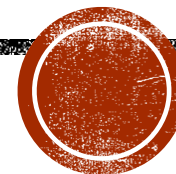


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# AVALIAÇÃO COM USUÁRIO

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Tiago Massoni



# Tipos de avaliação

Com usuários



Sem usuários

# Com usuários



# Testes com usuários

**Experimentos**, em laboratório

**Estudo de campo**, em ambientes reais de uso (casa, universidade, trabalho, lazer)

**Teste de usabilidade**, em ambiente controlado

# Experimentos

Contexto de **pesquisa**

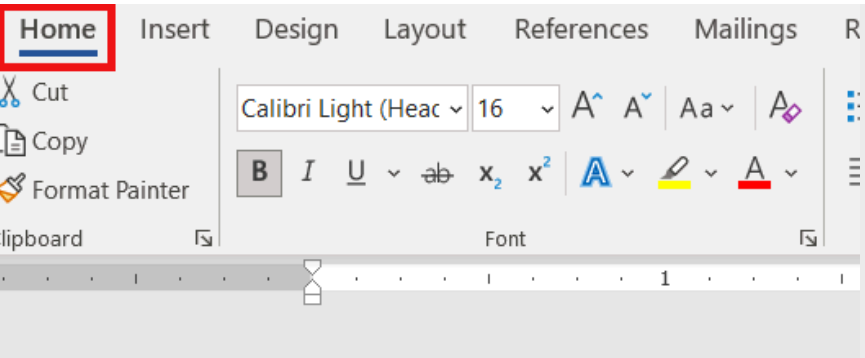
Teste de hipóteses

**Rigor**

Maior confiança nos resultados

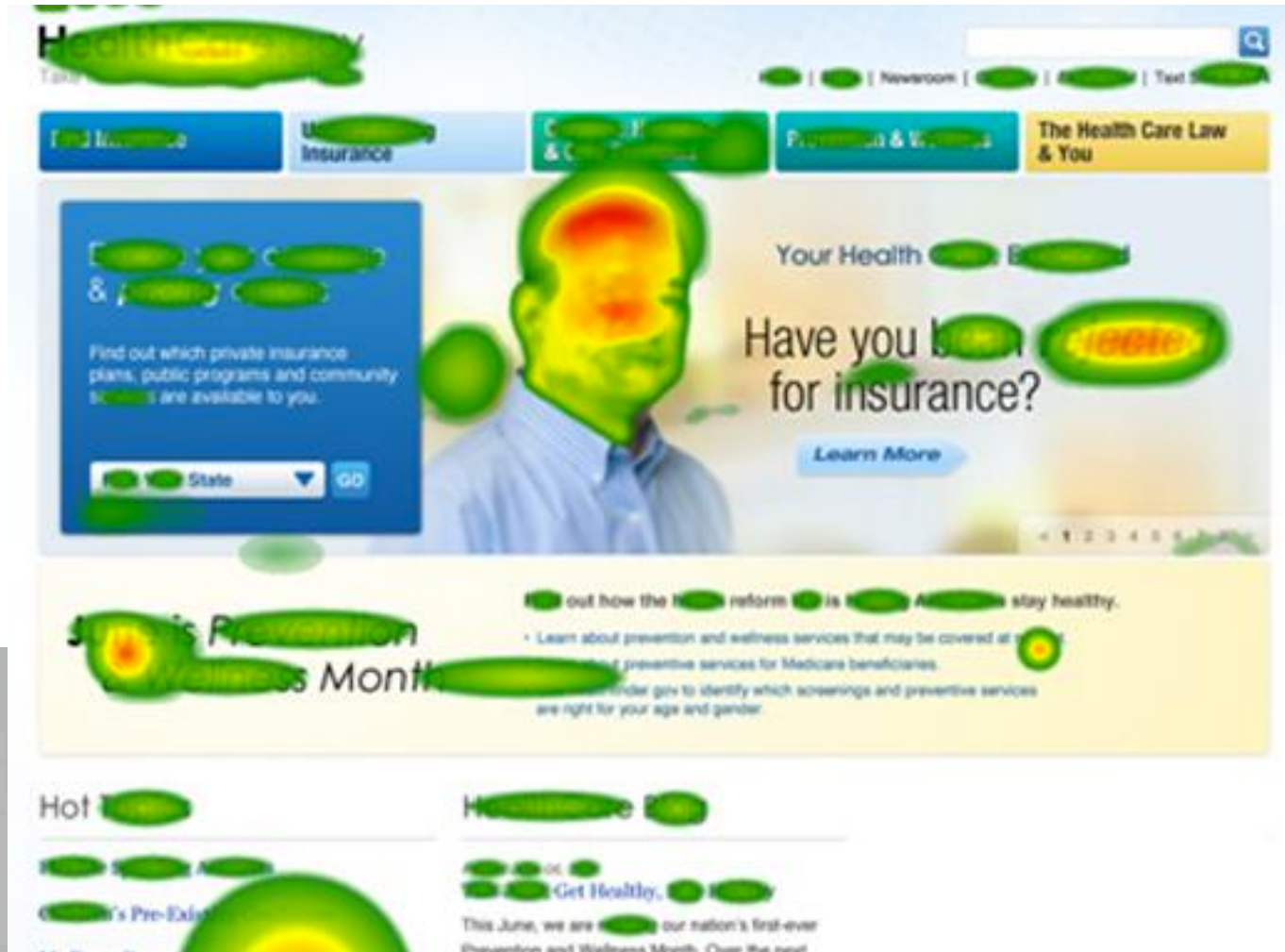
Ex: Menus contextuais são mais fáceis de usar do que menus do topo





- Bold ⌘B
- Italic ⌘I
- Underline ⌘U
- Strikethrough Alt+Shift+5
- Superscript ⌘.
- Subscript ⌘,
- Paragraph styles ▶
- Align ▶
- Line spacing ▶
- Numbered list ▶
- List options ▶
- C ▶
- Line spacing 1.2
- Paragraph spacing before 1.2
- Paragraph spacing after 1.5

- Single
- 1.15
- Double
- ✓ Custom: 1.2 ▶
- Add space before paragraph
- Add space after paragraph
- Custom spacing...



# Métricas

Número de usuários que **completaram** a tarefa

Número de **erros**, e tipos de erro, por tarefa

Número de acessos ao **menu de Ajuda**

Proporção de usuários que comentem um **tipo de erro específico**



# Estudo de Campo

Hoje, mais fáceis de fazer

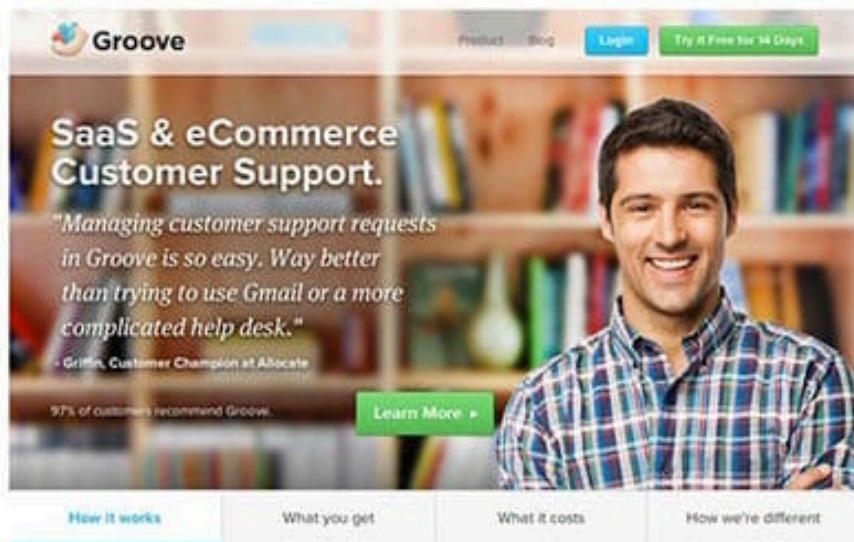
**tecnologia**

Contexto livre, real

Pouco (ou nenhum) controle sobre o usuário

# Testes A/B

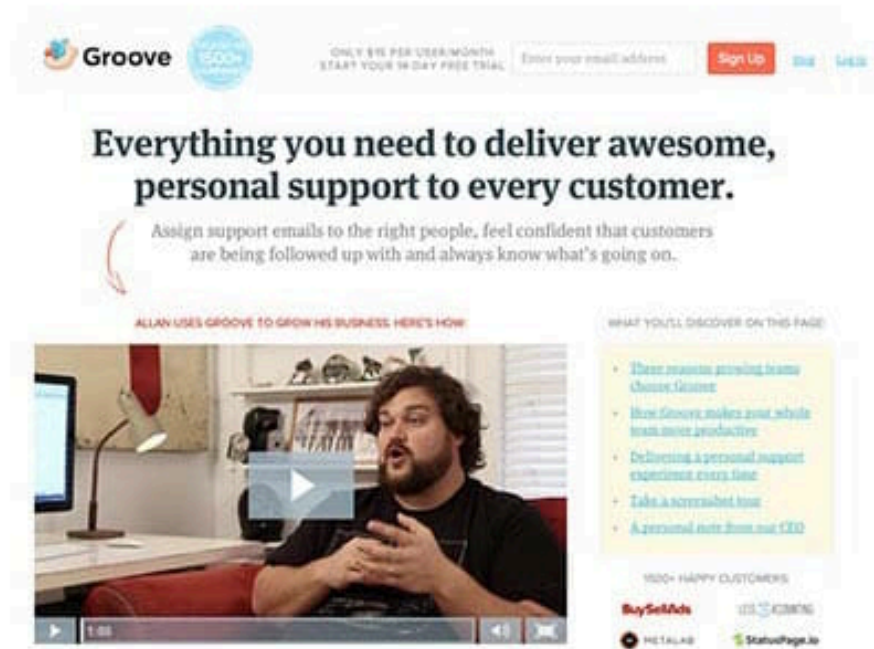
Original: 2.3%



The original landing page for Groove features a navigation bar with the Groove logo, links for Product and Blog, and buttons for Login and Try it Free for 30 Days. The main content area has a background image of a smiling man in a plaid shirt. The headline reads "SaaS & eCommerce Customer Support." Below the headline is a quote: "Managing customer support requests in Groove is so easy. Way better than trying to use Gmail or a more complicated help desk." attributed to Griffin, Customer Champion at Advocate. A statistic states "97% of customers recommend Groove." and there is a "Learn More" button. At the bottom, there are four tabs: "How it works", "What you get", "What it costs", and "How we're different".

You'll be up and running in **less than a minute.**

Long Form: 4.3%



The long form landing page for Groove features a navigation bar with the Groove logo, a "1500+ Customers" badge, and a form to "Enter your email address" with a "Sign Up" button. The main headline is "Everything you need to deliver awesome, personal support to every customer." followed by the sub-headline "Assign support emails to the right people, feel confident that customers are being followed up with and always know what's going on." Below this is a video player with the title "ALLAN USES GROOVE TO GROW HIS BUSINESS. HERE'S HOW" and a play button. To the right of the video is a list of bullet points: "These analytics provide teams choice & insight", "How Groove makes your whole team more productive", "Delivering a personal support experience every time", "Take a screenshot tour", and "A personal note from our CEO". Below the video and list is a section for "1500+ HAPPY CUSTOMERS" with logos for BuySetAds, KOBING, METALAB, and StatusPage.io.

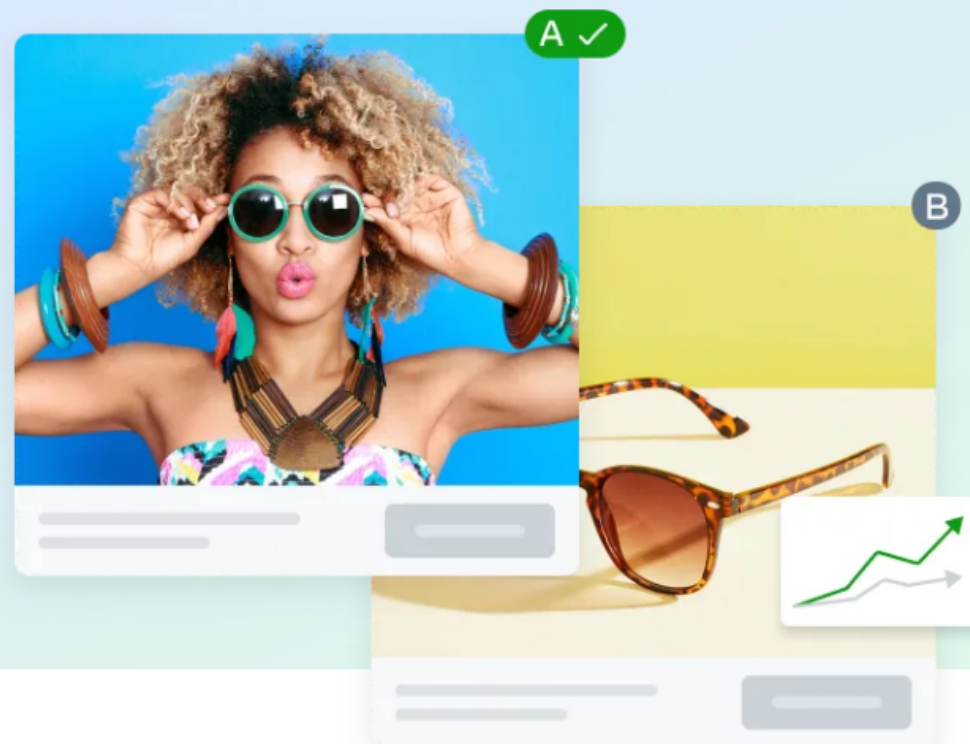
© Anúncios da Meta

## Otimize as campanhas de anúncios com testes A/B.

Saiba como fazer testes A/B para gerar retornos maiores para suas campanhas de anúncios.

Saiba mais

→ Começar

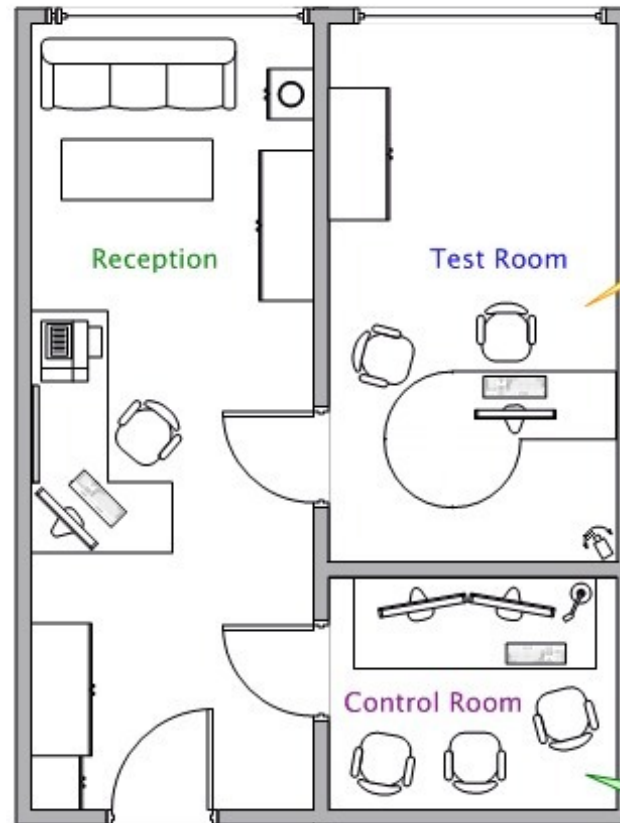


# Teste de usabilidade

Ambiente **controlado**

*Designer* monitora e define o contexto, influências

# Usability labs





# Testes do iPac (2010)



## App or website

## Task

iBook	Download a free copy of <i>Alice's Adventures in Wonderland</i> and read through the first few pages.
Craigslist	Find some free mulch for your garden.
<i>Time</i> Magazine	Browse through the magazine, and find the best pictures of the week.
Epicurious	You want to make an apple pie tonight. Find a recipe and see what you need to buy in order to prepare it.
Kayak	You are planning a trip to Death Valley in May this year. Find a hotel located in the park or close to the park.

In different apps, **touching a picture** could produce any of the following 5 results:

- **Nothing** happens
- **Enlarging** the picture
- **Hyperlinking** to a more detailed page about that item
- **Flipping** the image to reveal additional pictures in the same place (metaphorically, these new pictures are "on the back side" of the original picture)
- **Popping up** a set of navigation choices

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