

Interact 2021 - Remote user testing

Lavet med de bedste intensioner

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1. The catch-all and annoying answer would be "it depends". If we were to want a definite, narrowed down and simplified answer. maybe doing remote testing in the preliminary phases would be the best.

2. Highly depends on the type of testing

3. Yes, but with adjusted expectations for the limitations.

Potentially focused on quantitative. Clarification for "automated" needed

1. It encourages more UX activities, it makes it more accessible and opens up the discussion on UX, which can help with the maturity. If the willingness is there, it can definitely lift the maturity level

2. Yes, in a mediocre manner

3. AI, user group representation, accessibility and diversity, empathizing with the user, it gives access to different users but it can be restrictive in other ways

when

It is difficult to use remote test to test something that is difficult or complex to simulate, except partial processes. but still you need to understand the context

UX maturity

Remote testing can be good in regard to UX maturity as the non ux employees can easily try the test themselves

but maybe in the early maturity steps

Hiding the researcher

Remote testing makes it possible to put the researcher in the background and leave more room participant to freely express themselves. evens the power distance. Can make it easier to ensure balanced user sample, but also exclude some user groups (very young or old) or non-tech savvy, non-connected cultures.

Other issues

Important point!

Remote testing makes a much larger outreach possible. It even possible to include test users from other cultures and languages than in localised tests. This is most often very difficult and/or very expensive to do in regular lab based testing.

Challenges and trends

Falling back to what you are used to.

Remote if the company can save money.

Industrial methods and processes need to be developed.

Technological advancement does more things possible and is more accessible.

User journey

It really depends.... in some cases it can be very complicated and the user might go through many steps, some online services other physical. Maybe some parts of the user journey can be bypassed/or simulated making it possible at least test others remotely.

Remotely test the user journey

Should be used for prototype testing.

Testing part of the user journey

Maybe at the end combine everything.

Automating tests?

Is it even desirable to automate tests? Ok to automate if your goal is to collect quantitative data. Problematic if your goal is to get a deeper insights into how your users experience the products. Even if it can be automated you still need to get hands dirty to get A "feeling" of the issues.

UX maturity

Automating user testing, if no UX resources.

UX needs to be part of the req.

Automate user testing

Live dashboards?

Technical - yes! But maybe missing the human component. But still having other user testing going on. NOT fully automated, still need context.

For progress okay.

Alone - often quickly through the test.

Able to automate qualitative measures, then we have time to perform qualitative measurement in a better way.

When in the process

It depends. Probably not a good idea in a very explorative phase. But for quick iterations or if you are well acquainted with your users - or interested in very specific functions instead of whole experience ARUT could be used also in early phases

Best output:

Short Answer is qualitative (observations, etc) and Quantitative
Longer one is that we believe that the next few years (and its already started) will give us tools to automate analysis of qual. data in an efficient manner (language processing, video analysis, etc).

Examples: PlayTestCloud, Bulbshare "Guitar"

Best (optimal) output from remote user test

Automatically analysis of all data.

Incl. e.g. Invivo

Code data + analysis qualitative data

Customized to own needs.

Need to have vs. nice to have.

Expectation: Qualitative data // Identify (automatically)

Qualitative problem answered with quantitative data.

Data on context would be great!

Finding more outliers (because of more participants)

when does remote testing fit into process?

Cost saving

'Remote investigating'

New req./needs to already launched products.

Beta testing

Testing = you need something tangible

Usability (UX needs more context)

Remote testing better for formative eval.
