

## **Summative Evaluation Testdesign – Event Finder**

**Scope of this Evaluation:** Respective hypothesis should be rejected with this user study.

**Testing Procedure:** Testing format has 2 parts. In the first part the user performs tasks (objective measurements) In the second part the participant answers out questions regarding two short questionnaires (subjective measurement) subsequently.

**Participants:** Target User group: user representing each persona, Interviewer: tbd

**Equipment for Interviewer:**

Hardware: Laptop, Stopwatch, (Pen and Paper),

Software: Zoom, System Usability Scale (SUS), User Experience Questionnaire (UEQ)

**Equipment for user:**

Hardware: Smartphone, Laptop

Software: Zoom, EventFinder Web App

**Test design:** Within-subject testing – every user follows the same procedure/tasks

## 1. Hypothesis

Test Task	Functional and Usability Requirements	Theory / Research Question	Hypothesis	Metrics	Reason for Hypothesis
1	Save Events	Does the user understand how to search, save and share events?	Users can save events within the details view of an event. The user does not make more than 2 errors.	Count the numbers of errors the user is doing while searching for save events CTA.	(objective measure): The higher the number of errors the higher the usability problems as it gives an indication about the usability of the product and the Effectiveness.
2	Search Events		Users have two options to search for events (Maps and Explore). We are assuming the user can find an event effective and efficient and is satisfied after achieving his goal. The prototype achieves a SUS Score of 70 or higher (acceptable) in average for all user participated.	SUS Score 70+	(subjective measure): The System Usability Scale (SUS) developed by A. Bangor et al. (2009) measures the usability of a product reliable. According to them the product is in an acceptable usable state if the SUS score results in 70 or higher. We have chosen this Hypothesis, because we believe that this is a fast and effective way to understand if the target user group do understand the 2 possible search features.
3	Share Events		Users do not find the CTA for sharing an event. It takes the user more than 10 seconds to see this feature.	Count the time until the user clicks the sharing CTA.	(objective measure): The higher the time the user needs to complete a task the higher is the probability for a usability problem and hence the lower the Effectiveness.
4	Overall User Experience	Does the prototype have a "Good" rating according to the UEQ evaluation?	As our Event Finder app should make fun to the user when using it, we are assuming our user do evaluate our app in regards of Usability and UX as "good" on the UEQ rating scale for web services.	UEQ Average score. (A-1.41, P-1.84, E-1.43, D-1.53, S-1.10, O-0.87)	(subjective measure): Benchmarking done when validating the UEQ Evaluation while testing Web applications and Web services.  Schrepp, User Experience Questionnaire Handbook (Version 8), 31.12.2019

## 2. Part 1: User Tasks (Duration 15-20 min)

### Introduction of Interview partner:

- Thanks for participating
- Explaining the 2 parts of the Test: First give brief explanation what the web app is about and explain them, that they are going to be solving two different cases during the evaluation. Then two prepared evaluation methods are going to be presented to them orally, where the users can give their most accurate opinions on the topics.
- Asking for recording permission of video and audio. Participant allows screen sharing before using the web app. By this time, the screen recording shall start.

**Test Scenario:** The user is sent the link to the HTML prototype to his smartphone. He is asked to attach the app to his home screen. Additional help is given if needed considering Android or iOS.

**Context for user:** "Imagine you heard about this new App called "Event Finder", where you can see what events are happening in your city. You went to the App Store, downloaded the app and now you find the App on your home screen."

### 1.1 User Tasks and Hypothesis

**Pre-Task:** Please register- fill in email address and a PW -> Provide a Dummy Log In Account (tbd!)

Hypothesis 2 – Search Events

**Test Task 1:** You are now going to see what events you can find today in Munich. Please try to search for events as you are looking for something where to drink wine.

**Referencing Metrics:** SUS Score – 2<sup>nd</sup> Part

Hypothesis 3- Share Events

**Test Task 2:** Tomorrow you will be going on a date and you are interested into finding coffee shops near your area. Search for events with "Cafe". As you want to ask your date if this place is ok, you are trying to share this event. Please try to find the share button.

**Referencing Metrics:** Count the time until the user clicks the sharing CTA.

Hypothesis 1 – Save Events

**Test Task 3:** You want to save that event you have shared. Please save the events in "My events".

**Referencing Metrics:** Count the numbers of errors the user is doing while searching for save events CTA.

### 3. Part 2: UEQ (Duration 5 min)

#### Introduction of Interview:

- Third Part: Questionnaire
- Fill out without extreme reasoning behind the answer
- Participants: 7

Hypothesis 4 – Measuring User Experience

**Referencing Metrics:** Evaluated goal for the prototype: UEQ Score Good for web services (A-1.41, P-1.84, E-1.43, D-1.53, S-1.10, O-0.87)

### 4. Part 3: SUS Questionnaire (Duration 5 min)

#### Introduction of Interview:

- Second Part = Questionnaire
- Fill out without extreme reasoning behind the answer
- Participants: 7

Hypothesis 2 – Search Events

**Referencing Metrics:** Evaluated goal for the prototype: SUS Score 70+