Shopping for Unmoderated Usability Testing Tools

Bill Albert
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I am a Big Fan of the Usability Lab
What is unmoderated usability testing?
Why Should You Care?

• Saves time
  ○ Lab study takes 2-4 weeks from start to finish, unmoderated typically takes hours to a few days*

• Saves money
  ○ Participants compensation typically a lot less ($10 vs. $100)
  ○ Tools are becoming very inexpensive

• Reliable metrics
  ○ Only (reasonable) way to collect UX data from large sample sizes

• Geography is not a limitation
  ○ Collect feedback from customers all over the world

• Greater Customer insight
  ○ Richest dataset about the customer experience
A Few Limitations / Warnings

- Expertise still required
- You get what you pay for
- Miss the rich qualitative data (face-to-face or remote testing)
- Session length is shorter
- Careful with recruiting (especially from panels)
- My direct experience is limited!
Shopping for Unmoderated Usability Tools

Quantitative-based Tools

- Full-Service Tools
- Self-Service Tools
- Card Sorting/IA Tools
- “Do it yourself”

Qualitative-based Tools

- Video Tools
- Report Tools
- Click and Mouse Tools
- Combination Tools
Full Service Tools

Key Performance Indicators

<table>
<thead>
<tr>
<th>KPI</th>
<th>Club Med</th>
<th>CoachCo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Success Rate</td>
<td>60.0%</td>
<td>67.5%</td>
</tr>
<tr>
<td>Average Browse Time</td>
<td>5.1 min</td>
<td>4.5 min</td>
</tr>
<tr>
<td>Average Page Views</td>
<td>9.3 pages</td>
<td>8.5 pages</td>
</tr>
<tr>
<td>Average Page Load Time</td>
<td>9.14 sec</td>
<td>8.44 sec</td>
</tr>
<tr>
<td>Average Time Spent on Evaluation</td>
<td>42.5 min</td>
<td>41.1 min</td>
</tr>
</tbody>
</table>

Success Rates

- Success
- Failure
- Orangish

Browse Time

- Non-Interactive
- Orangish
- Success
- Overall
- Failure

DESIGN & USABILITY CENTER
Self Service Tools
Card Sorting / IA Tools

**OptimalSort**
Improve the organisation of your site

**Treejack**
Optimise your site structure

**WebSort.net**
“Do-It-Yourself” (www.measuringux.com)

Measuring the User Experience

A companion website to the book by Tom Tullis and Bill Albert.

Including articles, spreadsheets, links, and other resources related to usability metrics. We're adding to this site regularly, so please check back!

Articles & Presentations

- Results of Online Usability Study Comparing Obama and McCain Websites (Nov. 14, 2008)
- "Word Clouds" from Measuring the User Experience (Nov. 8, 2008)
- Tips and Tricks for Measuring the User Experience (PDF). Presentation by Tom Tullis and Bill Albert at the UPA Boston Usability and User Experience Conference (May 28, 2008)
- A Timestamp Macro for Task Timing (March 29, 2008)
- Calculating a Confidence Interval for Task Completion using the Adjusted Wald Method (March 26, 2008)
- Results of Online Usability Study of Apollo Program

News and Announcements

- We will be teaching the following upcoming tutorials: NEW
  - 90-minute Course at the CHI 2009 Conference:
    - Tips and Techniques for Measuring the User Experience
    - Boston, MA, USA
    - April 8, 2009
  - Full-Day Tutorial at the UPA 2009 Conference:
    - Usability Metrics 101
    - Portland, Oregon, USA
    - June 9, 2009
- Bill Albert has been named as the new Director of the Design and Usability Center at Bentley University.
- Check out the profile of Bill in the February 2009 issue of the UPA Voice.
- Forthcoming book: Online Usability Testing: Improving the User Experience through Automated Studies

Tools and Services

-
Video Tools

UserTesting.com  try my UI  whatusersdo  Testled

OpenHallway

Screen Recorder - Version 1.7
Test Scenario: It’s your dog’s birthday today. You forgot to buy him a gift. You must be a dog owner.
1. Find the store nearest to you.
   1. I ask for Petco’s recommended dog gift ideas.

PETCO e pets go. Store Locator  Order Status  Your Account  Shopping Cart
Store Circular  Register  Quick Reorder

PETCO Gift Cards

Standard Shipping or FREE Shipping on $60 Orders (Restrictions apply.)
Go to Shopping Cart

Sign Up for Emails
PETCO mailing list and get all the best offers & promotions!
Enter your Email
SIGN UP

PETCO Pulls 5 SKUs of Cow Hooves Following FDA Warning

SAVE UP TO 40% ON YOUR PET’S WISH LIST

DOG BEDS  CAT BEDS
GATES & DOORS  CAT TOYS
DOG HOUSES  HEATED PRODUCTS
DOG TOYS

DESIGN & USABILITY CENTER
# Report Tools

![EasyUsability](image1.png) ![FeedbackArmy](image2.png)

## Usability Test Questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
<th>Tester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the purpose of the site clear? What would you say the purpose of the site is?</td>
<td>It is a wonderful home searching site. It also has pretty neat articles on mortgage, green homes and I particularly liked the one on foreclosure properties. The extensive mortgage section can also be a huge advantage. And the photos of homes have been excellent. Can you resize the photos so that they are a bit larger up front? Also could you specifically categorize user photos like front, back, patio, garden, surrounding, bathroom, living room and so on, which makes it easier to find and see.</td>
<td>A38Q4CJF5014TM Male</td>
</tr>
<tr>
<td>What did you like and dislike about the site? Please be specific.</td>
<td>The basic design is simple yet effective which is what I like in particular. The sections on articles and mortgages is really impressive. However the search facility just seems bit odd or may be there are not many homes in the area. The map on the home page is bit small and would be advisable to just resize it to a larger size by a bit.</td>
<td>A38Q4CJF5014TM Male</td>
</tr>
<tr>
<td>Is there anything that should be added to the site? Anything that isn't needed?</td>
<td>May be a page on current trends in detail as foreclosure related details are already there. One could possibly add more info about the local neighbourhood of the property in neighbourhood information page like people, attractions or places to hangout, nearby landmarks and gardens and so on. There is absolutely nothing which is out of place on the site.</td>
<td>A38Q4CJF5014TM Male</td>
</tr>
<tr>
<td>What about the site did you like?</td>
<td>The neighbourhood info page I believe would give me more detailed info about the area.</td>
<td>A38Q4CJF5014TM Male</td>
</tr>
</tbody>
</table>
Click and Mouse Tools

INTUITION HQ

While 22% may seem low at first, it is actually quite high as many...
Combination Tools
Thank You!

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