

PII
Use Case Scenarios
UDI (User Driven Innovation)-Testing

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UDI – Testing, Abstract

- Customer has developed a new User Interface (UI) concept for one of its product families
 - There is a need to test the concept also on other than domestic markets and get feedback from local users from those market areas (cultures)
 - Information how to adapt the UI according to market area specific customer requirements is essential and even a key competitive advantage to success for the Customer
- There is a Test Bed Provider available for testing
 - Access to several market areas, capability to multisite testing
 - Identical or almost similar testing environments
 - Test User Communities



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UDI – Testing, Plan and Prepare

- The Customer and the Test Bed Provider agree on the testing method to be used
 - Test Bed Provider recruits the Test Users according to the carefully defined criteria from the test user database on selected testing sites
 - Project plan and final reporting templates are approved before starting the test
 - Within five working days from the initial Customer request all the test users are recruited and a operative plan is ready



UDI – Testing, Test and Report

- The actual test was conducted within five working days at two selected market areas simultaneously by the Test Bed Provider
 - Customer is capable observing the test at the location or over the internet by using e.g. streaming technologies
 - Test User interviews are simultaneously interpreted and the Customer can – if he chooses to – interfere live with additional question and task over the internet
 - There will be a recording of the test event saved in the repository for later use for the Customer
- The Test Bed Provider will produce a complete test report according to the plan and template decided during the planning phase



UDI – Testing, Test Review

- The Customer and the Test Bed Provider will organise a separate face to face session to go through the test results and discuss about the findings of the test
 - Improvement proposals real user made to the concept tested
 - Other findings during the test
 - Test procedure arrangement in general
 - etc.
- The Customer and the Test Bed Provider will review further testing needs during the concept development and related product development



UDI – Testing, General Findings

- Using simultaneous multisite testing method the Customer saved 4 weeks actual working time for the actual development process only at this phase
 - The Customer was also able to save in travelling cost and time by letting the Test Bed Provider organise the test
 - The actual test was planned by the Customers Head Office but conducted at Test Bed Providers local sites under a close supervision of the Customer
 - The Customer could involve a large number of own designers to observe the tests due to the used method and technology
 - Based on the test results the Customer was able to make immediate improvements to the UI Concept and thus guarantee a better user experience of the final product
 - The Customer has chosen this method repeatedly after the initial test



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UDI – Testing, Some Conclusions

- The Customer is convinced of the testing method used
 - Should cover the total Product Creation process
 - Tests must be repeated regularly for the same product/concept
- The method requires identical or very similar test sites at different locations
 - Federation of test beds is a good solution to define the parameters of the test sites and practice this type of activities
 - PII can act as a first implementation platform
- Manageable Test User Groups or Communities at testing sites is a must for successful result
 - PII must look close how to integrate test user communities in a manageable way to Panlab Office service offering



UDI – Testing, Use Case Test Provider

- Testing services for the Use Case has been provided by a Finnish company Solutions Space Ltd.
 - www.solutions-space.com
- Company is founded 2007 by experienced consumer product professionals
 - Objective is to involve consumers in R&D processes to accelerate successful product building
 - Solutions Space has Service Centres in Finland and Shanghai; China (and Japan during 2009). Company is also supported by a large global partner network.



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UDI – Testing, Use Case Test Provider

- Customers are mostly from ICT & Mobile domains, offering consumer products and services
- During last 12 months the company has
 - Completed 60+ projects
 - More than 500 users involved with product R&D giving their input and contribution
 - Users mostly from Helsinki and Shanghai, but also 12 other countries and users communities participating in the network
 - Shortest project 12 hours 'quick check', longest project 3 months



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Thank You!

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