

Business Express User Testing

Process, Methodology & Goals of
conducting User Testing on New York
City Business Express

Purpose

The aim is to observe people using NYCBE to discover errors and areas of improvement. Usability testing generally involves measuring how well test subjects respond in four areas: efficiency, accuracy, recall, and emotional response. The results of the first test can be treated as a baseline or control measurement; all subsequent tests can then be compared to the baseline to indicate improvement.

Performance -- How much time, and how many steps, are required for people to complete basic tasks? (For example, create a new account.)

Accuracy -- How many mistakes did people make completing tasks? (And were they fatal or recoverable with the right information?)

Recall -- How much does the person remember about NYCBE afterwards or after periods of non-use?

Emotional response -- How does the person feel about the tasks completed? Is the person confident, stressed? Would the user recommend this system to a friend?

Focus

- The testing program will cover NYCBE familiarization, Wizard account creation, Common Intake, Customer Account Integration, Incentive Estimator, and feedback.
- Build on previous tests by validating integration of new features such as Incentive Estimator, as well as testing overall usability of Business Express
- Understand how users perceive their relationship with the city, in general, and online, specifically.

Assumptions

- The User will have a basic familiarity with NYCBE.
- The user is comfortable with navigating the internet with an internet browser.
- The user currently owns and operates a NYC businesses 75% whose customers are within the City of New York, or will plan to open a business with these criteria within the next 12 months.

Responsibilities

- Collect, Record & Analyze Accurate Test Data
- Use Appropriate Testing Methodologies
- Provide a Comfortable Testing Environment
- Provide Clear, Concise Testing Materials
- Report findings to Small Business Services
- Working with team, Incorporate Appropriate Findings Into Business Express

Discovery Process

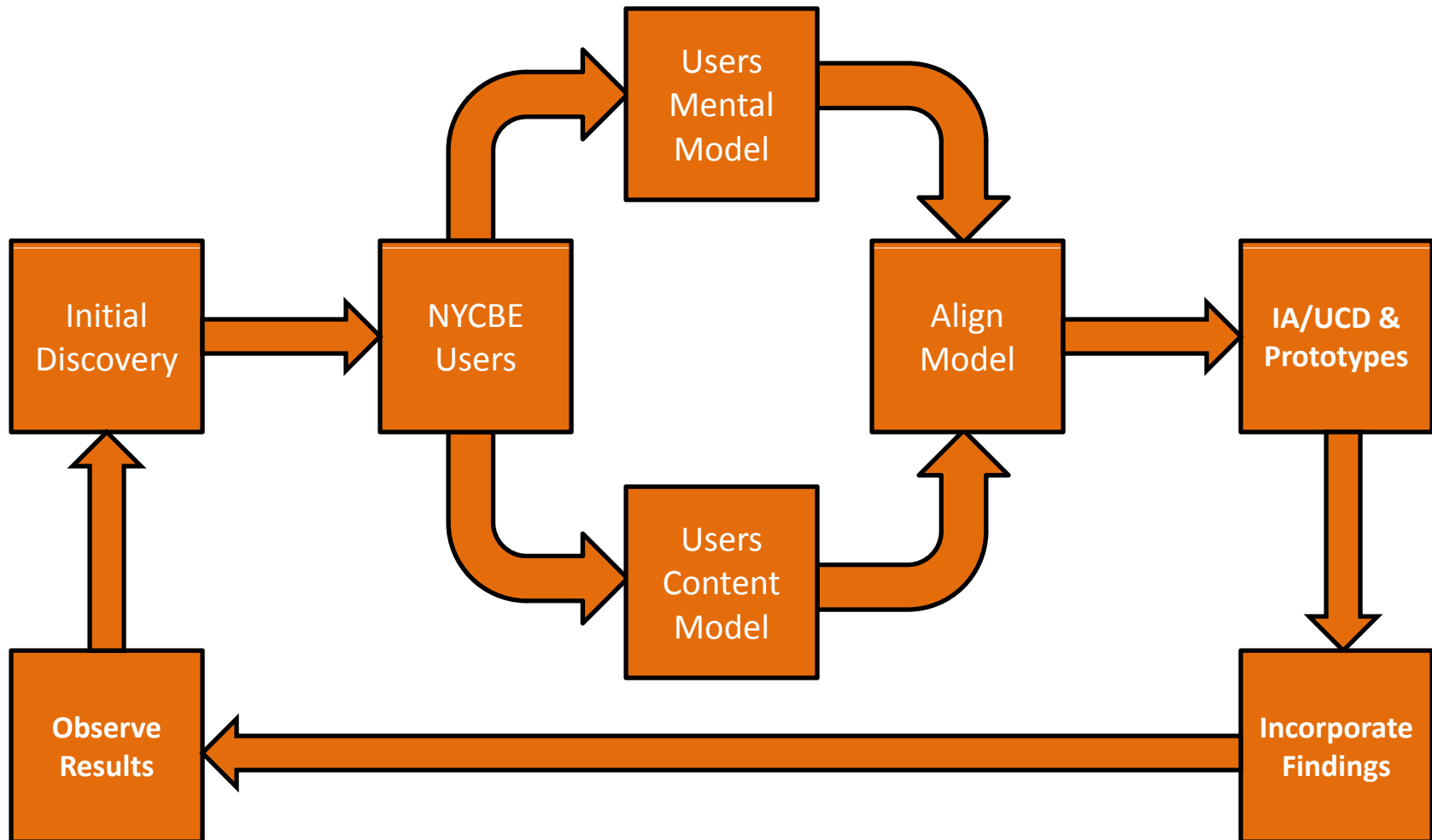
Developing the IA/UX layer presents a host of challenges unrelated to technology. The 'Human' part of Human Factors presents a greater challenge than predictable software/hardware problems. Always understand the context in which you are working. This is called Discovery.

Soft Discovery	Hard Discovery
Development landscape <ol style="list-style-type: none">1. Agency Involvement2. Decision structures3. Business mandates4. Technologies	Define project criteria <ol style="list-style-type: none">1. Stakeholders2. Definitions3. Scope4. Business mandate
Build relationships with users <ol style="list-style-type: none">1. Introduce yourself2. Explain NYCBE benefits3. Explain NYCBE goals4. User Feedback Program	Formulate strategies <ol style="list-style-type: none">1. Resources2. Methods3. Process4. Schedule5. Budget

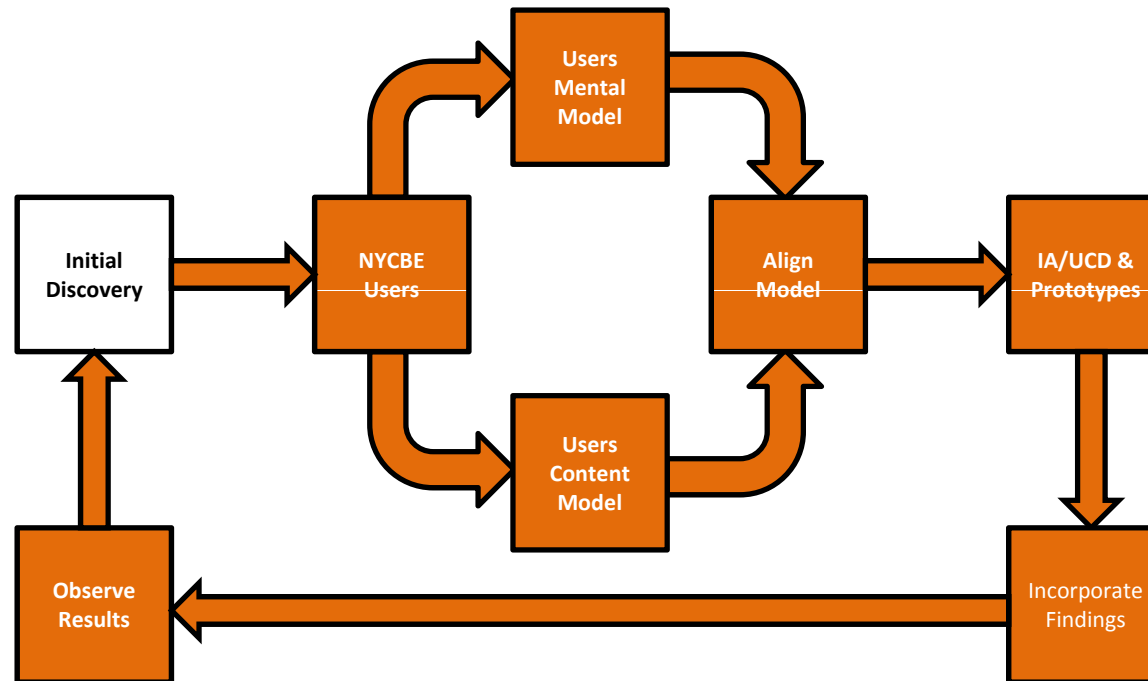
Testing Methodologies

- Conducting observational testing with user interviews gives insight to the way the user interacts with the technology. By identifying the user's interaction discipline, we reveal likes, dislikes, information gaps, and increase effectiveness without unnecessarily impacting the middle/hardware layer.

Process Diagram



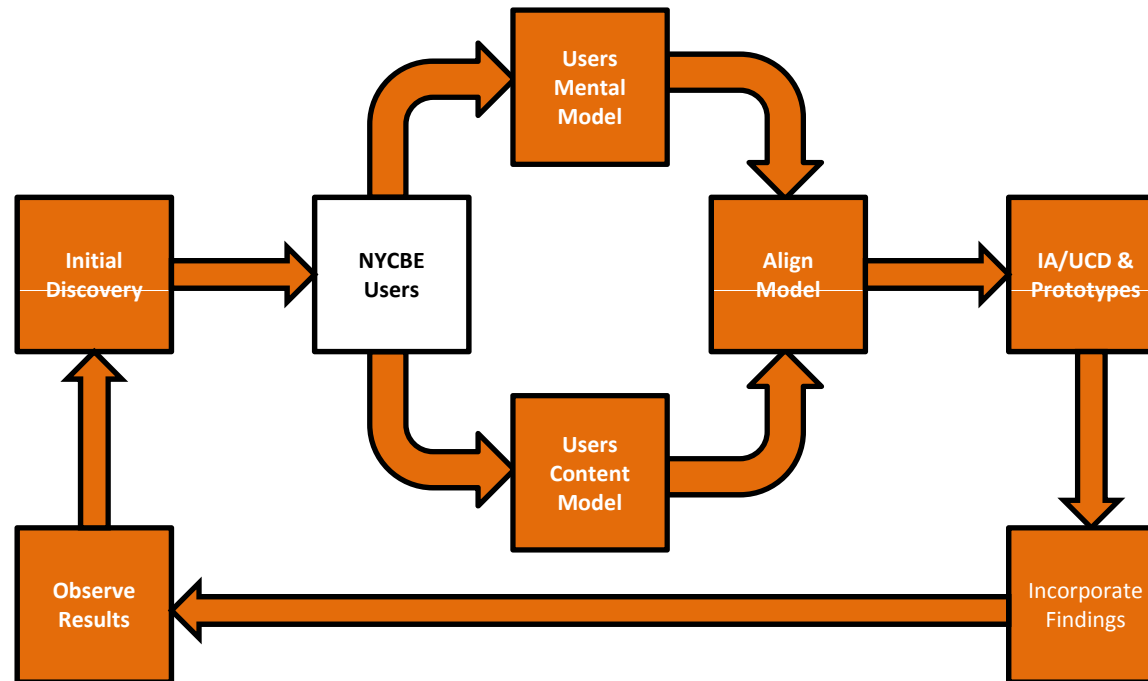
Initial Discovery



Testing Methodology: User Survey

Conducting a short user survey gives insight to the way the user(s) interact with internet technology.

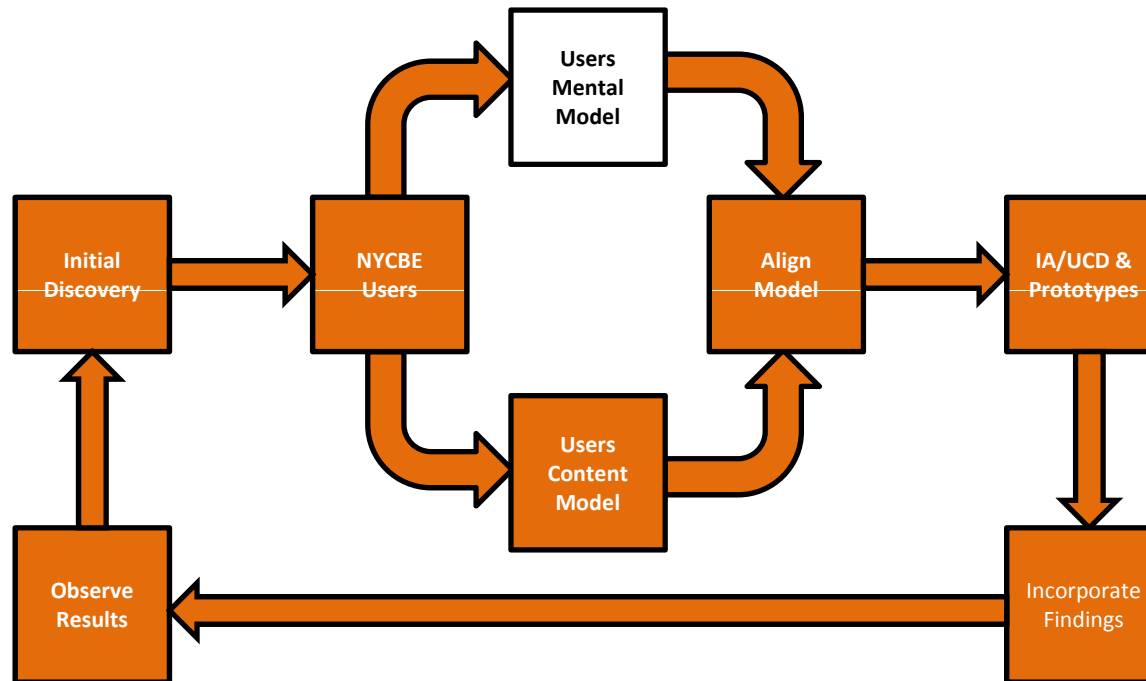
NYCBE Users



Testing Methodology: User Interview

Conducting user interviews gives insight to the way the user(s) interact with NYCBE. By identifying the user's interaction discipline, we reveal likes, dislikes, information gaps, and increase effectiveness without unnecessarily impacting the middle/hardware layer.

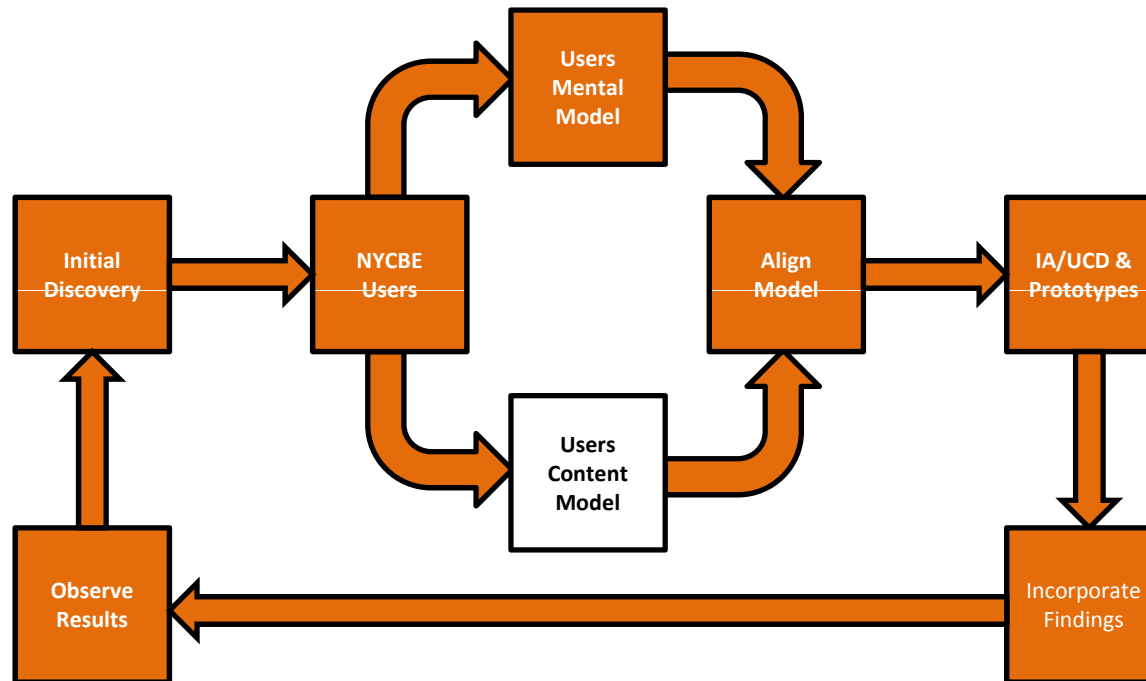
User Mental Model



Testing Methodology: Contextual Inquiry & Interview

The Mental Model is the thought process for how the user expects NYCBE to work or how it should work. By analyzing the user's mental model through the process of Contextual Inquiry we identify the expectations of the user, and reveal information gaps. By interviewing & observing the user on NYCBE we can learn how they use NYCBE and their interaction needs

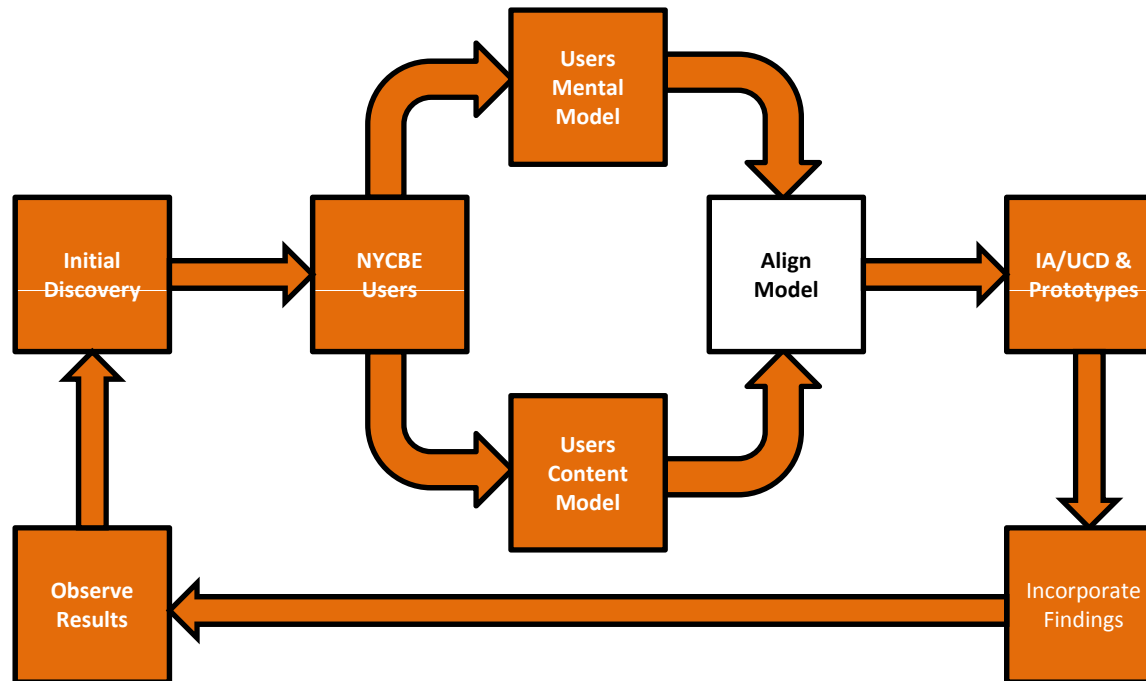
Users Content Model



Testing Methodology: Contextual Inquiry & Interview

A content model is an analysis and inventory of all the content viewable & functionalities available to the user of NYCBE. The content model identifies what works, and what doesn't. In developing the content model for NYCBE, the user interviews revealed that NYCBE satisfied user expectations. Users new to NYCBE will have fewer expectations than return users.

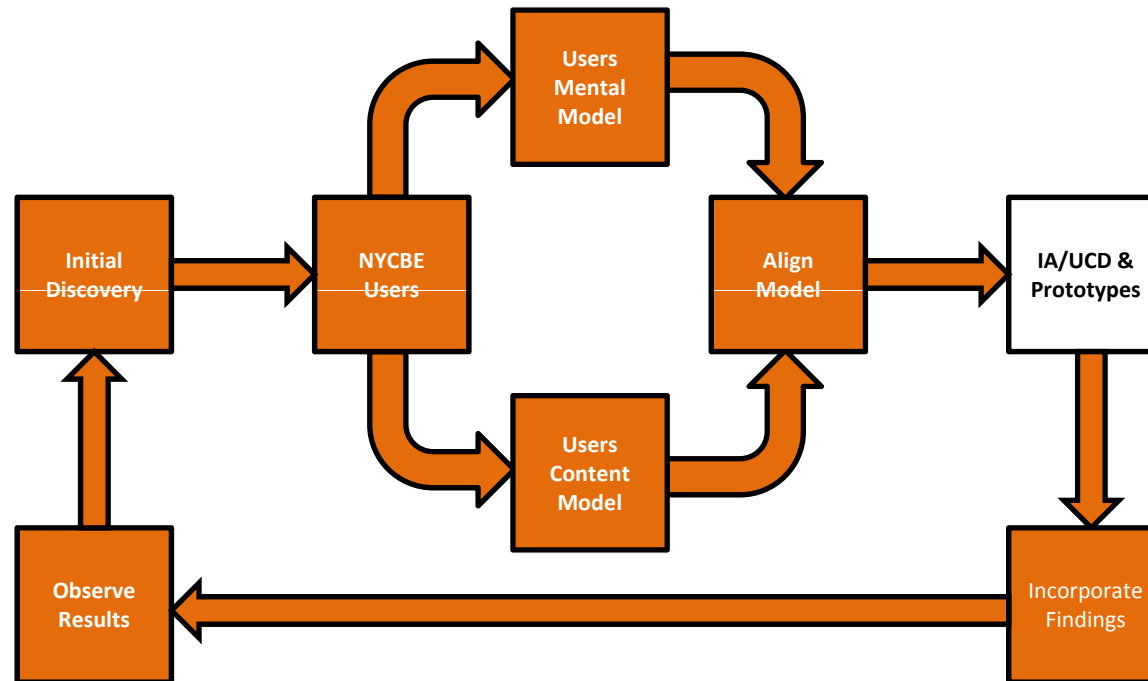
Align Model



Testing Methodology: Focus Group Interviews

By aligning the model we determine the user's wants versus the City's needs. 'Has NYCBE captured all of the necessary tasks for the user, giving the user the ability to open a beneficial relationship with the City of New York?'. We give the users an forum to define what they need, yet make sure that the needs of the City of New York are also met.

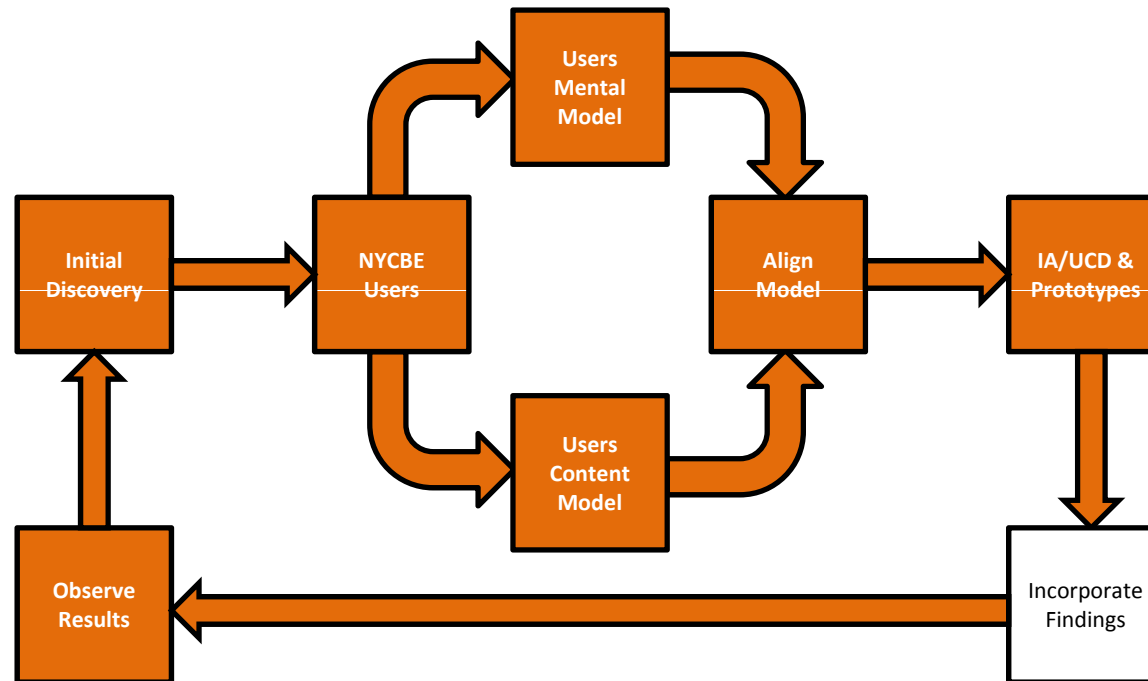
User Centered Design



Testing Methodology: Survey, Observation & Prototypes

Observing User Interaction with Business Express. Identifying the user's navigation in completion the business task we can increase efficiency without unnecessarily impacting coding/development. Asking the user to identify UI components that are 'friendly' increase effective form design.

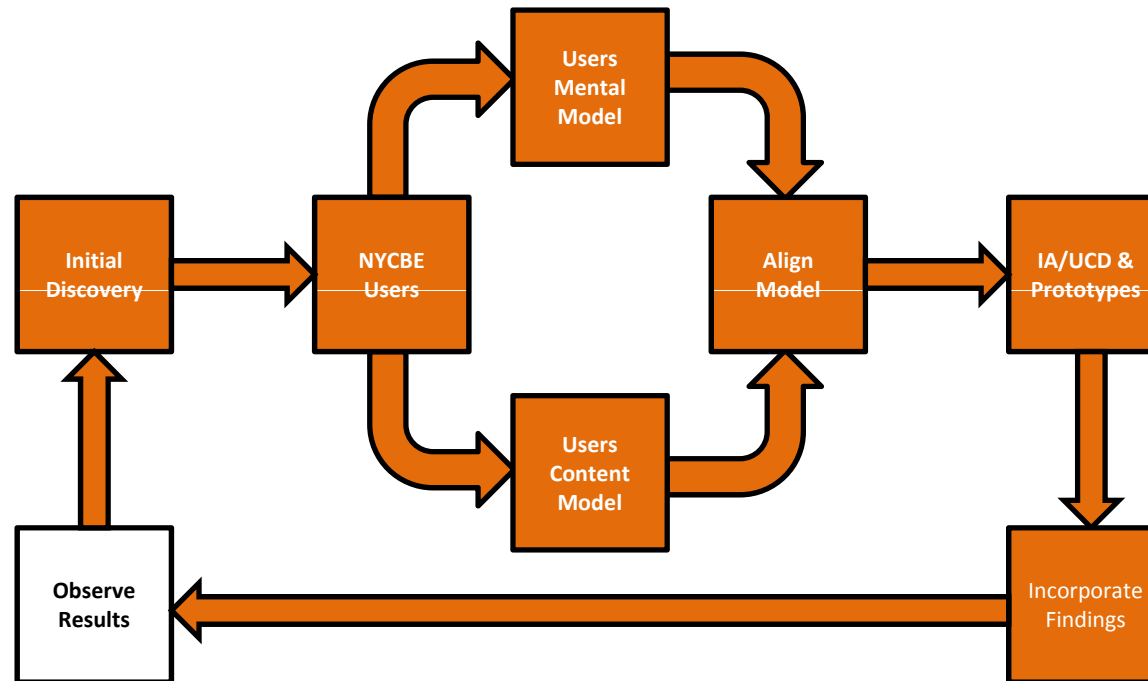
User Information Analysis



Reporting Methodology: Presenting the Data

A series of reports commenting on the aspects of data collected (i.e. Mental Model) containing the raw data & the analysis. UI & AI findings will be presented with internally. Deployment impact studies will be used to complete the report. Small Business Services will receive the report.

User Centered Design



Reporting Methodology: WebTrends Reports

Reporting User Interaction with Business Express. Identifying the average user's high-level traffic and successful completion rate of the business tasks.