Oh, the things we learn by testing with real users (Target’s Digital accessibility user testing)

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* User research and usability testing
  + Conducted by User Experience team
  + Performed monthly
  + Several testing approaches:
    - Moderated in a usability lab
    - Remote testing – usability.com
    - Interviews – at guest homes, at stores, or via Skype
    - However, valuable feedback is missing since the existing methods don’t seek out users with disabilities for testing
  + Partnered with <http://simplyaccessible.com/>
* Accessibility + UX = a great partnership begins
  + Accessibility team engaging in usability test discussions with UX
  + Researching methods for conducting ‘accessible’ usability tests
  + Building a diverse network of users of assistive technologies
* Accessible Moderated Usability Testing
  + Allow user to perform test on their own device & setting
  + Quiet, comfortable space
  + Ask permission to record
  + Develop script
  + Encourage user to “talk out loud” (this will be awkward, but you’ll get good feedback on what they’re thinking/feeling)
  + Probe, probe, prove
* Accessible Remote Usability Testing
  + Allow users to perform test on their own device & setting
  + Convenient – user picks the time
  + Quiet, comfortable space
  + Accessible remote testing tool – <http://www.loop11.com/>
    - Incorporates a <http://www.knowbility.org/> database with disabilities
    - Accessible with various assistive technologies (the loop 11 interface is fully accessible with keyboard and various other assistive technologies)
    - Use careful consideration of question types (a likert question could pose problems for peoples with AT)
    - Can have
  + One question was ‘describe the process of adding the item to your cart. Step-by-step, what did you do? (Retrospective Protocol, does their mental model match the system model) This question gives us insight into feelings and what they’re experience of the process. Even though we recorded the actual process, still ask the question.
  + Some questions use embedded Target website, others are standalone questions.
* Our usability testing journey begins
  + Conducted 30, moderated usability testes with users that are blind or visually impaired
    - Diverse group
      * Mix of assistive technologies
      * Preferred devices
      * Internet comfort level
      * Online shopping experience (some people who are blind prefer to shop in the store and never shop online)
      * Target shopping experience
  + Valuable things we learned
    - All 30 users performed the same test
    - Feedback on:
      * Search facets (learned that facets/filters if they were intuitive or not)
      * Search results – small, medium, large links (learned that those meant size for a product, instead of ‘how many items you want to have in your search results based on image size. The size means the image size so for small you’ll have smaller images and therefore more search results on one page.)
      * Product info (learned that the search listing pages the amount of info they provided was it too much, adequate, insufficient)
      * Add to cart process (do guests really want to add results from the search results, or do they want to dig deeper)
    - Currently analyzing the feedback and taking it back to the appropriate teams (search team, product info, and UX team)
  + Ask the participants in Remote sessions, what assistive technologies do you use, and what are you specifically using for this test?
* Conducting surveys/interviews
  + Another great approach for user feedback
  + Survey monkey – accessible surveys
  + Easy, flexible delivery

# Sample Usability Test Script:

## Before beginning the test:

Monitor should document what kind of device and assistive technology the user is using as well as the browser used for the test.

## Monitor Intro:

Hi, \_\_\_\_\_\_. My name is \_\_\_\_\_, and I’m going to be walking you through this usability test today. The test will last about 25 minutes and the goal of this test is for me to collect information from you regarding a specific task or series of tasks I will ask you to complete on Target.com. There is no right or wrong answers and I want you to be completely honest about what you like regarding the interactions and what you don’t like. I will be asking you questions along the way and taking notes. This is not a test of your skills but rather a test of the usability of our site. Do not worry if you don’t complete the task in the 25 minute time frame.

As you use the site to perform the tasks for the usability test, please try to think out loud: verbalize what you’re looking at, what you’re trying to do, and what you’re thinking. This may feel awkward as you are doing it but will be a big help to us. Also, please don’t worry that you’re going to hurt our feelings. We’re doing this to improve the site, so we need to hear your honest reactions.

If you have questions you can send an email to: [Laurie.merryman@target.com](mailto:Laurie.merryman@target.com) or to the general team at: [accessibility@target.com](mailto:accessibility@target.com)