First Fridays Product Testing - Mobile Testing Lessons Learned

Preparing to Test
- When creating test scenarios, remember, "Mobile browsing is about being as quick as possible."
- Invite your agency or company mobile experts to observe your mobile site tests
- Use analytics to check how many users visit the site on each type of smartphone to know with which phones to test
- Avoid testing non-touch Blackberries because the web experience isn't good (determine if Blackberry is touch or qwerty keyboard)
- Create equipment checklist for mobile site set up (include diagram of room set up to avoid glare)
- Use Ethernet cables to hard wire both test and observation room computers
- Give yourself an *extra* 15 minutes of set up time with a do-it-yourself mobile stand
- Test room for cell phone reception beforehand. Remember, not all rooms are created equal!
- Test mobile camera and screen sharing software before test
- Test lighting conditions in all rooms - watch glare from overhead lights. Dimming the lights in both rooms may help
- Beware - lower-end smartphones can't easily connect to certain mobile sites
- Government security settings may prevent some sites from loading on a smartphone

Testing
- Determine during demographical questions if participants know the difference between mobile and internet sites. Note this and explain it to them beforehand if necessary. Explain terminology - mobile vs full version
- Have people test with their OWN PHONES
- Have backup phones available – a test participant's phone may run out of power or not get reception
- Keep camera approximately 4 inches above phone (or until phone and fingers are visible)
- Rest phone on incline (like a 3-ring binder) to allow user to view phone and have it face them
- Encourage user to pick up phone and use it normally - don't lie it flat
- Don't hold devices that emit pulses, like phones and walkie-talkies, too close the test computer - causes noisy feedback in the Obs Rm
- When using the web, mobile users (android & iphone) often turn the phone to landscape mode

Evaluating Test

- Task or topic order is even more important on mobile sites
- Research possibility of using screen magnification / zoom software before test. Note: Magnifier, which comes pre-installed on PCs, is not helpful here. Macs have innate screen-enlarging features that are useful

First Fridays Mobile Testing Set-Up Video: http://www.youtube.com/watch?v=aT2RtNpHhSw