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.

Akendi
Intentional Experiences
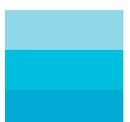
COURSE OUTLINE

(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 evaluation
> 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 stream if finished within two years of the initial course:

CXR USER EXPERIENCE RESEARCHER

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, 9:00am – 4:30pm

Two full-day sessions with one-hour lunch breaks.

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: $1349 CAD
CXD or CXR Certification: $3095 CAD

Light breakfast, coffee and tea are provided.

Course cost is per person as stated plus tax. Akendi reserves the right to cancel a scheduled training session up to five business days prior to the training if a minimum class size of four participants has not been attained.

LOCATIONS

Our training courses are delivered in Toronto, Ottawa, and Montreal, Canada, and in London, UK. Check our website for an up-to-date schedule: **www.akendi.com/ux-training**.

Custom Training Available!

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

REGISTER TODAY!

www.akendi.com/ux-training

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Questions? ✉ training@akendi.com 📞 1·866·585·1660