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Usability Testing

FindRack

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Location of Test: Boston, MA

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Executive Summary

This study took place over the course of a day, in two discrete sessions. In each session, two people were tested, both individually. Each test subject was placed in front of a computer, and read the briefing. Once the subject had given their consent, they were then given a series of three tasks, as follows:

1. Find a nearby bike rack and view the map for that rack.
2. Search for a bike rack near "300 Huntington Ave." and look through the pictures for that rack.
3. Favorite any bike rack and then look at your favorites list.

All four test subjects were able to complete all the tasks successfully, and in a reasonable amount of time. The test subjects selected were all within the 18-29 range, our target demographic. The test subjects were split equally along gender lines. Users were not given a demo of the product before they attempted the tasks.

Methodology

Who we tested

Four participants, having the following characteristics, evaluated FindRack.

Age

18-25	4
TOTAL (participants)	**4**

Gender

Women	2
Men	2
TOTAL (participants)	**4**

What participants did

Each participant spent about 10 minutes with the facilitator. They were first read the briefing, and their consent for the testing was acquired. They were not shown a demo of the system, as we wanted an unbiased set of observations. Following the completion of each task, the participants were asked for any observations on the system and the task they had just completed. While completing the task, the participants were encouraged to think aloud. The combination of the think alouds and user feedback has been listed below in the finding and recommendations section. Following the completion of all three tasks, the participants were given a short verbal questionnaire, the results of which are also listed below.

What data we collected

The data collected was verbal feedback from the participants.

Major findings and recommendations

Major

1. It is not obvious enough that different racks are clickable.
2. A quick button to go to favorites from any screen would be helpful.
3. Text field on home screen should repopulate if you click away from the field.

Minor

1. Implement the menu button or make some dialog that says coming soon.
2. Have imageview reset to first image when you leave the page.
3. Make favorites disappear immediately when they are unchecked on the favorites page.

Cosmetic

1. The table that lists racks seems a bit out of place amongst the blue background.

Detailed findings and recommendations

Task 1 - Find a nearby bike rack and view the map for that rack

Number of participants	4
Percent successful	100%

Findings	Recommendations
1 participant got stuck at the list of bike racks, but realized after a bit that they could click it to take them to the next screen. 3 participants completed the task quickly and efficiently. 1 participant remarked that the colors of the table look strange. 2 participants tried to click on the menu button and got no response.	It needs to be more obvious that the racks are clickable. The table colors should also be changed. Implement a dialog that says "coming soon" when the menu button is clicked.

Task 2 – Search for a bike rack near "300 Huntington Ave." and look through the pictures for that rack

Number of participants	4

Percent successful	100%

Findings	Recommendations
4 participants were able to complete the task with little to no difficulty. 1 participant remarked that the address field stays blank if you click away from it. 1 participant remarked that the image that you are looking at does not reset when you leave the page and go look at a different rack	The enter address field does not re-populate when you click away from it or go to a different screen and then back. Have the imageview page reset to the first image.

Task 3 – Favorite any bike rack and then look at your favorites list

Number of participants	4
Percent successful	100%

Findings	Recommendations
4 participants were able to complete the task with little to no difficulty. 1 participant remarked that the favorites do not disappear immediately when they are "unfavorited"	Make the favorites disappear immediately upon being unchecked. Add a quick button to go to the favorites from any page.

Exit Questions/User Impressions

Summary of user impressions

Questions	Responses
Did you feel stuck at any point or like you did not know where to go next?	● I was not aware at first that the different racks were clickable. ● No, not really.
What could be improved to make it easier for you to use?	● It needs to be more obvious that different racks are clickable.