

## Session 16

# Test It!

## Prototyping

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**In This Session:**

- A) User Testing  
(90 minutes)
  - Student Handout
  
- B) Evaluation and Revision  
(60 Minutes)
  - Student Handout
  - Student Reading

Being an engineer requires trial and error! In *Test It!* you will learn this as you continue with the design process: Step 8, Build a Solution Prototype and Step 9, Test, Evaluate, and Revise. As you develop a working prototype, test and evaluate the prototype for function, feasibility, safety, and aesthetics, and make modifications. This process of testing and modification continues until you have a final working prototype. In the first activity, *16A: User Testing*, gather feedback from users as you try out your ideas on an audience. In *16B: Evaluation and Revision*, consider the feedback from the user testing and prioritize the revisions.



# User Testing

## Handout: Session 16, Activity A

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User testing will help you to know if your product does what you want it to do. For example, does it work the way it is supposed to? Do people like the way it looks? It's best to conduct user testing with people whom you think will be using this product and have more than one prototype (if possible) for them to compare.

In order to make the user testing most useful, answer the following questions and select appropriate people to do the user testing and appropriate conditions to conduct the testing.

1. Who will be the users of your product? Refer back to your characterization from *8A: User Profile* and *11B: The Perfect Fit: Meeting Needs Through Design*. Note if this has changed or not.
2. Where will they use your product?

During user testing you will probably want to ask questions, observe the user, and listen to the user explain what he or she is doing while trying out the product.

### Sample Questions

1. What do you like and dislike about this product?
2. What do you think this product should do?
3. What could be done to make you want to use this product more?
4. What do you think of the way this product looks (the aesthetics)?
5. Is this product efficient, safe, and comfortable to use? If not, how could it be improved to make it more ergonomic?
6. What do you see as some problems with this product?
7. What can be done to solve these problems?

### Additional Questions

Write your own questions in your design notebook.

### Observations

1. What does the user do with this product?
2. What are the user's perceptions of the product?
3. How successful or unsuccessful does the user think the product is?

## 16A Handout: User Testing (continued)

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4. How does it meet or fail to meet the user's needs?
5. How safe is the product?

### **Additional Observations**

Add other observations to your design notebook.

### **Other Notes**

What else will you be looking for?



# Meet a Project Manager

Reading: Session 16, Activity B

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Michael Moon  
Project Manager  
ZIBA Design

## Introduction

My name is Michael Moon, and I'm one of ZIBA Design's project managers. I've been here about four years, working in both the research and interactive groups before becoming a dedicated project manager. My role can be summed up as "the guy who makes sure our work makes it to market."

## A Typical Day

As a project manager I work with the project team to create a schedule, set deadlines, and define deliverables. I'm also the clients' main contact, working with them to understand their needs and making sure we can meet them. At the end of the day, it's my job to make sure that projects finish on time and on budget, while maintaining the high quality of work ZIBA Design is known for.

## Background

My background is not typical for someone in this industry. I studied at Cornell University, majoring in English, economics, and political science. Though this is not the recommended education for someone seeking a job as a designer or engineer, the breadth of my studies, combined with a lot of exposure to technology growing up, allowed me to apply my skills to user research and design planning, as well as to developing the structures behind Web sites and computer applications.

## Favorite Things About Job

The best part about my job is seeing the projects I've worked on make it onto store shelves, into product catalogs, and onto the Web. Because we put so much effort into understanding the way people work, what they need, and the kind of experiences that can improve their lives, seeing our work making a difference is the ultimate reward.

## About ZIBA Design

ZIBA Design is an international design firm that has designed products from many global companies, including FedEx, Microsoft, Intel, Fujitsu, Black & Decker, Sony, Pioneer North America, Dial, and Clorox. [www.ziba.com](http://www.ziba.com)\*