Usability test report

Numetro app

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HCI

# Pre-test planning:

We prepared for our usability test by choosing our participants to be users that go to the movies often or sometimes. The users all have some experience with social mobile applications, all of the testers where students of ages between 19-21. We chose our tasks to represent the application’s functionality the best way we could. All of the tasks are designed to test the main features of the application and to see how effectively a user would be able to navigate the app and execute general tasks. We planned our interaction with the testing users by preparing a short script of how the testing event would flow. The script was an important part of the planning since the event needed to be coordinated well and planned out efficiently to avoid confusion during testing.

**The script we wrote was as follows:**

Good morning ladies and gentlemen and welcome to the Numetro Social app usability test. [Introduce selves] Thank you for taking the time from your busy day to help us to test and improve our application to ensure that we deliver a quality product.

It is important to mention that it is our product being tested and not the user.

[Explain the purpose of the app]

First, we will be handing out a user consent form to ensure that we have everyone’s complete permission to use their feedback in our research. To do the test you will follow the set of instructions that will be provided shortly and then you will receive a satisfaction survey after the last task so we can capture your feedback.

[Hand out forms and commence test]

Thank the users when done.

# Process followed:

We tested each user one at a time by pairing a user up with one of the test administrators available, so 3 tests were performed at once, but users were separated from one another. This was to avoid any influences users might have on one another.

Each test administrator did little to assist the users while the task and tests were being performed, only when a user would ask for assistance would an administrator provide assistance, but this was taken into account while giving scores.

Each of the user tests went as planned, except for one step in the last task, which was to test the social features. All but one user struggled with the first step of this task, which was simply to locate the button that leads to the social page. This was unexpected as we did not mean to test this part of the task, but rather the social features on the page itself, because of this we adapted the scoring for this task to account for this step and provided assistance if we felt that users were taking a while to locate the button. We made this change to see how many users scores were dragged down because of this step.

# Tasks performed by users:

## (Formally stated):

1. In task 1 the user should go to “Movies” and search for a movie named “Chips”. Once the movie is found the user should proceed to click on the movie and view further details.

*This task was to evaluate the basic need of searching for a movie.*

1. For task 2 the user starts on the movie detail page they have reached by searching for “Chips”. From here the user should attempt to view the trailer of the movie, and then view more details of the movie on an IMDB page by using the link provided.

*This task was to evaluate the specialized need of watching trailers and obtaining more info on a particular movie.*

<back to home>

1. In task 3 the user should attempt to log in to the application. If the user does not have an account yet they should create one on the sign-up page. This task will be started at the index page.

*This task was to evaluate the basic need of creating an account and logging into said account.*

1. Task 4 is about attempting to buy snacks in the snack menu, the users will start out on the buy tickets page then navigate to the snacks menu. The users need to order one “Family combo”, 2 medium drinks and 2 large popcorns. The user should then continue until they reach the payment page.

*This task was to evaluate the basic need of buying tickets, but also the specialized need of pre-ordering snacks on the app.*

<back to home>

1. Task 5 Is aimed at the social aspect of the application, the user needs to be logged in for this to work since only registered app members can user the social interactions. The user will navigate to the social page where they will see What movies have been watched by users. By clicking on the user icon in the grey bar the user will be taken to the search users page. The user now needs to search for a person named Justin Clarke and then navigate to Justin’s profile page, where the user will like and leave a comment on the Justin’s feed.

*This task was to evaluate the specialized needs associated with the social features.*

## Users received a simplified version:

**Task 1:** Please create an account and then log out.

**Task 2:** Log in to the application.

**Task 3:** Select the Movies option on the main screen to navigate to the Movies page where you must search for a movie named “Chips” in the search movie textbox and then click on the retrieved result.

**Task 4:** Please attempt to view the movie trailer, and then navigate to the IMDB to view further details on the movie.

**Task 5:** Start on the buy tickets page and buy tickets for John Wick at Menlyn Park on the 15th April 18:00 for 2 people, then navigate until you can order snacks. Order 2 medium drinks and 2 large popcorns then continue until you reach the payment page.

<Head back to home page>

**Task 6:** Navigate to the social page and then search for a user named Justin Clarke. Now go like and leave a comment on one of the movies on his feed.

# Evaluation methods:

For the evaluation, we decided to record the users testing with a screen recorder. We did this to ensure that we can repeatedly watch the user’s actions and accurately evaluate their courses of actions. During the usability test all 3 of the test administrators had a mark sheet with them and on this mark sheet we rated the users on how fast each task could be completed by them on a scale of 1-10 (10 being very quick). We did this because it will help us determine where the product slows down the users so we can improve on the existing layout and functions so that the user will be able to navigate tasks much quicker if needed.

Our marksheets also had some criteria to mark if the user was able to complete the given tasks or not. We needed this in our evaluation since it is critically important to know if the end user would be able to do the tasks, if they could not complete a task then it would indicate a problem with the product’s design and functioning and that would have to be fixed.

**Below is an example of the marksheets criteria:**

**Rating of speed out of 10:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Tasks | User 1 | User 2 | User 3 | User 4 | User 5 |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Tasks | User 1 | User 2 | User 3 | User 4 | User 5 |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |

**Success in tasks (True/False):**

# Results:

**Rating of speed out of 10:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Tasks | User 1 | User 2 | User 3 | User 4 | User 5 |
| 1 | 8 | 10 | 10 | 8 | 10 |
| 2 | 8 | 10 | 10 | 9 | 10 |
| 3 | 9 | 10 | 10 | 9 | 9 |
| 4 | 7 | 10 | 8 | 10 | 10 |
| 5 | 8 | 10 | 8 | 4 | 8 |
| 6 | 9 | 8 | 8 | 4 | 9 |

Hence the majority of the users completed their tasks in above average times. The overall average was 8.7/10.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Tasks | User 1 | User 2 | User 3 | User 4 | User 5 |
| 1 | True | True | True | True | True |
| 2 | True | True | True | True | True |
| 3 | True | True | True | True | True |
| 4 | True | True | True | True | True |
| 5 | False | True | True | True | True |
| 6 | True | True | True | True | True |

**Success in tasks (True/False):**

The overall result was that all users could complete most tasks without assistance, the only task failure was due to technical issues (internet connection problem).

# Conclusion:

Overall the product was well received and the users mentioned they enjoyed the addition of the snack menu and the redesign of the individual movie page. The specific mention of these pages allows us to investigate similarities between them and their designs to perhaps be used when designing new pages or when redesigning existing ones.

All but one user struggled with the last task as mentioned in the process, the reason that users gave us was that the button looked more like a header to them than an actual button. This will then change in future versions to make the button either look more clickable or to redesign it as to look more like the other buttons, it looked different in this version as to give the impression that it was a special feature.

The only failed task by a user was caused due to a technical error, but this allowed us to see that the error isn’t properly addressed to the user. This will then change in a future version to more accurately display the error so the user knows what went wrong.

# Appendices:

## Consent from:

**I, the undersigned, confirm that (please tick box as appropriate):**

****

|  |  |  |
| --- | --- | --- |
| 1. | I understand the information about the project. | 🞏 |
| 2. | I have been given the opportunity to ask questions about the project and my participation. | 🞏 |
| 3. | I voluntarily agree to participate in the project. | 🞏 |
| 4. | I understand I can withdraw at any time without giving reasons and that I will not be penalized for withdrawing nor will I be questioned on why I have withdrawn. | 🞏 |
| 5. | The procedures regarding confidentiality have been clearly explained to me. | 🞏 |
| 6. | The use of the data in research, publications, sharing and archiving has been explained to me. | 🞏 |
| 7. | I understand that other researchers will have access to this data only if they agree to preserve the confidentiality of the data and if they agree to the terms I have specified in this form. | 🞏 |
| 8. | Select only **one** of the following:   * I would like my name used and understand what I have said or written as part of this study will be used in reports, publications and other research outputs so that anything I have contributed to this project can be recognised. * I do not want my name used in this project. | 🞏 |
| 🞏 |
| 9. | I, along with the Researcher, agree to sign and date this informed consent form. | 🞏 |

**Participant:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Participant Signature Date

**Researcher:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Researcher Signature Date

## User satisfaction survey:

**Thank you for taking the time to complete the following survey, your feedback is**

1. How satisfied are you with the consistency of this product?

□ Highly satisfied □ Dissatisfied □ Mostly satisfied □ Completely satisfied

1. How do you rate the design of the product (visual aspects)?

□ Highly satisfied □ Dissatisfied □ Mostly satisfied □ Completely satisfied

1. How do you rate the performance of this product (Lack of errors, ease of use etc.)?

****□ Highly satisfied □ Dissatisfied □ Mostly satisfied □ Completely satisfied

1. How do you rate the features of this product (What can be done with the product)?

□ Highly satisfied □ Dissatisfied □ Mostly satisfied □ Completely satisfied

1. Compared to similar products it is?

□ Worse □ Better □ Haven’t used any

1. Would you use this product in your everyday life?

□ Yes □ No

7) Do you have any additional comments about this application?