Usability Tests - brAIn

Introduction

Usability testing has been one of our main focuses from the beginning of the product development process. It is crucial for ensuring that the application is user-friendly and meets the needs of our target audience. By identifying areas where users struggle, we are able to make informed improvements that enhance the overall user experience. A product that is easy to use is more likely to be adopted by users, leading to greater success. Additionally, usability testing helps identify issues early, reducing the cost of revisions later in the development phase. Ultimately, improving usability boosts user satisfaction, retention, and loyalty, all of which are key to the product's long-term success.

Testing Process

In this usability test, we collected data on various aspects of user interaction with the application. The parameters measured included:
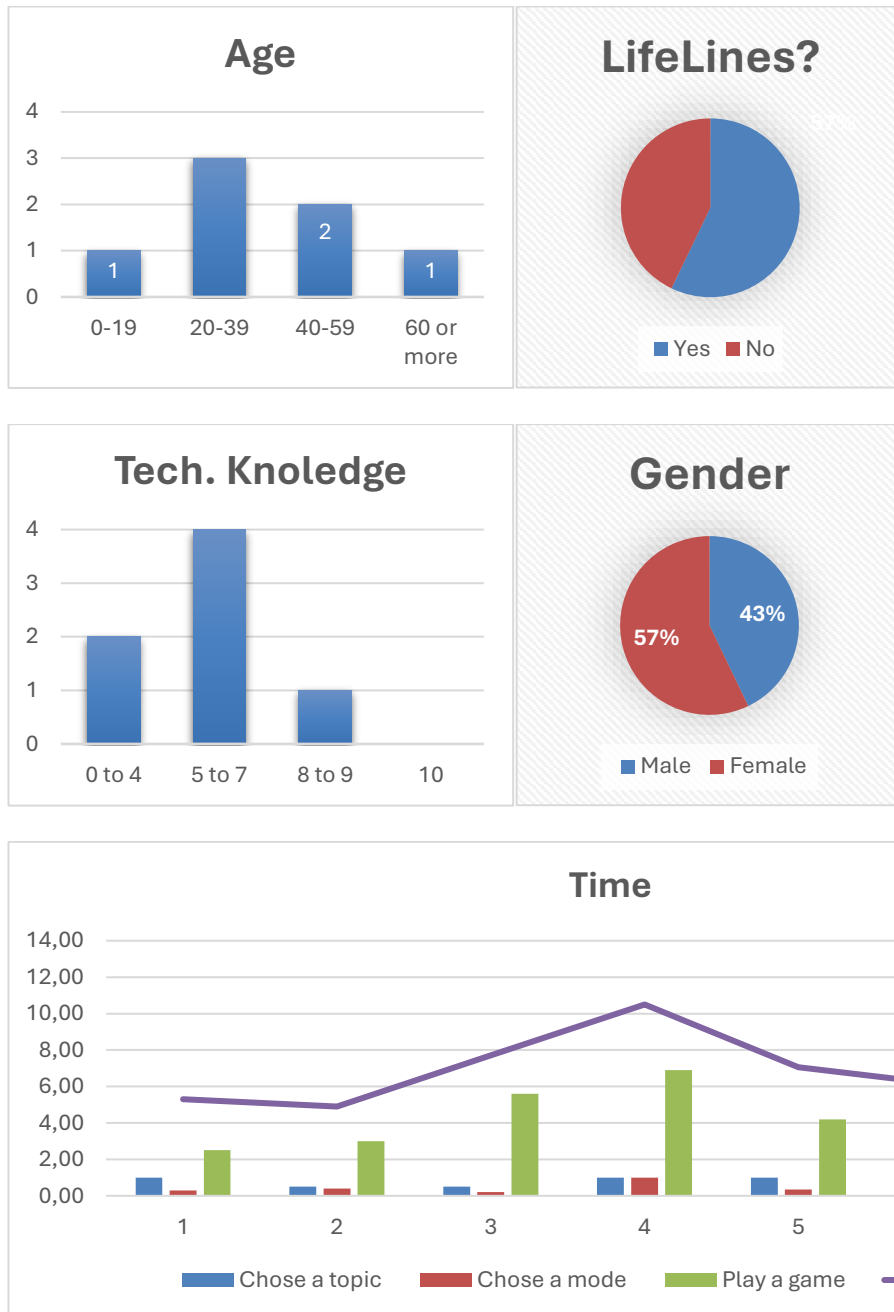
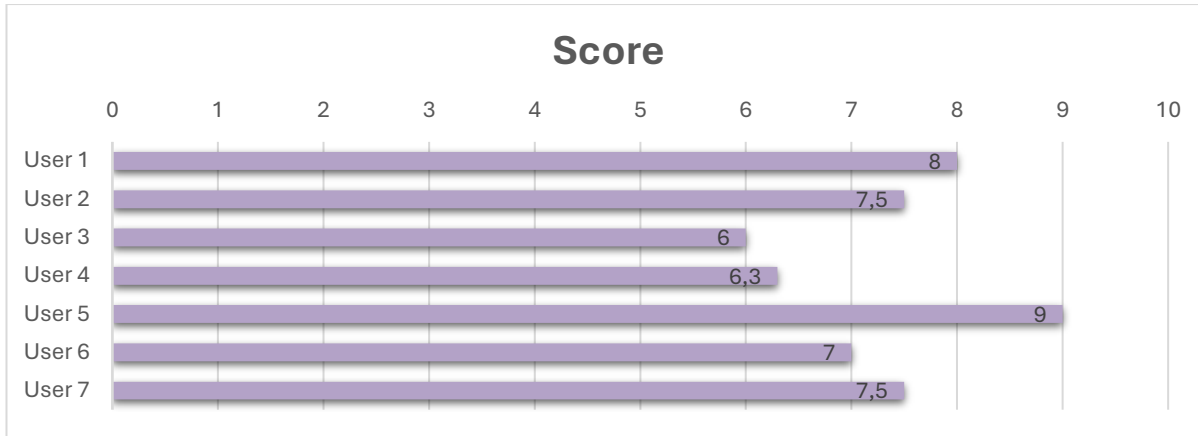| User	Age	Gender	Tech. Knoledge	Register (m)	Chose a topic	Chose a mode	Play a game	Total Time	Lifelines used
User 1	15	Female	6	1,50	1,00	0,30	2,50	5,30	Yes
User 2	25	Female	8	1,00	0,50	0,40	3,00	4,90	Yes
User 3	28	Female	4	1,40	0,50	0,20	5,60	7,70	No
User 4	50	Male	5	1,60	1,00	1,00	6,90	10,50	Yes
User 5	43	Male	7	1,50	1,00	0,35	4,20	7,05	Yes
User 6	23	Female	5	1,35	1,40	0,30	3,00	6,05	No
User 7	73	Male	3	3,10	2,20	1,60	6,00	12,90	No

By analyzing this data, we gained valuable insights into how different users engage with the application, which allowed us to pinpoint usability challenges and areas where improvements could be made to enhance the overall experience.

User	Encontered issues	Ideas	Score
User 1	Took to long to register - life lines were a bit confusing	Language	8
User 2	Some questions were a bit too hard	Make levels or enhance the questions	7,5
User 3	Chose the wrong mode by accident	Confirm before selecting mode	6
User 4	Too many steps to start the game	Reduce the number of clicks to start a game	6,3
User 5	The game was too slow	Make the game more responsive	9
User 6	Image changed in the middle of the game and hide more took too long to be unrevealed the pic sometimes		7
User 7	It was a bit too slow and lifelines were not clear	Explain lifelines somewhere	7,5

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QUIZZ GAME - POWERED BY AI

Graphs

The following graphs provide a visual representation of the key findings from our usability testing. They show data on user demographics, such as age, gender, and tech knowledge, as well as detailed insights into the time spent on different tasks, user scores, and the use of lifelines. These visuals highlight areas where users faced challenges and provide a clear overview of the user experience during the test.

Age

Age range	Count
0-19	1
20-39	3
40-59	2
60 or more	1

LifeLines?

Yes ■ No ■

Tech. Knoledge

Range	Count
0 to 4	2
5 to 7	4
8 to 9	1
10	0

Gender

Male 43% Female 57%

Time

Chose a topic — Chose a mode — Play a game — Total Time

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Score

User	Score
User 1	8
User 2	7,5
User 3	6
User 4	6,3
User 5	9
User 6	7
User 7	7,5

Conclusions

The usability testing has provided valuable insights, helping us gather ideas for future improvements. By testing users of various tech backgrounds and ages, we identified unique challenges and areas for enhancement. Users with less technical knowledge faced navigation difficulties, while those with higher tech expertise suggested interface improvements. The time spent on certain tasks indicates areas that need optimization for efficiency. Overall, the feedback has given us key ideas to simplify the experience and make the app more accessible to all users, regardless of their tech knowledge or age.