



THE DEVELOPER'S  
CONFERENCE

# Realizando Testes de Usabilidade remotos usando Maze + Invision

**Jônathas Souza**

Product Designer @ Bemind

# 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



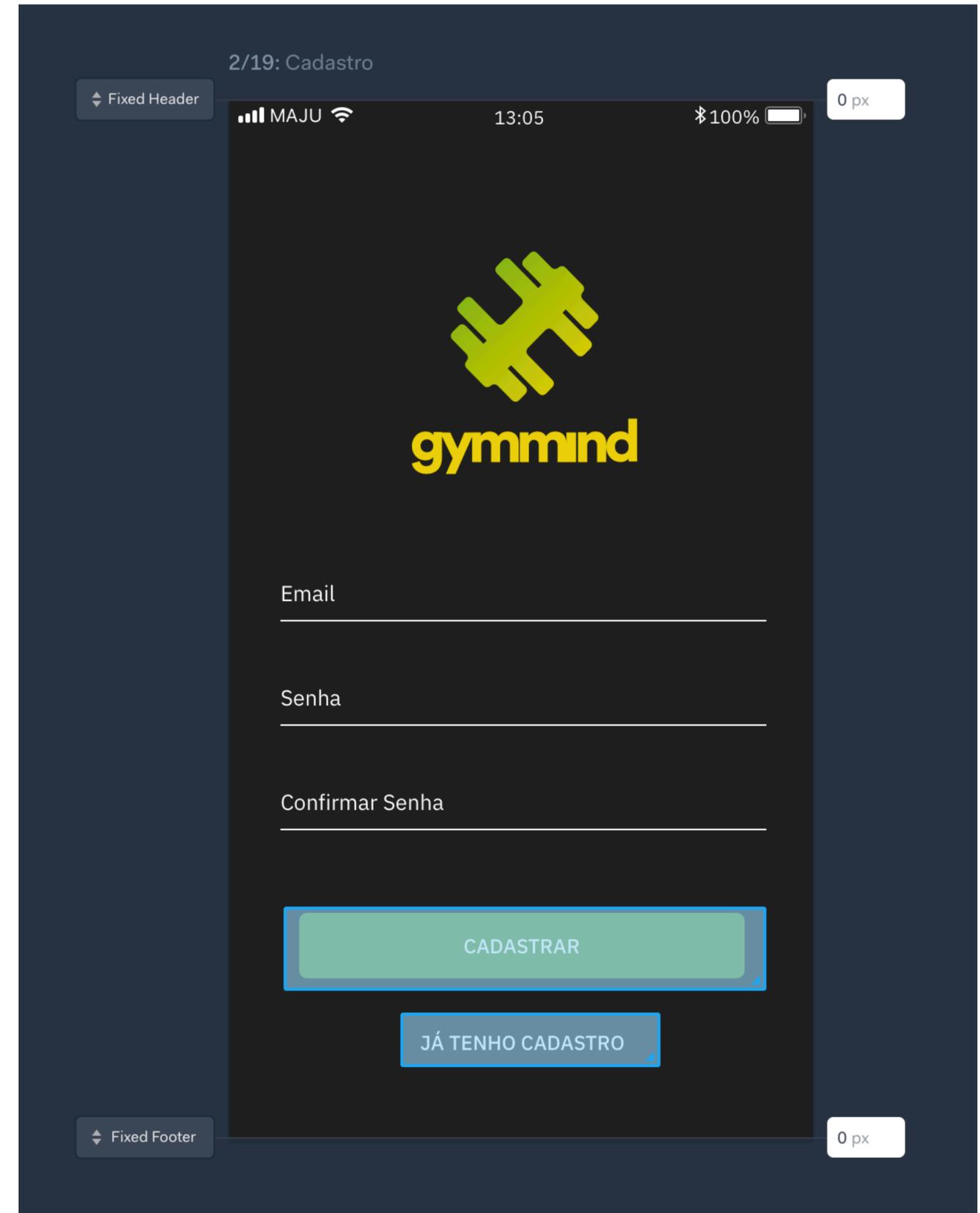
# Prepare-se

## 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 (+) for a new tab.
- 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 Side:**
  - Input Field:** A text box containing the URL "https://invis.io/SP74A7XC2".
  - Button:** A blue button labeled "+ NEW PROJECT" to the right of the input field.
  - Text:** "Where can I find this link?" below the input field.

# Criando tarefas

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

- Left Sidebar:** Shows the project structure with 'Projects > Gymmind > V1'. It includes a user profile 'JS' and an 'Invite people' button. Below are 'Welcome Screen' and 'Thank You Screen' options.
- Central Configuration Area:** Titled 'Mission', it contains:
  - 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' and a link 'How to customize your description with Markdown ->'. Below it is a 'Block title' section with 'Mission' and a row of four small image thumbnails.
  - Expected path(s)\*:** A section with the instruction 'Set the path(s) you expect testers to take to complete this mission.' It shows 'PATH 1' with a sequence of four mobile app screen thumbnails.
  - A '+ ADD PATH' button is located at the bottom of this section.
- 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.'
  - 'Veja o que você pode fazer:'
  - Two options with icons:
    - 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!

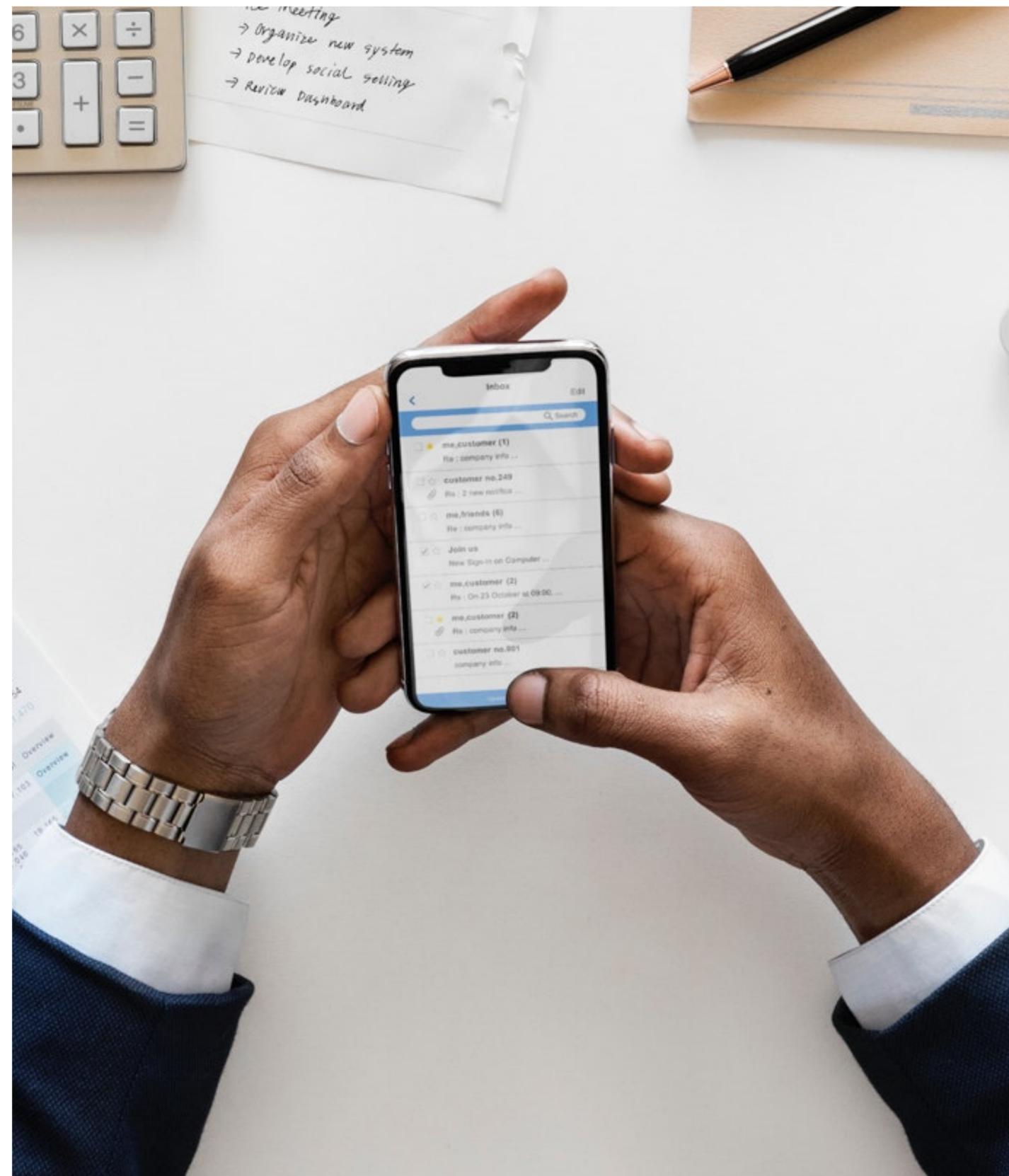
## Abordagem Remota

Prepare os links

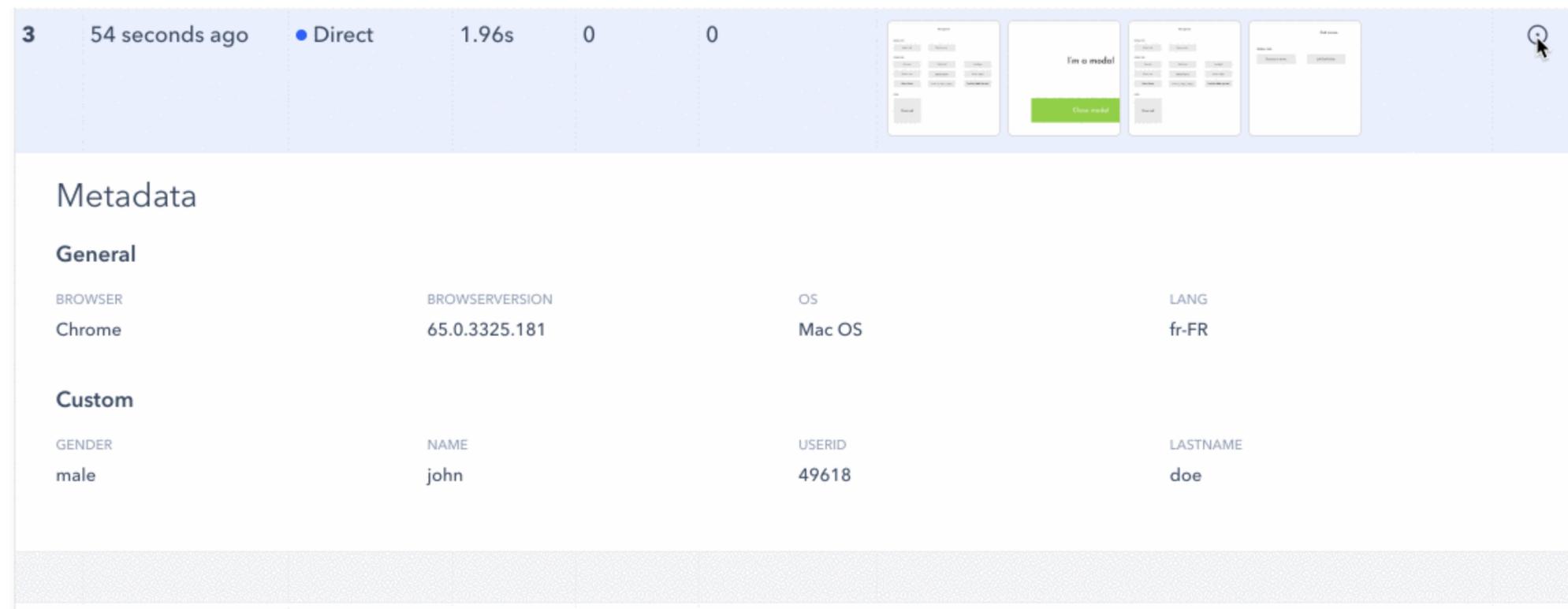
Faça um follow-up

Esteja disponível

Acompanhe o processo



# Chegou a hora!



The screenshot shows a web analytics interface with a top navigation bar and a main content area. The top bar includes a count of 3, a timestamp of 54 seconds ago, a status of Direct, a duration of 1.96s, and two zero values. Below this, 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), operating system (Mac OS), and language (fr-FR). The 'Custom' section lists user attributes: gender (male), name (john), user ID (49618), and last name (doe).

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

Use metadata para simplificar a organização dos resultados  
[maze.design/t/567736?name=john&gender=male](https://maze.design/t/567736?name=john&gender=male)

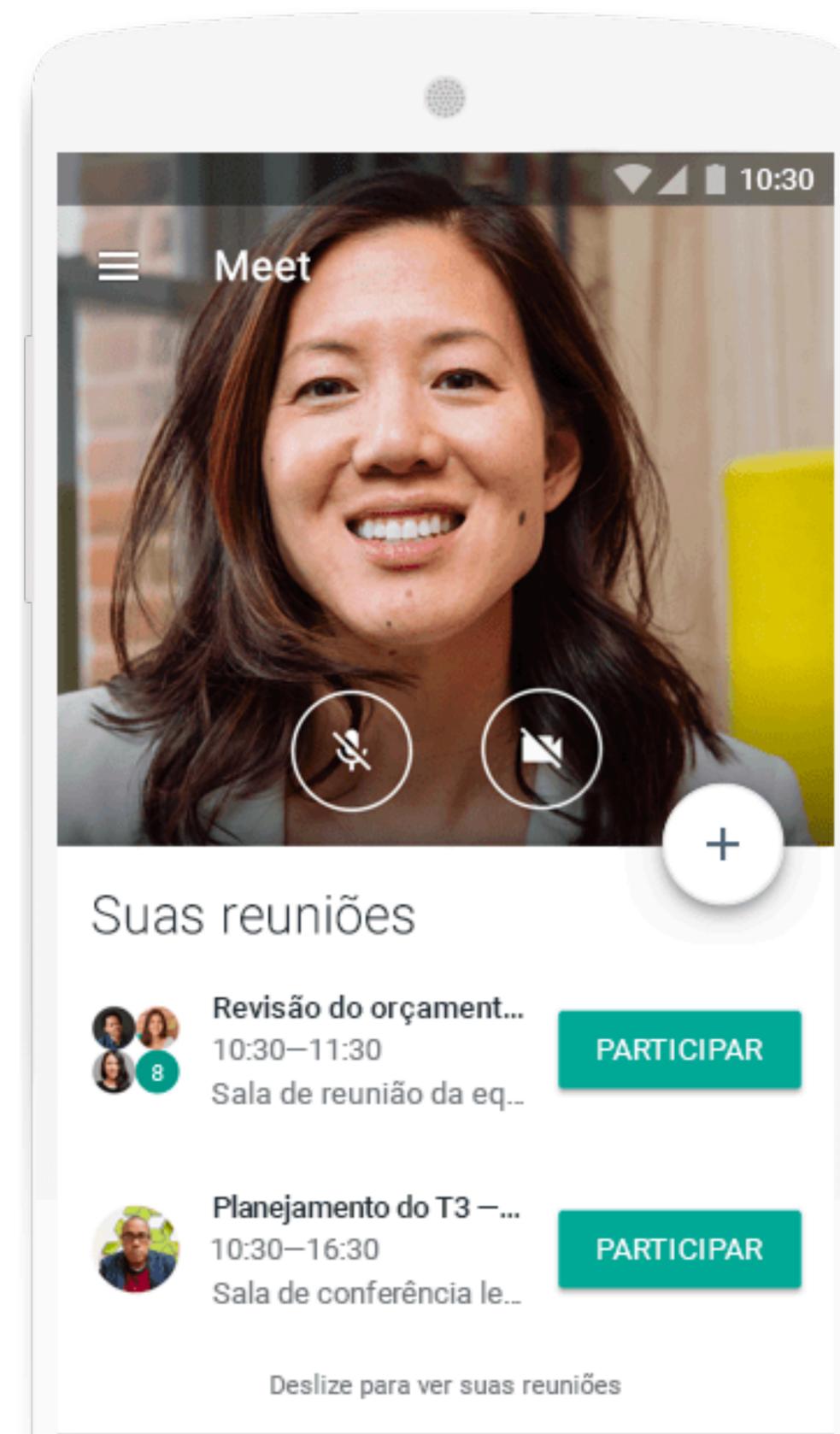
# Chegou a hora!

## 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

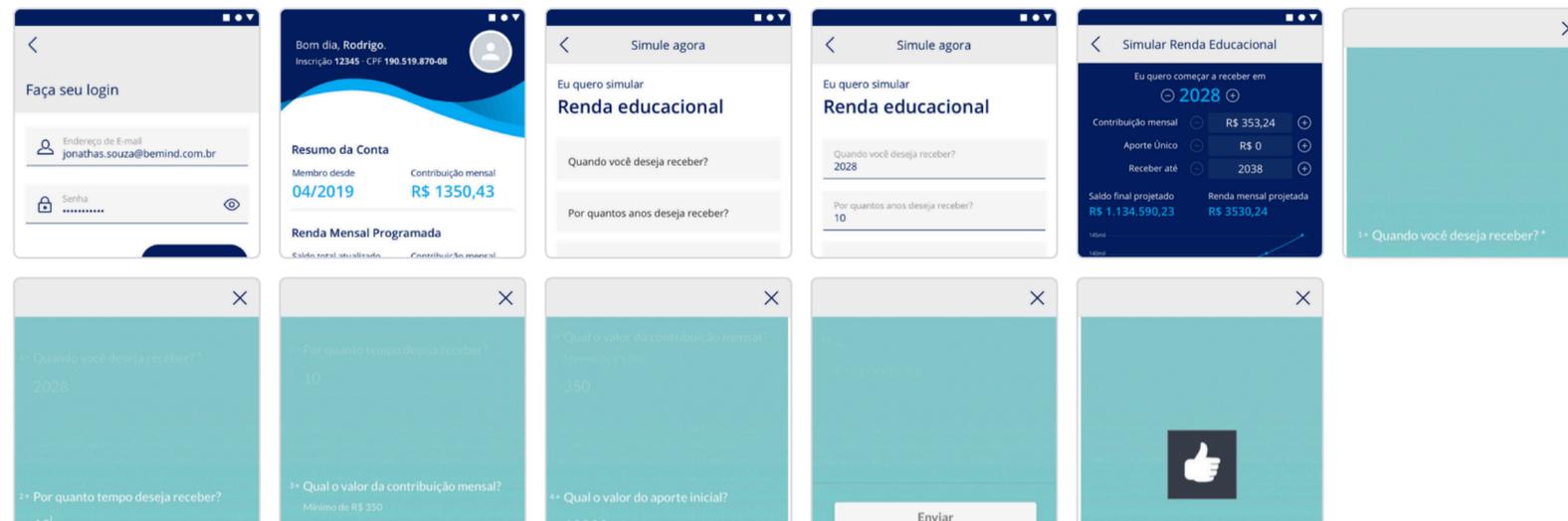
## Aggregated paths

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. 22

MISSION 14: Simule e contrate a renda educacional. 49

MISSION 8: Veja os detalhes da sua Renda Mensal Programada e faça um aporte único. 40

MISSION 8: Encontre os telefones de contato da Jusprev. 78

MISSION 8: Faça logout do app. 92

OPEN QUESTION 7: Leave some feedback.

MISSION 19: Entre na sua conta e visualize os detalhes da Renda Mensal por Morte. 22

21% 21% 57%

Success Analysis  
Usability Breakdown  
Optimal path analysis

## Mission

Entre na sua conta e visualize os detalhes da Renda Mensal por Morte 22

19 TOTAL TESTERS

16.3% MISCLICK RATE

10.5s AVG DURATION

21.1% AVG SUCCESS

57.9% AVG BOUNCE

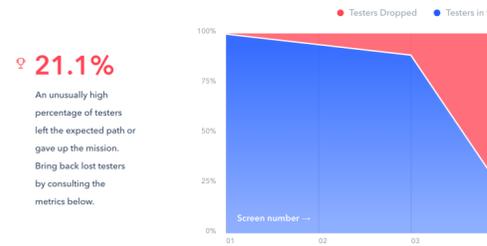
### Mission's paths

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.

# Reports



# Encontre os telefones de contato

Mission



8

TOTAL TESTERS



6.5%

MISCLICK RATE



8.2s

AVG DURATION

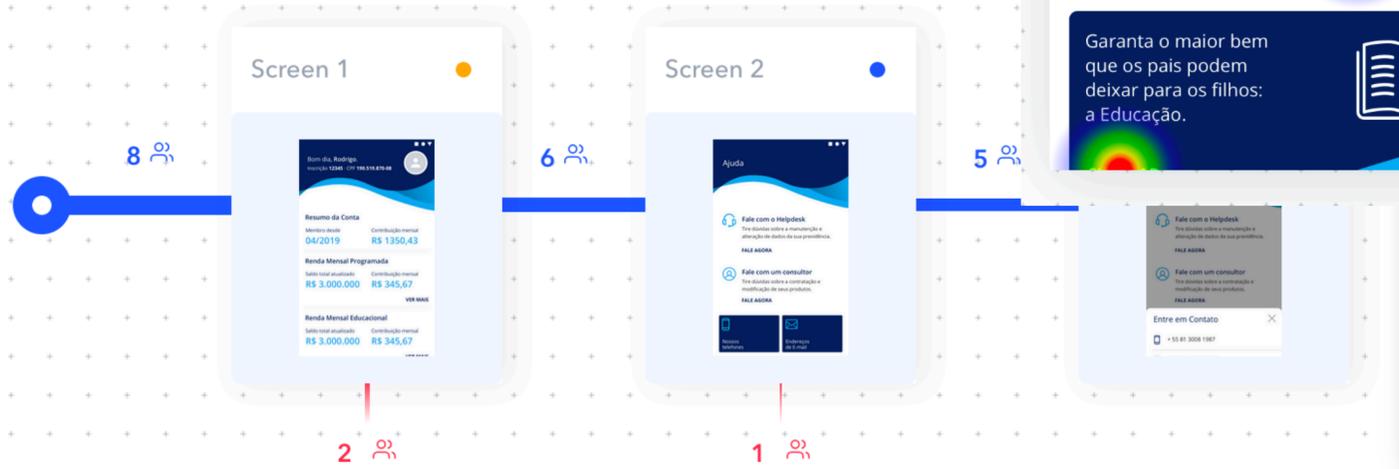


0.0%

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

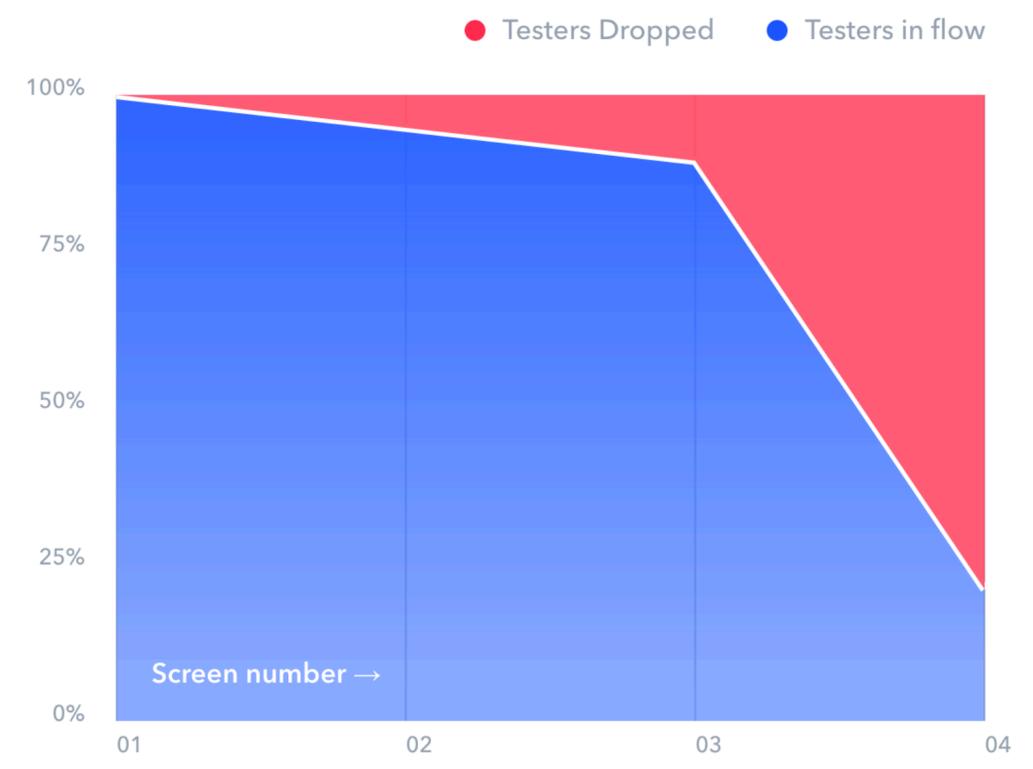
**Renda Mensal Programada**  
Saldo total atualizado R\$ 3.000.000 Contribuição mensal R\$ 345,67

**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!

jonathas.work  
j@bemind.co