

# TEST



Gather feedback from real or target users.

## Why test?



Testing involves gathering feedback from real or target users to evaluate a design's success and identify where improvements are needed. The Test and Prototype stages usually occur in a cycle, as prototypes are refined (or replaced) in line with user feedback before being re-tested again and again, until the product or service is ready to be launched. The Test stage is essential to:

- identify usability and accessibility issues early, so that the user experience can be optimised prior to implementation, hence saving time and money
- keep the user at the heart of decision-making, by determining whether the design satisfies their needs, rather than being driven by assumptions
- reveal unexpected insights that were not uncovered during the Empathise stage and may invalidate or re-focus the problem or solution.

## Steps to success

## Top tips

1

### Re-visit the goals and scope of testing.

To get the most out of each round of user testing, you need a clear focus with a small number of research questions that have been agreed within the project team. Start by re-visiting the problem statement you were trying to solve and consider how you can measure the success of your design using the available prototype(s).

2

### Identify who to test with.

Using insights from the Empathise stage, take time to understand the key differences in user attitudes or behaviours, that may influence how they understand and interact with the product or service. Make sure that you recruit a sample which represents the whole target audience and covers the extremes where people are more likely to encounter issues or have different opinions.

3

### Consider research logistics.

Taking the aims of the testing and participant profiles into account, plan the location, duration and finer details of each research session. Use the research questions to build a consistent and focused session guide, while retaining some flexibility to probe further on areas of interest. Always run a pilot to test timings and ensure that things run smoothly.

4

### Test your solution with users.

Once the prototype and logistics have been finalised, begin to test your solution with users. Use active listening and observations to uncover honest feedback, and seek to understand why a solution does or doesn't meet their needs. In the early stages of development, it can be useful to present multiple solutions for users to compare against one another.

5

### Iterate and re-test.

Analyse the data to answer the agreed research questions and record any new questions to address in future rounds. Ensure that stakeholders understand the reasons for changes to the design, by engaging them with the research and sharing the resulting insights. Once the prototype(s) has been updated, re-test with users until it offers an optimum user experience.



### Double check your method.

Instead of jumping straight into usability testing, consider whether other methods could better address your research questions, or align with the type of prototype(s) available. These include:

- Concept testing
- Surveys
- Focus groups
- Tree testing
- Card sorting
- A/B testing

### Get familiar with remote tools.

When observation in a natural context is important, or face-to-face meeting is not possible, you may need to run testing remotely. In this case, dedicate extra time to identifying and testing the right tools to run each session considering things like sharing audio, screen control, and how to manage observers. Our article on [running remote UX research](#) contains more tips on how and when to go remote.

### Pay attention to small details.

Maintain awareness of and seek to combat any biases from both the facilitator and participants. For example, alternate the order in which different design ideas are seen and consider using scenarios to set tasks in context if the functionality of prototypes is limited.

### Share the key findings.

Schedule a Q&A workshop soon after the last research session to discuss insights with the wider team before a full analysis of the data. This will allow you to document and answer any additional queries, and mean the development team can get started on addressing the main updates while you dig deeper into the results.

If you need help testing solutions with your users, please reach out to our UX team via:

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Find out more about our approach to [remote accessibility testing for the BBC](#).