

Assignment 3: Usability Testing

Team: CanvasByte

Members:

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Part A: Interactive prototype [30 points]

Design an interactive high-fidelity prototype in Figma based on the recommendations you made. Export the prototype and a video of you walking through the prototype with explanations. Explain the interactions, using voice or video overlay, etc., to describe how the user will use the prototype.

The prototype is done on Figma collaboratively - [Link](#)

Part B: User Testing The user testing will be reported in two phases:

Phase 1: Protocol and supporting materials [30 points]

I. Usability Testing Plan

- We plan to have a user perform a set of tasks with prior information as to what issues are addressed in the prototype, observe the user while performing the task, and let him complete the said tasks.
- We will also have a conversation with the user after the test for feedback and discuss the challenges faced during the test.

II. Participant Recruitment

- We are going to recruit 1 or 2 candidates
- Candidates need to be familiar with the Goodreads mobile application
- Candidates will be selected from 2 different age groups
 - One student who is familiar with the technology and Goodreads mobile app
 - One working professional with a reading habit

III. Testing Method

- The test is going to be Moderated.
- We are going to have a 30-minute Zoom call with all the team members and the candidate.
- We will be sharing the prototype from Part - A with the user (Figma has a prototype-sharing functionality)
- We will explain the issues we are currently addressing using the prototype to the user in the first 5 minutes.
- The user will perform the predefined tasks that address all the issues found during the user inquiry phase - 20min
- We will also provide help if the user cannot finish a task. We are targeting all tasks that should be completed.
- Take user feedback - 5min

IV. What data we collected

- Observations during the call (What action the user is taking to complete the said task)
- Zoom Call screen recording for reference (With user consent)
- Notes of steps the user could complete and couldn't complete
- A 5 min conversation with the user for feedback

V. Pretest Interview -

- We need someone who is already familiar with the Goodreads mobile app. Following are the questions we will ask the user.
 1. Demographic Information: Age: years, Gender:(Male/Female/Other), Location(City, State/Country)
 2. How frequently do you use Goodreads app?
 3. How long have you been using Goodreads?
 4. Can you walk me through your typical interactions with the application?
 5. What are the main features or functionalities of the application that you frequently use?
 6. Can you describe any challenges or frustrations you've encountered while using the application?
 7. Do you have any concerns about privacy or security while using the application?
 8. How would you rate the overall user experience of the application on a scale of 1 to 10.
 9. Contact Information: Email address, Phone number

VI. Posttest Interview -

- After Test Questions -
 1. Did you notice any changes or improvements in the application since the last time you used it?
 2. Have the recent updates addressed any of the challenges or frustrations you previously experienced with the application?
 3. How would you rate the overall user experience of the application now, compared to before the changes were made?
 4. Did the solutions implemented for each issue effectively address your needs and preferences?
 5. Have you encountered any new issues or difficulties while using the updated version of the application?
 6. Do you find the application more intuitive and easy to navigate after the improvements?
 7. Have you noticed any differences in performance or responsiveness after the updates?
 8. Are there any additional features or enhancements you would like to see in future updates?
 9. How satisfied are you with the level of privacy and security provided by the application now?
 10. Would you recommend the application to others based on your experience with the updated version?

VII. Tasks and Instructions -

- Following are the tasks the user needs to complete
 1. Change Profile Picture on User Profile
 2. Add a book to the “want to read” list and check if the list is public. If yes, make it private.
 3. Find Sci-Fi books from the current reading list, check the community stats for the first book, and zoom in on the book cover.
 4. Open the “Read” list, filter by genre “Self Help,” and delete the last updated book.

VIII. Variables and Metrics for the test

Variables:

1. Independent Variables: Includes Interface Design, Navigation Structure, Interaction Design, Device Type and User Persona
2. Dependent Variables: Includes User Satisfaction, Task Performance, Usability, User Engagement and Response, Retention and Loyalty
3. Contextual Variables: Includes User Context (goals, motivations, experience level, and environmental context), Task Complexity, Technology Context, Cultural Factors.

Metrics:

1. Task Success Rate: The percentage of tasks successfully completed by users without errors or assistance.
2. Time on Tasks: The time taken by users to complete specific tasks. Shorter completion times usually indicate better usability.
3. Error Rate: The frequency and severity of errors made by users while interacting with the system.
4. Overall User Satisfaction: Provide insights into users' overall satisfaction with the system.
5. Learnability: The ease with which new users can understand and start using the system effectively.

6. Efficiency: How quickly and easily experienced users can accomplish tasks within the system.
7. Error Recovery: How easily users can recover from errors they encounter while using the system.

IX. Script

1. Introduction:

Observer: Good morning/afternoon [Candidate's Name], thank you for joining us today. We really appreciate you taking time for this usability testing session on the redesigned Goodreads mobile application. We're excited to have you here.

Candidate: Good morning/afternoon; thank you for having me.

Observer: Allow me to let you know the background of this survey. As a part of our course at USC, we have redesigned the Goodreads app, and we would like to know what all challenges the user would face while navigating the newly designed app.

Please be assured that this is not a test and that there are no right or wrong answers. So please feel free to answer.. I would like to have your consent to record this session. Is that okay with you?

Candidate: Yes sure.

Observer: Before we begin, do you have any questions about the tasks or the process?

Candidate: No, I'm ready to get started.

Observer: Great! Let's start by making sure you're comfortable with the setup. Let's dive into some background questions.

2. Background questions:

Observer: Can you please let us know about yourself?
Where have you been studying/working?
How often do you use the Goodreads app?
How has been your experience with the Goodreads app?

(Candidate answers the questions)

Observer: Amazing. Now that we know about you we can start with the tasks. Can you please open the Goodreads prototype link we shared? That link would show up as a mobile application/application window.

Candidate: Yes, I am able to view the app.

3. User Performing Tasks:

Observer: That's great, [Candidate's Name]. So, for the first task, could you please navigate to your profile and change your profile picture?

(Candidate performs the task)

Observer: How easy is it to change your profile picture?

(Candidate answers the question)

Observer: Perfect! Now, let's move on to the second task. Could you please add a book to your "want to read" list.

(Candidate performs the task)

Observer: Now can you check if the list is public/private? If it is, please toggle the same.

(Candidate performs the task)

Observer: Are you able to achieve the desired task?

(Candidate answers the question)

Observer: Excellent. Now, for the third task, please navigate to the books tab and find a Sci-Fi book from your current reading list, are you able to find one?

(Candidate answers the question)

Observer: Great, please check the details page for the first book, and then zoom in on the book cover.

(Candidate performs the task)

Observer: Are you able to zoom in on the book cover and read the details. Do you find this feature helpful?

(Candidate answers the question)

Observer: Finally, let's move on to the last task. Open your "Read" list, and apply a filter by the genre "Self Help".

(Candidate performs the task)

Observer: Did you find this process hard or easy to apply a filter? What do you think about this application?

(Candidate answers the question)

Observer: That's great to hear. Now can you please delete the last updated book.

(Candidate performs the task)

Observer: How is the overall filtration and sorting process according to you?

(Candidate answers the question)

Observer: Wohoo! That's the final task achieved.

4. Feedback Conversation:

Observer: [Candidate's Name], thank you for completing all the tasks. Now, we'd like to hear your thoughts and feedback on the updated features you just interacted with.

Candidate: Overall, the process was straightforward. I liked how easy it was to change my profile picture and manage my reading lists. However, I found it a bit confusing to locate the community stats for the Sci-Fi book. Maybe there could be more precise labeling or a more prominent button for that feature.

Observer: That's valuable feedback. Were there any other aspects of the tasks or the app that you found particularly challenging or enjoyable?

Candidate: Actually, everything else seemed pretty intuitive. I appreciate the opportunity to provide feedback.

Observer: Thank you, [Candidate's Name], for your insights. Finally, is there anything you would like to add, what we can improve for instance? Your feedback will help us improve the user experience of the Goodreads app.

(Candidate answers the question)

Observer: That would definitely be considered, thank you for sharing your valuable thoughts. We appreciate your time today.

Candidate: No problem, happy to help.

5. Conclusion:

Observer: That concludes our usability testing session. Once again, thank you for your participation, [Candidate's Name]. You can now log-out from the app. Hope to see you again. Have a great day ahead!

Candidate: Thank you. Have a great day!

(Note - The candidate responses are, for example, only. Not an actual conversation)

X. Supplemental materials

Following is the supplemental material we used -

1. Figma High-Fidelity Prototype Goodreads Mobile application - [Link](#)