

The logo consists of the text "ag;je" on the top line and "days" on the bottom line, both in white. The text is contained within a dark blue speech bubble shape that has a tail pointing downwards and to the left.

**ag;je  
days**

# Как найти время на юзабилити-тестирование во время спринта

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@nefimov

# He silver bull<sub>(shit)</sub>et



# Пицца для ума



# Отмазки

Долго, дорого и  
о...очень долго и  
дорого

# Отмазки – готовый интерфейс

Labor Day Getaway

[3 Previous Messages in this conversation.](#)



**Aaron Martin**

Jake Leboeuf, Michael Dalton, You

MONDAY, JUNE 4, 2013

Yeah! As a matter of fact I am going to be in San Francisco in 2 weeks. I would love to hang out with you guys. Here are a couple photos of what I would like to see when I am there, Maybe we could grab lunch at this cafe. I attached a map to the location, Lets meet there say around 12:30?

Can't wait to see you guys!  
Aaron



ag;|e  
days

Москва  
2013

**Отмазки – много людей**

A large mosaic of diverse people's faces, representing a multicultural crowd. The faces are arranged in a grid pattern, with some individuals more prominent than others. The background is a solid blue color.

# Отмазки – сложный анализ





# Отмазки – 100500 причин



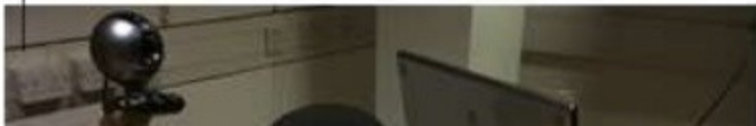
For the sensitive skin

and more

...the baby's natural skin care  
...the baby's skin care  
...the baby's skin care



...the baby's skin care



**Тестировать можно (и нужно!) идеи**



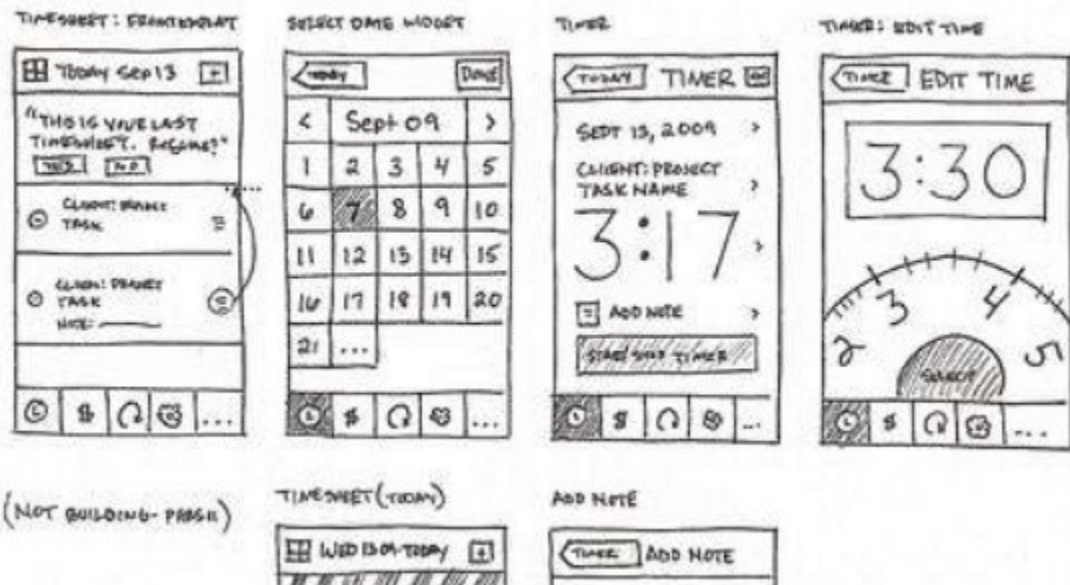
# Обычно

Тестируем, когда  
уверены, что все готово

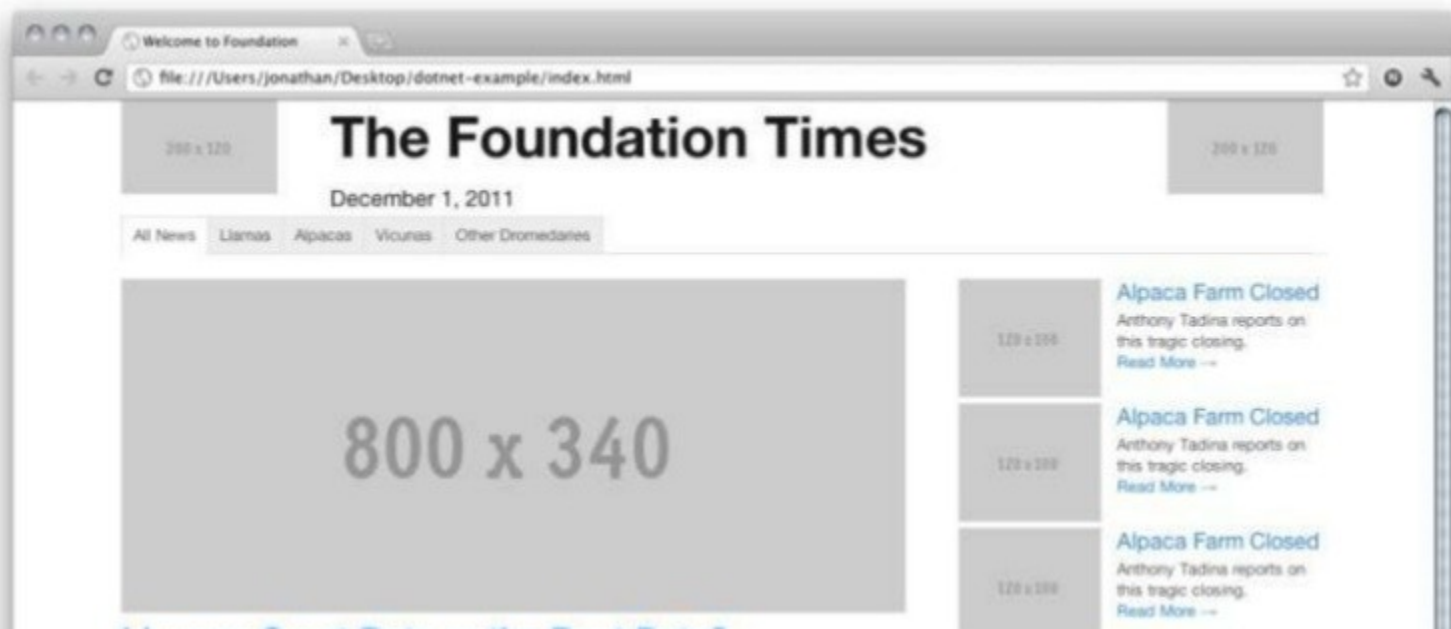
## **А можно**

Тестируем то, что есть на  
данный момент

# Для тестирования подойдут



# Для тестирования подойдут

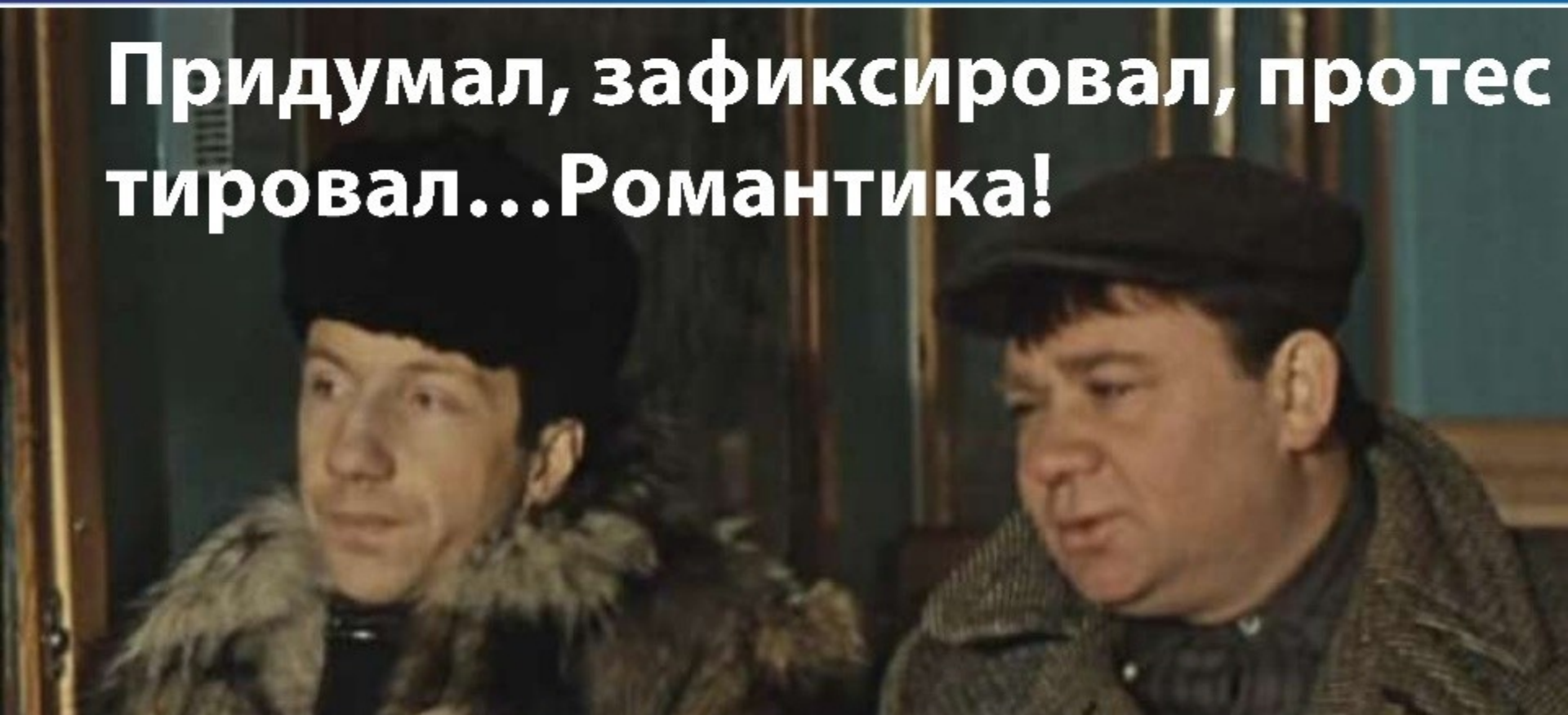


# Для тестирования подойдут

The screenshot displays the Airbrake web interface. On the left is a sidebar with navigation options like 'Start by Date', 'Start by Deploy's Date', 'Start by Environment', 'Start by Devs', and 'Start by Component'. The main area shows a list of errors, with the selected error expanded to show details. The error message is: 'ActiveRecord::StatementInvalid: MySQL Error: Lock wait timeout exceeded; by restarting transaction UPDATE project\_memberships SET updated\_at = ...'. Below the error details, there is a section titled 'Users Affected Since Last Deploy' which shows a list of affected users with their email addresses, IDs, and last occurred timestamps. At the bottom, there is a section for 'Users Affected Total'.

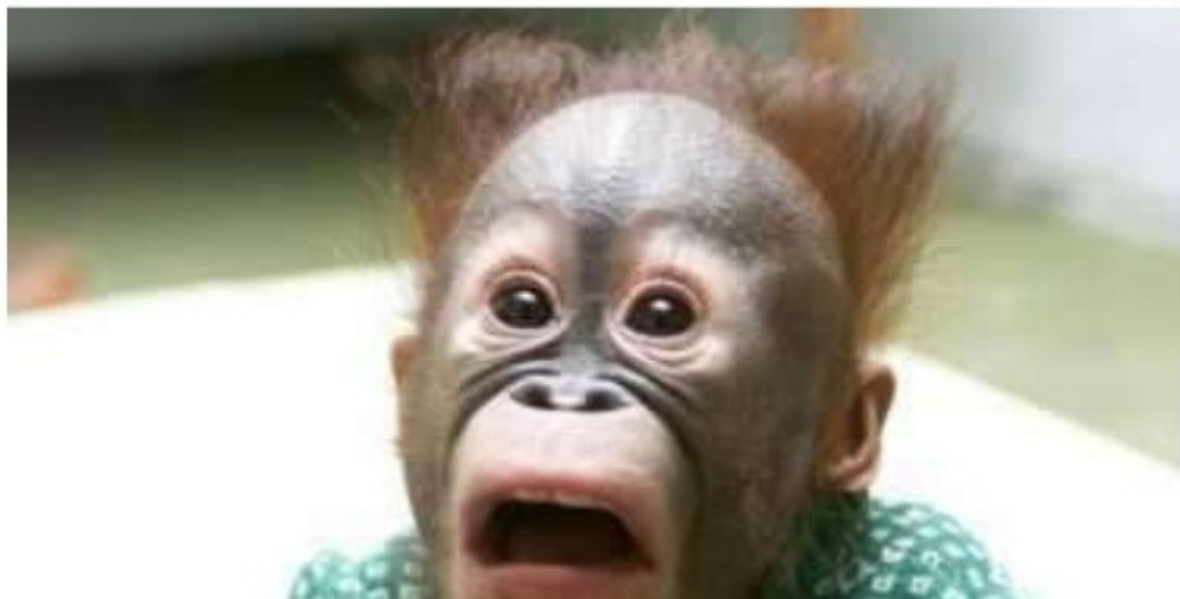
Email	ID	Sex	Last Occurred	Create Tickets
user@example.com	1234567	MALE	2013-08-14 at 14:25	<a href="#">Create Tickets</a>
user@example.com	1234567	MALE	2013-08-14 at 14:25	<a href="#">Create Tickets</a>
user@example.com	1234567	MALE	2013-08-14 at 14:25	<a href="#">Create Tickets</a>
user@example.com	1234567	MALE	2013-08-14 at 14:25	<a href="#">Create Tickets</a>

**Придумал, зафиксировал, протес  
тировал...Романтика!**





# Два раза в спринте



## Два раза в спринте

- Чтобы проверить концепцию;
- Чтобы проверить работу над ошибками;

# Устанавливаем определенное время

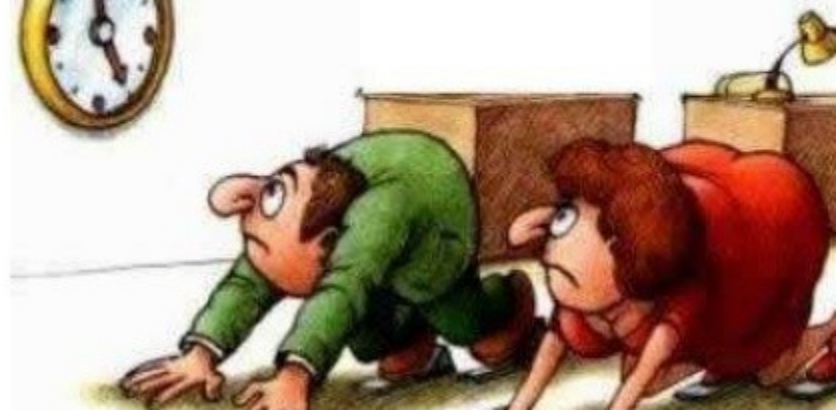
- Чтобы проще было распланировать активность;
- Чтобы у всех вошло в привычку (как ретроспектива или планирование);

# Не понедельник и не пятница

Понедельник - день тяжёлый...



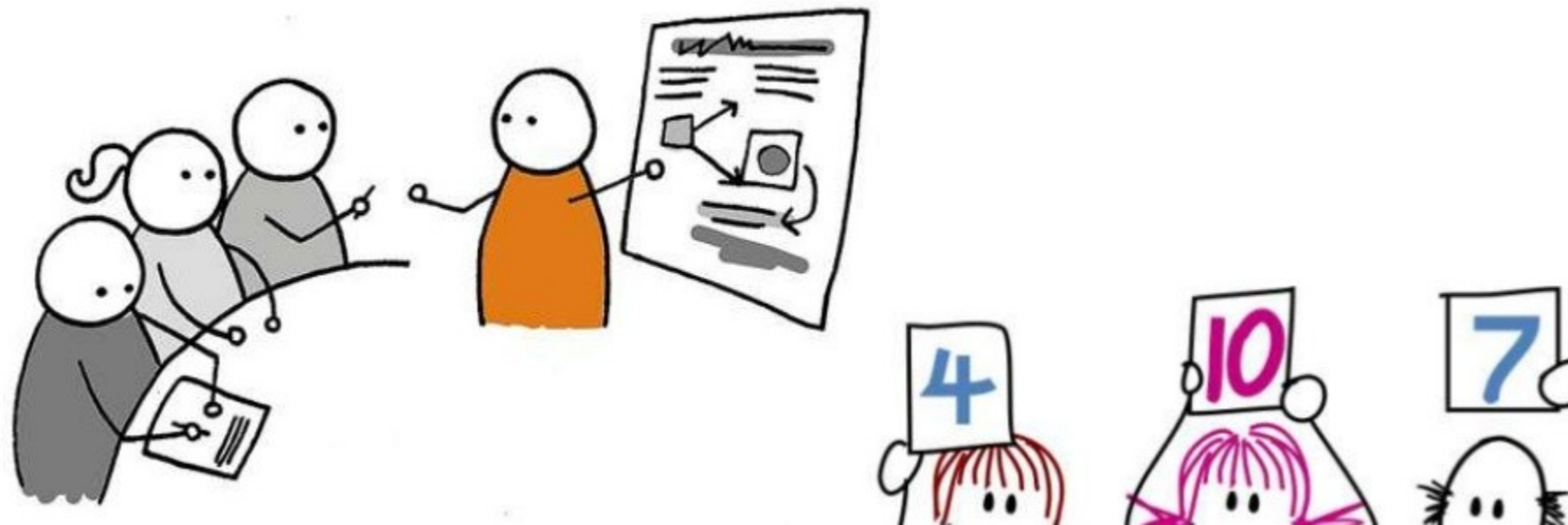
ПЯТНИЦА



ag;|e  
days

Москва  
2013

# Заинтересованные лица



# Лояльные клиенты



# Подбираем аудиторию

## Our Personas

Below are four personas based on actual interviews with persons interested in acquiring a credit card in the next 8-12 months. These personas were used to help craft a customer's journey through the Chase credit card landscape and issues that could arise.

**Julia**

Age: 32  
Gender: Female  
Annual Income: \$85,000

Julia and her husband are both stable in their careers and finances.

- She prefers ease of banking to any specific rewards programs.

**Amanda**

Age: 23  
Gender: Female  
Annual Income: \$25,000

Amanda has just entered the job market after graduating from college. Her finances are not currently a priority in her life.

**Steve**

Age: 39  
Gender: Male  
Annual Income: \$150,000

Steve is vice president and director of operations at a mid sized internet company that focuses on developing online education software. Most of his children are still in grade school.

**Marco**

Age: 29  
Gender: Male  
Annual Income: \$65,000

Marco has finally started his first career job as a music producer and has some credit card debt that he is looking to pay down now that he has steady employment.



# Подбираем аудиторию



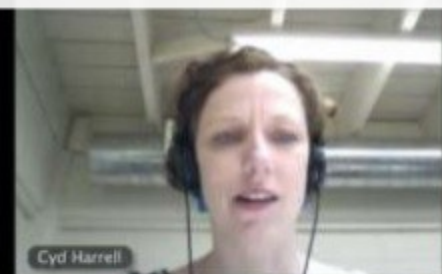
## 3 «ПОДОПЫТНЫХ»



# Тестируем



## Тестируем



CoToMeeting Viewer  
Talking

www.economymagazine.com/blog/mimsbits/26830/TeF-rss

Apple's stock price, or the fat biomass of mammals on earth for the past 200 million years?

The exceptional thing about Apple is not that it's the most valuable consumer-facing brand in the world, that it has a market cap larger than Microsoft, or that its stock performance over the past decade bested Google. No, what's different about Apple is that for a really long time—more than 20 of the 33 years it has been on this earth—it was a niche player.

And if we're looking for historical analogs to Apple's fantastical come-from-behind run-up in value and mindshare, we have only to look at ourselves.

For the first two-thirds of their existence on this planet, no mammal ever got much bigger or more ambitious than a modern-day rodent. They were niche players. For about 130 of the 200 million years they have existed, mammals lived in the shadow of the dinosaurs.

The dinosaurs that had a death grip on all the available ecological niches in the tech ecosystems—mostly Microsoft—kept out other players through competitive exclusion. Competitive exclusion means, basically, that if someone's already really good at being, for example, the top predator, there's no room for anyone else to come in and assume that mantle.

Then something crazy happened—an asteroid strike, some climate change—and the dinosaurs, the largest creatures ever to walk the earth, were wiped out. In this analogy, it was the Internet, or the early days of the post-PC transition (e.g., the iPod) that ended the lead of Microsoft. Of course, Microsoft is still with us, and this transition is far from complete—even the dinosaurs weren't wiped out overnight, and plenty of their relatives are still with us today.

After that extinction event, all the advantages that Apple—and mammals—already possessed were suddenly useful. A high metabolism, good design, live birth, devices that “just work.” These things were present all along, but they were meaningless as long as something bigger and stronger was present to prevent a growth in the market share of Apple, or an expansion

RECENT POSTS FROM MIMS'S BITS

- How the Rise of Apple Is Just Like the Rise of Mammals
- Smart Phones with Tactile Feedback Could Reduce Need to Look at Screens
- How to Make Your Subliminal Fear Real
- Stop Organizing Your E-mail, Says Study

SCROLL

BLOG TOPICS

- apple
- evolution
- eye tracking
- health
- history
- product
- smartphones
- user experience

See how Microsoft® Office 365 is changing the conversation.

- Productivity
- Collaboration
- Security
- Compliance
- Integration

# Тестируем



**НО!**

Не забываем

о полноценном тестировании  
раз в **N** итераций

**Спасибо!**

