

USABILITY TESTING

Usability testing at Blink Interactive provides you with the insights you need to meet business goals such as:

- Improving end-user satisfaction
- Increasing discoverability of features
- Driving conversion
- Reducing the need for end-user training
- Reducing support costs

Testing Location

Testing can be performed in a location that best suits the needs of each project.



One of Blink Interactive's Seattle Labs

Our two **Seattle Usability Labs** offer state-of-the-art usability technology and a comfortable environment for client teams to observe testing sessions. Our flexible lab infrastructure accommodates usability studies of any type: low- and high-fidelity prototypes, card sorting, baseline studies of web and software applications, eye tracking studies, usability benchmark studies, and out-of-box hardware testing. Sessions hosted at Blink can be streamed to authenticated observers anywhere on the Internet.

Blink's **partner facilities** throughout North America, Europe, and Asia enable clients to observe usability study participants from other cities when a broader geographic sample is needed. Blink's Seattle-based usability consultants usually travel to conduct these studies, or we can team up with an expert user researcher from our international network when local expertise and language skills are required.

Remote usability testing provides another option when test participants are distributed widely and traveling to their location is impractical. Our remote usability software allows us to see a participant's screen, observe their interactions remotely, and record their verbal comments and feedback.

Testing Process

Most usability testing projects are 4 to 5 weeks in duration, depending on the complexity of the study.

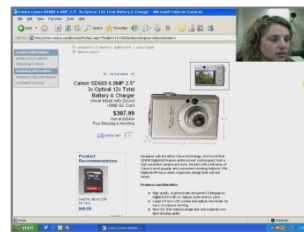
Blink begins each project with a project team kickoff meeting in which we gain a greater understanding of our client's

business context, start defining core research questions, and create target user profiles that focus participant recruiting.

Participant sample size is determined to match the unique goals of each study. Most studies focus on qualitative measures and range in size from 8 to 16 participants who are carefully selected to represent the profiles of key user types.

Blink develops a *Recruiting Screener* to recruit and validate potential study participants. A *Usability Session Guide* describes the study protocol and contains a walkthrough script for the testing sessions. Each of these documents goes through review cycles with the client team to ensure that the testing will meet overall project success criteria.

The **testing phase** starts with a pilot test session conducted prior to the start of the formal testing. One-on-one usability testing sessions then take place over a period of 2-5 days with all study participants. Sessions are typically scheduled for 60 to 90 minutes in duration. All participant sessions are digitally recorded for client use.



Video highlight clips powerfully demonstrate where participants had difficulty using the application and communicate impressions about the system in the user's own words.

Deliverables

Blink applies our first-hand understanding of the issues discovered in usability testing and creates design recommendations that empower clients to put the research findings into action.

A **Usability Findings and Recommendations Presentation** (or optional formal written report) is delivered to the client team in person or via remote conferencing software. The findings presentation summarizes and contains video highlights of key usability issues along with design recommendations that are grounded in our experience providing user-centered interaction design services. These presentations are often an excellent forum for discussing usability findings and design solutions with a larger audience of client stakeholders.

For more information or to discuss how Blink Interactive can help with your usability project, please contact Kelly Franznick kelly@blinkinteractive.com or (206) 447-9551 x113