

User Testing



Easter egg [Explorebrea.nl](https://explorebrea.nl)

Group2
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Introduction

We were tasked with creating an easter egg for the Explore Breda website. Our idea is to introduce a secret key that, once discovered, triggers a “party” on the user’s screen. This party includes a disco ball, confetti, and the discount of the month for a featured business on Explore Breda. Additionally, a selected song will play in the background. The style of the party will change with each season, offering users a fresh and engaging interaction every time they visit.

Product Under Test

What’s being tested:

We are testing our secret key party feature for Explore Breda.

Business and Experience Goals:

- Engagement: Provide a fun and engaging element that encourages users to explore the website.
- Repeat Visits: Create a recurring incentive for users to return to the site each season to discover new content and promotions.
- Promotion: Highlight and promote a specific business each season through the seasonal discount.

Business Case

Why are we doing this test:

We want to evaluate how quickly and effectively users can discover the secret key and understand how they interact with the resulting party feature.

Benefits and Risks:

- Benefits: Identifying and addressing potential usability issues will ensure that the feature is discoverable and enjoyable, increasing user engagement and repeat visits.
- Risks of Not Testing: Without testing, users might not find the easter egg at all, resulting in a missed opportunity for engagement and promotion.

Test Objectives

Goals of the Usability Test:

- Evaluate the discoverability of the secret key.
- Assess user interaction with the party feature.
- Determine if the seasonal changes in style would be appreciated by users.

Specific Questions to be Answered:

- How quickly do users find the secret key?
- Do users understand the purpose of the party feature once it's activated?
- How would users react to the seasonal changes in the feature?

Hypotheses to be Tested:

- Users will find the secret key within a reasonable amount of time. (2-3 minutes)
- Users will understand and enjoy the party feature.
- Seasonal changes would be appreciated by users.

Participants

Recruitment:

- Number of Participants: 3-5
- Key Characteristics: International University students, ages between 18 and 23

Equipment

Required Equipment:

- Laptop
- Note Taking tools for observers.

Test Tasks

Tasks:

1. Navigate to the Explore Breda website.
2. Discover the secret key to activate the party feature.
3. Interact with the party feature, noting the displayed discount and any other elements.
4. Provide feedback on the experience and the seasonal changes.

Responsibilities

Roles:

- Test Facilitator: Guides participants through the tasks and records observations.
- Observers: Take detailed notes on user interactions and feedback.
- Data Analyst: Analyses collected data and identifies trends and issues.
- Project Manager: Ensures the test is conducted on schedule and coordinates the sharing of results.

Location and Dates

Location: Fonty's R10 building

Dates:

- Testing Period: 24th may 2024
- Results Sharing: Preliminary results will be shared immediately after testing, with a detailed report.

Procedure

1. Preparation

Recruit Participants:

a group of 3-5 participants is selected, matching the key characteristics identified (age range 18-23).

Set Up Equipment:

Prepare laptop with screen and audio recording software. Ensure all tools for notetaking and data collection are ready.

Briefing Materials:

Create a briefing document outlining the test objectives, tasks, and instructions for participants.

2. Introduction

Welcome Participants:

Greet participants and provide an overview of the test session.

We explained at every task what the website is about, so they could have a background knowledge about it.

Explain the Purpose:

Inform participants that they will be testing a new feature on the Explore Breda website, focusing on how they interact with it.

3. Pre-Test Interview

Background Questions:

Ask participants about their familiarity with the Explore Breda website and their knowledge of an easter egg inside of a website.

4. Test Tasks

1. Discover the Secret Key:

- Ask participants to explore the website and find the secret key. Provide no initial hints to observe natural discovery.

- Set a time limit (e.g., 5 minutes) for this task. If the key is not found within this time, provide a hint to prevent frustration.

2. Interaction with the Party Feature:

- Once the key is found, instruct participants to activate the party feature and interact with it.
- Observe how they react to the disco ball, confetti, the discount of the month, and the background music.

3. Feedback on Experience:

- After interacting with the party feature, ask participants for their immediate feedback on the experience.
- Inquire specifically about their thoughts on the seasonal changes and the overall enjoyment of the feature.

4. Post-Test Interview:

Detailed Feedback:

Conduct a post-test interview to gather more in-depth feedback. Ask participants about:

- The difficulty level of finding the secret key.
- Their overall experience with the party feature.
- Any suggestions for improvement.

5. Data Collection and Analysis:

Record Observations:

Note how long it takes each participant to find the secret key and their interactions with the party feature, what they think about the idea of the discount, and the possibility of a seasonal change for the secret key.

Analyse Feedback:

Compile and analyse feedback from the post-test interviews to identify common themes and areas for improvement.

6. Reporting

Prepare Report:

After testing four people the main realisations are answered to three questions.

Did the person find the right keys? - If they have enough background knowledge of the website and the topic, and the fact that they have to search for two keys together, they found it pretty quickly (between 1- 2 minutes), but without the right hints, they felt it would have been impossible to find them.

If you would hear about a secret key would you try it out? - In most cases the answer was that at least they would try it out but mainly if they would be interested in going to Breda. However, it was emphasised as a conclusion that they would be pretty curious..

If you would know that the discount would change regularly would you check it out more? - In most cases the answer was yes, mainly for the discount, and also for a fun activity, searching for the secret keys, so it might be great that in the future not just the design would change, and the discount, but for fun also the secret key, the way they have to find it.

Suggestions in most of the cases - It was a bit hard to find, therefore we would recommend to make for example some social media products, about the secret key, for some hint (it would also make people more curious, if they see the comments that not everyone found it would make people to try it).

7. Follow-Up

Adjustments:

Based on the test results, make necessary adjustments to the secret key's placement, the party feature, or other related elements.

Retesting (if needed):

If significant changes are made, consider conducting a follow-up test to ensure the adjustments effectively improve the user experience.

Summary of Main Steps

1. Preparation: Recruit participants, set up equipment, and prepare briefing materials.
2. Introduction: Welcome participants, explain the purpose, and obtain consent.
3. Pre-Test Interview: Gather background information from participants.
4. Test Tasks: Navigate to the website, discover the secret key, interact with the party feature, and provide feedback.
5. Post-Test Interview: Collect detailed feedback on the experience.
6. Data Collection and Analysis: Record observations and analyse feedback.
7. Reporting: Prepare and share a report with findings and recommendations.
8. Follow-Up: Make adjustments based on results and consider retesting if necessary.

Documentation throughout the test:

- If you would know that the discount would change regularly would you check it out more?
 - Yes I would check it out, if it would be with a different easter egg, because that would be more interesting.
- Suggestions:
 - Like the fun idea with the disco, and the song.

Third test person:

- Introduction:
 - We explained the website for the person, (it is for breda, etc.)
- Would the person find the right keys?
 - She found it in seconds.
- If you would hear about a secret key would you try it out?
 - Yes I would try to find it myself
 -
- If you would know that the discount would change regularly would you check it out more?
 - Yes I would check it out, so I can see different promotions, and I would try to find the key again.
- Suggestions:
 - Might be hard to find, if you don't know about it, but like the idea.
 - Like the discount

Fourth test person:

- Introduction:
 - We explained the website for the person, (it is for breda, etc.)
- Would the person find the right keys?
 - You also find
- If you would hear about a secret key would you try it out?
 - Yes I would try to find it myself.
- If you would know that the discount would change regularly would you check it out more?
 - No, unless I lived there or my friend would live there and I would search for concert
- Suggestions:
 - If you use your comon sense it si pretty easy to find
 - It is not in the ceneter

First test person:

- Introduction:
 - We explained the website for the person, (it is for breda, etc.)
- Would the person find the right keys?
 - With some help yes (help: we mentioned it is for Breda, on mac it's command instead of control , it is 2 keys, he found it in a minute and half)
- If you would hear about a secret key would you try it out?
 - Yes I would, I would be curious.
- If you would know that the discount would change regularly would you check it out more?
 - Yes if I wouldn't forget.
- Do you know about any other secret keys on a different website?
 - Not really mainly just shortcuts.
- Suggestions:
 - It is a bit hard to find. He liked the content, and the song.

Second test person:

- Introduction:
 - We explained the website for the person, (it is for breda, etc.)
- Would the person find the right keys?
 - It was a bit slower to find it. He said it was not so obvious idea.
- If you would hear about a secret key would you try it out?
 - Yes I would want to try it out, because of the discount.
- If you would know that the discount would change regularly would you check it out more?
 - Yes I would check it out, if it would be with a different easter egg, because that would be more interesting.
- Suggestions:
 - Like the fun idea with the disco, and the song.

Third test person:

- Introduction:
 - We explained the website for the person, (it is for breda, etc.)
- Would the person find the right keys?