



PRODUCT MANAGEMENT FESTIVAL 2014

10 TOP TIPS:
**READING YOUR
USERS' MINDS**

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People often ask me:

**“What’s the most important thing
I should do if I want to make sure
my product is easy to use?”**

The answer is simple.

It’s “Don’t make me think!”

Steve Krug

@JOCKBU

Steve Krug / YouTube



WE ❤️
EXPERIMENTS



**Elaborate usability tests are
a waste of resources.**

**The best results come from
testing no more than 5 users
and running as many small
tests as you can afford.**

Jakob Nielsen
Nielsen Norman Group

@JOCKBU



Nielsen Norman Group



HOW MANY USERS?

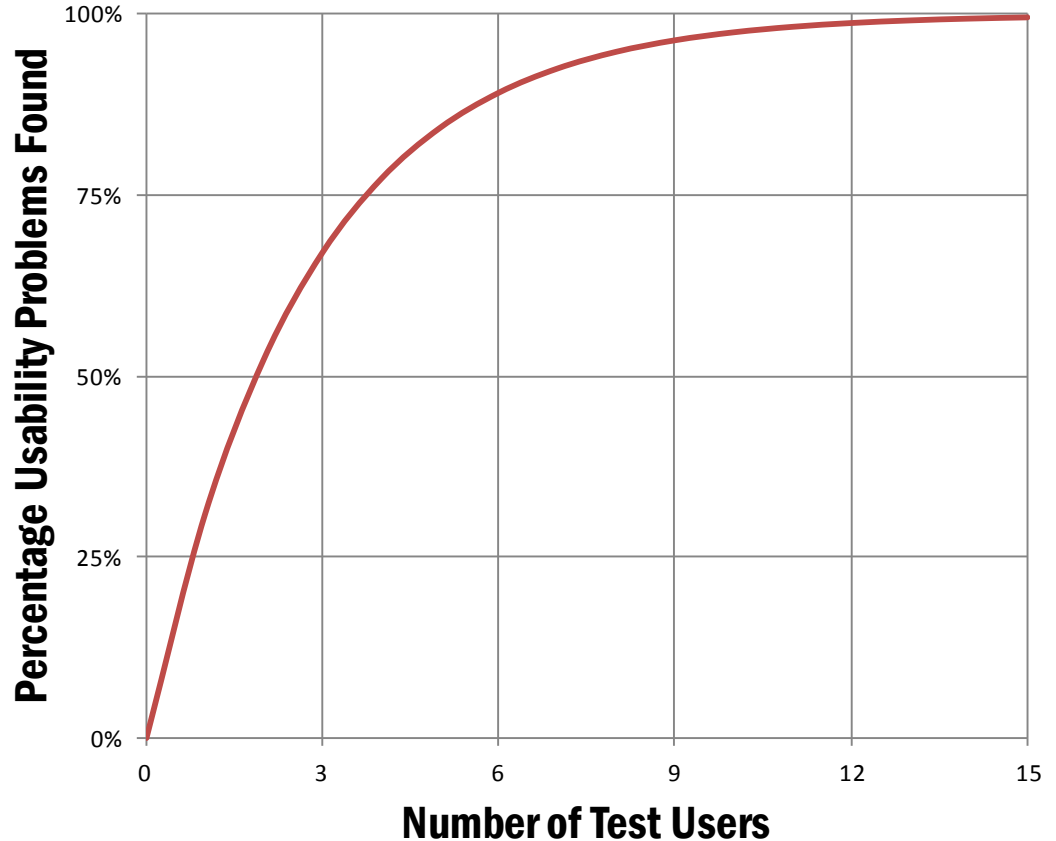
**ZERO USERS
GIVE
ZERO INSIGHTS**

3 USERS = 67% OF PROBLEMS

5 USERS = 84% OF PROBLEMS

15 USERS = 100% OF PROBLEMS

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Source: Jakob Nielsen, "Why You Only Need to Test with 5 Users", March 19, 2000
<http://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

RUNNING A TEST

PEN

PAPER

PRODUCT

EYES

EARS

WITS

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TIP #1

TEST WITH REPRESENTATIVE USERS.

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TIP #2

LET THEM RELAX.



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freefreshwallpapers.com

TIP #3

SET THE SAME TASKS.



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Tough Mudder

TIP #4

A photograph of two men sitting at a table in front of a large window. Both men are wearing brown jackets and are holding microphones to their mouths, appearing to be in the middle of a recording session. The man on the left is wearing a striped shirt, while the man on the right is wearing a black shirt and a grey hat. On the table in front of them are several items: a white coffee cup, a glass of water, a water bottle, a trophy, and some papers. The background is a simple room with a large window and a plain wall.

**GET THEM TO COMMENTATE
ON WHAT THEY'RE DOING.**

TIP #5

**OBSERVE HOW
THEY INTERACT
WITH THE
PRODUCT.**



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TIP #6

**LET THEM
MAKE THEIR
OWN
MISTAKES.**

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flik / Flickr

A close-up, slightly blurred photograph of a person's hands using a white marker to draw a mind map on a whiteboard. The mind map consists of several interconnected circles and lines, with handwritten text in various colors (black, blue, red) inside the circles. The background is dark, making the whiteboard and the person's hands the central focus.

TIP #7

TAKE COPIOUS NOTES.

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Jason Rogers (restlessglobetrotter)/ Flickr

TIP #8

**ASK WHY
THEY DID
SOMETHING
UNEXPECTED.**

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Reggie Bibbs (reggiebibbs) / Flickr

$$\langle \phi_n | \phi_n \rangle = \langle \phi_n | \int dx |x\rangle \langle x| \phi_n \rangle \Rightarrow \left(\frac{2\pi}{L}n + k_0\right) \frac{L}{2} = \frac{\pi}{2} (2n-1), n=1,2,\dots \Rightarrow k_0 = \frac{\pi}{L}$$

$$\langle \phi_n | \phi_n \rangle = \int dx \phi_n^*(x) \cdot \phi_n(x) \quad \psi_n(x) = \sqrt{\frac{2}{L}} \cos\left[\frac{\pi}{2}(2n-1)x\right]; \quad \psi_n(x) = \sqrt{\frac{2}{L}} \sin\left[\frac{\pi}{2}nx\right]$$

$$\langle \phi_n | \phi_n \rangle = \frac{1}{L} \int dx e^{-ikx} e^{ikx} = 0; \text{ both}$$

$$\hat{H} \psi_n(x) = \frac{\hbar^2}{2m} \left(\frac{\pi}{L}(2n-1)\right)^2 \psi_n(x)$$

$$E_n = \frac{\hbar^2}{2m} \frac{\pi^2}{L^2} (2n-1)^2, \quad n=1,2,\dots; \quad \hat{H} \psi_n(x) = \frac{\hbar^2}{2m} \left(\frac{2\pi}{L}\right)^2$$

TIP #9

**UNDERSTAND HOW
THEY INTERPRET WHAT
THEY SEE.**

$$[\hat{p}, \hat{x}] = \frac{\hbar}{i}; \quad \hat{p} = \frac{\hbar}{i} \frac{\partial}{\partial x} / \hat{H} = \frac{\hbar^2}{2m} \frac{\partial^2}{\partial x^2}$$

$$a + b^2 = (a+ib)(a-ib); \quad a, b \in \mathbb{R}$$

$$= a^2 + b^2 + iba - ib^2 = a^2 + b^2$$

$$\hat{H} = (a\hat{p} + ib\hat{x})(a\hat{p} - ib\hat{x}) + b^2; \quad a^2 = \frac{1}{2m}; \quad b^2 = \frac{1}{2} m \omega^2$$

$$\text{Def: } C^+ = \frac{1}{\sqrt{2\hbar m \omega}} (a\hat{p} + ib\hat{x}); \quad C^- = \frac{1}{\sqrt{2\hbar m \omega}} (a\hat{p} - ib\hat{x})$$

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TIP #10

**ASK THEM
FOR A RATING
AFTER EACH
TASK AND AT
THE END.**

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ACTIVITY: RUN A TEST

STRUCTURE



GROUPS OF 2



5 MINUTES

OBJECTIVES

**With a partner, test
your smartphone's
camera app**

RECAP

5 TESTS / PERSONA
REPRESENTATIVE USERS
LET THEM RELAX
SAME TASKS
COMMENTARY
BODY LANGUAGE

EXPLORE MISTAKES
TAKE NOTES
ASK WHY
CHECK UNDERSTANDING
GATHER RATINGS
HAVE FUN!



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THANKS! @JOCKBU