Usability Testing

4.60

Usability Test Results & Planning For Future Tests

Julian Kreher

Affinity Diagramm - Overview

Errors

P3, P4,
Was waiting for the round to start automatically.

P2
Did not understand the game-mechanics of the treasure hunt.

P1, P4, P5
Found the treasure hunt list, but did not understand how to interact with it.

P1
Did not understand the Add Friends feature and where to click.

P4, P5
Did not understand the mechanics of the Invision prototype.

P1, P5, P6
Is wondering what the options on the treasure hunt page with the checkboxes are for.

P6
The background of the statistics page should be brighter.

P6
Is confused, that its only multi- not single player.

P5, P6
There is no possibility to add photos to a review.

P6
Checkboxes and text on the hunt profile page should be larger.
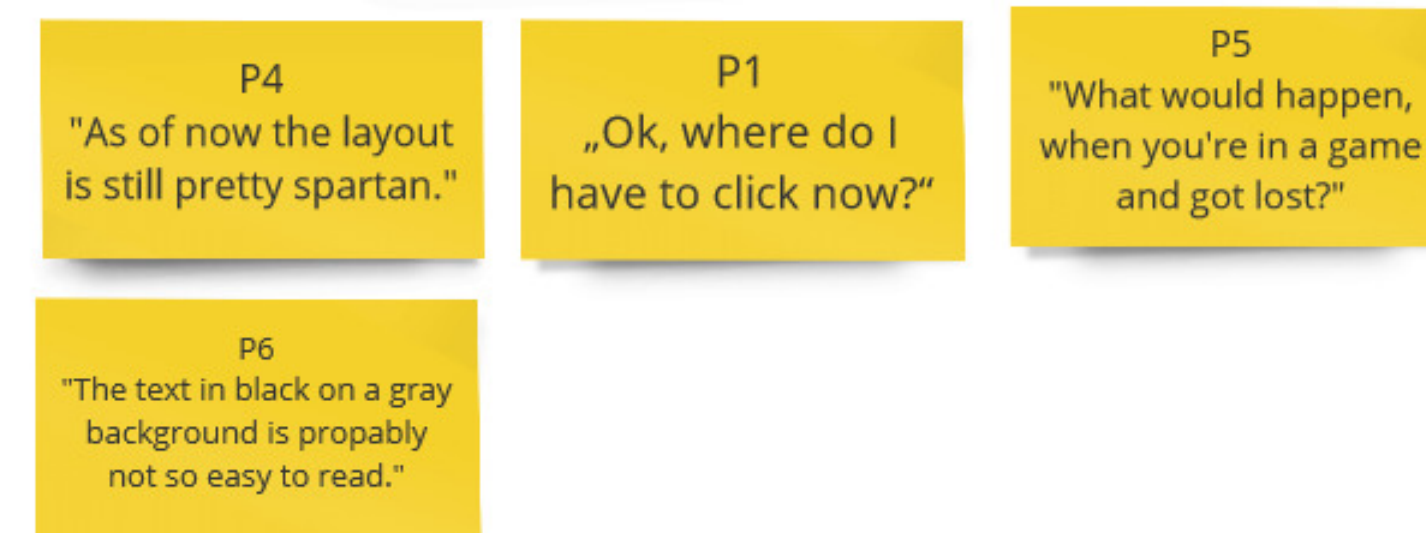
Observations

P3, P4
Easily understood how to add friends and how to start the round.

P2
Was missing text in the app, which would explain buttons and functions.

P3, P4
Feels to be escorted well through the menu structure by the app.

P3, P5
Likes the statistics page, thinks its good for motivation.

P3
Enjoys the structured, linear menu structure.

P1, P2, P3, P4, P5, P6
Knew clicking the „Play" button, starts the hunt.

P2, P3, P5
Read „2 hours" on the treasure hunt page first.

P4
Suggests to add a possibility to change the app layout.

P3
Likes the menu in the top, so she always knows, where she is

P5
Would like more positive feedback and reinforcement.

P5
Would like a visualization of the game progress (progress bar).

P4
Refers to the hamburger menu to be helpful.

P4
Would add Infos on the hunt page about accessibility for physically impaired people etc.

P6
Thinks the app is easy to learn for beginners.

P5
During a hunt, there should be an info of the current goal.

P5
Likes the thumbs up, after adding a review.

P5
Suggests a way of specifying type or topic of hunts to choose.

P2, P3, P4, P6
Adds friends to the hunt quickly and without problems.

P5
Wondering how the content in the hunts list is selected.

P6
Is missing a zoom function for the map.

P5
Misses info on hunt profile page about how many goals need to be completed.

P5
Misses badges for accomplishments on the statistics page.

P5, P6
Is irritated, that the layout is monochrome.

P1, P2, P4, P5, P6
Couldn't use arrows to go back in menu.

+ Quotes

P3
„It is in every case very simple to use, very user friendly."

P3
The buttons and symbols are very good.

P4
"You see everything you need."

P5
„Doesn't matter what you play, you always want to have statistics and compare to other players."

P6
„First thing I always do is checking out all of the possible settings."

P6
„Gamification is always a good thing."

P6
"Should be a good app for first-time users."

P2
„Primary features, which you need, are visible easily. Thats a reason why I would download an app"

P2
"Functionallity is pretty good."

P3
"It's very intuitive and you know immediately where you need to click."

P6
"It's clean and clear, you always only have two, three possibilities to click."

P2
"The little space was used efficiently."

- Quotes

P4
"As of now the layout is still pretty spartan."

P1
„Ok, where do I have to click now?"

P5
"What would happen, when you're in a game and got lost?"

P6
"The text in black on a gray background is propably not so easy to read."

Affinity Diagramm - Detail 1

Errors

P3, P4,
Was waiting for the round to start automatically.

P2
Did not understand the game-mechanics of the treasure hunt.

P1, P4, P5
Found the treasure hunt list, but did not understand how to interact with it.

P1
Did not understand the Add Friends feature and where to click.

P4, P5
Did not understand the mechanics of the Invision prototype.

P1, P5, P6
Is wondering what the options on the treasure hunt page with the checkboxes are for.

P6
The background of the statistics page should be brighter.

P6
Is confused, that its only multi- not single player.

P5, P6
There is no possibility to add photos to a review.

P6
Checkboxes and text on the hunt profile page should be larger.

Observations

P3, P4
Easily understood how to add friends and how to start the round.

P2
Was missing text in the app, which would explain buttons and functions.

P3, P4
Feels to be escorted well through the menu structure by the app.

P3, P5
Likes the statistics page, thinks its good for motivation.

P3
Enjoys the structured, linear menu structure.

P1, P2, P3, P4, P5, P6
Knew clicking the „Play" button, starts the hunt.

P2, P3, P5
Read „2 hours" on the treasure hunt page first.

P4
Suggests to add a possibility to change the app layout.

P3
Likes the menu in the top, so she always knows, where she is

P5
Would like more positive feedback and reinforcement.

P5
Would like a visualization of the game progress (progress bar).

P4
Refers to the hamburger menu to be helpful.

P4
Would add Infos on the hunt page about accessibility for physically impaired people etc.

P6
Thinks the app is easy to learn for beginners.

P5
During a hunt, there should be an info of the current goal.

P5
Likes the thumbs up, after adding a review.

P5
Suggests a way of specifying type or topic of hunts to choose.

P2, P3, P4, P6
Adds friends to the hunt quickly and without problems.

P5
Wondering how the content in the hunts list is selected.

P6
Is missing a zoom function for the map.

P5
Misses info on hunt profile page about how many goals need to be completed.

P5
Misses badges for accomplishments on the statistics page.

P5, P6
Is irritated, that the layout is monochrome.

P1, P2, P4, P5, P6
Couldn't use arrows to go back in menu.

Affinity Diagramm - Detail 2

+ Quotes

P3
„It is in every case very simple to use, very user friendly."

P3
The buttons and symbols are very good.

P4
"You see everything you need."

P5
„Doesn't matter what you play, you always want to have statistics and compare to other players."

P6
„First thing I always do is checking out all of the possible settings."

P6
„Gamification is always a good thing."

P6
"Should be a good app for first-time users."

P2
„Primary features, which you need, are visible easliy. Thats a reason why I would download an app"

P2
"Functionallity is pretty good."

P3
"It's very intuitive and you know immediately where you need to click."

P6
"It's clean and clear, you always only have two, three possibilities to click."

P2
"The little space was used efficiently."

- Quotes

P4
"As of now the layout is still pretty spartan."

P1
„Ok, where do I have to click now?"

P5
"What would happen, when you're in a game and got lost?"

P6
"The text in black on a gray background is propably not so easy to read."

Rainbow Spreadsheet - Participants & Errors

	P1	P2	P3	P4	P5	P6
Name	Elisa	René	Julia	Jelenka	Helen	Aaron
Session details	3. Juni 2019	4. Juni 2019	4. Juni 2019	4. Juni 2019	5. Juni 2019	5. Juni 2019
Session type	In-person	Remote	Remote	Remote	In-person	In-person
Gender	F	M	F	F	F	M
Age range	24 - 30	31 - 36	24 - 30	31 - 36	31 - 36	24 - 30
Role	Editorial Assistant	Financial Advisor	Nurse	Tax Accountant	Project Assistant	Watchmaker
Characteristics	Open-minded, good sense of aesthetics	Unemotional, tech-savvy	Open-minded, positive	Down-to-earth, knows digital products, games	Interested, open-minded	Tech-savvy, critical
Focus	Layout, UI, design	Utility, usability	Usability	Accessibility, efficiency	Game-mechanics, Motivation	Accessibility, readability

Content	P1	P2	P3	P4	P5	P6	Total	Solutions and next steps
Errors								
ER 1 **Waiting for the hunt to start automatically**			■	■			2	Make round start automatically
ER 3 **Doesn't understand the game-mechanics of the treasure hunt**		■			■		2	Include tutorial and explanation in onboarding
ER 2 **Doesn't understand what the checkboxes are for**	■				■	■	3	Change wording of options. Include „mouse over" text.
ER 4 **Doesn't understand the friends-feature**	■						1	Add a plus sign to player icon. Add coach mark asking user to invite friends.
ER 3 **Doesn't understand the mechanics of the Invision prototype**				■	■		2	Better explain this before a test
ER 2 **Doesn't know how to interact with the treasure hunt list**	■			■	■		3	Include coach mark, telling user to choose a hunt
ER 2 **Background of the statistics page should be brighter**						■	1	Make brighter
ER 1 **Is confused, that it's only multi-, not single-player**						■	1	Offer single-player rounds
ER 3 **There is no possibility to add photos to a review**					■	■	2	Include button to add photos on review page
ER 2 **Checkboxes and text on the hunt profile page should be larger.**						■	1	Make larger

Rainbow Spreadsheet - Observations

Observations	P1	P2	P3	P4	P5	P6	#	Notes
Easily understood how to add friends and how to start the round.			yellow	green			2	x
Was missing text in the app, which would explain buttons and functions.		orange					1	Show coach marks at first-time use.
Feels to be escorted well through the menu structure by the app.			yellow	green			2	x
Likes the statistics page, thinks its good for motivation.			yellow		cyan		2	x
Enjoys the structured, linear menu logic.		orange	yellow				2	x
Knew clicking the „Play" button, starts the hunt.	red	orange	yellow	green	cyan	blue	6	x
Read „2 hours" on the treasure hunt page first.		orange	yellow		cyan		3	Probably use this spot for more relevant information
Suggests to add a possibility to change the app layout.				green			1	Too much effort for now
Likes the menu in the top, so she always knows, where she is			yellow				1	x
Would like more reinforcement during the game.					cyan		1	Include positive feedback when achieving sth. Create badges.
Couldn't use arrows to go back in menu	red	orange		green	cyan	blue	5	Include functionality into prototype
Refers to the hamburger menu to be helpful.				green			1	x
Would add Infos on the hunt page about accessibility for physically impaired people etc.				green			1	Add info
Thinks the app is easy to learn for beginners.						blue	1	x
During a hunt, there should be an info of the current goal and a progress bar.					cyan		1	Add progress bar and current goal
Suggests a way of specifying type or topic of hunts to choose.					cyan		1	Include into hunt search
Adds friends to the hunt quickly and without problems.		orange	yellow	green		blue	4	x
Wondering how the content in the hunts list is selected.					cyan		1	Add text explaining the selection
Likes the thumbs up, after adding a review.					cyan		1	x
Misses badges for accomplishments on the statistics page.					cyan		1	Show badges on statistics page
Misses info on hunt profile page about how many goals need to be completed.					cyan		1	Add info
Is irritated, that the layout is monochrome.					cyan	blue	2	x
Is missing a zoom function for the map.						blue	1	Add zoom sign to map

Rainbow Spreadsheet - Quotes

Negative Quotes - Any negative soundbytes? Record them here.										
"As of now the layout is still pretty spartan."					🟩				1	x
„Ok, where do I have to click now?"	🟥								1	Include Onboarding
"The text in black on a gray background is propably not so easy to read."							🟦		1	Make background brighter
"What would happen, when you're in a game and got lost?"						🟦			1	x

Positive Quotes - Any positive soundbytes? Record them here.										
„It is in every case very simple to use, very user friendly."			🟨						1	x
„The buttons and symbols are very good."			🟨						1	x
"You see everything you need."					🟩				1	x
„Doesn't matter what you play, you always want to have statistics and compare to other players."						🟦			1	x
„First thing I always do is checking out all of the possible settings."							🟦		1	x
„Gamification is always a good thing."							🟦		1	x
"Should be a good app for first-time users."							🟦		1	x
„Primary features, are easily visible. Thats a reason why I would download an app"		🟧							1	x
"Functionallity is pretty good."		🟧							1	x
"It's very intuitive and you know immediately where you need to click."			🟨						1	x
"It's clean and clear, you always only have two, three possibilities to click."							🟦		1	x
"The little space was used efficiently."		🟧							1	x