Interrupted User Experience

Add a Dose of Reality To Usability Testing

PASSPORT
A DESIRE PATH STORY

PRESENTERS

User Researcher
Meta

TONY

User Researcher
Progressive

MARC

INTERRUPTED UX

01

WHAT?

Find out what exactly is it.

02

WHY?

Discover why it is important.

03

HOW?

Understand how to perform it.

04

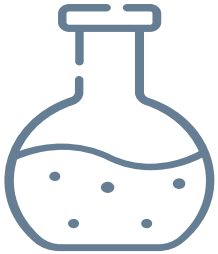
WHEN?

Uncover when to run it.

01
WHAT

Find out what it is

WHAT IS IT?



INTERRUPTED UX

BUILD DISTRACTIONS IN USABILITY TESTS

Interrupted user experience frames usability test scenarios with distractions and interruptions.

This leads to a deeper line of questioning and exponentially increases the accuracy of your user research conclusion or findings.

Don’t worry we will tell you why it matters in a moment :)

THE METHODOLOGY

INVESTIGATES

Separational research determines typical user distractions that occur during the usage of an app, website, device or service

SEPARATES

It separates distractions from tasks

FRAMES

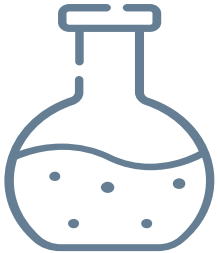
Then it frames them into usability test scenarios to be added back and measured

02
WHY

Discover why it is important

Sales Representative

WHY IMPORTANT?

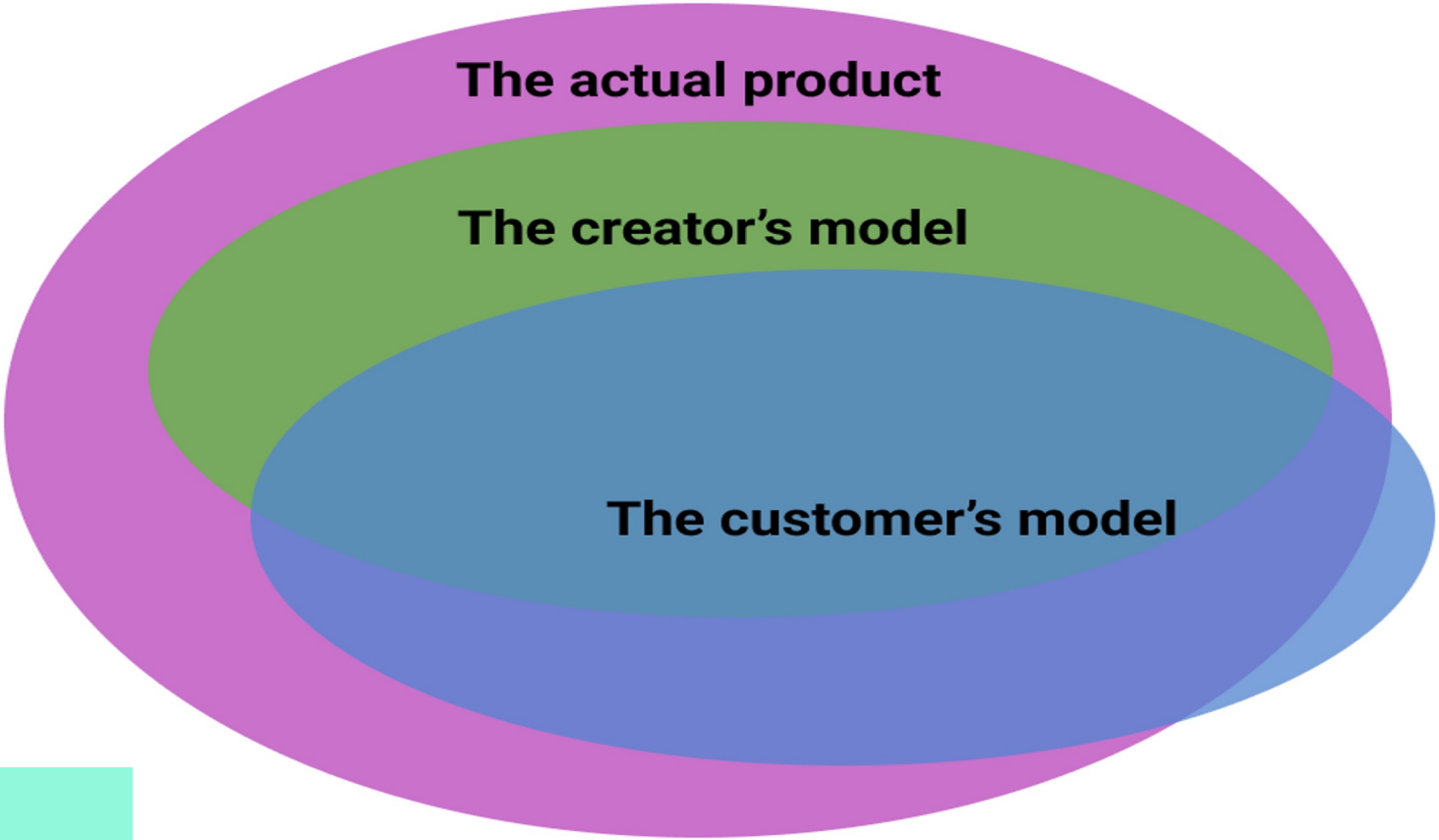


INTERRUPTED UX

BUILD DISTRACTIONS
IN USABILITY TESTS

1. Increases participant interaction
2. More realistic for the user, they get immersed in test reality
3. Increases the accuracy of research
4. Increases discovery output
5. Inspires more product-centric decisions due to realism

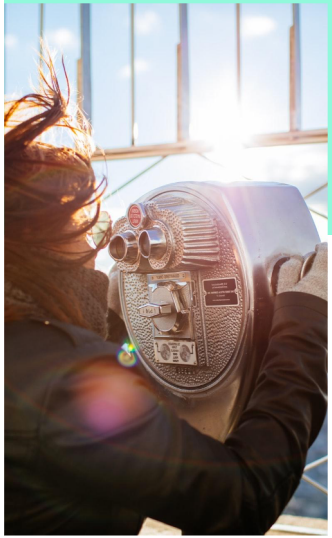
Mental Models



03
HOW

How do you perform Interrupted UX?

BEFORE



OBSERVATIONS

Understand the interruptions and context

RESEARCH GOALS

Understand research goals

RECRUIT

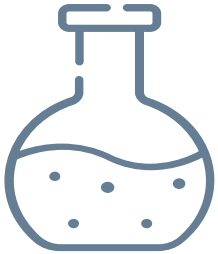
Find specific participants

METHOD

Select appropriate method

Sales Representative

HOW?

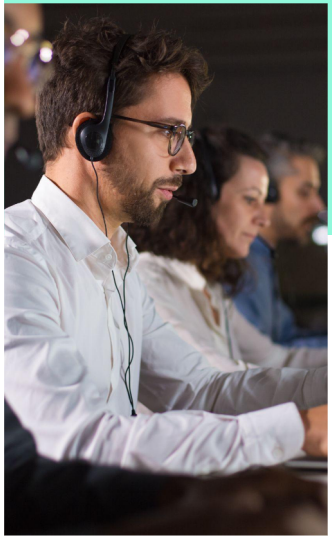


INTERRUPTED UX

BUILD DISTRACTIONS
IN USABILITY TESTS

1. Determine persona
2. Figure out technical
3. Keep culture in mind
4. Communicate with participant before the study
5. Determine UR method
6. Determine scenarios/tasks
7. Add interruptions
8. Determine measurements

COMMON ISSUES



INCREASED TECH ISSUES

Adding in more complication

BALANCED PREPARATION

Not leading, but prepares

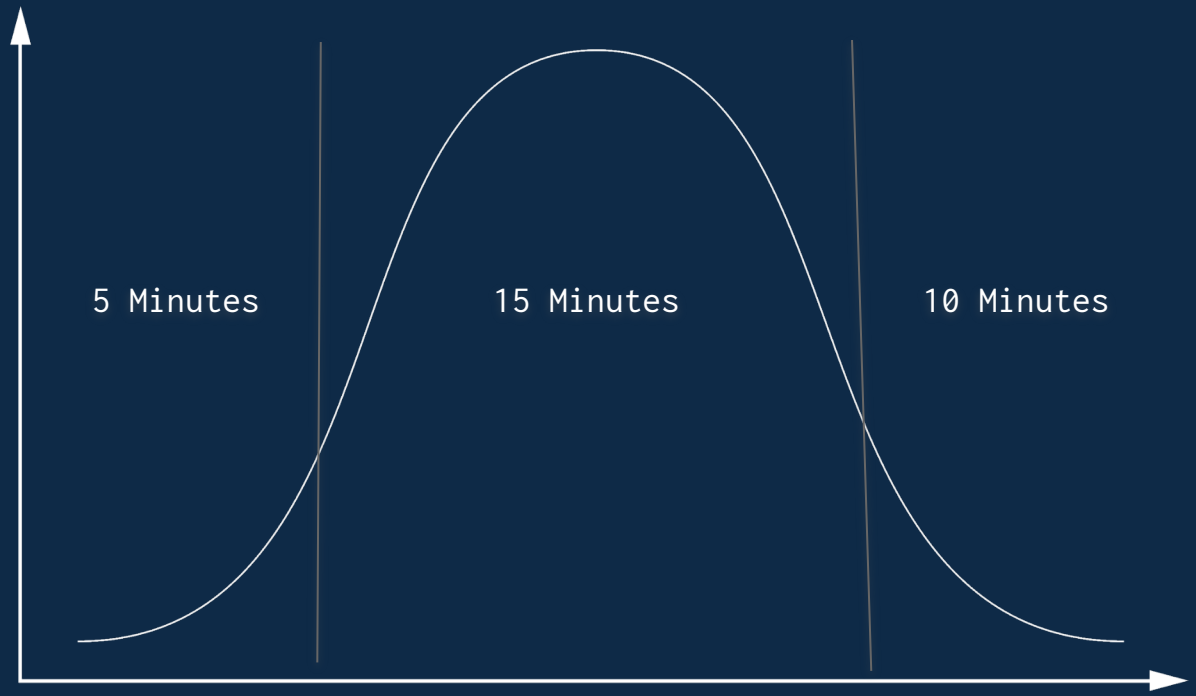
MANAGING EMOTIONS

Keeping the participant comfortable because adds stress

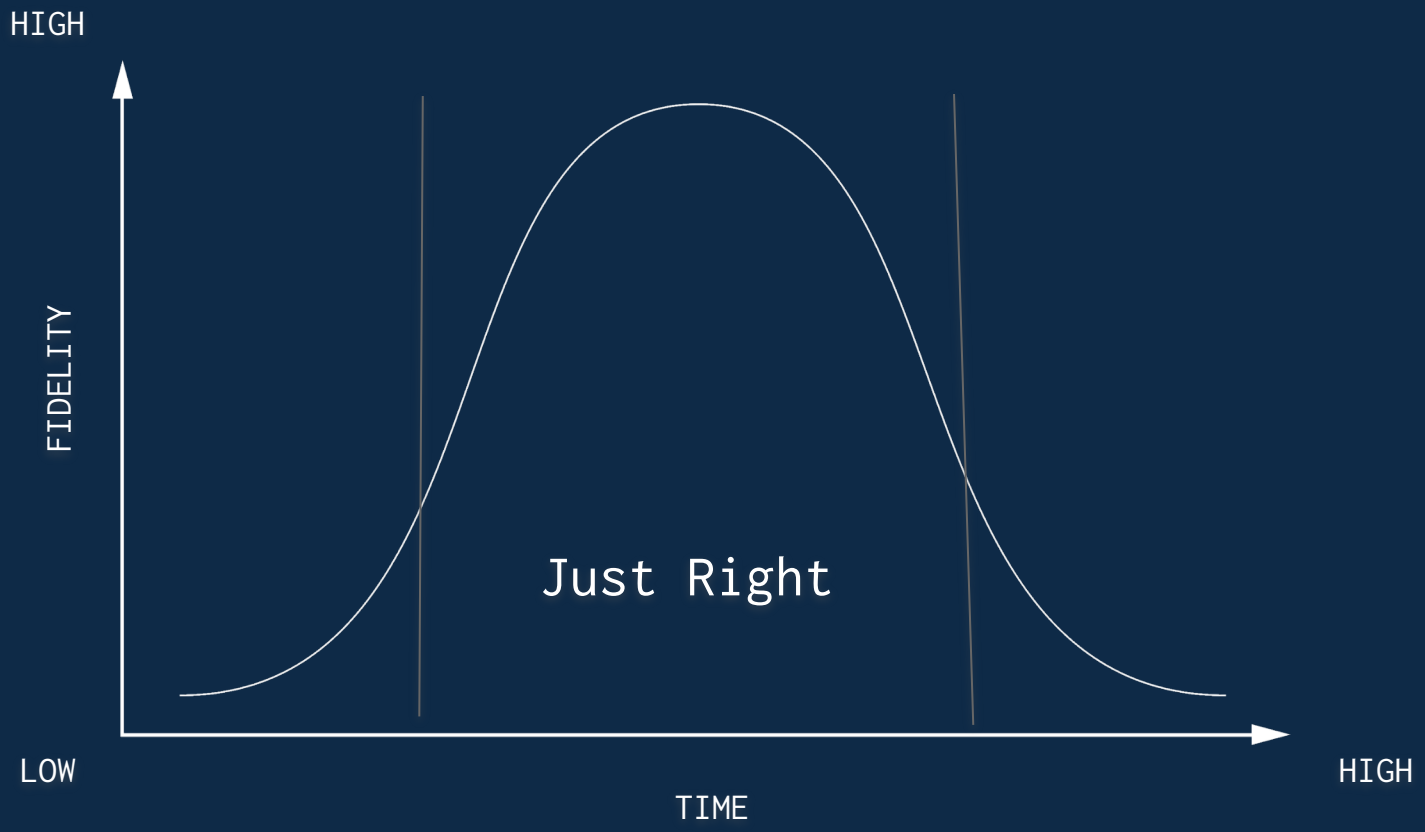
CHOOSING RIGHT INTERRUPTIONS

Select appropriate method

Story Curve



Goldilocks Principle

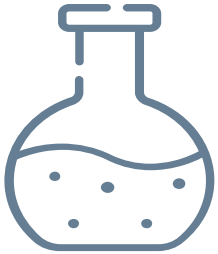


04
WHEN

When is the right time?

Sales Representative

WHEN?



INTERRUPTED UX

BUILD DISTRACTIONS IN USABILITY TESTS

1. Add supplementally
2. Consider it like eye tracking (when needed)
3. Think of interruptions as adding something new to your bat utility belt

SUMMARY

UNEXPECTED

Plan for unexpected path equally

MEASURE

Understand dramatic difference

RELIABILITY

Increases accuracy and reliability of user research

ENGAGEMENT

Increased engagement from customers and team members

THANKS!

Do you have any questions?

RESOURCES

- Eric Meyer – Design in Crisis