



Interrupted UX – Add a Dose of Reality to Usability Testing

As UX Researchers and design practitioners, We are typically looking for and creating "ideal" pathways...

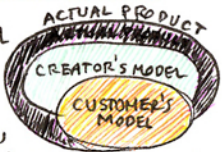
IN REAL LIFE, ALL KINDS OF DISTRACTIONS AND **INTERRUPTIONS** happen...

from connectivity to phone calls
WE NEED TO BUILD THOSE INTO OUR RESEARCH
framing usability test scenarios to include them

MEET SAL
OUR PERSONA for this presentation



MENTAL MODELS
Based on how people interact with reality and how a world view is created



IN OUR GENERATIVE RESEARCH

SAL is TARGET CUSTOMER for a market - disrupting sales software

WHAT INTERRUPTIONS MIGHT SAL EXPERIENCE WHEN SELLING?
Communications, alerts, connectivity
Weather, noisy environments, etc.

IN OUR RESEARCH TESTING WE CAN PLAN AHEAD TO SIMULATE SOME OF THESE

HOW DO WE DO IT?

- 1 DETERMINE PERSONA
- 2 FIGURE OUT TECHNICAL
- 3 KEEP CULTURE IN MIND
- 4 COMMUNICATE WITH PARTICIPANT BEFORE THE STUDY (RE: DISRUPTION)
- 5 DETERMINE RESEARCH METHOD
- 6 DETERMINE SCENARIOS/TASKS
- 7 ADD INTERRUPTIONS
- 8 DETERMINE MEASUREMENT

WE CAN simply stop participants in the middle of doing something and then come back.
CONSIDER BUILDING IN AN EMOTIONAL EVENT (AS STRESSOR) LIKE AN ACCIDENT

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AS WE MOVED TO 100% REMOTE UX RESEARCH, interruptions became ubiquitous for nearly everyone SO WE WANTED TO FIGURE OUT HOW TO PURPOSEFULLY BUILD THOSE IN

Methodology

INVESTIGATES

SEPARATIONAL RESEARCH DETERMINES TYPICAL USER DISTRACTIONS THAT OCCUR DURING USAGE OF AN APP, WEBSITE, DEVICE, OR SERVICE

SEPARATES

IT SEPARATES DISTRACTIONS FROM TASKS AND GOALS

FRAMES

THEN IT FRAMES THEM INTO USABILITY TEST SCENARIOS TO BE ADDED BACK AND MEASURED

LEADS TO A DEEPER Line of Questioning and increases the ACCURACY & REALISM of our findings/conclusions

Interrupted UX:

- INCREASES PARTICIPANT INTERACTION
- MORE REALISTIC FOR THE USER AS THEY GET IMMERSSED IN TEST REALITY
- INCREASES ACCURACY OF RESEARCH
- INCREASES DISCOVERY OUTPUT
- INSPIRES MORE PRODUCT-CENTRIC DECISIONS DUE TO REALISM



BOOK
incorporating unexpected changes in personas

COMMON ISSUES

- INCREASED TECH CAN ADD COMPLICATIONS
- BALANCED PREPARATION (NOT LEADING)
- MANAGING EMOTIONS (NOT STRESSING OUT PARTICIPANT)
- CHOOSING RIGHT INTERRUPTIONS

WHEN DO WE DO IT?

- ADD SUPPLEMENTALLY
- CONSIDER IT LIKE EYE TRACKING (USE WHEN NEEDED)
- INTERRUPTIONS ADD SOMETHING NEW TO YOUR BAT UTILITY BELT



TIMING: Middle of story curve

SUMMARY

- PLAN FOR UNEXPECTED PATHWAYS
- MEASURE: UNDERSTAND DRAMATIC DIFFERENCE
- INCREASES ACCURACY & RELIABILITY of UXR
- INCREASED ENGAGEMENT FROM CUSTOMERS & TEAM

PREPARATION
OBSERVE the context for your persona
→ look for interruptions that conflict with their goals, and ask questions
THIS WILL INFORM YOUR RESEARCH GOALS and
RECRUITING people
Select an appropriate METHOD, like moderated usability study → MANY METHODS AVAILABLE TO ACCOMMODATE REALISTIC INTERRUPTION SCENARIOS