

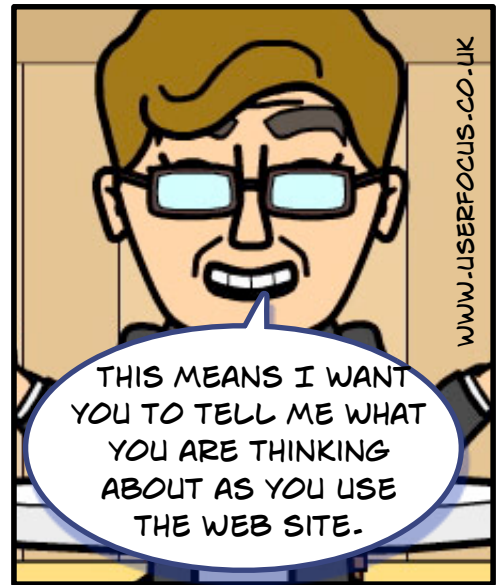
USABILITY TEST MODERATION

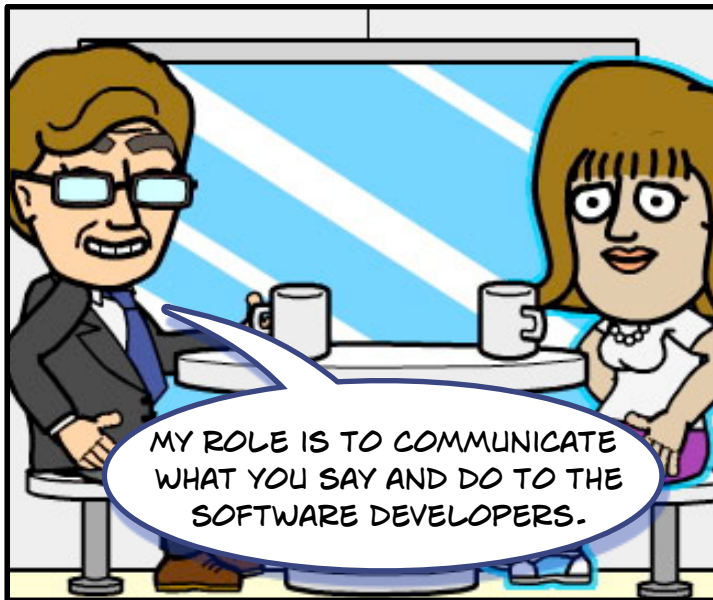
A GRAPHIC INSTRUCTION GUIDE FROM USERFOCUS

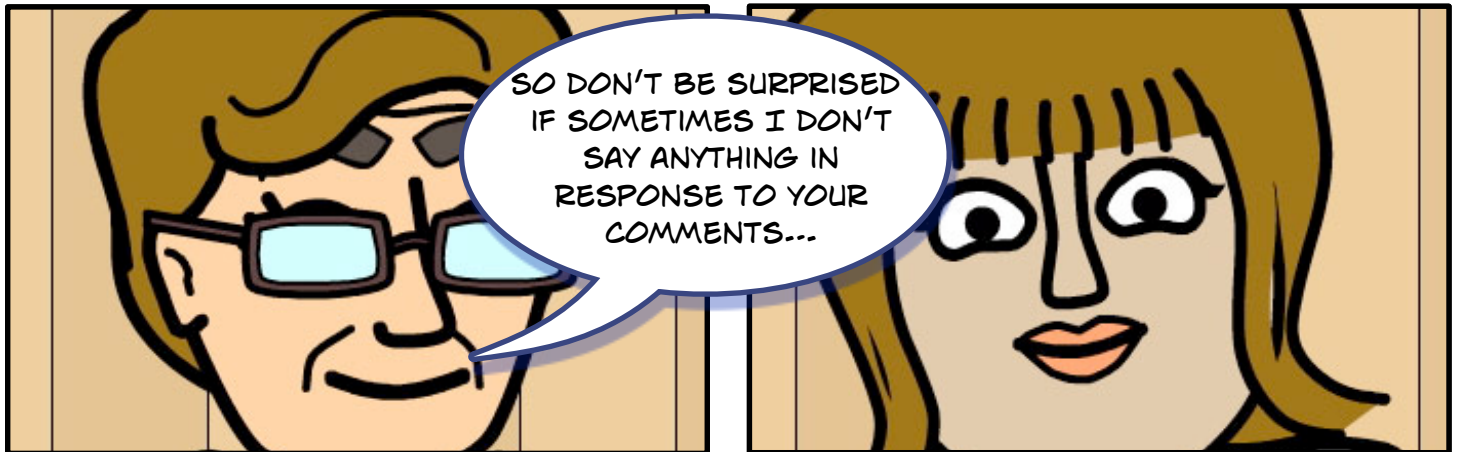
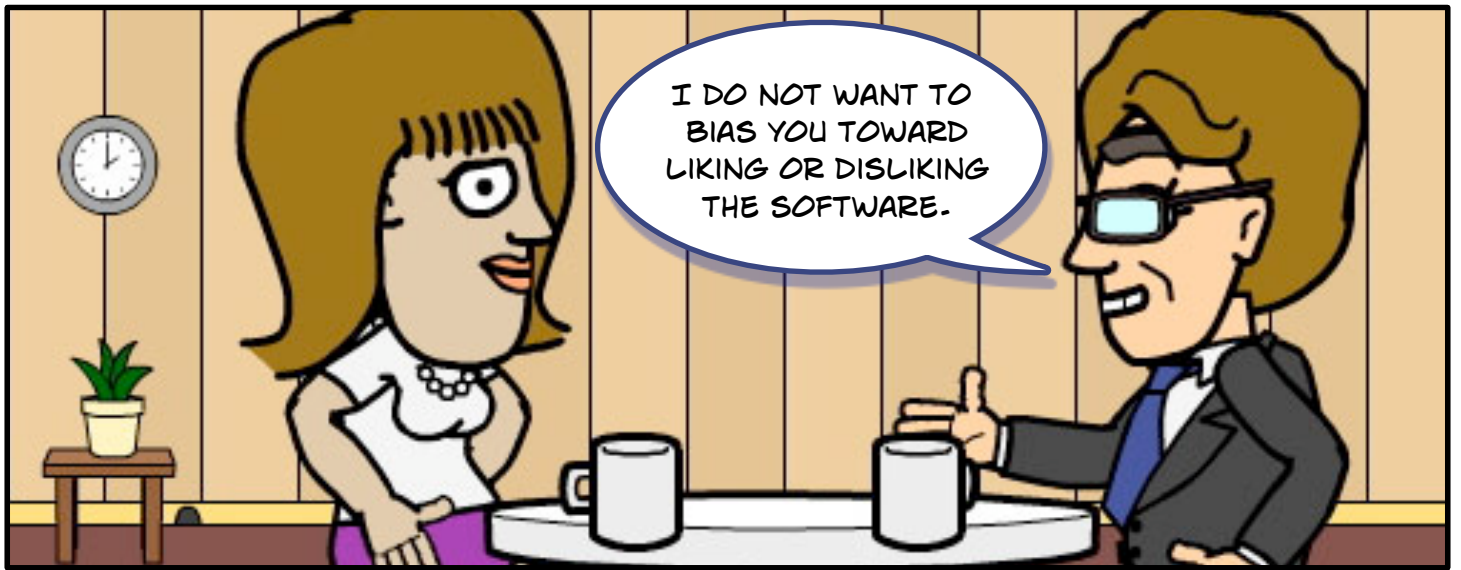
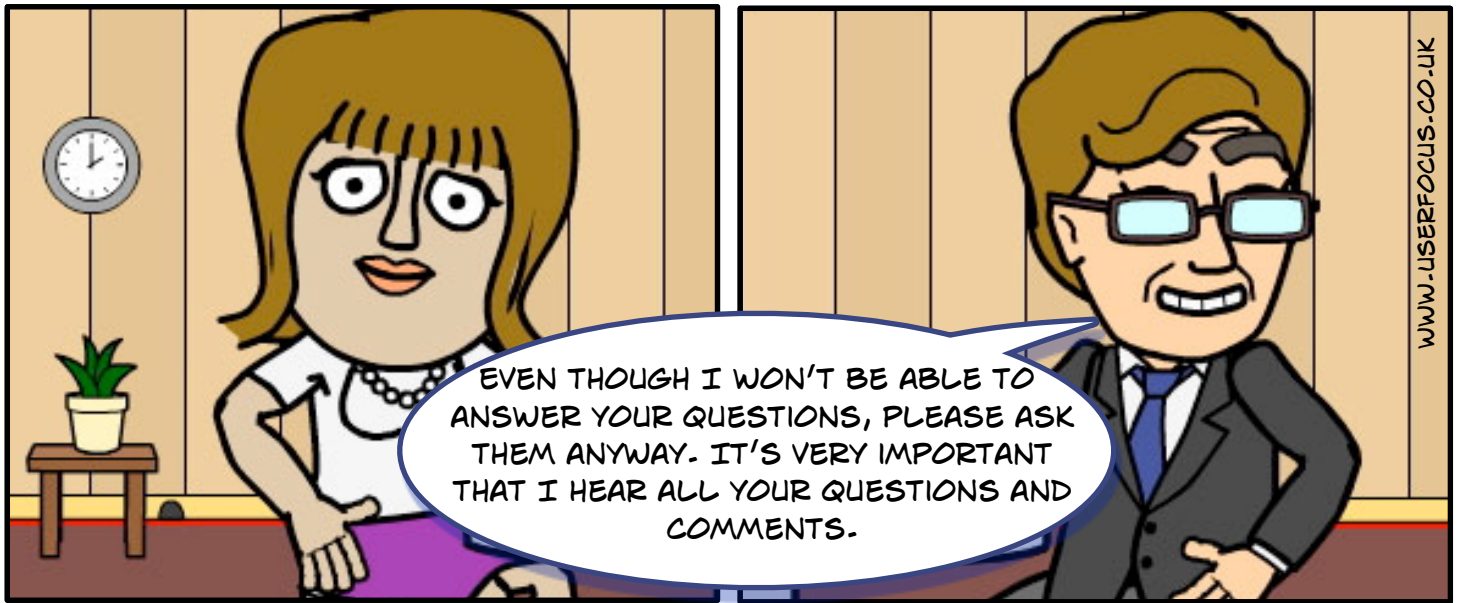
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PHASE 1: GIVE INSTRUCTIONS



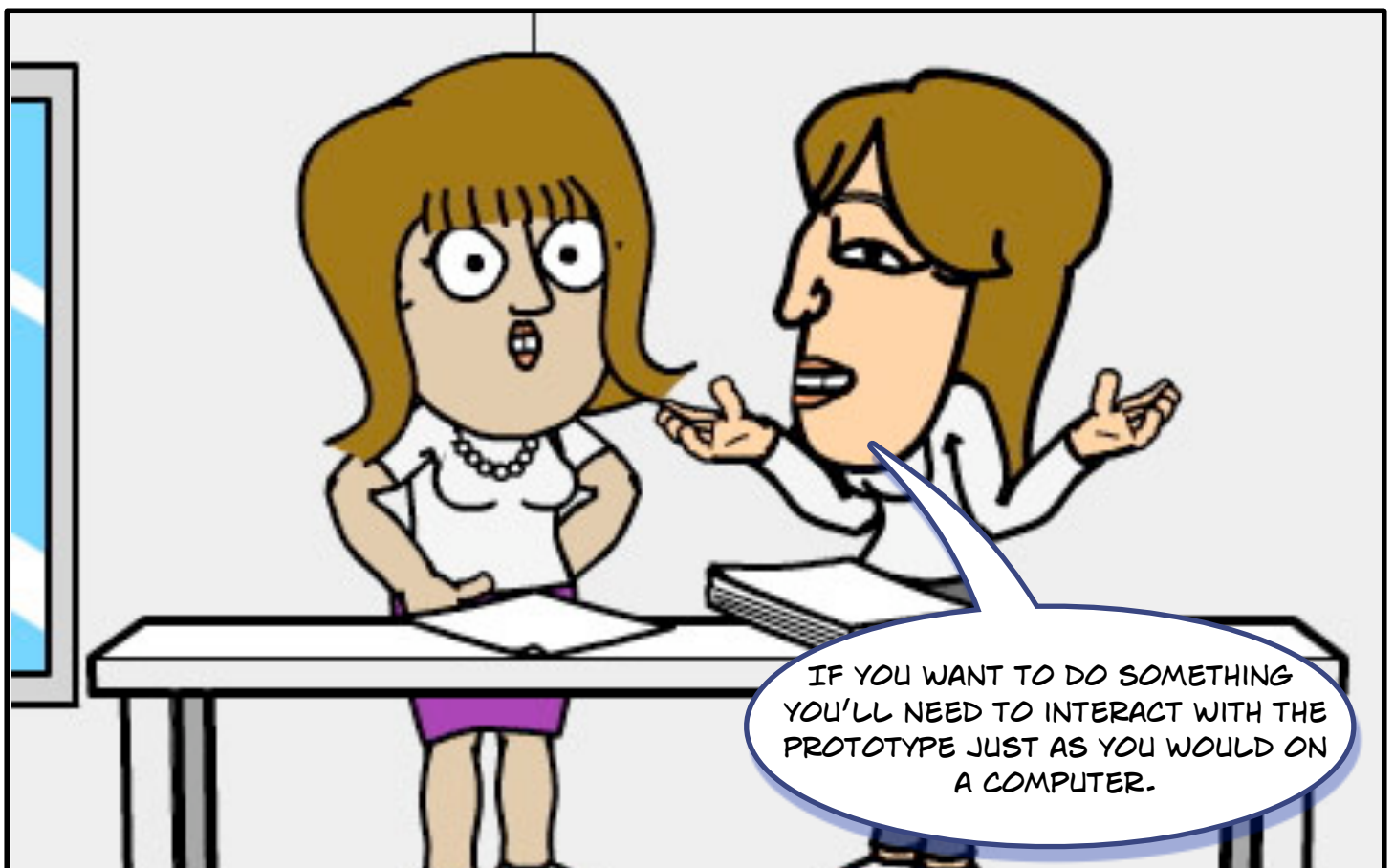
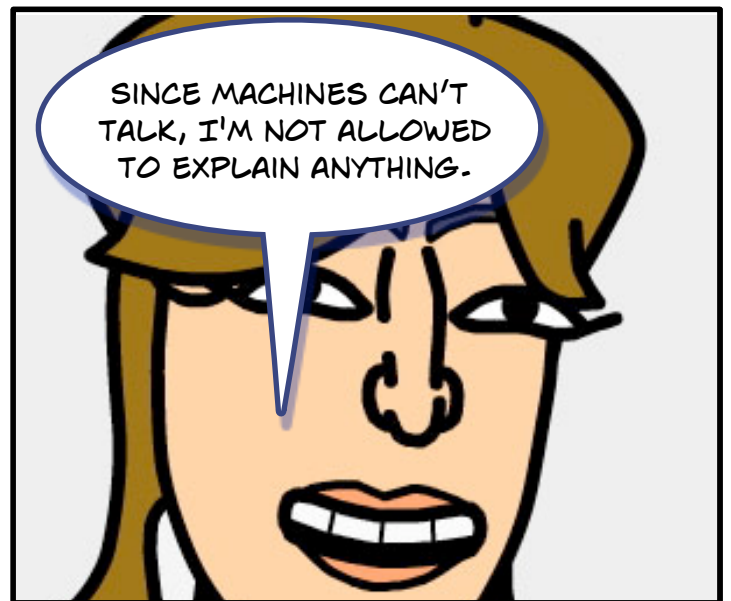
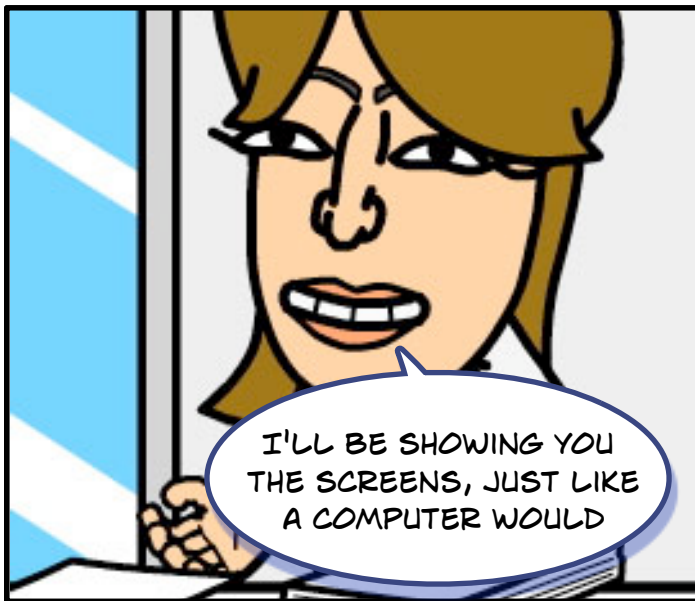


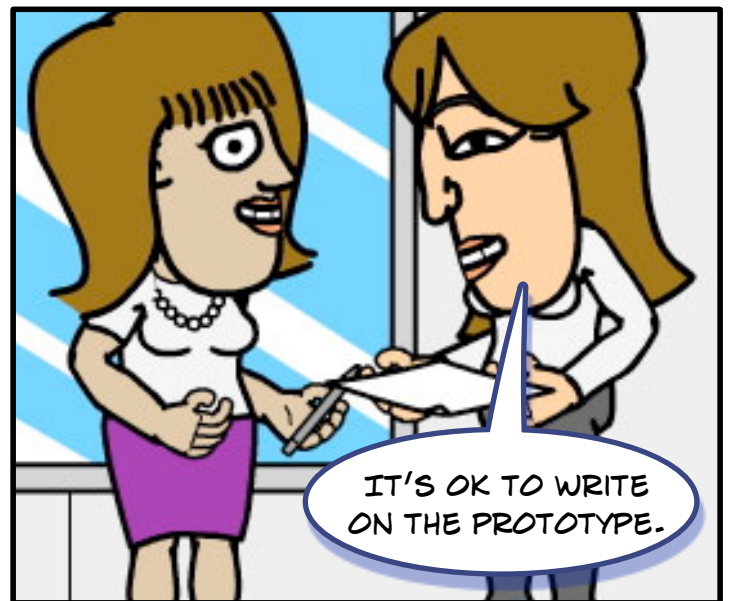
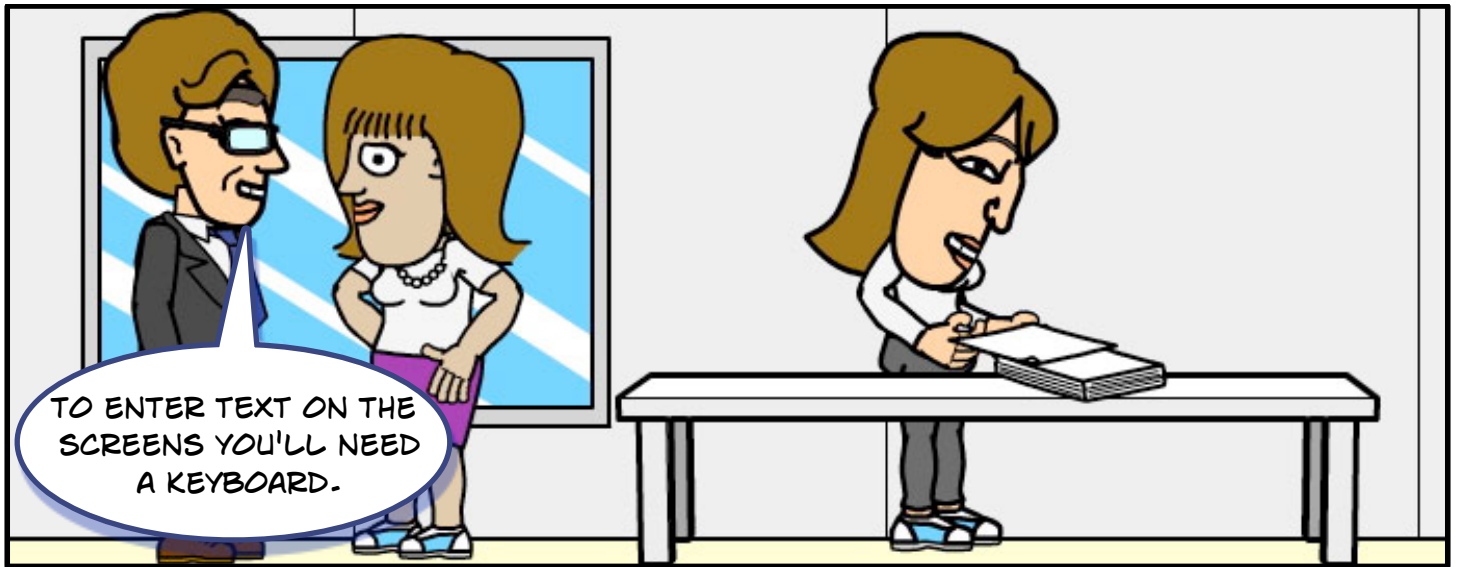


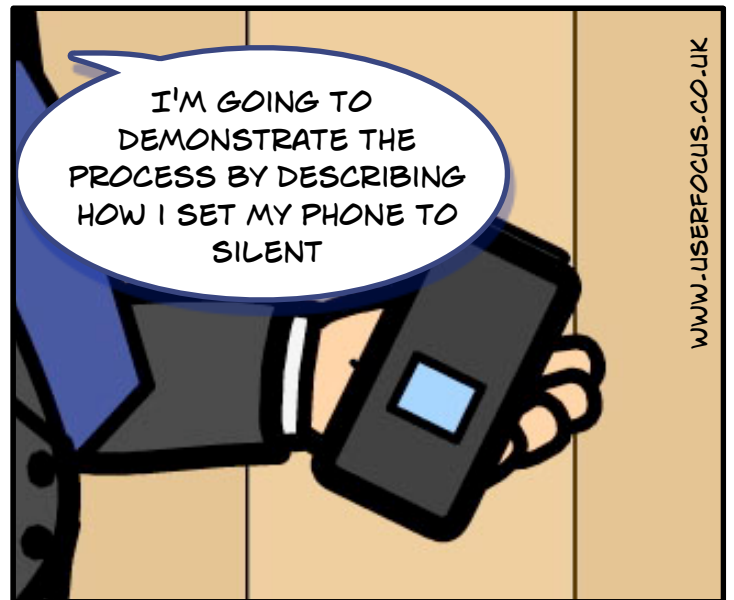
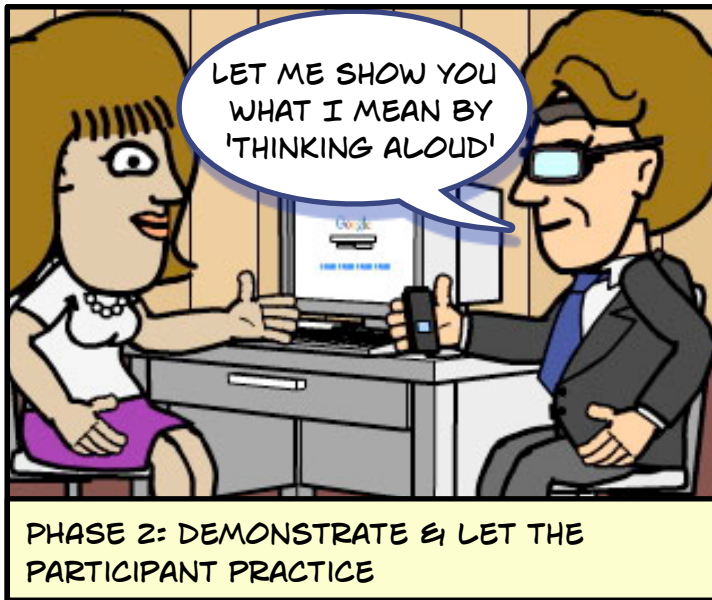
IF THIS IS A PAPER PROTOTYPE...

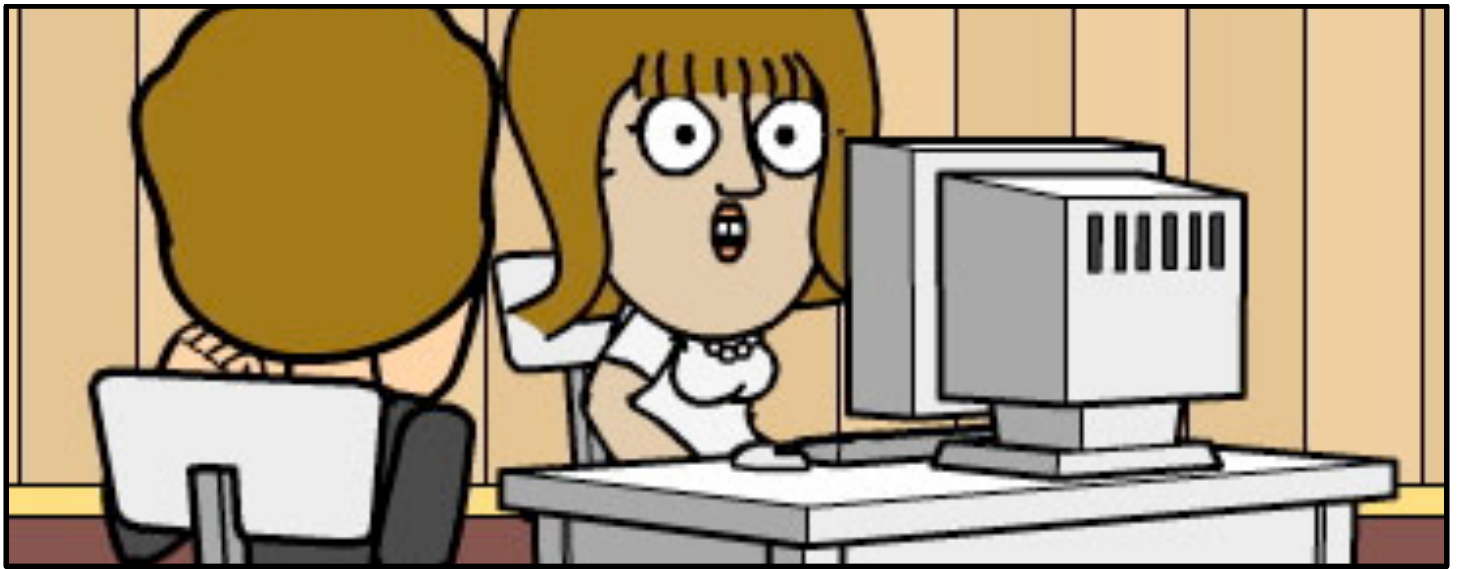


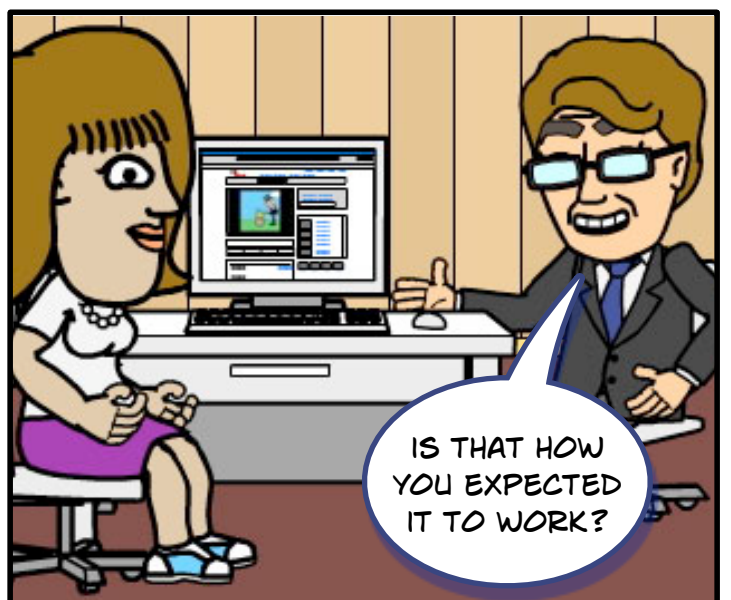
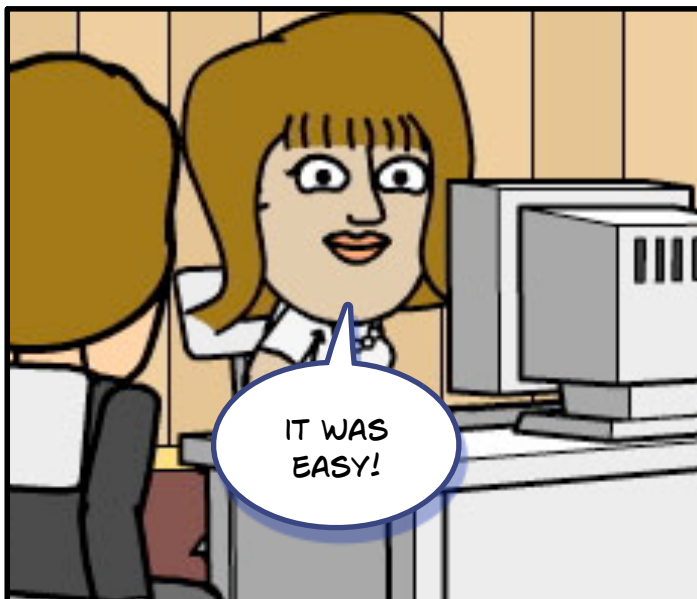
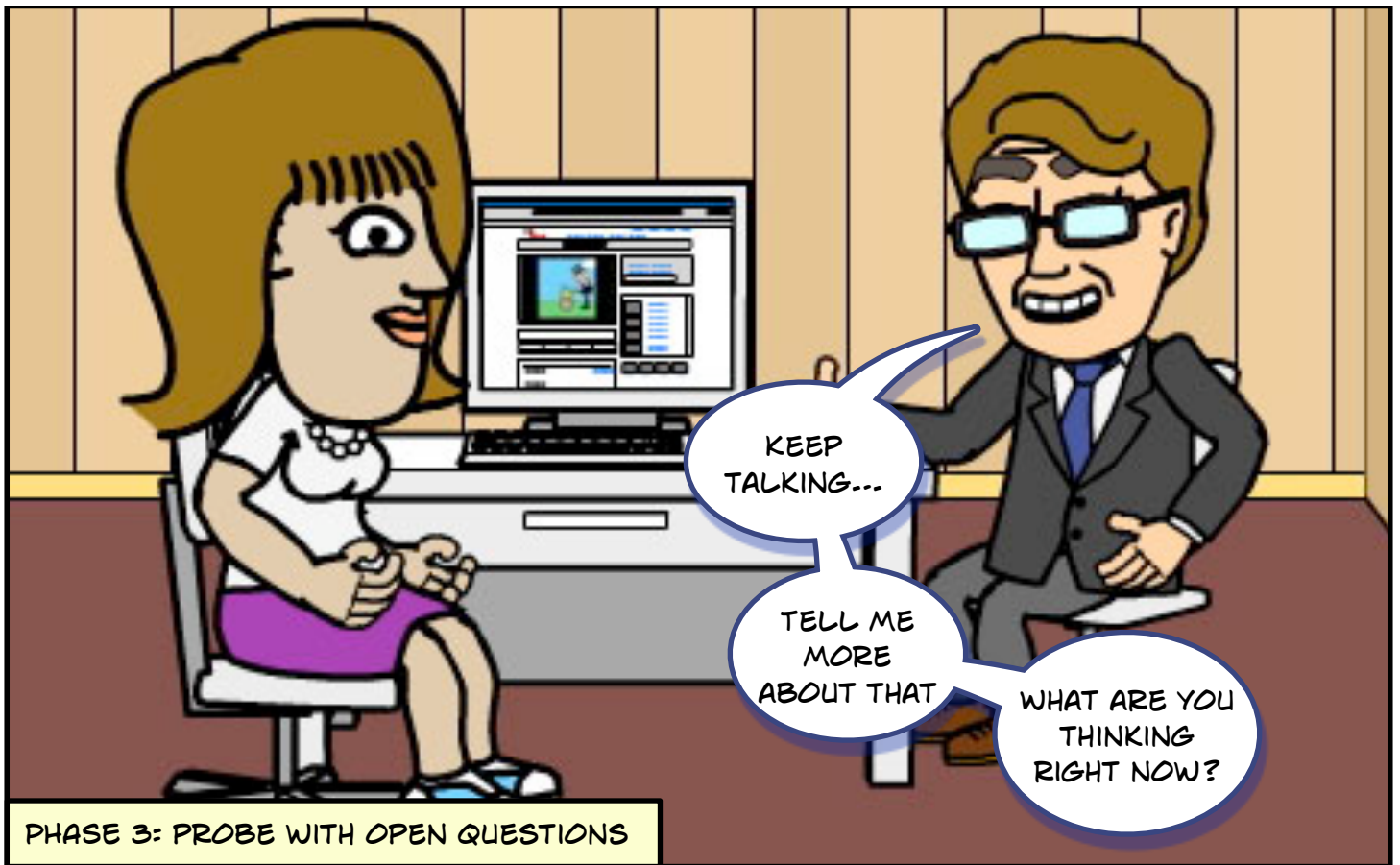
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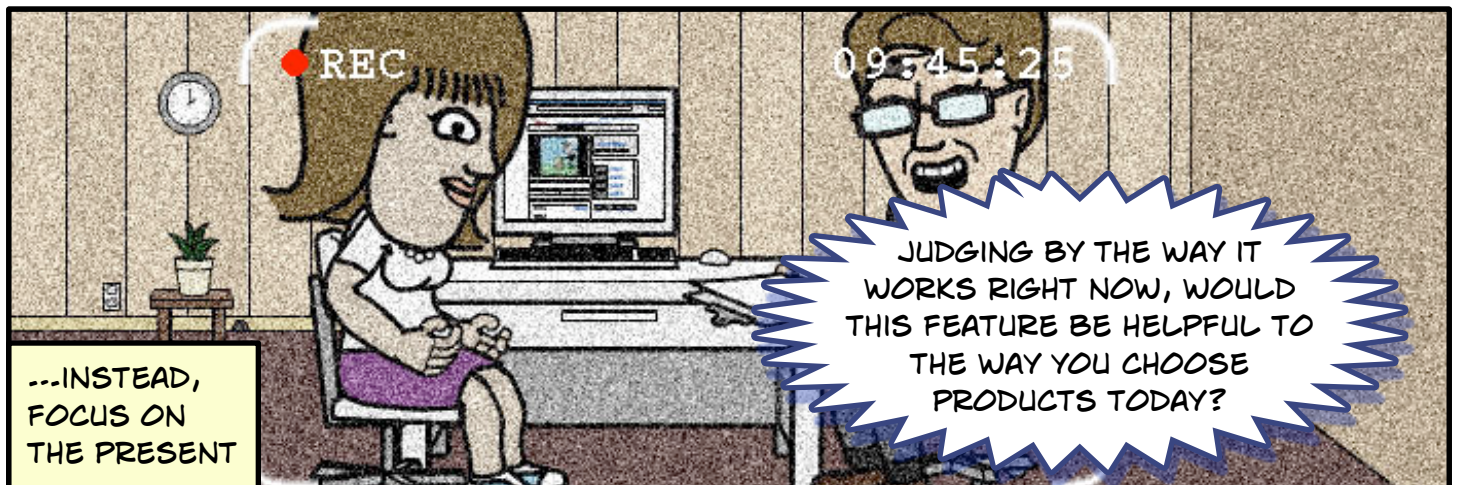
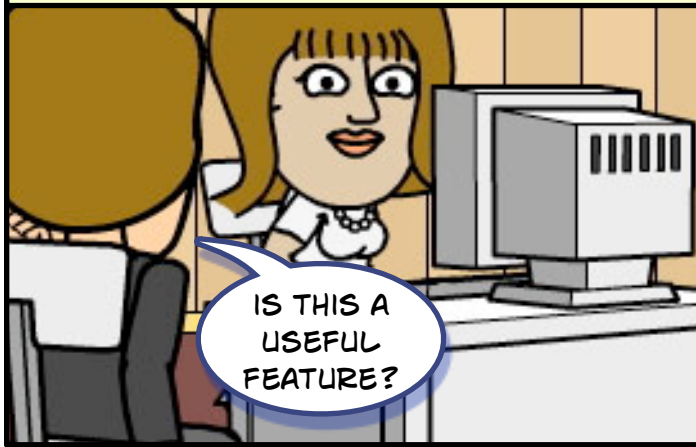




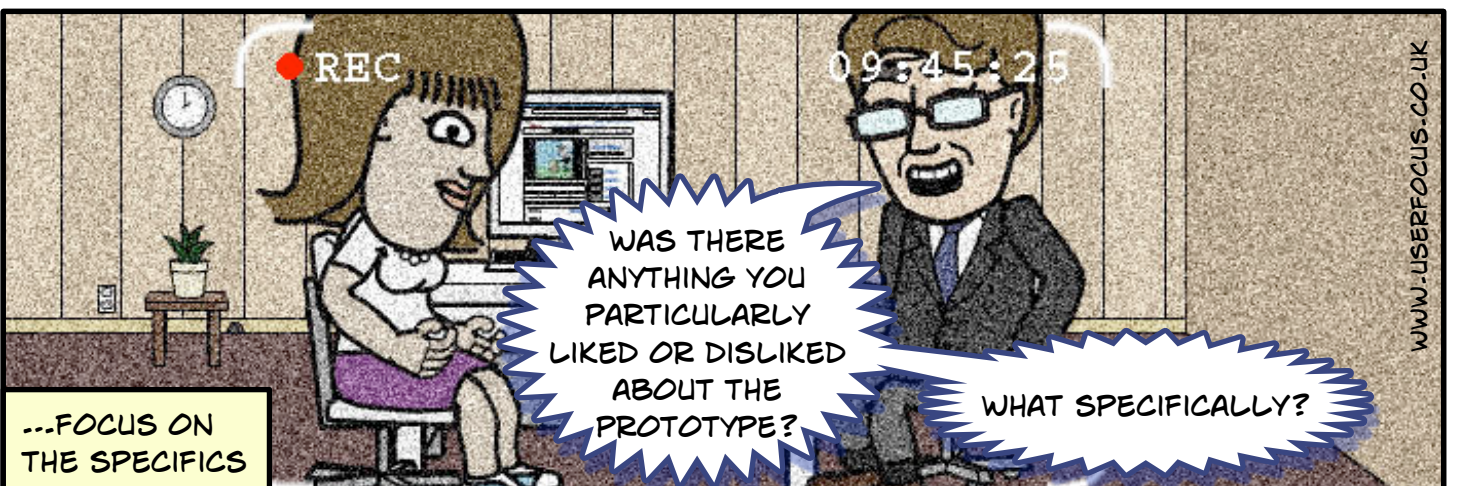




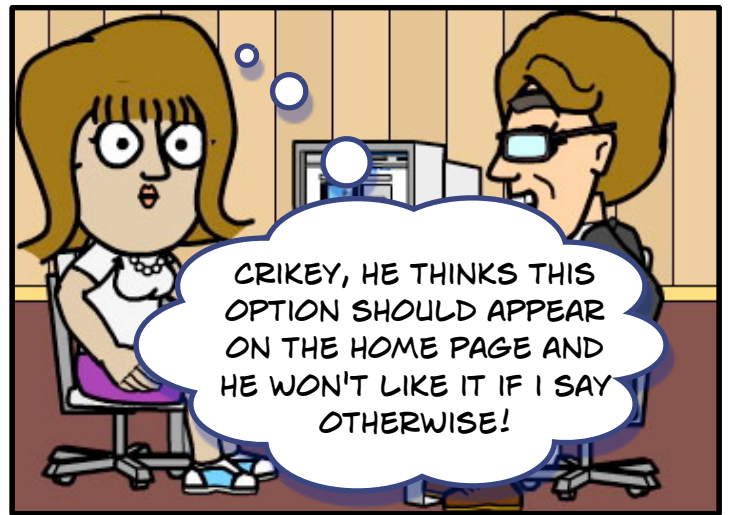
DON'T ASK USERS TO EXTRAPOLATE...



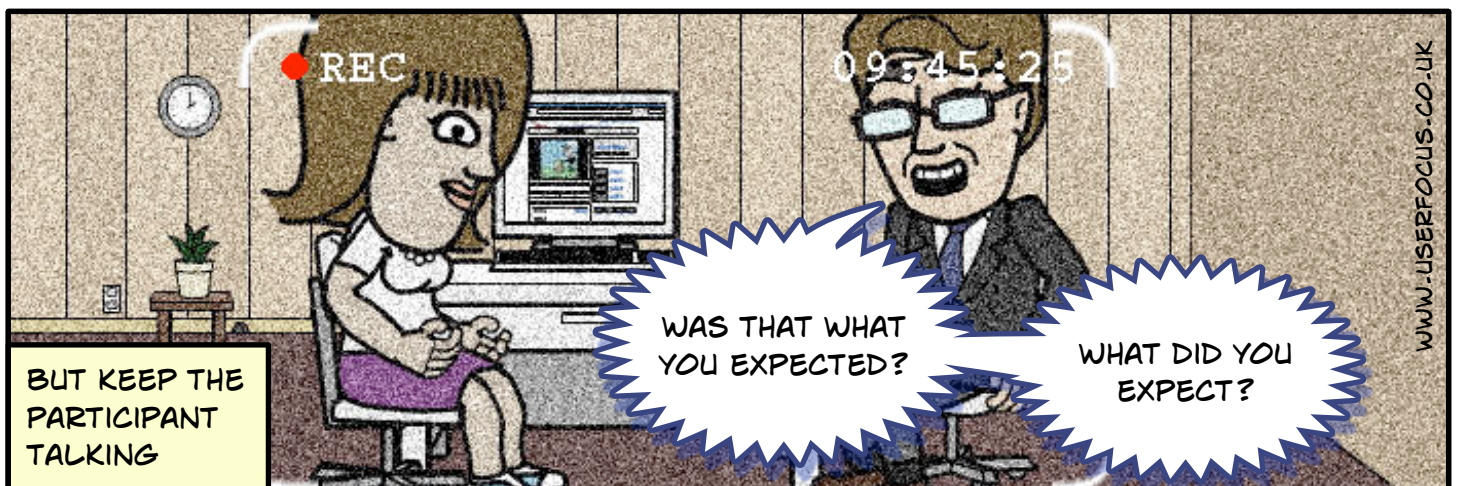
INSTEAD OF GENERIC QUESTIONS...

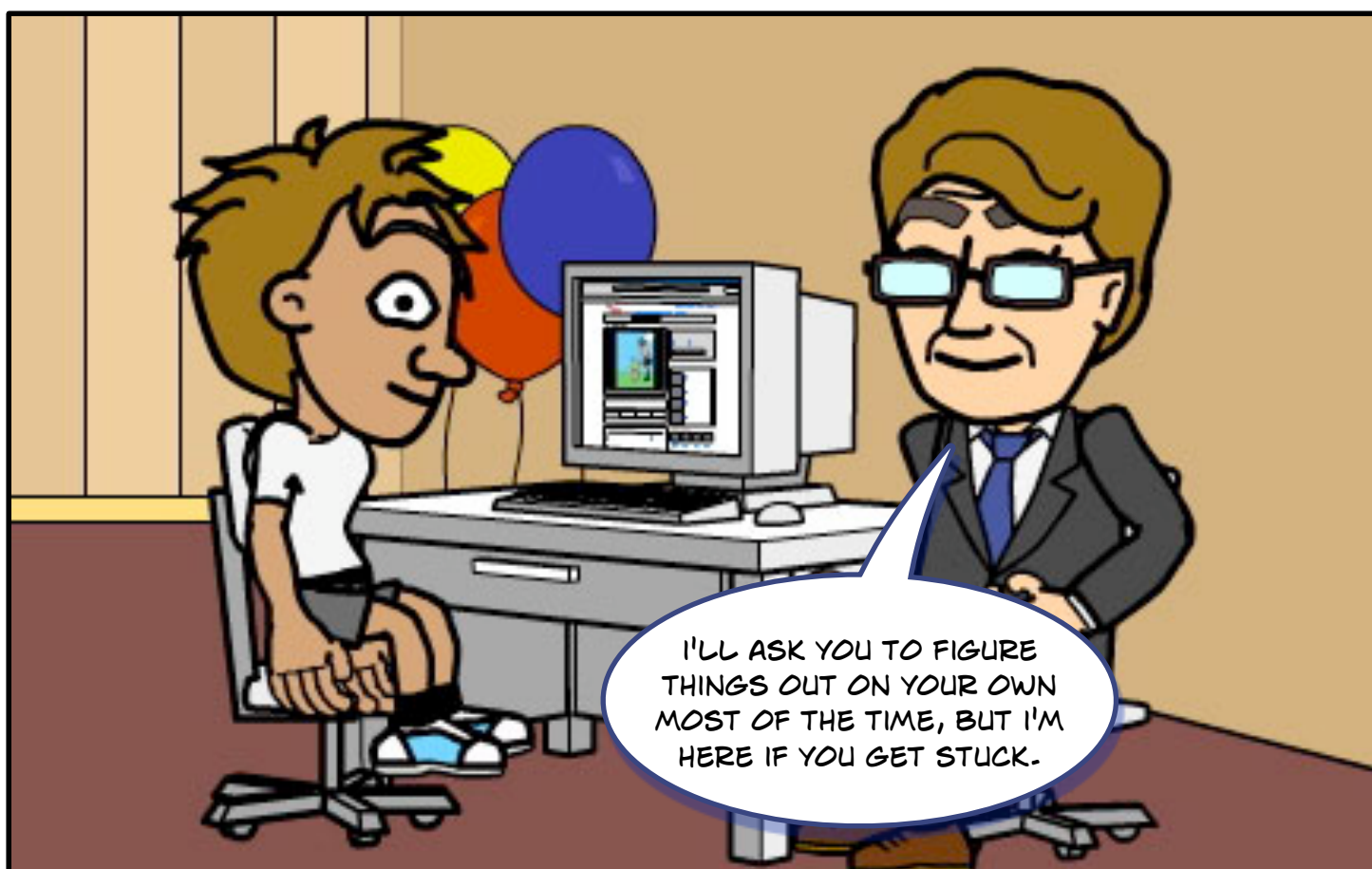
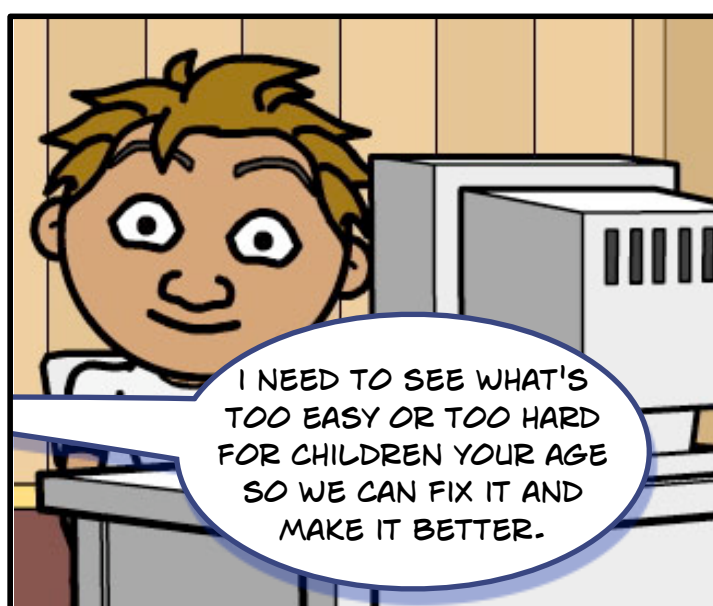
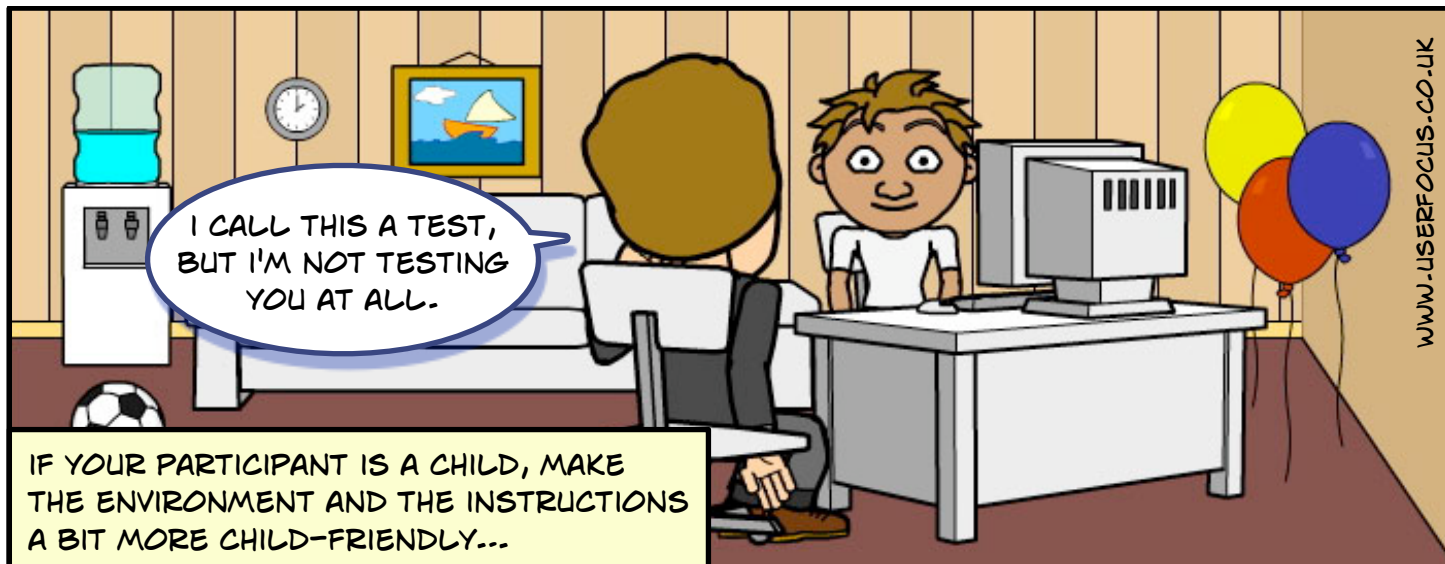


DON'T BE JUDGEMENTAL



DON'T ENCOURAGE CONFABULATION





USERFOCUS



Dr David Travis @userfocus

THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it's my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

ATTEND A WORKSHOP

Attend a public training courses. You'll find an up-to-date schedule here:

<https://www.userfocus.co.uk/training/index.html>

INVITE ME IN

I can bring my workshops to you and run them for a fixed all-inclusive fee no matter where you are. You'll find more information on in-house training here:

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User Experience: The Ultimate Guide to Usability

Master user experience in this practical, video-based, online training course.

“ The depth and breadth of content covered in this course is seriously impressive. All of the major UX techniques are covered in a way that anyone could take this advice and apply it to their own projects or organisation. If you want to learn how to do user-centred design, this is the course to get.

— *Independent review by Matthew Magain, co-founder, UX Mastery*



“ I already had some in-house, quasi-UX mentoring, but taking this course is what truly opened my eyes to seeing everything in the world from a design and user goals perspective. I promote this course anytime I see or hear anybody asking where they should get started in UX Design/Research.

— *Course review by student Geoff Wilson*

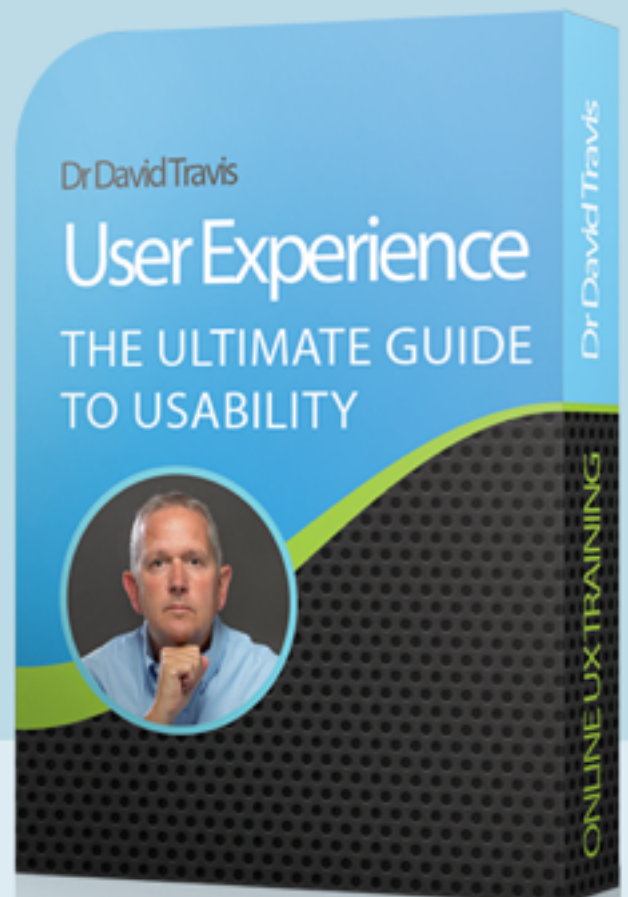
“ Dr. Travis has created a very thorough, very engaging overview of the UX Lifecycle, with lots of great real world examples and war stories from his own considerable experience to illustrate the guidelines and techniques he teaches you. Well worth the time and money.

— *Independent review by veteran usability consultant Dr. Deborah J. Mayhew*

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