

Blog 3: 575 words



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APPLICATIONS

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End User Feedback Sessions — Helping Users Help Themselves

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HCM User Experience team members Teena Singh and Lulit Bezuayehu completed a two part workshop series this week, teaching Oracle employees and partners about the value of end user feedback sessions. In short, these sessions are one-on-one interviews with users while they use an Oracle product so the product can be improved to benefit the user and their business.

For starters:

Usability is the extent to which a product can be used by specified users to achieve specified goals with effectiveness, efficiency and satisfaction in a specified context of use.

Usability testing is a technique used to evaluate a product by testing it with representative users.

Direct input from real users measures:

1. Efficiency – rate/speed completing a task: “Efficiency is doing things right”
2. Effectiveness – ability to complete the task: “Effectiveness is doing the right things”
3. Satisfaction of users - delight

Recruiting users that provide helpful feedback during testing is crucial.

Sten Vesterli, a Senior Principal Consultant from Scott/Tiger Consulting, had an interesting query for the Oracle team.

“So what happens when someone slips through your recruiting process?” Vesterli asked. “For instance, I’m sitting there and expecting to interview a line manager and a foreman or manual laborer walks in. Would you just say, ‘I’m sorry sir, never mind, we have all the information we need’?”

Bezuayehu quickly replied.

“Our user screening process is very detailed and it hardly ever happens but once I had a study that involved people working with compensation and Comforth — which is really complicated,” she said. “The user came in and said ‘Oh wait a minute, I know nothing about this, it’s not my job at all’. So I said I really appreciate you coming, I apologize and don’t want to waste your time. I’ll still compensate you but we won’t make you do a job you aren’t used to doing.”

Other topics covered included Discount Usability — an approach to usability that seeks ways to optimize usability methods for cost-effectiveness.

Workshop participants were given step-by-step instructions and reasoning for topics like Determine Design Focus, which focuses on:

- Identify key scenarios and tasks that you want to validate with the customer
- Select a prototype to show the customer based on task frequency, importance, priority, etc.
- Determine areas of the prototype that you have design questions about or feature/functionality that you need to verify
- Translate the design-focused questions/areas into tasks and questions for participants.

Lines of questioning and using proper body language, voice and tone were covered under Conducting a User Feedback Session, including:

- Ask any questions overall or final questions that you might have
- Ask each participant the same questions
- “What did you think of the Prototype overall?”
- “Can you tell me your top likes and dislikes of the designs you saw today?”
- “How does this compare to what you are currently using?”
- Thank the participant
- Give them a gift/incentive for their time

Workshop participants were encouraged to continue their training with the following next steps. So are you!

- Let us know what training you are interested in next
 - 1-day User Experience Overview & Feedback Session Training
 - 2-day Comprehensive Training and Hands-on in Usability Lab

- Book a Meeting with a UX Rep to review your test plans and/or Moderator Script
- Ask your UX Rep to be a pilot participant for your user feedback study

Learn more about user experience and UX methodologies on [UX Direct](#).