



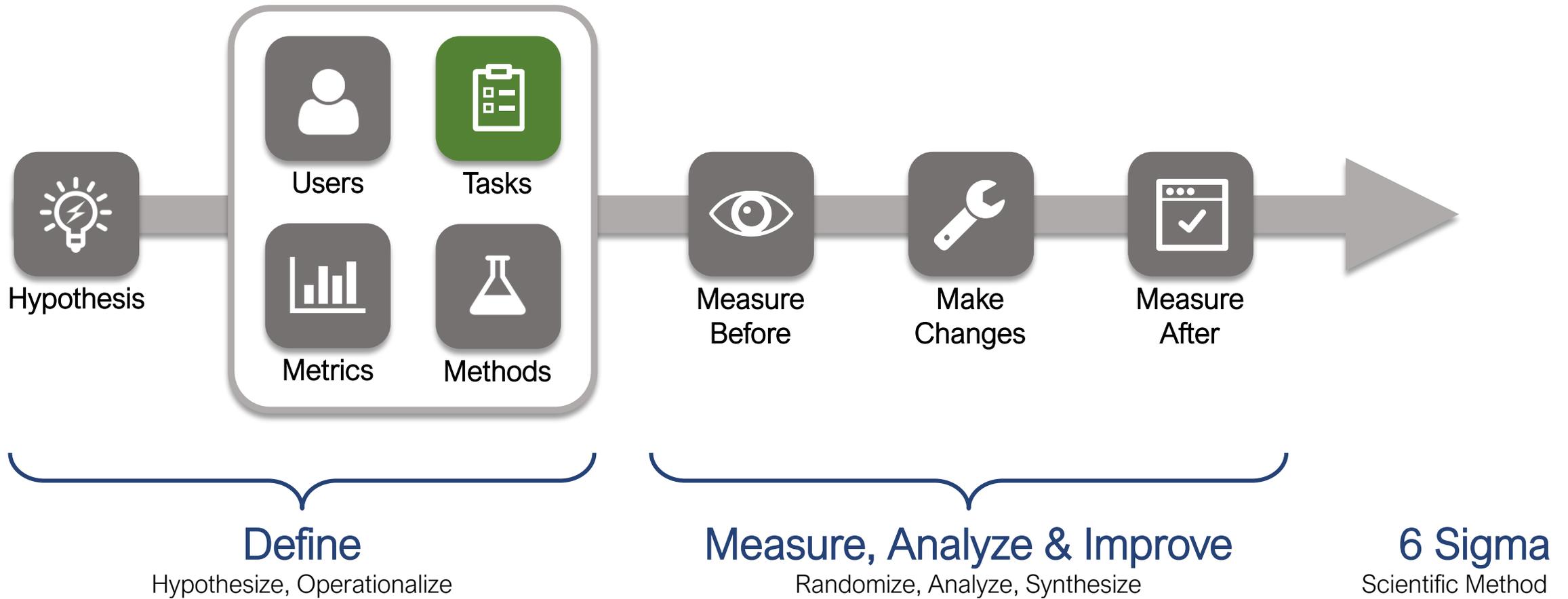
FACEBOOK

UX Curriculum 2020

MODULE 2

Getting Tasks Right

Jeff Sauro, PhD & Jim Lewis, PhD



Framework to Improve the User Experience

Objectives

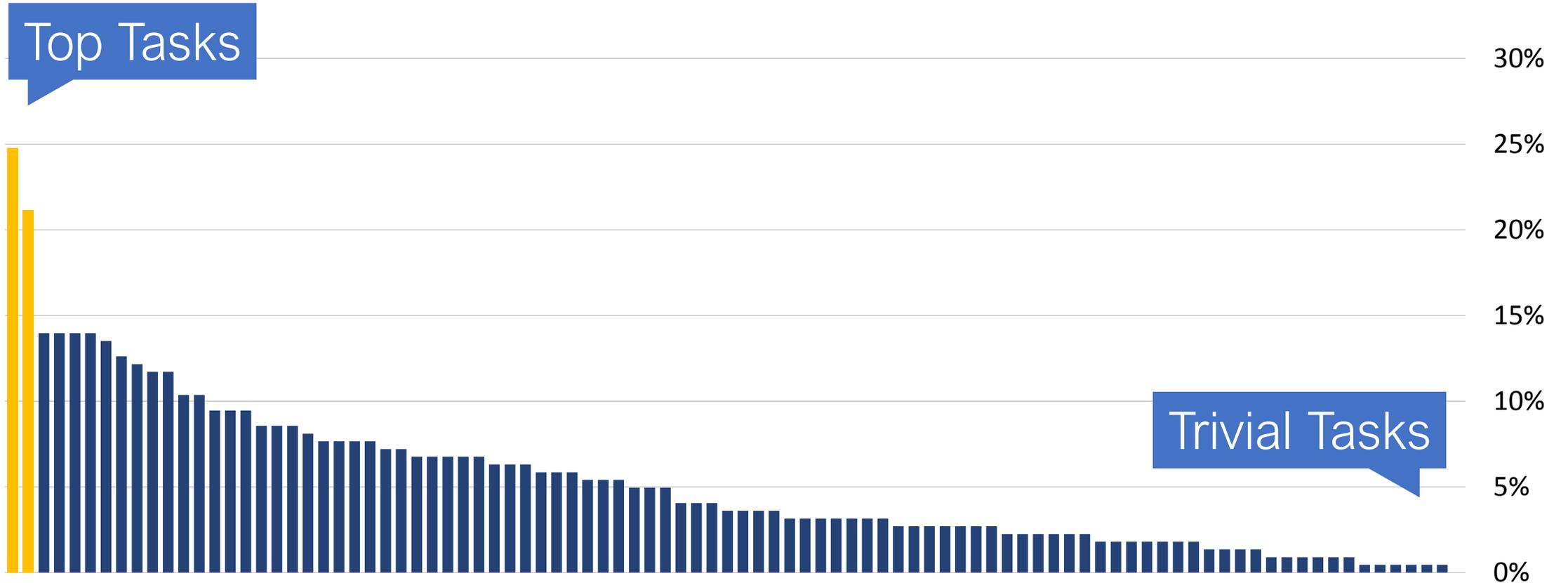
1. How to identify top tasks
2. How to select the number and types of tasks for testing
3. How to write task scenarios (including definition of success)
4. Task scenario writing exercise
5. Discussion

Course Website: MeasuringU.com/fb
Password: measuringu



Top Task Identification

Top Task Distributions

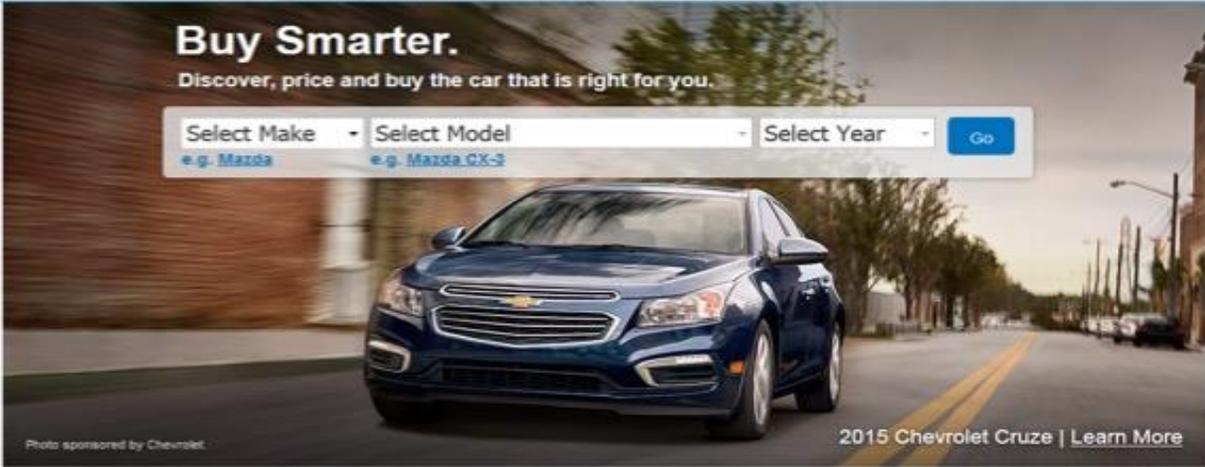


Buy Smarter.

Discover, price and buy the car that is right for you.

Select Make ▾ Select Model ▾ Select Year ▾ [Go](#)

e.g. Mazda e.g. Mazda CX-3



Browse by:

Type

Toyota



- Convertible
- Coupe
- Crossover
- Diesel
- Hatchback
- Hybrid/Electric
- Luxury
- Wagon

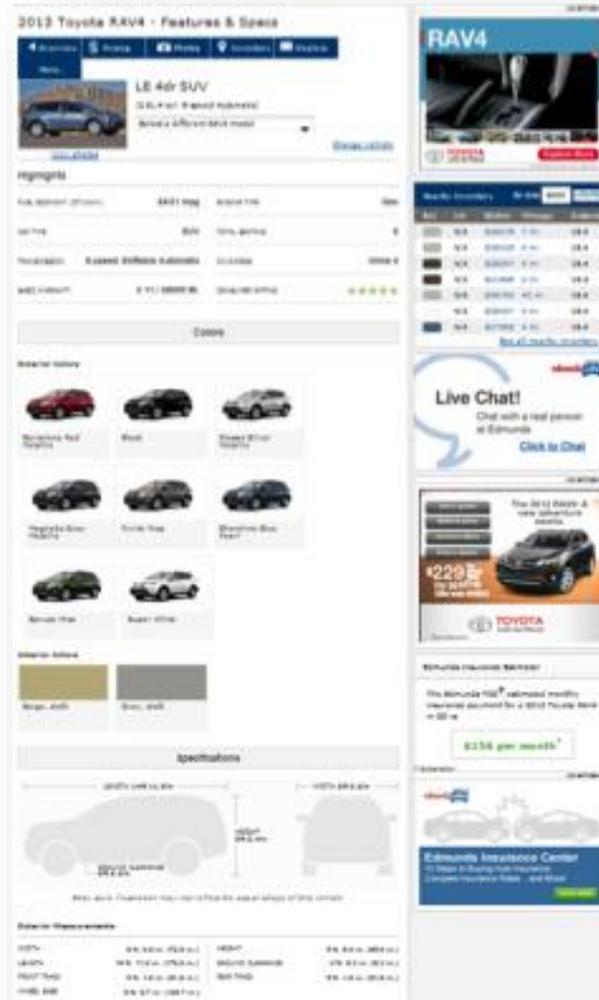
2016 Toyota Tundra

Built to do it all.



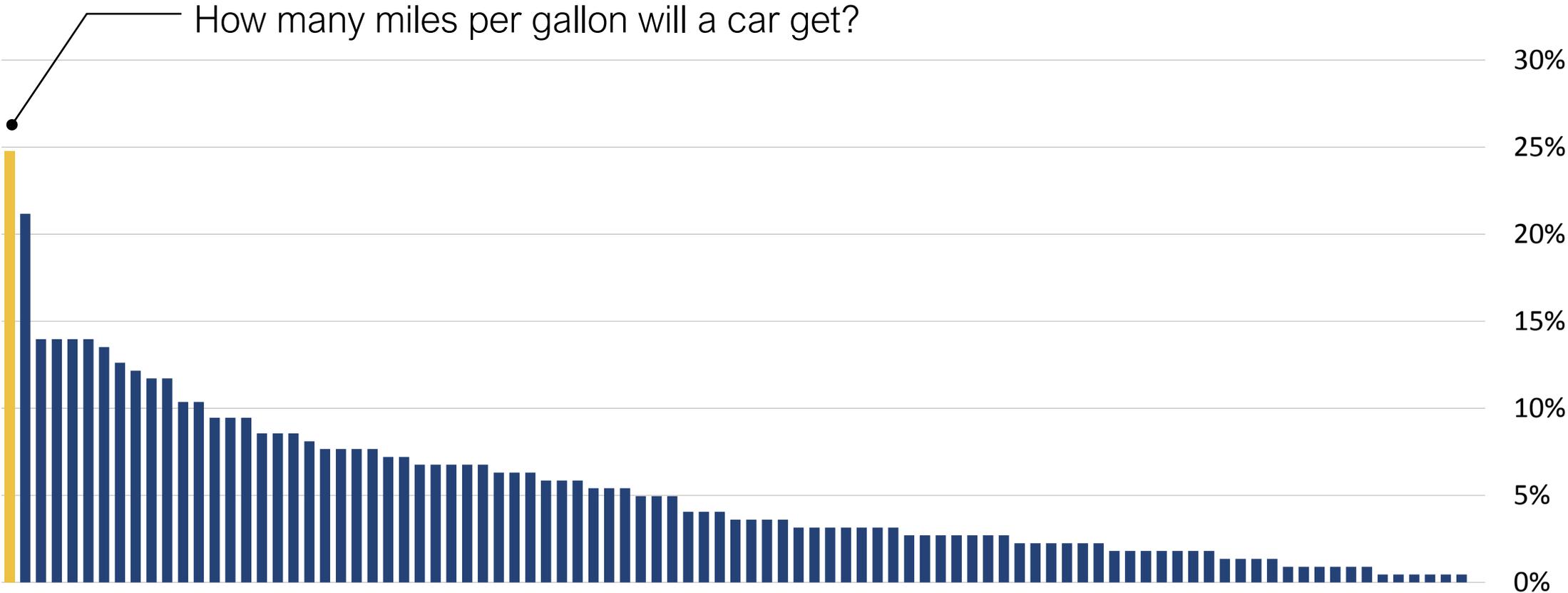
[Learn more at toyota.com](#)

Automotive Websites Top Tasks

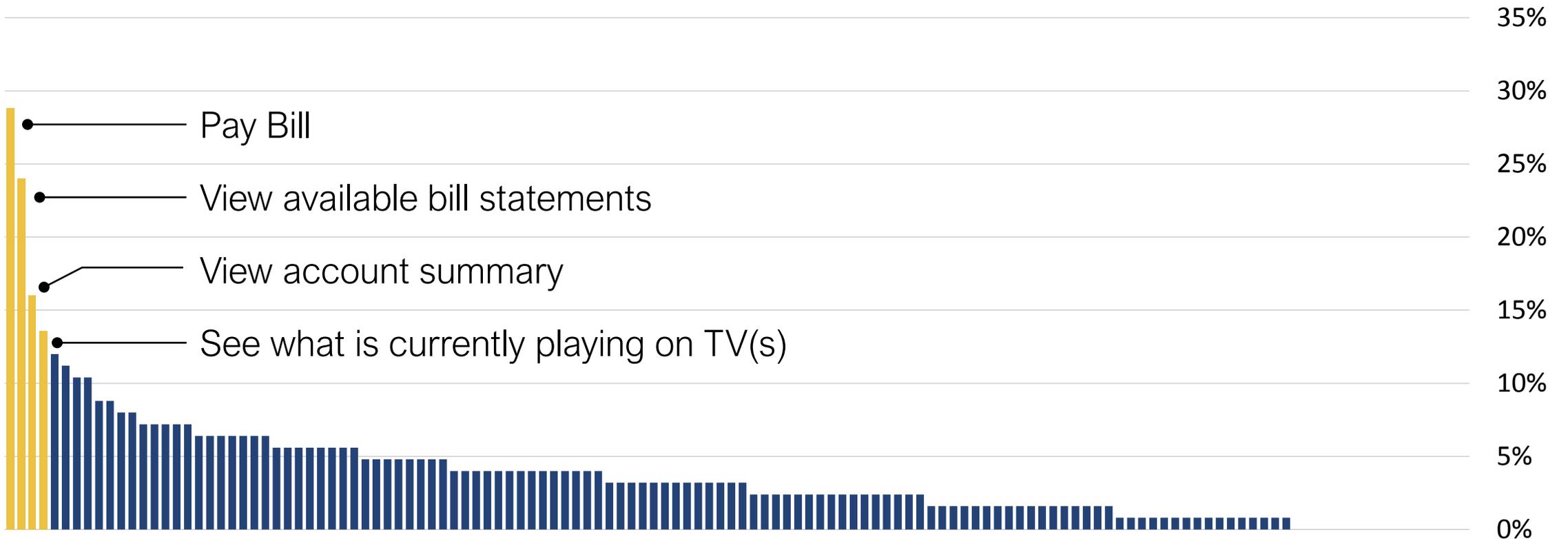


Pick Only Five, Randomize

Automotive Website: 94 Tasks



Top Tasks: Cable Provider Portal



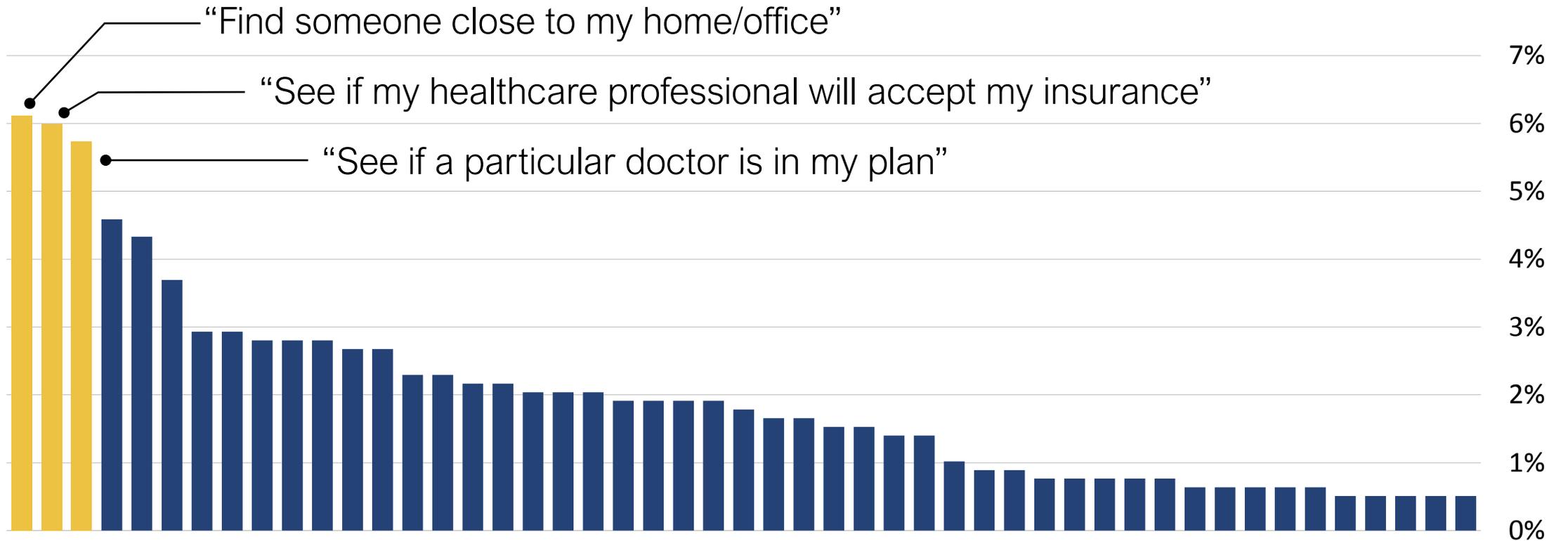
Top Tasks Exercise

[Take a top tasks survey](#)

<https://demo.mu-iq.com/run-task-survey?pbid=2478974>

Course Website: MeasuringU.com/fb
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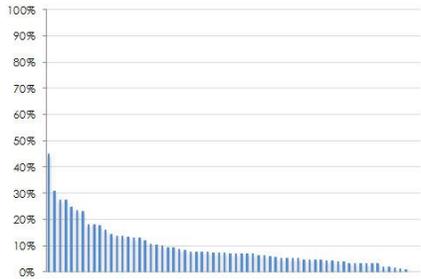
Top Tasks: Health Insurance Website





Selecting the Number and Type of Tasks

Number of Tasks



Top Task Survey

- 50 or more is common – select top five
- When <45 – set selection number close to 10%
- For example, 30 tasks – select top three

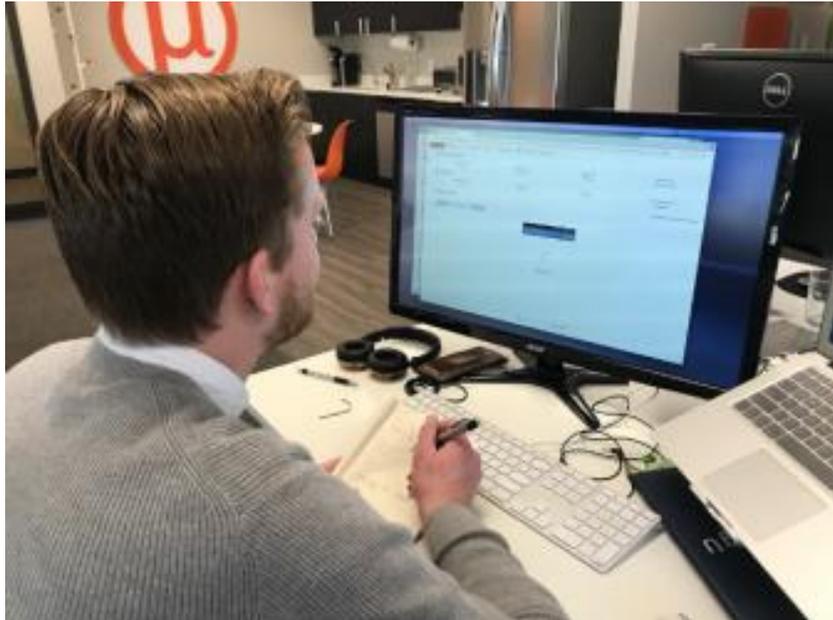
Moderated Usability Study

- Number of tasks is less important than expected time
 - Most moderated studies have between 5-15 tasks
- Rule of thumb : <1 hour for everything (overhead + tasks)
- Rule of thumb : expected time = ~2-3x expert time
- Run key tasks first in case you don't get to them all

Unmoderated Usability Study

- Number of tasks is less important than expected time
 - Most unmoderated studies have between 3-6 tasks
- Rule of thumb: <30 minutes for everything (overhead + tasks)
- To screen large number of tasks, consider first-click study or tree test

Task Essentials

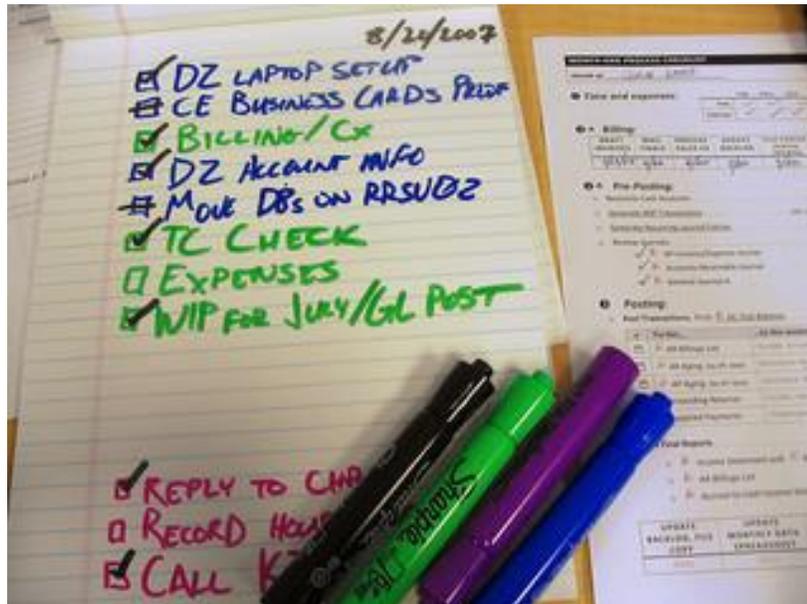


- Aim to be representative of what users do
- Tasks should have a specific goal
- Separate critical vs. peripheral tasks
- Usually participants should attempt all critical tasks
- When assessing complex systems, some tasks should stay in the same functional area while others can explore cross-functional usage
- Common Website/Webapp tasks include:
 - Find information (e.g., shopping)
 - Create/Modify/Cancel account
 - Make a payment
 - Create/Modify/Delete artifact



Writing Task Scenarios

Tips for Writing Usability Task Scenarios



- Present a specific task goal
 - No:** Find a new kitchen appliance.
 - Yes:** Find a blender for under \$75 with high customer ratings.
- Don't tell users where to click or what to do
 - No:** Click the small check box at the bottom to add GPS.
 - Yes:** Add GPS to your rental.
- Use the user's language, not the company's language
 - No:** Find the value of your educational assets.
 - Yes:** How much is in your oldest child's college fund?
- Have a known correct solution
 - No:** Find a product that's right for you.
 - Yes:** Find a blender for under \$75 with high customer ratings.

More Tips for Writing Usability Task Scenarios



- **Keep tasks as independent as you can**
 - No:** Always present tasks in the same order
 - Yes:** Randomize task presentation order when possible
- **Provide context but keep the scenario short**
 - No:** *Your manager has asked you to attend a conference in Boston to help man your company's booth. So you're going to need to fly to Boston for the second week in July and will need to rent a car.*
 - Yes:** *You need to rent a car in Boston for the second week in July.*
- **Consider the type of usability testing**
 - No:** Use the same tasks for moderated and unmoderated testing.
 - Yes:** Avoid leading but be a little more explicit when unmoderated.

Determining Task Completion: Moderated

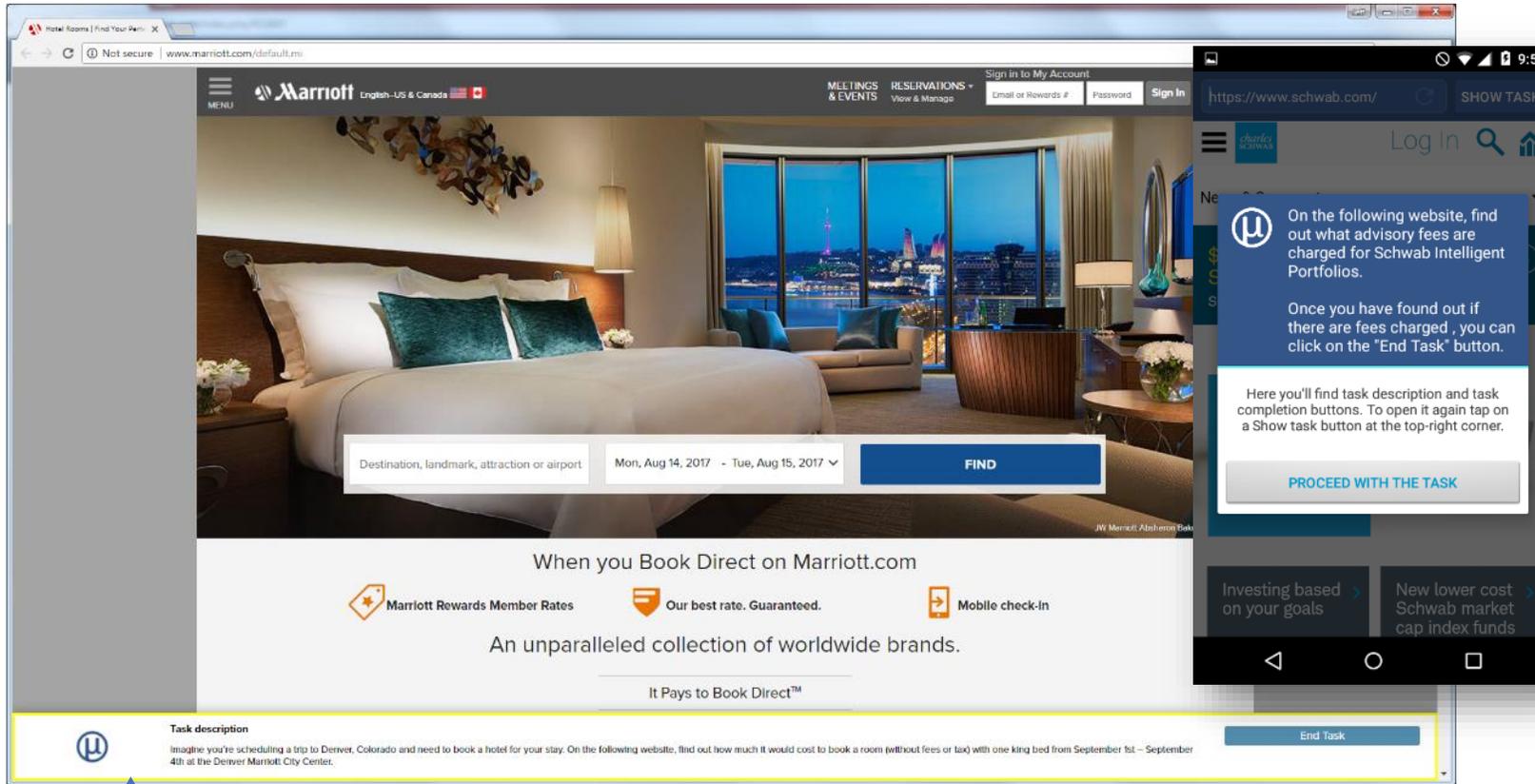


- **Define Success:** When developing tasks specify starting conditions and **successful end states** (not to be shared with participants)
- **Success States Can be Unknown to User:** In moderated studies, participants might reach a successful end state but not be aware that they have succeeded.
- **Participants Should Indicate When Done:** In the task instructions, give participants direction about what to do when they think they are done (e.g., say “I’m done”).

Unmoderated Platforms



Unmoderated Testing Platform



Validation Questions



* What is the hotel you found?

- Residence Inn Salt Lake City Downtown
- Residence Inn Salt Lake City Murray
- TownePlace Suites Salt Lake City-West Valley
- TownePlace Suites Provo Orem
- Other:

Website is shown in the main window

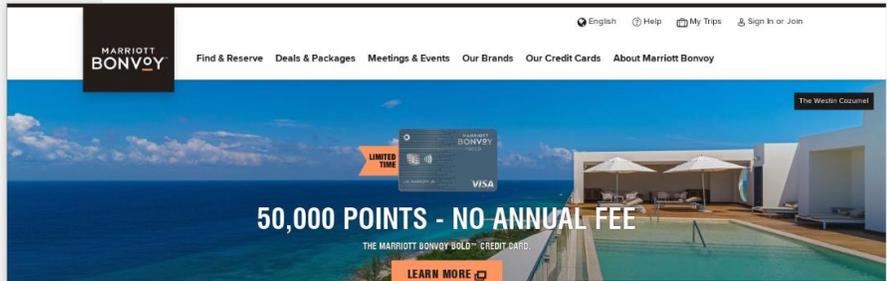
Collects task time, completion rates, task-ease and click paths

MUIQ Metrics Output



Study List Create Study

Scrolling events	2	5	2,517	7
All click events	Min.	Median	Std. dev.	Max.
	13	19	4,163	21



Destination: City, airport, attraction or address

Dates: 33% 1 NIGHT
Wed, Jan 15 Thu, Jan 16

Rooms & Guests: 33% 1 Room: 1 Adult/Room

Special Rates: 67% None

Best Rates Guaranteed at Marriott.



URL click-maps

Last render was: 01.15.2020 13:21:27
All Clicks Render settings: Use First

Click maps which show what percent of unique page visitors an



Study List Create Study

Hotel Study Demo

Status: Active
Last Update: 4 hours ago
Activated: Jan 29 / Last Complete: Jan 15, 2020
Completes / Quota: 9 / No Quota

- Study Results
- Participant Grid
- Url Task Details

Visited URLs map for task: Marriott/Search →

Imagine you're scheduling a trip to Denver, Colorado and need to book a hotel for your stay. On the following website, find out how much it would cost to book a room (without fees or tax) with one king bed from November 27th – November 29th at the Denver Marriott City Center (use 'MEMBER RATE' pricing).

Please write down or remember the cost of the room as you will be asked for it later.

Reset zoom Reset panning

Scroll mouse wheel on URLs map to zoom it, drag URLs map to pan it!

Type a part of URL to highlight URLs with this text

SG - scroll events RP - repeat clicks DL - long delays between clicks NC - non-clickable element clicks

Study List Create Study

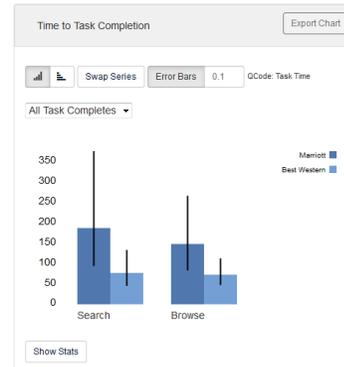


Hotel Study Demo

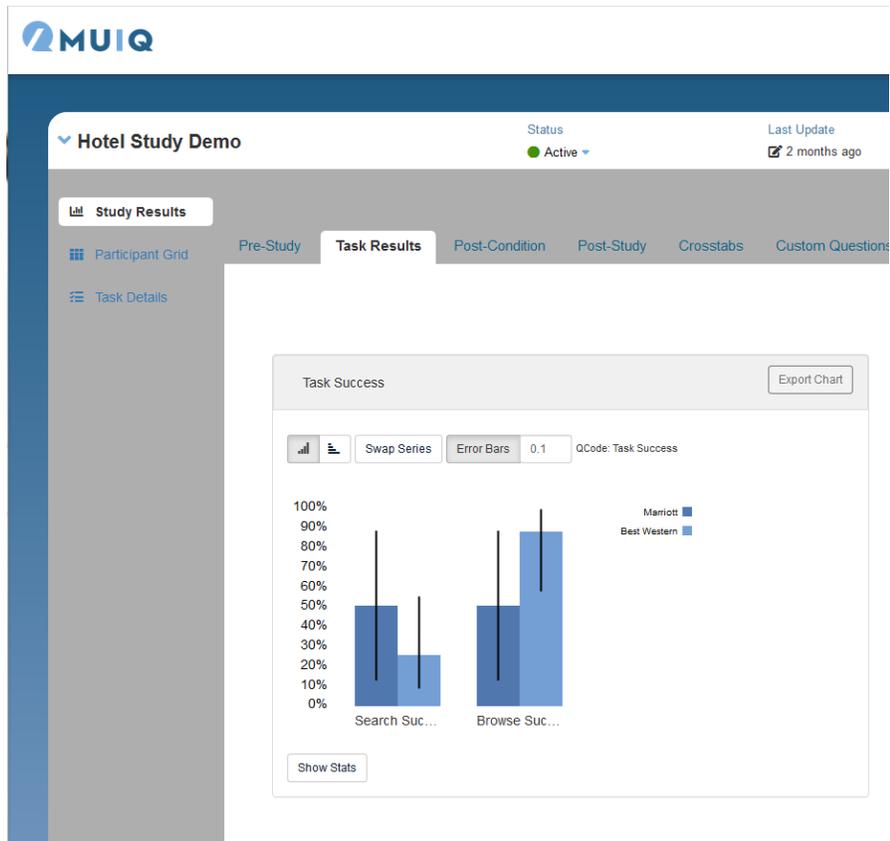
Status: Active
Last Update: 36 days ago
Activated: Jan 29, 2020
Completes / Quota: 9 / No Quota

- Study Results
- Participant Grid
- Task Details

Pre-Study Task Results Post-Condition Post-Study Crosstabs Custom Questions



Determining Task Completion: Unmoderated

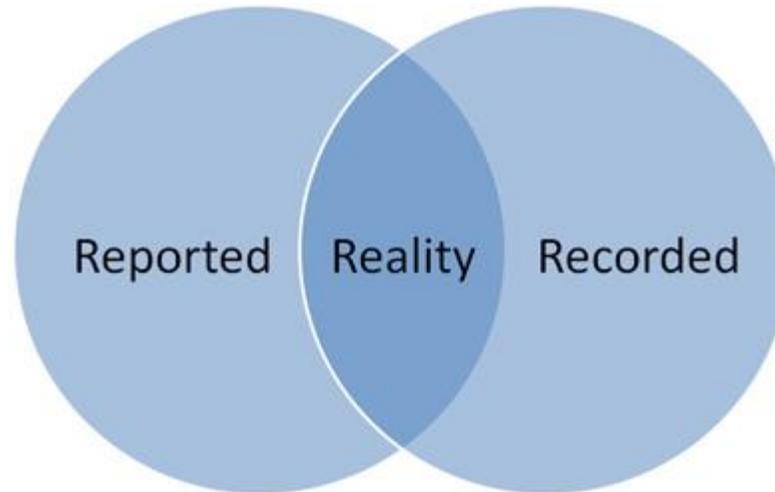


- Validate by question
- Validate by URL
- Validate by screen recordings/screenshot uploads
- Self report

Ideally define a way to determine successful task completion that does not require watching hundreds of videos or screen shots

Determining Task Completion: Self-Report

Did you complete the task successfully?



Self-reported task completion rates are almost [three times higher](#) than verified completion rates.

The **relative rank** of competitors is better predicted by self-reported rates, but still a modest predictor

Validation by Question



* How much was the cost of the hotel room (for all nights)?

- \$312
- \$448
- \$547
- \$425
- \$503
- \$588

Question Text

How much was the cost of the hotel room (for all nights)?

Use `{cond}` placeholder instead of parent condition name

List Options (Total Items: 6)

\$312	<input checked="" type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>
\$448	<input type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>
\$425	<input type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>
\$503	<input type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>
\$547	<input type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>
\$588	<input type="checkbox"/> Correct Answer	<input type="checkbox"/> Fix in Position	<input type="checkbox"/>

Label for 'Other:' option

Other

+ Add Option Bulk Add/Edit

Show Options in Random Order

Validate by URLs

In-Task Text

Imagine you're scheduling a trip to Denver, Colorado and need to book a hotel for your stay. On the following website, find out how much it would cost to book a room (without fees or tax) with one king bed from November 27th – November 29th at the Denver Marriott City Center (use 'MEMBER RATE' pricing). **Please write down or remember the cost of the room as you will be asked for it later.**

Use `{cond}` placeholder to insert respective condition name

[Copy In-Task Text to All Conditions](#)

Task Validation Method

Validation by URL(s) ▼

URL(s) for Validation

Marriott.com/?room-Type Code
Marriott.com/search/find-hotels.mi

▼ **Advanced**

[Copy Validation Settings to All Conditions](#)

Validate by Screen Recordings

Participant activity video

Install video speed control browser extension

Real-time video Event-based Video Download video

Chrome File Edit View History Bookmarks People Tab Window Help 100% Wed 1:04 PM Savannah Hobbs

marriott.com/search/findHotels.mi

Destination: Denver, CO, USA Stay Dates (2 NIGHTS): Fri, Nov 27, 2020 - Sun, Nov 29, 2020 Rooms & Guests: 1 Room: 1 Adult/Room EDIT

Residence Inn Denver City Center

1725 Champa Street Denver, Colorado 80202 +1 303-296-3444

0.6 miles from destination Category 4 View Hotel Website

4.5 669 Reviews

From **173 USD** / night VIEW RATES

1 of 37

Overview

Amenities

Task description

Imagine you're scheduling a trip to Denver, Colorado and need to book a hotel for your stay. On the following website, find out how much it would cost to book a room (without fees or tax) with one king bed from November 27th – November 29th at the Denver Marriott City Center (use 'MEMBER RATE' pricing). Please write down or remember the cost of the room as you will be asked for it later.

End Task

Summary

- 1. To identify top tasks, conduct survey that presents large number of tasks in random order and have respondents select their top five**
 - People are surprisingly good at this task
- 2. The number of tasks in a usability test is less important than the time it will take participants to complete them**
 - Try and keep moderated sessions to less than an hour
 - Unmoderated to less than 30 min
 - Estimate completion times by multiplying your completion times by two to three
 - Tasks should be representative
 - Classify tasks as key/critical or peripheral
 - All participants do not need to attempt all tasks
- 3. When writing task scenarios, give enough information, but not too much**
 - For each scenario document starting conditions and ending conditions so you'll know if the participant was successful
 - For unmoderated testing, best strategies for defining success are validation questions and validation URLs
 - Keep tasks as independent as possible so you can vary the order of presentation



Task Scenario Writing Exercise

Exercises – Improve the Scenario Descriptions

1. Moderated

Frank Smith has been your financial advisor for over ten years. He has relocated so his business telephone number has changed. Please update this in your Facebook contacts so you have the new phone number available when you need it, for example, when you want to talk to him about your finances. When you've finished, please say, "I'm done."

2. Moderated

You've just found out that you need to cancel the car reservation that you made in the previous scenario. Please call the prototype system that you used to make the reservation (1-888-555-1234) and cancel it.

3. Unmoderated

Buy something on Facebook Marketplace.

4. Unmoderated

You want to sell an old Xbox on Facebook Marketplace. From your News Feed, click Marketplace. Click + Sell Something, then click Item for Sale. For the category, select Game Console. For the title, type "Xbox". For the price, type "\$50". Enter your current location. Don't worry about adding a description or uploading any photos. Click Next. To post only on Marketplace, click "Clear". Cancel before you actually publish the post.

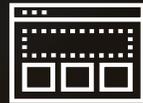
Discussion

FACEBOOK

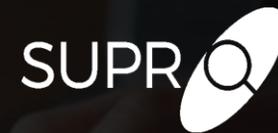
UX Curriculum 2020



Remote UX Testing Platform
(Desktop & Mobile)



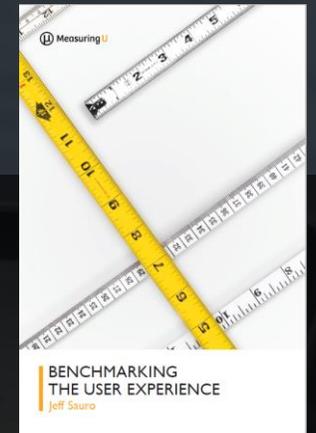
UX Research



Measurement
& Statistical Analysis



Eye Tracking &
Lab Based Testing



Reports, Books,
Training & Workshops



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