The highstreet in the 50s and 60s was a DULL place
“My Budget and My Needs are always Satisfied at A&P”

Buying foods to fit your budget... and to satisfy your family’s meal preferences... are no tricks at all at A&P. So many different foods are on hand... and so many famous-name brands of packaged, canned and glassed products... that variety is wide to let you choose to suit both your taste and your purse.

Yes, downright delicious meals and thrifty management of your food money are as easy as ABC at your A&P.

One more thing: Because A&P sells so much food at one low store-keeping expense, it can afford to take but small profit on each transaction, thus values are always big. Try shopping at A&P a week or two. Notice the difference in the goodness your meals... and the relief it brings to your budget.

Simplistic marketing
People + Products + Marketing = Sales
Market saturation
Suddenly, every shopping basket mattered!
And then along came this guy
THE NATIONAL BESTSELLER

WHY WE BUY

The Science of Shopping
The decompression zone
Merchandising and the ‘scent’ of information
Modern retail has learned from research
We think we know our customers, but we don’t
We think people use our sites like this.
However they actually use them like this
Our users aren’t stupid
To design for humans we need to understand them.
Heat maps
Informal (Guerrilla) Testing
RITE Methodology

RITE testing
How to run a usability test
Start with a “cunning” plan
Select your tasks
Good and Bad Tasks

Bad: Search for a bookcase

Good: You have 200+ books in your fiction collection, currently in boxes strewn around your living room. Find a way to organise them.
Earn £20 for an hour of your time

We’re looking for a few people to help us test a new website we’ve been working on. You don’t need to be technical or understand anything about web design. You just need to know the local area and enjoy the occasional meal out.

We’ll send you a quick survey to fill out, and if you meet our criteria, we’ll arrange a time for you to pop in. And as a way of thanks we’ll give you £20 for an hour of your time.

We’re looking for a few people, so if you or any of your friends are interested, please drop Sophie an email (sophie@clearleft.com)
How many subjects are enough?
You can test on everything from a low fidelity paper prototype, through a HTML prototypes, to a live site. You can test your existing site, your competitors sites or a brand new solution.

What to test on?
On the day
Think aloud protocol

As the name suggests, you set a series of tasks and ask the subject to verbalise their thoughts and feelings by 'thinking aloud'. The object of this is to gain valuable insight into the thought processes behind the users actions.

Think out loud
Be a good moderator
Yes Andy, but how do I get my boss to agree
To build better products, get to know your users
Thanks
Questions?