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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

User Testing vs. Usability Testing



USER EXPERIENCE DESIGN

User Testing vs. Usability Testing

User Testing vs. Usability Testing

Lecture Contents

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User Testing vs. Usability Testing

User Testing vs. Usability Testing Overview



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User Testing vs. Usability Testing

OVERVIEW

User research is an important step in **understanding your users** and **creating better products** [1].

Two common methods used often are:

USER TESTS

USABILITY TESTS



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User Testing vs. Usability Testing

OVERVIEW

While they may sound similar, these methods each serve distinct purposes and require **different techniques** [1]:

USER TESTS

User testing focuses more on the **user**, trying to understand whether a product will actually solve a user's **needs**.

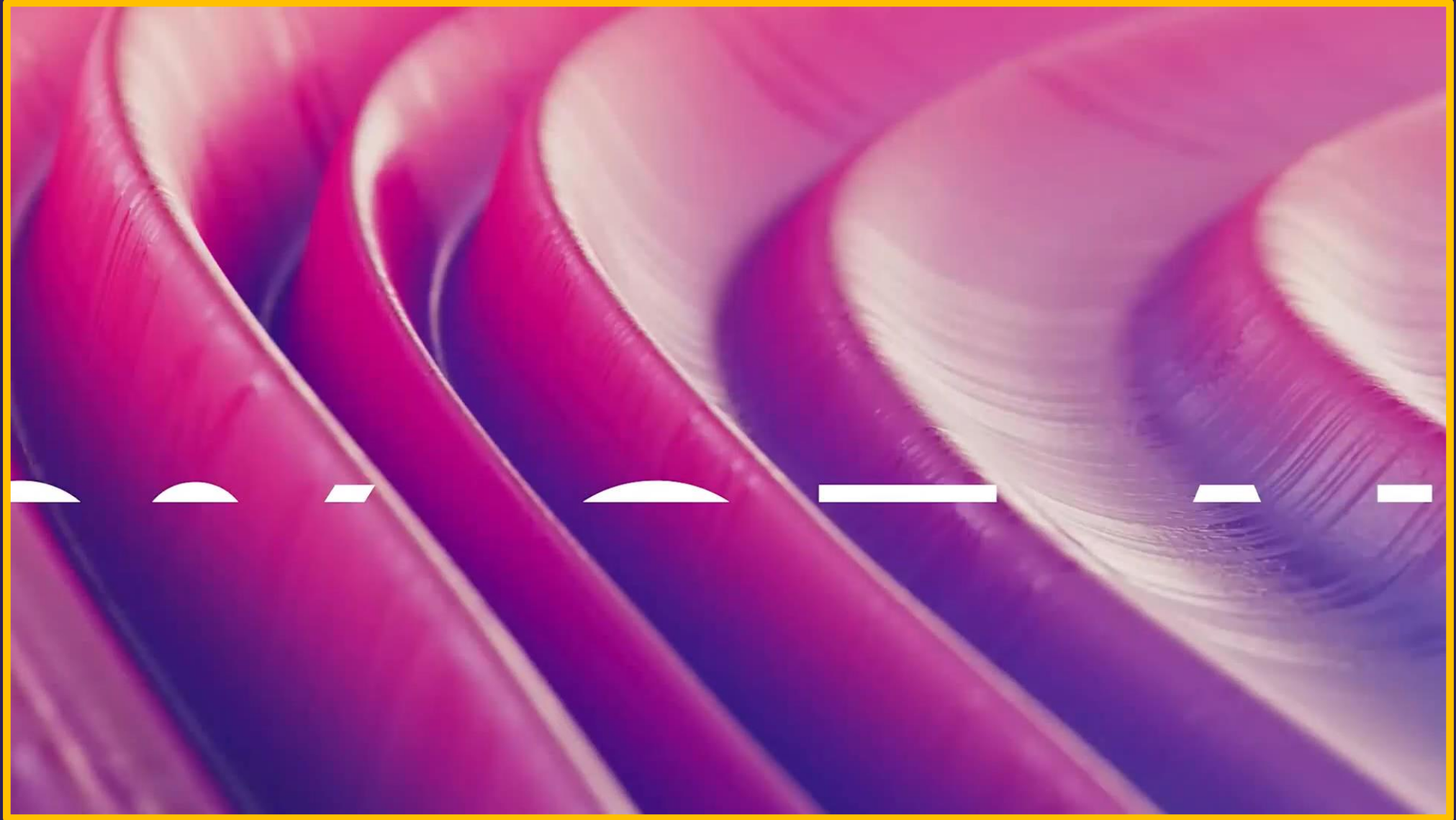
USABILITY TESTS

Usability testing is more focused on the product's **UX quality and ease of use**, measuring whether the key features are usable to help the user get their jobs done.



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User Testing vs. Usability Testing



[Video] Kerev Design – *User Testing Vs. Usability Testing* [2]



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User Testing vs. Usability Testing

User Testing



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User Testing vs. Usability Testing

USER TESTING

User testing involves **inviting users to interact with your product** to **understand their behaviours and thoughts** as they are using your product. User testing aims to evaluate the **necessity** of a product or feature by assessing target audience interactions and sentiments [1].

User tests are crucial during the design process because of the following key reasons:

- **Validating Assumptions**
- **Understanding Your Users**
- **Uncovering Hidden Issues**
- **Inspiring Improvements**



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USER TESTING

User tests are crucial during the design process because of the following key reasons:

Validating Assumptions

User testing **allows you to assess** the assumptions and design choices made during product development, ensuring they align with users' expectations and effectively **meet their needs** [1].



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USER TESTING

User tests are crucial during the design process because of the following key reasons:

Understanding Your Users

User tests can help you **connect with your target audience**, uncovering their behaviours, pain points, needs and expectations while **fostering empathy for their experiences** [1].



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USER TESTING

User tests are crucial during the design process because of the following key reasons:

Uncovering Hidden Issues

User testing **reveals how users think and behave** when interacting with your product, **highlighting areas of confusion or frustration** and uncovering UX issues that might otherwise go unnoticed [1].



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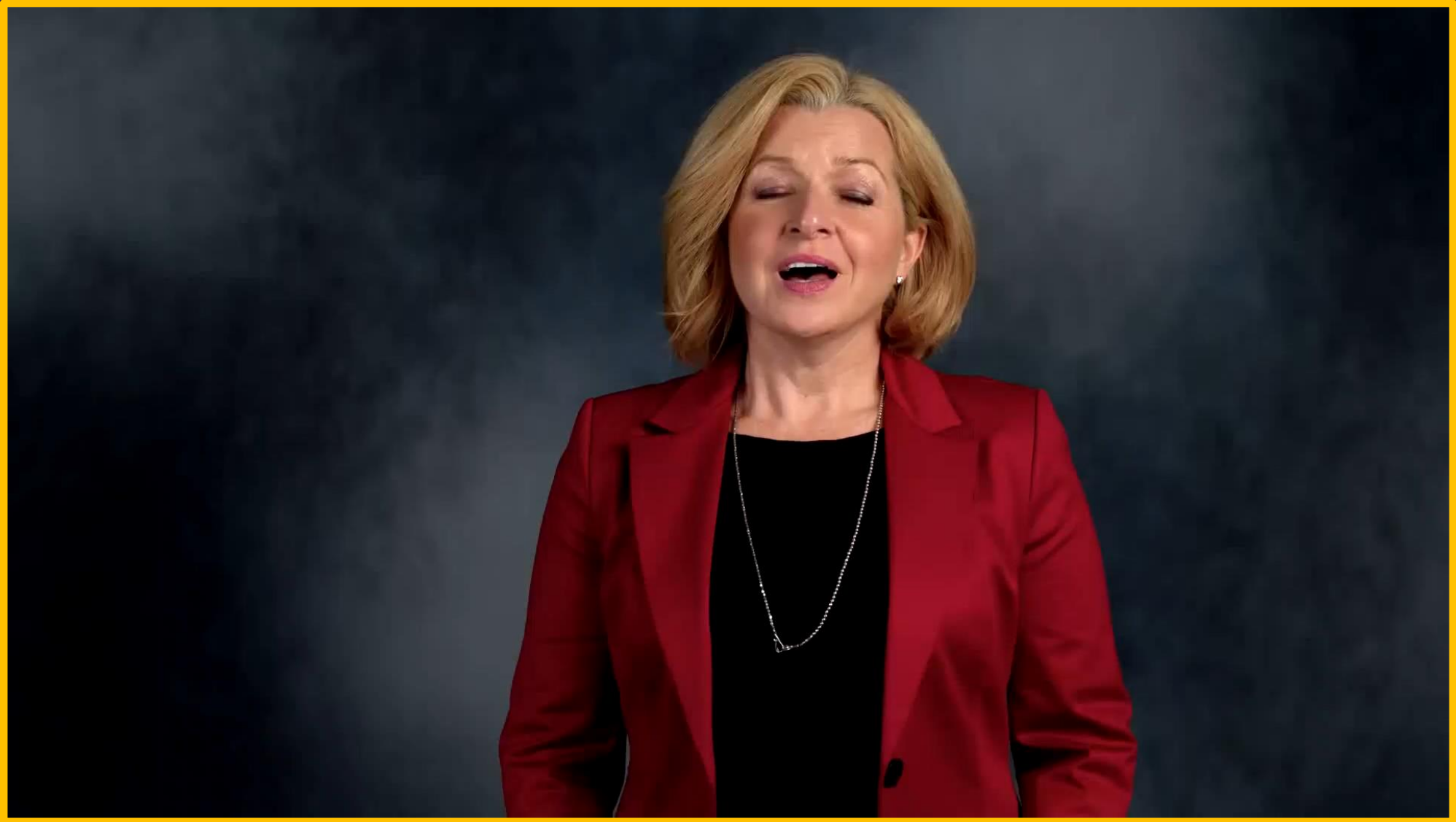
Inspiring Improvements

User Testing helps **engagement with users** and **feedback collection** so that you can get new ideas for enhancements, enabling you to **continue to improve your product** [1].



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Usability



[Video] NNGroup – *User Testing Facilitation Techniques* [3]



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Usability Testing



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USABILITY TESTING

The purpose of Usability testing is to **identify usability related issues** and fix them to **make sure that the product is working** properly.

When executed well, usability tests can **improve the effectiveness of a product** by evaluating how **easy and efficient** it is for users to complete **specific tasks** through your product.

Usability testing is different to user testing because it focuses on **evaluating whether users can complete specific tasks** [1].



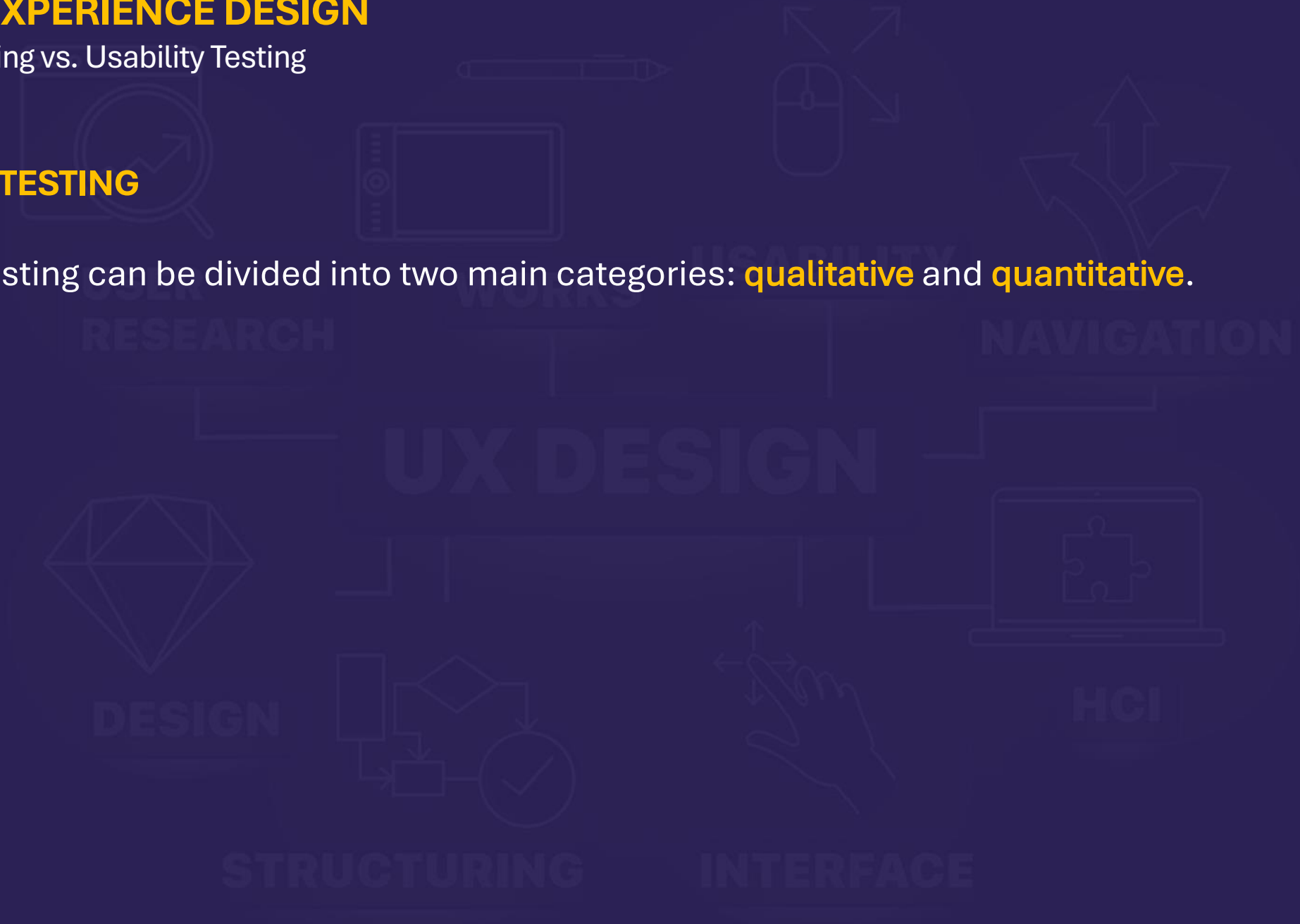


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User Testing vs. Usability Testing

USABILITY TESTING

Usability testing can be divided into two main categories: **qualitative** and **quantitative**.





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Qualitative usability testing emphasizes **understanding users' experiences and emotions**



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Qualitative usability testing emphasizes **understanding users' experiences and emotions**

Quantitative usability testing relies on **analyzing numerical data**



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USABILITY TESTING

Usability testing can be divided into two main categories: **qualitative** and **quantitative**.

Qualitative usability testing emphasizes **understanding users' experiences and emotions**

Quantitative usability testing relies on **analyzing numerical data**

Both of these approaches involve an **observation of how users interact with your product**, examining their behaviour, and identifying any obstacles they face [1].



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USABILITY TESTING

Below are some key reasons why usability testing is essential for enhancing your product's user experience [1]:

- **Lower Development Costs**
- **Identify Usability Issues**
- **Enhancing User Experience**
- **Increasing conversions**



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User Testing vs. Usability Testing

USABILITY TESTING

Below are some key reasons why usability testing is essential for enhancing your product's user experience [1]:

Lower Development Costs

Helps **identify issues early**, avoiding costly fixes after the product has launched.



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USABILITY TESTING

Below are some key reasons why usability testing is essential for enhancing your product's user experience [1]:

Identify Usability Issues

The primary purpose of usability testing is to **uncover hidden usability problems** and address them.

This should result in a **smoother and more intuitive user experience**.



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USABILITY TESTING

Below are some key reasons why usability testing is essential for enhancing your product's user experience [1]:

Enhancing User Experience

Resolving usability problems leads to a **better user experience**, boosting **satisfaction and engagement**.



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USABILITY TESTING

Below are some key reasons why usability testing is essential for enhancing your product's user experience [1]:

Increasing conversions

This will help you **understand where users get confused and stuck** in your product.

Finding these problems and fixing them helps to ensure your users are able to **interact with your product with ease**.



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User Testing vs. Usability Testing

Key Differences



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KEY DIFFERENCES

USER TESTING

USABILITY TESTING



USER EXPERIENCE DESIGN

User Testing vs. Usability Testing

KEY DIFFERENCES

USER TESTING

User testing is a **broad term** that encompasses various methods and testing approaches aimed at **understanding users' needs, problems, and opinions**.

It involves gathering **qualitative data** through **surveys, interviews, and focus groups** to gain insights into user behaviour and preferences.

[1]

USABILITY TESTING



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[1]

USABILITY TESTING

Usability testing identifies **usability issues** and improves the user experience by **observing how users interact with the product** to complete specific tasks.

This method focuses on **collecting both qualitative and quantitative data** to measure the product's efficiency, effectiveness, and satisfaction.

Qualitative usability testing is very important in **understanding users' experiences, thoughts, and feelings**. [1]



KEY DIFFERENCES

User testing is about **understanding the user**.

Usability testing is about **refining the product** to ensure it **meets user needs** effectively. [1]

Differences between User Testing vs. Usability Testing

User Testing	Usability Testing
Definition • Focuses on assessing how users interact with a product, service, or prototype to evaluate its overall value, functionality, or effectiveness. It often explores whether the product meets user needs.	Definition • Concentrates on evaluating the ease of use and user-friendliness of a product. The goal is to identify issues related to the design, navigation, and interaction.
Objectives • Understand whether the product solves the user's problem. • Identify user preferences or expectations. • Determine market fit or demand for the product.	Objectives • Pinpoint usability problems (e.g., confusing navigation, unclear labels). • Measure user performance (e.g., time on task, error rates). • Ensure the interface design facilitates smooth and efficient interactions.
Scope • Broad; includes testing the overall experience, including value proposition, features, and utility.	Scope • Narrower; focuses specifically on how well users can perform tasks with the product.



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KEY DIFFERENCES

User Testing & Usability Testing **share some common goals** but each have distinct objectives. User Tests and Usability Testing are not mutually exclusive.



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Some goals are shared between the two, such as:

- Increasing efficiency
- Minimizing errors
- Improving ease of use
- Learnability



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- Increasing efficiency
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From a broader perspective, **usability testing can also be categorized as a subset of user test**, as evaluating a product's functionality also involves understanding whether a product is solving a user's needs.



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Testing: When and How



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TESTING: WHEN AND HOW

USER TESTING

USABILITY TESTING



USER EXPERIENCE DESIGN

User Testing vs. Usability Testing

TESTING: WHEN AND HOW

USER TESTING

User testing can occur **throughout the design process** but is typically run during the **beginning stages** to validate concepts and gather initial feedback.

Because user testing includes any type of tests that are run with users, **it can be conducted in any part of the UX design process**, including brainstorming, planning as well as design and implementation.

It is common for user testing to serve as **initial research** [1].

USABILITY TESTING



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USABILITY TESTING

Usability testing is usually **conducted in the middle stages**, once a prototype or finalized product is available.

Usability testing commonly serves as a follow-up process when your **designs and prototypes are more solidified**. [1]



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TESTING: WHEN AND HOW

Usability vs. User Testing Timing in the Design Process



Brainstorm & Plan

User Testing



Design

Usability Testing



Implement

Usability Testing



Verify

**Usability Testing
User Acceptance
Testing**



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User Testing vs. Usability Testing

TESTING: WHEN AND HOW

A wide variety of user research tools and user testing methods can be used to conduct both user testing as well as usability testing [1].

- User tests will typically consist of familiar methodologies like surveys, focus groups and user interviews.
- Usability testing also is run via surveys, prototype tests, moderated interviews and in-depth focus groups.



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User Testing vs. Usability Testing

TESTING: WHEN AND HOW

Moderated usability testing involves a researcher **observing users during specific activities**, uncovering insights and design issues as they **guide the user through tasks**. This method allows for direct interaction and immediate clarification of user feedback.



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User Testing vs. Usability Testing

TESTING: WHEN AND HOW

Moderated usability testing involves a researcher **observing users during specific activities**, uncovering insights and design issues as they **guide the user through tasks**. This method allows for direct interaction and immediate clarification of user feedback.

Unmoderated usability testing allows participants to complete tasks independently, usually in their own environment. This type of testing provides **genuine user interactions** and can uncover issues that might not surface in a controlled setting.



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TESTING: WHEN AND HOW

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Depending on the project, you must consider the pros and cons of moderated vs unmoderated and **determine the method that makes the most sense for your project** [1].



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TESTING: WHEN AND HOW

The most important factor is to determine **what types of user research insights you need** to collect for your product [1].





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TESTING: WHEN AND HOW

What you are **hoping to learn** should determine **how you want to collect user and usability** testing insights [1].





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[Video] NNGroup – *Usability Testing w. 5 Users: Design Process* [4]



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Team Exercise



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TEAM EXERCISE

Planning and implementation of potential User / Usability testing

In your **project team**, begin to formulate a rough action plan: When, where, how. Remember to **document any tests and test data** for your assessment submission:

- Timelines / gantt charts for testing
- Evidence of test sessions being conducted
- Screenshots / graphs / tables etc. of results

The more you **demonstrate an understanding** of (and apply) UX theory, the more marks can be awarded for research, knowledge, critical thinking and analysis.



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TEAM EXERCISE

Planning and implementation of potential User / Usability testing

- Where / when will User Testing and / or Usability Testing be needed on your **project timeline**?
- Will you need a **Moderated** or **Unmoderated** approach?
- What **resources will you need** in place for tests to be conducted?
 - Physical space requirements
 - Staffing (moderators)
 - Prototypes and test resources/equipment



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