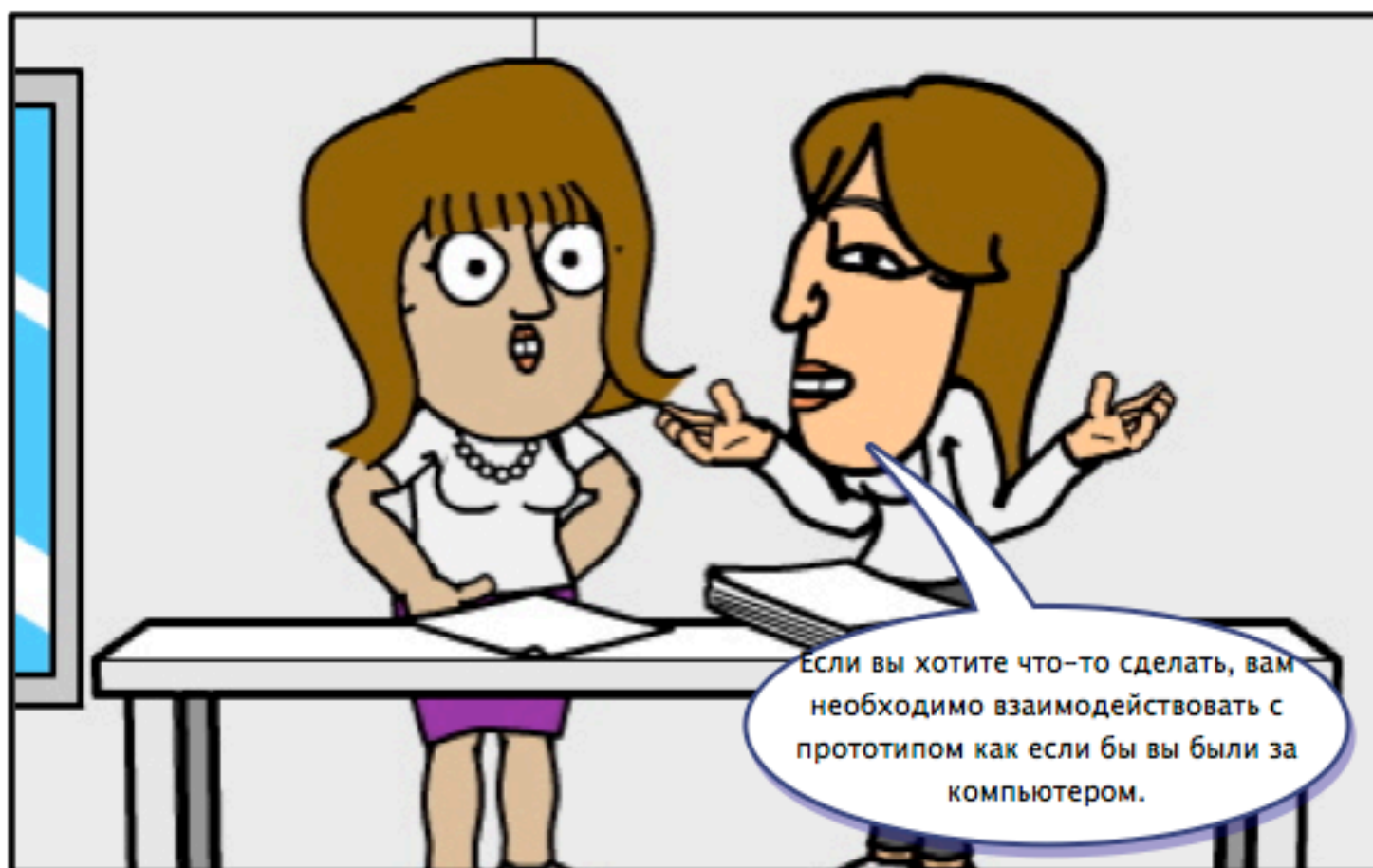
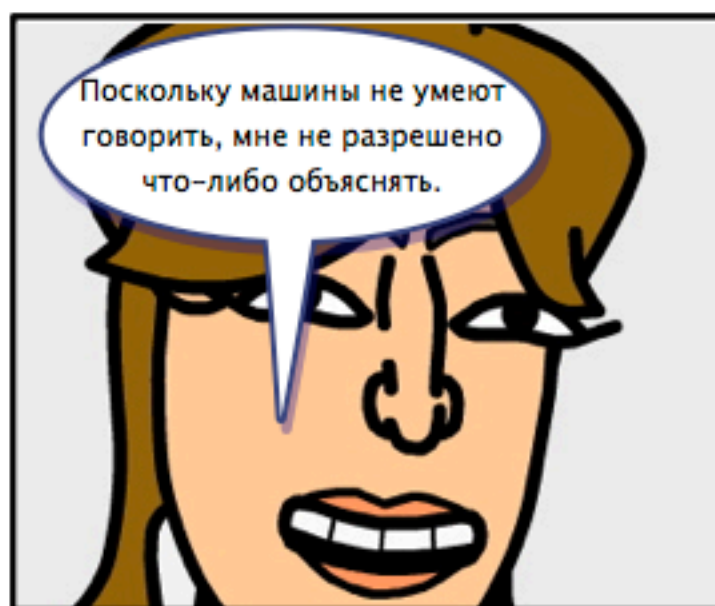
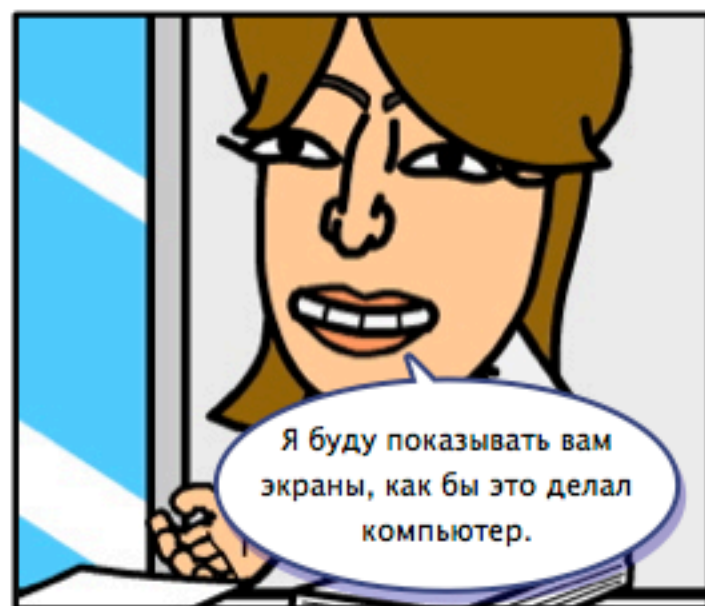
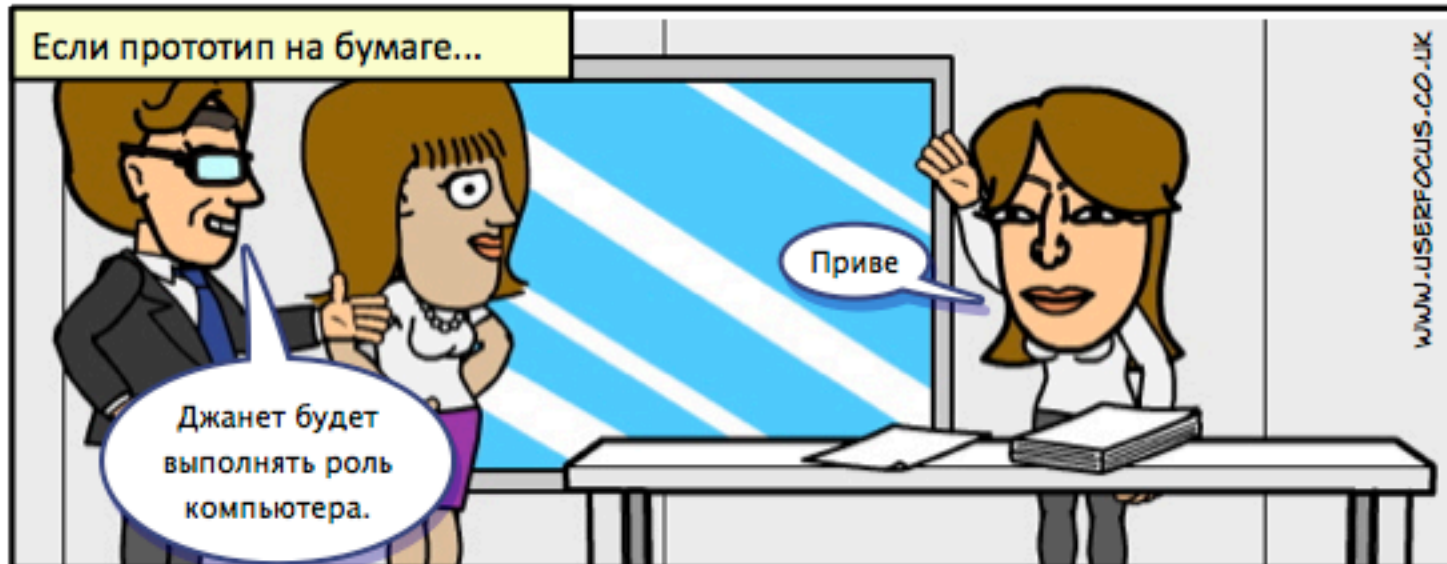


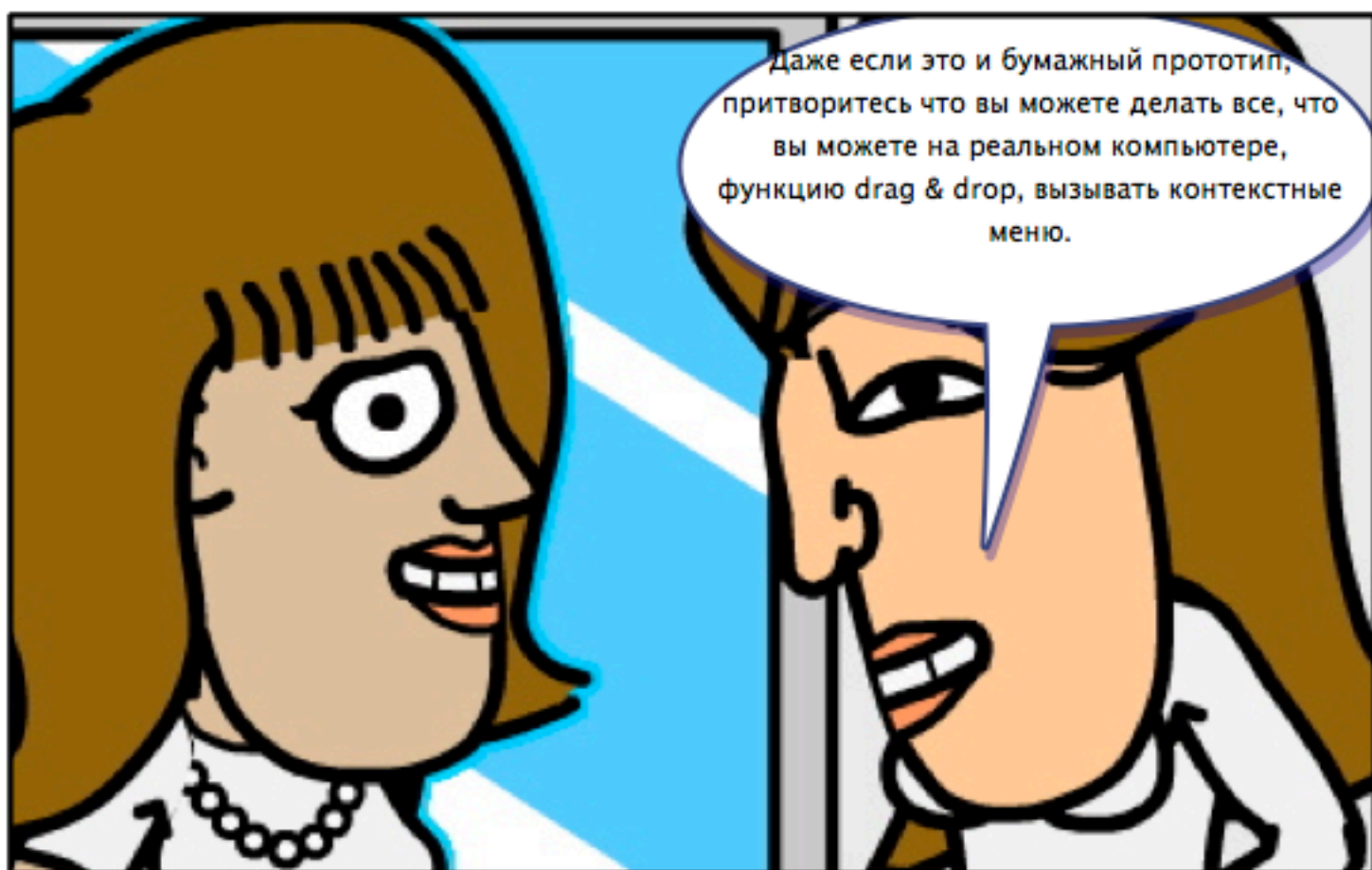
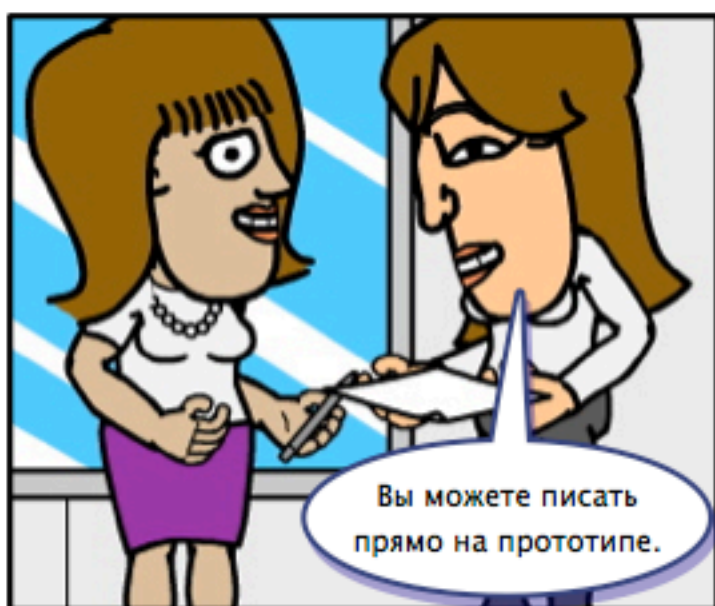
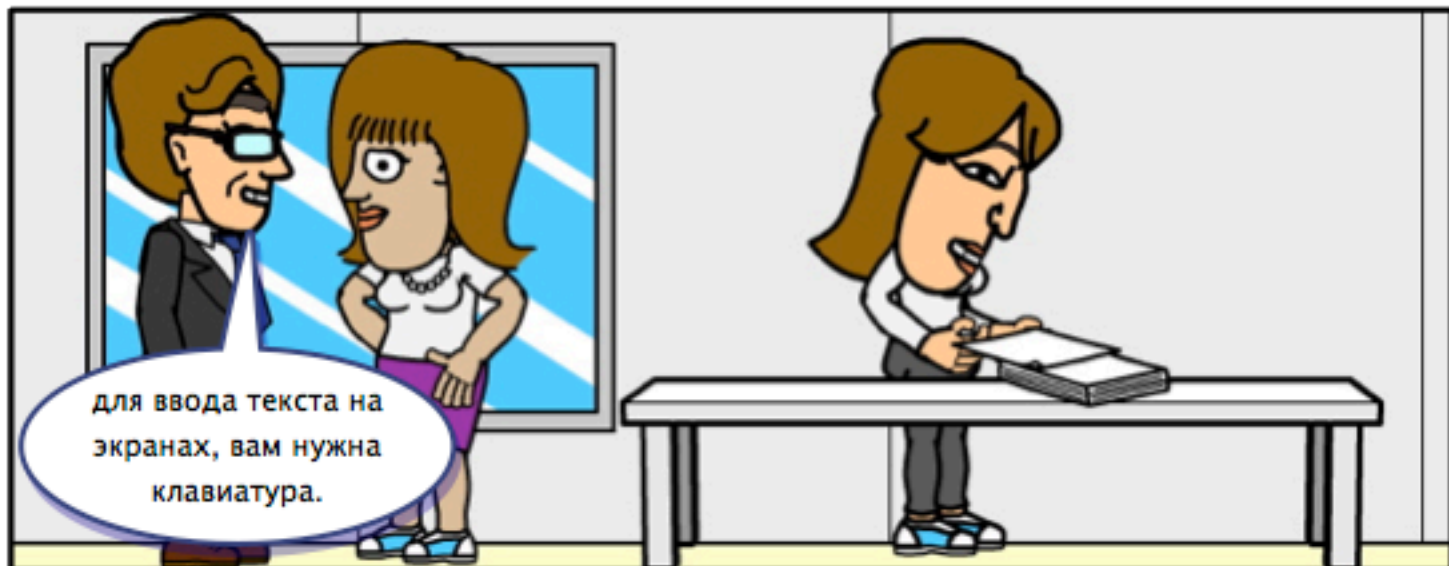
...или в ответ последует нечто нейтральное наподобие "Отличный отзыв".



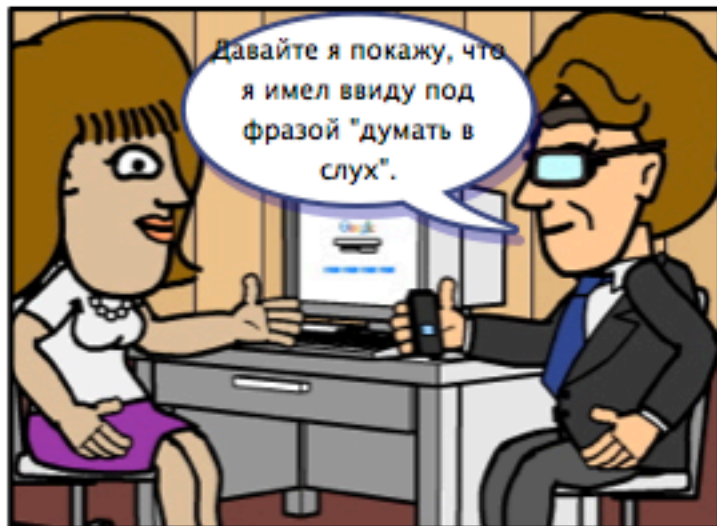
Если прототип на бумаге...

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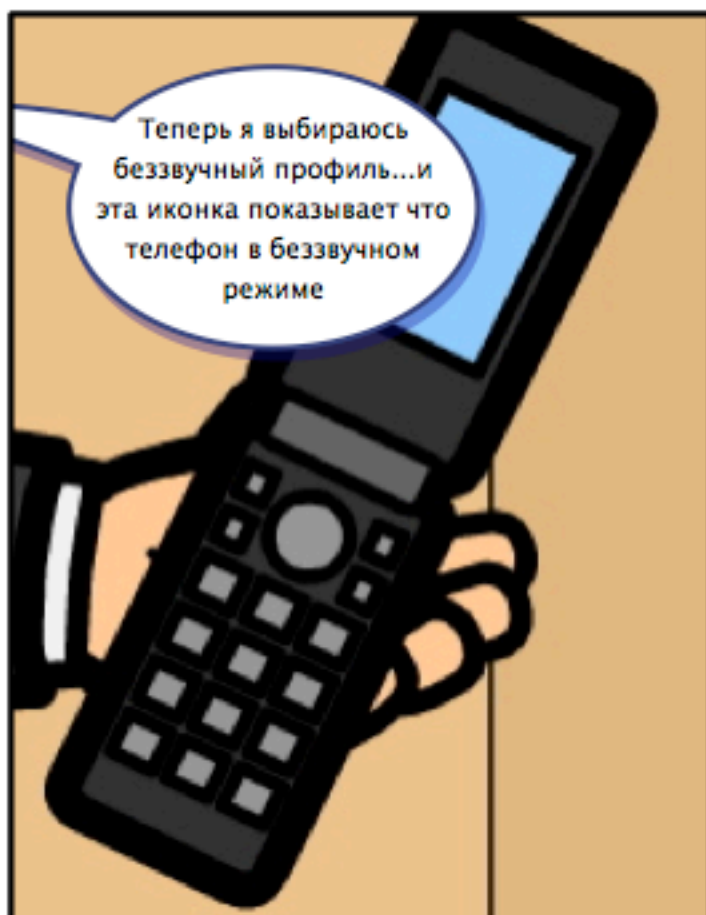
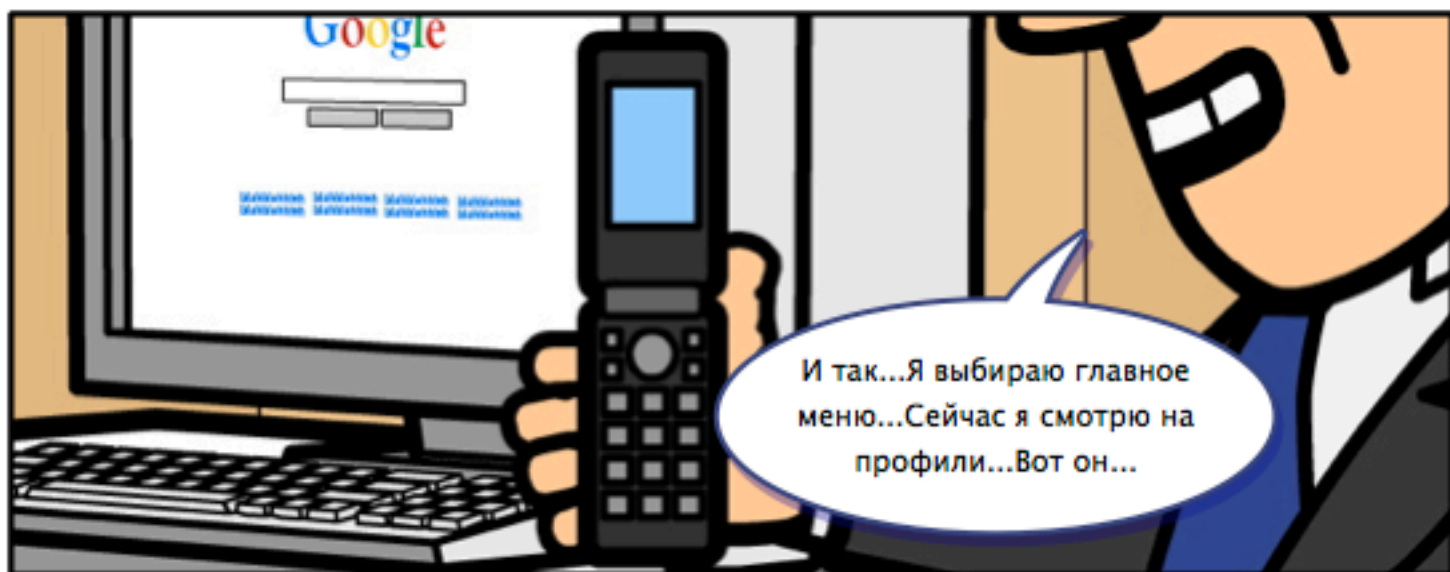
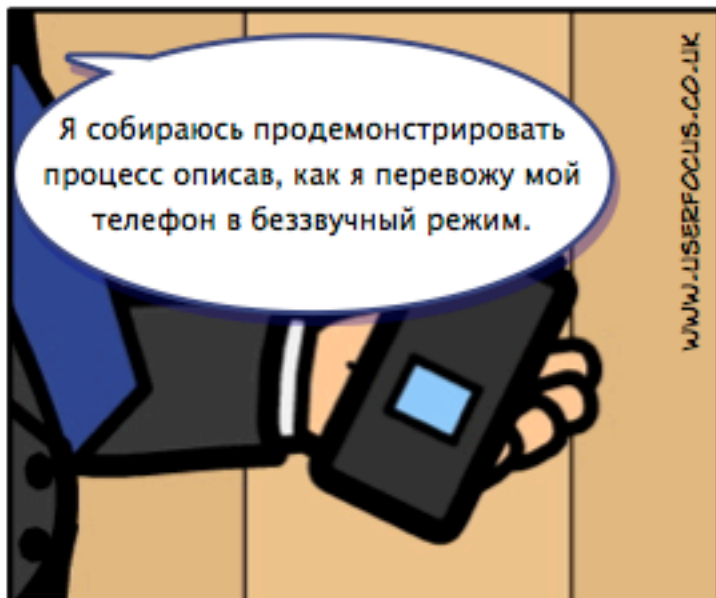


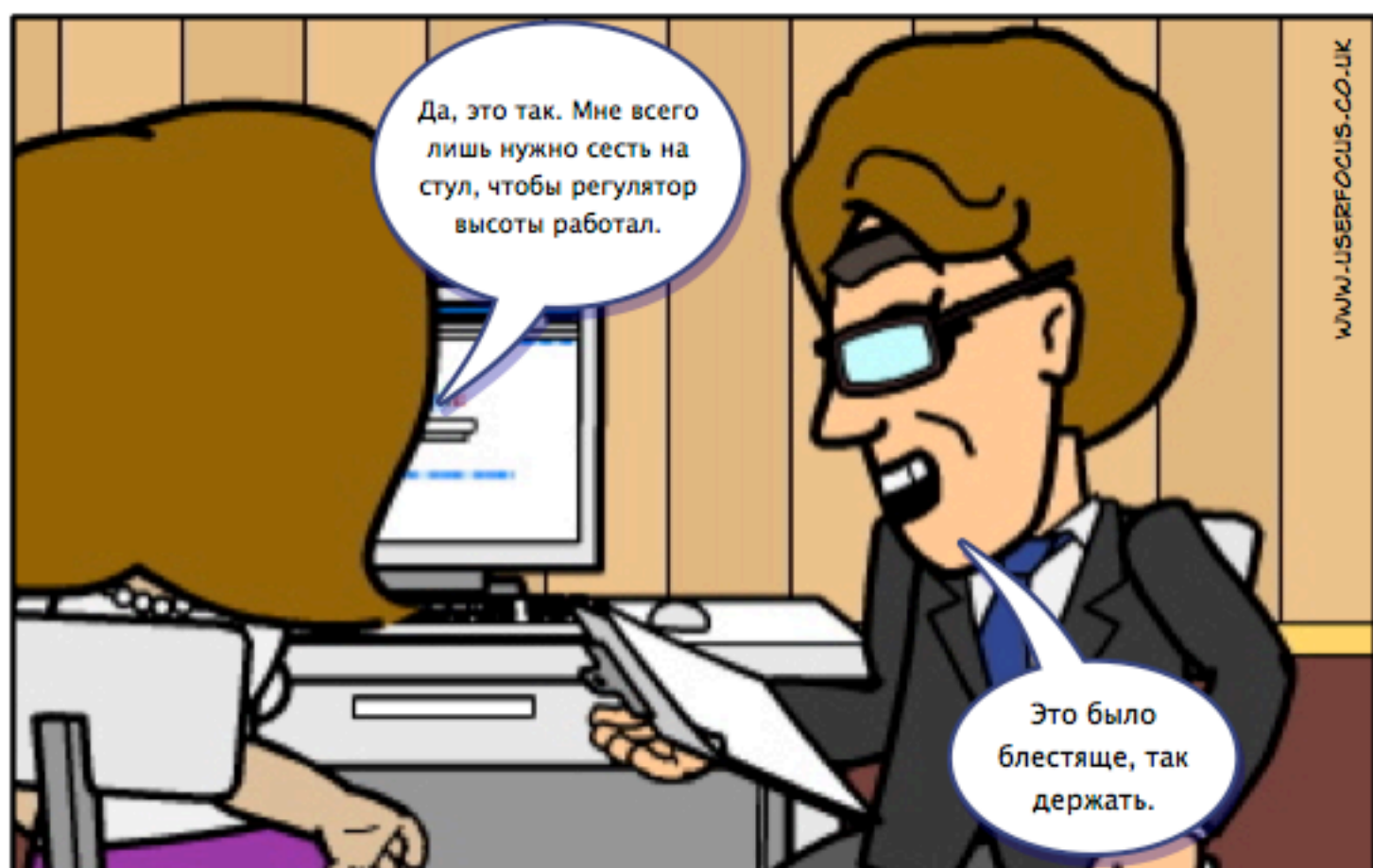
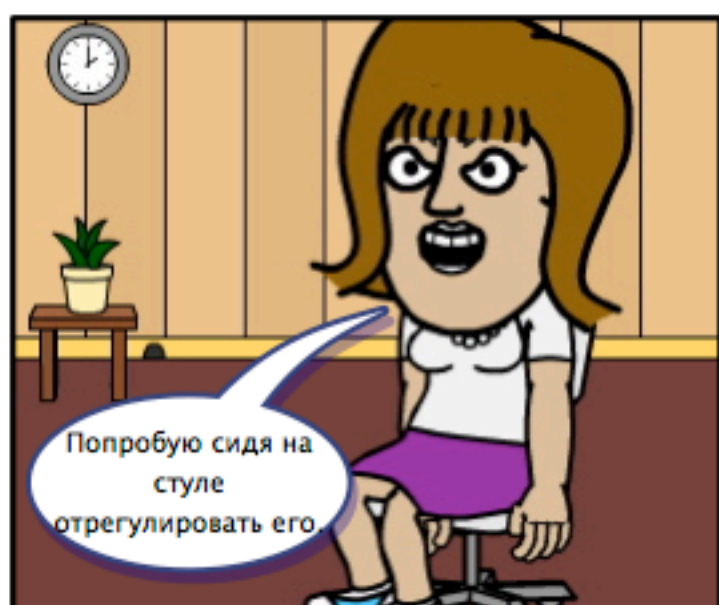
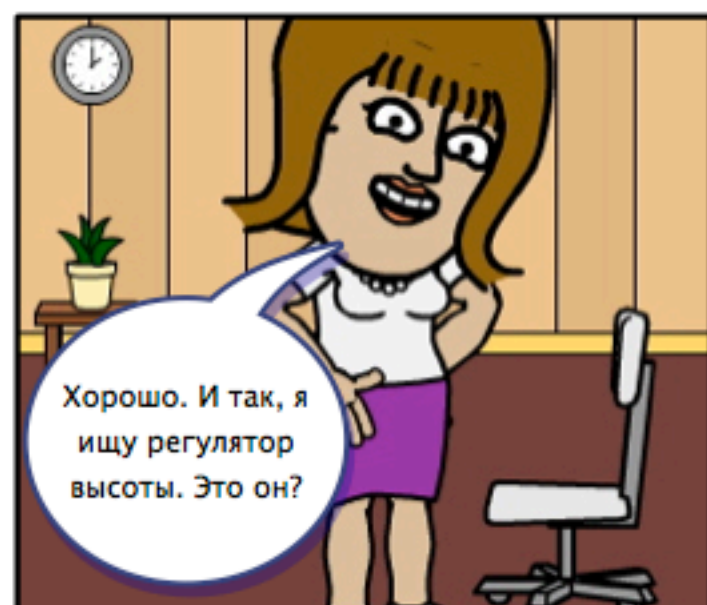
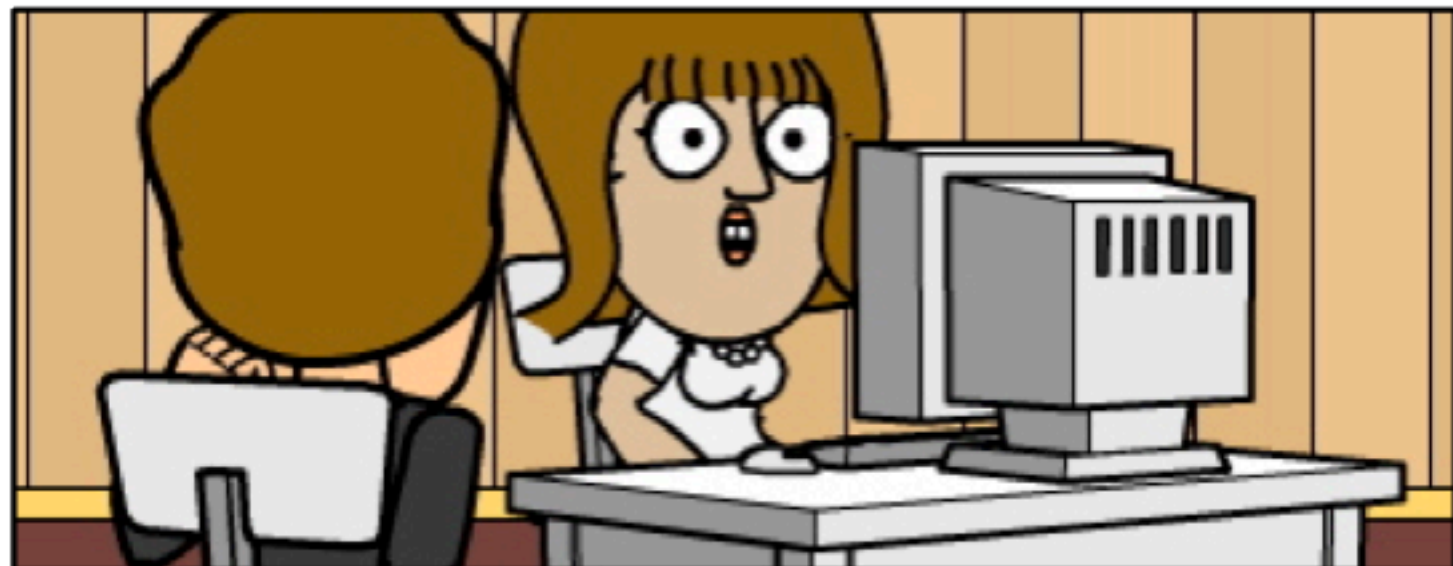




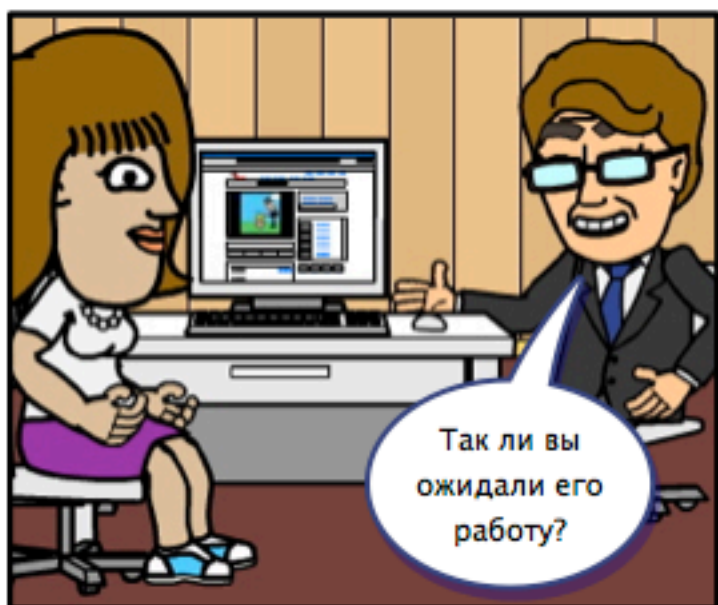
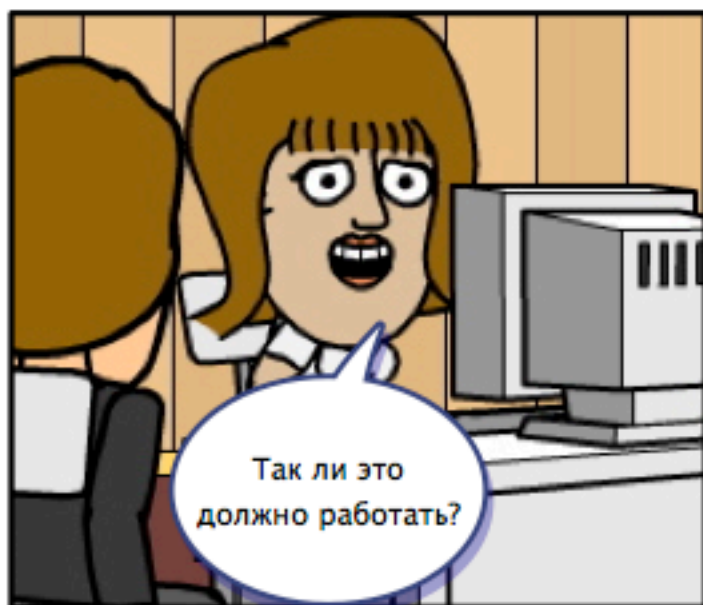
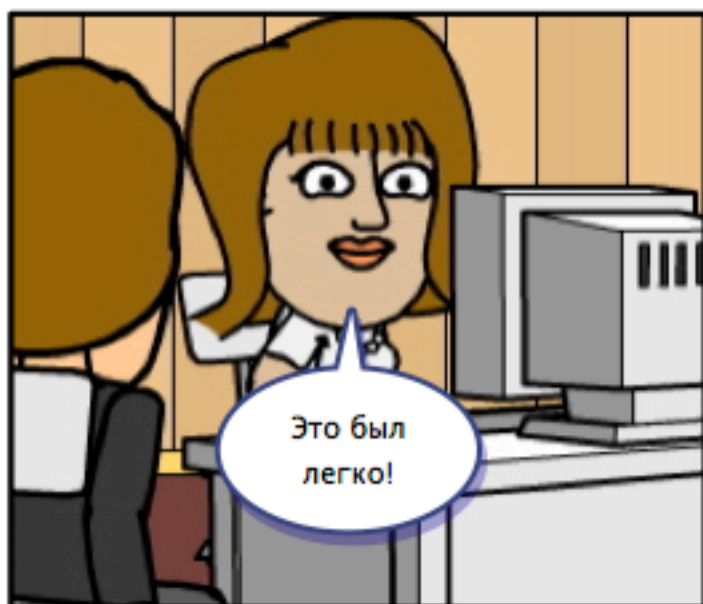
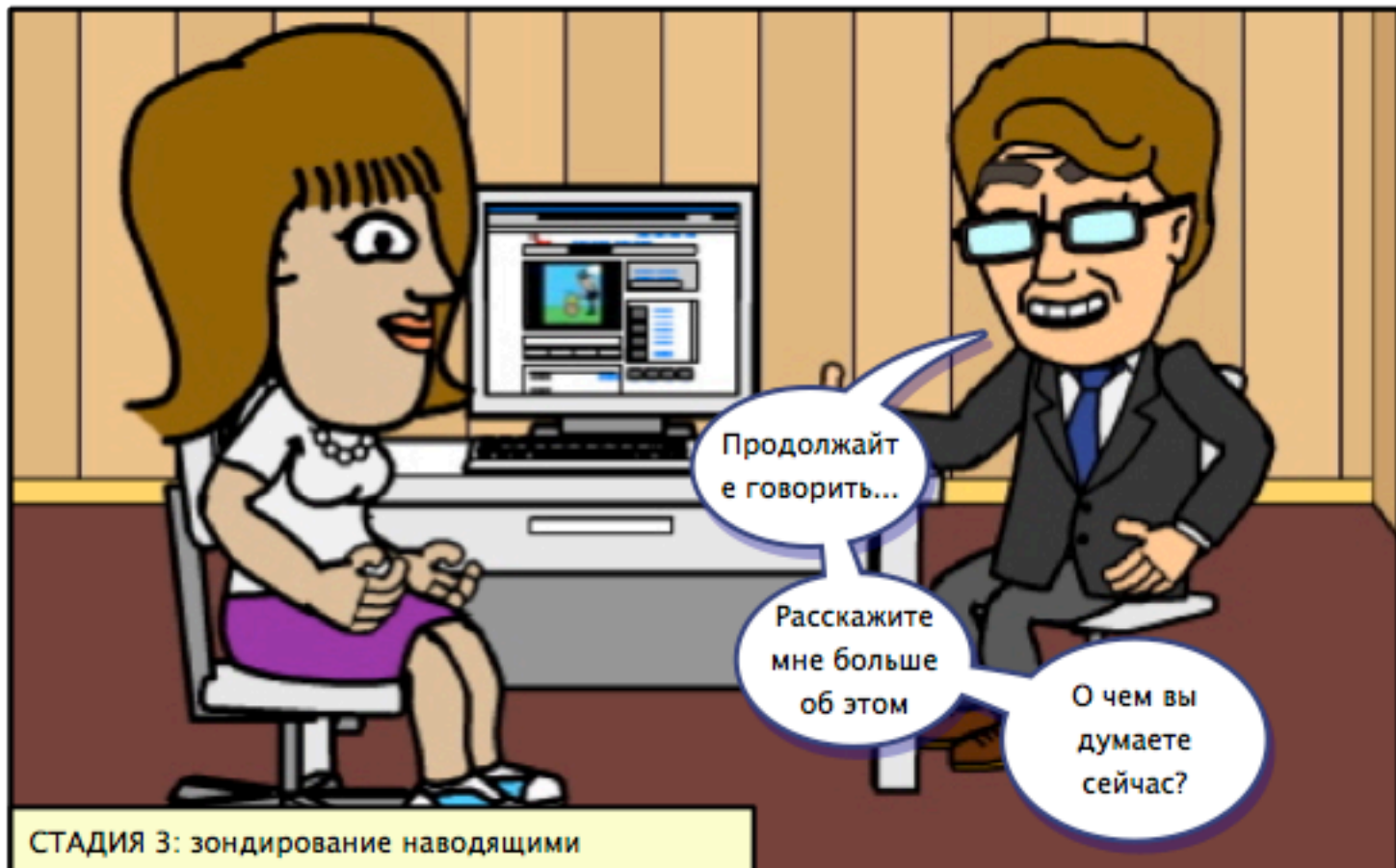


СТАДИЯ 2: демонстрация и практика



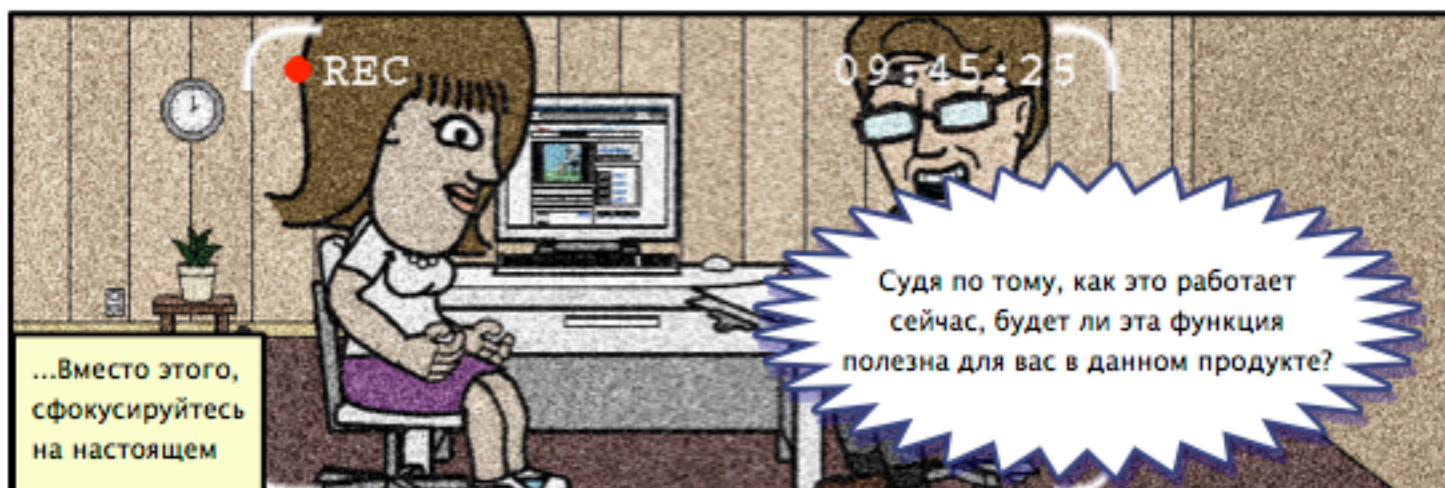
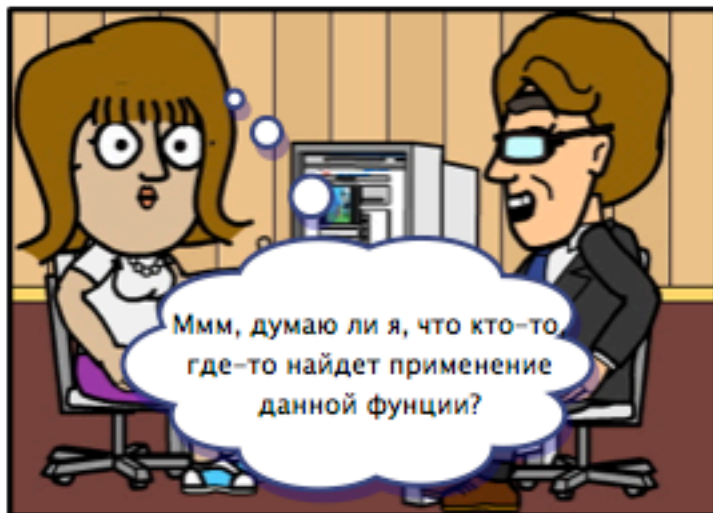
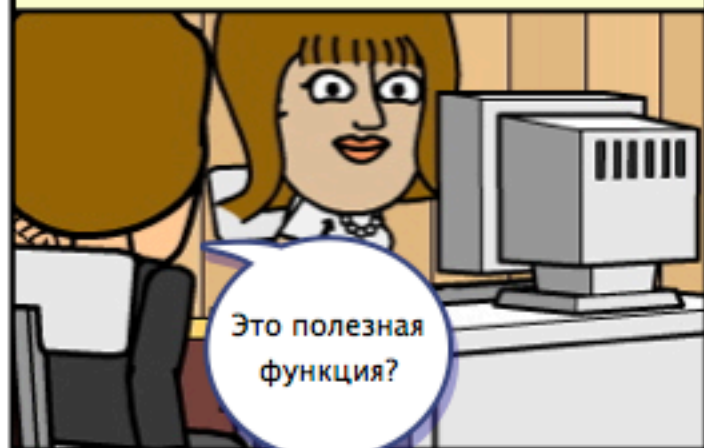




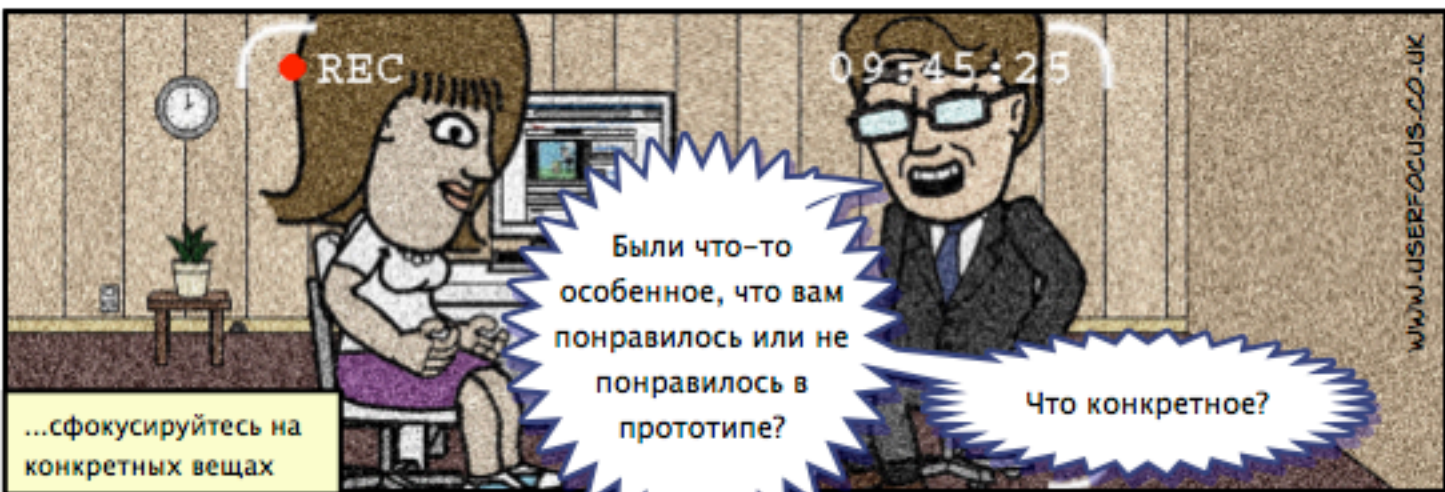
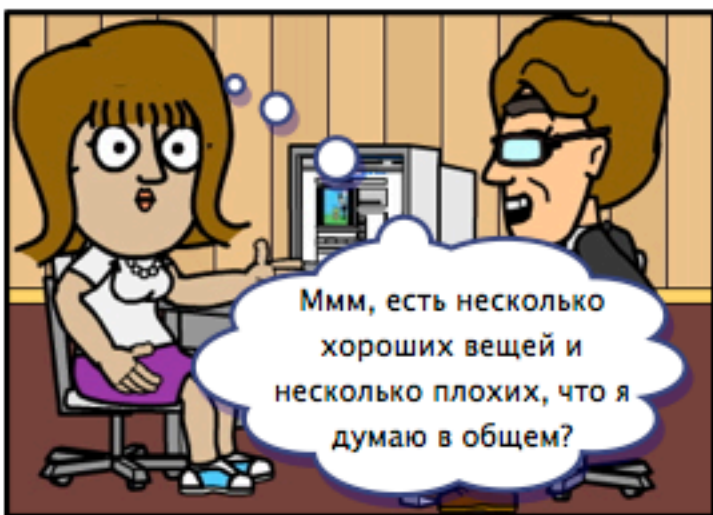
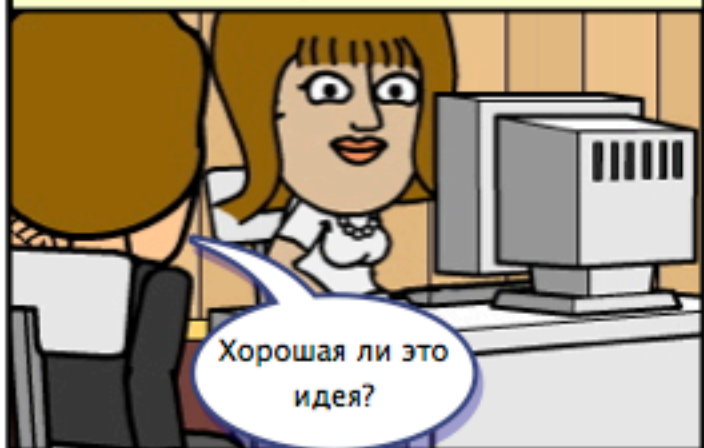




Не позволяйте пользователям

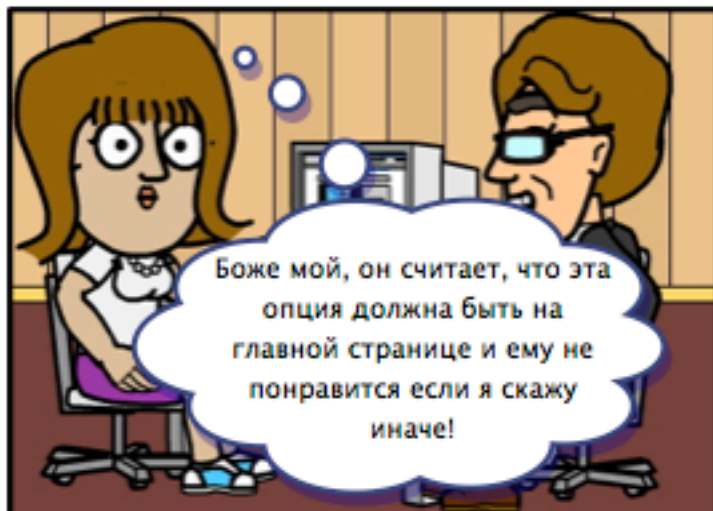
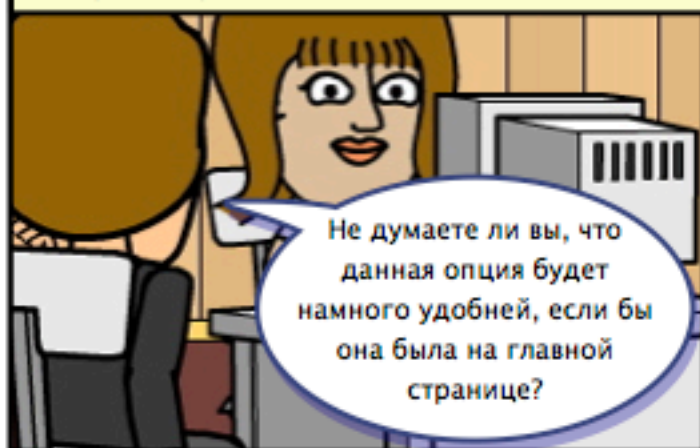


Вместо общих вопросов...

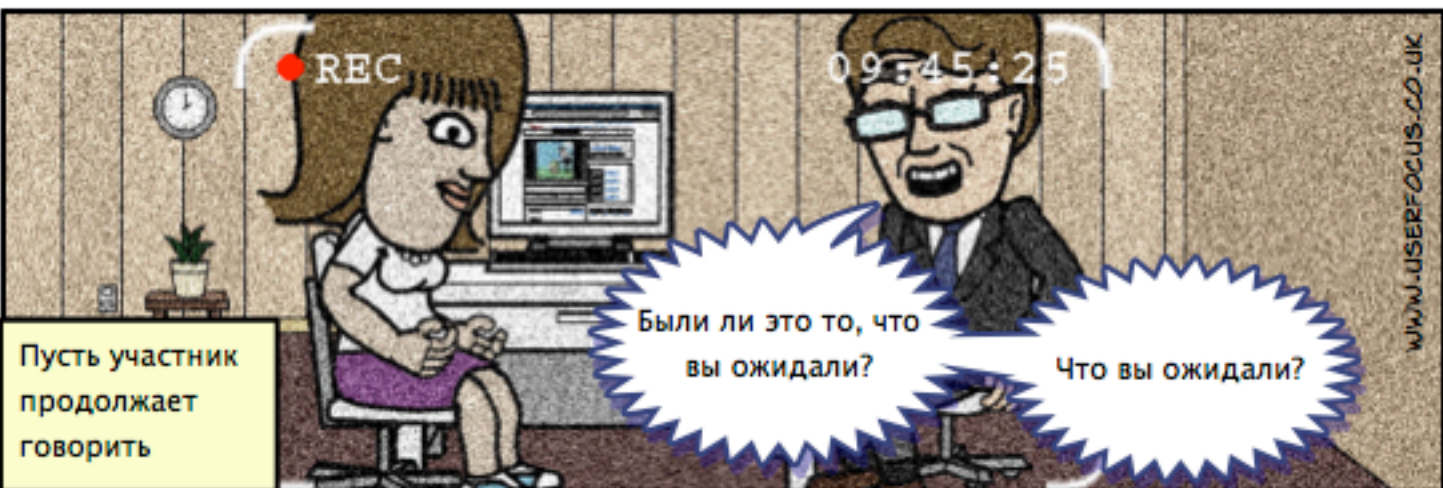
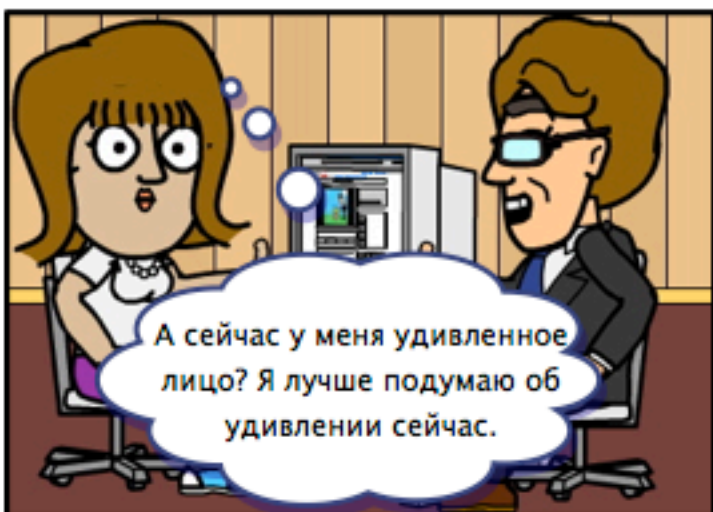
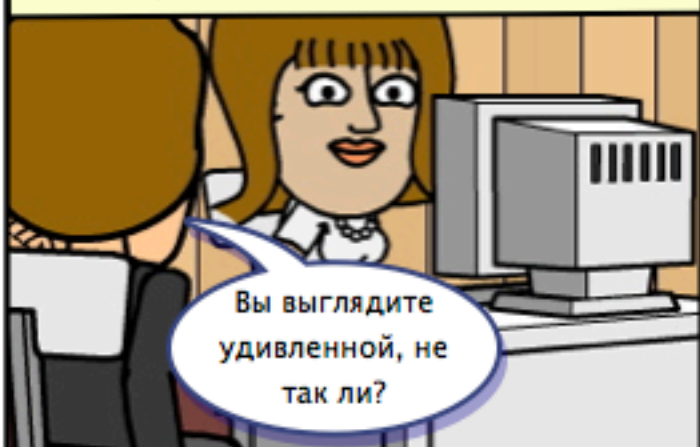




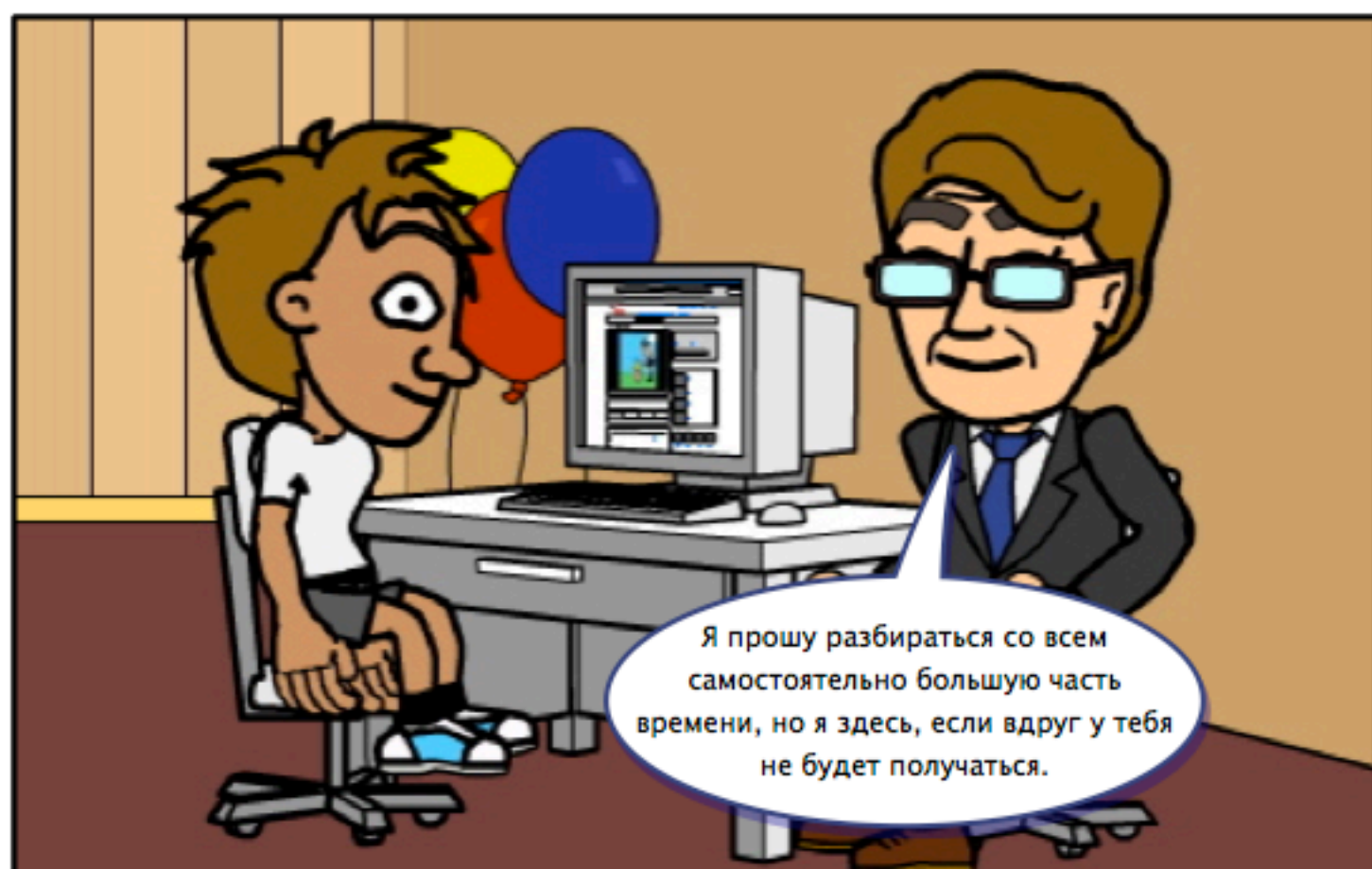
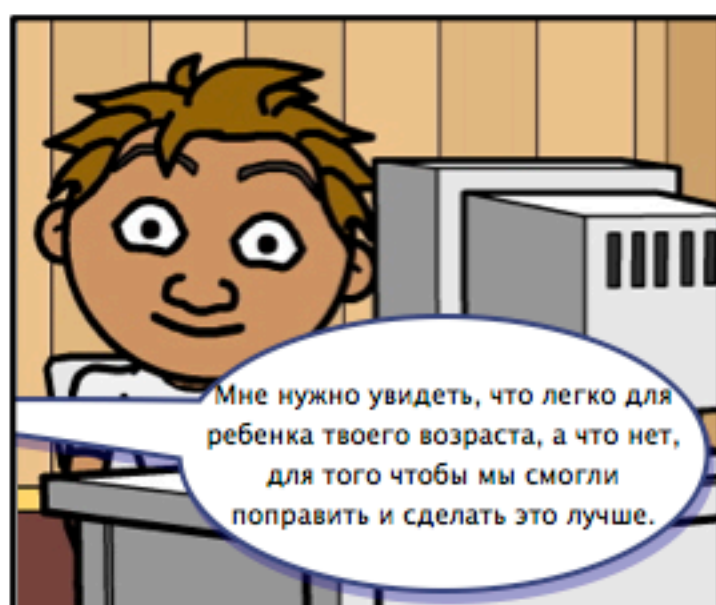
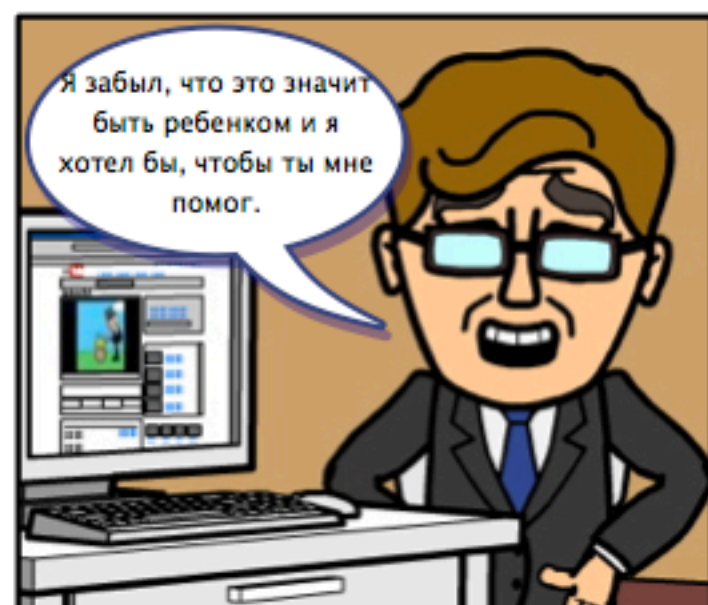
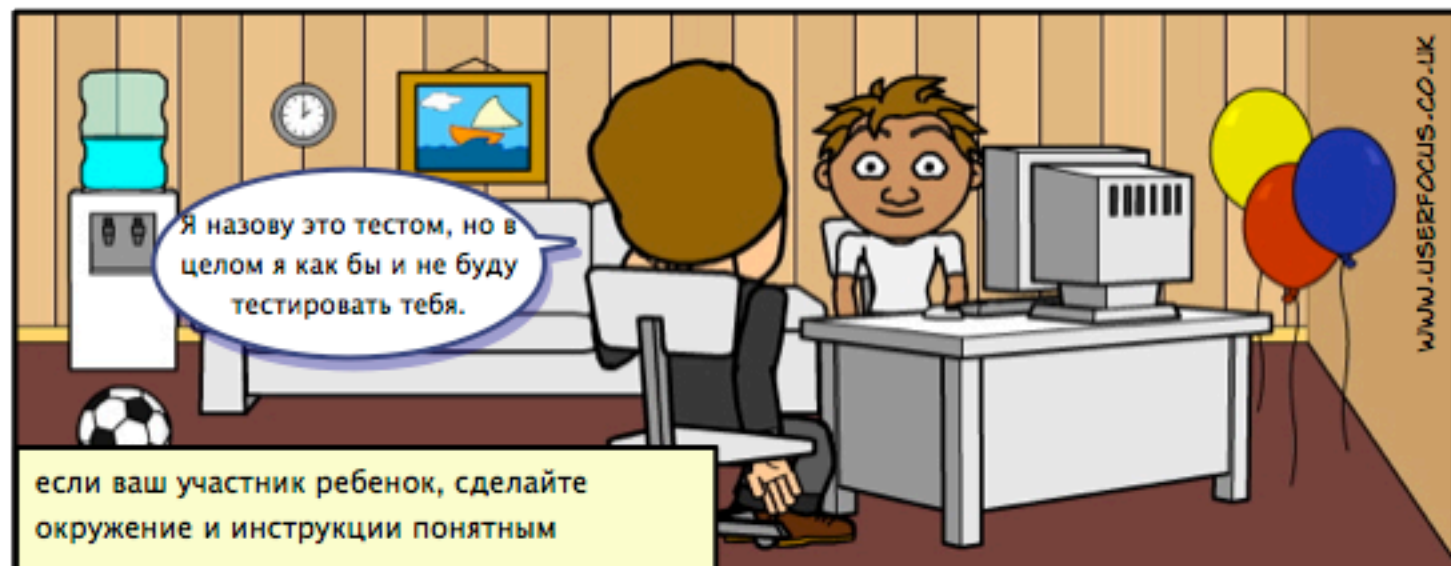
Не будьте субъективным



Не поощряйте болтовни









## 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.

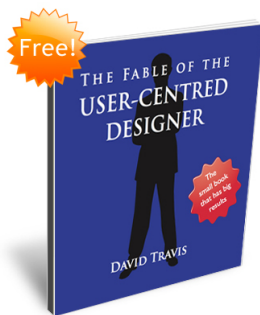
<http://www.userfocus.co.uk/training/usabilitytest.html>

## USERFOCUS

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# Other e-Books from Userfocus



## The Fable of the User-Centred Designer

Follow a young man's journey as he discovers the three secrets of user-centred design. It's a small book that has big results — and it's free.

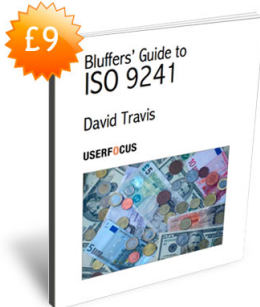
<http://www.userfocus.co.uk/fable>



## Usability Test Moderation: The Comic

If you've been tasked with running a usability test, then you'll love this instructional guide. Aimed at people about to moderate their first usability test, this graphic instruction guide covers the essential techniques you'll need to moderate a usability test. Free to newsletter subscribers.

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



## Bluffers' guide to ISO 9241

ISO 9241 is widely cited by user experience experts who would be hard pushed to name any other standard — but all most usability professionals know about the standard is its name. This eBook describes each of the published parts of ISO 9241 in detail. £9.

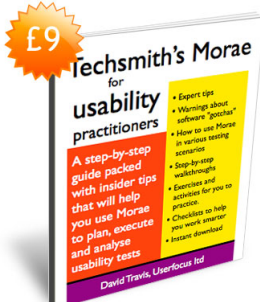
<http://www.userfocus.co.uk/articles/ISO9241.html>



## 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. £9.

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



## Morae for Usability Practitioners

Targeted at both new and experienced users of Morae, Morae for Usability Practitioners is a step-by-step guide to using Morae to plan, execute and analyse usability tests.

Packed with insider tips and expert advice, this guide will help you use Morae to its full potential. £9.

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