

# Contents

<b>ABOUT THE AUTHORS .....</b>	x <sup>i</sup>
<b>ACKNOWLEDGMENTS .....</b>	x <sup>iiii</sup>
<b>INTRODUCTION .....</b>	x <sup>v</sup>
<b>CHAPTER 1 Usability and Usability Testing.....</b>	1
A Brief History.....	2
Defining Modern Usability.....	3
Defining Usability for Surveys.....	3
The Product.....	3
The Specified Users of the Product .....	6
The Goals of the Users.....	7
The Context of Use .....	7
Metrics of Evaluation .....	8
Importance of Usability Testing as a Pretesting Methodology .....	11
Usability Testing Does Not Replace Good Design.....	13
Overview of the Usability Testing Process.....	17
References .....	18
<b>CHAPTER 2 Respondent—Survey Interaction.....</b>	21
Sources of Potential Errors in Surveys.....	21
Errors of Nonobservation.....	22
Errors of Observation .....	22
How Respondents Answer Survey Questions .....	24
How Respondents Interact With Surveys.....	25

Usability Model for Surveys .....	28	
Interpreting the Design .....	30	
Completing Actions and Navigating .....	34	
Processing Feedback .....	43	
References .....	47	
<b>CHAPTER 3</b>	<b>Adding Usability Testing to the Survey Process.....</b>	<b>51</b>
Iterative Design and Testing .....	51	
Reasons for More Rounds, Fewer Participants .....	53	
Smaller Rounds Support Collaboration .....	54	
Iterative Usability Study Example.....	54	
What to Test and When .....	56	
Survey Concept or Approach .....	59	
Existing Survey.....	61	
Similar Survey or Competitor Survey .....	63	
Survey Software Packages.....	63	
Paper Prototype .....	64	
Wireframe.....	67	
Early Interactive Prototype .....	70	
Selected Interactive Questions .....	72	
Mobile Version of a Survey .....	72	
Fully Programmed or Revised Survey .....	76	
Usability Testing Continuum.....	77	
References .....	78	
<b>CHAPTER 4</b>	<b>Planning for Usability Testing.....</b>	<b>79</b>
Participant Selection .....	79	
Determining Participant-Selection Criteria.....	80	
Determining Sample Sizes.....	83	
Participant Recruitment.....	86	
Existing Participant Lists (Existing Frame) .....	86	
No Participant Lists (Constructed Frame) .....	86	
Testing Equipment, Environment, and Materials.....	88	
Usability Testing Equipment .....	88	
Eye-Tracking Equipment.....	92	
Where to Conduct Sessions .....	94	

Practical Considerations .....	104
How Long Should the Sessions Be?.....	104
How Do I Incentivize People to Participate?.....	105
How Do I Get Stakeholders Involved?.....	105
How Many Sessions Can I Conduct in a Day? .....	109
References .....	109
<b>CHAPTER 5</b>	
Developing the Usability Testing Protocol.....	111
Identifying Testing Focus/Concerns.....	111
Identifying Measures to Collect.....	112
Qualitative Versus Quantitative.....	112
Performance Measures.....	112
Multiple Methods: Self-Report, Observational, Implicit .....	117
Creating Test Materials.....	121
The Script .....	122
Scenarios, Tasks, and Probes .....	123
References .....	129
<b>CHAPTER 6</b>	
Think Aloud and Verbal-Probing Techniques.....	131
Think-Aloud Approach.....	131
Concurrent Versus Retrospective Think Aloud .....	135
Implementing Think Aloud.....	138
Verbal-Probing Approach.....	140
Concurrent Versus Retrospective Verbal Probing .....	141
Selecting and Crafting Probes.....	145
Guidelines for Crafting Probes .....	151
Choosing a Moderating Technique .....	156
Example: Concurrent Think Aloud and Concurrent Verbal Probing .....	157
References .....	160
<b>CHAPTER 7</b>	
Conducting Usability Sessions.....	163
Set Up Procedures .....	163
Remind Participants via Phone/Email .....	163
Prepare Materials.....	163
Dry Run.....	164

Moderating the Session.....	166
Moderator Role and Responsibilities .....	167
Moderating Guidelines .....	169
Moderating Remote Usability Sessions .....	175
Who Makes a Good Moderator? .....	176
Collecting and Recording Data.....	177
Note-Takers .....	177
Noting Observations .....	179
Guidelines for Observers .....	183
Observers in a Different Room .....	183
Observers in the Same Room.....	184
Remote Observation .....	185
Observer Responsibilities .....	185
Debriefing With the Team .....	186
References .....	186
<b>CHAPTER 8</b>	
Analyzing and Reporting Results.....	187
Detailed Analysis Approach .....	187
Compiling Data .....	188
Summarizing the Data .....	201
Interpreting Data .....	207
Agile Analysis Approach.....	209
Addressing Usability Concerns.....	210
Determining Priorities.....	210
Revising Surveys .....	212
Special Considerations for Mixed-Mode Surveys.....	215
Reporting Findings .....	215
Final Report Sections .....	216
References .....	219
<b>GLOSSARY</b> .....	221
<b>INDEX</b> .....	225