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World Leaders in Research-Based User Experience

User Testing Articles & Videos

Most Recent   **Videos Only**   **Articles Only**

Paper Prototyping: A Cutout Kit

December 19, 2021

| Article: 3

minute

s to read

Easily (and cheaply) test early designs with this paper-prototyping kit.

5 Facilitation Principles for Both UX Workshops and User Tests

November 28, 2021

| Article: 5

minute

s to read

Both UX workshops and usability tests benefit when facilitators are focused on goals, follow a meeting guide yet are open to improvisation, encourage participants to act, and don't talk too much.

UX Research Made Agile

November 26, 2021

| 23

minute

video

Test early and often is a key recommendation for UX research. Dora Brune shares her approach, including regular Open Test Labs to engage more product teams and make user research more agile. Kinder Eggs make for a nice warmup task, even in remote tests. (Recorded at a participant panel at the UX Conference.)
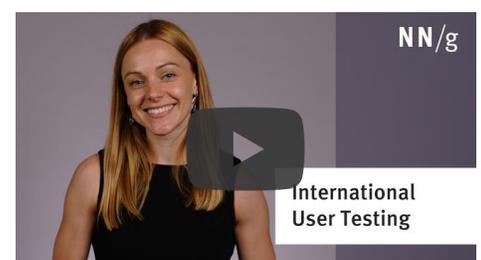
Using a Translator During Usability Testing

November 12, 2021

| 4

minute

video

Usability studies with international users can be very informative, but if you don't speak the foreign language, you will need interpretation to understand the user

(and for the user to understand you). These 5 guidelines will improve the value of translated research sessions.

Recruiting and Screening Candidates for User Research Projects

November 7, 2021

| Article: 9

minute

s to read

Know the inherent biases in your recruiting process and avoid them in order to recruit study participants that are representative for your target audience.

Remote Usability Testing: Study Guide

October 10, 2021

Unsure where to start? Use this collection of links to our articles and videos to learn about conducting user testing remotely.

Advanced User Testing Methods for Accelerating Innovation

October 1, 2021

| 5

minute

video

Two user research methods allow you to quickly test a large number of design alternatives, thus accelerating UX innovation. Rapid iterative design and within-subjects testing of multiple alternate designs aren't for every project, but are great when they do apply.

Limited Usability Testing and Business Decisions

September 24, 2021

| 4

minute

video

Some business stakeholders say that 5 test users can't represent all customers, and so it's too dangerous to release a new design. Better to keep existing workflows unchanged. How to respond to such claims.

Recruiting Expert Users as Usability Study Participants

September 24, 2021

| 2

minute

video

User research, especially for complex apps and domain-specific design, may require study participants with high expertise who can be difficult to recruit. Here are 5 tips for getting expert users.

Triangulation: Combine Findings from Multiple User

Research Methods

September 10, 2021

| 2

minute

video

Improve design decisions by looking at the problem from multiple points of view: combine multiple types of data or data from several UX research methods.

Qualitative Usability Testing: Study Guide

August 8, 2021

| Article: 4

minute

s to read

Unsure where to start? Use this collection of links to our articles and videos to learn about planning, conducting, and analyzing qualitative user testing.

Partner with Other Research Teams in Your Organization

August 6, 2021

| 3

minute

video

To gain a holistic picture of your users, exchange data with the non-UX teams in your company who are collecting other forms of customer data, besides the user research you do yourself. You gain; they gain.

Remote Usability Testing Costs

July 16, 2021

| 3

minute

video

We compare the budgets needed for different kinds of qualitative user research: in-person usability testing vs. remote studies run by software (unmoderated) or run by a human moderator.

User Research Repositories for Cross-Functional Teams

June 18, 2021

| 26

minute

video

Tips for placing all information about users in a single place, so that the entire UX team can leverage this knowledge. Eden Lazaness shares her experience and demos the tools her team used. This was filmed during a participant experience panel after a recent UX Conference.

5 Facilitation Mistakes to Avoid During User Interviews

June 6, 2021

| Article: 7

minute

s to read

Some common mistakes to avoid in UX interviews include poor rapport, multitasking, leading, insufficient probing, and poorly managed observers.

Three Levels of Pain Points in Customer Experience

May 16, 2021

| Article: 5

minute

s to read

Pain points are problems that occur at the different levels of the customer experience: interaction level, customer-journey level, or relationship level.

International Usability Testing: Why You Need It

April 18, 2021

| Article: 10

minute

s to read

User testing in different countries helps identify culturally specific usability issues. Testing correctly and at the right time will help you thrive in a new market.
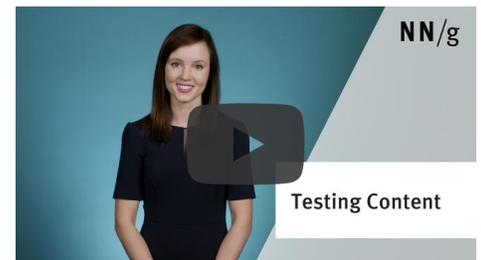
Usability Testing for Content

April 9, 2021

| 2

minute

video

Usability testing can yield valuable insights about your content. Make sure you test with the correct users, carefully craft the tasks, and ask the right follow-up questions.

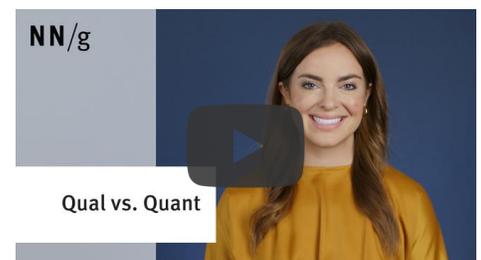## Comparing Qualitative and Quantitative UX Research

March 12, 2021

| 2

minute

video

Qualitative and quantitative are both useful types of user research, but involve different methods and answer different questions for your UX design process. Use both!

Tips for Motivating Stakeholders to Participate in User Research

March 12, 2021

|2

minute

video

When stakeholders observe user research sessions, the credibility and acceptance of findings will increase. Since they are busy, make it easy to participate and work on increasing the value they get out of going.