

### Title of Paper

## Evolution of Usability Testing and why “Customer Experience” is King

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### Presenter/Company

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### Instructional Skill Level

Introductory     Intermediate     Advanced

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### Target Group

Software designers, Software developers, Software project managers, Software testing stakeholders

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### Key Points

- Evolution of usability testing
  - The importance of real users
  - The importance of customer experience and customer satisfaction
  - Using eye tracking to enhance usability testing
  - Benefits of eye tracking
  - Eye tracking in the field
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### Abstract

With the diverse range of products in the market place and the advent of route to market improvements that come with web based applications, the customer experience has become more critical than ever. It is all too easy for a customer to switch to a competitor's product, which these days may be as simple as going to another website. To meet and even exceed customer expectations, software designers and developers need to listen to, and observe their customers, using both their products and their competitors' products. In short, software designers and developers need software usability testing to evaluate and measure the customer experience.

Software usability testing has traditionally been conducted through one to one user based tests where a facilitator observes a user's interactions with the software and discusses their experience. Although this gave great insight into usability problems, it often missed meaningful details. This is where Eye-tracking fills the gap. Eye tracking allows us to get into the head of the user in ways not previously possible. We can see exactly what they look at, and for how long. This is critical, because often users don't realise what they are looking at, so probing them with questions may not yield an accurate response.

This detailed insight is invaluable in testing intuitiveness of a product where a first time user will not be familiar enough with a product to understand why they can't complete a task. Eye-tracking data shows exactly where the users are NOT looking and thus illustrates the hurdles a user needs to make to reach their goals.

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Further to this, Eye-tracking is invaluable for test observers and design teams. Traditionally, observers of a test or video replay see what the user is doing but may not see why the user is failing to complete a task. With Eye-tracking, observers can watch in real time exactly what the test participants are looking at and what parts of the interface are being ignored.

In the field, Eye-tracking brings greater depth to studies of users in their own environments. In field studies, typically observation is key. But Eye-tracking can add another dimension to software usage in the field. Subtleties such as use of post-it notes and other prompts can be recorded that may not show up during regular observations.

This session will open your eyes to new techniques and methodologies for software testing that could prove invaluable for your next product release and make your users (or as we like to call them, your customers) stick with you and not make the switch to your competitors.

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### Biography

Claire Lawrence is the Website Project Manager for the redevelopment of the corporate web site for the NSW Office of Liquor, Gaming and Racing. Claire joined OLGR in November 2007 prior to which she was based in Victoria as web publisher and editor for the Department of Planning and Community Development and web editor for the Department of Sustainability and Environment's 2008 'Our Water Our Future' campaign

Greg joined Access Testing in 2007 as a customer experience and usability specialist with focus on driving initiatives for Access's Insight Testing. A passionate customer advocate, Greg has devoted his career to researching and improving the customer experience.

Greg spent 9 years working for IBM in various roles in web development, user centered design, and customer satisfaction. His most recent role in IBM was that of Client Research and Innovation lead for ibm.com across Asia Pacific where he consulted directly with IBM country teams in China, Japan, ASEAN, Korea, and ANZ, providing insight into customer behaviours.

Greg also led the area of web analytics, using statistical metrics to guide IBM in the improvement of customer satisfaction on the web. Greg was awarded two innovation awards by IBM World Wide for innovative approaches to measuring and improving customer satisfaction online.

Greg is confident with a variety of customer experience research techniques including user testing, eye tracking, expert reviews, surveys, card sorting and statistical analysis. He has a keen eye for analysing various customer touch points to find gaps in the total customer experience and develop innovative solutions to fill those gaps.

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