

# Unmoderated Usability Testing: Ups and Downs

Leonardo Echeverria: Research and Design Intern on the UX Team

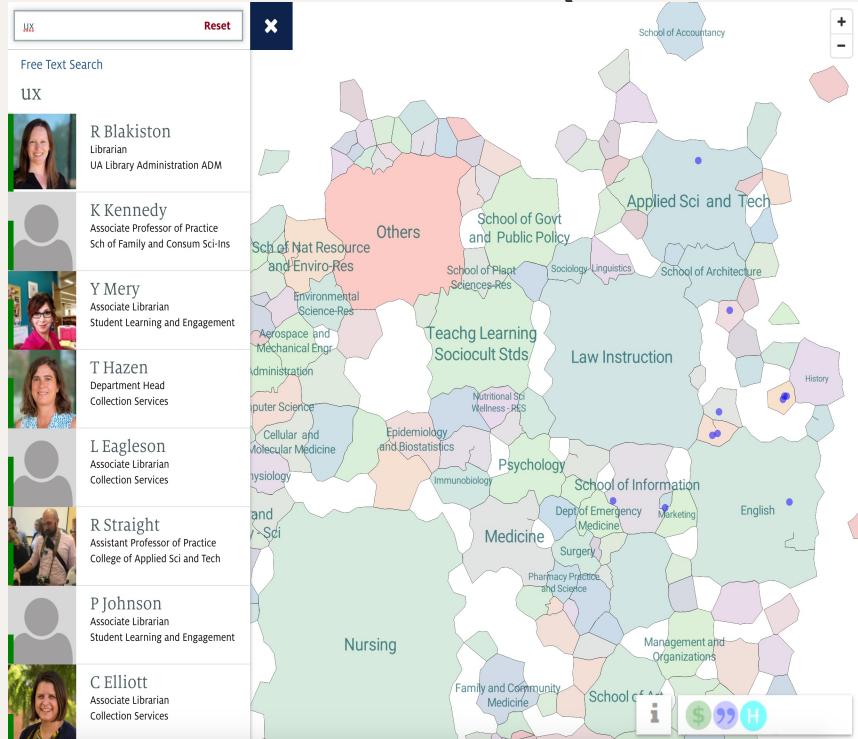




# What is Usability Testing?

Usability testing is a method used to evaluate how easy a website is to use. The tests take place with real users to measure how 'usable' or 'intuitive' a website is and how easy it is for users to reach their goals.

# KMAP (Institutional Knowledge Map)



---

# KMAP research goals

## Audience

Define our undergrad audience and how'd they use the tool.

## Identify

Find student for in-depth interviews and testing.

## Usability

What does the tool do well?  
What needs improvement?  
Identify student tasks or needs we might not be aware of yet.

---

# Unmoderated Testing!



## How do you find experts at the University of Arizona?



The University is building a tool to help UA students find faculty and peers based on their field or discipline. But we want your input to make it as helpful as it can be!

Complete the survey and be entered in a drawing to receive a **\$20 UA Bookstores gift card**. We'll email you if your name is drawn.

We'd appreciate lots of responses, so share with your friends!

Rebecca Blakiston

-----  
User Experience Strategist  
University of Arizona Libraries

[Complete 2-minute survey](#)

---

# Pros of Unmoderated Testing

- Unmoderated testing is usually much faster.
- No need to schedule a individual meeting.
- Can receive results from many individuals at the same time
- Easier for individuals to find the time to do it.
- To take advantage of these pros, instructions need to be very clear.

## What I initially wanted

- Screen Recording and Voice Recording
  - Use a tool to do both of these things.
-

# Unmoderated Testing Tools

The screenshot shows the Medium website interface. At the top, the browser address bar displays "https://medium.com". The navigation menu includes "HOME", "ONEZERO", "ELEMENTAL", "GEN", "ZORA", "FORGE", "HUMAN PARTS", "STARTUPS", "SELF", "TECH", and "HEATED". A search bar with the text "Become a member" is visible. A central article titled "There Are Two Types of Envy, and Only One Is Toxic" by Laura Barcella in Forge is featured. To the right, a list of other articles is shown, including "You Can Now Order STI Tests Online to Take in the Comfort of Your..." by Lux Alptraum in OneZero, "The Exhaustive Debate: Cardio or Strength Training?" by Gid M-K in Elemental, "Who Heals the Healers?" by Cameron Glover in ZORA, and "Women for Trump Is a Motley Crew of Bigots and Frauds" by Jessica Valenti in GEN. A blue "Next" button is positioned to the right of the "Women for Trump" article. A white tooltip box is overlaid on the page, containing the text: "Scroll up and down the page and let us know what you think of the overall design. What do you think the purpose of this page is? Remember to speak your thoughts aloud." The browser's status bar at the bottom shows "Wed 3:27 PM" and "71%" battery. At the bottom of the page, a "Never miss a story" section prompts users to sign up for Medium's Daily Digest, with an input field for "Email Address" and a "Sign up" button.

---

**Why it didn't  
work**

---





**Pricing:** The free plan lets you explore all of the functions, Workshop tools, and the paid plans start at \$99 per month

**Pricing:** You can run tests under two minutes for free or upgrade to paid plans starting from \$79 per month or \$66 per month for an annual subscription

**Pricing:** Lookback offers a 14-day free trial after you've signed up for an account, and pricing starts at \$99 per month per team and goes up from there

**Pricing:** Pricing starts at \$63 per month, and they offer a 14-day free trial. All plans include a 14-day free trial, and users can cancel one month at a time or access a 25% discount with an annual subscription

# Google Form and Loom



## Try out some activities in KMAP

Thank you for helping test out KMAP! Your feedback will help us make improvements. This isn't a test of your ability, just do the activities as best you can. We're testing the tool, not testing you.

The following requires screen recording for the most accurate data. To record your screen, follow the steps below to set up a Loom account

Loom:  
Create a Loom account: <https://loom.com>. This lets you screen record your browser and then send us a URL of the video. See this demo if you need help:

[https://docs.google.com/document/d/1Z4WcFCIEeL\\_tRE00fBYCFAY9SDdt\\_2zoAFIaj2N30M/edit](https://docs.google.com/document/d/1Z4WcFCIEeL_tRE00fBYCFAY9SDdt_2zoAFIaj2N30M/edit)

Open KMAP in a new window: <https://kmap.arizona.edu>. When you're ready to do the activities below, record your browser on Loom. Keep this form open in another window.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Required

Section 3 of 6

## Activity #1

Description (optional)

⋮

Find Paul Hein in School of Information. When you've completed this task to the best of your ability, tell us how it went.

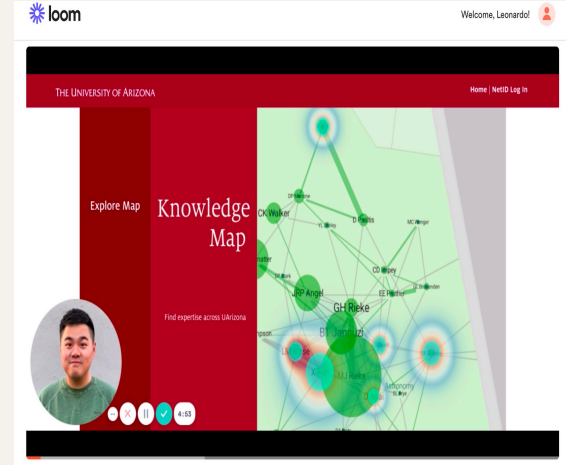
Long answer text

Overall this task was:

Very Difficult   1   2   3   4   5   Very Easy

Explain why you selected the answer above.

Long answer text



---

**Why it didn't  
work**

---

# Sidecar Learning!

- Could have questions and site up on the same page.
- No sign up or download.
- Easily download results on Excel Sheet
- Got great results and feedback!

**TRY OUT KMAP!**

**Activity #1**  
Find Paul Hein in School of Information. When you've completed this task to the best of your ability, answer the questions below.

Q. Overall this task was:

Hard  
 Neutral  
 Easy

[Submit Answer](#)

Q. Tell us more about how it went. Please be descriptive.

[Submit Answer](#)

Page 3 of 7

**UA KMAP**

Search for people, departments, colleges, funding agencies, grants, and research topics!

Statistics from only the active people:

**Connections:** 18.18K  
**People:** 4812  
**Publications:** 172K  
**Grant Proposals:** 12306  
**Awarded Projects:** 51438  
**Grants Value:** \$6.82B  
**Active Projects:** 3822  
**Research Topics:** 6152  
**Grant Proposals From Year:** 2006  
**Funding Agencies:** 52  
**Citations:** 1.32M

Last Data Updated: September 2021

[Home](#)  
[Expert Matching System](#)

Map labels: Mental Health Res, Educatnl Policy Studies Pract, Teachg Learning Sociocult Stds, Law Instruction, Nutritional Sci Wellness - RES, Epidemiology and Biostatistics, Immunobiology, Psychology, School of Information, Dept of Emergency Medicine, Marketing, Surgery, Pharmacy Practice and Science, Medicine, Management Organization, Nursing, Family and Community Medicine, School of Art, COM Phx Internal Medicine, Sch Theatre Film and Television, COM Phx Basic Medical Sci.

---

**Why it didn't  
work** (it mostly worked)

---

# Glitches!

## TRY OUT KMAP!

### Activity #1

Find Paul Hein in School of Information. When you've completed this task to the best of your ability, answer the questions below.

Q. Overall this task was:

- Hard  
 Neutral  
 Easy

Submit Answer

Q. Tell us more about how it went. Please be descriptive.

It went really well. I found Paul Hein very easily.

Submit Answer

Page 3 of 7



## TRY OUT KMAP!

### Activity #2

Find an individual's information who works with Cori Daines in Pediatrics. When you've completed this task to the best of your ability, answer the questions below.

Q. Overall this task was:

- Hard  
 Neutral  
 Easy

Submit Answer

Q. Tell us more about how it went. Please be descriptive and include what information you were trying to find.

It went really well. I found Paul Hein very easily.

Submit Answer

Page 4 of 7



### HSL ACTIVITY

Welcome to the Health Science Library Activity

Thank you for helping test out our updated HSL website! Your feedback will help us make improvements. This isn't a test of your ability, just do the activities as best you can. We're testing the website, not testing you.

Q. Are you a student at the University of Arizona?

Submit Answer

Page 1 of 7



ahsl.arizona.edu refused to connect.

---

# What I/We Learned About UX

1

## Unmoderated Tool

Find a good one! Screen and voice recording recommended.

2

## Finding Participants

Have usability test finished before finding participants. Just like moderated usability, find candidates who are able to do it.

3

## Setbacks

Frustrations and setbacks will happen. Sometimes out of your control.

---

**Thanks!**

---