UI Anti-Patterns Testing

Notes & Assumptions

– Standard/Lab usability testing is currently used by the organization, and this is where cost cutting is required. This is used as a base of comparison with the other options presented

– If a product and/or a user-base exists, it would impact the degree of optimization and produce better cost reduction

– Depending on the nature of the organization/product and its target customers/users, some of the considered options might not be a good fit. Also remote moderated testing is an option – not discussed in the slides – that might be considered for some cases

– References

Contents Summary

– What are Anti-Patterns?

– Examples

– Detecting Anti-Patterns

– Optimizing the Testing Process

– Figures and Statistics

What are Anti-Patterns?

- "An anti-pattern is a common response to a recurring problem that is usually ineffective and risks being highly counterproductive"
  - Wikipedia

- Bad solutions to common problems (going from a problem to a bad solution)

- 2 Elements of an Anti-Pattern:
  - Commonly used, appears to be a good solution, but has more bad consequences
  - Another documented, repeatable solution exists, proven to be effective

- Things to consider:
  - Anti-patterns can be contextual
  - May not be easily recognizable (not as easy as saying don't do this, may exist without being realized)
  - Just using good patterns can't guarantee good results (misuse could lead to worse results)
  - Some products can be successful despite the presence of an anti-pattern
  - Differences in user needs, profiles, experiences, etc.
  - Can be dynamic and subjective

Examples

– Obscuring Content

– Low Contrast Text ("text that is hard to read")

– Disguised Links

– Ambiguous link labeling

– Tiny link targets

– Clickable elements which don't appear clickable

– One at a time

– Inconsistent context

– The wrong destination

– Tons of content crammed above the fold

Detecting Anti-Patterns

– Some challenges (considering the examples, and things to know)
- Subjective/contextual
- Differences in user perceptions/needs
- No clear definition (ex. What exactly makes a text hard to read? How to define it?)

– Ways to Detect
- Metrics (provide indicators for possible Anti-patterns)
  - Users dropping off of pages
  - Random clicking
  - Repeatedly scrolling up and down
- User testing (usability)
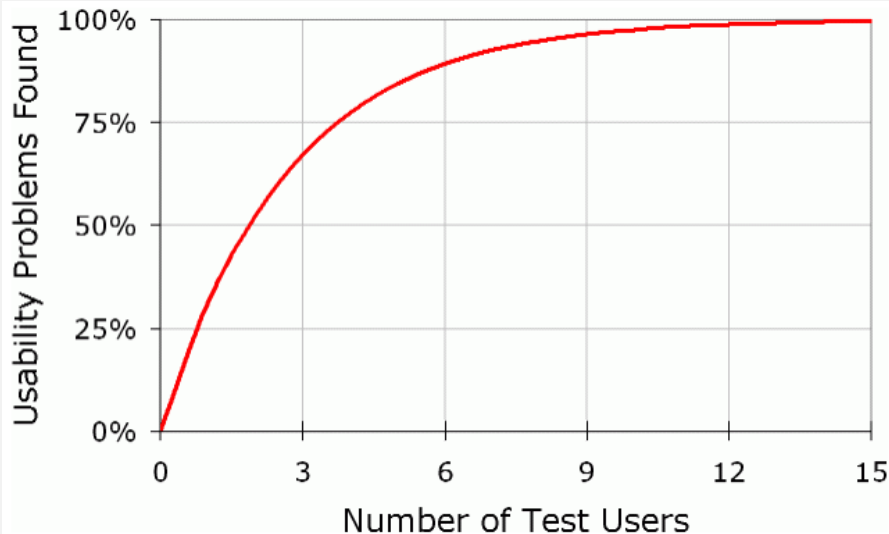 - Quantitative
  - Qualitative

Optimizing the Testing Process – Options

- Options to consider
  - Remote (unmoderated) tests, Qualitative (mixed quantitative use)
    - UserTesting
    - UserFeel
    - Userlytics,
    - TryMyUI
    - Silverback
    - Morae
  - Metrics/Statistics-based, Quantitative (Feedback, mixed qualitative use)
    - Crazyegg
    - ClickTale
    - Usabilia
    - GhostRec
    - UsabilityHub
    - Userinput.io
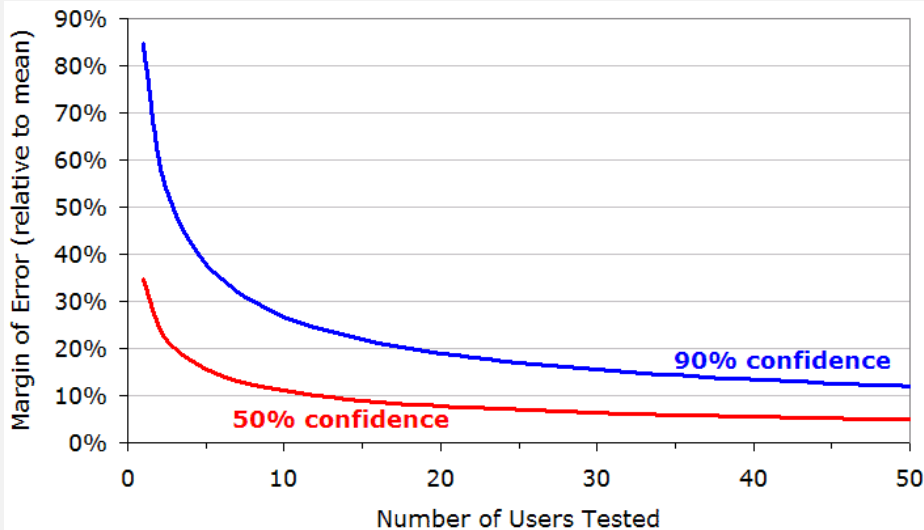   - UsabilityTools
    - MouseStats
    - Ethnio
    - Loop11

Optimizing the Testing Process – How Many Users?

- – Qualitative
  - • Studies show that 3-5 users are enough to detect about 75% of issues
- – Quantitative (metrics-based)
  - • 20 users (8-19% margin of error)

nngroup.com/articles/why-you-only-need-to-test-with-5-users/

nngroup.com/articles/quantitative-studies-how-many-users/

Optimizing the Testing Process – Considerations

– Follow UI/UX best practices
– Use and test wireframes, mockups, and prototypes (early and cheap validation)
  • Online tools can also be used to test prototypes
– Remote usability tests
  • 3-5 users, fix and repeat
– Tracking, Analytics/Metrics tools
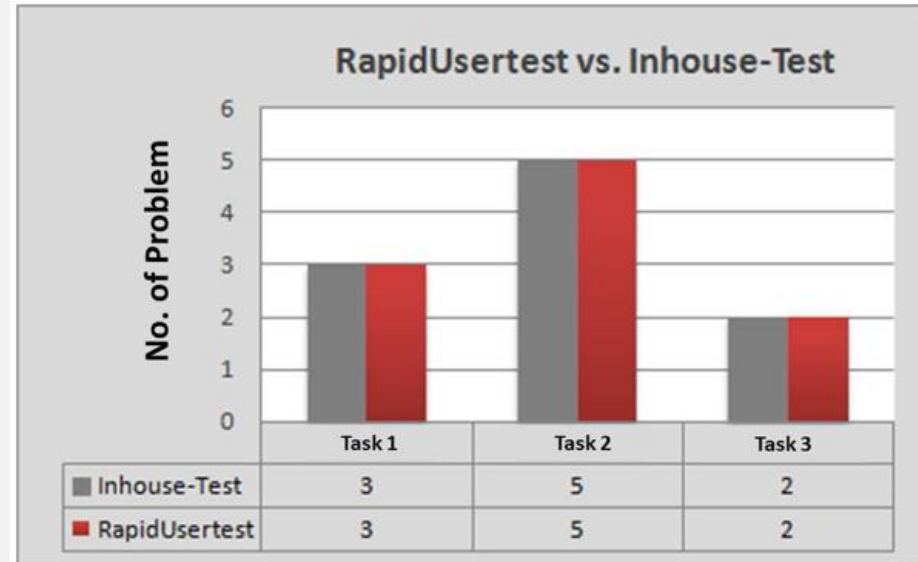– Set targets, monitor, and optimize

Figures and Statistics

–   Study by UPA, Since 2007, Online user testing experienced an 18% increase in usage, traditional usability testing experienced a 9% decline over the same period
(loop11.com/benefits-of-online-unmoderated-user-testing/)

–   28% increase in online unmoderated testing, Flat for Lab testing, 19% for online moderated testing
(measuringu.com/method-comparison/)

Figures and Statistics

	Lab	Remote
Number of Users	8	8
Recruiting Method	Recruiting agency	Online live recruiting
Recruiting Duration	12 days	1 day
Testing Duration	2 days	1 day
Location	Pleasanton, CA	CA, OR, NY, UT
Avg. Session Duration	85.6 min	51.5 min
Total Key Findings	98	114
Approximate Cost	$26,000	$17,000
Deliverables	Report, highlight video	Report, highlight video, survey responses

flickr.com/photos/rosenfeldmedia/4286397757/in/album-72157622956728987/

netizenexperience.com/remote-usability-testing-vs-classical-laboratory-testing/

RapidUsertest vs. Inhouse-Test

	Task 1	Task 2	Task 3
Inhouse-Test	3	5	2
RapidUsertest	3	5	2

Remote Usability Testing vs. Classical Laboratory Testing

Figures and Statistics

Abdulrahman Assabri - http://abdusabri.com
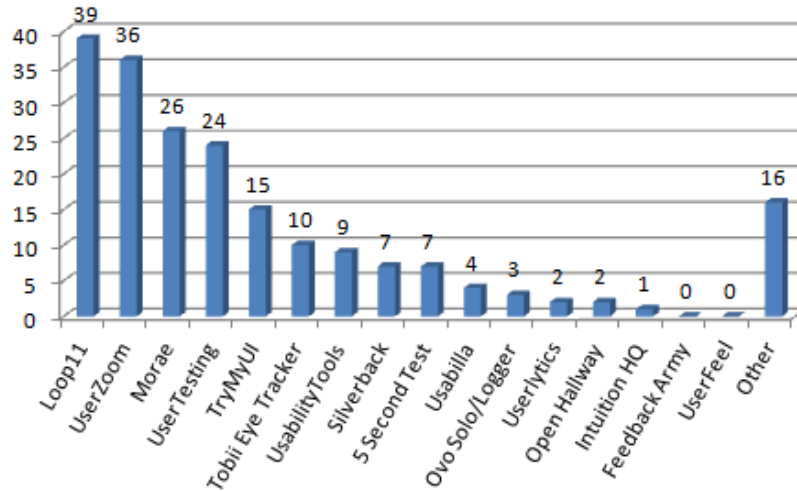
Number of Votes for Usability Tools Used by UsefulUsability.com Visitors

nuxuk.org/2013/09/05/ux-challenge-choose-right-approach-guest-blog-ian-franklin-freelance-ux-consultant/