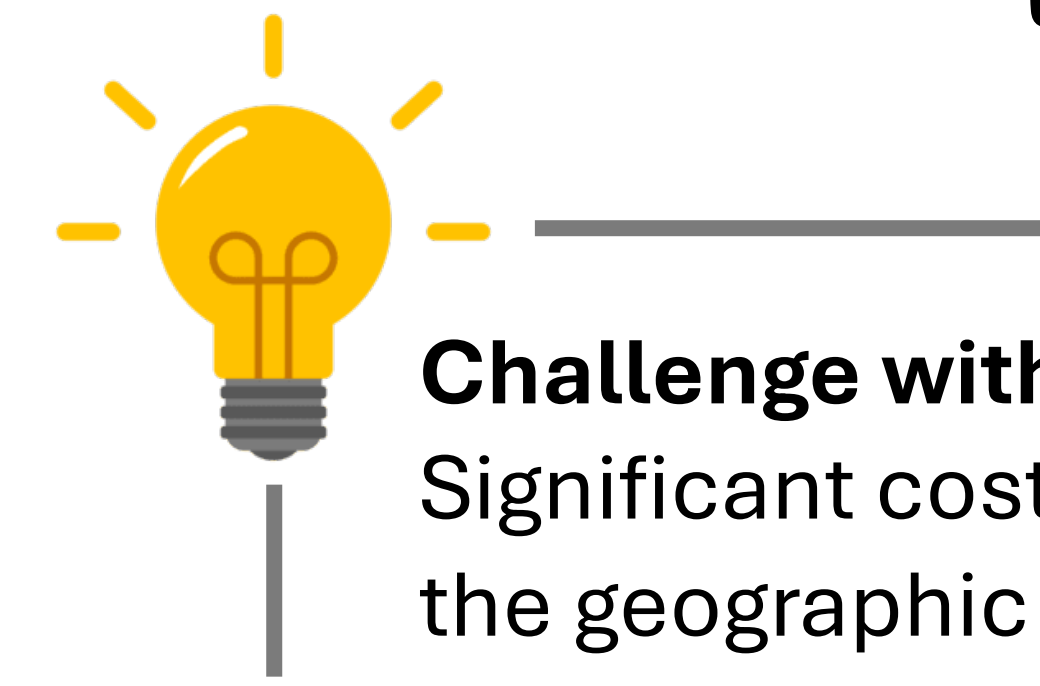


Bringing Usability Studies to Rare Populations Without Breaking the Bank!

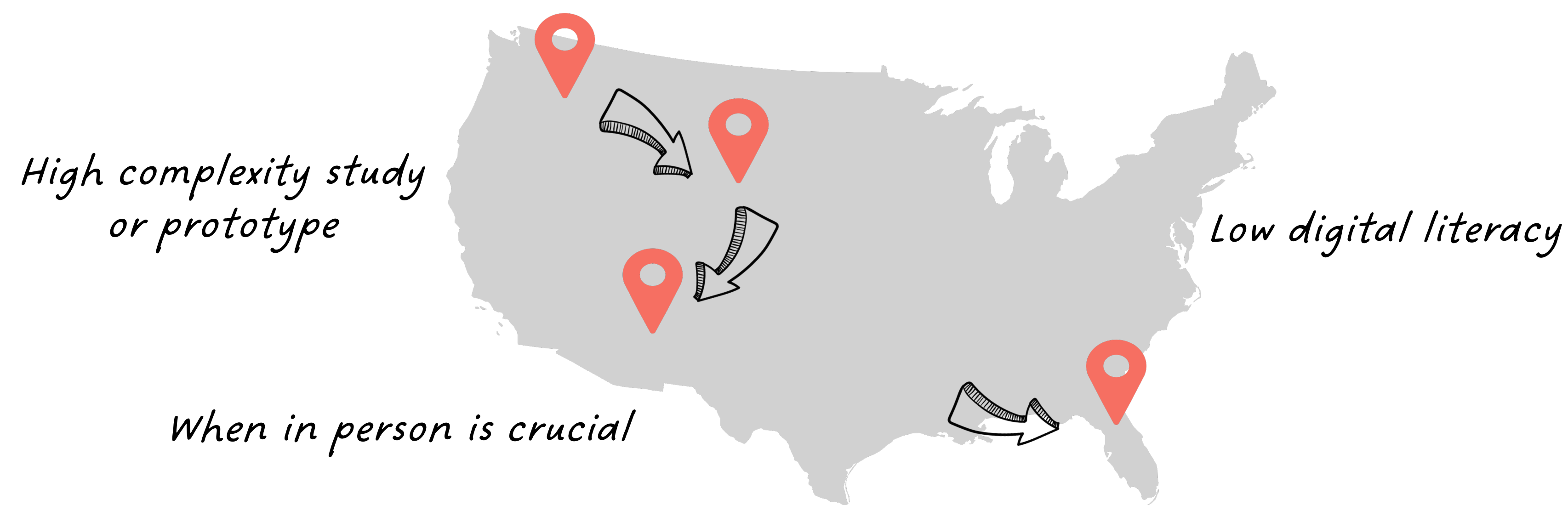
Conducting **traditional usability testing** with rare or dispersed user groups is often **expensive** with **logistical barriers**. We present our tips and tricks for **two alternative study models** and **effective AV setup** when testing these populations.



Challenge with Traditional Usability Study Model:
Significant cost increase (up to 2-3 times higher) due to the geographic dispersion of rare user populations.

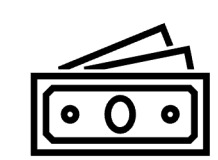
On-the-Road Study

Researcher travels to the participant. These studies involve multiple locations for a small number of participants per location



Location & Staffing

- Consider **non-traditional spaces** (e.g., hotel conference rooms) for cost and participant convenience.
- Send **only one researcher** and delegate tasks to remote team member(s) (e.g., recruitment, facility management, notetaking). *Hotel conference rooms don't have space for a notetaker anyway.*



Participant Compensation

- Participants like cash, but we prefer **Visa gift cards or online transfers** (e.g., Zelle) while on the road.



Shipping & supplies

- Ship supplies directly** to each location
- Pre-label per participant** to reduce on-site logistics burden. Plan how materials will be returned or disposed of.



Travel Considerations

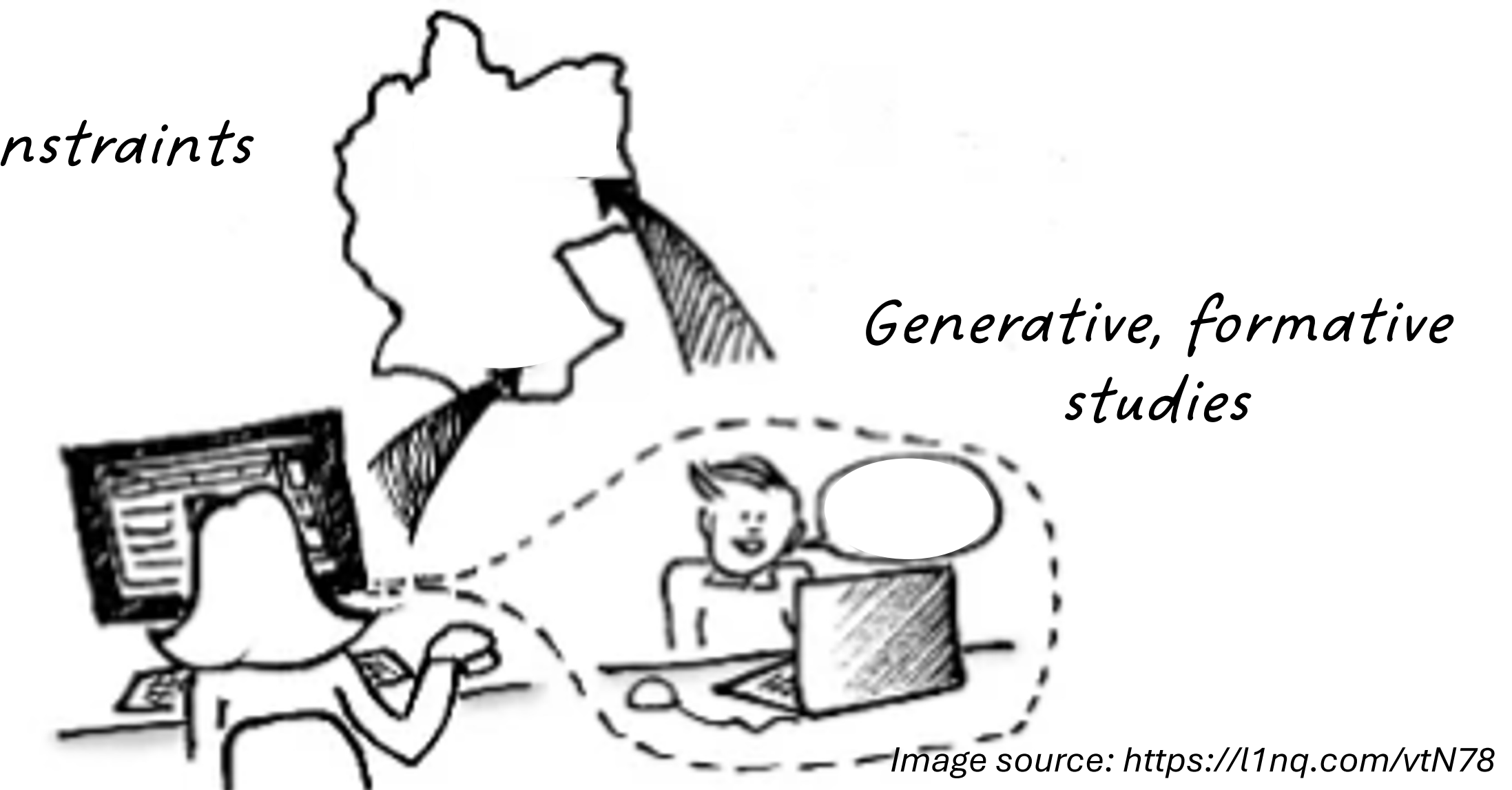
- Research **network coverage** for hotspots.
- Factor in traffic, flight delays, **and fatigue** when planning travel time.

And try not to go to Florida in hurricane season!

Virtual Study

A remote usability research interview conducted online. Participant will be provided with the device/prototype and A/V kit in advance.

Time & cost constraints



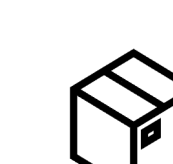
Planning & Setup

- Allocate **time and staff for technical setup** before sessions.
- Send a **simple, user-friendly A/V kit** to participants (see below).



Client Management

- Use a **digital one-way mirror** to hide the number of observers from participants.
- Preemptively discuss IP loss risks** with clients. *Sometimes UPS loses your packages*

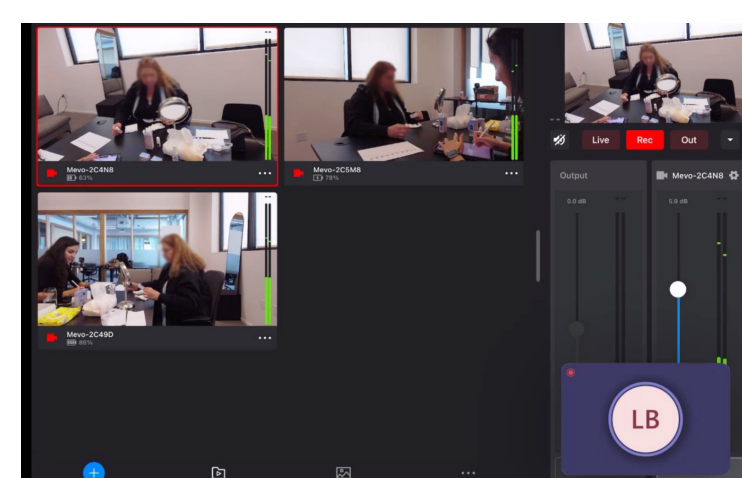


Shipping & Supplies

- Plan for **shipping delays** and buffer time for lost/delayed packages.
- Arrange **package pickup** for supplies return.
- Include a **disposal bag** for used supplies ensure clarity with client on what must be returned vs. disposed of.

A/V Hub Tablet

- Uses app (Logitech Mevo) to connect to and record HD video, merging in audio feeds
- Stream 3-camera view for remote notetaker or client observers



Wireless, clip-on mics for Moderator & Participant

Record & stream high-quality feedback no matter how the participant moves

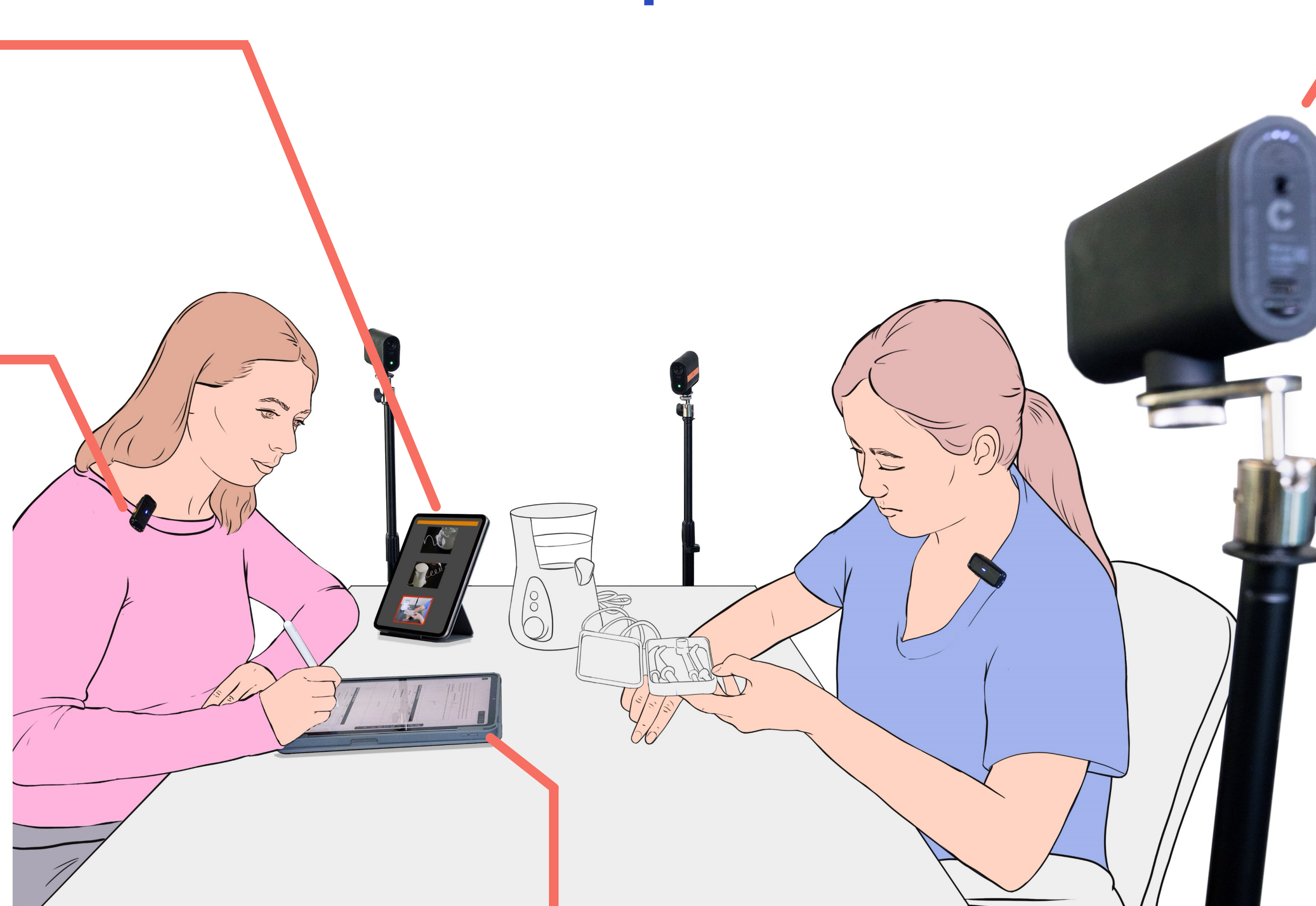
Add "Get mic from Pp" to end of session checklist!

Not shown:

- Mobile hotspots for reliable internet, no matter what *And have a backup network in case a hurricane knocks out your cell tower!*
- Power strip & battery power packs that can be Velcro-ed to the cameras *Never enough power outlets!*



Effective A/V Setup for Solo Researcher

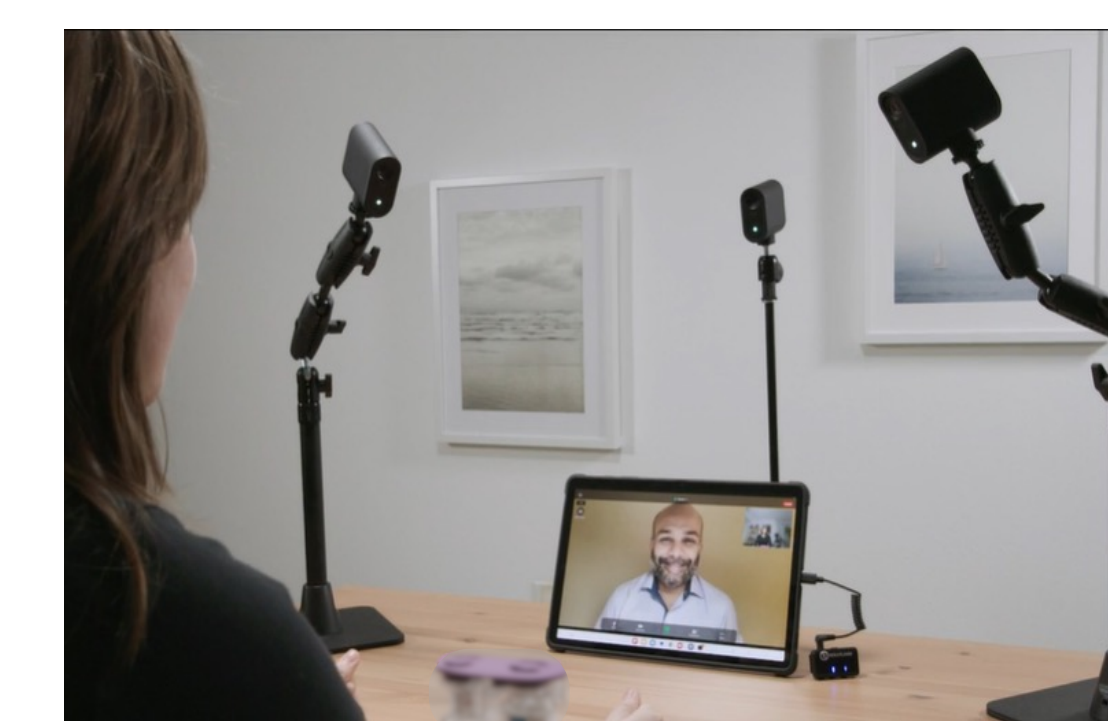


3 Wi-Fi Cameras with compact, flexible tripods

- Multi-angle views of participant interactions
- Wireless connection to A/V hub for ease of use, adaptable study set-ups, and participant safety
- Compact tripods that can be set up on a desk or away and easy for the moderator to move if needed
- Ease of transport/shipping

Adjustments for Virtual

- Replace moderator with dedicated participant-moderator interaction tablet
- Store everything in custom, heavily labeled poka-yoke hard shell case
- Provide graphic instructions for setup, as well as a phone number for a dedicated staff member to help set up AV for a tech check before the session



Moderator Tablet with Stylus Pen

- Write on digital scripts to eliminate paper, while maintaining participant rapport
 - Use a notes app with hand-writing recognition to streamline RCA
- No more worrying about finding printers or shipping/scanning/ shredding hundreds of pages of paper!*

