

Five Techniques for Getting Buy-in for Usability Tests

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What prevents design teams from testing?

- ▶ Challenges preventing teams from testing
 - Takes too much time
 - Too expensive
 - Involves too many resources
 - Delays product launches

Five techniques for getting buy-in

1. Test now
2. Test early
3. Show that tests aren't a production
4. Involve everyone
5. Find an executive champion

Article: Five Techniques for Getting Buy-in for Usability Testing
http://www.uie.com/articles/usability_buy_in

Technique #1: Run a test now

- ▶ Conduct a usability test next week
- ▶ Where to start
 - Co-workers
 - Coffee shop
 - Trade shows or conferences



Start testing anywhere

Technique #2: Test early

- ▶ Teams save time and money when they test at the beginning of the design process
 - Prevents the possibility of identifying issues right before launch
 - Low fidelity mock-ups, such as paper prototypes, can be tested during the first few weeks of a project



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Paper prototypes

Technique #3: Demonstrate that testing is not a huge production

- ▶ Testing isn't an arduous process
 - It's not a science
- ▶ Start by testing a small number of users
 - 2-3 users is typically sufficient to sell usability testing
 - A lab isn't necessary



Testing in a conference room

Technique #4: Involve all team members and stakeholders

- ▶ Conduct a test planning meeting
- ▶ Encourage stakeholders to observe tests
- ▶ Develop a rolling list of test observations with observers
- ▶ Involve stakeholders in a KJ exercise
- ▶ Focus on presentations when communicating results

Observing usability tests



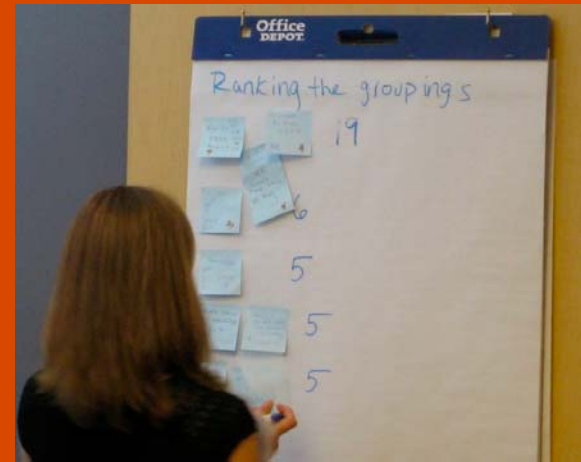
Develop a rolling list of usability problems

- ▶ Instruct team to list their test observations on a whiteboard or flipchart
- ▶ As they observe more sessions, teams add to the list of observations
- ▶ At the end of each day, conduct a debriefing with all test observers

Conduct a KJ Analysis

- ▶ A quick-and-dirty method for prioritizing usability problems after a usability test
- ▶ Steps of a KJ
 - List all observations on stickies
 - Post the stickies on a wall
 - Group the stickies
 - Name the groupings
 - Vote on the most important issues

A KJ Analysis



Focus on presentations, not reports

- ▶ Presentations are typically more effective than reports when communicating results to stakeholders
- ▶ Share stories from test sessions
- ▶ Save time for lots of discussion

Technique #5: Recruit an executive champion

- ▶ Avoid the evangelist role
- ▶ Identify members of your organization who will benefit from testing and recruit them as your champions
- ▶ Executive champions rally others in the organization

Additional resources

- ▶ Five Techniques for Getting Buy-in for Usability Tests (http://www.uie.com/articles/usability_buy_in)
- ▶ UIE's article, The KJ-Technique: A Group Process for Establishing Priorities (www.uie.com/articles/kj_technique)
- ▶ Dana Chisnell's article, Consensus on Observations in Real Time: Keeping a Rolling List of Issues (<http://usabilitytestinghowto.blogspot.com/2009/02/consensus-on-observations-in-real-time.html>)
- ▶ The Handbook of Usability Testing, 2nd Edition by Jeffrey Rubin and Dana Chisnell
- ▶ Paper Prototyping by Carolyn Snyder

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