



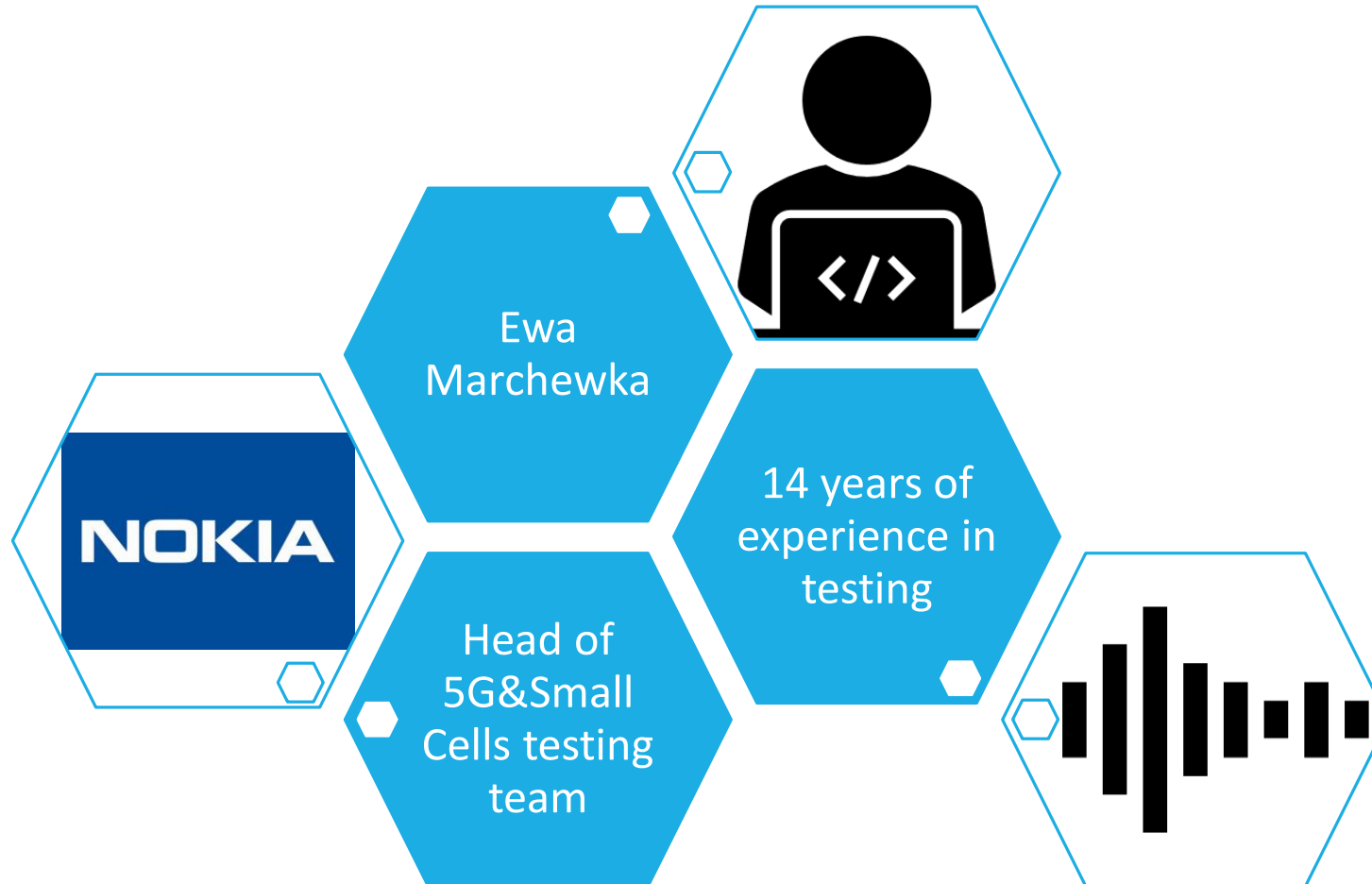
# Hallway testing – the cool face of usability testing

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EWA MARCHEWKA

# Let me introduce myself

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# Agenda

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Definition

Cognitive diversity aspect

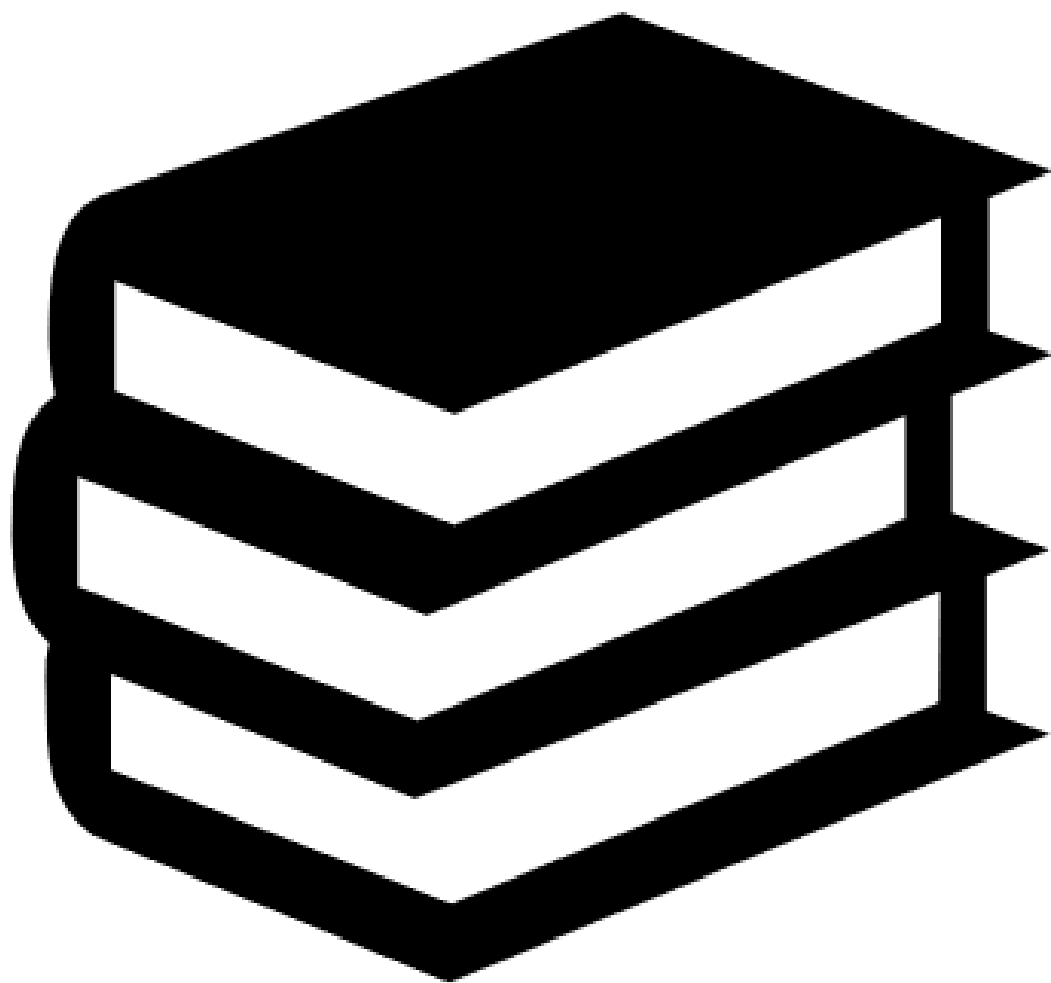
How does it work?

Who & What?

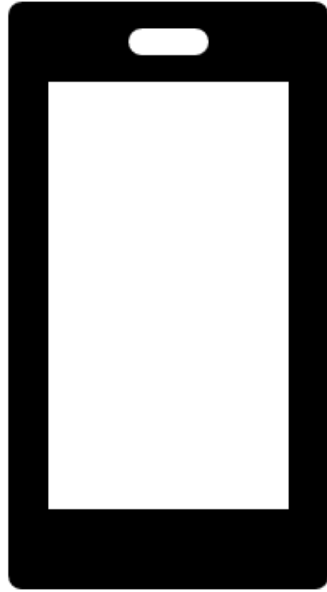
When and How?

Just don't...

Why?



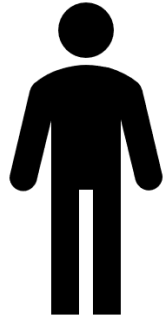
Definition



Hallway  
testing?

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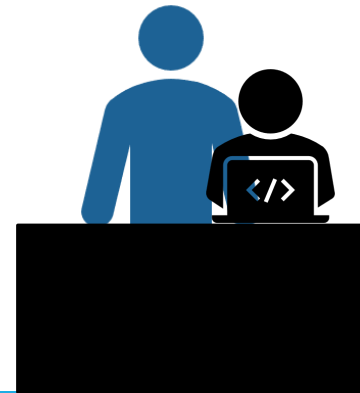
Come  
with me!



# Hallway testing!

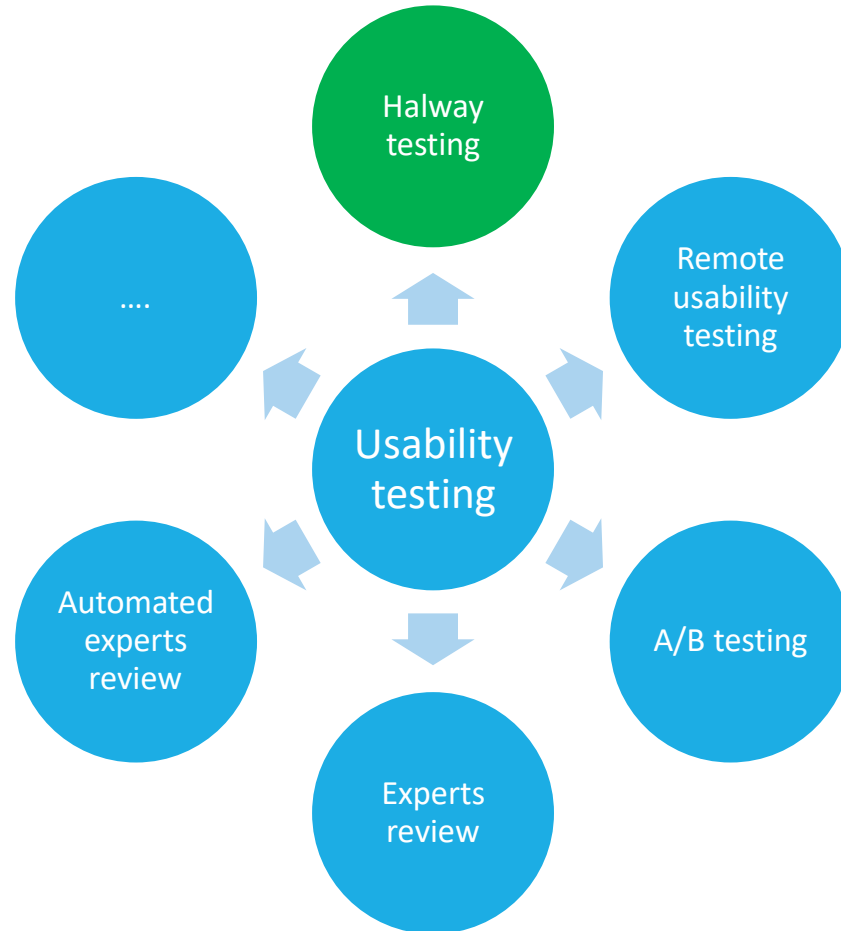
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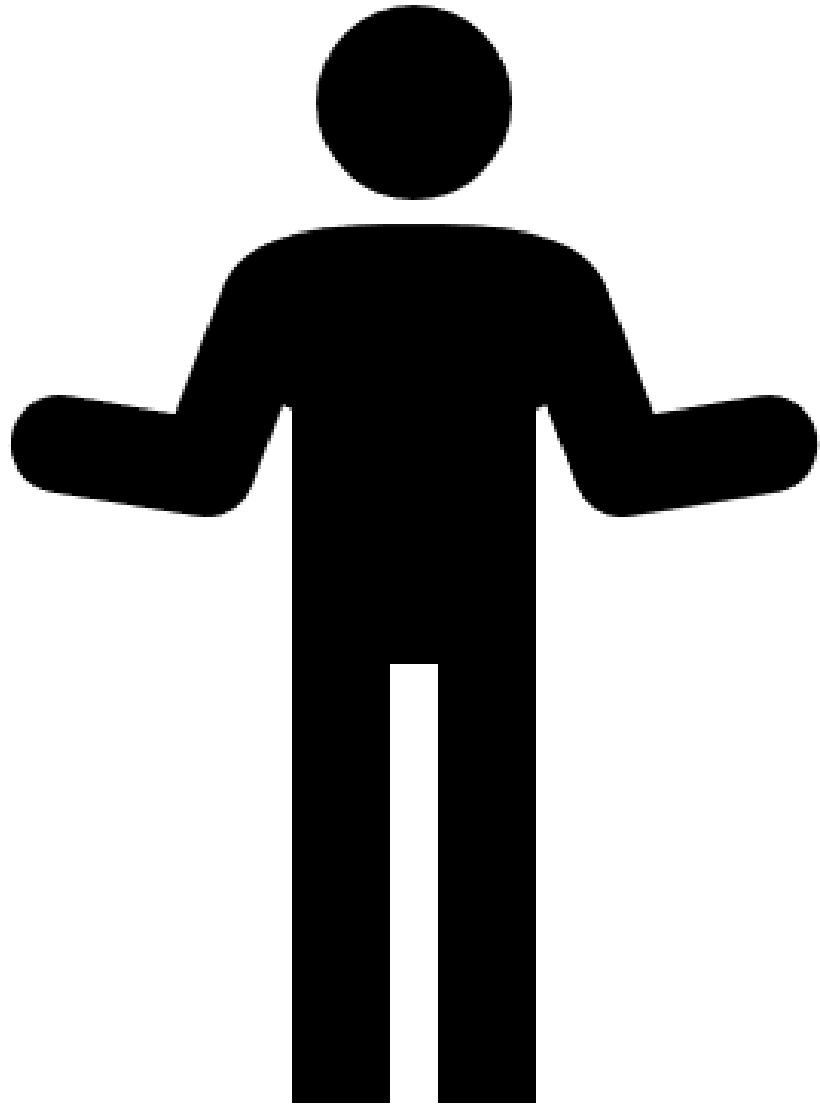
Using random person to test software products  
and interfaces



# Big happy family of usability testing methods

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Wait, but what  
it really means?



I do not see any difference,  
aka accidental Hallway testing

---



Plenty



Some



None

I do not see any difference,  
aka accidental Hallway testing

---



Plenty



Some



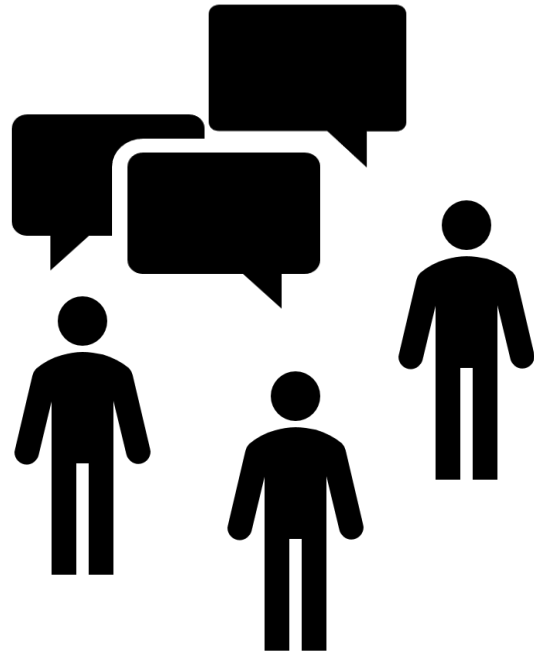
None



Science, you  
fool!

# Cognitive Diversity

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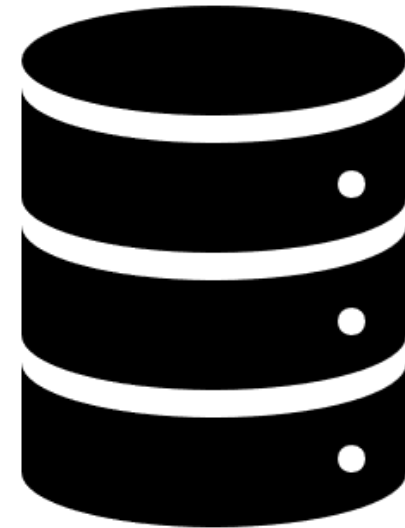
How does it  
work – true  
story

This Photo by Unknown Author is licensed under [CC BY](#)

# Hallway testing example

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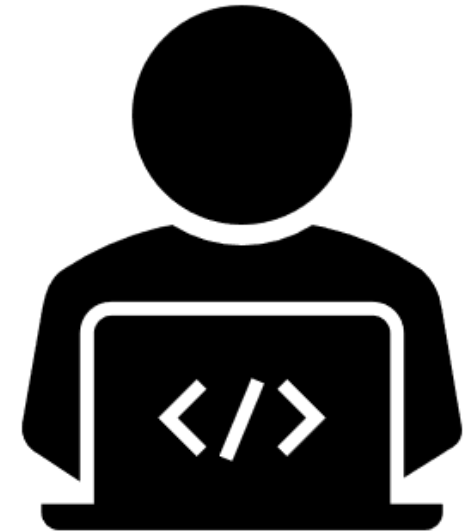
Data integration  
platform



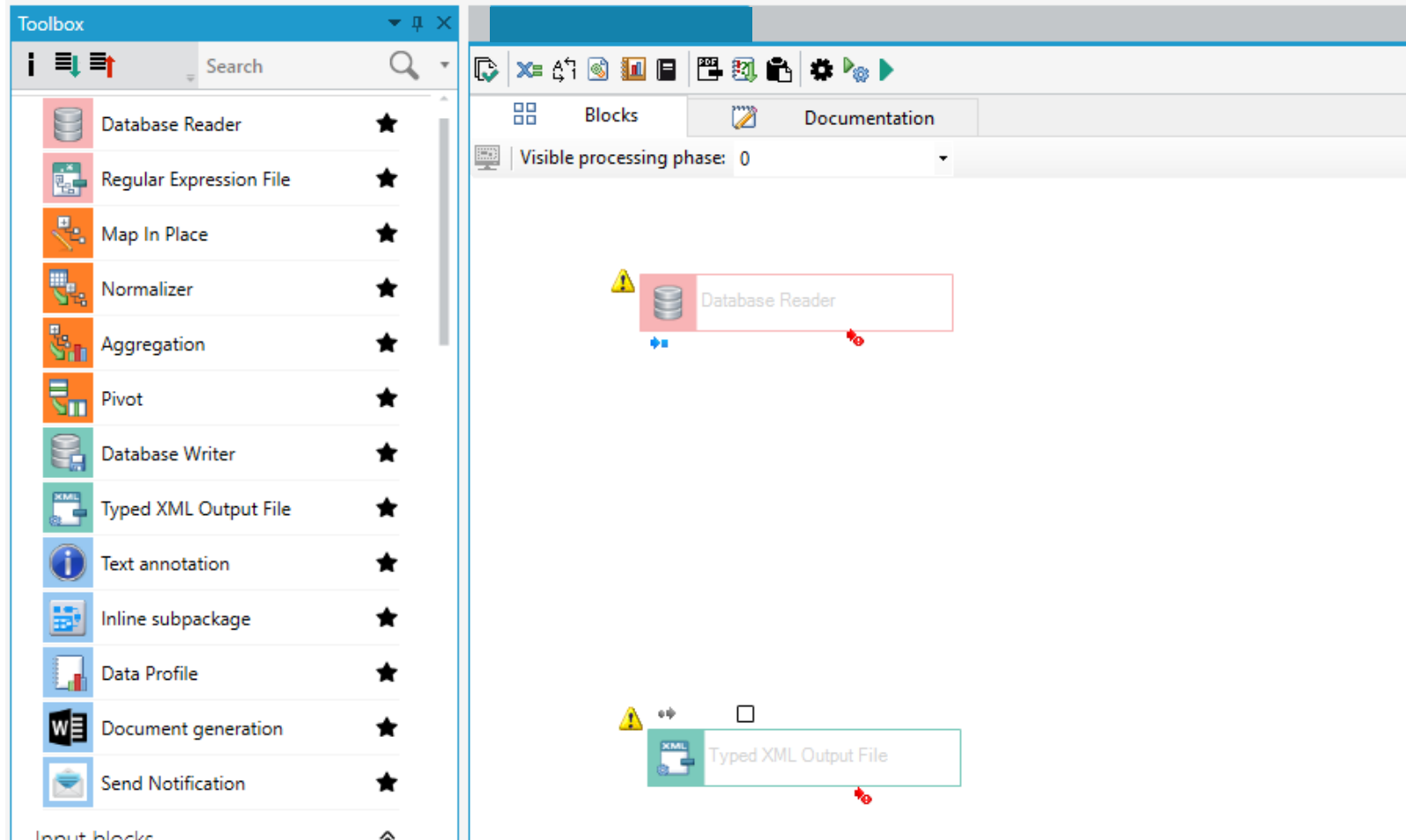
# Tester number 1

---

Task: read something  
from database to xml  
given some XML  
Schema Definition (XSD)

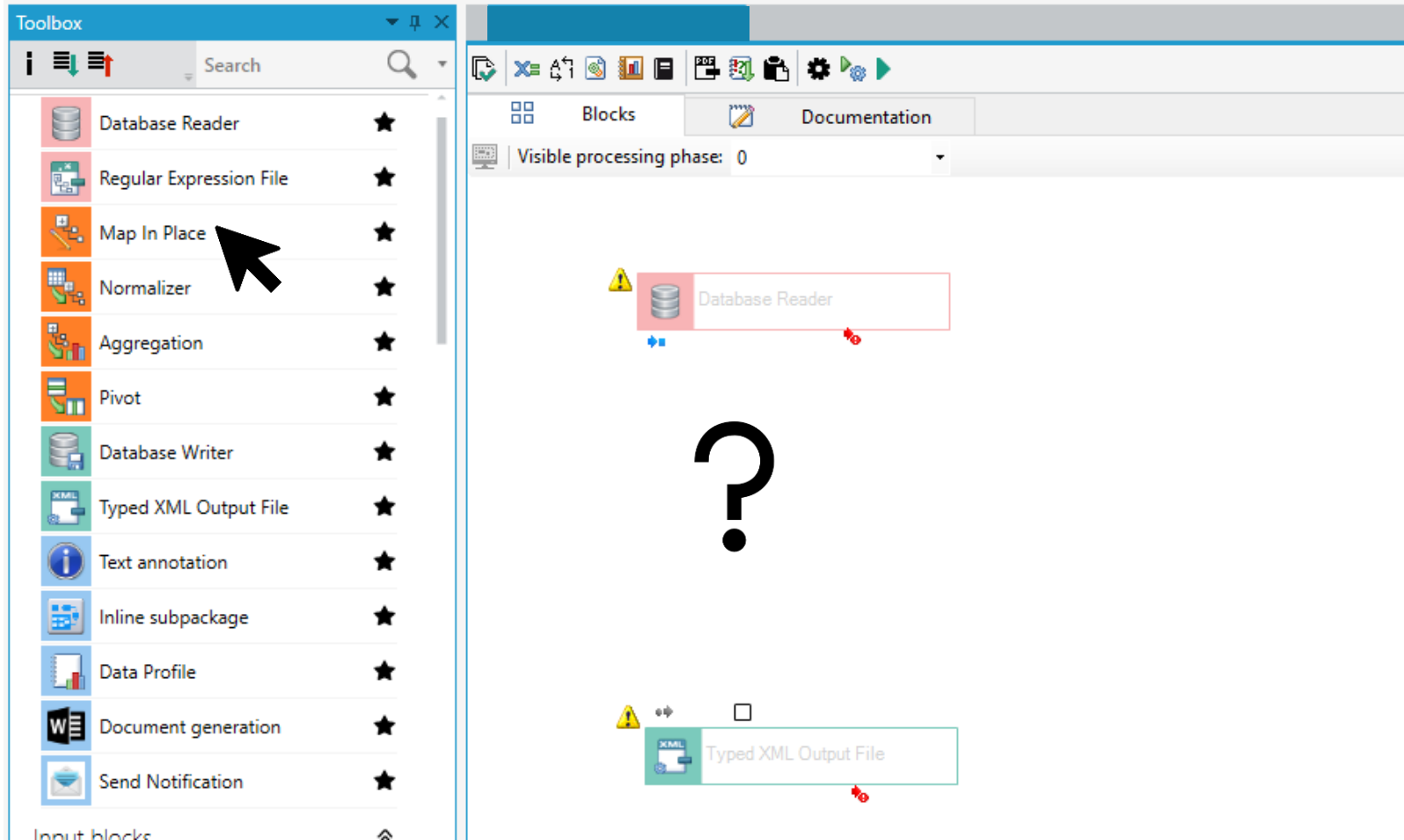


# Let's start!

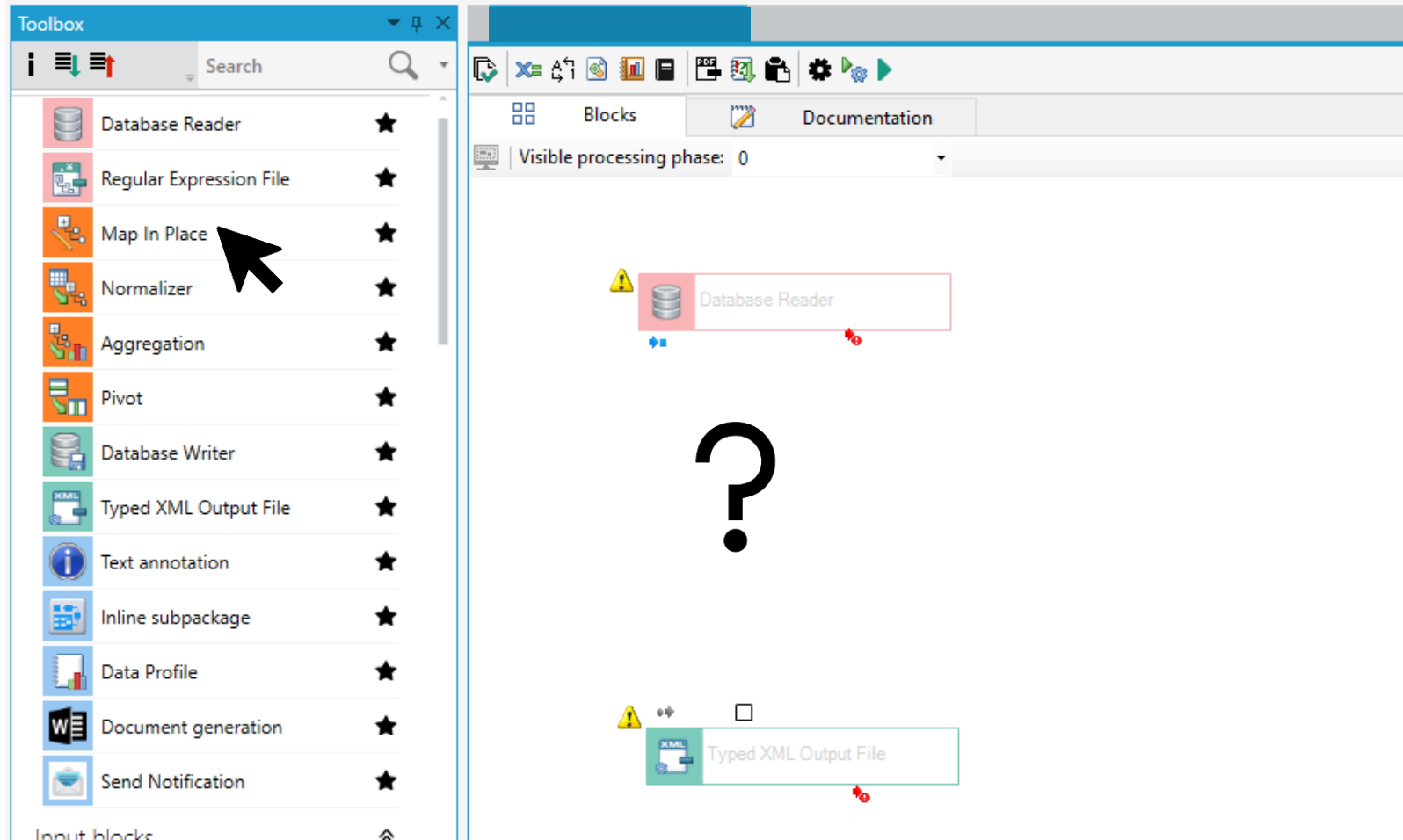




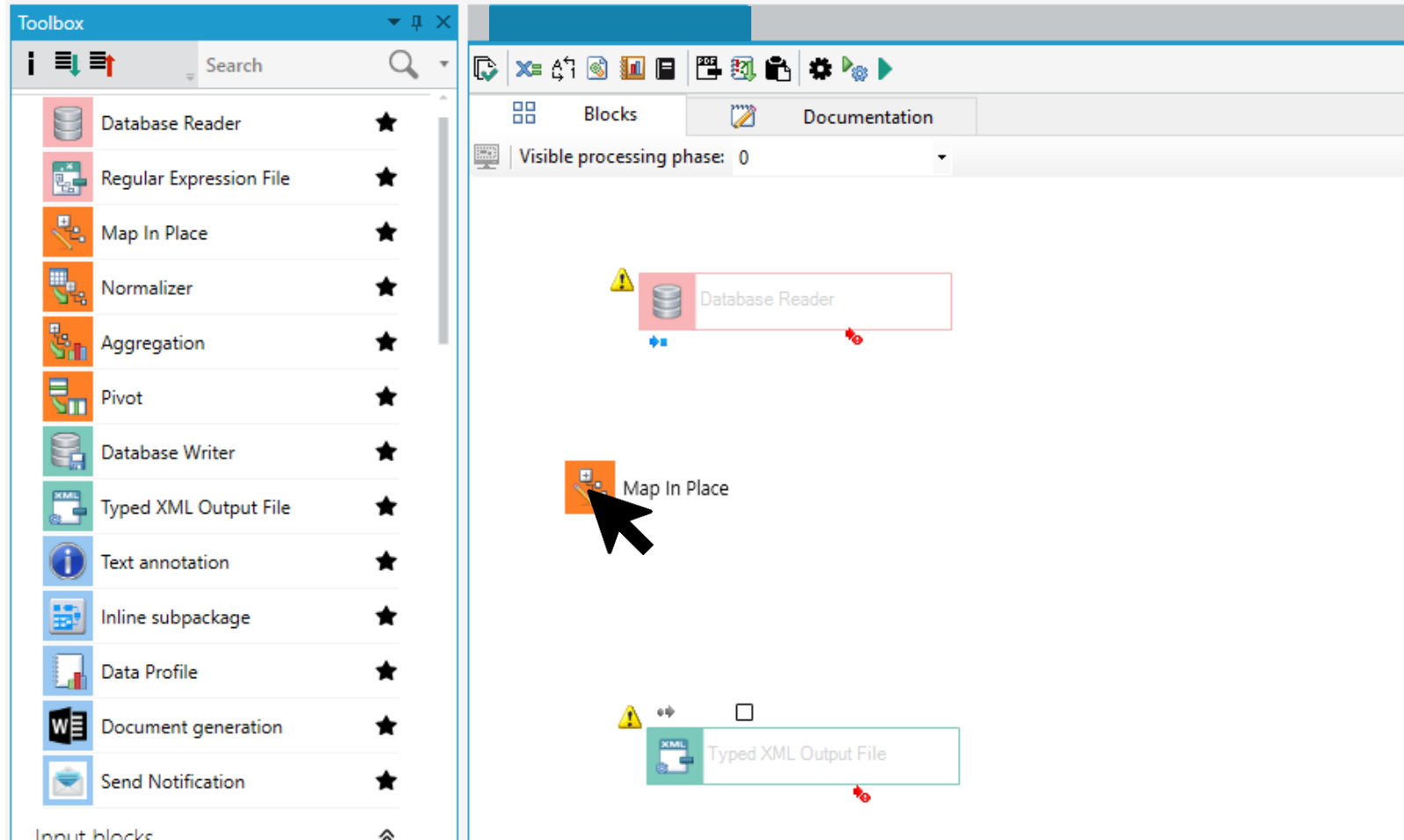
# Double click?



# Context menu??



# Drag & Drop!



# Where did it come from?

---

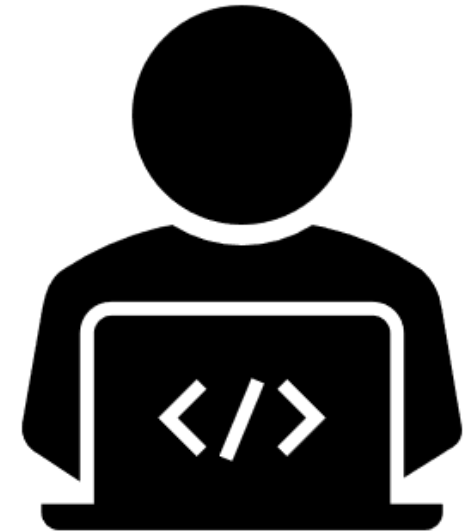
Different developers are used  
to different development  
tools, IDEs



# Tester number 2

---

Task: add new  
fields to a  
database structure



# Let's start!

---

Name	Type	Database name	Default value	Required	Lazy loading	Description	L.p.
Database		DATABASE					-1
Id	id	D_ID				Primary key	0
A Name	varchar(20)	D_NAME		<input type="checkbox"/>		Text	1
A Address	varchar(20)	D_ADDRESS		<input type="checkbox"/>		Text	2
A Phone_number	varchar(20)	D_PHONE_NUMBER		<input type="checkbox"/>		Floating point number	3

# Good, I can enter a new one

Name	Type	Database name	Default value	Required	Lazy loading	Description	L...
Database		DATABASE					-1
Id	id	D_ID				Primary key	0
A Name	varchar(20)	D_NAME		<input type="checkbox"/>		Text	1
A Address	varchar(20)	D_ADDRESS		<input type="checkbox"/>		Text	2
A Phone_number	varchar(20)	D_PHONE_NUMBER		<input type="checkbox"/>		Floating point number	3
1 IntField	int	D_INT_FIELD		<input type="checkbox"/>		Integer number	4

# Wait, why I cannot copy this thing?

Name	Type	Database name	Default value	Required	Lazy loading	Description	L...
Database		DATABASE					-1
Id	id	D_ID				Primary key	0
A Name	varchar(20)	D_NAME		<input type="checkbox"/>		Text	1
A Address	varchar(20)	D_ADDRESS		<input type="checkbox"/>		Text	2
A Phone_number	varchar(20)	D_PHONE_NUMBER		<input type="checkbox"/>		Floating point number	3

X Delete Del

📄 Rename F2

🔧 Properties: F4



# Where did it come from?

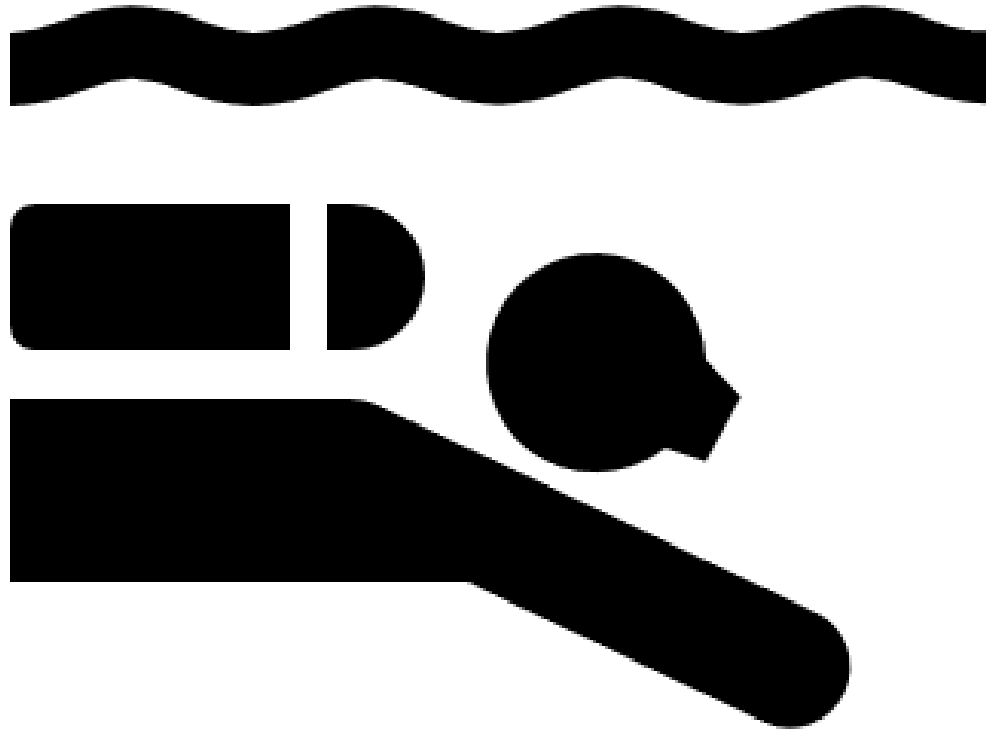
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Tools creators did not foresee need for copy-paste scenario



Tester tried a scenario when two phone numbers were needed





But what if you  
go deeper?

# Hallway testing and API

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IT DOES NOT NEED TO HAVE A  
GUI

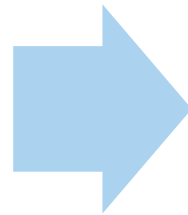
API PROTOTYPING

# API prototyping

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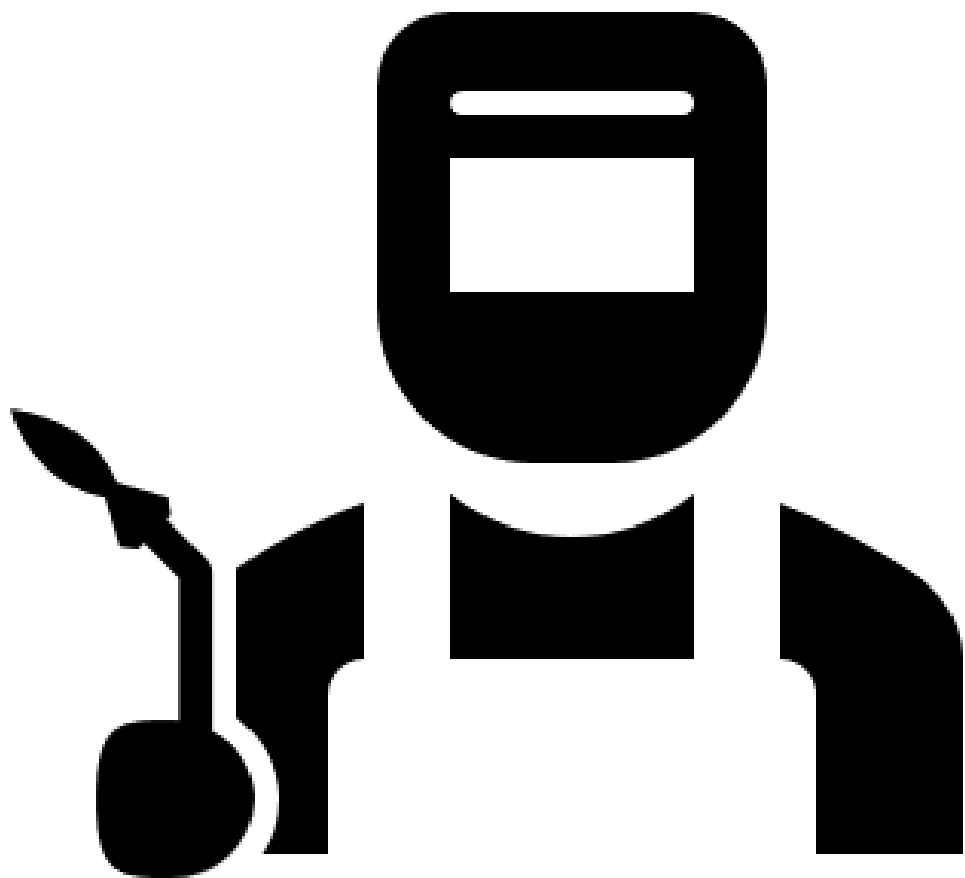
## Before:

- Function doThisNow (A,B,C,D)
- Function doThisNext (F)
- Function doThisInCase (G)
- Function doThisLast (H)
- Function  
butMaybeDoingThisLastIsBetter(I,J,K)



## After

- Function doFirst (A,B,C,D,F,G,H)
- Function doLast (I,J,K)



# Practicalities

# Who?

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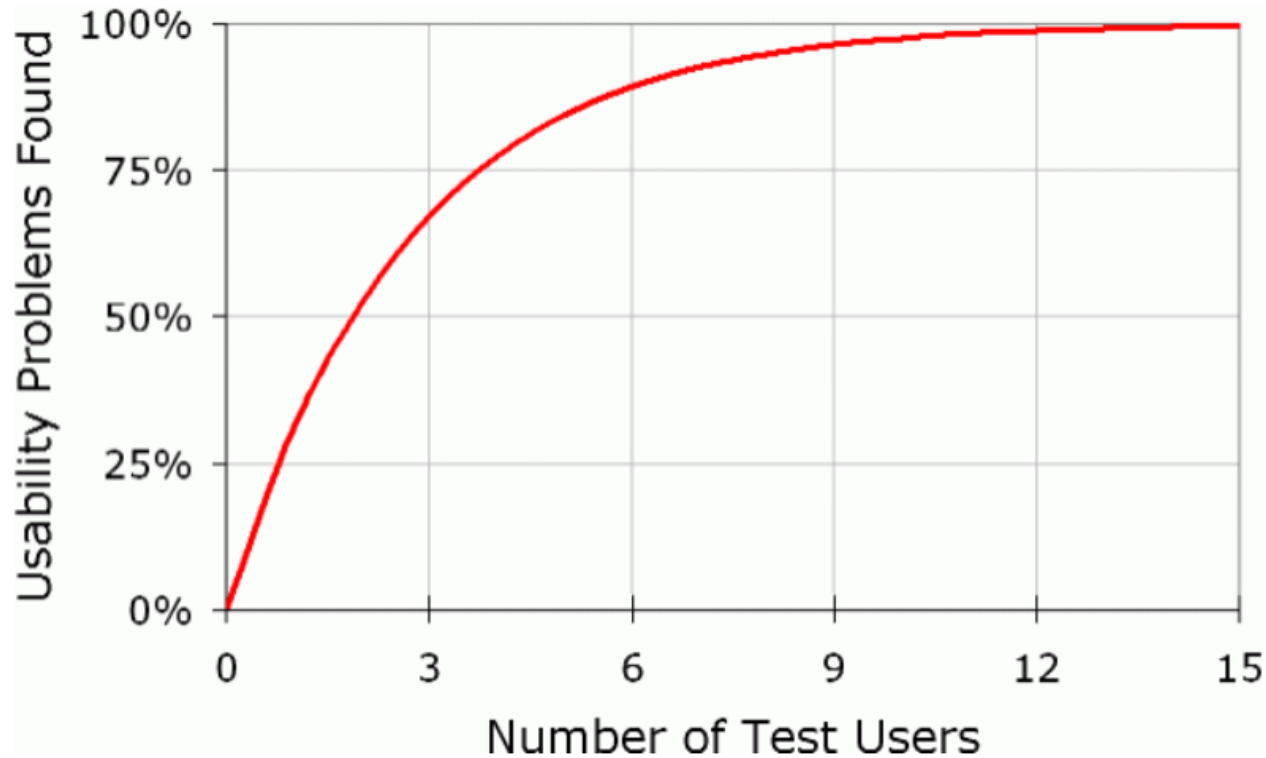
**TARGET AUDIENCE**



**SMALL GROUP**

# Magic number

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Per Jakob Nielsen 5 testers should find 85% of usability problems

# What?

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MOBILE APP



PC APP



WEB PAGE



API



# Bugs, bugs, bugs

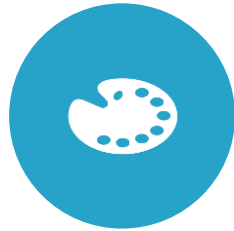
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MISSING  
FUNCTIONALITY



UNINTUITIVE  
GUI



BAD COLOR-  
CODING



TRAGIC DESIGN



BAD UX!

# When?

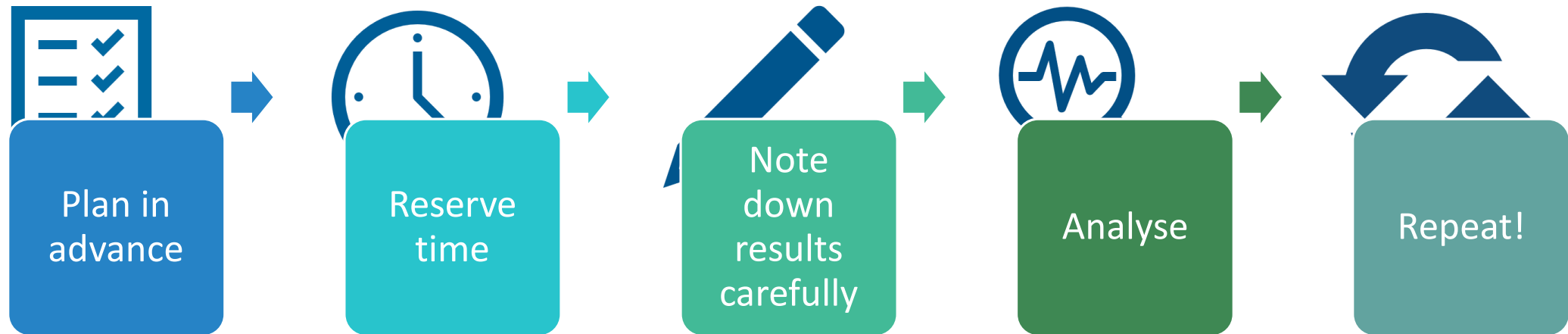
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When prototype is ready

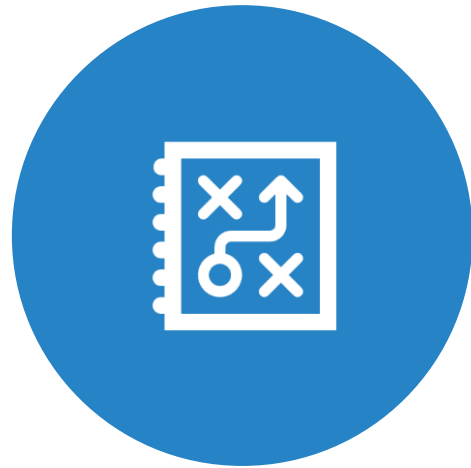
# How?

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# Just don't!

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INVENT OVER-COMPLICATED  
SCENARIOS



GUIDE TESTER THROUGH THE  
PROCESS

# Not perfect...

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**NOT REAL END-USERS**



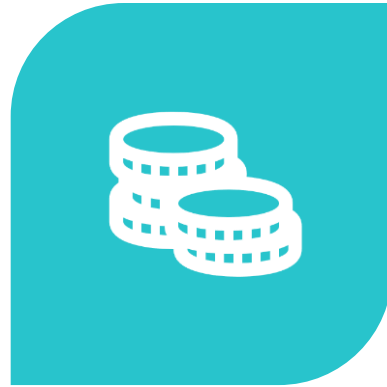
**NOT EXPERTS**

...but we still want to use it!

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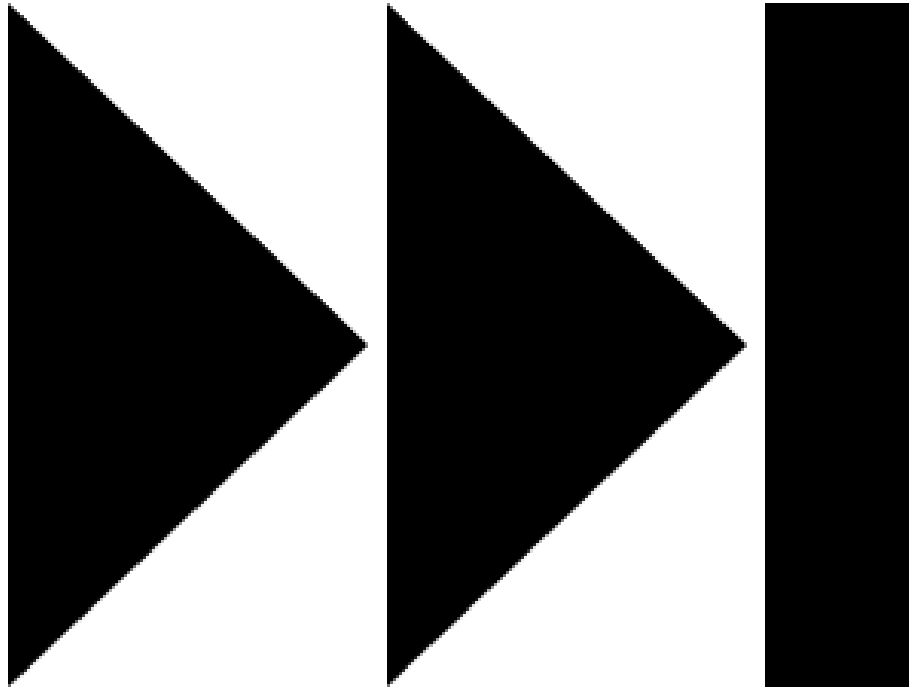
**SIMPLE**



**CHEAP**



**FAST**



Thank you!