



Usability Testing

4.50

Conducting
Usability
Tests

Julian Kreher

Methodology

All tests were conducted moderated between the 3rd and the 5th of June. Three participants were tested in-person in Berlin, the other remotely in various locations in Germany.

The prototype was tested on my own and participants' Notebooks.

I used Monosnap to record the in-person sessions, which worked nicely without any problems. For conducting and recording tests remotely I used Zoom, which also worked really well. I also took notes with pen and paper.

Thoughts

Before testing, I explained the mechanics of Invision prototypes, so participants knew how to interact. People were curious and seemed to complete both tasks easily.

The testing was fun, finding 6 participants wasn't easy though. It does limit outcomes that the prototype tends to suggest a linear path of clickable buttons. Each participant had their very own thoughts about the prototype.

Background Questions

Did you use apps lately to explore your surroundings? If so, which?

What do you like, or unlike about apps you use for navigation?

Would you use cooperative methods to learn about your environment?

Open Questions

What's your first impression of the app and its appearance?

Do you feel confident or confused about using it?

Does everything make sense, or are you missing something?

Tasks

You feel like you want to learn something about Berlin. How would you use the app for this purpose?

After completing a hunt, you want to add a review about it.



Elisa

Age range:

24 - 30

Occupation:

Editorial Assistant

„Ok, where do I have to click now?“

Background Questions

Observations

Did you use apps lately to explore your surroundings? If, which?
I use Google Maps, Outdooractive and Komoot.

What do you like, or unlike about apps you use for navigation?
Power consumption is always too high.

Would you use cooperative methods to learn about your environment?
Yes sure, I think I would enjoy that.

Completed both tasks easily, without problems. Was a bit confused, about how to start with task one.

Did not understand the Add Friend feature and where to click.

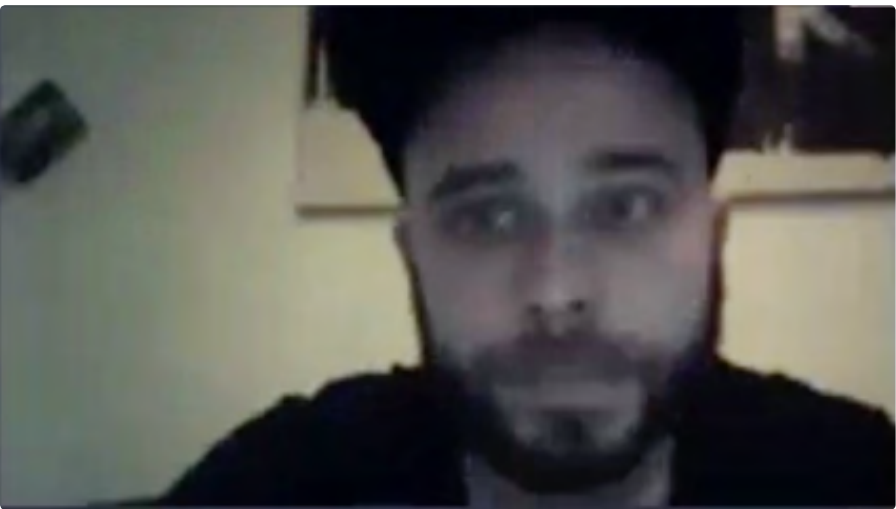
Would prefer a plus sign next to the person icon, to make it more clear that its its supposed to add a player.

Did not understand what the boxes on the main treasure hunt page is for.

Overall, I am satisfied with the ease of completing the tasks in this test.

How likely is it that you'll recommend this product to a friend or colleague?





René

Age range:31 - 36

Occupation:Financial Advisor

„Primary features which you need, are easily visible. That’s a reason why I would download an app.“

Background Questions

Observations

Did you use apps lately to explore your surroundings? If, which?
I use Google Maps.

What do you like, or unlike about apps you use for navigation?
I like that it’s simple.

Would you use cooperative methods to learn about your environment?
Of course.

Did not know, what to do and how to start with the first task.
Had no problem finishing both tasks.
Is missing text in the app, which would explain buttons and functions.
Did not understand the game mechanics of the treasure hunt.
He liked, that the little space was used efficiently.
The functionality is good and things are clearly arranged.

Overall, I am satisfied with the ease of completing the tasks in this test.

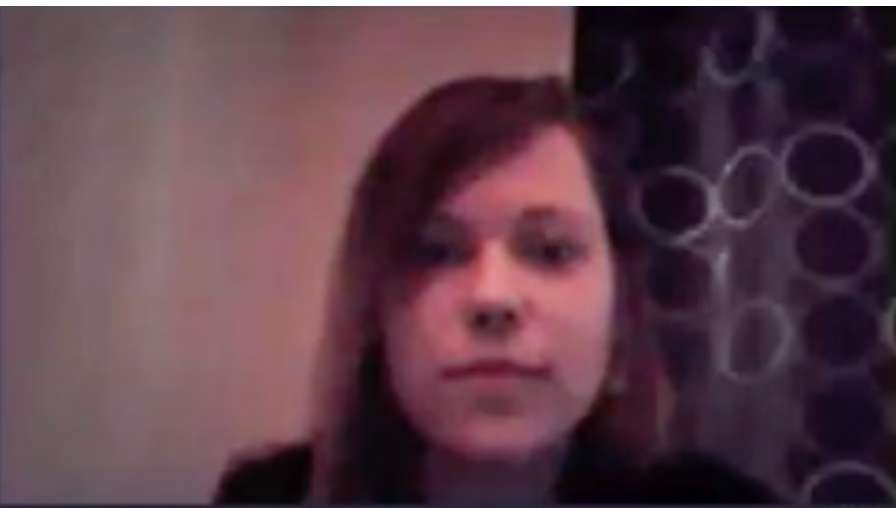
1234567

Not at allExtremely

How likely is it that you’ll recommend this product to a friend or colleague?

1234567

Not at allExtremely



Julia

Age range: 24 - 30

Occupation: Nurse

„It is in every case very simple to use, very user friendly.“

Background Questions

Observations

#1 Did you use apps lately to explore your surroundings? If, which?
I use Google Maps.

#2 What do you like, or unlike about apps you use for navigation?
I like that its fast and works well, and promptly. Works with different ways of moving, like bike or car.

#3 Would you use cooperative methods to learn about your environment?
Definitely, I have been on several treasur hunts before and always loved it.

Easily understood how to add friends and how to start the round.
Had a good understanding of the statistics page.
Found it very intuitive and knew immediately where to click.
„The buttons and symbols are very good.“
Likes the statistics page, thinks its good for motivation.
Enjoys the structured, linear menu setup.
Likes the visibility of the menu in the top, so she always knows, where she is.

Overall, I am satisfied with the ease of completing the tasks in this test.

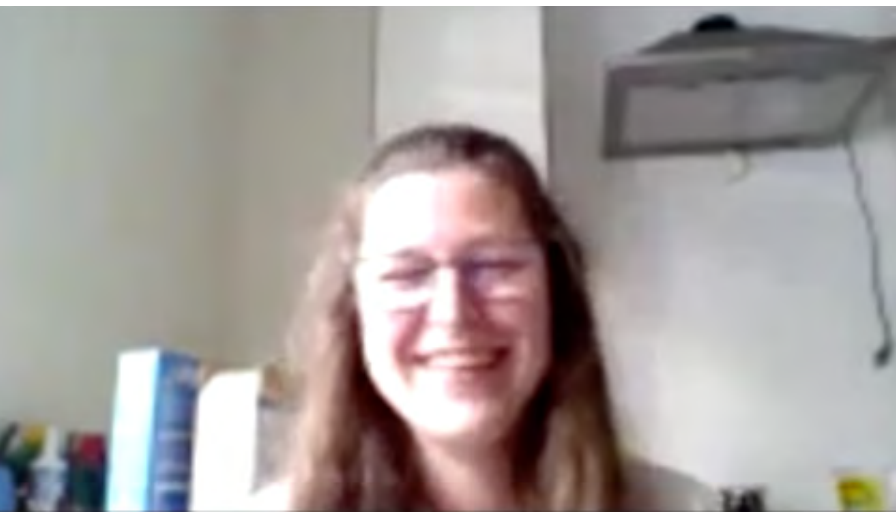
How likely is it that you'll recommend this product to a friend or colleague?

1234567

Not at allExtremely

1234567

Not at allExtremely



Jelenka

Age range: 31 - 36

Occupation: Tax Accountant

„As of now, the layout is still pretty spartan. You see everything you need.“

Background Questions

Observations

- #1 Did you use apps lately to explore your surroundings? If, which?
I use Google Maps.
- #2 What do you like, or unlike about apps you use for navigation?
Likes that it shows traffic jams. That it offers navigation for walking, biking etc. Offline Map sections are too small.
- #3 Would you use cooperative methods to learn about your environment?
Sounds interesting... if its fun.

Found the treasure hunt list, but did not know how to interact with it.
Very quickly added friends to her hunt.
Like most other participants, was waiting for the round to start automatically.
Found and opened the map view to find treasure hunts by herself.
Finds the layout to be still pretty spartan.
Feels to be escorted well through the menu structure.
Refers to the Hamburger Menu to be helpful.
Suggests to add a possibility to change the app layout to different designs, e.g. fonts and colors.

Overall, I am satisfied with the ease of completing the tasks in this test.

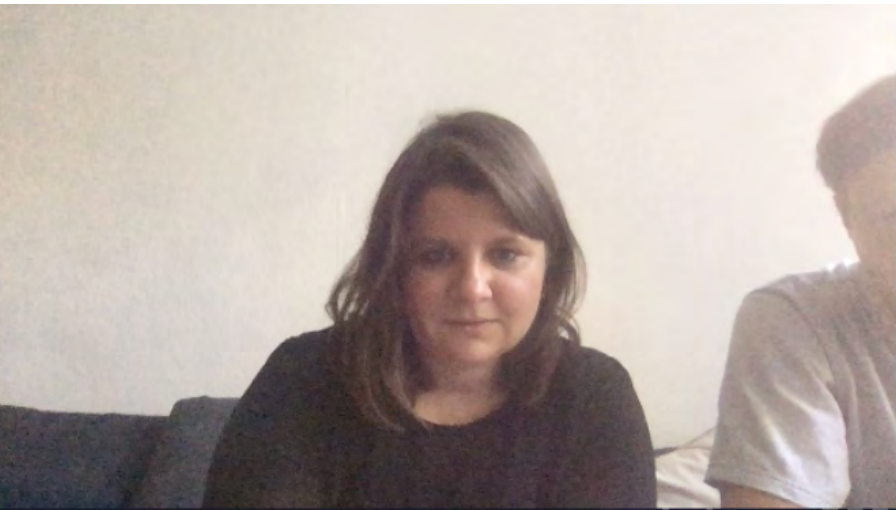
How likely is it that you'll recommend this product to a friend or colleague?

1234567

Not at allExtremely

1234567

Not at allExtremely



Helen

Age range:

31 - 36

Occupation:

Project Assistant

„Doesn’t matter what you play, you always want to have statistics and compare to other players.“

Background Questions

Observations

#1 Did you use apps lately to explore your surroundings? If, which?
I use Google Maps.

#2 What do you like, or unlike about apps you use for navigation?
I don’t like the voice of Google navigation. Searching in a certain area doesn’t work properly. Only finds commercial stuff.

#3 Would you use cooperative methods to learn about your environment?
Yes I would. Propably when in another country.

Went through the prototype for three times.
Like many other participants on the treasure hunt page, reads first the „2 hours“ under Duration.
Every participant knew by clicking the „play“ symbol, the hunt would start.
Would like more positive feedback when something was found or a goal reached on a hunt.
Would like a vizualisation of the game progress.
Likes that statistics show every player how they performed.
Likes the thumbs up after adding a review.
Points out, that during a hunt, there should be info displayed of the current goal.
Thinks an info on the hunt profile page about how many goals need to be completed to finish would be usefull.

Overall, I am satisfied with the ease of completing the tasks in this test.

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Not at all

Extremely

How likely is it that you’ll recommend this product to a friend or colleague?

1

2

3

4

5

6

7

Not at all

Extremely



Aaron

Age range: 24 - 30

Occupation: Watchmaker

„Gamification is always a good thing.“

Background Questions

- #1 Did you use apps lately to explore your surroundings? If, which?
Komoot, Outdooractive.
- #2 What do you like, or unlike about apps you use for navigation?
Komoot and Outdooractive know dirt roads through forrests unlike Google.
- #3 Would you use cooperative methods to learn about your environment?
Yes.

Observations

Is wondering what the options on the treasure hunt page with the checkboxes are for.
It’s relatively clean and clear. You alway only have two, three possibilities to click.
Should be a good app for first-time users.
Is confused that its only multi- not single player.
Is pointing out that important buttons could be highlighted in brighter colors.
Checkboxes and text on the hunt profile page should be larger.
On the statistics page, the background should be lighter.
Is missing a zoom function on the map.

Overall, I am satisfied with the ease of completing the tasks in this test.

1

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Not at all

Extremely

How likely is it that you’ll recommend this product to a friend or colleague?

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Not at all

Extremely