T10
User Experience (UX) Testing
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Devices and Desires: How Do Humans Experience Software?

Presented by:

Isabel Evans

Independent Consultant

Brought to you by:

Isabel Evans

Independent Consultant

Independent quality and testing consultant Isabel Evans has more than thirty years of IT experience in the financial, communications, and software sectors. Her work focuses on quality management, software testing, and user experience (UX). She encourages IT teams and customers to work together via flexible processes tailored by the teams that use them. Isabel authored Achieving Software Quality through Teamwork and chapters in Agile Testing: How to Succeed in an eXtreme Testing Environment, The Testing Practitioner, and Foundations of Software Testing. A popular speaker and storyteller at software conferences worldwide, Isabel is a Chartered IT Professional and Fellow of the British Computer Society, is a twenty-year member of software industry improvement working groups, and received the 2017 EuroSTAR Testing Excellence Award. Connect with Isabel on LinkedIn, Twitter, or her website. Read her blog—or her other blog.

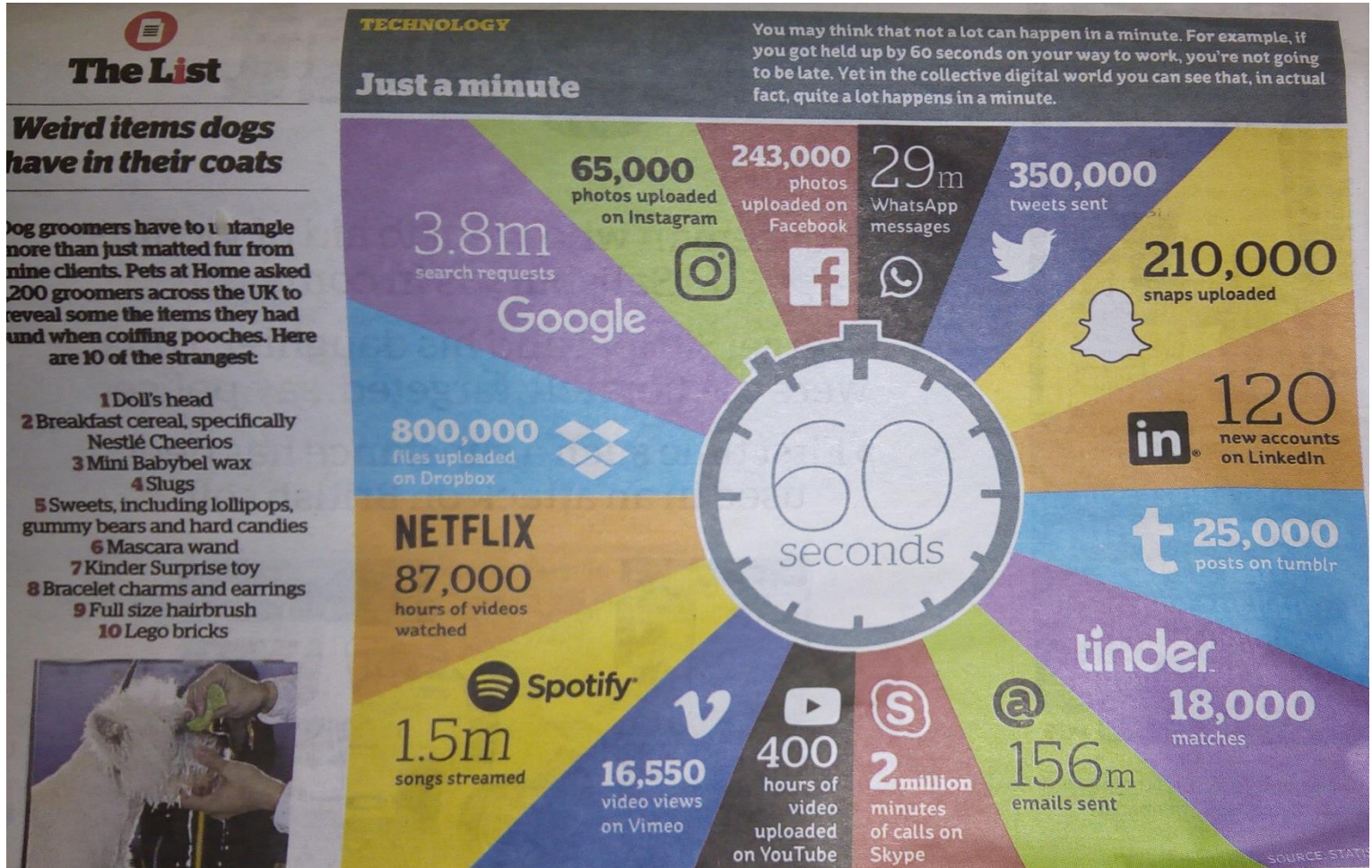# Devices and Desires: as humans how do we experience software?

Isabel Evans fbcs citp

ie@isabelevans.uk

www.isabelevans.uk

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Connections…

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https://www.techhive.com/article/3065441/home-tech/samsungs-over-the-top-family-hub-smart-fridge-is-now-on-sale.html

https://www.techhive.com/article/3259826/home-tech/best-smart-home-devices-for-google-home.html

https://drkarenwolman.com/2017/03/24/survey-finds-constantly-checking-electronic-devices-linked-significant-stress/

"How about placing a QR code somewhere in the movie. An audience could pause the movie while watching it on their tv or computer, scan it with their smartphone, and be taken to a mobile site which might tell them something they might not know about the storyworld and/or narrative."

Transmedia and Crossmedia Convergence in a Connected World

Consumption Devices

Devices are what audiences use to consume this content. We own TVs, smartphones (iPhone, Android, Blackberry), game consoles, computers, and more

http://convergenceishere.weebly.com/consumption-devices.html

*"It's easy to keep track of the devices you use to watch NOW TV. To see what devices you've added, select **My Account** and then [Manage devices](https://help.nowtv.com/article/managing-my-devices). You might need to enter your username and password.*
To add a device, simply start watching NOW TV on it, and it'll be added automatically.
*In **Manage devices**, you'll see your devices listed, along with the date you last used each one."*

https://help.nowtv.com/article/managing-my-devices

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Ring Smart Video Doorbell 2 with Built-in Wi-Fi & Camera

ring

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How do people experience software?

Apple user

Silver emailer

Blind PC user

Choice?

Consultant doctor

Ship's captain

Manual worker

Hill farmer

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Are we all technically adept…?

Level of skills with computers
working people 18-65, 33 richest countries

level 3, 5%

More complex tasks

level 0, 26%

Unable to use computer

level 2, 26%

below level 1, 14%

Simple tasks only

level 1, 29%

https://www.nngroup.com/articles/computer-skill-levels/

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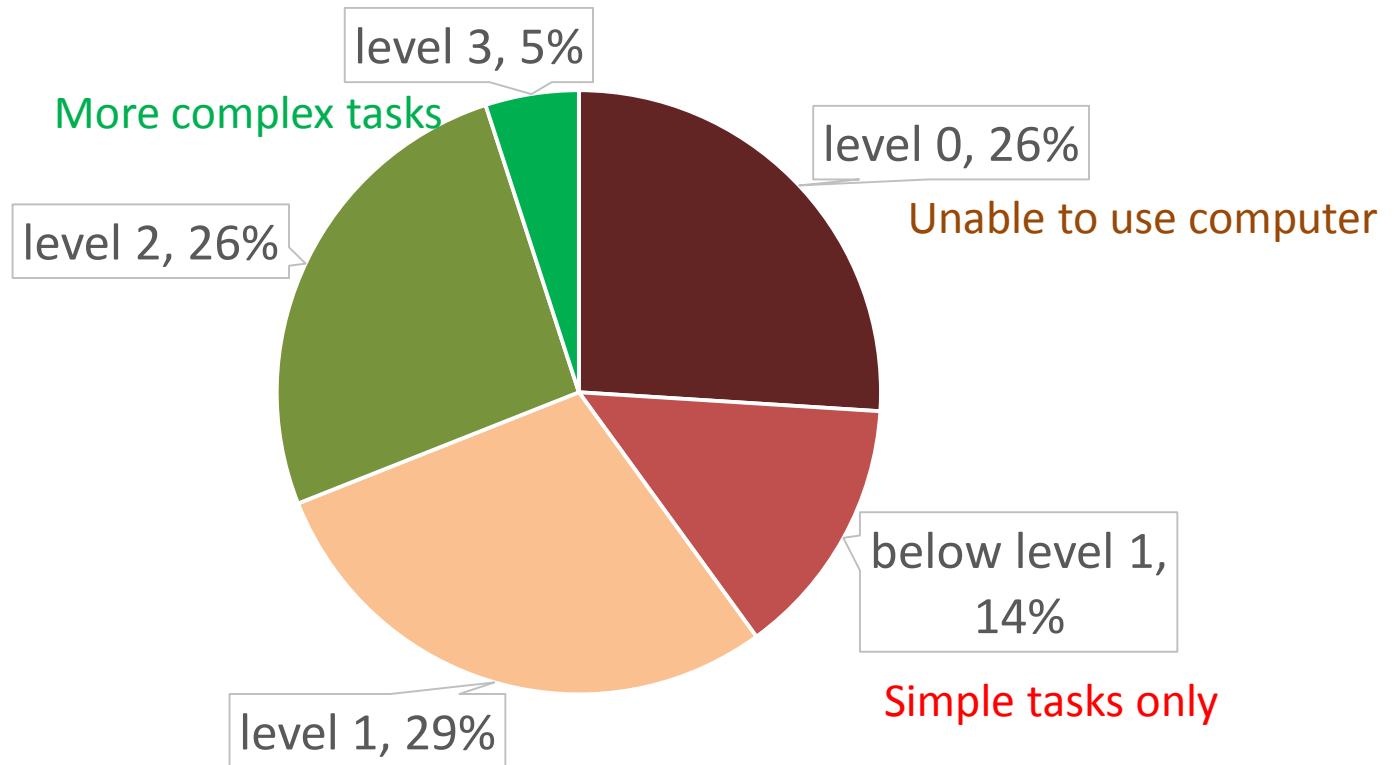
Are we all connected…?

"Of the 49.4 million adults living within Great Britain, 1.1% have poor internet access

This equates to 530,000 adults with limited internet speed…

These 530,000 adults have:

- Average download speeds of 1.4Mbit/s – 15 times slower than average.
- Superfast broadband is available to just 3% of these people, but uptake is low.
- Mobile provides an alternative for 470,000 of the 530,000 people (88%).
- However, 63,000 people in parts of Wales and Scotland, and small pockets of England, still have no acceptable digital access at all (63,000 adults in total)."

Do we all bank online?

Whilst only 5-6% of the poorest fifth of households now have no account, this rises to 11% if Post Office Card Accounts are not considered to be accounts
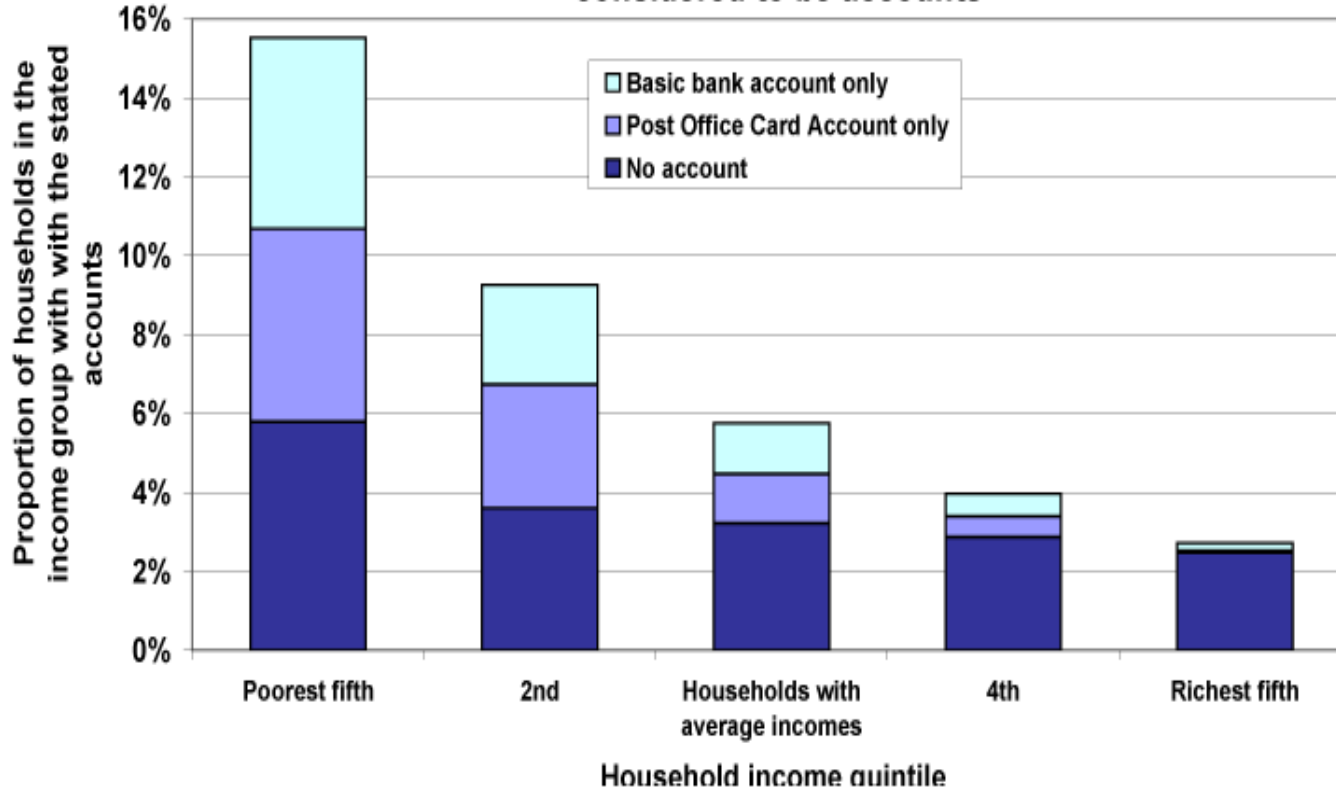
Source: Family Resources Survey, DWP; the data is the average for 2006/07 to 2008/09; UK; updated Aug 2010

- You open the door and the vacuum cleaner salesperson comes in, and dumps a bag of trash in your living room.
- Or a neighbor sneaks in the back door and uses a knife to put gouges on the kitchen table.
- Or, through the window, someone starts spraying acid all over your bookshelf…
- **Why are you letting these folks into your house?**
- Your laptop and your phone work the same way. The reviews and the comments and the breaking news and the texts that you read are all coming directly into the place you live. If they're not making things better, why let them in?
- No need to do it to yourself, no need to let others do it either.

feeds.feedblitz.com/~/531071118/0/sethsblog~Your-kitchen-table.html

We don't experience software…

Emotions

Communications

Motivations

We Experience

Relationships

Sensations

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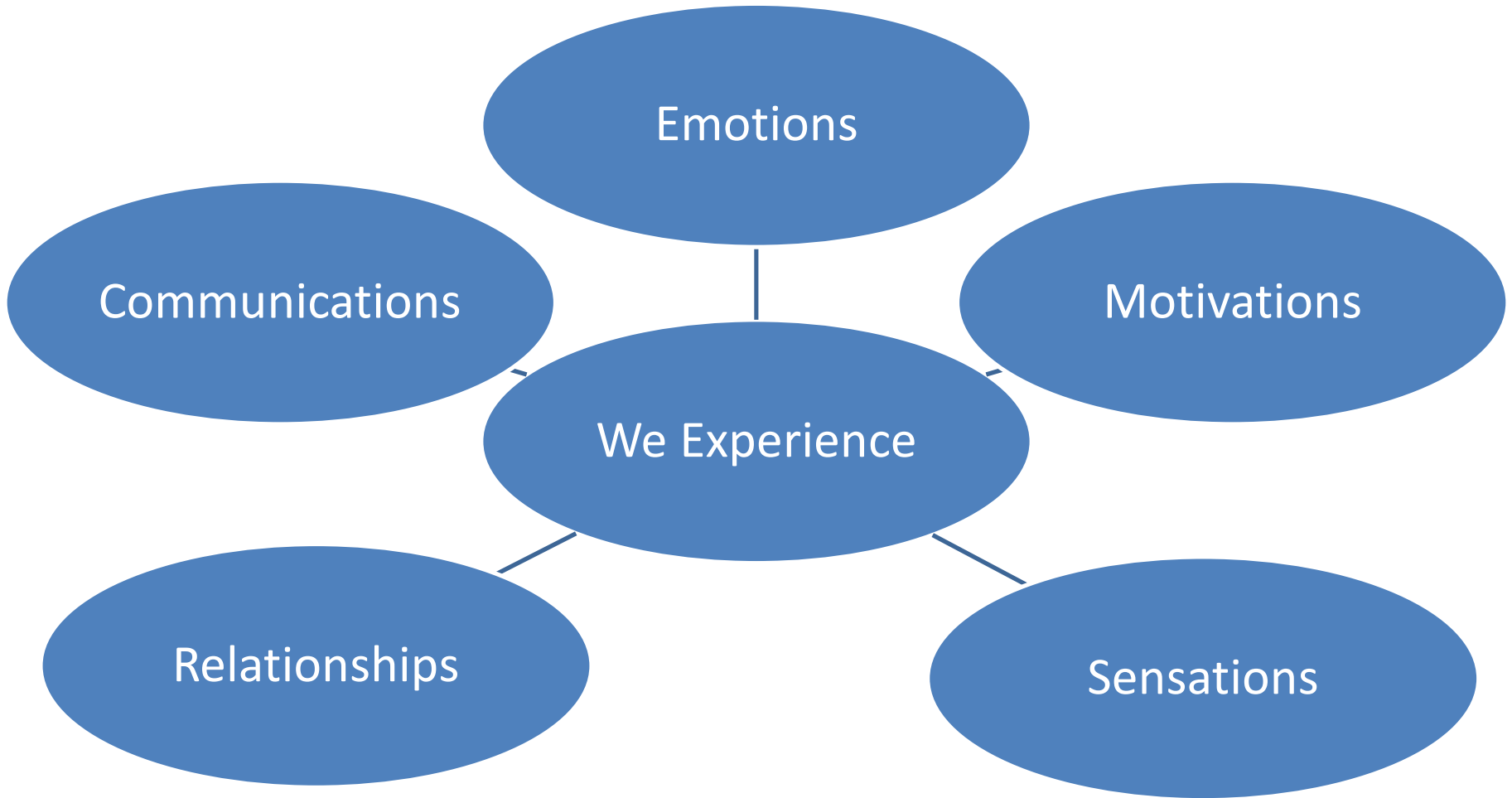
"*what do people want?*"

To experience a solution to their problem that...

ethical

exciting   trustworthy

engaging

supportive   flexible

useable

profitable

useful

timely   legal...

affordable

accessible   works

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Making life better can be quite simple...
Cyclist's UX

Layers of quality to make the user experience

Transcendent quality

Value quality

User quality

Product quality

Manufacturing quality

Users' world

User Experience

Service

Quality in Use

System

Software

Product quality

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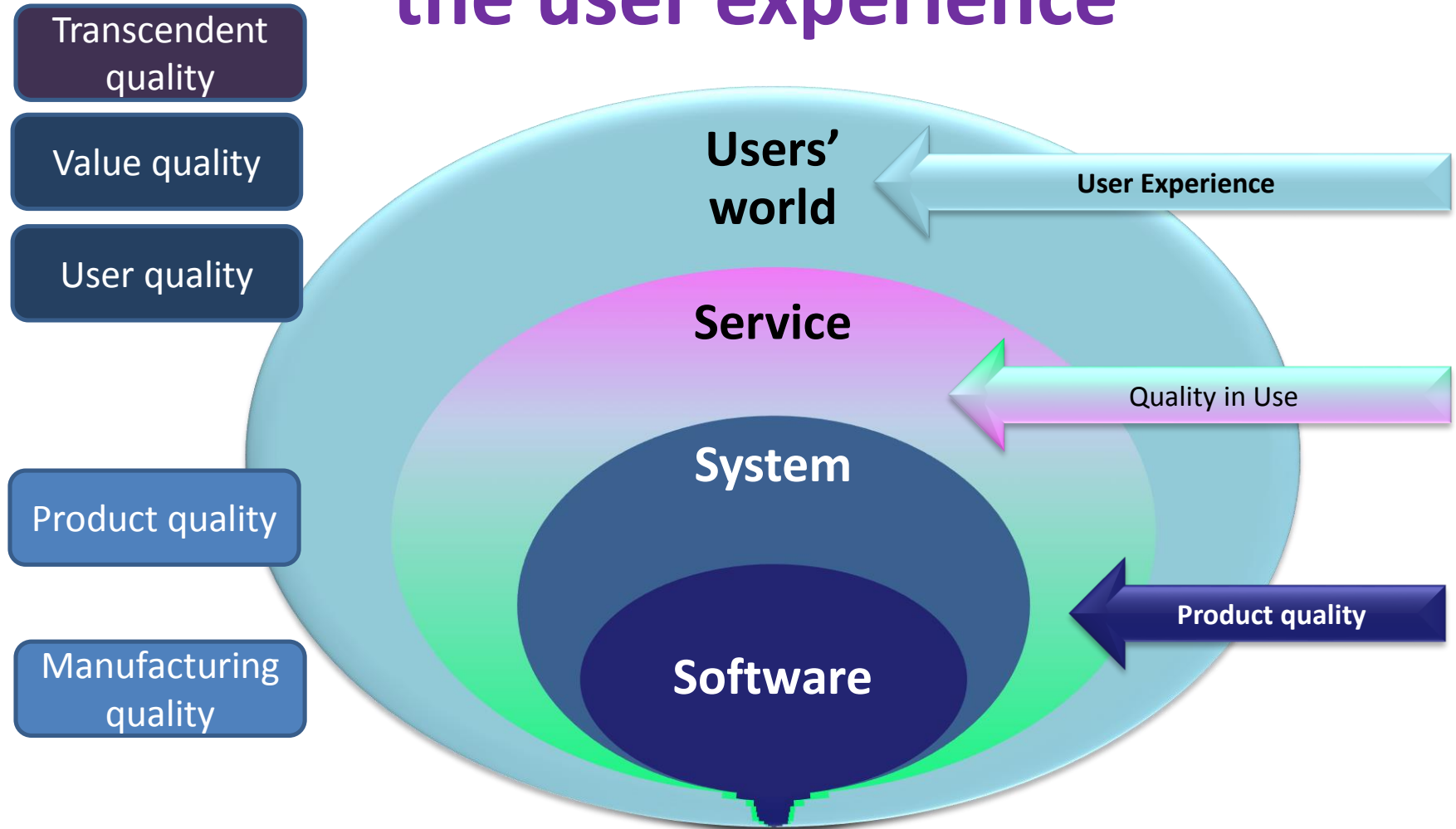
Think about the whole system

World

Tribe

Family

Self

Device

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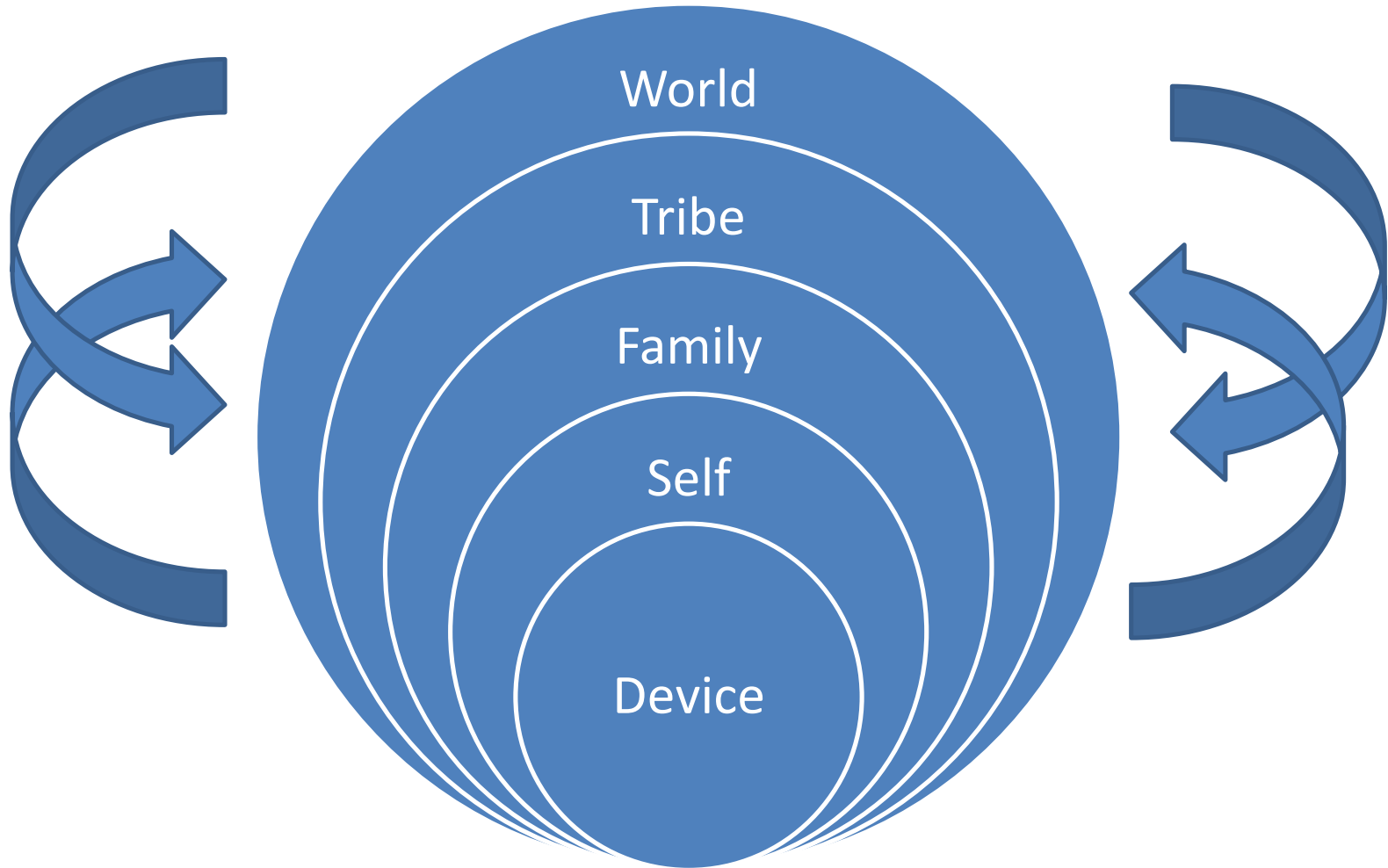
The pressure to improve UX

People
- Society
- Fashion
- Ethics
- Norms

Government
- Legislation
- Economics
- Politics

Business
- Market share

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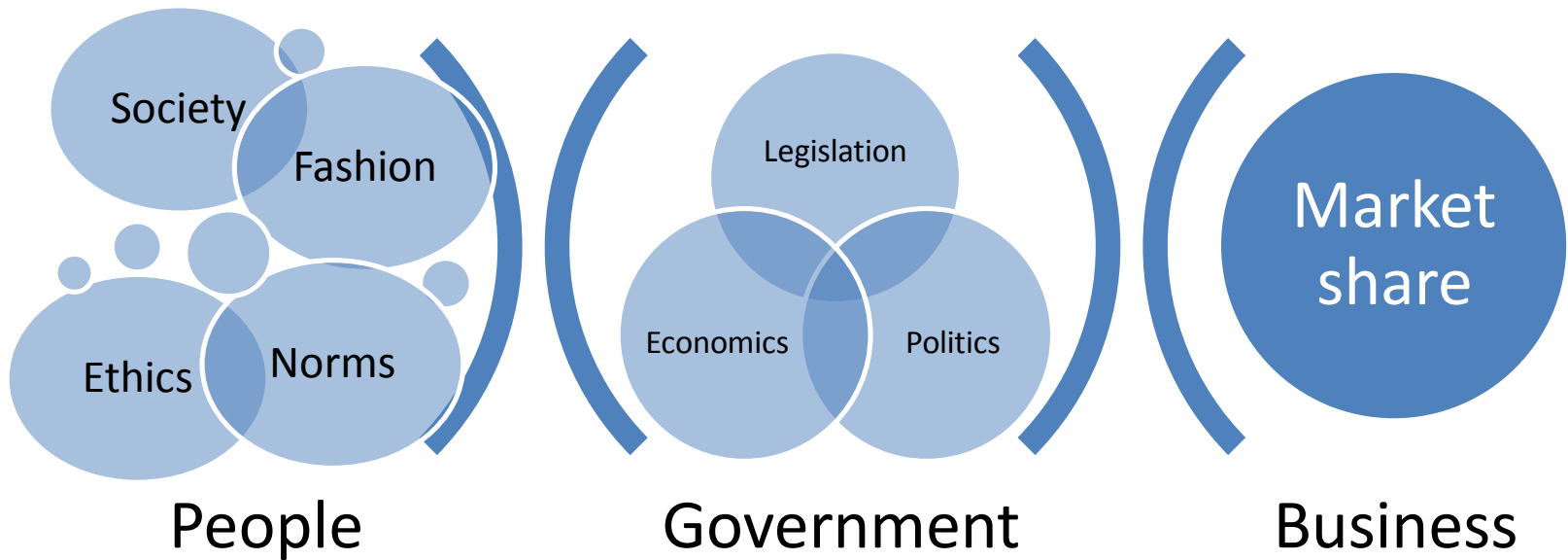
What makes software excellent quality? (Vijay Kiran)

Engineered excellently

Excellent quality software

Ethically good software

Excellent UX
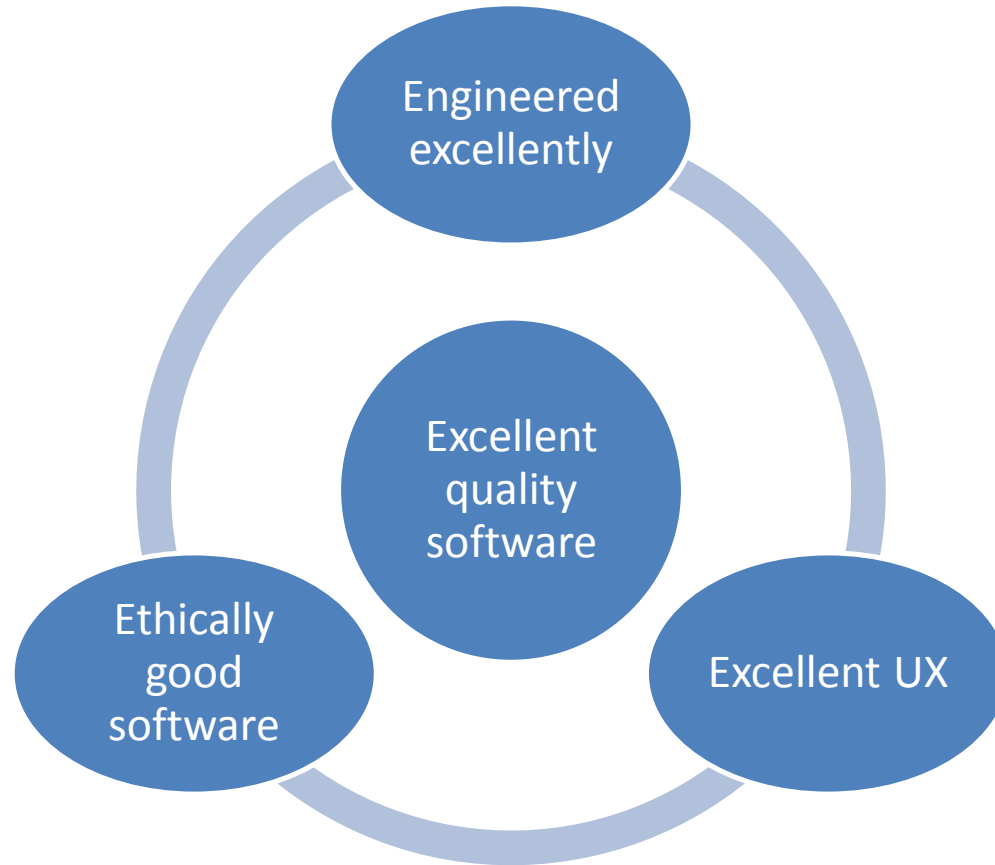
UX ≠ Usability

UX

Product	Ecosystem	Ethics

SW	device	help	people	systems	service	behaviours	values	norms

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Start to think UX

WHO? WHY? WHAT?

EMOTIONS and EMPATHY!

UX, QiU & PQ Scores

RICH STORIES

INTERACTION DESIGN

DESIGN

BUILD

MEASURE

OBSERVE
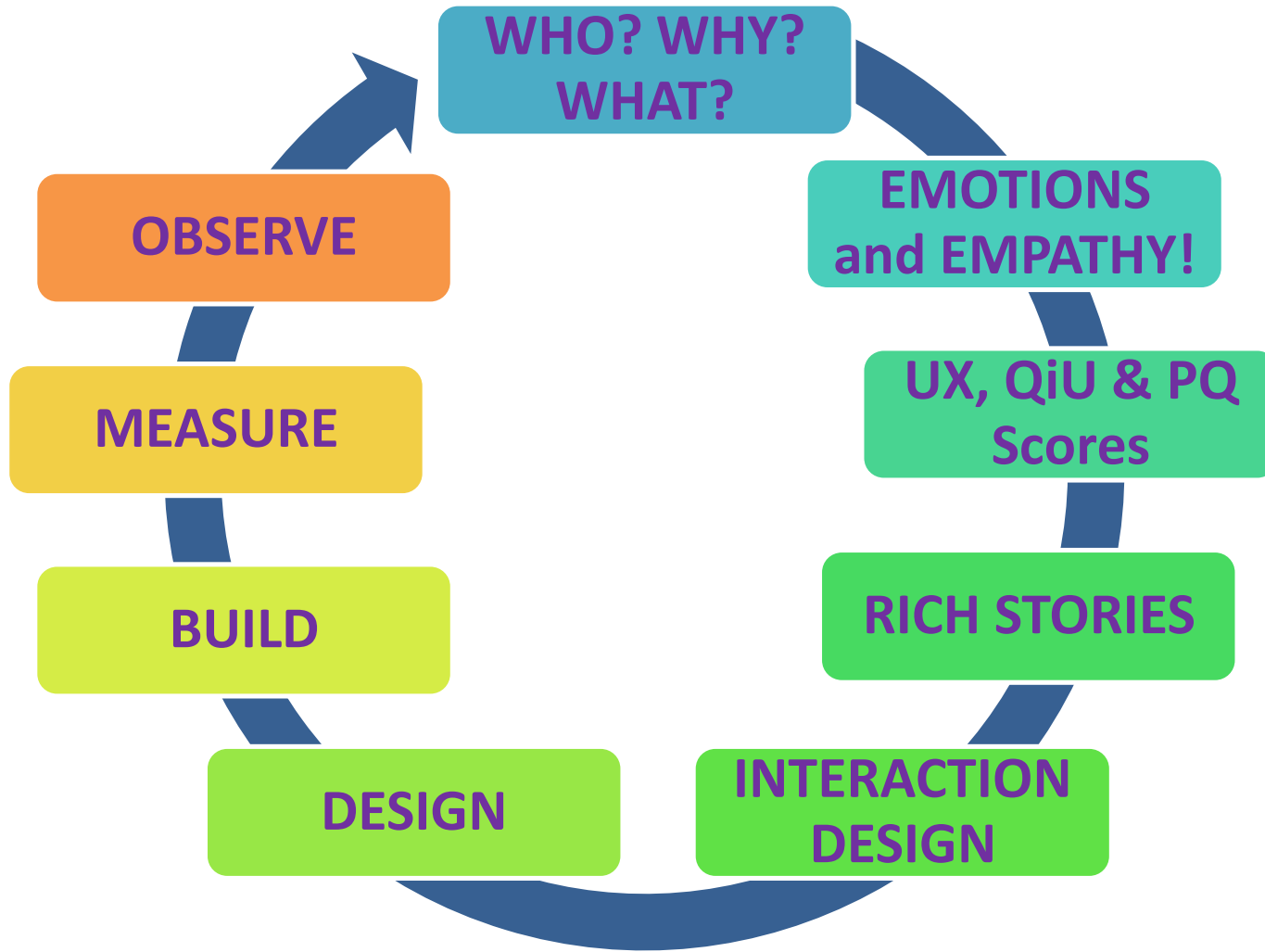
As practitioners, we follow a commercial imperative…

"As the gap between customer expectations and existing CX grows, there will be more opportunities to improve CX and expand your business. But

only some companies will be able to take advantage of this growing CX thirst;

others will see an exodus of increasingly disappointed customers.

Choose your path."

https://experiencematters.wordpress.com/2016/03/28/examining-massive-decline-in-customer-experience-ratings

As practitioners, we have a duty to…
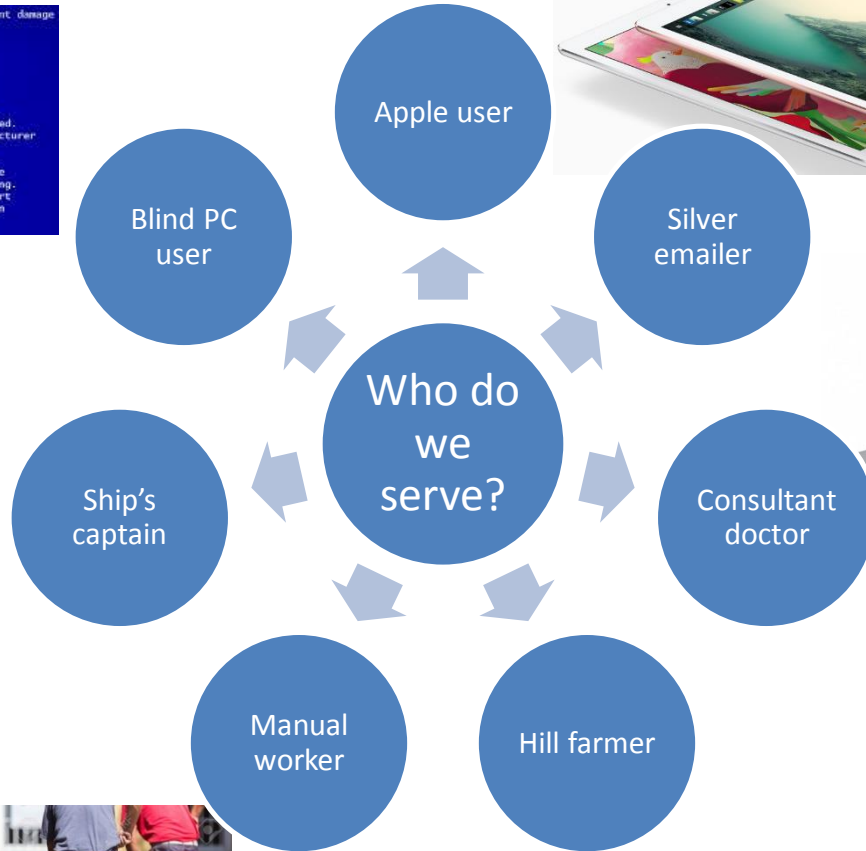

Who do we serve?

- Apple user
- Silver emailer
- Blind PC user
- Consultant doctor
- Ship's captain
- Manual worker
- Hill farmer

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Isabel Evans fbcs citp

ie@isabelevans.uk

www.isabelevans.uk

Social Media, contact details etc.

- Contact e-mail: ie@isabelevans.uk

- Contact Telephone: (Mobile) +44 (0) 7467 122 067

- Linked in: isabel evans

- Twitter: @IsabelE_Test

- Website www.isabelevans.uk

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