FREETHINKING

Can I interest you in some car insurance that will tell you if you're going to crash the day before it happens? **(...and yes, you can change the future)**

# USER TESTING

Never launch without it.

"Visual design is about problem-solving, not about personal preference or unsupported opinion."

*Bob Baxley, Design Executive, Advisor, Mentor, and Speaker*

People make mistakes

# Humans are not great at making decisions.

Digital products are built by people for people.

The problem is that the people building the product are not the people using the product.

As such, they are forced to fill in the gaps by imagining themselves as the user.

The problem is, **your team is not your user base, and neither are you.**

Of note, confirmation bias is a severe hazard. Together with the Ikea effect, these biases cause well-intentioned teams to make poor decisions based on faulty reasoning and bad assumptions.



COGNITIVE BIAS CODEX, 2016

# Chasing incentives means sweeping problems under the rug.

Teams and stakeholders will often employ a quick fix to their legacy problems because it's simpler to conceive of, creeping further and further away from solving our users' issues

This erodes the trust and goodwill between companies and their customers.

**User testing breaks this paradigm by revealing flaws and opportunities before it's too late.**

7

It's about money.

**" The Only Thing More Expensive Than Writing Software Is Writing Bad Software "**

- *Alan Cooper*

*Development Guru , Author
and the Father of Visual Basic*

User testing is an insurance policy against bad process, and inevitable assumptions.

Redesigning a feature early on is orders of magnitude less expensive than rewriting software that's already developed or regaining lost customers through poor choices.
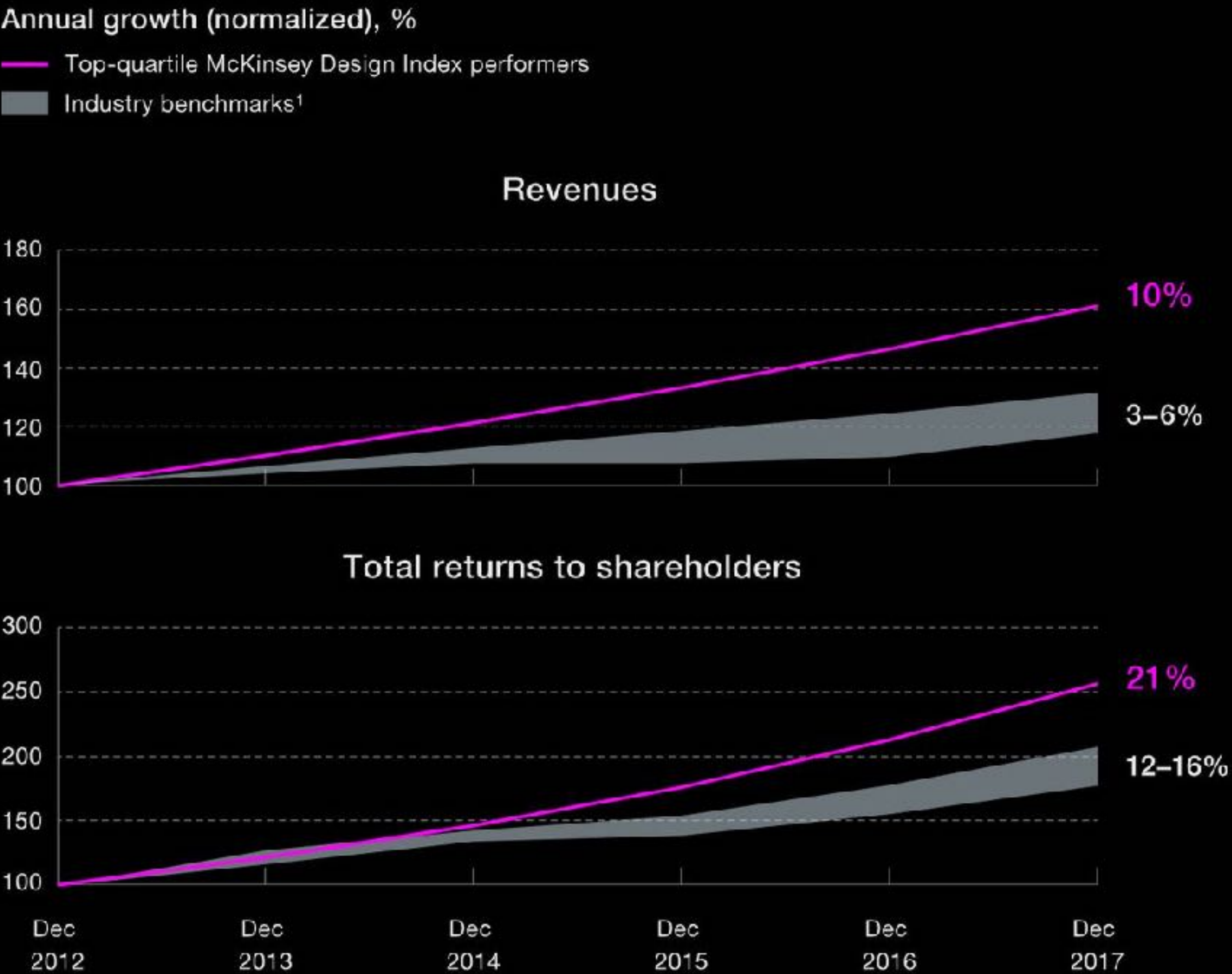
# Companies that care about design make more profit.

"Despite the obvious commercial benefits of designing great products and services, consistently realising this goal is notoriously hard—and getting harder.

Only the very best designs now stand out from the crowd, given the rapid rise in consumer expectations driven by the likes of Amazon; instant access to global information and reviews; and the blurring of lines between hardware, software, and services.

**Companies need stronger design capabilities than ever before."**

Companies with top-quartile McKinsey Design Index scores outperformed industry-benchmark growth by as much as two to one.

Annual growth (normalized), %

— Top-quartile McKinsey Design Index performers
▬ Industry benchmarks[1]

Revenues

10%

3–6%

Total returns to shareholders

21%

12–16%

Dec 2012 · Dec 2013 · Dec 2014 · Dec 2015 · Dec 2016 · Dec 2017

[1]The envelope was set by the minimums and maximums of three independent data sets: MDI 2nd, 3rd, and 4th quartiles; the S&P 500; and a McKinsey corporate database of 40,000 companies.

McKinsey&Company

FREETHINKING

# It's been proven time and time again.

Entire industries exist to service the user testing needs of companies big and small.

## Telestream: Conversion Rate Optimization Testing Increases Revenue Almost 300%

### A/B Testing Generates a 98+% Lift in Conversion Rate for DHL

Jessica Collier — October 9, 2012     Follow @jsscacollier

42 SHARES     ▲ Interesting     ▼ Not Interesting

One of (the many) favorite parts of my job is being part of the successes ion's customer
mpaigns. For several years we have worked with
a group of smart marketers who are hyper-focused
be — 220 countries to be exact!

Testing" blog series, I showcased how A/B testing
eased conversion rates 15%-30% for DHL. Just a
u how we helped DHL to increase conversion rates

### Evernote increases user retention 15% across multiple devices

Supports rapid product development with feedback from
diverse user base

#### The challenge

Evernote helps customers capture, organize and share notes from anywhere and on
any device. The company operates by a rapid development process, shipping betas to
large populations weekly and general releases to the public every six weeks. They also
build natively and need to ensure that their product is running properly on all devices
and operating systems.

The Evernote team had completed formal usability studies previously. However, the

# What is user testing?

User testing is when you analyze and measure the user experience of a product as a whole, or sometimes just a portion of it.

In its most simplified state, it's about **testing and quantifying how someone uses your product** — which is often different than how you think they should use your product.

User testing can record and observe a set of user's performing tasks with a product to **find errors and areas of improvement** for product development.
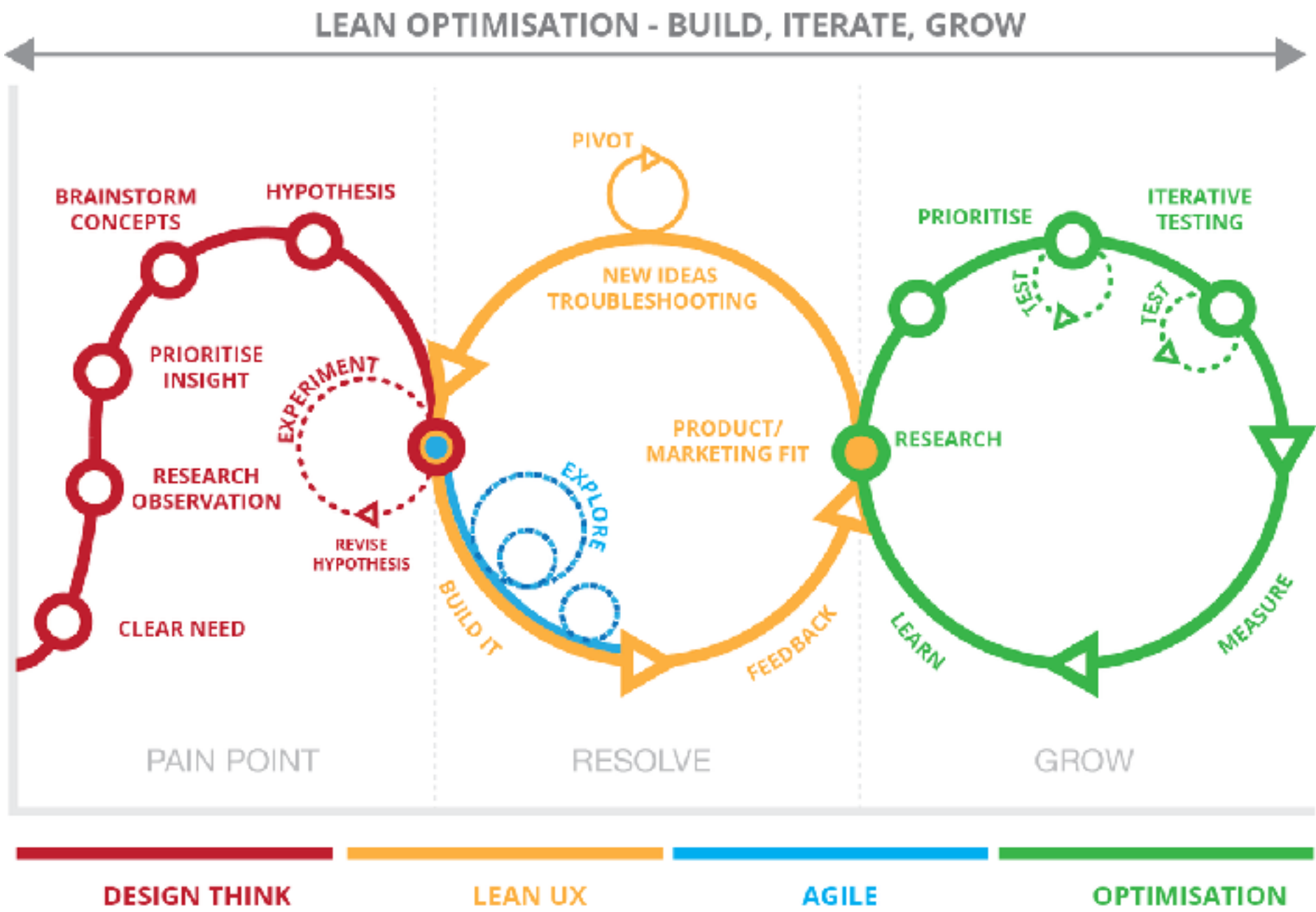
*Sources*

**Jonathan Webber**
Global Industry Editor, Technology, at Reuters News

No matter what best-practice authority you ask, one theme runs through all of their advice:

# Testing is a critical part of the process, and **it will save you money.**



LEAN OPTIMISATION - BUILD, ITERATE, GROW

BRAINSTORM CONCEPTS
HYPOTHESIS
PRIORITISE INSIGHT
EXPERIMENT
RESEARCH OBSERVATION
REVISE HYPOTHESIS
CLEAR NEED

PIVOT
NEW IDEAS TROUBLESHOOTING
EXPLORE
PRODUCT/ MARKETING FIT
BUILD IT
FEEDBACK

PRIORITISE
ITERATIVE TESTING
TEST
TEST
RESEARCH
LEARN
MEASURE

PAIN POINT
RESOLVE
GROW

DESIGN THINK
LEAN UX
AGILE
OPTIMISATION

Here's what you have to look forward to

# Surprise competitive advantage.

You run a competitive test, and you find no significant usability problems on your site this time around.

But you learn that your customers can check out 30% faster on your site than on your competitor's site.

You now know about a competitive advantage (which you can possibly leverage in marketing), and you know about a new threat (if your competitor figures out their checkout problem, they might gain some customers back).
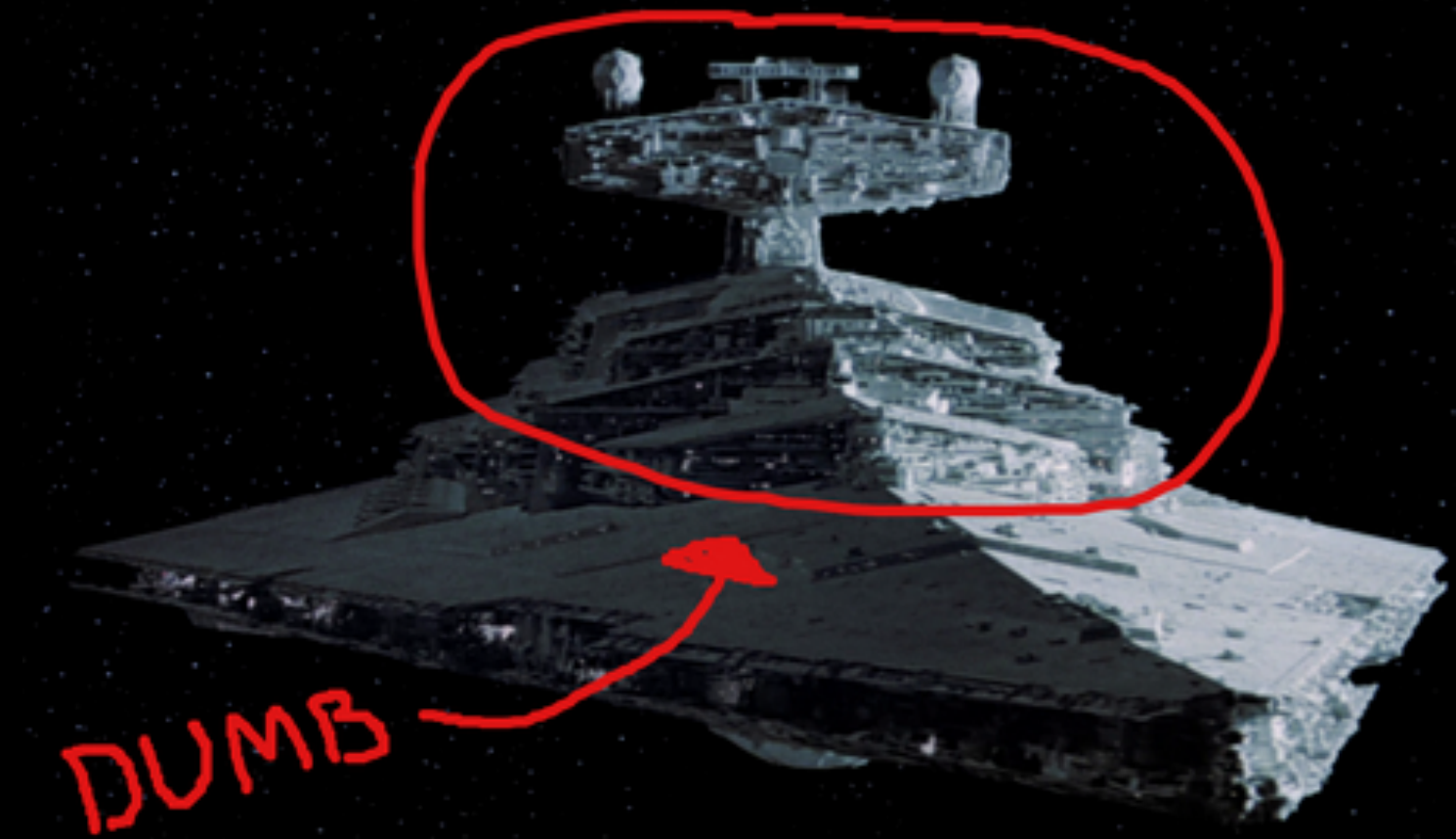
# The feature nobody wanted.

When conducting market research or running a competitive test, you learn that customers hate x.

You were thinking about implementing x; now you won't.

You've saved time, effort, and customer frustration.

# Guidance for launch timing.

Your team is having a debate about whether feature y is ready to be launched, because you know it's not finished.

A usability study reveals that customers like the feature, and aren't getting stuck, even though the feature isn't complete.

The knowledge from this test may or may not result in a tangible revenue boost, but it does give your team confidence to move forward, which saves time and energy that would have otherwise been spent on the debate.

# If we start on Monday, we can have results by Friday.

# So what's the bare minimum?

*When conducting our first user test?*

If we start small, we can show the value of user testing quickly and efficiently.

The value provided by user testing - if conducted correctly - will always far exceed the expense.

**2**

Days of prep

**5** ...... **2** ...... **2**

Participants    Days of testing    Testers

**1**

Day of analysis

We propose a small user test of just 5 individuals as a pilot study to show the value of the insights we would receive from this endeavour.

Note that participants cannot be staff and should closely fit the model of our user base.

Thanks

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