

# Usability & *the* Users

By: Navjot Pawera

At: GeekCamp Singapore (Sep, 2010)

We've been losing a lot of users since our last update. I recommend doing some user testing to try to figure out what went wrong ..

AMERICAN.

A close-up shot of a man with dark hair, wearing a brown suit jacket, looking intently at a woman whose back is to the camera. The background is a blurred social setting with other people.

I don't think so



CONTRIBUTE TO THINKING!



# Navjot Pawera

“Nav”







# Create internet stuff

## Websites & Applications

# Interaction

## Interfaces

## Experiences

## Usability

# Interaction

Interfaces

Experiences

**Usability**

P.E.C.S.

P.E.C.S. [ patent pending ]

“Progressive Enhancement  
of Common Sense”

P.E.C.S.

... right!

.. but we can still discuss  
that over beer later on...

# Usability

# Usability

“Use - ability”

# Usability Paradox

We spend a LOT of time  
using the internet

# Usability Paradox

How much time do we  
spend watching others do  
so?

Being an expert user  
doesn't make you a  
usability expert

# The Malkovich Bias

# The Malkovich Bias

“The tendency to believe that everyone uses the web as you do.”

- Andres Glusman ([meetup.com](http://meetup.com))

# Product Designers

Most at risk.

Seek medical assistance  
ASAP.

# Feedback

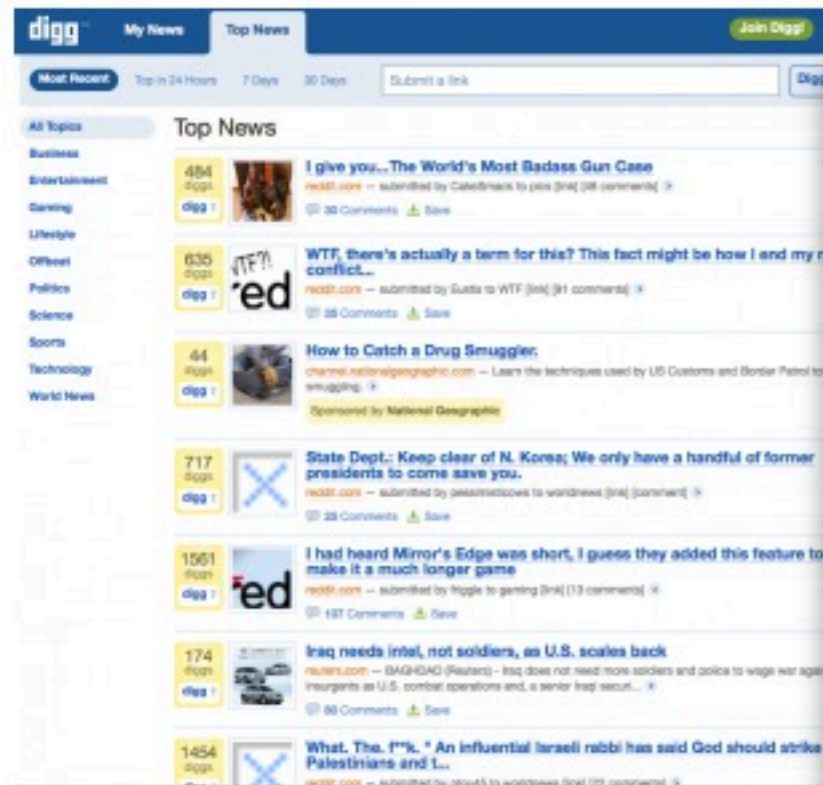
You cannot escape it.

SOCIAL MEDIA

# Digg Users Lash Out At New Format, Join Forces with Reddit

By: MEGAN FRIEDMAN (4 days ago)

Topics: PROTEST, SOCIAL MEDIA, DIGG, REDDIT, BACKLASH, REDESIGN



Social news site **Digg** is in a bit of trouble with

The link-aggregating site recently **unveiled** a lo and left fans fuming. The new design favors p allowing you to "follow" certain publishers, in Twitter. However, many are now complaining gives too much power to publishers and not er

In its previous versions, the only way to submit to manually submit it. But in version 4, media (TIME) could automatically submit all their art



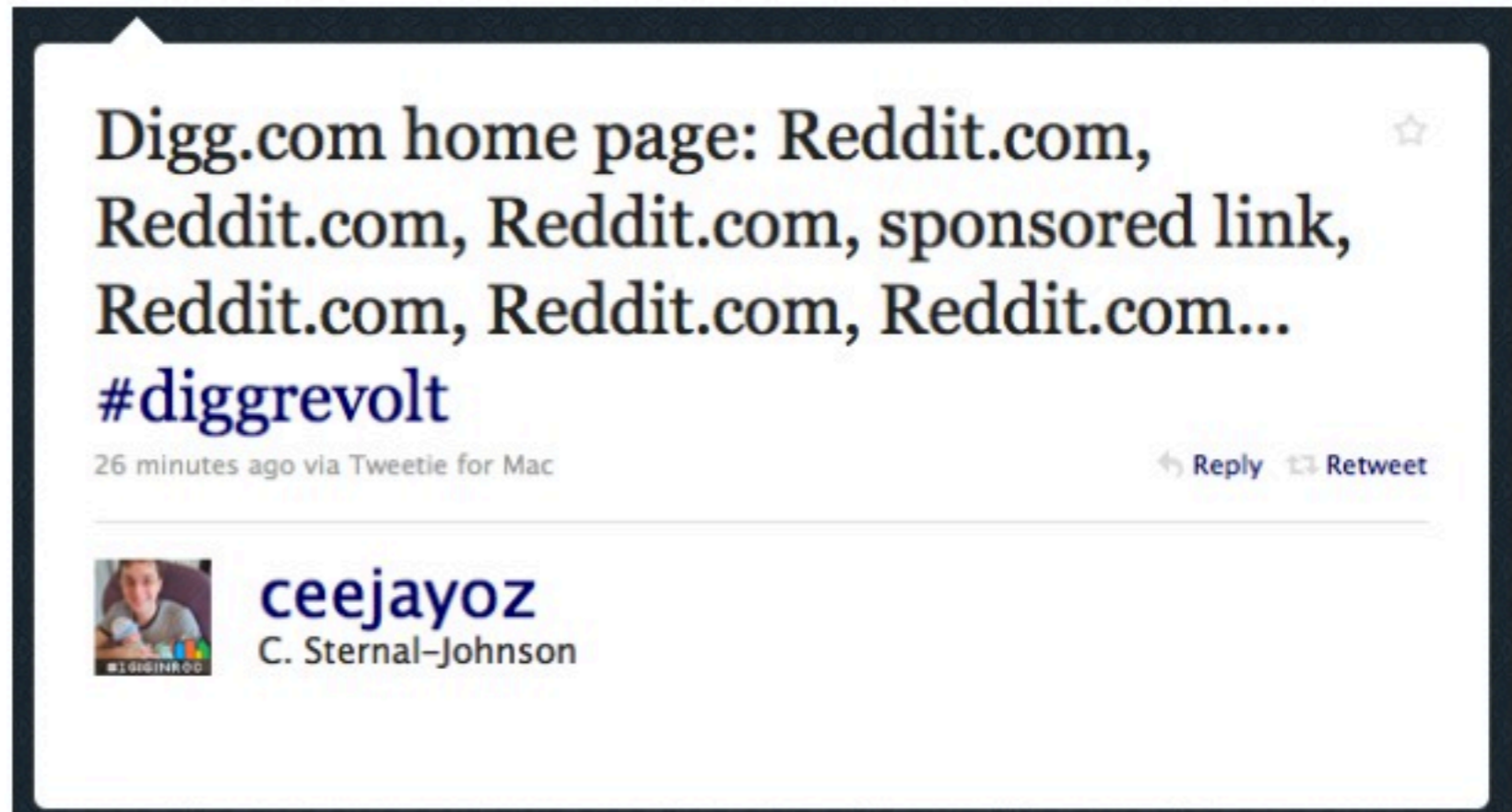
August 30, 2010 8:32 AM PDT

## Angry Digg users flood home page with Reddit links

by Caroline McCarthy

Font size Print E-mail Share 51 comments

222 retweet Share 116 65 digg



# Feedback

*It will find it's way to you.*

# Feedback

It will find it's way to you.  
Eventually.

Don't pull an ostrich  
Especially, not on your users



Use your users

So that they may use your  
products

twitter™

“What are you doing?”

twitter™

“What are you doing?”

“What’s happening?”

**facebook.**

“What are you doing right now?”

**facebook.**

“What are you doing right now?”

“What’s on your mind?”

Feedback helps

Base decisions on facts

# Feedback helps

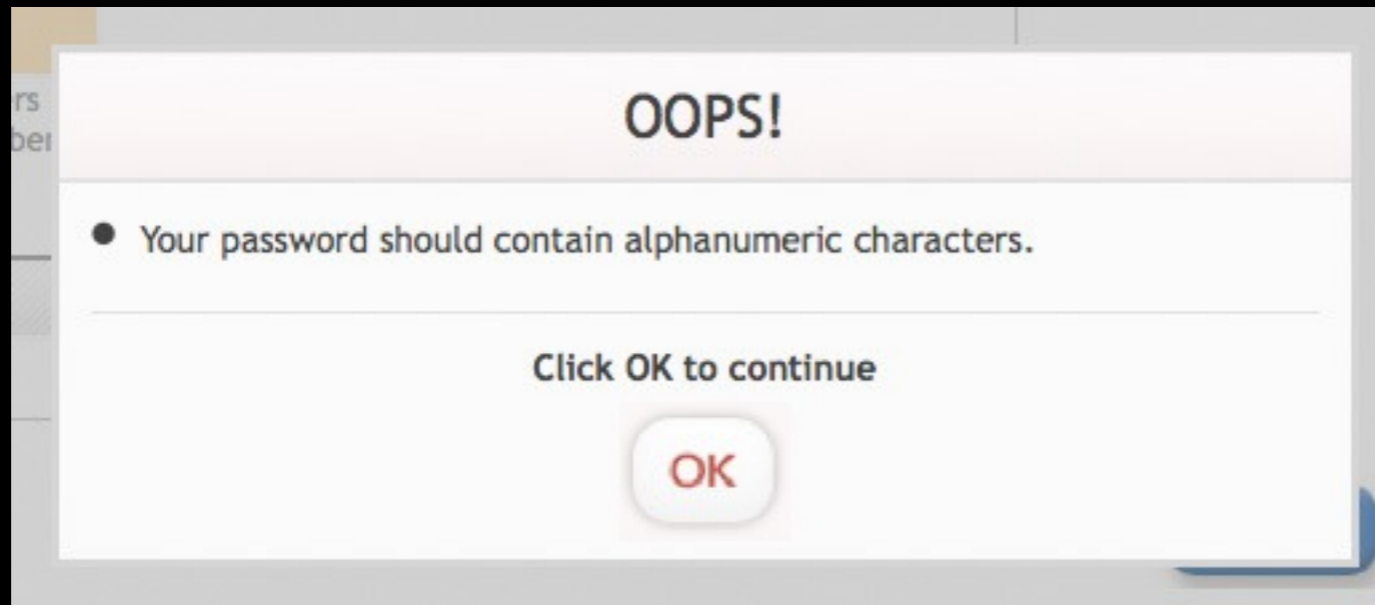
Base decisions on facts

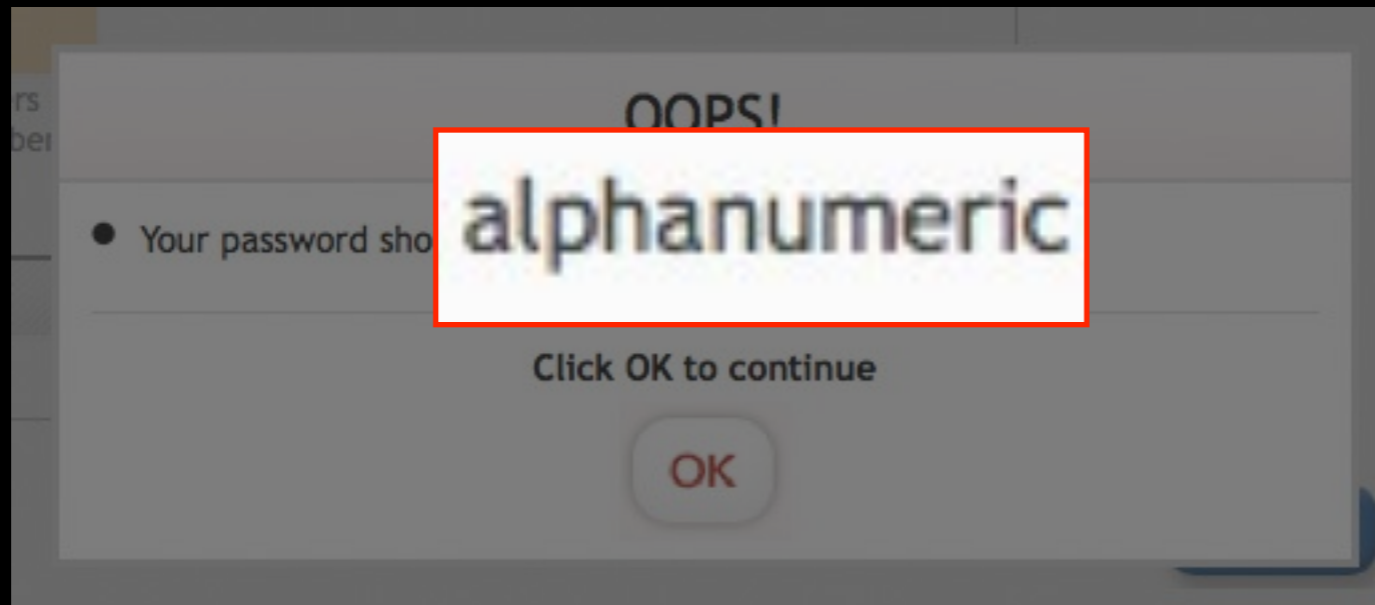
Rather than guesses: What-  
*you-think-your-grandma-*  
*would-think*

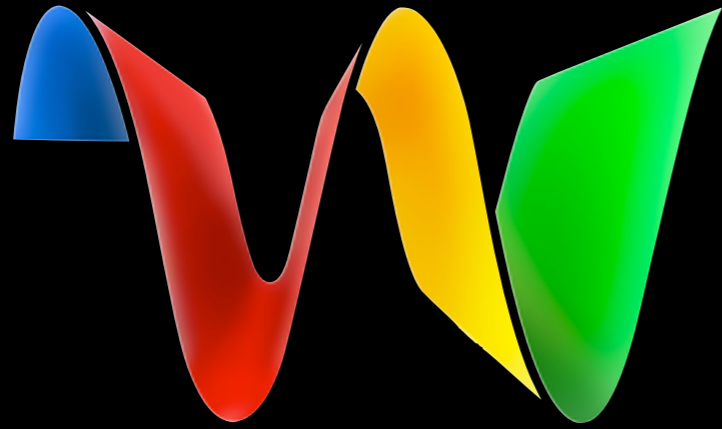
# Feedback helps

Base decisions on facts

Learn from your users







Google wave

Some myths

# Some myths

**“It’ll slow us down”**

At building a product no one will use?

# Some myths

“It’ll slow us down”

“Our product is already perfect”



# Some myths

“It’ll slow us down”

“Our product is already perfect”

Yes, for you. What about your users?

# Some myths

“It’ll slow us down”

“Our product is already perfect”

“This concept is not ready to test yet.”

Tread on this one carefully.

It's never too early

And they lived Alpha-  
Beta forever ...

And they lived Alpha-  
Beta forever ...

Use these stages heavily for  
getting feedback.

And they lived Alpha-  
Beta forever ...

Use these stages heavily for  
getting feedback.

Definitely not as labels for  
slipped launch dates.

Start early on

Change cost is low

Lesser surprises

Can help with features

“Features are like having sex. You make one mistake and you have to support it for life.”

- Dave McClure

# Start early on

Change cost is low

Lesser surprises

Can help with features

\*User loyalty

# Feedback Mechanisms

# Feedback Mechanisms

## A/B Testing

# Feedback Mechanisms

A/B Testing

5 Second Tests

# Feedback Mechanisms

A/B Testing

5 Second Tests

Guerilla Testing

# Feedback Mechanisms

A/B Testing

5 Second Tests

Guerilla Testing

BONUS! - Web Analytics

# A/B Testing

Two versions

Simultaneous testing



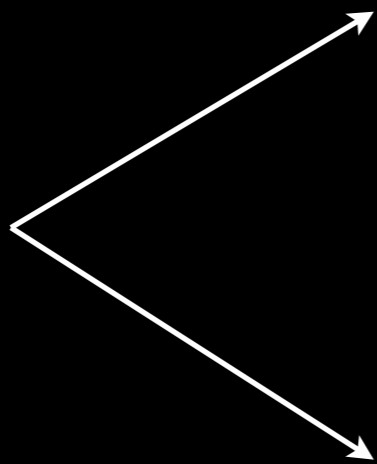
Version A



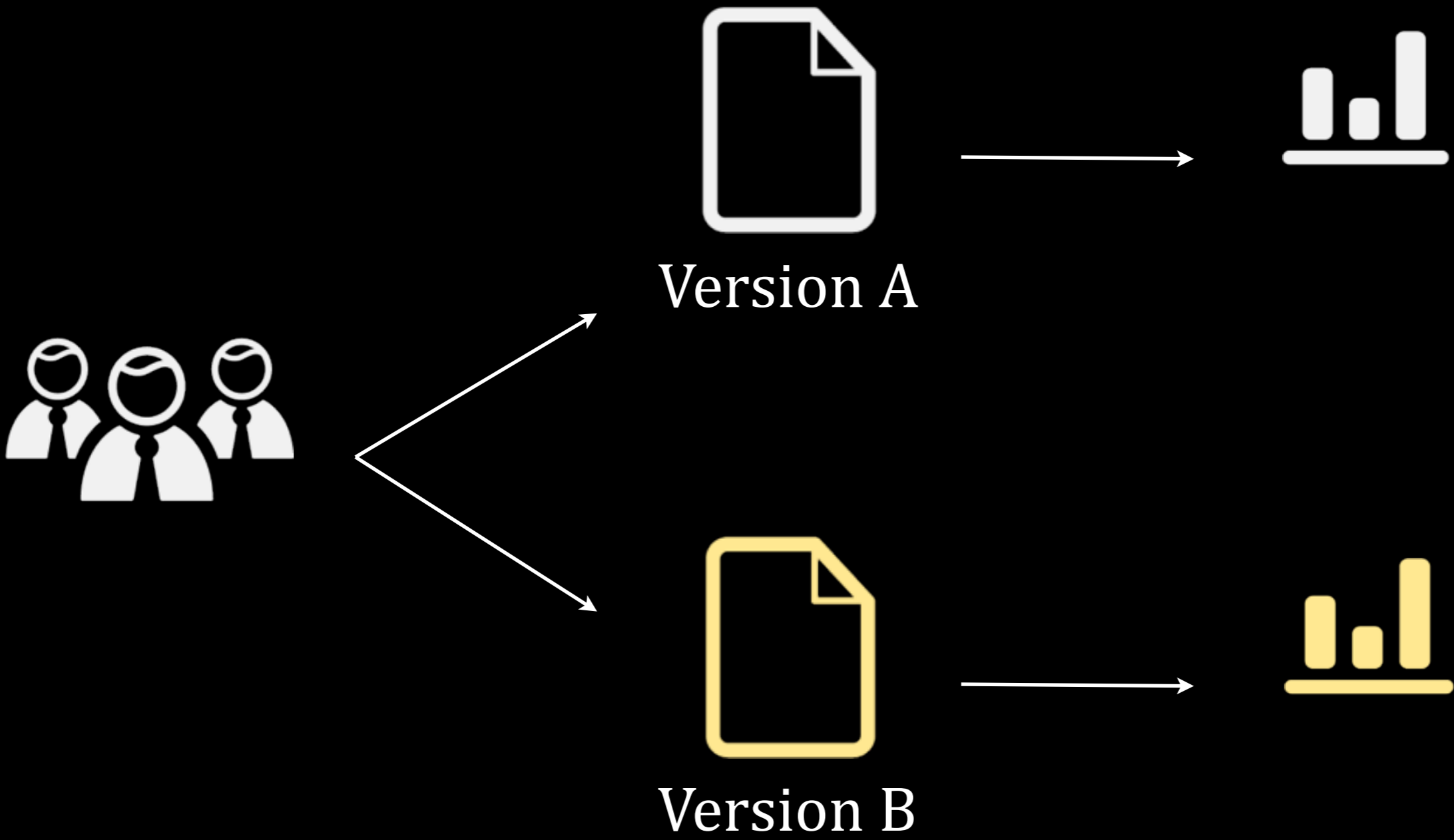
Version B



Version A



Version B



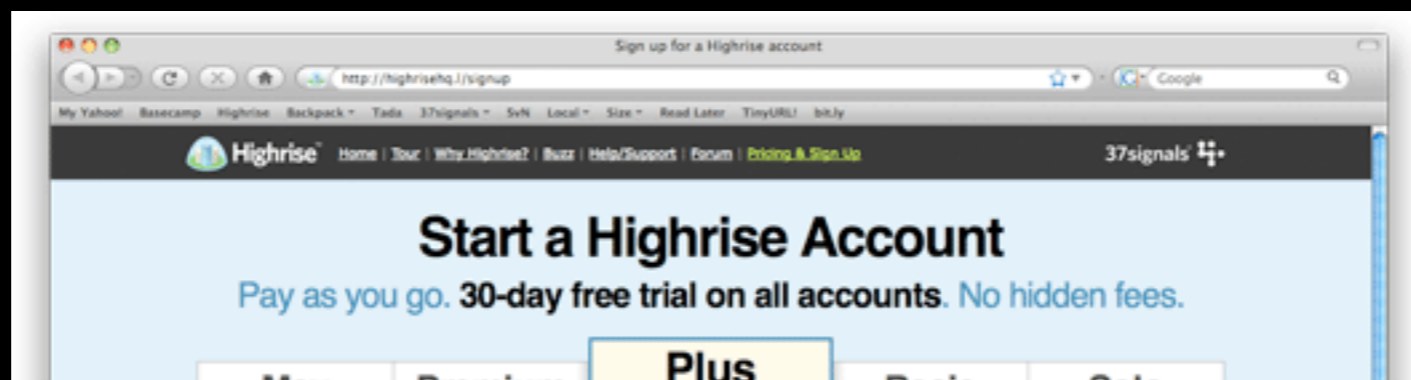


Version A



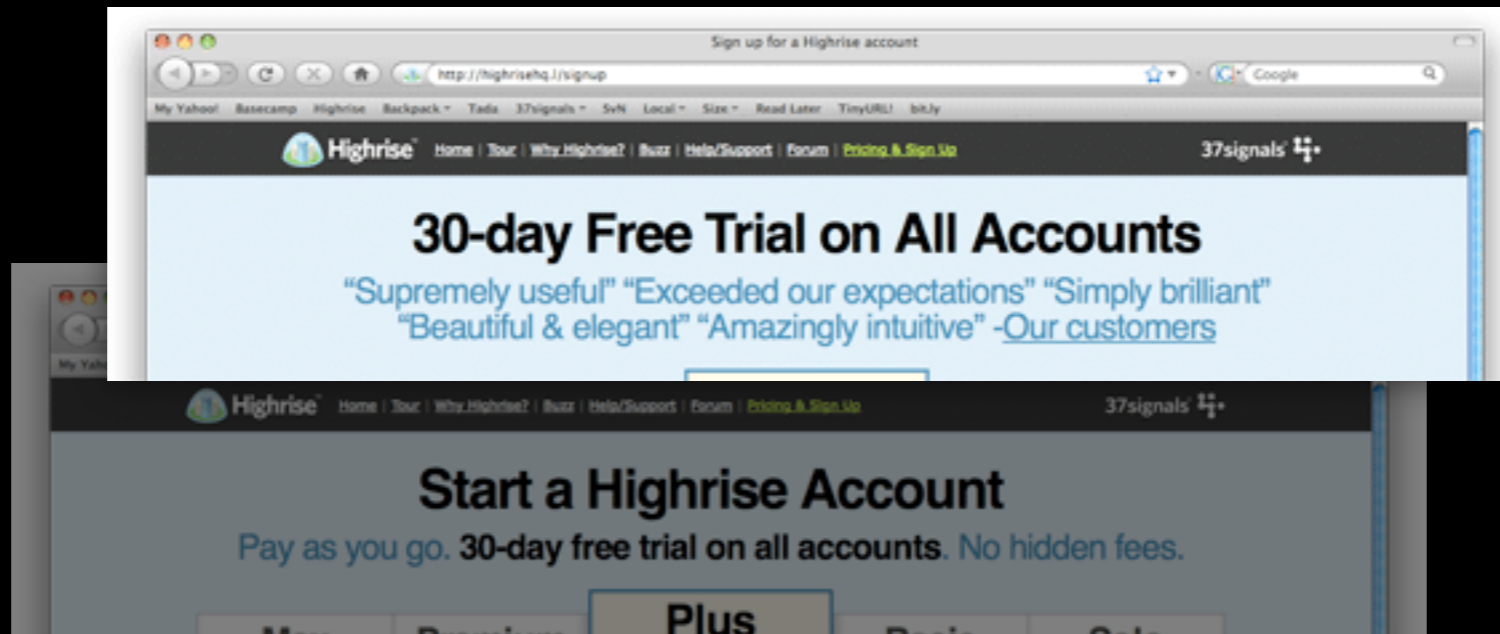
Version B



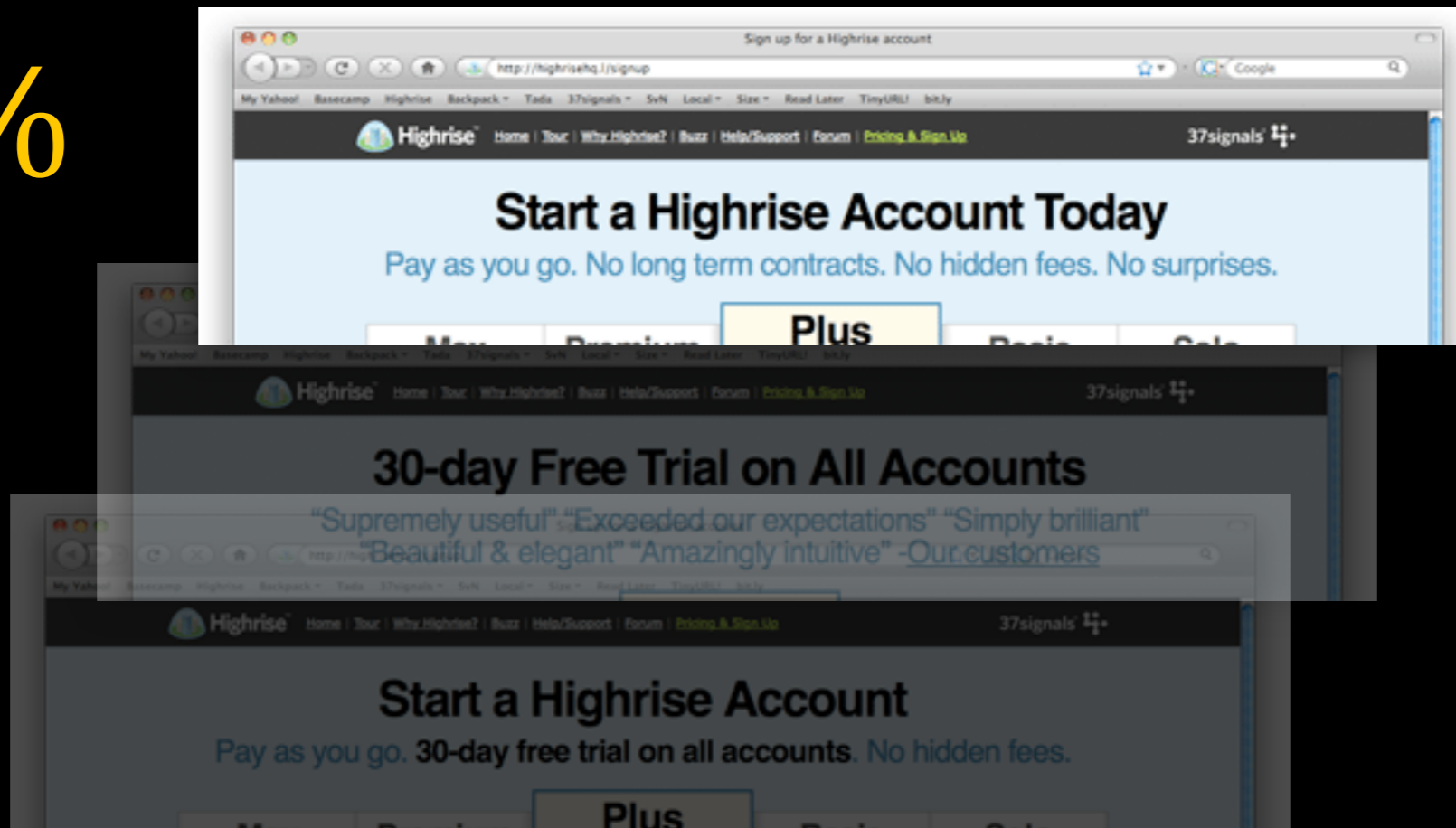


<http://37signals.com/svn/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page>

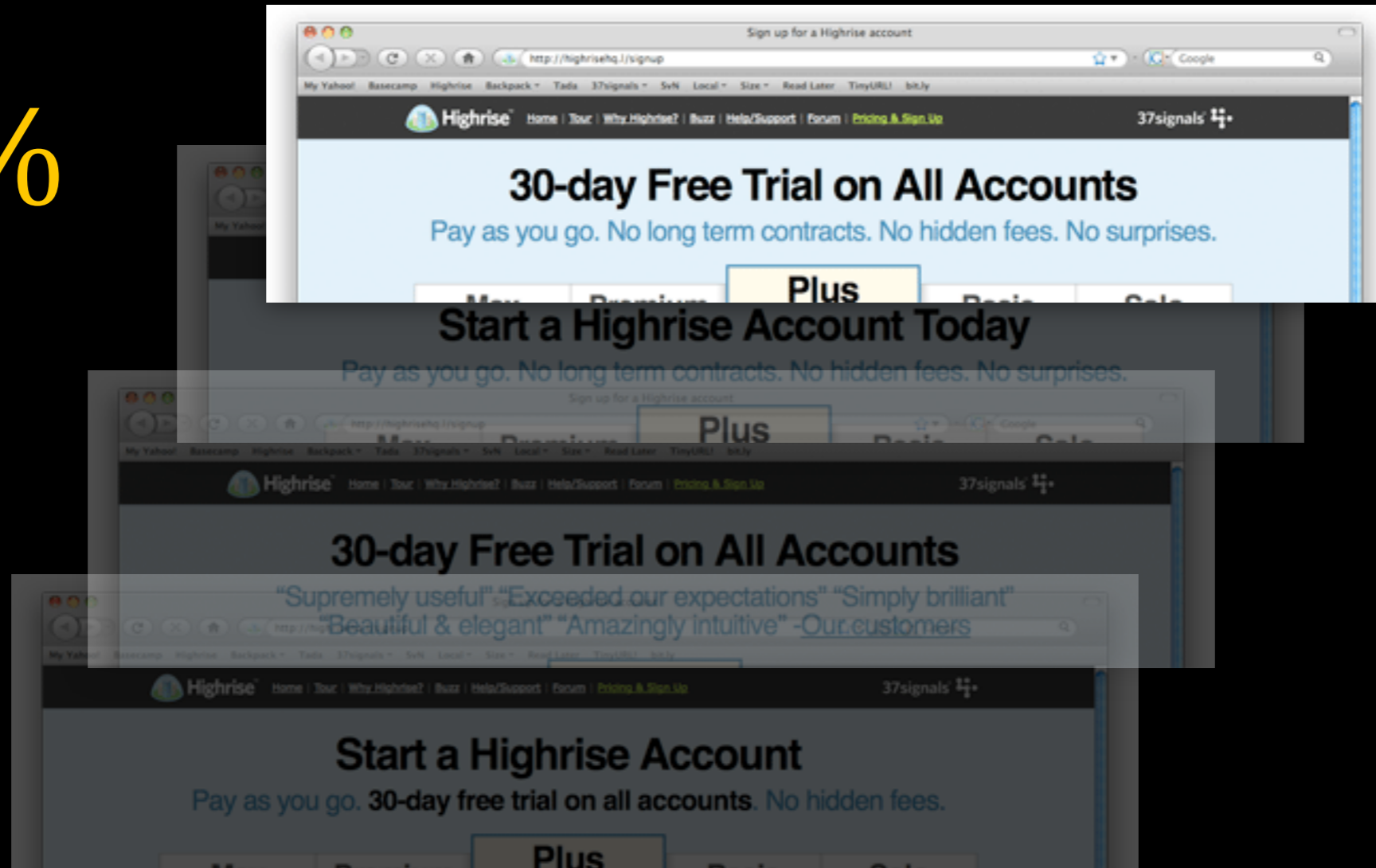
+ 7%



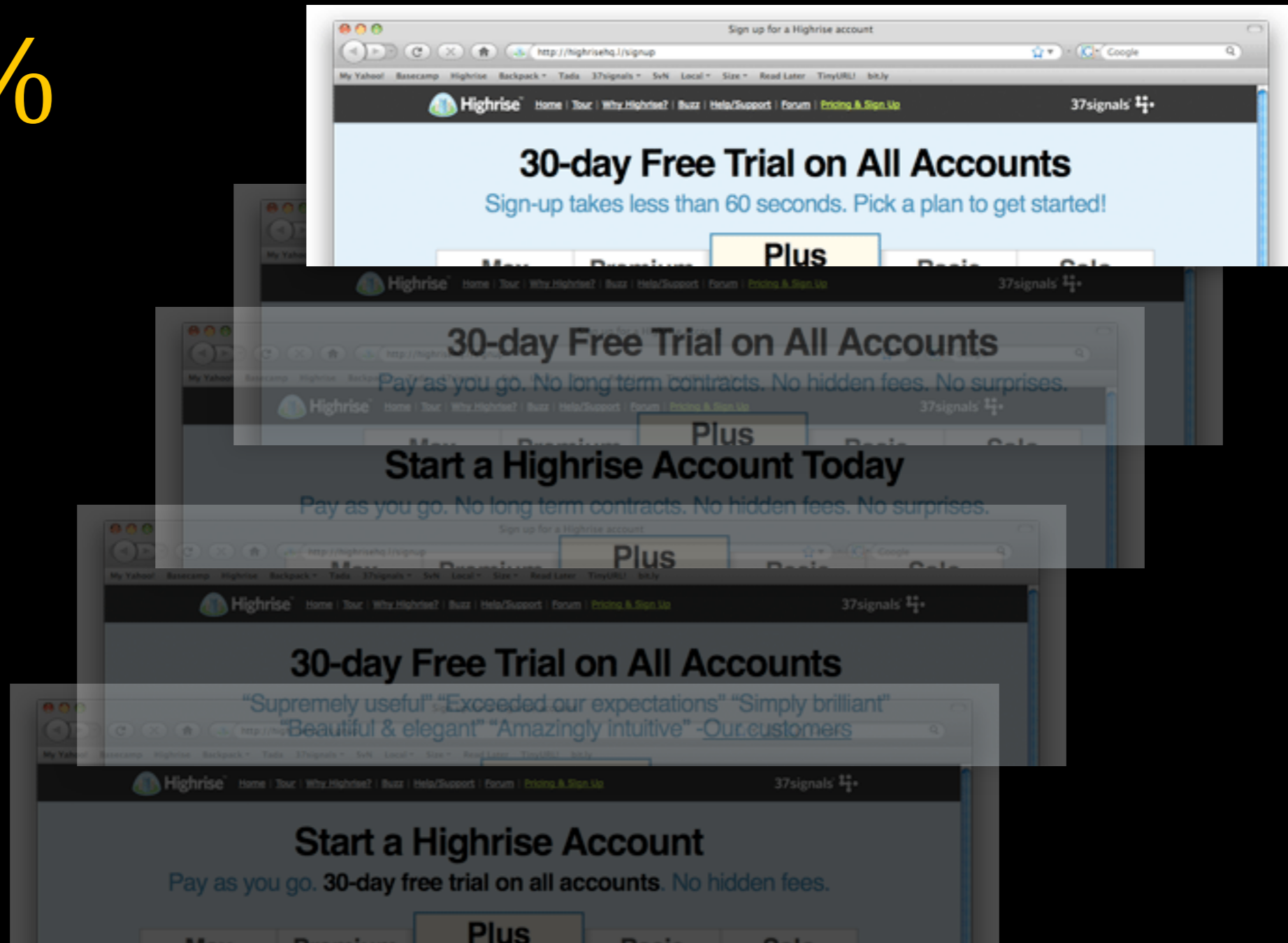
+ 15%



+ 27%



+ 30%





"I'm on Twitter."

---

4.70%

“Follow me on twitter.”

**7.31%**

“I’m on Twitter.”

**4.70%**

"You should follow me on twitter." **10.09%**

"Follow me on twitter." **7.31%**

"I'm on Twitter." **4.70%**

---

"You should follow me on twitter here." **12.81%**

"You should follow me on twitter." **10.09%**

"Follow me on twitter." **7.31%**

"I'm on Twitter." **4.70%**



Red increased conversion by  
34% !

# www.google.com/websiteoptimizer

Website Optimizer

https://www.google.com/analytics/siteopt/ab\_checklist?account=18310682


Google Website Optimizer navjotpawera@gmail.com | Help | Sign Out

Experiments My Account


Website Optimizer > A/B Experiment Checklist

## A/B Experiment Checklist

Before you start, make sure you complete the following:



- 1. Choose the page you would like to test**  
Examples of potential test pages could be your homepage or a product detail page.
- 2. Create alternate versions of your test page**  
Create and publish different versions of your test page at unique URLs so that Website Optimizer can randomly display different versions to your users. These URLs could be bookmarked by your users, so after your experiment finishes, you may want to keep these URLs valid.  

 **How many alternate versions should you test?**  
Generally, we recommend **around 100 conversions per page variation** over the course of your experiment. For example, an experiment with 3 page variations will typically need around 300 conversions before drawing any conclusions.
- 3. Identify your conversion page**  
This is an existing page on your website that users reach after they've completed a successful conversion. For example, this might be the page displayed after a user completes a purchase, signs up for a newsletter, or fills out a contact form.

I've completed the steps above and I'm ready to start setting up my experiment.

[← Back](#) [Create →](#)

### Common Questions

- [What should I test on my page?](#)
- [What is an alternate version of my test page?](#)
- [How many alternate page variations should I test?](#)
- [How do I select a good conversion page?](#)
- [Do I need my webmaster's help?](#)
- [More Website Optimizer help](#)

©2010 Google - [Website Optimizer Home Page](#) - [Terms of Service](#) - [Privacy Policy](#)

# www.visualwebsiteoptimizer.com

1436:808 - A/B Split Test and Multivariate Testing Software - Visual Website Optimizer

5-Sec... Infor... FiveS... The C... 24 Us... UX M... The U... ABtes... How ... Landi... Turn ... Desig... How ... book... 4 way... Usabl... Silver... 24 U... A... x

http://visualwebsiteoptimizer.com/ Search with Google





[Home](#) | [Features](#) | [Pricing](#) | [Case Studies](#) | [Blog](#) | [Login](#) Visual Website Optimizer

## World's *easiest* A/B testing software

- 1 Create multiple versions of your website in a visual designer
- 2 Define what you want your visitors to do (buy, sign up, download, etc.)
- 3 Split your website traffic amongst different versions
- 4 Select the best performing version. Make extra \$\$\$.

[Watch a short video](#)

Visual Website Optimizer is *undoubtedly the best* A/B, split and multivariate testing software ever created by mankind. That's why our [2000+ users](#) love us.

	<b>20%</b> increase in sales
	<b>90%</b> increase in conversions
	<b>21%</b> decrease in bounce rate
	<b>6.3%</b> increase in sales

Businesses love the tool..



Agencies can't live without it..

“Visual Website Optimizer is better than using GWO, Omniture, or Sitespect”

- Eric Clemmons, [CollegeDegrees.com](#)

“Million times better than

# special mention

# www.mailchimp.com

1436:808 - How A/B Split Testing Works | MailChimp.com

5-Se... x Info... x FiveS... x The... x UX M... x The... x ABte... x How... x Land... x Turn... x Desi... x Usab... x Silve... x A/B... x Craz... x Goo... x

http://www.mailchimp.com/articles/how\_a\_b\_split\_testing\_works/ Search with Google

MailChimp LOGIN OR SIGN UP FREE

FEATURES PRICING WHY MAILCHIMP? RESOURCES SUPPORT ABOUT US BLOG SEARCH

## Email Marketing Articles

← Back to all articles

### How A/B Split Testing Works

#### Use A/B Split Testing To Improve Your Email Marketing Campaigns

What's the best day to send your email marketing campaign? Weekdays? Weekends? What time? Early morning, or late afternoon? What kind of subject line works best? Something with a hard sell? Or something more subtle and informative? Will people open your email if you include "FREE" in the subject line?

The only way to know for sure is to experiment with your campaigns. The most common way to experiment is to run an A/B split test.

Resources

MailChimp Guides

Email Marketing Stats

HTML Email Templates

Merge Tag Cheatsheet

Template Language

Articles and Tips

Find an Expert

# A/B testing

Layout and style of website

The call to action

Form's length and types of fields

# 5 Second Testing

Test initial impressions





5 seconds



5 seconds

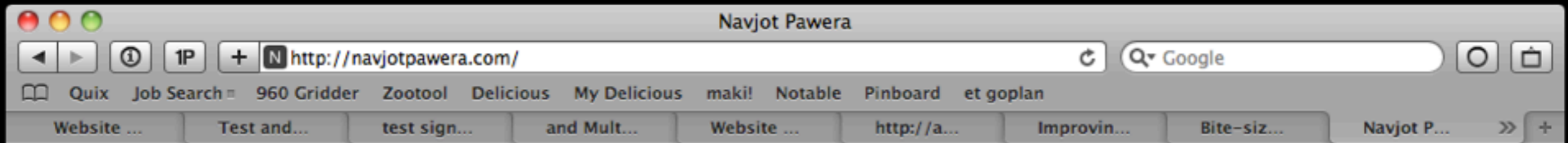




5 seconds



# www.navjotpawera.com

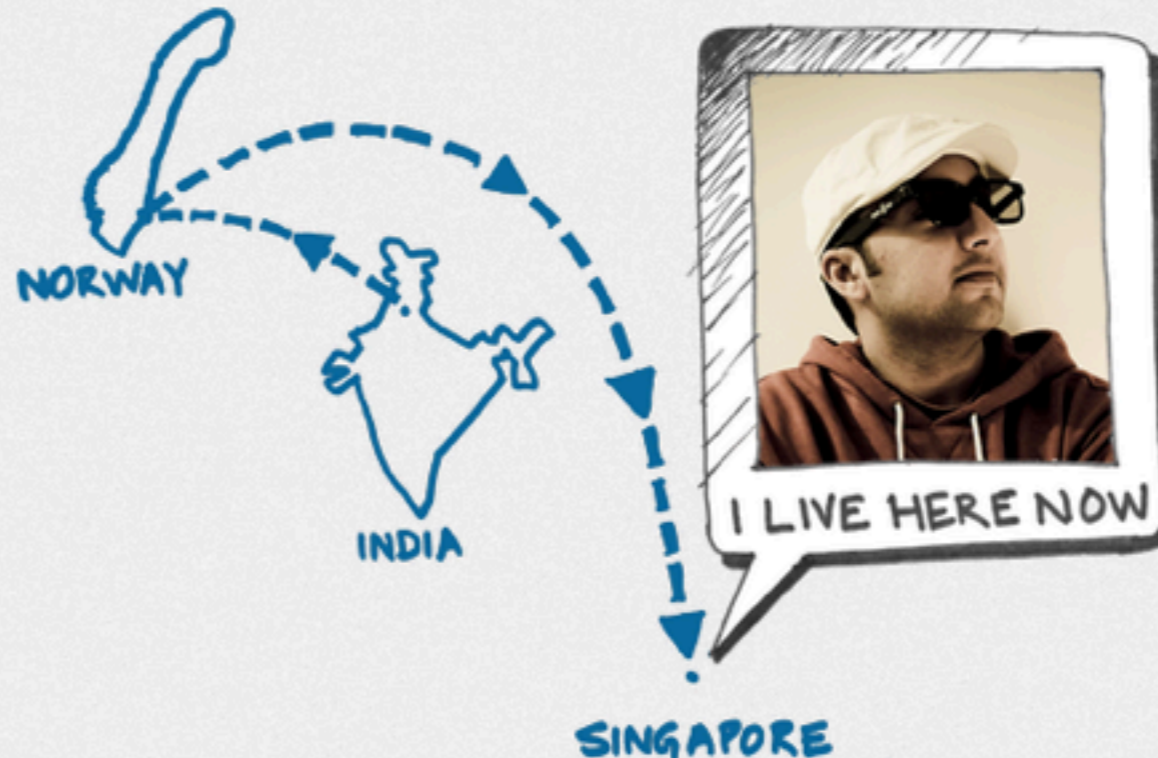


# Navjot Pawera

[home](#) [about](#) [blog](#) [extras](#)

Hello, I am Navjot Pawera, but please call me Nav.

Consider me a geek. I would also like you to think that I am a photographer, writer, poet and a modest smart ass. While we're at it, also imagine me sitting on a sunny white sand beach sipping on a Long Island Tea. Also, add to it that I'm the best cook you will ever come across. Not.



 You should follow me on Twitter

@gonsalves\_r Actually first one can be simplified by a little mind trick -

# www.navjotpawera.com

Verify

http://et.verifyapp.com/o/687?preview=true

Google

Quix Job Search = 960 Gridder Zootool Delicious My Delicious makil Notable Pinboard et goplan

Verify Verify Verify

**PREVIEWING**

Take a look at the upcoming screenshot, which we'll show you for a few seconds.

Thanks for taking our Verify test!  
We'll use the results to improve the design of the site.

**V** Verify

[Take the Test »](#)

Loading "http://et.verifyapp.com/o/687?preview=true", completed 12 of 13 items

# www.navjotpawera.com

Verify

http://et.verifyapp.com/o/687?preview=true

Quix Job Search = 960 Griddr Zootool Delicious My Delicious makil Notable Pinboard et goplan

Verify Verify Verify Verify

Navjot Pawera

http://www.navjotpawera.com/

Quix Job Search = 960 Griddr


Navjot Pawera


## Navjot Pawera

[home](#) [about](#) [blog](#) [events](#) [cv](#)

Hello, I am Navjot Pawera, but please call me Nav.

Consider me a geek. I would also like you to think that I am a photographer, writer, poet and a modest smart ass. While we're at it, also imagine me sitting on a sunny white sand beach sipping on a Long Island Tea. Also, add to it that I'm the best cook you will ever come across. Not.

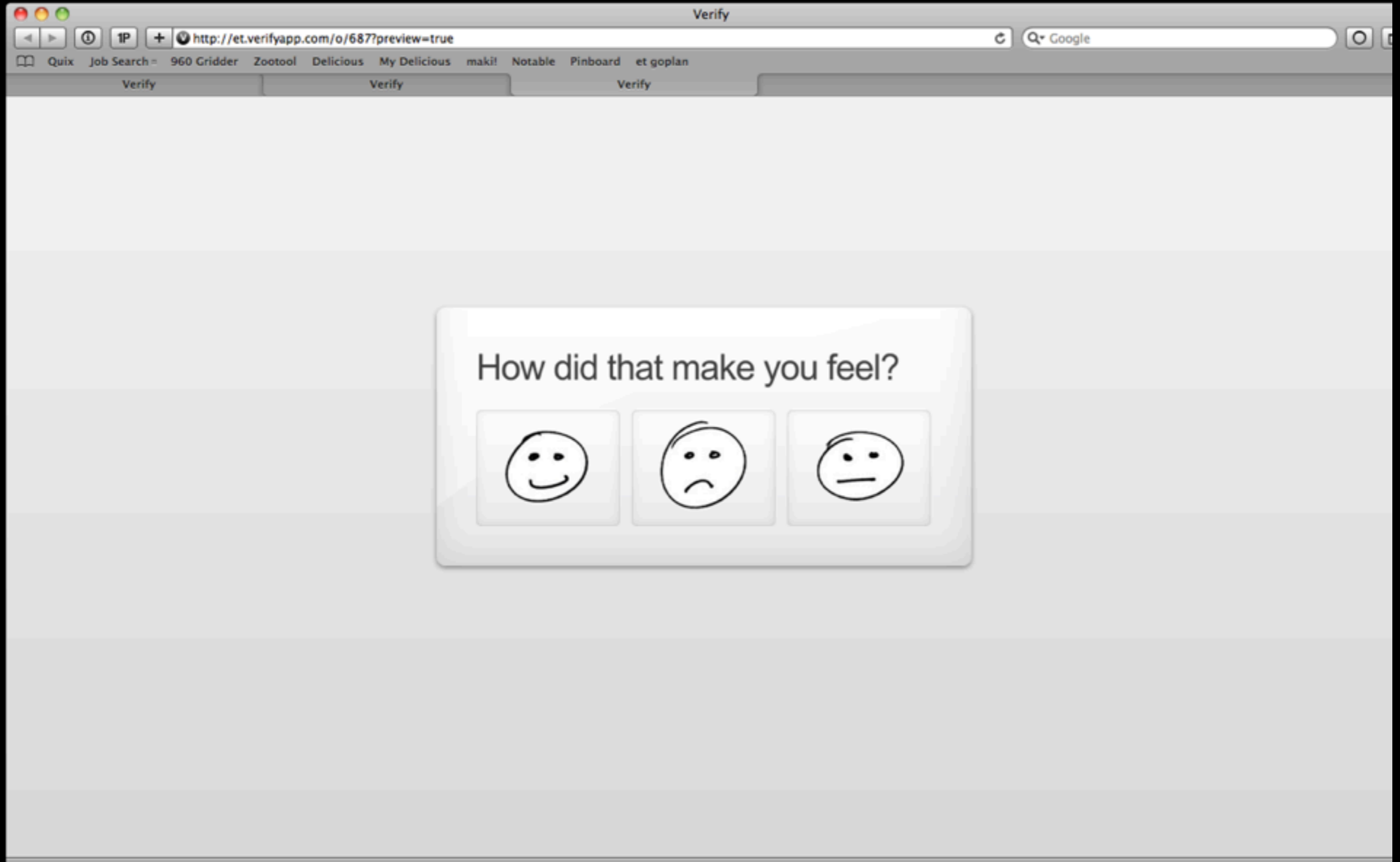


 You should follow me on Twitter

Elvis for the day. what say!

*A wise man once said: "Not all Indians are polite, hospitable & vegetarian." He must've been a Punjabi.*

[www.navjotpawera.com](http://www.navjotpawera.com)



www.navjotpawera.com




Verify

http://et.verifyapp.com/o/687?preview=true

Quix Job Search = 960 Gridder Zootool Delicious My Delicious makit Notable Pinboard et goplan

Verify Verify Verify

How did that make you feel?

Tell us why:

[Submit My Answer »](#)



Edit



Preview



Delete

### Summary

### Demographics

### Raw Data



Happy

47%



Fail

6%



Clueless

47%



00:00:00

COMPLETED

158

VIEWS

47

RESPONSES

0

TESTER DATA



### Test Instructions

Take a look at the upcoming screenshot, which we'll show you for a few seconds.

### Report Description

Testing the overall "mood" set by the page. (Colour combination)

### Share This Test

<http://verifyapp.com/o/687>



### Filter Test Results

### Report Permissions

Only Me Viewable only by you

# www.verifyapp.com

The screenshot shows a web browser window with the URL <http://verifyapp.com/>. The browser's address bar and search bar are visible. The website's navigation menu includes **Home**, **Tour**, **Plans**, **Support**, and **Blog**. The main content area features a large heading **Act on Data, Not Intuition.** and a sub-heading **Verify is the easiest way to collect and analyze user feedback.** Below this, there is a list of features: 

- Simple test set-up with a screenshot
- Collect feedback quickly
- Effective, actionable reporting

 To the right of the text is a screenshot of a 'Mood Test Report' for 'Apr 21 test' showing a 'Happy' mood at 68% and a 'Fail' mood at 28%. Below the main content are five tabs: **Overview** (Intro to Verify), **Easy Setup** (Simple & Fast), **Fast Feedback** (Realtime Collection), **Visual Report** (Actionable Reporting), and **Popular Uses** (Extremely Flexible). On the right side, there is a call to action: **We're now accepting users for our private release.** with a **Request Invite >** button and a **Sign In >** button. Below the main content are three sections: **Why use Verify?** with two points (For a new website and To update a website), **As Featured In...** with quotes from **VentureBeat** and **PC MAGAZINE**, and **LIVE Tests on Verify** showing a test titled 'sign for people.' with a question 'Which of two options do users prefer?'.

# www.fivesecondtest.com



more apps ▾ tour support pricing **sign in**

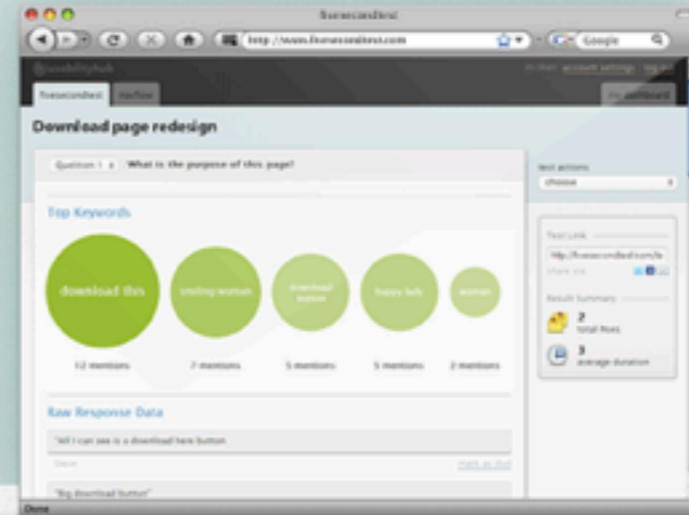


## fivesecondtest

### Landing page optimization for your mocks and wireframes.

Fivesecondtest helps you fine tune your landing pages and calls to action by analyzing the most prominent elements of your design.

**sign up for free**



#### How it works

- 1. Create a new test**  
Upload a screenshot or mockup, set some questions you want answered and wait for the feedback to roll in!
- 2. Users complete your test**  
Testers have five seconds to view your image and must then answer the questions you have set.
- 3. View your results**  
We collect all of the responses for you, extract the frequent keywords and then present the data with beautiful graphs.

**2 4 7 8 8 4** Designers happy  
Be a pal, do a random test and provide some valuable feedback!

**do a test now**

#### Read the buzz

Please test me! <http://fivesecondtest.com/test/bPPPczR7rv8-8Cdy>

@gentlemich  
17 hours ago

Haciendo test de usuarios en cinco segundos con [www.fivesecondtest.com](http://www.fivesecondtest.com) - <http://bit.ly/azolgO> de @torresburriel #ux

#### Latest news

feedback

# Guerilla Testing

See actually how users use  
your product









# What is a browser ?

“Google ?”



# What is a browser ?

“Blue E?”



# What is a browser ?

“Where I put my search terms”



# www.silverbackapp.com

1436:808 - Silverback - guerrilla usability testing

http://silverbackapp.com/

Search with Google

Clearleft presents

Silverback has been invaluable as we make tweaks/test the new mN site. Thank you, Clearleft!

so says **Brendan Dawes**, interaction designer | [Next testimonial -](#)

# Silverback 2.0

Guerrilla usability testing software for designers and developers

- Capture screen activity
- Video the tester's face
- Record the tester's voice
- Add chapter markers on-the-fly
- Control recording with the remote
- Export to Quicktime

**NEW FEATURES**

## Features in 2.0 include

<b>Preview</b> Watch sessions within Silverback	<b>Batch Export</b> Save selected sessions, tasks, highlights or projects in one go
<b>Tasks &amp; Highlights</b> Set tasks and mark noteworthy moments within a session	<b>Performance</b> Faster export, better usability

**Download**   
FREE FOR 30 DAYS

**Buy NOW**  
\$69.95 FREE upgrade for existing users

Silverback requires Mac OS X (10.4-10.6)



# Obligatory Apple quote

“Design is not just what it looks like and feels like. Design is how it works.”

- Steve Jobs

# Caveats

# Caveats

Interpret with care

“Do as I mean, not as I say”



# Caveats

Interpret carefully

Be prepared

and respond to feedback

# Listen to your users

They've got no one else but  
you

# Listen to your users

They've got no one else but  
you

Only till they find someone  
else

# Thank you!

There are no foolish  
questions,  
only fools who don't  
question.

@navjotpawera

[www.navjotpawera.com](http://www.navjotpawera.com)

You should follow me on twitter [here](#)