

HOW TO ...

1 Start with the Room

It's all about the  
QUESTIONS  
you ask

CONTEXT



2 Don't be product centered

Invest in ANALYSIS

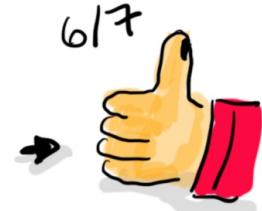
USABILITY TESTING

UNMODERATED TESTING

user thinkabout



Attempts task,  
but does not  
understand



Inflated score  
ease of use

Post rationalizes  
how difficult the  
task was ...

HOW TO  
DO IT?

1 not  
FEATURE  
BASED

2 watch the  
videos

3 think beyond  
task completion

SURVEYS

I have a good work-life balance

Why?  
I have flexibility,  
but I still work  
too much

Just because  
you can put it  
in a graph - It's not  
SCIENCE

ASK WHY

HOW TO  
DO IT?

1 Qualitative  
first

2 Triple test  
survey

3 Use humans  
to analyze words