Continuous quality improvement in education

LEAN UX, Talking to Customers, and Usability Testing

Needs Analysis (Customer Discovery)
Where is the pain!?

- Be prepared
- Be purposeful in selecting targets
- Do 1 at a time
- Hear what you don't want to hear
- Get stories, past behavior

Constable, "Talking to Humans" 2014
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Build Minimal Viable Product

- Reasonably authentic function
- Users can react
- Low up-front investment

Reis, "The Lean Startup" 2011
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Measure
Metrics that Matter
• Utility
• Effectiveness
• Application
• Technical challenges
• Stakeholder response

Learn
Pivot or persevere

Iterate to converge … FAST

Usability testing
• Learnability – first time
• Efficiency – once learned
• Memorability – when return after delay
• Errors – quantity, severity, recovery
• Satisfaction
• +
• Utility – function; meet needs

Beyond functional usability

Usability testing for the novice

Nielsen, 2012

Zaharias & Poylymenakou, 2009

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http://www.nngroup.com/articles/usability-101-introduction-to-usability/