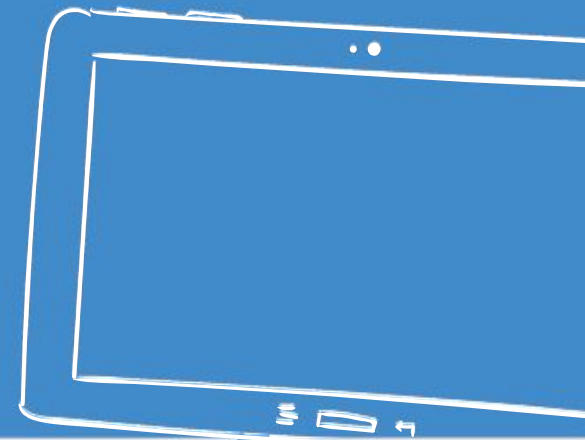
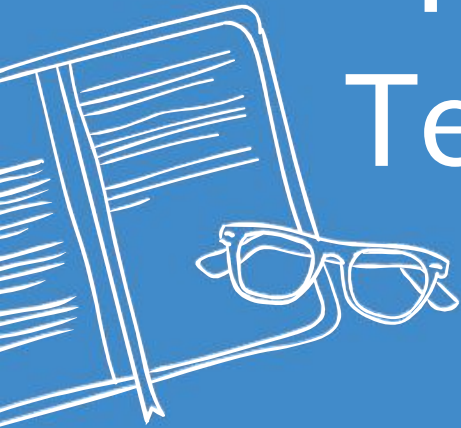
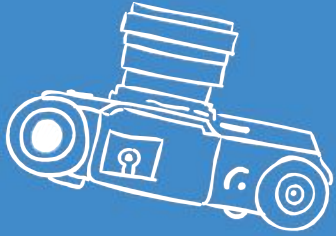


Remote Moderated Testing and Reporting





Juan Lopez VP of User Experience at Validately

Over 8 years of experience in UX and Product




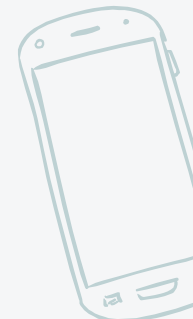
Todd Siegel

Product Evangelist at Proto.io

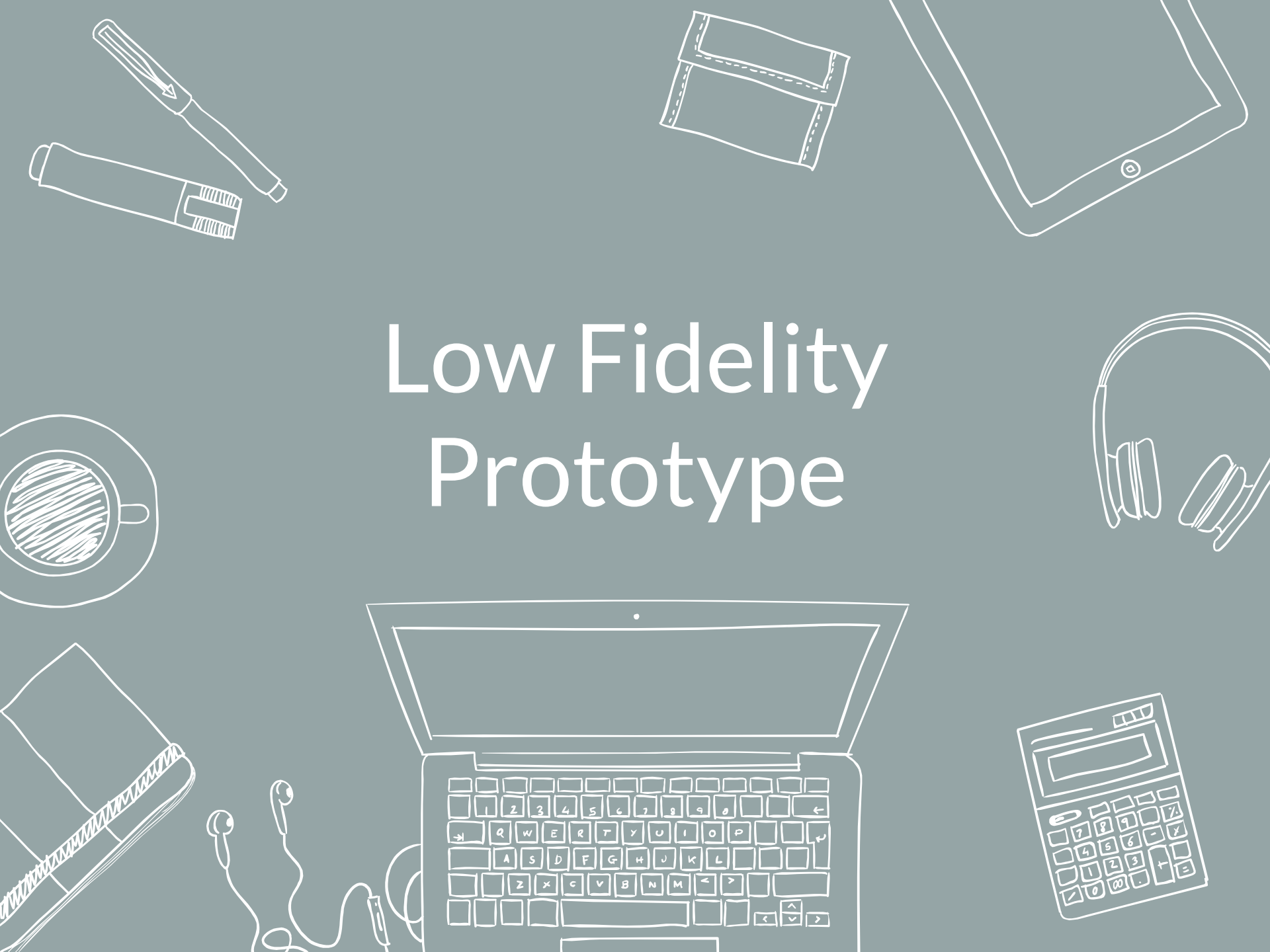
Over 12 years of experience in user centered design



Agenda

- 
- ✓ Characteristics of low, medium and high fidelity prototypes
 - ✓ How to test and research during all phases
- 

Low Fidelity Prototype





Characteristics of a Low Fidelity Prototype

- ✓ Simple sketch and incomplete design
- ✓ Presented in a low-tech format
- ✓ Validates broad concepts rather than direct user interaction

Example of a Low Fidelity Prototype

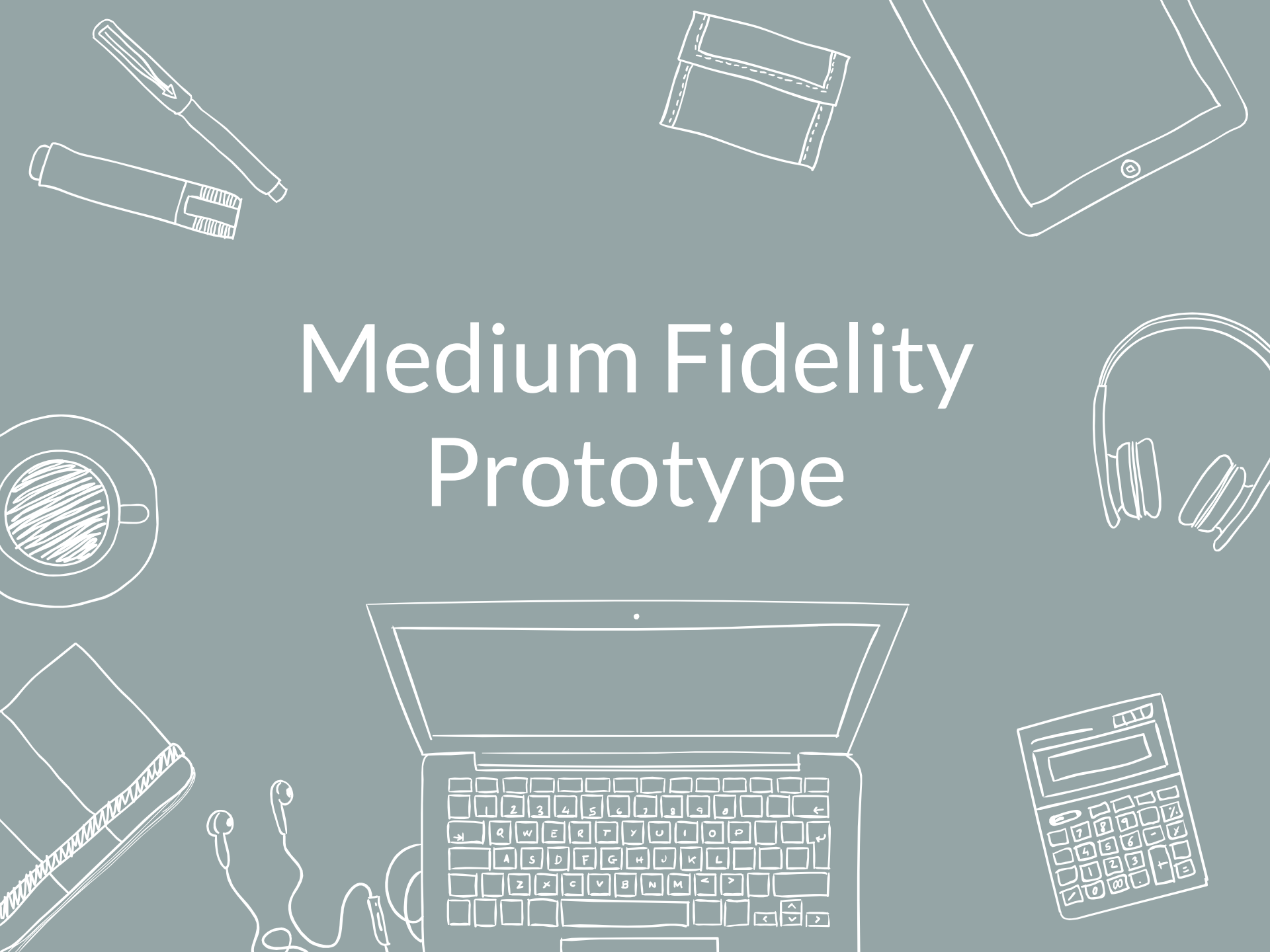




Tips for Testing a Low Fidelity Prototype

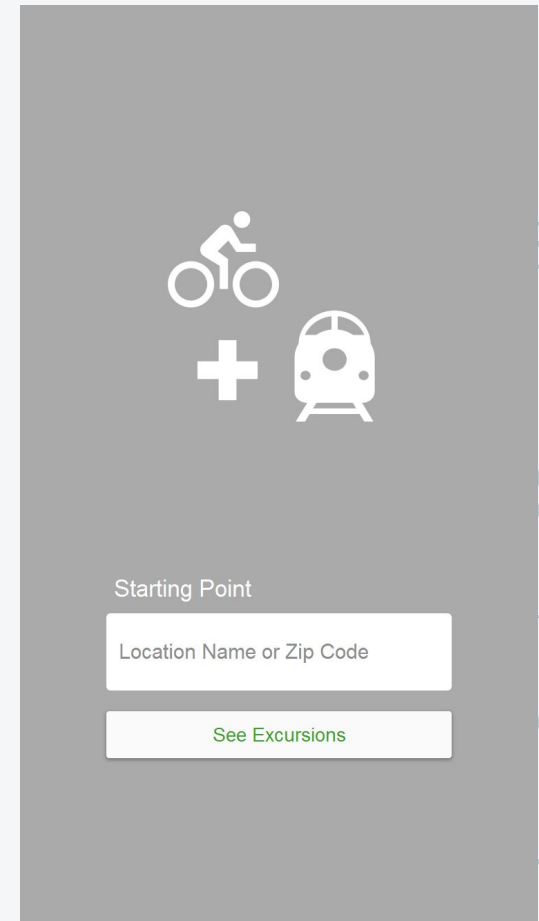
- ✓ Make instructions very clear and obvious
- ✓ Make sure the tester is oriented and knows how to navigate through the pages
- ✓ Allow conversation to go almost anywhere
- ✓ Iterate, immediately

Medium Fidelity Prototype




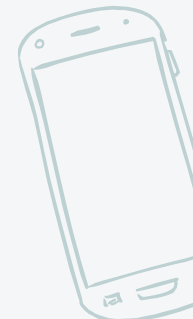

Characteristics of a Medium Fidelity Prototype

- ✓ Limited functionality with clickable areas and basic scrolling
- ✓ Tests interactions and navigation possibilities
- ✓ Suited for the validation of the interaction concept

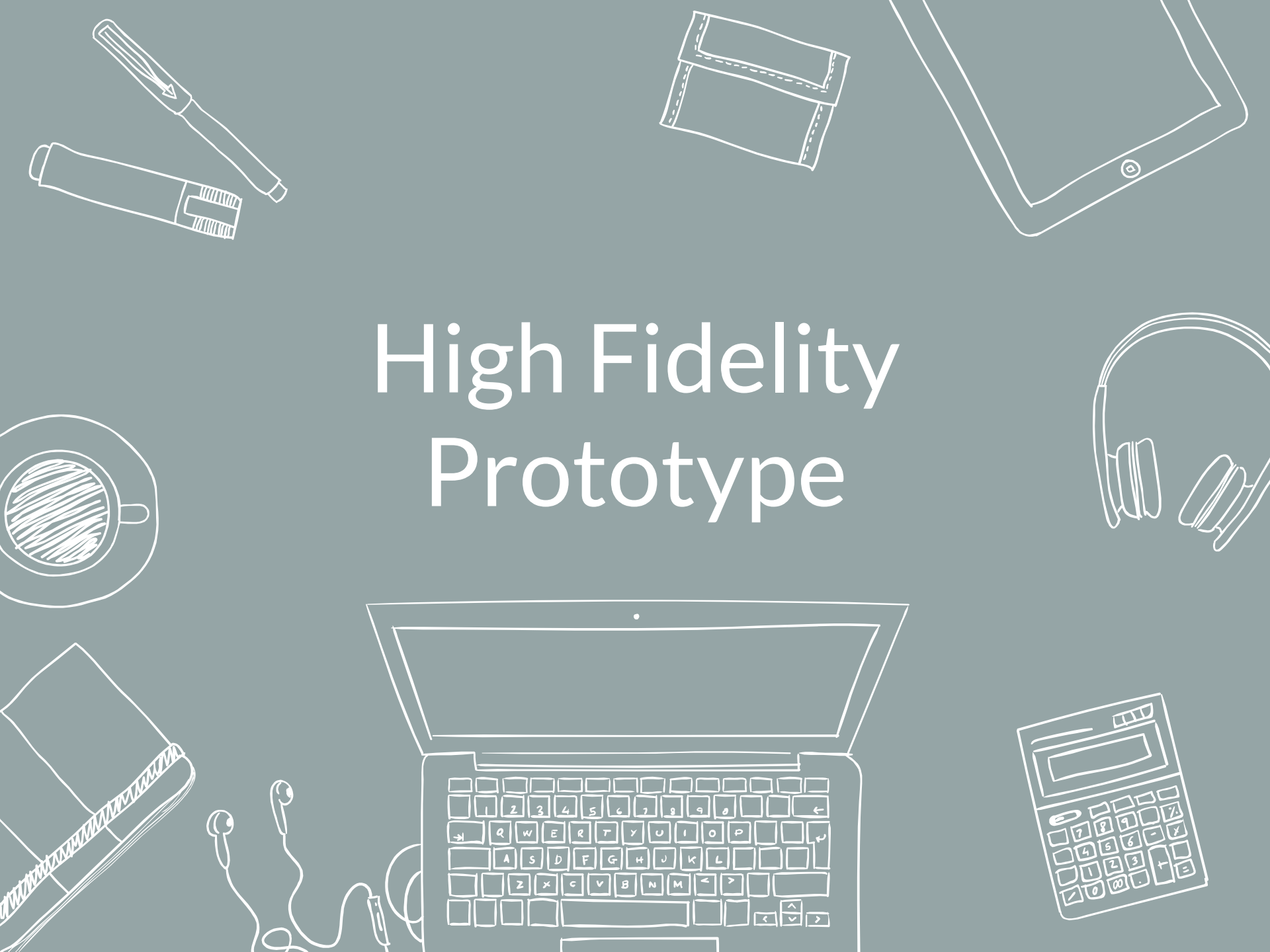




Tips for Testing a Medium Fidelity Prototype

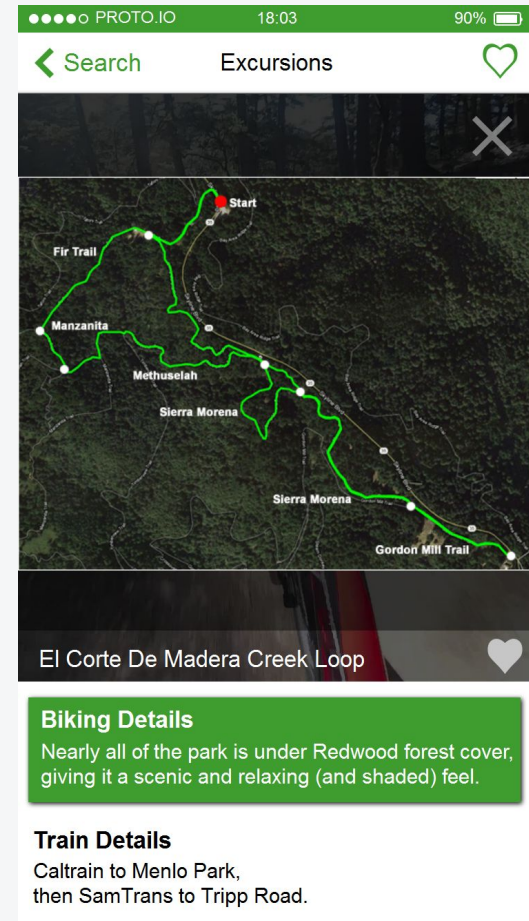
- 
- ✓ Focus on main flows
 - ✓ Listen more than you talk
 - ✓ Try to remain on topic, but don't force it
 - ✓ Iterate, quickly
- 
- 

High Fidelity Prototype



Characteristics of a High Fidelity Prototype

- ✓ Detail and functionality mirrors the final product
- ✓ Includes multiple states, animation, and charts
- ✓ Validates usability and design questions in the final stages of development





Tips for Testing a High Fidelity Prototype

- ✓ Remember you are not trying to reinvent the wheel at this point
- ✓ Focus sharply on what you are trying to learn
- ✓ Herd the cats when necessary
- ✓ Iterate, but wait for more consensus

Questions?

