Book**Rap**port Usability Testing Report

Tasks

Find the event information for the next Beers, Books & Bros book club meeting - All users were able to look at the Home screen and quickly find the meeting information under My Events. Two of the six participants asked why My Events wasn't titled My Meetings, but were still able to find the meeting details, thanks to the use of the term event in calendar apps and on websites such Evite. After testing was completed, when I explained the logic behind using events, both users understood.

Submit an RSVP of yes or now for the next Beers, Books & Bros book club meeting - All users were able to RSVP a yes or no in under seven seconds. One user did try to click on the headings where the other book club members were sorted as yes, no, and undecided; however, she quickly clicked on the correct buttons above, as she noticed they were in the wine color that had been used for other active links.

Find the book Beers, Books & Bros is currently reading - Most users clicked on the Currently Reading button on the Home screen, however, a third of the time, users followed the links back to the event listing, as they had noticed the book there, earlier. In hindsight, I would have created a My Currently Reading screen showing the same book clubs listed under My Events, to mirror the experience of clicking on the correct book club. This didn't confuse users, though.

Purchase the book Beers, Books & Bros is currently reading from iBooks - Users were able to click on the link to take them outside of the BookRapport app to iBooks to purchase the book. Unfortunately, since the prototype did not actually take the user to iBooks on their iPhones, a third of the users were confused, momentarily, as how to return to the Home screen, but clicked on the cancel link which is in the same location as the back button in the Book Rapport app.

Find recipes for the title Beers, Books & Bros is currently reading - Five out of six users followed the Get Recipes link on the Home screen to the recipes section. One user returned to the event screen for Beers, Books & Bros to access recipes.

Find the recipe for Baked Brie with Puff Pastry - All users were able to locate the recipe for Baked Brie with Puff Pastry quickly. Other than some spontaneous salivation, the only other reactions were that it would be nice to have options for the user to email the recipe to herself.

Summary

The results of the testing proved better than anticipated. Users raved about the clean design, logo, and intuitive layout The only frustration expressed was that they couldn't play more with the prototype or use the app now. Two thirds of the users said they would use the app and wished it was available now, as it did everything they wanted and needed for it to do: give them quick access to the book they're supposed to read and let them know when and where the next meeting is. The two users I recruited who are not currently members of book clubs said they would use app just to get reading suggestions and use the recommendations for food and wine. Recommendations for food and wine elated all users, which was a stronger response than what I received from my survey or user interviews. A suggestion was made to include cocktails and nonalcoholic beverages. Response to music recommendations was positive half the time and indifferent the other half. One user made the suggestion to include functionality to update where she was in the book club selection, so other book club members could see it. A few members asked if it could include the ability to list and review all books they've read--not just the books the book club has read--like Goodreads. When asked if they would use Goodreads and Bookrapport to do the same thing, they decided they preferred for BookRapport to only monitor book club books, since they most likely would not duplicate their efforts.

Two of the participants were the Mindy the Recreational Reader persona, ranging in age from 40-45. Although older than my persona description, the participants fit the other details of the persona. The participants included an English professor and a business/legal research analyst. Both live in an urban area, were female, and are medium to heavy Internet users. They both expressed an interest in meeting new people and discussing books, as well as enjoyed food and wine. Neither participant used an iPhone; both were Android smartphone users.

Two of the participants were the Daniel the Professional persona, in their mid-fifties. Although averaging higher in age than my initial profile, they demonstrated many of the other qualities associated with the persona. Their industries include technical account management and governmental relations for a state agency. One participant was female, and the other was male. One lives in a suburban area, and the other lives in an urban area. Both are medium to heavy Internet users. One participant who is a member of a book club was more concerned with the practical functionality than the enhanced features, while the other participant who was not a book club member said she would use the app specifically for the enhanced features. One participant uses an iPhone, and other other uses an Android smartphone.

Two of the participants were the Wanda the Retired Teacher persona, in their late fifties. Although they were not retired, both worked part-time and shared many of the traits of

the persona. One participant is a musician and teaches privately, while the other is a virtual assistant. Both were female. One lives in an urban area, and the other lives in a suburban area. Both are medium Internet users and use iPhones. Both are members of a book club. Both participants expressed a desire to use the app once it's built, as they could see how it would address pain points in their lives.

With this information, I will explore the idea of adding functionality to track progress with the current reading selection and offer cocktail and nonalcoholic recommendations as well as wine.