



THE DEVELOPER'S
CONFERENCE

Realizando Testes de Usabilidade remotos usando Maze + Invision

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Agenda



Conceitos
Importantes



Preparar o
Protótipo



Preparar
o teste



Executar
o teste



Avaliar
o teste



Tomar
cuidado

Conceitos
Importantes

Usando Testes Remotos

Pontos Positivos

Menor custo

Maior velocidade

Maior quantidade de feedbacks

Maior abrangência demográfica e geográfica

Preparar
o teste

Prepare-se

Recrutando usuários

Defina a responsabilidade do recrutamento

Escolha uma abordagem

Seja redundante

Integre o participante no processo



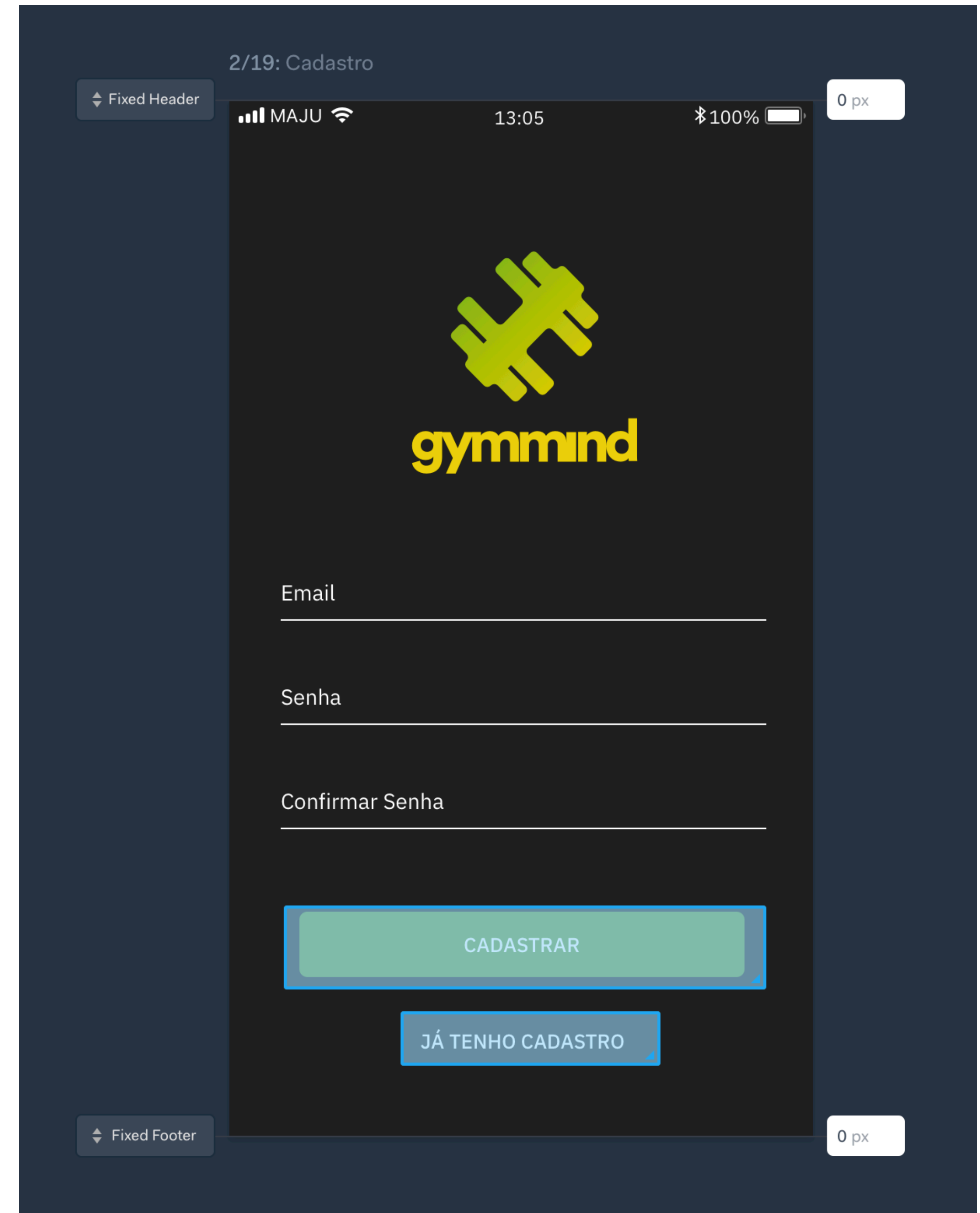
Prepare-se

Construindo o Protótipo

Defina mais passos do que o normal

Lembre dos erros!

Use as estórias



maze.design

The screenshot shows a web browser window with the following elements:

- Browser Tab:** "Maze - Projects" with a close button (x) and a plus sign (+).
- Address Bar:** "https://maze.design/projects" with navigation icons (back, forward, refresh, home) and security icons (info, lock, certificate).
- Page Header:** A blue double-upward arrow icon on the left.
- Main Content:**
 - Section Header:** "1 Projects" in a large, bold font.
 - Text:** "1 active projects remaining on your Free plan" below the header.
 - Link:** "+ SHOW ARCHIVED PROJECT (1)" in a smaller, grey font.
- Right Sidebar:**
 - Input Field:** Contains the URL "https://invis.io/SP74A7XC2".
 - Button:** A blue button labeled "+ NEW PROJECT".
 - Text:** "Where can I find this link?" below the input field.

Criando tarefas

The screenshot displays the Maze design tool interface for creating a mission. The browser tabs at the top include 'Gymmind', 'Maze - Design that works', 'app prototype - Pesquisa Goo...', and a long alphanumeric string. The URL in the address bar is 'https://maze.design/projects/5710415/mazes/5710780'. The interface is divided into three main sections:

- Left Sidebar:** Contains a 'Welcome Screen' block and an 'Add block' button with the text 'Mission, question, rating...'. At the bottom, there is a 'Thank You Screen' block.
- Central Mission Configuration:**
 - Title*:** A text input field with the placeholder 'Write a short sentence that summarizes the task'.
 - Description*:** A text input field with the placeholder 'Give testers details to complete the mission'. Below it is a link: 'How to customize your description with Markdown ->'. There is also a 'Refresh my prototype' button in the top right of this section.
 - Expected path(s)*:** A section with the instruction 'Set the path(s) you expect testers to take to complete this mission.' It contains a 'PATH 1' section with four mobile app screen thumbnails. Below this is a '+ ADD PATH' button.
- Right Preview Area:** Shows a mobile app screen with a dark background. The text on the screen reads: 'Você ainda não tem nenhum treino cadastrado.' followed by 'Veja o que você pode fazer:'. There are two options, each with a green circular icon:
 - Sincronizar:** 'Utilize um treino pré-montado pelo personal trainer da academia.'
 - Montar:** 'Monte o seu treino personalizado.'

Diversidade de inputs



Choose a block type

Pick a block that suits your need



Mission

Create a usability task for your testers.



Multiple Choice

Ask a question with multiple answer choices.



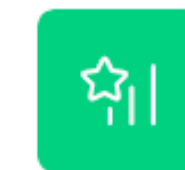
Open Question

Collect text, numerical, date, or email answers.



Context Screen

Insert an extra screen to provide context.



Opinion Scale

Measure opinion with a rating scale.



Yes/No

Ask a question with a 'yes' or 'no' question.

Executar
o teste

Chegou a hora!

Abordagem remota x semirremota

Chegou a hora!

Abordagem Remota

Prepare os links

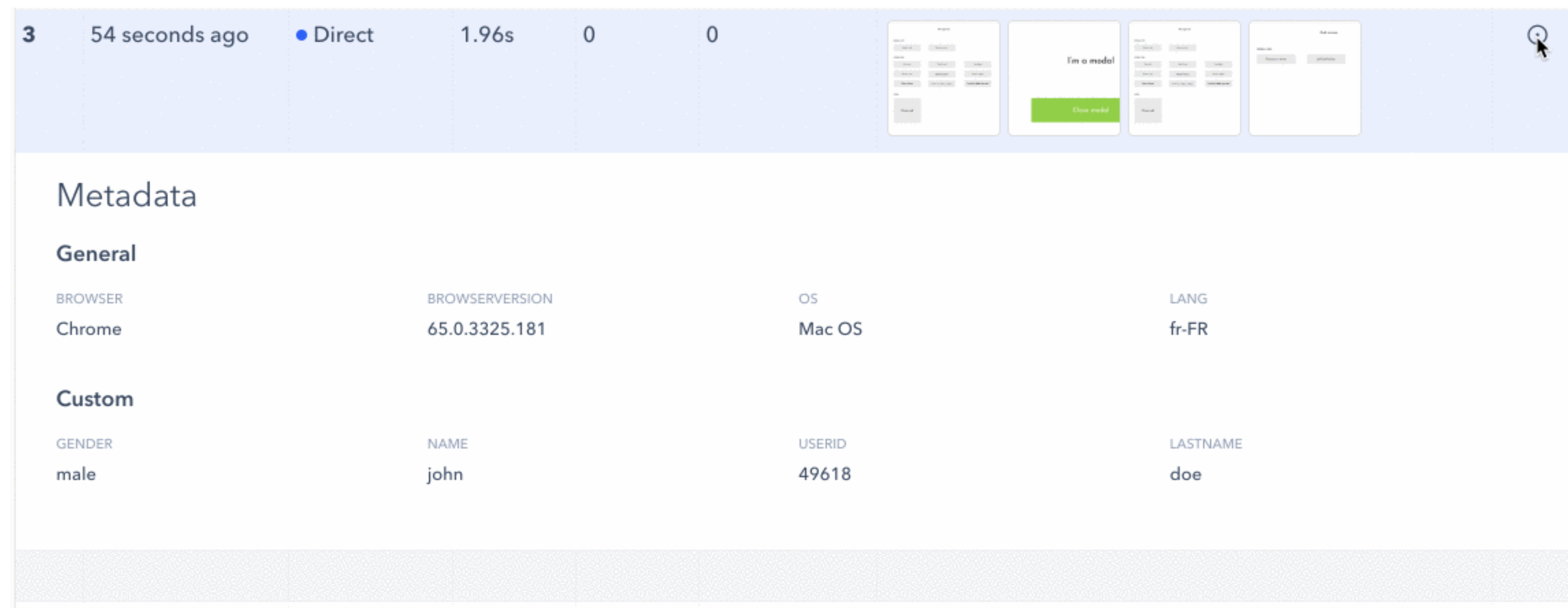
Faça um follow-up

Esteja disponível

Acompanhe o processo



Chegou a hora!



The screenshot shows a web analytics dashboard with a header bar containing session statistics: 3 sessions, 54 seconds ago, Direct traffic, 1.96s duration, 0 conversions, and 0 goals. Below the header, there are four small thumbnail images of web pages. The main content area is titled 'Metadata' and is divided into two sections: 'General' and 'Custom'. The 'General' section lists browser information (Chrome, version 65.0.3325.181), OS (Mac OS), and language (fr-FR). The 'Custom' section lists user attributes: GENDER (male), NAME (john), USERID (49618), and LASTNAME (doe).

Metadata			
General			
BROWSER	BROWSEVERSION	OS	LANG
Chrome	65.0.3325.181	Mac OS	fr-FR
Custom			
GENDER	NAME	USERID	LASTNAME
male	john	49618	doe

Use metadata para simplificar a organização dos resultados
maze.design/t/567736?name=john&gender=male

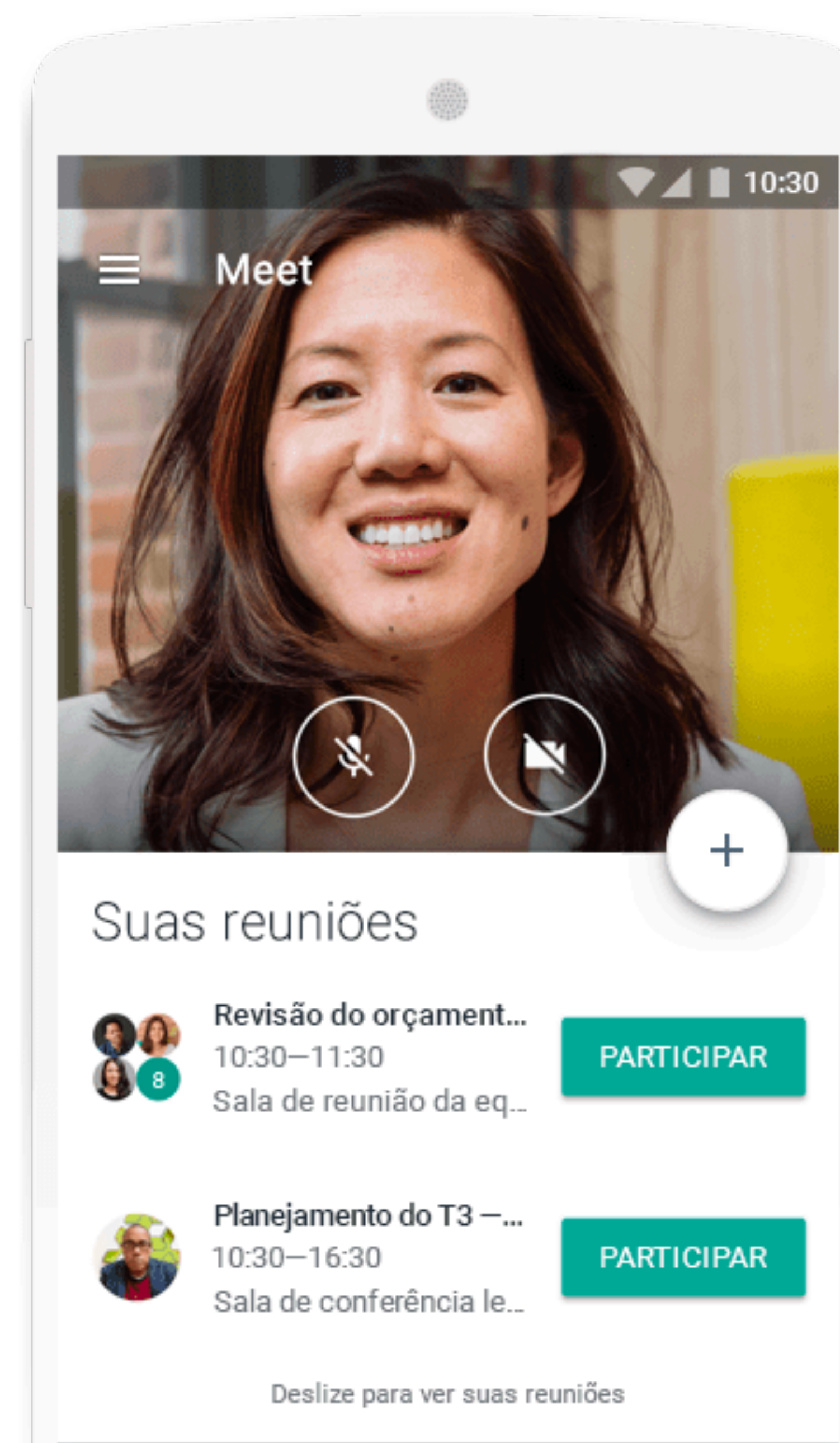
Chegou a hora!

Abordagem Semiremota

Prepare os links

Prepare um sistema de registro

Prepare-se para atropelos



**Avaliar
resultados**

Quanti x quali



Simule e contrate a renda educacional

Mission

14

RESPONSE

Direct Success

Testers who completed the mission via the expected path(s).

50%

7 TESTERS

Indirect Success

Testers who completed the mission via unexpected paths.

14.3%

2 TESTERS

Give-up / Bounce

Testers who left or gave up the mission.

35.7%

5 TESTERS

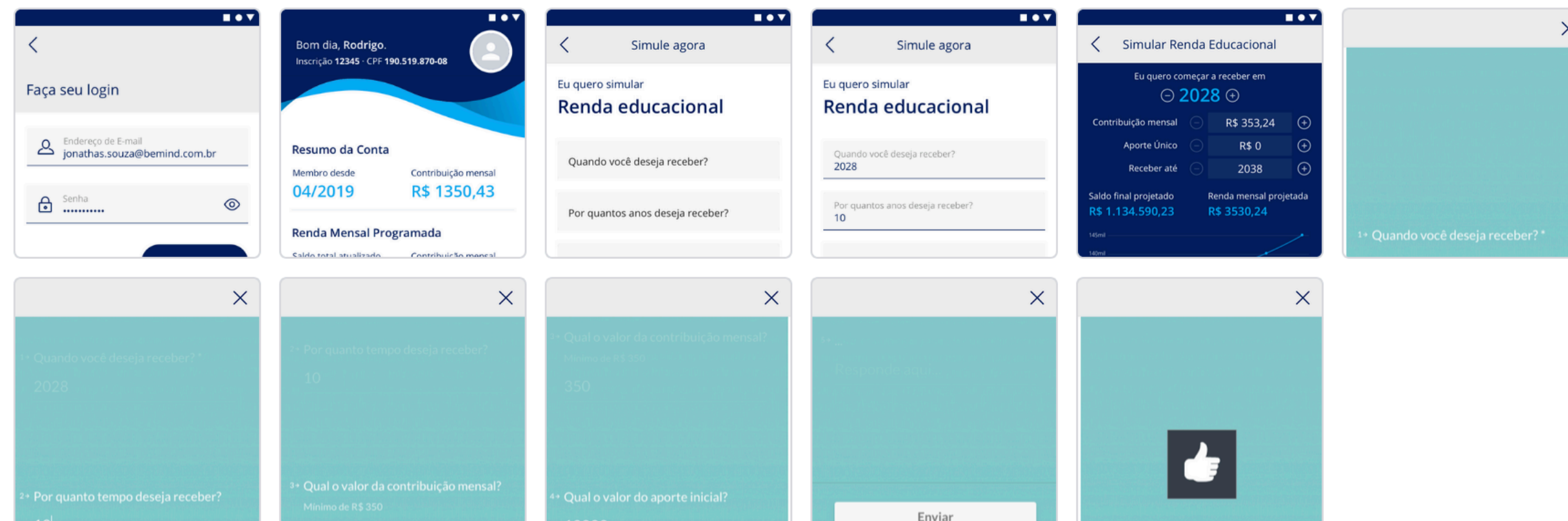
Aggregated paths

Click to see the heatmaps for each path

7 Testers

AVG. DURATION
44.0 seconds

MISCLICK RATE
14.3%



This maze report serves as a blueprint for your design review. Use it to plan your next design sprint or share it with stakeholders to align everyone on next steps.

8 BLOCKS

19 TESTERS

58 USABILITY SCORE



Overview

Summary of high-level results.

Usability Score Direct Success Indirect Success Give-up / Bounce

MISSION 19
Entre na sua conta e visualize os detalhes da Renda Mensal por Morte
Ao fazer login, procure as informações do Seguro por Morte e visualize os detalhes deste produto.

MISSION 14
Simule e contrate a renda educacional
Nesta tarefa, você ainda não possui a renda educacional. Seu objetivo é simular a contratação e contratar o serviço.

MISSION 8
Veja os detalhes da sua Renda Mensal Programada e faça um aporte único.
Entre nos detalhes da sua renda mensal programada, veja a projeção para 2028 e faça um aporte único.

MISSION 8
Encontre os telefones de contato da Jusprev
A Jusprev disponibiliza no app os números de contato de suporte. Encontre-os.

MISSION 8
Faça logout do app
Saia da sua conta vinculada no app.

OPEN QUESTION 7
Leave some feedback
What did you think of this prototype?

MISSION 19
Entre na sua conta e visualize os detalhes da Renda Mensal por Morte
Ao fazer login, procure as informações do Seguro por Morte e visualize os detalhes deste produto.

21% 21% 57%

→ Success Analysis
→ Usability Breakdown
→ Optimal path analysis

Mission

Entre na sua conta e visualize os detalhes da Renda Mensal por Morte

19 TOTAL TESTERS

16.3% MISCLICK RATE

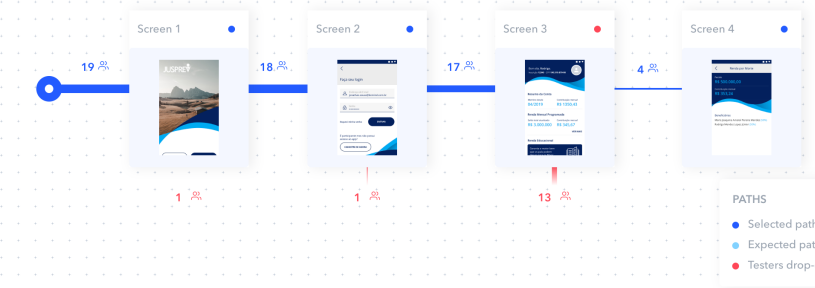
10.5s AVG DURATION

21.1% AVG SUCCESS

57.9% AVG BOUNCE

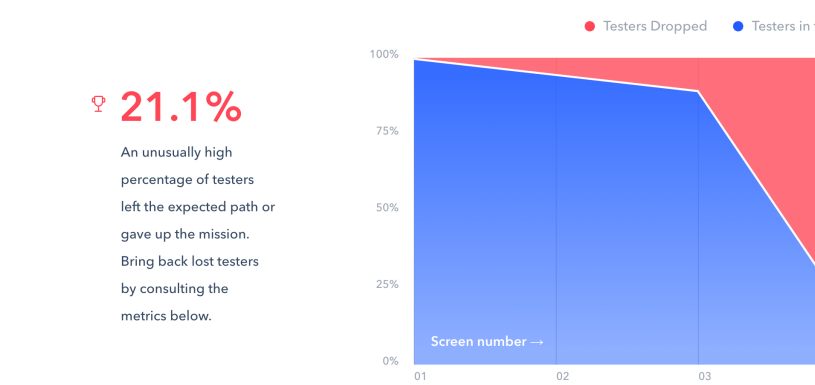
Mission's paths

Click on a path to analyze the results for that path.



Success Analysis

Success and drop-off analysis for all screens in the path.



Usability Breakdown

Analyze the performance of every screen with these usability stats.

13.8s The average time spent on screens in this mission is good. Take a look at the duration for each screen to see if something can be improved.

12.3% The mission's average misclick rate is good. Examine each screen's misclick rate to ensure users are finding what they need.

81 89 12

Reports



Encontre os telefones de contato

Mission

78



8

TOTAL TESTERS



6.5%

MISCLICK RATE



8.2s

AVG DURATION

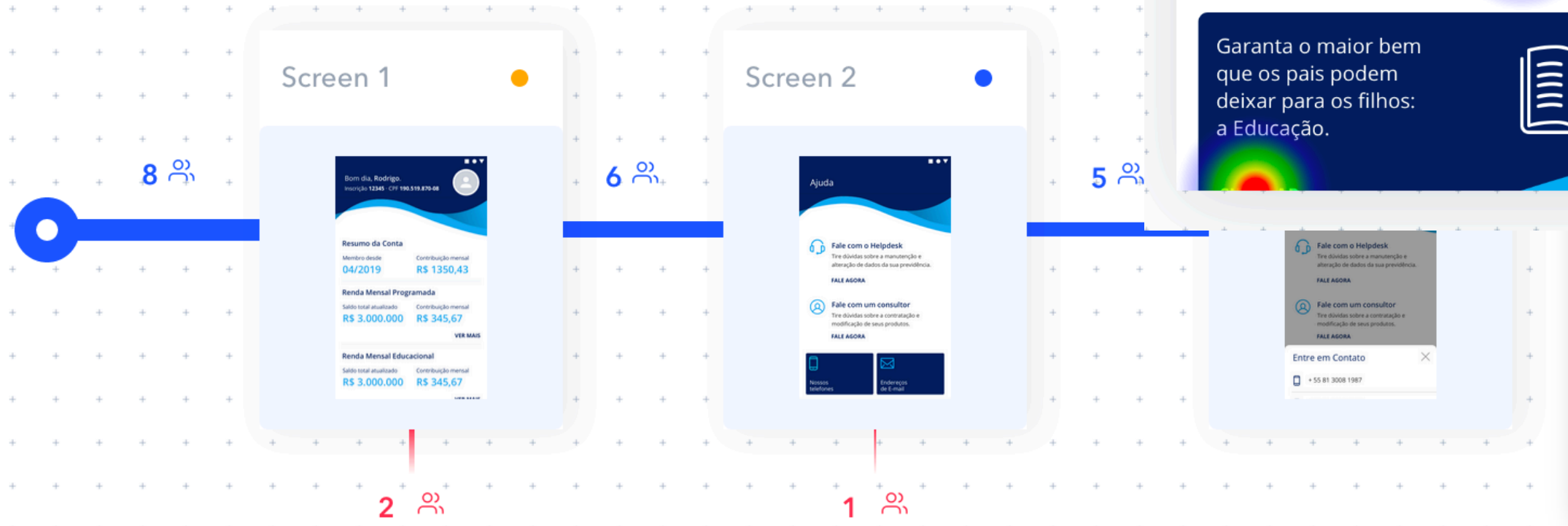


0.0%

AVG BOUNCE

Mission's paths

Click on a path to analyze the results for that path.



Bom dia, Rodrigo.
Inscrição 12345 · CPF 190.519.870-08

Resumo da Conta
Membro desde 04/2019 · Contribuição mensal R\$ 1350,43

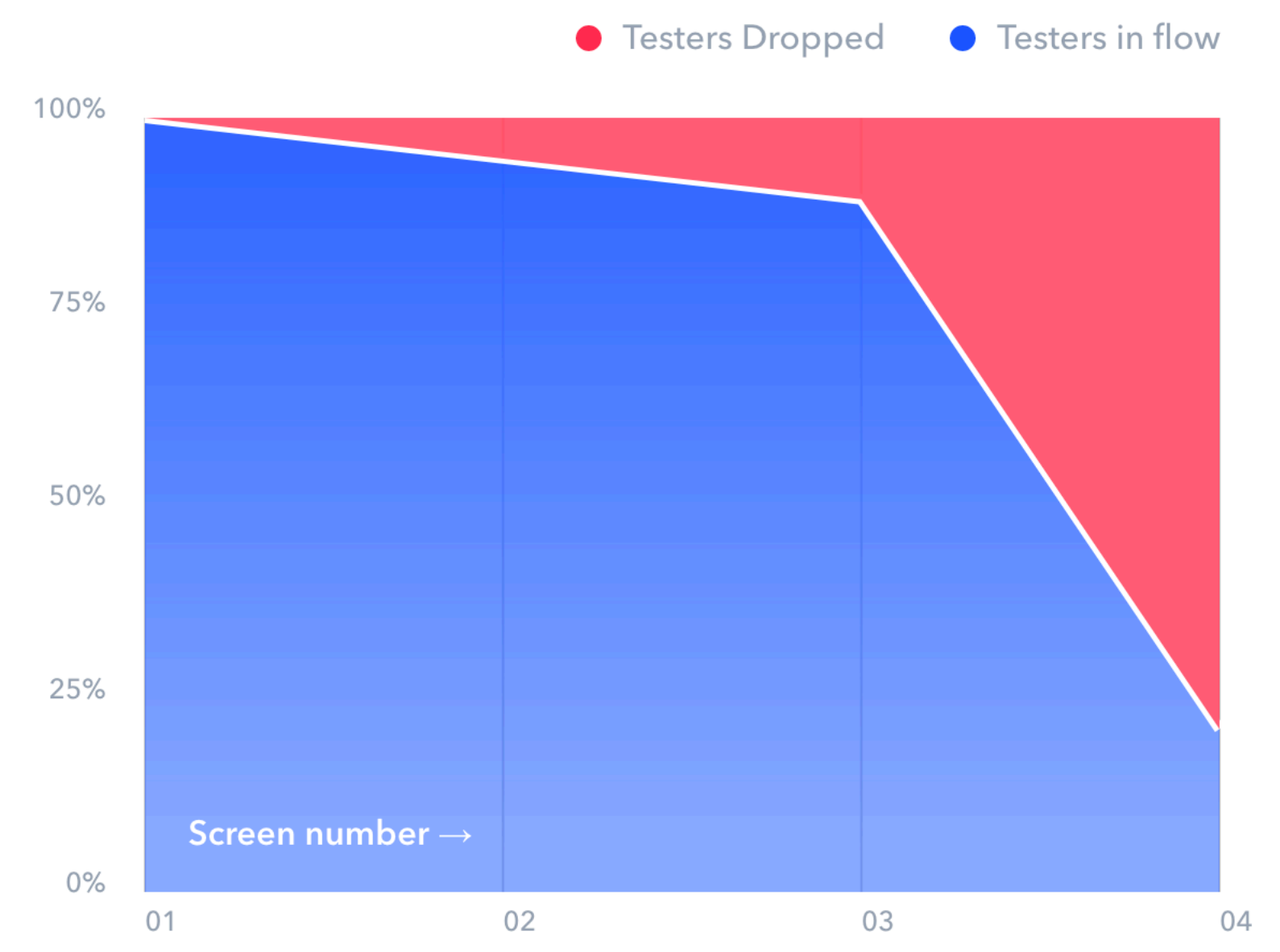
Renda Mensal Programada
Saldo total atualizado R\$ 3.000.000 · Contribuição mensal R\$ 345,67

Renda Educacional
Garanta o maior bem que os pais podem deixar para os filhos: a Educação.

21.1%

An unusually high percentage of testers left the expected path or gave up the mission. Bring back lost testers by consulting the metrics below.

Reports



- Selected path
- Expected path
- Testers dropped

Ops....

Alguns poréns...



Problemas de conexão de internet

Aumente a quantidade de participantes

Alguns poréns...



Inabilidade com as ferramentas

Leve em consideração a escolha dos participantes

Se necessário, use uma abordagem semi-remota

Se não rolar, parta para outra!

Alguns poréns...



Falta de compromisso

Leve em consideração a escolha dos participantes
Se necessário, use uma abordagem semi-remota

Alguns poréns...



Preço alto e dependente de câmbio

Se for um só projeto, vale a pena usar contas gratuitas

Se tem condições, inclua nos custos dos projetos

Concluindo...

Obrigado!

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