

Interface Survey Study

1. If you were looking for videos where would you click?

- Resources
- Materials
- Other

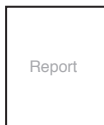
<< Prev Next >>

Tools



ONLINE SURVEY

Deliverable



ANALYSIS REPORT



RECOMMENDATION



IMPLEMENTATION

Visualhero Design Co.

ITERATIVE TESTING APPROACH

User testing is a technique to aid in interface usability and user centered design. Testing is carried out during various stages of a projects life to determine if the design is reaching its objectives. Testing parameters can range from simple to specific as necessary. With this approach, the amount of sessions, users, and questions are determined by objectives and budget. What we do know is that any test, even in the simplest terms, provides invaluable data on how your users interact with the interface.

Interface Survey Study is the gathering of information through survey style questions for an interface. Generally, testing is used for sub-performing web or applications, prototyped wireframe or design, static screens or as final test before launch of a new interface. The survey will be a combination of questions focusing on descriptive language and static interactive representations of an interface.

Questions for testing will be derived from a variety of sources such as: discussion of business goals, interface and layout, user profiles (target audiences), analytic performance, or user feedback. Questions will target the websites interface layout and descriptors by isolating cases for the surveyor to make a decision. The amount of questions will vary due to the complexity and focus of goals. Subjects will take the survey on their own time after receiving an invitation.

Based on research and provided information of user profiles and target audiences we will work with the client to select participants. The number of subjects will not be limited but recommendation of participants will be provided based on status, roles and relationship to the interface.

The results will be compiled and evaluated into an Analysis Report comprised of:

- Overview
- Survey log
- Recommendations
- Steps for implementation