ARTICULATE STORYLINE 2 QUICK START VIDEO

Usability Test - Final Report

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Abstract

This usability test was designed for the Storyline 2 tutorial and to generate feedback on its effectiveness. Participants watched a brief segment of the tutorial which was immediately followed by a two-question quiz on the material. Participants successfully completed the quiz but struggled with the demo citing a difficult to understand audio track and dense visual elements. With this information, the content creator is now considering reworking the text-to-speech audio element and adding closed captions to aid in comprehension. For potential future tests the content author will consider whether the audio track not matching the visual elements at the time affects comprehension and retention, and how the type and complexity of the quiz questions may affect results.

Overview

On May 24, 2017, the content creator and his study group conducted user research with the goal of determining how well the Storyline 2 tutorial conveyed the information teaching viewers how to use the program.

Testing was conducted in tandem with other groups testing their own projects as students of Joe Welinske's Technical Writing course with the University of Washington, Seattle. Participants were two students from that course assigned at random. All testing was done in person at the UW Foster Business Library.

Test Design

The Storyline tutorial is a web-based presentation consisting of visual displays and an audio track using automated voice scripts. For the test, a segment the tutorial is presented outlining how to edit States in Storyline. The segment takes about 1 minute and 30 seconds to view and is immediately followed by two questions to determine the viewer's knowledge of the segment. Prior to viewing the material, the facilitator introduces the subject to the participant, describes how they will view the demo and take the quiz, and provides the opportunity for the participant to ask questions.

Question 1
You must select an object to create a state for it.
   A) True *Correct Answer
   B) False

Question 2
Where should you click to create a **New State**? (Select one of the highlighted areas).

After both questions are answered, the quiz tallies their score and lets the participants know how they did. The facilitator then debriefs the participant and asks for feedback on the demo as well as giving them the opportunity to ask further questions about it.

Results

After viewing the material, both participants answered the quiz questions 100% correctly.

Observations

While both participants completed the quiz successfully, they struggled with the demo in various places. Questions prior to beginning the test included clarifications on whether the participant needed to actively click to begin and continue the presentation. During the quiz portion, one participant clicked the "Next" button instead of the "Submit" button, citing confusion as they were both on the screen at the same time. There was also confusion on whether they needed to "Select" or "Click" a feature during the presentation to advance.

Major Findings and Recommendations

Through the course of 2 rounds of testing, we found that:
- Users could successfully answer both quiz questions at the end of the tutorial segment, despite some uncertainty on their part.
  - **Proposed solution:** Create different sets of quiz questions to see if there is specific content or audio portion that was more difficult to recall.
- Users had some difficulty with information recall on the section introduction page
  - **Proposed solution:** Closed-Captioning will be made available to users on all sections, including the section introduction page. This allows users to read what is being said, in addition to listening to it.
- Users mentioned the text-to-speech voice was often robotic and not human-like
  - **Proposed Solution:** A different text-to-speech voice profile can be used which may sound less robotic. It is also possible to specifically program the pronunciation of problematic words by sounding out their syllables. The most time-consuming solution would be to create record a voiceover audio track for the presented information.

Future Investigations

Based on our findings during this usability test, there are a few things that we may consider testing in the future:
- Whether the text-to-speech voice profile affects information recall.
- Whether the types, complexity, and order of questions used in the usability test affect users' ability to recall information.
- Whether written callouts on the screen differing from the information given from the audio affects users' ability to correctly answer usability questions.

Appendix A: Usability Test Observer Notes

Round 1 Notes

User questions prior to usability test:
- "How many things am I watching/times will I need to click next?"
- Asked for confirmation to click play

Debrief: (answered 2/2 questions correctly)
- Test was awkward
- 2nd question seemed awkward after first question (usability)
- Audio was difficult to understand – robotic (content – major)
  - Suggested fix: pronounce syllables for problematic words/use a different TTS
- And vs add in TTS (content)
- Difficult to remember content on non-software slide (content – major)
  - Suggested fix: include a bulleted list of information presented in the TTS
- Select vs. click (instructions)
- Callout bubbles seemed redundant (content)
- Don't recall the topic editing states (content)

Round 2 Notes
Debrief: (answered 2/2 questions correctly)
- User clicked next instead of clicking submit during mini quiz (instructions)
- User had difficulty refreshing page (instructions)
- Easy to understand visuals. Easy to follow along (content)
- Voicing a little unnatural/robotic, but otherwise easy to follow (content)
- Dense visuals. Mouse present, but difficult to understand initially
- Meaning of states could be a word that is difficult for most people to understand

Appendix B: Usability Testing Plan

Usability Testing Plan- Storyline 2 Tutorial

Overview

We will conduct two individual usability test sessions with students from Joe Welinske's Technical Writing course that will represent the target audience. Each session will last approximately fifteen minutes and will be conducted in either a Foster Business Library study room or the primary classroom. The participants will view an excerpt from the tutorial and then take a two-question quiz on the info they just viewed. The facilitator will answer questions prior to the participant viewing the material but should not assist the user during the tutorial session. Once the participant has finished the quiz, the facilitator will interview them about their experience and provide the opportunity for feedback. The client will record all feedback.

The usability goal: Users can understand and retain information presented in the tutorial without the need to re-watch or use closed captioning.

Scenario: A user has just finished the "Using States" section in the tutorial and can answer two questions about the content correctly.

Target Audience

- Technical writers and computer-based training developers
- Technically adept; familiarity with Windows OS and Microsoft Office Suite
- Unfamiliar with Articulate Storyline software
    - The User Guide is intended to help brand new users with little to no experience of the software to understand basics of the user interface and interaction possibilities.
    - The usability test intends to determine how easy the visual representation and audio track are to follow and whether steps are easy to recall using only these two methods.

Testing Agenda

Team roles:
Client: Michael Hsieh
Tech: Michael Hsieh
Facilitator: Dillon Trethewey or Adam Ray
Participant: Dillon Trethewey or Adam Ray

Test Time: Each test will take approximately 15 minutes (including introductions, testing, and follow-up questions).

Usability tests will be conducted with one participant at a time, under the supervision of the facilitator. The participant will be brought into the testing room, introduced to the facilitator, and briefed on how the usability testing will be conducted. The participant will be provided with a laptop and instructed on how to access the tutorial and quiz. The facilitator will remain in the room while the participant completes the test at their own pace.

Order of Events:

1. The tech sets up testing area in preparation for the usability test.
    a. Laptop browser should be open to a neutral webpage. The test page should be open in a separate tab and set to the beginning of the tutorial
    b. The mouse should be plugged in and functioning
    c. The client should be prepared to record feedback
    d. The facilitator should have the script ready before the participant enters the room
2. The participant enters testing area and is welcomed by the facilitator.
3. The participant sits in front of the laptop and is given a briefing on what to expect during the testing session. The facilitator explains the purpose of the usability test and the approximate time it may take to view the tutorial and complete the quiz (5 minutes).

4. The facilitator explains how to access the tutorial and quiz and answers any questions the participant has before beginning.
5. The facilitator begins the usability test by clicking on the demo tab in the browser.
6. The participant begins the tutorial and the facilitator waits for the participant to complete the tutorial and quiz at their own pace. The facilitator then asks the participant follow-up questions.
7. The client takes notes on participant feedback based on answers to follow-up questions.
8. The facilitator answers any final questions the participant has before the usability test concludes. The facilitator escorts the participant from the testing room.
9. The tech resets the testing stage in preparation for the next participant.

Timeline (15 minutes per usability testing session)
00:01 – Participant enters testing area and is welcomed by the facilitator. Participant is instructed to sit in front of laptop
00:02 – Facilitator briefs participant on what to expect during the testing session, including expected time of test (5 minutes)
00:04 – Facilitator answers any questions participant has before beginning the usability test
00:06 – Participant begins tutorial and the facilitator waits for participant to complete the tutorial and quiz at their own pace
00:11 – Participant finishes tutorial and quiz
00:12 – Facilitator asks participant follow-up questions while client takes notes on participant feedback
00:14 – Facilitator answers any questions participant has
00:15 – Usability testing concludes, and the participant is escorted from the testing room. The tech begins resetting the testing stage in preparation for the next participant

Appendix C: Usability Testing Script

Michael Austin Hsieh's Articulate Storyline 2 Quick Start Video

☐   **Laptop web browser should be open to Google or some other "neutral" page.**
☐   **Test page is open in a separate tab and set to the beginning.**
☐   **Make sure mouse is plugged in and functioning.**

Total Test Time: 15 minutes
Participant walks into testing area. Facilitator instructs them to sit down in front of laptop.
Facilitator:

Welcome [participant's name] and thank you for volunteering to take part in our usability test. My name is ____, and I will walk you through this testing session today.

We're asking participants to help us evaluate a web-based tutorial for a piece of educational software. We're going to show you a brief segment of the tutorial after which there will be a brief quiz to see what you learned from watching it. There is no time limit to the test but viewing the material and taking the quiz will probably only take you about five minutes.

To be clear, we are testing how well the tutorial works in teaching the material; not how well you do in this session. If you have trouble understanding the material, your insight can help the content author to improve the tutorial to make it clearer, so don't worry if something doesn't make sense!

To conduct the session, you'll be using this laptop. I'll switch over to the demo page in the web browser where you will conduct the test using the mouse or track pad. You will click the play button to start it and then watch the screen and listen as the tutorial plays. The tutorial is designed to play the current segment and then stop at the end. You will need to click the Next button to advance to the next segment. It is possible to repeat a segment you have already heard, but for this session we ask that you listen to each portion only once.

After the tutorial portion has concluded, you will take the quiz in the same browser window. Follow the on-screen prompts to answer the questions. There will be no audio during the quiz. After the quiz is over, we'll do a quick debrief to see how it went for you.

Now before we begin, do you have any questions?

☐ **Answer any questions the participant has.**

Facilitator:

Alright. Now let's begin!

☐ **Click over to demo tab in the browser.**
☐ **Instruct the participant to begin. Then step back and let them complete the material at their own pace.**
☐ **Once they've completed the quiz, ask them the follow-up questions.**

Facilitator:

Ok, now that the quiz is complete, how did that feel? Was it easy or difficult?

Was the material presented easy to understand? If not, what was unclear?

How was the visual design of the material? Was it easy to understand what you were looking at and where elements were located?

What did you think of the audio track? Was the voice clear and easy to follow along with?

Do you have any other thoughts or feedback on the demo?

☐ **Content author will record all feedback.**

Facilitator:

Now, before we finish, do you have any questions for me?

☐ **Answer any questions.**

Facilitator:

Okay! Thank you very much for participating and have a great day!

☐ **Refresh the demo page so it is ready to go again.**
☐ **Click back to the "neutral" web page.**