

The user did  
what?!

**Ricky Bacon**

VP of Engineering, noise  
@ryoshu

**AD<sup>13</sup>C**  
APP DEVELOPERS  
CONFERENCE

NOVEMBER 5-7, 2013  
EXPO DATES: NOV 5-6  
LOS ANGELES, CA

[ADConf.com](http://ADConf.com)



# Sturgeon's Law

# User-centered design

Why?

# User-centered design

Why?

How?

# Augmented Reality (AR)

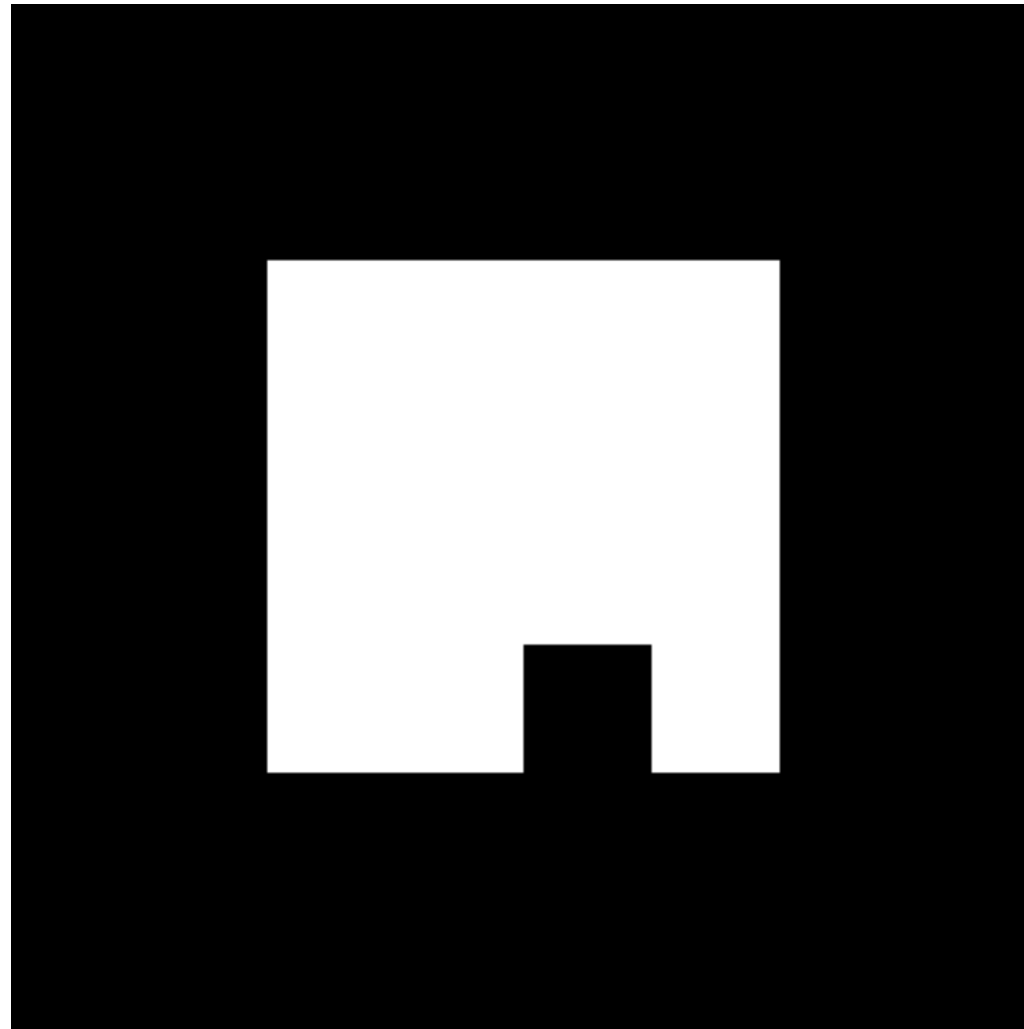
# Augmented Reality (AR)

"Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data." - Wikipedia





# Augmented Reality (AR)







# Augmented Reality (AR)





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# MAGIC VISION

— featuring —

Disney  
**THE MUPPETS**

**START THE SHOW**

**TUTORIAL**

# Slight Problem

Emerging Technology



# Slight Problem

Emerging Technology

+

Rapidly Evolving Platform



# Slight Problem

Emerging Technology

+

Rapidly Evolving Platform

+

“Never work with animals or children” - W.C.  
Fields

# Just Build It!



# User Testing



# User Testing

## Hallway Testing



# User Testing

Hallway Testing

Expert Review





# User Testing

Hallway Testing

Expert Review

Co-discovering Think Aloud



# User Testing

Hallway Testing

Expert Review

Co-discovering Think Aloud





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**Technology is best when it is transparent**





# Kids, Parents...





# Kids, Parents...Awards



# How to incorporate user testing?



# How to incorporate user testing?

Hallway Testing

# How to incorporate user testing?

Hallway Testing

Expert Testing

# How to incorporate user testing?

Hallway Testing

Expert Testing

Co-discovery Learning

Think Aloud protocol

# Other types of testing

A/B Testing

Multivariate Testing

Remote Testing

Etc.

# Put the user first



# Put the user first

Tell a story

# Put the user first

Tell a story

Validate your assumptions

# Put the user first

Tell a story

Validate your assumptions

Change if you need to

# Put the user first

Tell a story

Validate your assumptions

Change if you need to

Move that needle to the top 10%



# Thank You!