

# From Bits to Data, from Pipes to Clouds

*The network as an asset for convergence of Telecoms, IT and Media into an Internet of Knowledge*



4-7 October 2011, Berlin, Germany

## Are you getting the most out of your Website?



Mirko Caspar from Userlutions

## 2 Key Take-Aways



- **„The best do test“**: User-centric design can mean the difference between success and failure
- **RapidUserstests**: the easiest and fastest way to test

# The Best do Test



*"Oh my god what the hell was I thinking?  
Just one?  
At my new company we have  
**several hundred tests**  
going on **every day** and in every game. "*

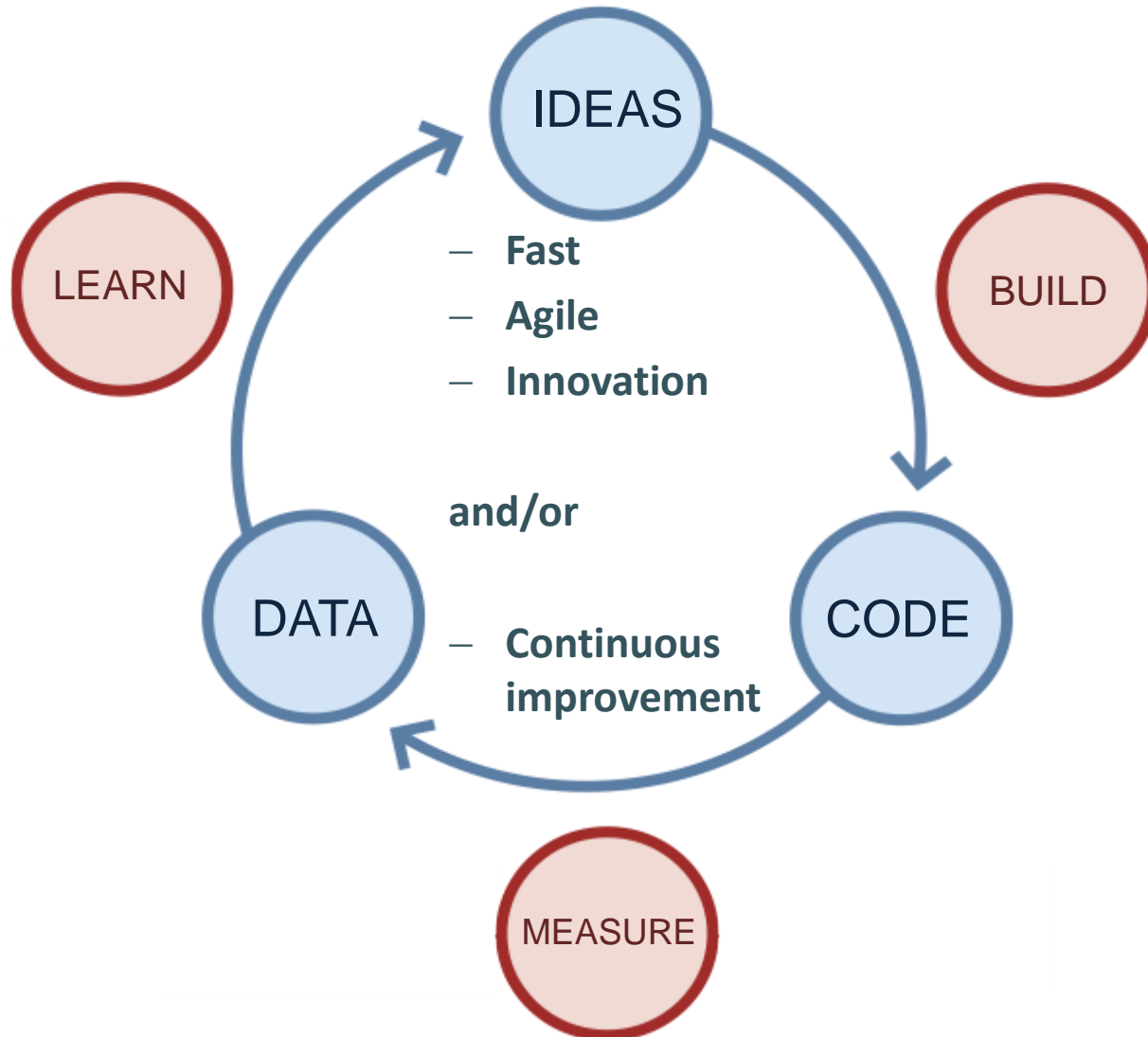
# The Best do Test



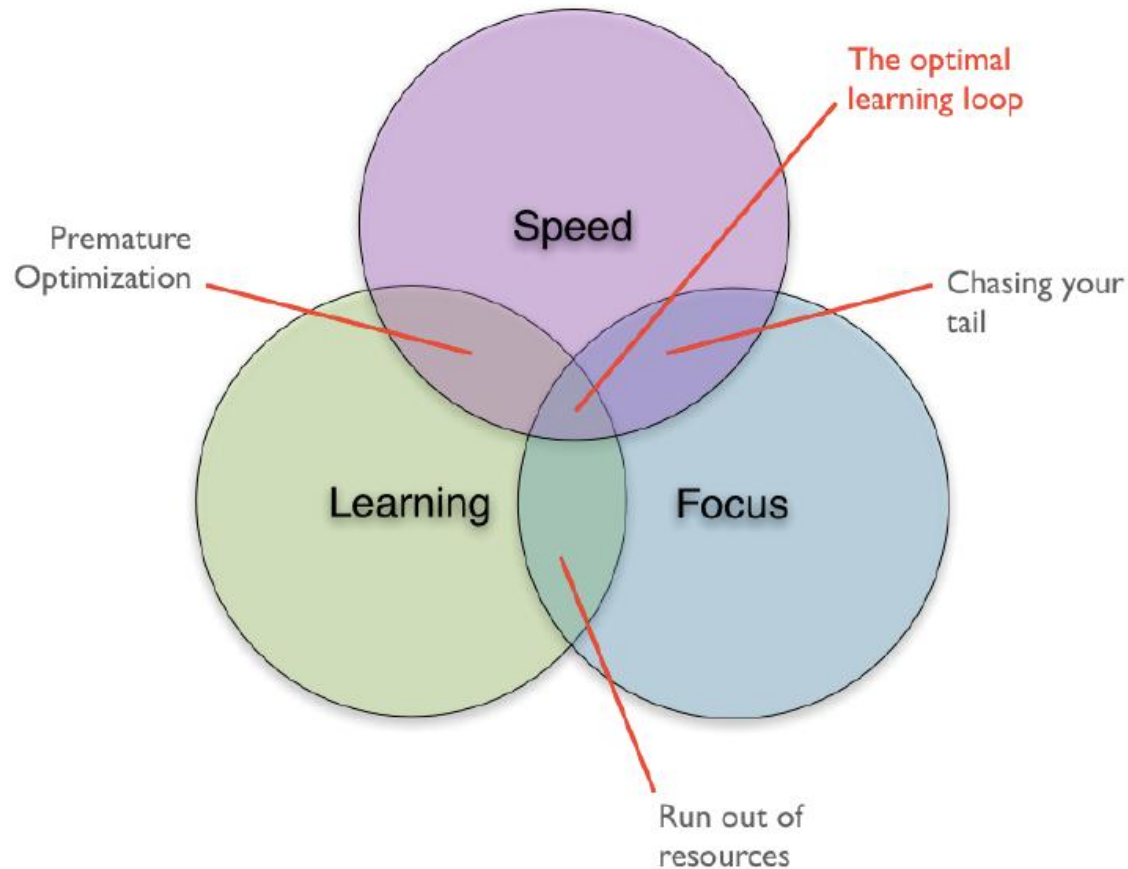
Valuation: app. 9 billion \$



# The Best do Test



# Ideal Learning Loop for Innovation and Continuous Improvement



**Validate Qualitatively, Verify Quantitatively**

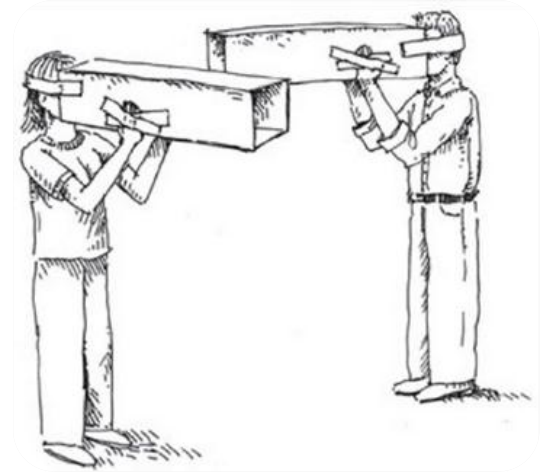
Source: Eric Ries, running lean

# „I know how my users think and act “



## Steve Krug:

“If you want a great site, you’ve got to test. After you’ve worked on a site for even a few weeks, **you can’t see it freshly anymore.** You know too much.”



# Usability-Tests – Typical Challenges

„We’d love to test more, but..“



**„We’d love to test more, but..“**



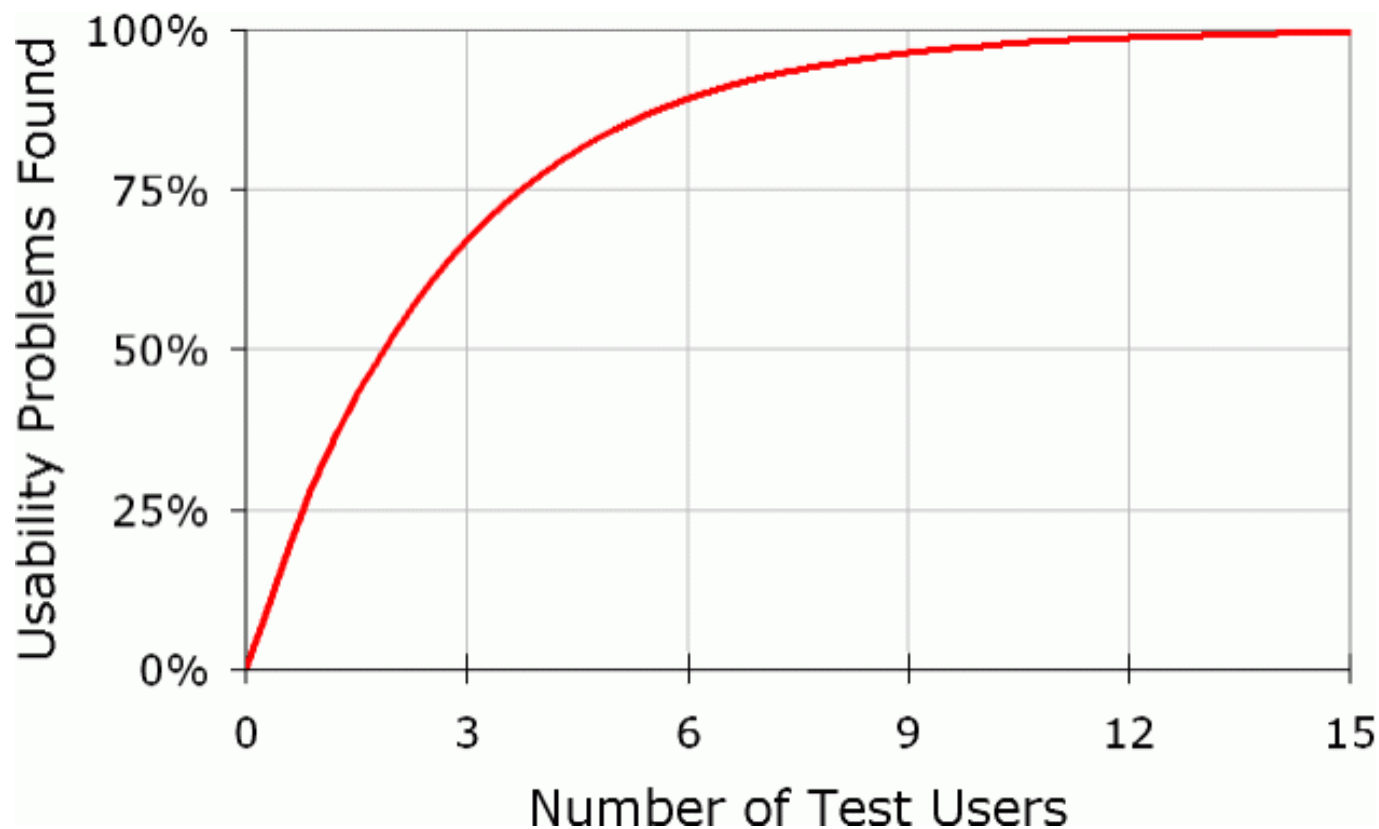
„We’d love to test more, but..“



# 5 Users are Sufficient



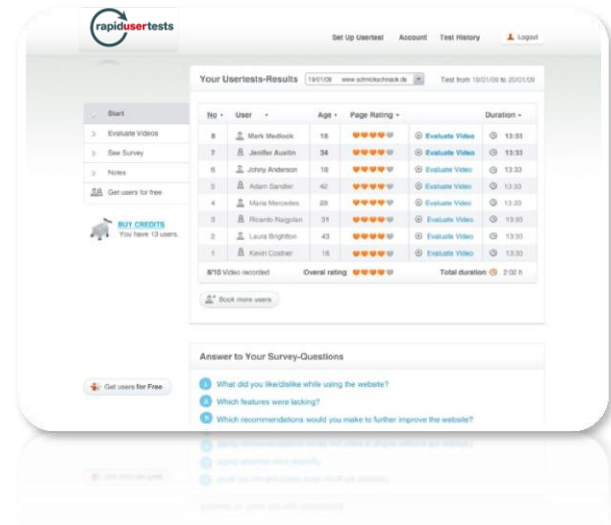
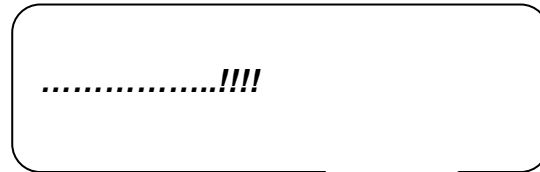
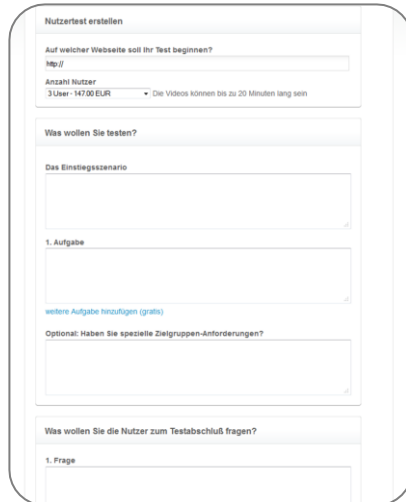
Nielsen: 5 Users per test uncover 85% of the existing usability-problems



DIY-Usabilitytest-Service –  
now everyone can test faster, cheaper and easier!



# 3 Easy Steps towards improved Usability



No.	User	Age	Page Rating	Duration
8	Mark Medlock	18	★★★★★	13:33
7	Jennifer Austin	34	★★★★★	13:33
6	Jonny Anderson	18	★★★★★	13:33
5	Adam Sander	40	★★★★★	13:33
4	Maria Mercedes	29	★★★★★	13:33
3	Ricardo Roggen	31	★★★★★	13:33
2	Laura Brighton	43	★★★★★	13:33
1	Karen Costner	18	★★★★★	13:33

**1. Create a Usertest online**

**2. Sit back - while users test your website**

**3. Review results online and optimise Website**

# Step 1 exemplified: Create a Usertest online



## What Site should be tested by whom?

- [www.mirapodo.de](http://www.mirapodo.de)
- 5

## What is the scenario and task?

- „You want to buy new sneakers and a friend told you about mirapodo“
- 1. Find a pair of shoes that suits your style
- 2. Try to find out whether the shoe fits
- ...

## What else would you like to know from the user?

- 1. How many pairs of shoes do you buy annually?
- 2. What did you like about mirapodo - what didn't you like? Please explain why.

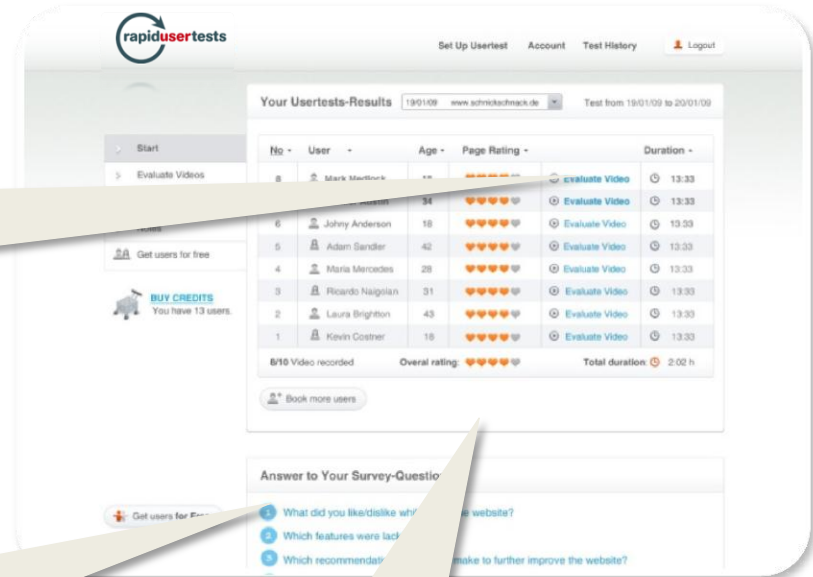
# Step 2 exemplified: Lean back – while users test your site

*„...am I already in the foto-store now? Where was the option to order these pictures... I am a little confused... maybe it would help if...“*



# Step 3 exemplified: Review results online and optimise website

## Videos



rapidusertests

Set Up UserTest Account Test History Logout

Your Usertests-Results 19/01/09 www.schrickhacker.de Test from 19/01/09 to 20/01/09

No.	User	Age	Page Rating	Duration
8	Mark Meier	34	★★★★★	13:33
6	Johny Anderson	18	★★★★★	13:33
5	Adam Sander	42	★★★★★	13:33
4	Maria Mercedes	28	★★★★★	13:33
3	Ricardo Nagelian	31	★★★★★	13:33
2	Laura Brighton	43	★★★★★	13:33
1	Kevin Costner	18	★★★★★	13:33

8/10 Video recorded Overall rating: ★★★★★ Total duration: 2:02 h

Book more users

Answer to Your Survey-Question

- 1 What did you like/dislike about the website?
- 2 Which features were lacking?
- 3 Which recommendations do you have to make to further improve the website?

## Survey-Questions



## Statistics



# Testresult: Obtain Tangible Usability-Recommendations

E-Commerce example



**ESPRIT shoes** Esprit Jenny Velcro Ballerinas pink  
Art-Nr: 101676446 | [Mehr von Esprit](#)

Gewählte Farbe pink

Wählen Sie eine Größe:

36 37 38 39 40 41  
42

Schuhinnenlänge: 25,31 cm | Schuhbreite: Mittel / Breit

**Meine optimalen Schuhmaße:**  
Optimale Breite: **breit**  
Optimale Länge: **24,2 - 24,7 cm**  
[Ändern](#)

„Why can't I see the perfect size for me right away...?“



# Testresult: Obtain Tangible Usability-Recommendations

E-Commerce example



**ESPRIT shoes** Esprit Jenny Velcro Ballerinas pink  
Art-Nr: 101676446 | Mehr von Esprit

Gewählte Farbe pink

Gewählte Größe 38

Schuhinnenlänge: 25,31 cm | Schuhbreite: Mittel / Breit

**Meine optimalen Schuhmaße:**  
Optimale Breite: **breit**  
Optimale Länge: **24,2 - 24,7 cm**  
Ändern

„Maybe it would help to show the right sizes in a certain colour – for example, the perfect fit could be displayed in green, ... “



Each test-user costs **49 € -**

Every 7th test-user is **free.**



**100 % Money-back Guarantee:**

If you are not satisfied with one of the Test-users` performance, we will replace that video with a more suitable test-user-video free of charge

# Why Us?



- 4 company foundings
- 5 years of consulting experience
- 6 years of usability-consulting, research and teaching
- 10 years of product-management-experience



**barcoo**

mirapodo  
Einfach Schuhe kaufen



**KZBV**



**XING**



# Questions?

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# Thank you!

## Mirko Caspar