

# the race for swift customer testing

The “How” doesn’t matter, its getting your product in front of the customer’s eyes and listening to them that matters!

Testing is a continuous process. Don’t just test once and forget about it. It should be part of every product release and feature addition. Always test as early as possible (before thinking about the code or design).

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In today’s competitive corporate markets, companies need to produce innovative customer products fast and consistently in order to stay ahead of the curve. In order to do that successfully, you need to incorporate customer viewpoints and perspectives. My poster will illustrate how the Intuit Innovation Lab includes customers all along our rapid development process.

Usability testing does not have to take place in labs with 2-way mirrors and video recordings with special eyeball tracking. In my world, we are the designated group to get things out swiftly and get customer feedback along the way in order to improve and grow the product, (whether it is a web site, desktop application, or widget).

Clickable excel wire frames, \$20 DunkinDonut gift certificates, healthy doses of team brainstorming, and a lot of quality time spent at the customer’s home and/or office will give you more than enough data to make those product enhancements to have a successful end-result.

### Key TakeAways:

- Use speedy customer feedback cycles to get your product out there faster
- Customer is always right!
- The Value of Qualitative: In person customer office and/or customer home visits rock!
- Have simple team brainstorming techniques to get people excited
- Ease of Use testing is easy (pick and choose methods)
- Think of clickable wire frames for prototyping + testing (Surprise, I use MS Excel!)
- Test Early, Early, Early and Continually

### Anna’s Post Test Tips:

- Listen to your customers (review comments and notes)
- Look for trends
- Going to the customer is an eye-opening experience!
- Solve for biggest pain points
- Absorb and understand customer feedback
- Present test results in person to the project team
- Apply what you’ve learned to the product
- Show your customers the revised product
- Result is happier customers!
- Enjoy the cycle

### My Links:

- <http://innovation.intuit.com>
- <http://www.earthspiral.com/blog/?p=41>

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