IST 331: Human Centered Design

Northland Bowling Usability Testing

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**Executive Summary:**

Our 3 Tasks Were:

1. Get directions to northland bowling and make sure they’re open when you want to go
2. Schedule your child’s birthday party for this Saturday
3. Check available rooms at the motel and find where it’s located.

Results in table format: [Testing Results](https://pennstateoffice365-my.sharepoint.com/:x:/r/personal/tpe5097_psu_edu/Documents/College/Year%203%20Semester%202/IST%20331/IST%20331%20Group%20Work%20(Front%20Left)/Testing%20Results.xlsx?d=w5f2b832cefeb44c5a1bcf7bf29e6d75b&csf=1&web=1&e=2Z7mQ6)

Everyone we tested was able to find directions to Northland Bowling and make sure they were open at the time they wanted to go bowling. People recognized that the link at the bottom with the address was clickable, and saw the hours listed clearly on the main page.

Some people were unable to understand how to schedule a birthday party. There is no online option for this task, so you have to call the bowling alley. This is not clear on the website.

Almost everyone found where the motel was and the place to check available rooms (in the google maps link). Realistically, the motel needs to tell google what their availability is, because that integration isn’t functional.

The website was generally considered relatively easy to use, with some complaints. 12 people were tested.

**Testing Methodology:**

As seen by the table above, our group tested a number of people who fit the college age. Our group wanted to test the largest and most applicable group that matched the largest demographic in State College. We primarily tested the age range of 19-23, male or female, and with the access of any type of laptop. We conducted the tests in person using either Windows 10/11 OS or Mac OS on campus. We also created a testing script that aligns with the previous stated goals and will act as guide to following the website. Below is a link to an excel sheet that displays all of our testing results and includes Names, Age, Gender and User Profiles, include also whether each person test was online or in person and what device they used. The script is as follows:

*Procedure For Tester:*

1. *Note what Operating System they are using.*
2. *Explain what our website is and what is offered at Northland*
3. *Explain the 3 goals for our website and the 3 tasks.*
4. *Explain what information is being recorded and how it will be recorded*
5. *Conduct test on all 3 goals*
6. *Record times and clicks while users are conducting the test*
7. *Record any feedback from user after the goals are completed or user concedes*
8. *Record data in excel sheet*

*Intro For User:*

*Hello, my name is [Group Member name] and for our IST 331 class we are re-designing the website for Northland Bowl. Today we would like to test a few of the features from our high-fidelity prototype. We would like to test directions to the bowling alley feature, scheduling a party feature and checking motel room availability feature. The following information we will be collecting along with any general information/feedback will be clicks and the amount of time it takes to complete each task in seconds. Any further questions?*

**Key Findings from Excel Sheet:**

Results in table format: [Testing Results](https://pennstateoffice365-my.sharepoint.com/:x:/r/personal/tpe5097_psu_edu/Documents/College/Year%203%20Semester%202/IST%20331/IST%20331%20Group%20Work%20(Front%20Left)/Testing%20Results.xlsx?d=w5f2b832cefeb44c5a1bcf7bf29e6d75b&csf=1&web=1&e=2Z7mQ6)

Percentage of People who completed the tasks: 72%

Min Time: 2.08 Seconds

Max Time: 93.45 Seconds

Average Time: 3.4 clicks per 21.8 seconds

**Major Findings and Recommendations:**

**Findings:**

* The font and formatting of text on certain pages was disliked by some users
* Some users struggled to find certain buttons or elements on the page, such as the check availability button
* Scheduling a birthday party on the website was not possible and caused confusion for some users
* The layout of certain pages, such as the birthday party page, was confusing to some users
* The directions at the bottom of the page were often difficult to see or locate, causing confusion for some users

**Recommendations:**

* Make information about the motel more prominent and easier to find
* Improve the font and formatting of text on certain pages to improve readability
* Ensure that buttons and elements are easy to locate and use
* Consider adding the ability to schedule a birthday party on the website
* Improve the layout of confusing pages such as the birthday party page
* Make directions more prominent and easier to locate on the page.