

AT-403

2-Day
COURSE

USABILITY TESTING

Usability testing gives deep and repeatable insights that prevent unusable products from reaching the marketplace. Gain robust techniques for obtaining feedback from end users throughout product design, and learn how to identify new opportunities for improvement.

WHAT YOU WILL LEARN

- > The role of usability testing in the UX design process
- > Usability testing techniques and how to set up a usability test
- > Approach to identify and recruit appropriate test participants
- > How to facilitate test sessions and analyze the resulting data
- > Methods for turning usability test results into recommendations
- > Practice conducting usability testing through hands-on exercises

WHO SHOULD ATTEND?

This course requires limited prior UX knowledge. Recommended for business analysts, graphic designers, interaction designers, UI/UX designers, product designers and anyone looking to expand or update their skills.



COURSE OUTLINE

(This course is 50% theory, 50% practical)

INTRODUCTION

- › Reasons to conduct usability testing
- › Types of usability testing
- › Pros and cons of expert vs. user-based usability reviews
- › Fitting usability testing into the design process

USABILITY TESTING METHODS

- › Remote testing
- › Usability testing software tools
- › Formative and summative usability testing
- › Avoiding common usability testing errors

CONDUCTING TEST SESSIONS

- › Capturing test session data
- › Remote usability testing vs. co-located testing
- › Testing high fidelity vs. low fidelity prototypes
- › Retrospective and automated testing

ANALYSIS & REPORTING

- › Analyzing the data
- › Turning test results into design recommendations
- › Cost justifying usability testing
- › Standard for reporting usability results

CERTIFICATION

Usability Testing is a course within the following certification streams if finished within two years of the initial course:



Learn how to prepare, gather, and analyze test data that will ensure user acceptance and mitigate risk by exposing usability issues before the market does.

COURSE DETAILS

DURATION

2-days, 9:30am – 5:00pm

Two full-day sessions including one-hour catered a-la-carte lunches.

COURSE MATERIALS

Participants receive a printed course booklet including a visualization of Akendi's process.

A laptop or tablet is recommended for this course. If you do not have a laptop or tablet, please contact us to borrow an Akendi laptop.

REGISTRATION COST

2-day course: £900

CXD or CXR Certification: £1995

CXS Certification: £2995

Course cost is per person as stated plus VAT.

Akendi reserves the right to cancel a scheduled training session up to 5 business days prior to the training if a minimum class size of 4 participants has not been attained.

LOCATIONS

Our training courses are delivered in London, UK and Toronto, Ottawa, and Montreal, Canada.

Check our website for an up-to-date schedule for each city at www.akendi.co.uk/ux-training.

Custom Training Available!

Akendi offers customised training courses designed to fit your organisation's specific needs. Contact us at training@akendi.com for more information.

REGISTER TODAY!

www.akendi.co.uk/ux-training