Cheat sheet

Qualitative vs. Quantitative
Usability Testing in Iterative Design

1 User experience (UX) planning + objectives

Qual or Quant Testing / Research

4 Assess, Pilot, Iterate.

2 Detailed UI Design

Evaluate and iterate

3 Feature Complete

Qual or Quant Testing

Qual Testing

Summative Research Phases

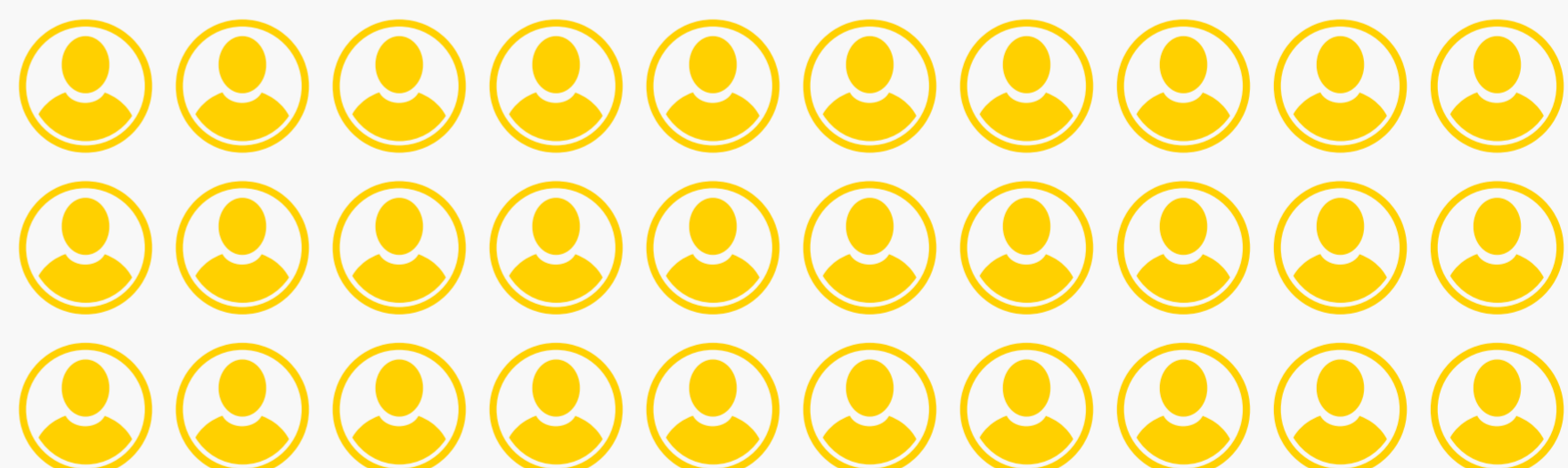**Formative Research Phase**
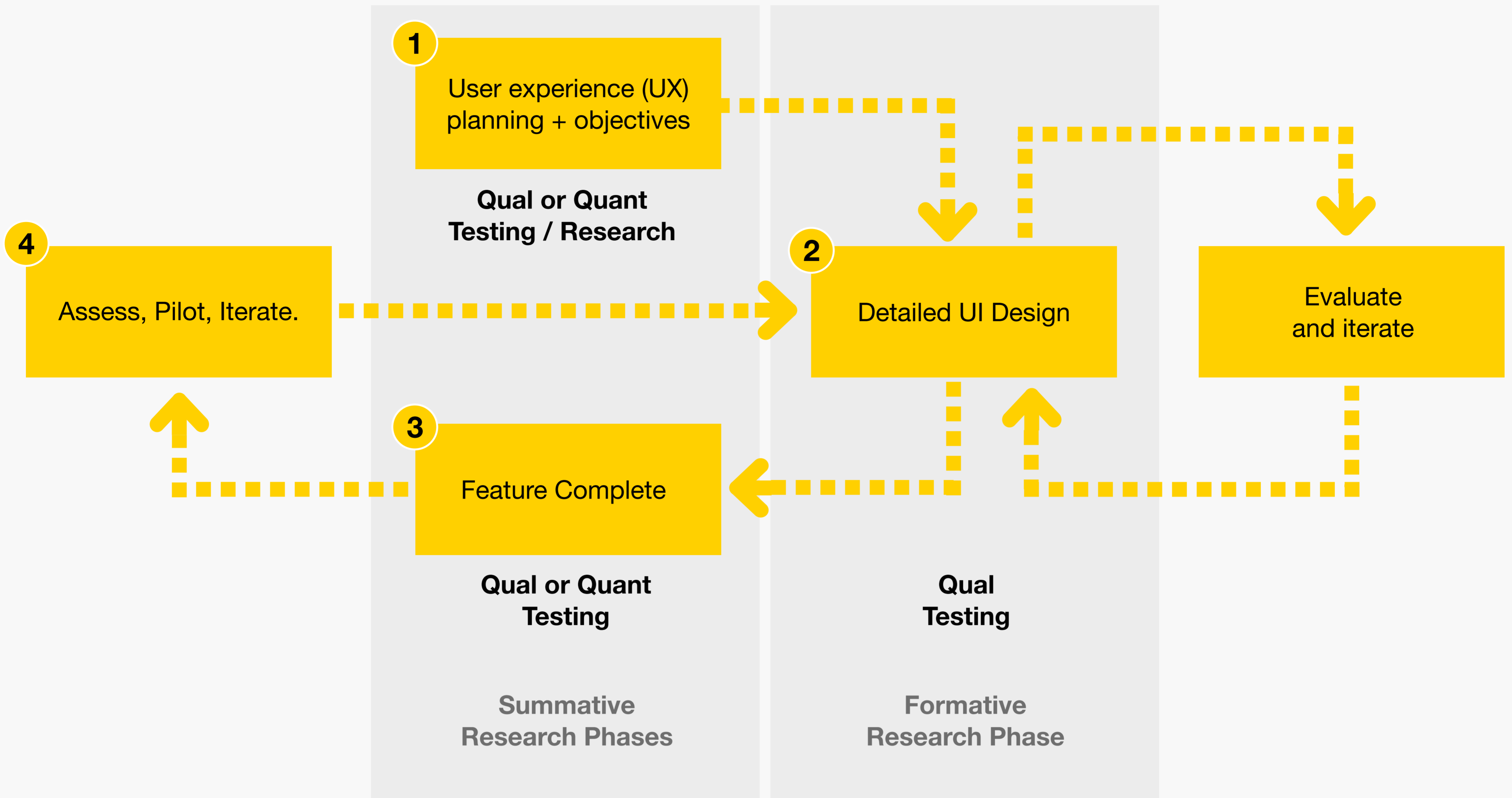
Qualitative

Quantitative

Use to validate

Comprehension and understanding. e.g. "Why?" and "How?"

Statistical significance - metrics. e.g. "How many?" or "How much?"

Recommended minimum sample sizes

Notes

Stage 1 - Simplified; will include tasks such as defining personas, user stories, wireframing and iterations.
Starting step can be iterating an exiting product, app or website, or starting new.

Stage 2 - Based on qualitative testing, iterations may be required at this stage.

Stage 3 - UI design now implemented.

Stage 4 - Full launch pending results, iterating round for revisions.