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~ Innovative Asia-focused User Experience testing solution ~
Things change!

AND THEY WILL REMAIN CHANGING...
20 YEARS AGO

Ding!!!
You've got mail!!!

NOW

436 unread emails
THERE IS ALWAYS SOME NEW THING BEING INVENTED
It's a sunny day.
High expectations
The hurdles
SYNTHESIS OF MANY FIELDS

CONSTANTLY EVOLVING LANDSCAPE
AFTER A SUCCESSFUL LAUNCH
How do you Design?

Some companies design by political process...

Some companies use intuition...

WEB ART

I read a book on usability once.

Some let the users decide...

Do you want defaults?

Don't know...

So we'll let you personalize that.
Insights Validated

ARCHITECTURE

Validated Insights

PRODUCT CREATION

Product Implementation  Initial Production  Ramp-up

TEST TEST & TEST!
<table>
<thead>
<tr>
<th>Issue</th>
<th>Client-side respondents</th>
<th>Agency respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No budget</td>
<td>65%</td>
<td>50%</td>
</tr>
<tr>
<td>Limited IT/tech resource or capacity to implement changes</td>
<td>46%</td>
<td>43%</td>
</tr>
<tr>
<td>They are more concerned with traffic acquisition</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>Not convinced about business case</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>It's too difficult / takes too long</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Happy with user experience</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>It's too artificial</td>
<td>8%</td>
<td>11%</td>
</tr>
</tbody>
</table>
“What people say, what people do, and what people say they do, are entirely different things.”

- Margaret Mead
Overcoming the hurdles
Balanced performance & decision making

Self awareness
Motivation
Self management
Social skills
Empathy
BENCHMARK!
THE BOTTOMLINE.
CONSIDER TOOLS TO MAXIMISE YOUR EFFICIENCY
Online remote Usability testing
→ DIFFERENT PLACE AND TIME

→ NATURAL CONTEXT
Qualitative
Self-reported
- Focus – groups
- Diary Study
- Phone Interviews
- In depth Interviews
- Field Visits
- Testing in Lab
- Eye-tracking

Observed
- Online surveys
- Intercept surveys
- Comparative / 5-sec Click
- Task - based
- A/B test
- LIVE Visitors Analytics

Qualitative
Quantitative
• We are seeking people who can give constructive critiques to interfaces.
• We need end users like you to give honest, candid, and REAL feedback to the businesses.
• When you complain, it is not to put anyone down, but to give businesses an opportunity to improve and provide a better experience on the Internet for everyone.

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