



# How to do inclusive usability testing

Vayia Malamidou

Usability and Accessibility Consultant



## About AbilityNet



*Strategies, standards,  
resources to make the Web  
accessible to people with  
disabilities*



ABILITYNET  
TECH4GOOD  
AWARDS



## Usability and accessibility testing

---

### **Usability**

Effectiveness

Efficiency

Satisfaction

### **Accessibility**

Perceivable

Operable

Understandable

Robust

## User groups and access needs

---



**Vision**



**Hearing**



**Motor**



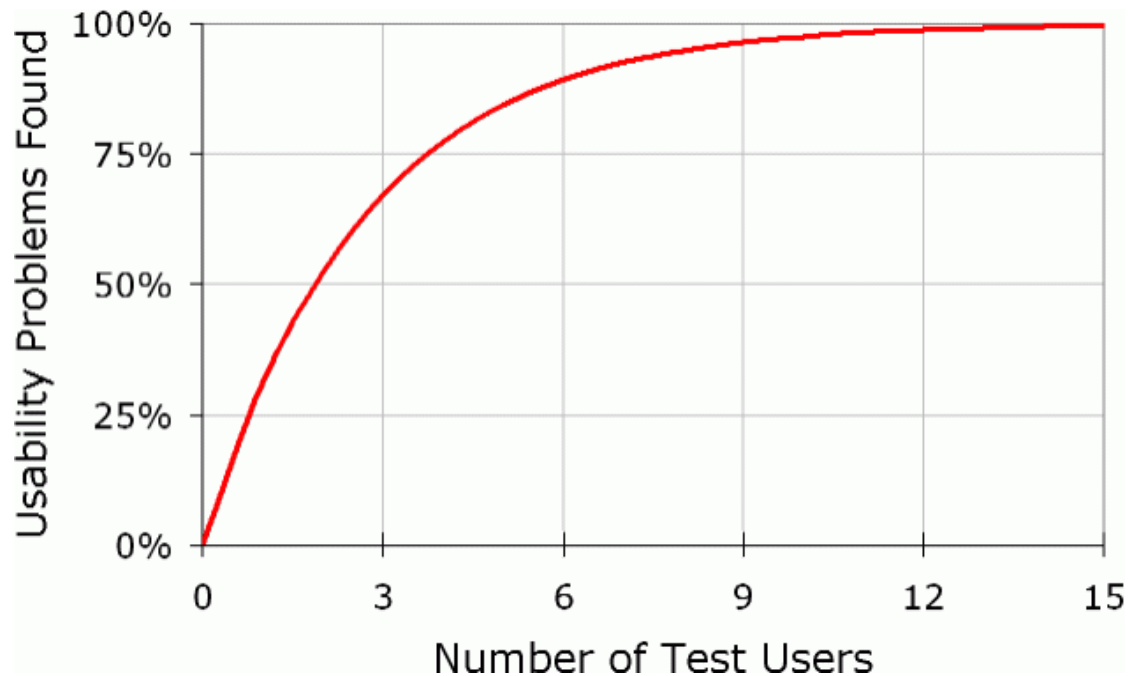
**Cognitive**

## Digital assistive technology

---

- Screen readers, e.g., JAWS, NVDA, VoiceOver (iOS), TalkBack (Android)
- Braille displays
- Eye trackers
- Switches
- Screen magnification
- Voice control

## How many participants?



Nielsen  
Norman  
Group

## Recruitment of participants

---

- How to find participants from diverse groups
- Considerations during recruitment
- Think about bias during recruiting
- Pay participants for their time
- Other things to avoid

# Inclusive usability testing: informed consent

---





## The inclusivity of platforms for usability testing

---

- Not needing further app downloads and/or creating accounts
- Usable with only the keyboard
- Able to zoom in to be able to view the digital product that is being tested
- Able to share system audio so that screen reader output can be heard by the moderator

## Inclusivity during the sessions

---

- Send a document of the technical setup prior to the session
- Provide a buffer in the session to absorb unplanned technical or accessibility issues
- Let users choose their own technical preferences (e.g., browser)
- Understand in advance how accessibility needs will impact the session

## Adjusting tasks / metrics

---

We may need to adjust typical user research tasks to suit the needs of disabled participants.

- Allow enough time
- Provide context to reduce ambiguity
- Make sure the tasks / questions allow flexibility
- Language / communication
- Use simple metric scales

## Inclusive usability testing: findings

---

- Use products in different ways
- Personal preference or accessibility issue?
- Suggestions that produce conflicting recommendations
  
- Understanding of technical aspects of accessible digital content
- Different user groups = different needs
- Revisit findings and retesting

## Report writing – be concise and engaging

---

**TL;DR**

too long; didn't read

## Report writing – make it accessible

---

**NA;DR**

not accessible; didn't read

## How AbilityNet can help

---

- Learn how to conduct usability studies with diverse users in our training session: [www.abilitynet.org.uk/usability-testing-training](http://www.abilitynet.org.uk/usability-testing-training)
  - Use **AbilityNetEvent10** for 10% off
- Book in-house training for your team, email [training@abilitynet.org.uk](mailto:training@abilitynet.org.uk)
- Or find out about our Disabled User Research and User Testing service: [www.abilitynet.org.uk/user-research](http://www.abilitynet.org.uk/user-research)





**Thank you!**