



4D USER TESTING

Capture it all!

Sam Rizzi

Product/Growth Hacker

www.samrizzi.com

TABLE OF CONTENTS

Foreword	- 4
About the Framework	- 5
Prerequisites	- 6
Instructions	- 7
How to run the test	- 8
Real Example	- 9
Bonus Tips	- 10

A FLY ON THE WALL

OMG! The things I've heard!



@nakedpastor

@dhayward.

FOREWORD

We have all heard people wishing they could be a fly on the wall. What they really mean is they want to sit at a distance and observe or hear what others are discussing or doing. This short eBook will show you how you can be a perfect product fly and learn from what users do when they are given your product to test.

Finding an ideal user persona for this is not required but recommended. If you cannot find an ideal user persona to run the test, then find anyone you can who is willing to do this test and it will also give you very useful insight that sometimes not even your real users could give ;)

ABOUT THE FRAMEWORK

In early 2017 I was working with our team on our directory product ([ListingPro](#)). Around the same time, I was enrolled in a three-month bootcamp at [Product School](#) in Silicon Valley. Even though I didn't have users yet, as the product was in its beta and we were going to exclusively launch on a Marketplace (Envato), I decided to ask my classmates, whom were all aspiring Product Managers at Product School, to help me test my product.

I offered to buy them lunch if they helped me and they agreed. I invited them to my home studio to run through the tests. Even though these were not my real users, I was able to capture so much insight. This allowed us to make major changes to the onboarding process and various other features that helped us become a product market fit.

Today ListingPro is the #1 WordPress Directory solution on the market with over 10,000 users in little over 2 years and generated nearly \$1 million in gross revenue. Of course, there are a lot of factors involved in making a product a market fit but these tests, which cost me few slices of pizza, made a significant impact in the very early stage and helped with a successful product launch.

An example video of 4D user test is mentioned towards the end of this eBook.



PREREQUISITES

1. Must be **one-on-one**. Please no group testing.
 2. Must be **in-person** to get the best outcome.
 3. Must provide a list of **specific goals** such onboarding, add listings, submit a rating, etc.
-

INSTRUCTIONS

- Explain to the user how the test will be conducted, as explained on the next page, and during the test the user cannot ask for help unless they have hit a complete roadblock.
- They can either stop the test and move to the next test or they can receive help to get past the obstacle if there is a more critical part of the workflow ahead.
- You will be tempted to jump in the middle of the test and guide the user if you see they are not doing what they are supposed to but hold back until the test is done.



Image Source: CAD Fanatic ([link to image](#))

HOW TO RUN THE TEST?



Screen

Voice

Facial

Body

RECORD THE FOLLOWING

1. **Capture Screen for Software, SaaS or Mobile App**

I used QuickTime. But you may choose to use anything that is stable and will not crash.

2. **Capture Voice**

Request user to speak their mind to help capture their thinking process.

3. **Capture Facial Expression**

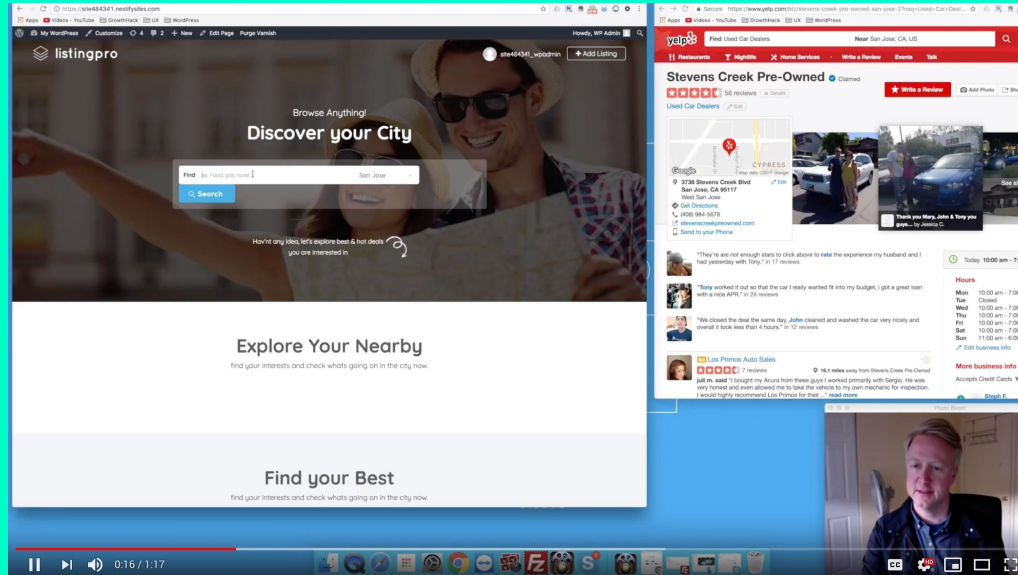
I used a built-in camera and the Photo Booth app on Mac. Helps capture wow, aha or confused moments.

4. **Capture Overall User Experience and body language**

Observe from a distance, like a fly on the wall.

REAL EXAMPLES OF 4D USER TESTING

This was a test conducted for [ListingPro WordPress Directory Solution](#)



[CLICK HERE TO WATCH](#)

[Special Thanks to Zach McDermott](#)

BONUS TIPS



Screen

Voice

Facial

Body

1. I recommend Loom.com as a screen recording software as it can record Screen + Face + Audio. When I was conducting this test, Loom wasn't around, but make sure you are familiar with loom or any other tool you use ahead of time. Sometimes these tools could crash or are unable to upload the captured data. Make sure after the recording is done you test the video.
2. For iPhone apps there is a built-in screen recorder that will help you record screen + audio. See how to enable.
3. For physical products record live actions of the users.

DO YOU LIKE TO SYNCUP?

Go to samrizzi.com

Book a free 30 mins call