

# Being agile: UX Research & Usability Testing

**Erfahrungen**

**Empfehlungen**





**IDEE**

**LERNEN**

**UMSETZEN**

**MESSEN**



**WAS BEDEUTET  
„AGIL“**

**IM KONTEXT  
VON  
UX RESEARCH**

**UND  
USABILITY TESTING  
?**



**Neue Lösungen**

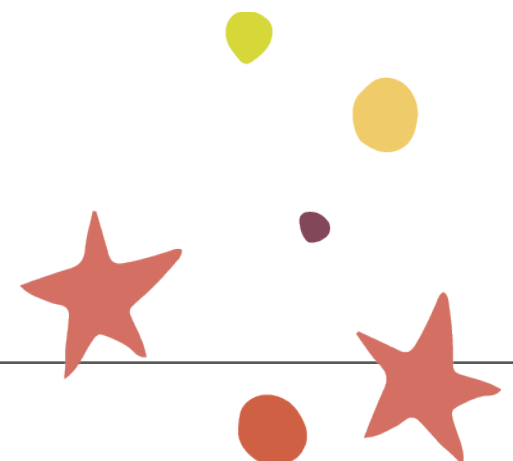
**Modulare Projekte**

**Interaktion mit Kunden**





# Neue Lösungen



The slide features a dark blue background with a white dashed line forming a curved path. A red circle is positioned at the end of this path. The slide is decorated with various colorful elements: a green star, a yellow star, a red star, and several small colored circles (green, yellow, red, purple) scattered across the background. In the top left corner, there are green and yellow wavy shapes. In the top right corner, there are yellow and red wavy shapes. In the bottom left corner, there is a red star and a yellow circle. In the bottom right corner, there is a red star, a yellow circle, and a green circle. In the bottom center, there is a large yellow planet with a red band and a red circle. In the bottom right corner, there is a logo for SKOPOS.

## Studio vs. Remote

- **Schnelles Feedback möglich**
- **Den Nutzer in seiner Umgebung beobachten**
- **Technische Affinität ist zu beachten**
- **Nicht bei jedem Inhalt, nicht bei jeder Zielgruppe**



**Neue Lösungen**

**Modulare Projekte**







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Workshops

Card Sorting

Einzelinterviews

A/B Test

Tree Testing

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## Anzahl Kategorien Ebene 2

481

59

## Die Struktur ist übersichtlich

71%

82%

Alt

Neu

## Zeit bis zur Aufgabenlösung

21,4 sec

9,4 sec

## Success Rate

59%

76%

Alt

Neu



**Neue Lösungen**

**Modulare Projekte**

**Interaktion mit Kunden**



Forum: Welcome

Upload: My Favorite Items

Upload: Me and My Kitchen

Quickpoll: Preparing the Coffee

Storytelling: A day in live

Survey: Usage of Appliances

Diary: Grocery Shopping & Planning

Diary: Cooking

Diary: Laundry

Quickpoll: Control Panel of Washing Machines

Survey: Social Media Usage

Forum: Control Panel of Washing Machines

Forum: Environmental Care

Diary: Cooling

Diary: Dishwashing

Quickpoll: Icons

Quickpoll: Status Screen

Survey: Multiple Topics

Survey: Design Principles

Forum: Service Expectations

Survey: Personas

The background is a dark blue space-themed illustration. It features a yellow planet with craters in the top left, a ringed planet with red, yellow, and orange bands on the right, and a green planet at the bottom. Scattered throughout are various colored stars (red, yellow, cyan) and small circles (yellow, red, green).

**Rethink**

**Erwartungen managen**

**Digital Helpers**



UX-SUITE.SKOPOS.DE





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**Danke**

**Gute Reise**

