

Lend It Evaluation Plan

Danielle Goodman
Oregon State University
Corvallis, Oregon

goodmada@oregonstate.edu

Vladimir Predovic
Oregon State University
Corvallis, Oregon

predoviv@oregonstate.edu

Robert Thyberg
Oregon State University
Corvallis, Oregon

thyberg@oregonstate.edu

Intro:

The goals for our evaluation is to determine if the design we have made is learnable for the renters and lenders, while maintaining a high level efficiency for the lenders.

The Renters are people who are going to be in the need of an item perhaps once. They could be long time users but for this evaluation we want to focus on the learnability of a first time user. Memorability will also be tested as we want users to be able to return items with ease.

As for the Lenders, they ideally are users who are first time lenders or consistent lenders. Their focus should be efficiency as we want them to feel they have power over what is going on with their items. Learnability is important for them as well, but not at the sacrifice of efficiency.

We will perform the analytical evaluation first. This will allow us to find many usability errors, and be able to get more out of our empirical evaluation, since every error our user catches will be one we weren't able to see ourselves.

Empirical:

For the empirical evaluation, a usability study will be done on two types of user. The task will be performed on interactive pdf we will be providing. We will record the process using OBS, a screen capture program. Additionally, we will take notes on the user's questions, comments, and notable facial expressions. This will allow us to record what actions the user is taking on the app, as well as what the user is experiencing as they are doing those actions. Using these two data capture methods, we should be able to determine how to make our app more efficient and easily learnable.

Our target group is anyone with smart phone over the age 18. We will focus on mobile in order to narrow focus and allows us to target a specific user but is a large base of the population.

The first user will be someone attempting to rent a predetermined item. They will attempt to rent the item. The goal of this task is to see how easily the user will be able to navigate to the item using the current interface.

After they have rented the item they will be given a short break and a menial task to break the pace. When they come back they be asked to go back to main screen and attempt to return the item. Noting how long this task takes to complete will help determine the memorability of the user interface and test the task of returning an item after.

The second user will be someone attempting to upload an item for the first time for rental.

This task will target the learnability of the lenders interface. After, we will ask them to request contact with the renter they have lend to. This task will test our balance between efficiency and learnability as this is the first time they have used our app. Finally they will be asked to remove item from listing.

The target being same as before, a balance between efficiency and learnability.

The first user to be evaluated will be Morgan Rye, a 23 year old female. She's a suitable user because she fits our target audience (18+ years old), and has never seen our interface.

The second user to be evaluated will be Andy Geyer, a 30 year old male. He is suitable as he is a hobbyist and is always looking for new tools via reddit or craigslist.

Analytical:

For the analytical evaluation, a cognitive walkthrough will be applied. This method provided the most versatility in choosing a subject and best ability to detect and fix many possible usability issues. For the application 'Lend It', first time use is critical. As a mobile app that will span multiple age groups and only be used for specific circumstances, it is critical that the analytical evaluation be in depth while focusing on inexperienced users. The ultimate goal of this analysis is to find whether there is any specific difficulty in using the mobile app 'Lend It' which would deter first time users from lending out or renting tools and materials. Below are the tasks that will be reviewed by the team using a cognitive walkthrough:

a. Logging in

Why: In order to promote regular users, it is important that logging in be a smooth and logical process.

a. Entering as a renter.

Why: Insight on smooth transition as a renter

b. Using search bar to query for an item

Why: Will users be able to find tools to rent easily using the application?

c. Using the categories to search for an item

- i. Locate relevant item in listing
- ii. Identify if item is available

Why: Do the categories follow a logical line of reasoning from a user's perspective?

d. Enter billing information

Why: Are users able to quickly insert their information? Does it turn into a hassle?

a. Entering as a lender

Why: Users need to be able to enter as lenders easily.

b. Posting an item

- i. Picture, hourly rate, etc
- ii. Posting item button

Why: It is critical for the use of application that lenders be able to easily upload items they are willing to rent out.

c. Reviewing a renter

- iii. Reading review
- iv. Selecting to accept or not

Why: As a social aspect to this application this task will test whether the reviewing of a renter is fair and follows a logical and smooth procedure.

d. Confirming rental on caller

Why: Review whether or not the calendar serves as a positive memory aid for users or just becomes a hassle.

First take:

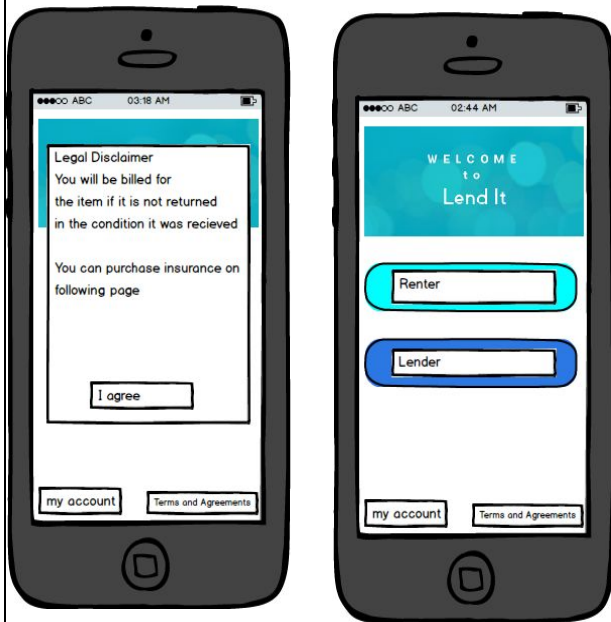
Materials:

- OBS screen capture program
- Laptop with forms and images for the prototypes (found below)
- Training for Usability study:
 - To supplement the analytical evaluation, the team is most interested in the application's ability to promote use for first time users. Therefore, no initial training will be provided to the user. A dummy account will be provided to the user however.
- List of follow up questions for the usability study:
 - For both the renter and lender at the conclusion of the study ask for the most difficult part of using the product
 - Greatest advantage of the application
- Process for cognitive evaluation when issue found
 - Document issue
 - Discuss alternatives with the team
 - Does this issue affect whether a user knows what to do?
 - Will user see how to complete the task?
 - Will the user understand from feedback whether the action was correct?
- Process for usability study when an issue is found
 - Document the obstacle the user faced
 - Document the response user had to said obstacle
 - Did the user find a way around said obstacle?
 - Did it impede his ability to interact with the application?

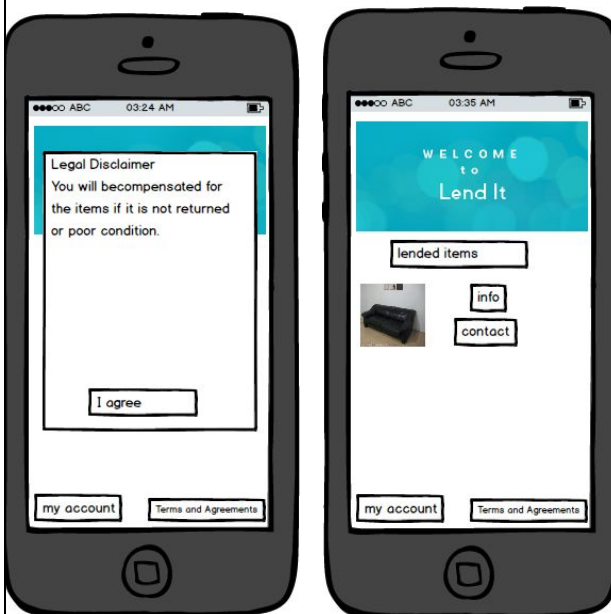
All additional prototype pages can be found below. The first take consists of the original rapid prototypes using Balsamiq. The second take consists of what the team expects the application to look like more or less. However, at this point the balsamiq version (take 1) will be used for prototyping because take 2 is incomplete.

Second take:

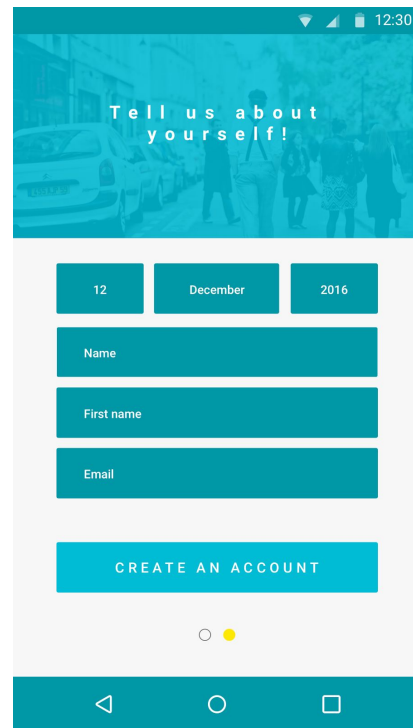
Legal disclaimer for renter and front page



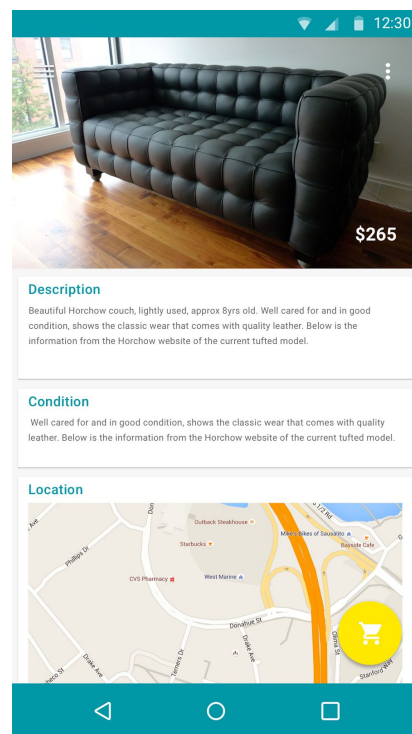
Legal disclaimer for renter and lender item page when lended



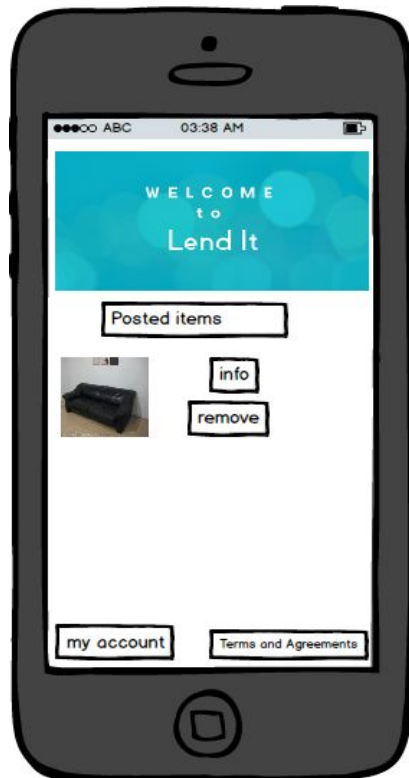
Create account



Item View



Lender home page



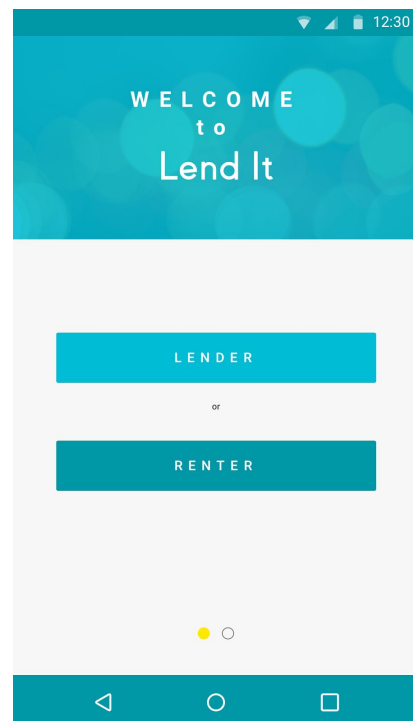
Launch Screen



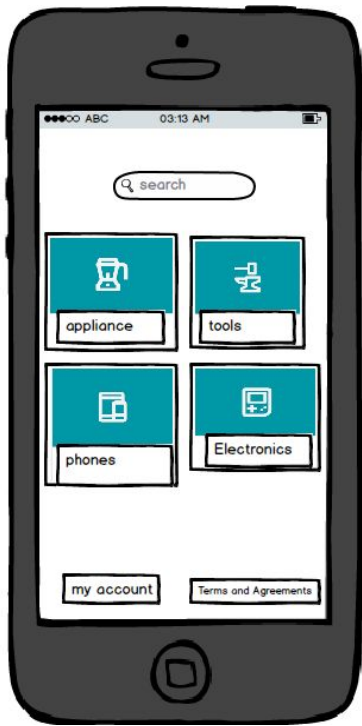
Renter/Lender Account info Billing info



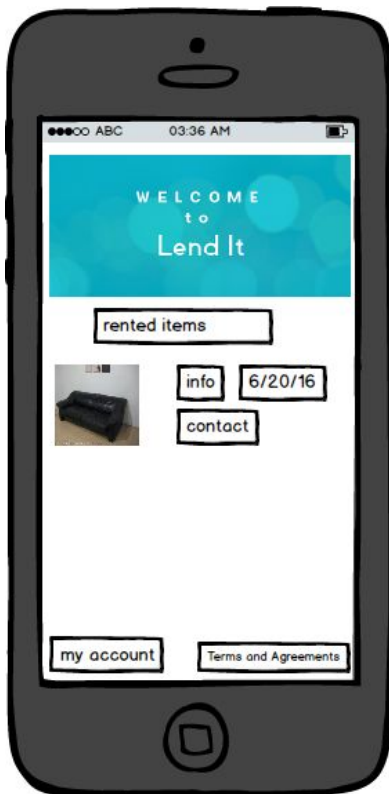
Main screen



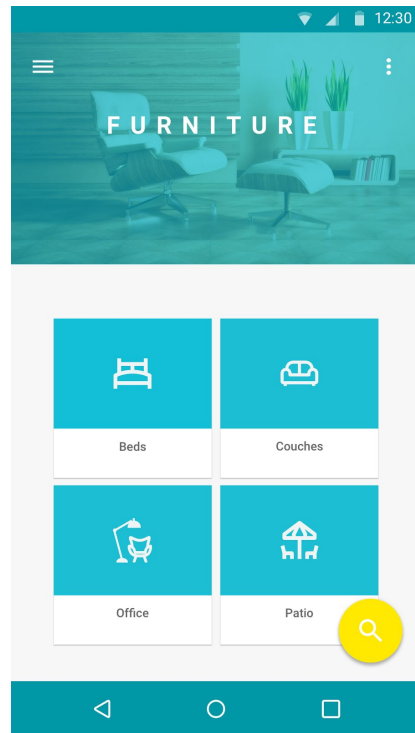
Categories and search bar



Renters page



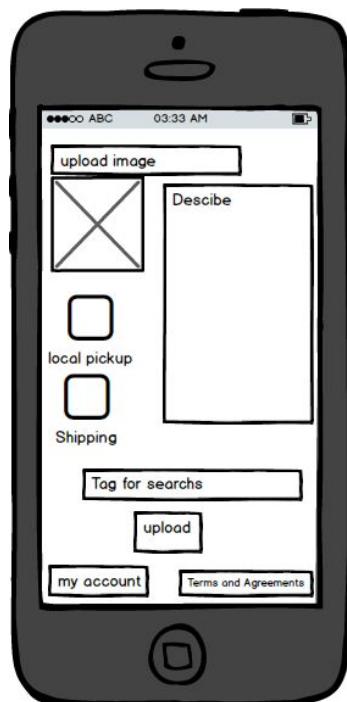
Search Query and Categories pt.1



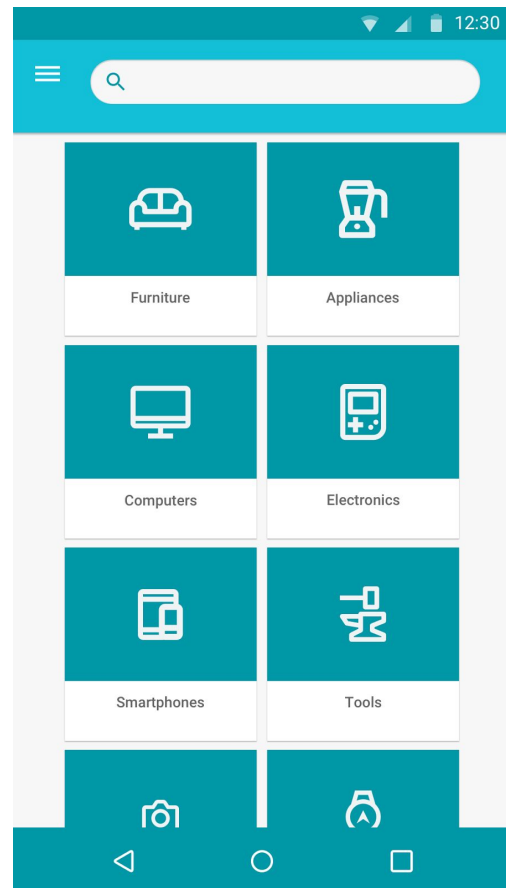
Search results for item



Upload an item (lender)



Search Query and Categories pt.2



--	--

4