Comparison between DianPing and New Prototype

Improvements

1. The new prototype offer twelve popular Escape Rooms, narrowing down the choices for users.

2. The new prototype are more clearly categorized:

   Escape Room page can be used by experienced players to explore and discover the new room themes.

   Themes are sorting by types, allowing common users to make exclusions faster.

3. In each type, common users can see all the information of all the themes at once, to filter them.

4. In the new prototype, each topic has a corresponding evaluation on the Themes Evaluation page. Users can view them by theme category, so they can quickly find the rating of the theme they want to see.

5. The map page can provide which escape rooms are available in each district, so users can see the closest one to the user at once.

Usability Test Plan

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PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

A prototype for Shanghai Escape Room

This website is an all-in-one service to consolidate all the information about reserving a secret room theme.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

The test can help design team to improve the website to make it more explicit and smooth experience.
Do not do the task, website effect may not achieve company's expectation.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

Do people trust the service? (Rating system and so on)

Do people can know all the information about the escape room?

Do people feel easy to choose a escape room's theme?

Do people know how to book an appointment on the website?

Do the map can help to find the location of escape room?

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

5 participants recruited

All must young people around 16 to 30

All must own a laptop or smartphone

EQUIPMENT

What equipment is required? How will you record the data?

Laptop

All tasks will be recorded to digital video via ZOOM

We will log usability problems and measure task completion rate and time on task

TEST TASKS

What are the test tasks?
1. Find the page of the Escape Room

2. Find the closest Escape Room to you.

3. Find a theme of Escape Room

4. Refer to the themes evaluations to select a theme

5. Find reservation information

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

Mingming Zheng
(Datalogger, eyetracking, recruitment)

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

Nov 23 ZOOM

PROCEDURE

What are the main steps in the test procedure?

0-5MIN WELCOME → 5-10MIN Pre-test Introduction → 10-45MIN Doing the test tasks → 45-55MIN Doing the qustionnaires → 55-60MIN Interview about the questionnaires → 60-65MIN SAY GOODBYE AND SAY THANKS

Tasks

1.Find the page of the Escape Room

In this task, all four test participants enter the Escape Room page by clicking on "Escape Room" and "Explore now", respectively. Users who clicked on "Explore now" had a screen-sliding action. One user clicked on "Themes Recommendation", slide the page for a while, and then clicked on "Escape Room" to complete the task successfully.

The addition of the "Escape Room" option to the navigation in the new model allows users to quickly complete the task of finding the page where the room is located. One user clicked more than once, which may have been a problem with the wording. But overall, the task was completed quickly by all five users.

2. Find the closest Escape Room to you.

A user clicked on "Escape Room", swiped for 1 minute, clicked on "View themes sorted by Escape Room", then clicked on "Map", then clicked on "ChangNing".
A user clicks on "Themes Recommendation", clicks on "Confrontation Type", then stops at the page to view information on the topic for 2 minutes, and clicks on "Map", then clicked on "XuHui" and "ChangNing" successively. Finally, I stayed at "XuHui".
A user clicked on "Map", then clicked on "PuDong".
A user clicks on "Map", then clicked on "JiaDing".
One user clicked on "Map", then clicked on "HuangPu" and "PuDong", and finally stopped at "PuDong".

Two users did not click Map directly to find the nearest secret room. In Dianping, the map is placed on each escape room page, and users might have mistakenly thought it was on the "Escape Room" page or the "Themes Recommendation" page. Two users clicked on two locations before making a decision. The selection of all 12 rooms did not include all areas of Shanghai, and users may have been confused as to which was closest to them. One user was able to complete the task quickly by clicking twice.

3. Find a theme of Escape Room

One user clicked on "Escape Room", slide around for 2 minutes, clicked on "View themes sorted by Escape Room", looked around for a while, clicked on "Themes Recommendation", clicked on "Ancient Style Type", and then stopped at the page where they were viewing theme information.

Two users clicked on "Themes Recommendation", clicked on "Science Fiction Type", and then stopped at the page where they were viewing the topic information.

One user clicked on "Themes Recommendation", clicked on "Confrontation Type", and then stopped at the page where they were viewing the topic information.
One user clicked on "Themes Recommendation", clicked on "Confrontation Type", clicked on "Back to Themes Recommendation", clicked on "Science Fiction Type", and then stopped at the page where the topic information was being viewed.

One user did not select "Themes Recommendation" directly, but had to bypass the "Escape Room" page before clicking on "Themes Themes Recommendation". One user, after selecting a room type, went back to the "Themes Recommendation" page to select another one. The user might be wondering which one is better.

4. Refer to the themes evaluations to select a theme

Four people clicked on "Themes Evaluation", then "Check", and finally stopped at the rating page.
One person clicked on "Themes Recommendation", clicked on "Confrontation Type", and then stopped for 2 minutes to view the topic information. One person clicked on "Themes Evaluation" and ended up on the rating page.

Only one user clicked incorrectly on "Themes Recommendation" first, probably because of the similarity of the text in the title.

5. Find reservation information

A user clicked on "Escape Room", scrolled up and down the page, and stayed for 1 minute. Clicked on "Themes Recommendation", then clicked on "Science Fiction Type", looked at the page for 1 minute, and finally found it.
A user clicked on "Escape Room", scrolled up and down the page, and stayed for 30 seconds. A user clicked on "Map", looked for a few seconds, clicked on "Themes Recommendation", and then clicked on "Confrontation Type". Themes Recommendation", looked for 25 seconds, and finally found it. Two users clicked on "Themes Recommendation", then "Confrontation Type", looked for 27 seconds, and finally found it.
One user clicked on "Themes Recommendation" and then clicked on "Ancient Style Type", checked for 20 seconds, and finally found it.

Three users found the reservation without problems, but one user clicked on "Escape room" first, and one user even clicked wrongly twice in a row, which means that the user had some difficulty in finding the reservation information part.