



# Evaluation Techniques and Usability Testing

## ASSIGNMENT 2

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MEINF UDL-EPS

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CampManager

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## Metrics

### 1. Effectiveness:

One of the main objectives of this evaluation is to verify if the user can complete the tasks classified as problematic, therefore it is important to count the number of tasks in which the user has problems. Thus, the main metrics to use are:

- Number of tasks completed correctly.
- The success rate in completing a task.

### 2. Efficiency:

In addition to measuring the effectiveness of a task, it is important to consider the effort taken by the user, in this way cases in which the user luckily manages to complete the task can be ruled out. Furthermore, this type of metric can help to understand the reasons why the user is not able to achieve a task.

- Time required to complete a task.
- Number of errors made during the task. ;

### 3. User satisfaction:

Another important aspect to deal with will be to review the experience that the user has had using our application to detect any type of discomfort or shows a positive attitude with the use of the application:

- Number of users who think that their experience has been satisfactory at the end of all tasks.
- Number of positive/negative expressions/comments during the development of a task.

### 4. Eye-tracking metrics:

Finally, it will be reviewed how the user interacted with the screen through his view. With this metric you can get information about which interface elements the user is fixing, for how long and in what order.

- Number of fixations in each section of the page
- Average duration of the user fixing a single point on the screen.
- Percentage of users looking at an area of interest.
- Number of saccadic movements.
- Scan path duration (the longer you are scanning the interface, the less efficient it will be)

## Definition of the target audience, the user profile/s and the target user sample

### Target audience

The target audience of the mobile application are organizations that create and promote summer camps for children and youth. These organizations can be businesses, schools, community groups, or other entities that offer summer camp services. This audience can be classified into the following groups:

- **Camp Managers:** These individuals are responsible for planning and organizing camps. They can use the mobile app to create and manage camp programs, schedules, activities, accommodations, and other details.
- **Monitors/Counsellors:** these users oversee supervising and coordinating the activities and programs of the camps. They can use the mobile app to access information about scheduled activities, participant lists, logistics, and other relevant details.
- **Parents:** Parents can use the mobile app to register their children for camps, make payments, receive updates, and communicate with camp organizers.
- **Camp Participants:** children and youth who attend camps can use the mobile app to access information about scheduled activities, location of facilities, camp rules and regulations, and communicate with coordinators and other participants.

## Discarding features

- **Users without experience in the field of summer camps:** This is an application aimed at people who are related to the activity of summer camps, any inexperienced user must be ruled out.
- **Legal tutors who are not interested in the children's extracurricular activities:** The app offers a set of features that allow tutors to see how the activities unfold. All that person without interest should be discarded.

## Non-Discarding Features

- **Age:** The application was not designed for a particular age range since it works in an activity in which age is indifferent.
- **Gender:** The application is not designed to make gender distinction.
- **Technical skills:** The objective of the product is to introduce this type of leisure organizations into the digital world, where many of the members do not have high knowledge.

## User profile

Depending on the conditions, characteristics, qualities and abilities of the users, we find different types of user profiles:

User profile:	Manager of an organization
Name:	Laura
Age:	35
Occupation:	Summer camp coordinator
Technology experience level:	Intermediate
Behaviour:	<ul style="list-style-type: none"><li>• Laura is responsible for the organization and management of various summer camps for children of different ages and abilities.</li><li>• She uses the mobile application to plan and schedule activities for the children and monitors, and to assign specific tasks to the different monitors and camp participants.</li><li>• She needs quick and easy access to information about the camp, such as activity schedules, attendance rosters, special dietary needs, and emergency contacts.</li><li>• She is looking for a mobile app that is easy to use and allows her to run the camp effectively and efficiently.</li></ul>
Needs:	<ul style="list-style-type: none"><li>• An intuitive and easy-to-use user interface that gives you quick access to the information and features you need.</li><li>• A table creation functionality that allows you to assign specific tasks to camp leaders and participants effectively and efficiently.</li><li>• The ability to share information and communicate with other camp coordinators and monitors.</li><li>• The ability to import and export information to facilitate collaboration and data management.</li></ul>

User profile:	Monitor/Counsellor of an organization
Name:	Carlos
Age:	20
Occupation:	Monitor/Counsellor in a summer camp
Technology experience level:	Advanced
Behaviour:	<ul style="list-style-type: none"> <li>• Carlos is a young monitor who has worked in various summer camps as a volunteer or as a paid monitor in recent years.</li> <li>• He needs a mobile app that allows him to view his daily schedule of activities and chores and helps him organize and assign specific activities to take place in his children's group.</li> <li>• He is looking for a mobile app that allows him to easily communicate and collaborate with other camp managers and coordinators and gives him access to important information about the children in the camp and their needs.</li> </ul>
Needs:	<ul style="list-style-type: none"> <li>• An intuitive and easy-to-use user interface that gives quick access to the information and features.</li> <li>• A table creation functionality that allows to assign the activities to all the monitors of a camp.</li> <li>• The ability to share information and communicate with other camp managers and monitors.</li> <li>• The ability to import and export information to facilitate collaboration and data management.</li> </ul>

User profile:	Monitor/Counsellor of an organization
Name:	José
Age:	60
Occupation:	Teacher
Technology experience level:	Basic
Behaviour:	<ul style="list-style-type: none"> <li>• José is a monitor in a summer camp with 40 years of experience. He doesn't have much experience using mobile apps.</li> <li>• He is looking for a mobile app that gives him quick access to relevant information about camp activities and schedules, as well as <u>important</u> details about the kids and camp staff.</li> <li>• He wants to be able to record the children's attendance and keep track of their progress in camp activities.</li> <li>• He wants a simple, easy-to-use user interface that gives him quick access to the information he needs.</li> </ul>
Needs:	<ul style="list-style-type: none"> <li>• An intuitive and easy-to-use user interface that gives quick access to the information and features.</li> <li>• A table creation functionality that allows to assign the activities to all the monitors of a camp.</li> <li>• The ability to share information and communicate with other camp managers and monitors.</li> </ul>

User profile:	Legal tutor
Name:	Ana
Age:	45
Occupation:	Nurse
Technology experience level:	Intermediate
Behaviour:	<ul style="list-style-type: none"> <li>• Ana is a mother who worries about the welfare and safety of her teenage son who will attend different camps throughout the year.</li> <li>• She is looking for a mobile application that allows her to know the schedule and activities that will take place during the camp, as well as important information about the staff and monitors.</li> <li>• She wants to stay in touch with her son during camp and to know how she is enjoying the experience.</li> </ul>
Needs:	<ul style="list-style-type: none"> <li>• An intuitive and easy-to-use user interface that gives quick access to the information and features.</li> <li>• The ability to share information and communicate with other camp managers and monitors.</li> <li>• The ability to import and export information to facilitate collaboration and data management.</li> </ul>

## Target user sample

The target user sample is related to the part of the application that is going to be tested, specifically the points to be validated are in the activity management part, so the user samples will belong to the user profiles of monitor and organizer of the camps.

- **Manager of an organization:**
  - Age: 25-70
  - Experience level with mobile apps: Intermediate, uses basic apps in her daily life, but is not familiar with complex apps.
- **Counsellor:**
  - Age: 16-40
  - Level of experience with mobile applications: Intermediate/advanced, in general they are users who are familiar with mobile applications.

# Screener form

## General questions

1. Could you define your gender?
  - Male.
  - Female.
  - Other.
2. Have you ever participated in a usability test?
  - Yes.
  - No.
3. Could you define your age range?
  - 18-25.
  - 26-39.
  - 40-59.
  - 60-74
  - 75 and older.
4. Have you ever participated in a camp? (as attendant or organizer/monitor)
  - Yes.
  - No.
5. Would you use a mobile application to inform you about the events and activities of a camp?
  - Yes.
  - No.

## Eye-tracking questions

6. Do you wear contacts or eyeglasses in order to read the computer screen?
  - Yes.
  - No.
7. Are your glasses for:
  - Reading only.
  - Seeing distant objects only.
  - Both (Do you wear bifocals, trifocals, layered lenses, or regression lenses).
8. Can you read a computer screen and the Web without difficulty with your contacts and/or eyeglasses on?
  - Yes.
  - No.
9. Do you have cataracts?
  - Yes.
  - No.
10. Do you have any eye implants?
  - Yes.
  - No.
11. Do you have Glaucoma?
  - Yes.
  - No.
12. Do you use a screen reader, screen magnifier or other assistive technology to use the computer and the Web?
  - Yes.
  - No.

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13. Are either of your pupils permanently dilated?
- Yes.
  - No.

### **Computer Expertise**

14. What are typical activities you do on the mobile?
- Gaming/entertainment.
  - Reading news.
  - Shopping/banking.
  - Texting.
  - Other.
15. About how many hours per week do you spend on the mobile?
- 0h-10h per week.
  - 11h-25h per week.
  - +26h per week.
16. What mobile operating system do you use?
- iOs.
  - Android
  - Other.
17. Have you previously used similar applications for the management of activities and events of camping organizations?
- About once or twice.
  - A couple of times.
  - Often/daily.
  - Never

### **Domain Knowledge**

18. Are you interested in summer camp activities?
- Yes.
  - No.
19. Have you worked or are you currently working as a monitor in an organization?
- Yes.
  - No.
20. Have you worked or are you currently working as an organizer of activities?
- Yes.
  - No.
21. Do you have a minor in your charge?
- Yes.
  - No.
22. Are you interested in enrolling the minors under your care in a summer camp?
- Yes.
  - No.
23. Would you like to have access to the information of the camp and of your child in real time through the mobile application?
- Yes.
  - No.