

**Speaker Name** : Ashok Sivaji (MSc IT (Malaysia); BEng (Hons) (Australia))

**Speaker Affiliation** : MIMOS UX Lab

**Speaker Title** : Senior Manager / Senior Staff Researcher

**Speaker Title** : User Experience Research and Testing using URANUS

How do you conduct UX studies? What are the fundamentals and theories that you need to follow?  
How to conduct UX studies in the cheapest and fastest way while maintaining solid data?

Get UX tips and guidelines from the expert. Learn the proper theories and techniques. Learn to be a moderator for your UX studies instead of being a passive observer. Skilfully interpret user's feedback –verbal or otherwise – into usability issues and bug.

Compiling user data from your studies can be laborious. Why don't you use the same automation tool that has been created and used to improve the UX for

- e-Government
- e-Learning ( Mobile UX)
- e-Commerce
- Cloud Computing
- Industrial Ergonomics
- Human Resource and Training Information Systems

Ultimate Reliable and Native Usability System or URANUS is an open-sourced tool created by MIMOS UX Lab to cut down data compilation and reporting time by 90%. Typical UX studies with 40 users can take three days to compile. URANUS compiles and generates the report instantly.

Proper UX studies component like demographics, post-task, and debriefing questions banks are integrated into the tool. The process of designing UX studies is reduced to minimum. If you are new, you can set a UX studies within minutes after installing URANUS.

### Learning Objective

At the end of the training, participants are expected to be able to:

- 1) List out the benefits of using automation tool vs manual methods to perform UX studies
- 2) Describe the 3 usability metrics that are commonly used in UX studies as per ISO9241-11
- 3) Install and familiarize themselves with an automated UX tool namely URANUS
- 4) Plan, Create and Moderate a UX research and/or validation project on a website (and multiple websites) using URANUS within 15-30 minutes against established metrics such as effectiveness, efficiency and satisfaction / complying to the requirements of ISO9241-11
- 5) Review and Analyse Results based on established heuristics / defect categories
- 6) Create a professional UX report using URANUS within minutes

“UX Research and Testing using URANUS” is a half day engaging tutorial aimed for HCI and UX researchers and practitioners in using the URANUS tool to perform UX Research and Testing. URANUS is an open source and free UX Research and Testing tool developed by MIMOS UX Lab. It could be used as a standalone or cloud client to conduct user research and testing. It has proven to improve productivity and has been used in many real world projects such as Mobile School, Industrial Ergonomics and many others. It is intended to equip the attendees with the knowledge of using a tool based environment in conducting UX research and testing

### Trainer



Ashok Sivaji holds a MSc IT from Uni. Tek. PETRONAS (2012) and BEng (Hon) from The University of Adelaide, Australia (2000). Currently, he is a Senior Manager and UX Lab Lead at MIMOS Berhad Malaysia. He has 14 years of experience in software testing

and HCI. He is a certified usability analyst from Human Factors International (HFI-CUA) and Certified Test Foundation Level (CTFL) from International Software Testing Qualification Board. Additionally, he is an adjunct lecturer in HCI at various universities in Malaysia. He actively published his research in both local and international conferences (OzCHI, IEEE, ACM). Recently, he was selected and served as a reviewer for the ACM TOCHI for automation in UX due to his active publication record in HCI automation. He has gained valuable experience in improving the user experience of e-Government, e-Commerce and mobile e-Learning websites and application. He has received 2 HCI national research grants and currently has one HCI patent pending filling.

### Duration

This is a Half Day tutorial.

### Agenda

- Motivation for using Tools for UX
  - ROI
  - Existing tools in market
  - URANUS
- Success Stories (Website, Industrial Ergonomics, Mobile School)
- UX Metrics & ISO9241 Standards

- Tutorial 1: Overview of URANUS
  - Heuristic Evaluation
  - Survey
  - UX Testing
  - Questionnaire Bank
  - Metrics
- Tutorial 2: UX Test using URANUS
  - Installation
  - Test Planning
  - Test Execution
  - Analysis
  - Reporting
- Tutorial 3: UX Testing on Multiple Websites – Benchmarking / Ranking and Rating Study

### Related Publication

<https://usability.mimos.my/ums/publication.php>

### Pre-Requirement

All attendees are encouraged to download and install URANUS (<http://code.google.com/p/uranus-usability/>) onto their notebook before attending the course. Alternatively, they could access the cloud version from <https://usability.mimos.my/uranus/index.php>. Feel free to contact Mr Ashok Sivaji ([ashok.sivaji@mimos.my](mailto:ashok.sivaji@mimos.my)) for assistance.

### Testimonial

“The MIMOS UX team has done an outstanding logical analysis and findings together with a presentation of a UX report with good recommendation improvement for our application” – Director and GM, MNC

“I find the URANUS tool useful for my research work” – Deputy Dean, UCSI

“This tool will be useful for research community” – HCI Professor National University of Singapore

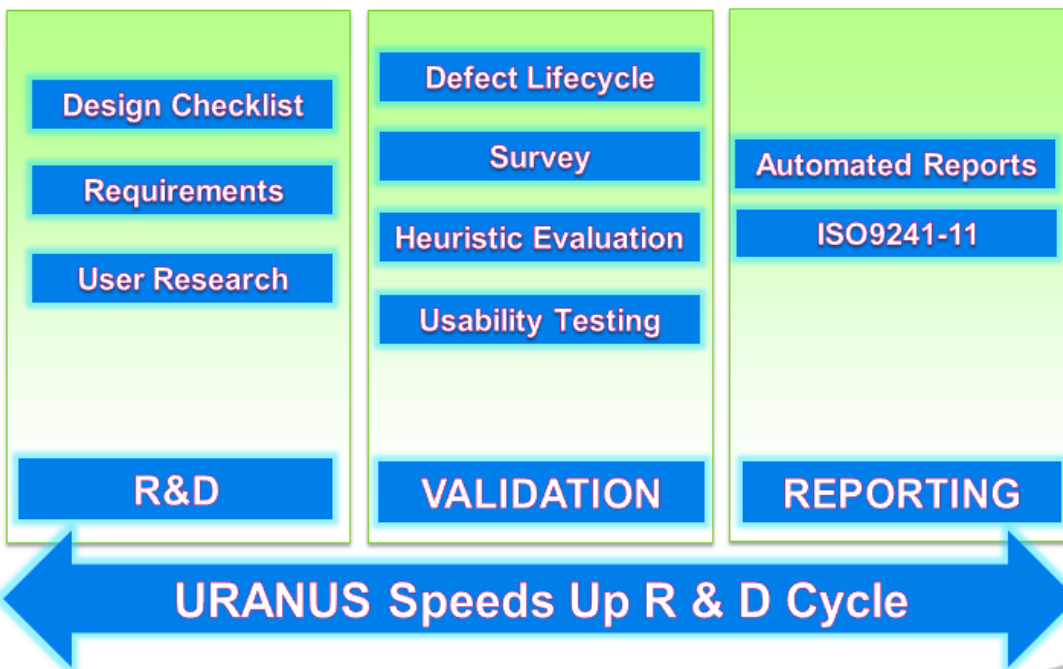
“The development of the tool is a worthwhile endeavour to the website development community.”

“In every instance, URANUS came out less expensive than ownership of any of the commercial tools” – South East Asia Network of Ergonomics Society Scientific Reviewer

## About URANUS team

Development Team	
International Publication Records	
Acknowledgements	
Malaysia	
Singapore	
USA	

## Uniqueness and Advantages



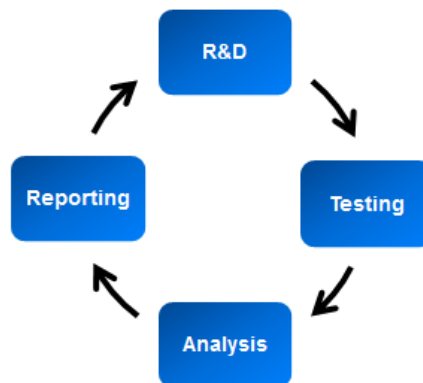
## ROI / Productivity Improvement

Achieving 120 Days of Savings from 23 projects

Productivity / Days Savings for MIMOS and External Case Studies, Research and Testing	<b>120 Days Savings</b> MIMOS : 46 Days from 16 Projects UPM : 31 Days from 4 Projects UTP : 28 Days from 2 Projects UKM : 15 Days from 1 Project	
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- Elimination of

  - Paper Work
  - Note Taking
  - Manual Questionnaire
  - Training
  - Stop Watch / Time Taking
  - Miscoding
  - Manual Calculation
  - Manual Survey



## Quality and Recognition

Awards & Acknowledgements	Organization
Best Paper Award (2011)	
“Strong Accept and Good Rating” (2012)	
Good R&D and Publication Record Acknowledged by Professor from Carnegie Mellon (US) (2013)	
Acceptance of 4 Paper in ISI/Scopus – Social and Behavioural Sciences Journal (2013)	
1000+ Downloads from 25 countries and growing	