

> Practical Usability Evaluation

Usability testing conjures up images of sophisticated cameras, one-way mirrors and other expensive equipment. It doesn't have to. We'll show you how to save time and money and still get the results you need.

You'll learn:

- > How to quickly test any application, prototype, or concept.
- > Which kinds of testing will give you the best results for your product.
- > How to use test results to improve your designs.
- > How to get the results you need.

Who should attend?

- > Business analysts
- > Technical writers
- > Programmers
- > Developers
- > Anyone who wants to learn how to effectively and efficiently use usability tests to enhance the usability of their products and applications.

Contact Us

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Course Outline

Introduction

Course Overview

Exercise 1: What is a Usability Test?

Basic Components of a Usability Test

Tests, Users, Tasks and Observation

Exercise 2: A Quick Usability Test

Is Your Product Robust Enough to Test?

Current applications or tools

Electronic prototypes

Low-tech prototypes

Concepts or what ifs

Comparison of products and usability tests

usability tests

Creating Effective Scenarios

Writing the scenario and deciding what to test

Ordering your scenarios

Dry runs and benchmarking

Exercise 3: Walking through the Scenarios

Participation: Old, New, Borrowed, Blue

Finding people to participate

What to learn and not learn from your participants

If You're Not Watching – Who Is?

What to observe

How to identify problems

The Myths and Truths

6 myths & 5 truths

Getting The Most From Your Test

Why iterate

Developing Personas and Profiles

Exercise 3: Branding for Information

Summary

> simply useful™