

# Amplifying Usability Testing: Harness the Power of Camtasia Studio

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## The Problem

Usability testing guidelines discourage the involvement of Web site designers in the actual user tests. How can test facilitators accurately communicate to designers the difficulties experienced by the user during the testing process?

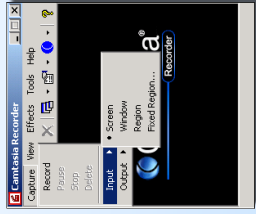
We needed a more reliable testing method so that everyone involved in the Web site redesign – designers, programmers, and test facilitators – could more objectively share the users' experiences of the Web site.

## The Solution

Use video screen capture software to record the desktop action and the audio of test participants.

## How does Camtasia Studio work?

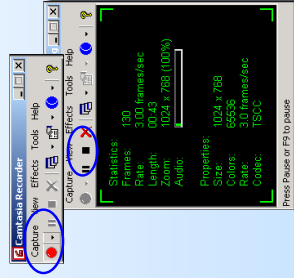
Camtasia Studio from Techsmith (<http://www.techsmith.com>) allows you to record full-motion video in real-time, just with the click of a button.



Select your input, i.e. how much of the monitor you would like to record.

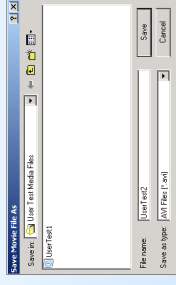


Choose your audio settings.



Click the Capture button and recording will start. Use the Stop button when you are finished.

We used Camtasia Studio to record each user's screen, clicks, and speech during the test.



Save the media file for playback at a later time.

## Results

- We analyzed the media files and extracted information for a usability report
- We replayed problematic user interactions for designers and programmers
- Designers took suggestions and made necessary changes
- More accurate and objective reporting of user issues fosters better communication and quicker resolution of design problems

## Why use Camtasia Studio for usability testing?

- Accuracy
- Objectivity
- Relatively cheap
- Easy to use
- Not just for usability testing – use to create demonstrations, online tours, and tutorials