**Introduction and Background**

With emerging technologies arising in the form of “Apps” (applications) through smart phones, there is an apparent market for local commuters and tourists for information sharing about social events/areas in the local area and wider circles also.

Going afar from traditional methods of advertising, mobile marketing is becoming a more feasible way of promoting local businesses or businesses in remote areas whom would not get the same attention should they have been advertised through other means. E.g. flyer distribution and leafletting. In fact, the Key Note Editorial 2015 has even stated that it is “creating opportunities for advertisers to target their audiences using this media channel”.

The rise in digital marketing is directly linked to the rise of the smart phone implying a need for research in testing for the effectiveness of mobile phone Apps. Tourist Apps already exist through companies such as TimeOut and CityGuide all serving for the common purpose of encouraging individuals to benefit from local businesses, shops and restaurants etc. These Apps not only located users to their desired places but also gives access to promotional offers that is a huge bonus point.

According to Mintel’s report *The Locavore: Attitudes toward Locally-sourced Foods* (2014),

“People are looking to support small makers and producers because it provides a boost to the local economy. Indeed, 63% of people said that they bought locally sourced food and drink items because it supported the local economy” This clearly shows that people will actively choose to support local businesses but it is also important to consider that people should information should be readily available.

The “Kingston first” App implemented by Kingston University of London will be the focal point of this report. This App is primarily aimed at tourists and new comers to Kingston-upon-Thames. It is a digital guide that provides information about places to visit, shop and dine with additional access to promotional offers too. Some of its key features include, mapping/navigation system, latest news in the local area, and . (add another feature)

It has to date been seen as an excellent tool for helping customers to plan outings and essentially making the most of what Kingston has to offer in terms of facilities . In order to examine how user-friendly the “Kingston first” app is, participants will be asked to carry a set of activities using the App. (as mentioned in the Methods Section).

Below, *Figure 1* displays the type of communicable devices that visitors have used before visiting an attraction. Facebook allows companies to advertise and promote their business though a business page whereby they can present information, pictures and offers that in turn attract visitors. Mintel’s data shows that digital communication usage has increased year on year from 2012 to 2014.

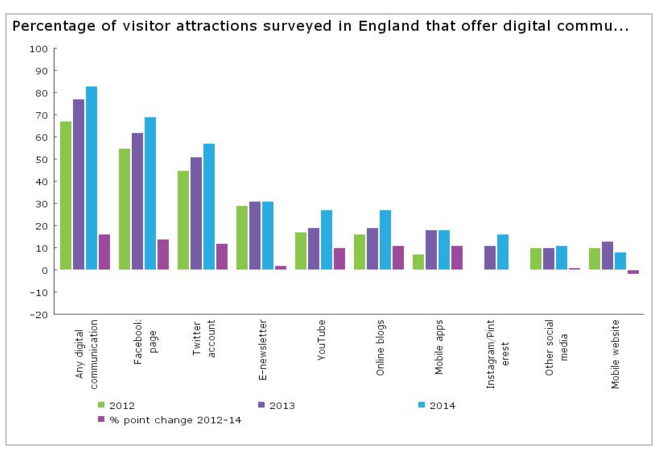


Figure 1 – Add reference

Having the capability to identify potential visitors to a location has enabled companies to specifically target these visitors with offers and local attractions. “Companies have found ways to distinguish between local people and visitors to an area using their mobile data and it has been hugely successful. “Over the 13 destinations, we identified over 129,000 tourists and succeeded in delivering more than two million marketing impressions through mobile display. While you can't reach everyone, we did successfully identify and segment a market through the use of 'data' and thus only served ads that were relevant to them.” *Add reference* This is interesting because it is a highly personalized form of advertising and shows that smart phones have become an increasingly powerful tool.

**Aims**

The main aim of this project is to re-prototype “Kingston first” App based on the issues found from previous prototype to generate a more user-friendly App. This will be achieved by asking participants to carry out a set of tasks using the App followed by survey and questionnaires. The data obtained will then be analysed.

**Study Method**

**Experimental Design**

The experiments were carried out at two sites; the Researcher’s residential place and at Kingston University. Emails were forwarded to the participants requesting for the choice of either of the two locations, date and time of most convenience. All participants on this instance requested for Researcher’s residential place.

5 participants were recruited each of which had a one-to-one session with the Researcher on separate days from one another. An iPhone 6OS was given to all participants to complete the tasks; the same device was used throughout to rule out any discrepancies whilst navigating with the device. Video recordings were also performed using the laptop to monitor the behaviour of the participants.

**3.1 Experimental Design** (e.g. one-shot, comparison, or repeated measures (for learnability))

**Participants**

5 participants were recruited for this project out of which not all were students. There were two students, two housewives and an English teacher. All participants shared the same number of years of experience using smart phones. 3 out of the 5 were also competent with using the OS system. However, navigating with the system was proven easy for all of them.

**3.2 Participants**

|  |  |  |  |
| --- | --- | --- | --- |
| **Participant ID** | **Gender** | **Age** | **Occupation** |
| **1** | **F** | **25-34** | **English Teacher** |
| **2** | **F** | **18-24** | **Student** |
| **3** | **F** | **46-55** | **House wife** |
| **4** | **F** | **25-34** | **House wife** |
| **5** | **F** | **25-34** | **Student** |

*Figure 2.* A table to illustrate the gender,age group and occupation of each one of the participants

**Tasks**

Below is a table to show the different tasks (Tasks 1-3) that the participants were asked to complete**.** *(Figure 3)*

|  |  |
| --- | --- |
| Task 1 | Imagine you are a Tourist or Student visiting Kingston first time.  Find the nearest pub and Bar near the Kingston.  What is nearest club or pub of Kingston Upon Thames? |
| Answer : | |
| Task 2 | Find Offer within Kingston Area.  Imagine you are a Tourist or Student Kingston first time.  Identify the offers that are available within the Kingston Area. |
| Answer : | |
| Task 3 | Find the Local news on the App  Imagine you are a Tourist or Student Kingston first time.  Find the Kingston local news on the App  navgative within the app to find the information of local news |
| Answer : | |

First navgative within the app to find the key word “pub or bar” and the locations

Users who want to find the information of the offers that available

**Metrics**

All participants were monitored when carrying out the tasks; observations were recording on a task sheet by the researcher. Each participant was given a score on the performance based on speed of task etc.

**Errors**

This would quantify terms of the participant’s mistake and scuffle that are shown during the completing the tasks. This important part to get an overview of which task the participant has made a mistake and note by the observation to see if another participant makes the same mistake like the previous participant. The error will state were the participant is making the mistake and how to overcome the problem.

**Assist**

Assistance was given by the researchers to the participant in the session by word of mouth when they requested so. This demonstrated the amount of time the participant would achieve a task without the required help from the researcher.

**Time of Task**

The time taken to complete each of the tasks was recorded by the research to analyse the response reaction.

**Success Rate**

The success rate is assess how successful each of the participant on completing each of the tasks. Once the participant has completed the researcher would see if they have success or failed this will be on the observation sheet .How was this calculated ? Add a sentence

**Materials**

Participant:

* Consent Form
* Screen Questionnaires
* Task Sheet
* MacBook Pro OSX(X El Capitan, Word)
* Post-Questionnaire
* IPhone 6 (iOS9,Tasks Instructions )

Researcher:

* Task Observation sheet
* MacBook Pro OSX(X El Capitan)
* Word Processor
* Air Server- Recording the Participant IPhone Screen

**Test Environment/Conditions**

All one-to-one sessions were carried out at the Researcher’s residential place. A MacBook pro laptop was used for the video recording. All participants used an iPhone 6OS to use the “Kingston first” App and to also prevent biases should other devices such as Android had had been used.

All participants consented by completing an agreement which included acceptability of video recording for training purposes. The agreement also mentioned that when a task has begun that you must attempt to complete regardless of whether you were capable of completing it.

In addition, participants adhered to not disclosing any information during the session to any of the other participants.

The researcher used an Air Server which mirrors the device. The Device that was used during the test is iPhone, which will require install an app on the device. The Air Server can only be installed on the OSX and no other windows because it doesn’t not support the package for the windows.

In addition to the video recordings, the researcher also using MS Word to comment on further qualitative findings. After the tasks were completed, a post-questionnaire was completed by the participants on word processor.

**Procedure**

1. Participant arrives at researcher’s residential place to commence usability testing on the “Kingston first” App.
2. Participant is given a consent form to agree with terms and condition of the usability test.
3. Participant is asked to fill in the task answer before that they must use the equipment to answer the question on the instruction Task.
4. Conversation between Participant and Researcher regarding the difficulty of the tasks
5. Participant completes post-questionnaire
6. Participant will be notify a email and if there is any additional comments from the participants.

**Expected Result**

One would predict that from beginning to end of the tasks that participants would be more at ease especially after completing Task 1. This assumption is based on the fact that the individuals would build upon their visual thinking when they are dictated specific keywords by the Researcher. For example, in response to finding a “pub”, the participant would navigate toentertainment/food section of the App.

In light of this assumption, one would also predict that post-questionnaire would be highly scored by the participants. However, biases could occur as other factors such as the differences educational background (i.e. fluency in IT Literacy), socio-economic status etc. across the participants may have affected their performance scores. When taking these predictions into consideration, one would believe that aims of objectives of this project would be met successfully.

**Evaluation Result**

Written summary of overall findings

**Performance Data**

**Task 1**

Time (mean): 2.4mins

Successful: 100%

Problems:

2 out of 5 users went into the menu scrolled down the list they didn’t meet the 2 minute mark they went over the time but they found the answer.

3 out of 5 Participant found the task easier and straightforward they said the layout was bit similar to other apps.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Participant** | **Successful** | **Task min** | **Error** | **Assist** |
| **1** | **100%** | **2** | **0** | **0** |
| **2** | **100%** | **2** | **0** | **0** |
| **3** | **100%** | **2** | **0** | **0** |
| **4** | **100%** | **3** | **1** | **0** |
| **5** | **60%** | **3** | **1** | **0** |
| **Total** |  | **12** | **2** | **0** |
| **Mean** |  | **2.4** | **0.4** | **0** |

**Task 2**

Time (mean):5mins

1 out of 5 participant need the help to find the offers that was available on Kingston First.

4 out of 5 participant found the task much easier and there was no assists needed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Participant** | **Successful** | **Task min** | **Error** | **Assist** |
| **1** | **100%** | **2** | **0** | **0** |
| **2** | **100%** | **2** | **0** | **0** |
| **3** | **100%** | **2** | **0** | **0** |
| **4** | **80%** | **3** | **0** | **1** |
| **5** | **100%** | **2** | **0** | **0** |
| **Total** |  | **10** | **0** | **0** |
|  |  | **5** | **0** | **0.2** |

**Time (mean):2.8**

**2 out of 5 participant went on the menu list was confused to find the news sections so they kept on looking for it unitl they clicked on a different section on the menu. The participants asked for assist direct them to the right sections of the screen.**

**3 out of 5 participants found the task much easier and completed the task without any errors or assist during the test.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Participant** | **Successful** | **Task min** | **Error** | **Assist** |
| **1** | **100%** | **2** | **0** | **0** |
| **2** | **100%** | **4** | **1** | **1** |
| **3** | **100%** | **2** | **0** | **0** |
| **4** | **60%** | **2** | **0** | **0** |
| **5** | **60%** | **4** | **1** | **1** |
| **Total** |  | **14** | **2** | **2** |
| **mean** |  | **2.8** | **0.4** | **0.4** |

**Rating**

**Task 1**

|  |  |  |  |
| --- | --- | --- | --- |
| **Participant** | **Frustration** | **Satisfaction** | **Convenience** |
| **1** | **6** | **3** | **5** |
| **2** | **1** | **2** | **7** |
| **3** | **6** | **5** | **4** |
| **4** | **6** | **1** | **1** |
| **5** | **7** | **1** | **1** |
| **Total** | **26** | **12** | **18** |
| **Mean** | **5.2** | **2.4** | **3.6** |

4 out of 5 Participants found the task much frustration because using the app the they didn’t like the main screen because image thumb where small due that it was difficult for the participants to click on the thumb image due the size of the finger. However, during the task users may have experience number of screen to get to the section of pub or club information.

5 out of 5 participant was not satisfaction on using the app due to the experience was not so great because the app has a similar layout as other apps.

2 out of 5 participant was convenience it was okay app to use when it is need to visit Kingston whereas other found the app annoying to be used and very dull.

**Task 2**

|  |  |  |  |
| --- | --- | --- | --- |
| **Participant** | **Frustration** | **Satisfaction** | **Convenience** |
| **1** | **2** | **2** | **4** |
| **2** | **6** | **4** | **7** |
| **3** | **2** | **6** | **6** |
| **4** | **6** | **1** | **6** |
| **5** | **4** | **7** | **6** |
| **Total** | **20** | **20** | **29** |
| **Mean** | **10** | **10** | **5.8** |

**Task 3**

|  |  |  |  |
| --- | --- | --- | --- |
| **Participant** | **Frustration** | **Satisfaction** | **Convenience** |
| **1** | **2** | **2** | **5** |
| **2** | **6** | **4** | **7** |
| **3** | **2** | **6** | **4** |
| **4** | **6** | **1** | **1** |
| **5** | **4** | **7** | **1** |
| **Total** | **26** | **12** | **18** |
| **Mean** | **5.2** | **2.4** | **3.6** |

[http://academic.mintel.com.ezproxy.kingston.ac.uk/trends/#/observation/759114?highlight#hit1](http://academic.mintel.com.ezproxy.kingston.ac.uk/trends/#/observation/759114?highlight)

**https://www-keynote-co-uk.ezproxy.kingston.ac.uk/market-update/media-marketing/direct-marketing?full\_report=true**

**Discusion**

**Evaluation**

**Appendix**

**References –** Havard-Style referencing

Mintel's report *The Locavore: Attitudes toward Locally-sourced Foods – US, February 2014*.)”

Key Note Editorial, 2015