

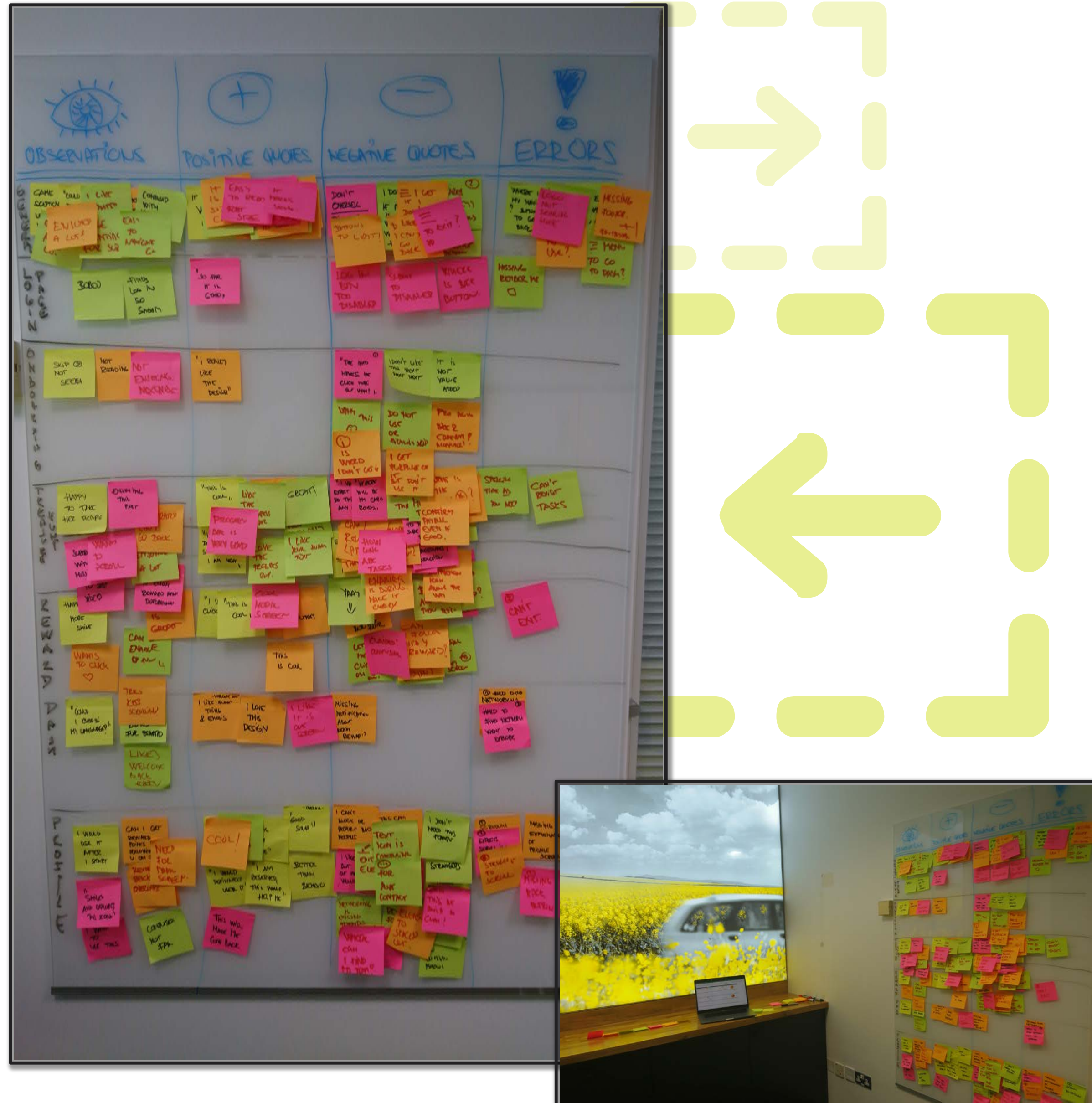


---

## **4.6 USABILITY TEST RESULTS & PLANNING FOR FUTURE TEST**

by Adam Beckovsky

# PROCESSING GATHERED DATA



## REWATCH ALL USABILITY TESTS

- User noise cancelling on ear earphones large screen
- Remain fully focused
- Take breaks when needed
- Try to do all in one day to eliminate personal emotional impact

## CAPTURE ALL FINDINGS

- Tools: White board, markers, colour post-its
- Prep: Set white board to 4 columns (Errors, Observations, Positives, Negatives), Rows set up as per app flow (Login -> Onboarding -> Tutorial ->... etc.)
- Use different coloured post its for each person, to capture relevant info.  
TIP: (if you run out of colours, use different marker colours)
- Since I have ended up with over 200 post its, I have clustered key information to affinity map.

## ANALYZE RESULTS

- Rainbow spreadsheet
- Conditional formatting of logical arguments
- Sort data by severity ([see below](#)) and visualize through pie chart
- Brainstorm solution and assign feasibility rating

## JAKOBS NIELSEN SEVERITY RATING

- |  |   |
|--|---|
| 0 I don't agree this is usability issue at all |   |
| 1 Cosmetic problem only                        | Need not be fixed unless extra time is available on project |
| 2. Minor usability problem                     | Fixing this should be lower priority                        |
| 3. Major usability problem                     | Important – Fixing this should be high priority             |
| 4. Usability catastrophe                       | Imperative to fix before product is released.               |





# PARTICIPANTS

	P1	P2	P3	P4	P5	P6	P7
Scheduled session details	10/06/2019 09:30 HESC, Software Lab, Dublin	10/06/2019 11:30 HESC, Software Lab, Dublin	10/06/2019 15:00 HESC, Software Lab, Dublin	10/06/2019 16:00 HESC, Software Lab, Dublin	11/06/2019 11:00 HESC, Software Lab, Dublin	12/06/2019 09:30 HESC, Software Lab, Dublin	12/06/2019 11:30 HESC, Software Lab, Dublin
Name	Colin Sharkey	Anna Modica	Andrew Sansom	Denise Freitas	Conor McCarthy	Fabbri Gauthier	Amina Mohamed
Gender	Male	Female	Male	Female	Male	Male	Female
Age range	26-35	18-25	26-35	26-35	26-35	18-25	26-35
Role	UX Designer	IT Intern	Software Engineer	Project Manager	General Accountant	Finance Intern - student	Collector - Netherlands
Company	Hertz	Hertz	Hertz	Hertz	Hertz	Hertz	Hertz
Other characteristics	Frustrated with current process	Dissapointed and frustrated with current process	Wide software and graphic knowledge	Critical Thinking	Reserved and set in his way	Shy and doubtful	Very direct
Other characteristics	Rational	Creative and energetic	High attention to detail	Project management approach	Does not like change and new stuff	Very app focused and very teenager mindset	Tech Savy gamer
Other characteristics	Wants clarity and access to resources		Optimistic and outgoing	Not liking change	Body languag tells more than words	Thinking out of box	
Approach	Open Friendly	Open Friendly	Open Friendly	Critical Friendly	Reserved Friendly	Reserved Shy	Open Frinedly
Contact	<a href="mailto:colin.sharkey@hertz.com">colin.sharkey@hertz.com</a>	<a href="mailto:anna.modica@hertz.com">anna.modica@hertz.com</a>	<a href="mailto:asansom@hertz.com">asansom@hertz.com</a>	<a href="mailto:denise.carli@hertz.com">denise.carli@hertz.com</a>	<a href="mailto:cmccarthy@hertz.com">cmccarthy@hertz.com</a>	<a href="mailto:fabbri.gauthier@hertz.com">fabbri.gauthier@hertz.com</a>	<a href="mailto:mino.mohamed@hertz.com">mino.mohamed@hertz.com</a>





# ERROR ANALYTICS

OFFICE QUEST - MOBILE USABILITY TEST		P1	P2	P3	P4	P5	P6	P7	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	SEVERITY	FEASIBIITY	NOTES	VISUALIZATION OF SEVERITY	STATUS
Errors - Record and prioritize most critical															
ERROR 1	I am missing back button								6	Create a back button as a part of header	4	HIGH			ERROR 1
ERROR 2	I struggle to scroll my profiel page								5	Make all elements below profiel picture scrollable	3	HIGH			ERROR 2
ERROR 3	I cant edit my Bio, and interests are almost of the screen... bit unpolishd compare to rest of app.								4	create edit icon and make bio editable	3	HIGH			ERROR 3
ERROR 4	Spelling error in tutorial, under video, a rewards in text are bold with no action.								1	Correct typos and ask someone for proof reading.	3	HIGH			ERROR 4
ERROR 5	Hamburger menu brings me home instead of opening menu. Strange?!								5	Replace hamburer menu wirth simple "Home" button	2	HIGH			ERROR 5
ERROR 6	Clicking on logo does not bring me home, it doesn't do anything!								4	Change logo to button which will nring you to dash board	2	HIGH			ERROR 6
ERROR 7	I am not sure where is end of page. I am missing classic footer.								4	Create footer for all pages	2	HIGH			ERROR 7
ERROR 8	I miss CTA to exit on QR page.								3	Create and Exit button on QR page	2	HIGH			ERROR 8
ERROR 9	Why does my app doesn't remember my details.								2	Create a remember me button on login page	2	HIGH			ERROR 9
ERROR 10	I can't revisit my tutorial tasks								2	Allow users to revist completed tasks.	1	MID			ERROR 10



OBSRV	Percentage
OBSRV 3	~15%
OBSRV 4	~25%
OBSRV 5	~10%
OBSRV 6	~10%
OBSRV 7	~10%
OBSRV 8	~10%
Unlabeled (Blue)	~10%
Unlabeled (Green with dots)	~10%





# NEGATIVE QUOTES ANALYTICS

OFFICE QUEST - MOBILE USABILITY TEST		P1	P2	P3	P4	P5	P6	P7	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	SEVERITY	FEASIBIITY	NOTES	VISUALIZATION OF SEVERITY	STATUS
Negative Quotes - Any negative soundbytes?															
NGTV 1	Enablement does not make sense to me? What the heck is this?								7	Rename section of enablament to Induction or Orientation	4	HIGH	Quick office survey		■ NGTV 1
NGTV 2	Claimed? I didn't claim anything.... ! This so confusing								6	Rename "Claimed"to "1 LEFT"	4	HIGH			■ NGTV 2
NGTV 3	Why do I have access to meat strangers but not my team?								5	Create my team Element	3	MID	A/B testing to determine design & position		■ NGTV 3
NGTV 4	Where will be my ID card ready? It is huge building, with many entrances								3	Alter text with "...ready AT MAIN RECEPTION..."	3	HIGH			■ NGTV 4
NGTV 5	Onboarding is pointless, I just skip it. And remove that info .. Nobody will use this								6	Move onboarding to login page and start with tutorial right away after login	2	MID			■ NGTV 5
NGTV 6	How do I get in touch with people? This is not clear..								4	refine the contact icon, mirror other apps.	2	MID			■ NGTV 6
NGTV 7	Why are buttons lighter than text?								3	In next prototype ensure correct contrast of buttons is used	2	HIGH			■ NGTV 7
NGTV 8	That Iban for payroll is not enough. How do I know it is correct?								3	Expand IBAN validation with more info	2	MID	Check, other apps for solution		■ NGTV 8
NGTV 9	Networking and social networking are very different things.... It is Boring vs Fun.								3	Rename Networking to "Social Networking"	2	HIGH			■ NGTV 9
NGTV 10	Why I see new games ready but not new rewards? I like rewards								2	Create notification icon for rewards in dash	2	HIGH			■ NGTV 10
NGTV 11	Please remove tick boxes, they are like T&C.								3	Remove tick box from video viewing and follow youtube principle of seeing video	1	HIGH			■ NGTV 11
NGTV 12	Stock images really? I know it is prototype but make it real please								3	This is prototype, design to be refined later.	1	HIGH			■ NGTV 12
NGTV 13	Whats that start thingy in header?								2	Create info bubble incase someone clicks on it ahead of time	1	HIGH			■ NGTV 13
NGTV 14	Help and Support is too boring compare to rest of app. Make it human like rest								2	Rename element to more relatable ( I need help.. Or somehting similar)	1	HIGH			■ NGTV 14
NGTV 15	Proactive at work with camera and bike icon? I don't get this.								1	Refine icon deisgn, add computer to context	0	HIGH			■ NGTV 15

Chart Area



# POSITIVE QUOTES

OFFICE QUEST - MOBILE USABILITY TEST		P1	P2	P3	P4	P5	P6	P7	TOTAL
Positive Quotes - Any positive soundbytes?									
PSTV 1	Simple, Intuitive to Use and very neat. I love the design and clarity of app								7
PSTV 2	Wow I can make my own badge?! I love this ... Amazing start								6
PSTV 3	I really love it and can't wait to see interactive map of site or something alike								5
PSTV 4	I like the felxibility and ease of use within one screen, don't change this or overload please.								5
PSTV 5	Great that you are not hiding privacy settings.								4
PSTV 6	This is funny. I like the emojis, human language and informality in most sections.								3
PSTV 7	Large enough and easy to read font								3
PSTV 8	Good modal screen in complex sections								3
PSTV 9	Better than Benevo. I wish I had this when I came here								3
PSTV 10	I wouldn't mind doing boring mandatory stuff this way								3
PSTV 12	This is to perfect to be true, please keep me in loop								3
PSTV 13	The progress bar is very nice touch, you don't even need the icon with tickboxes... or do you?								2



# FINDINGS & LEARNINGS

## :: PREPARATION

Test everything before sending out initial invites. My time estimate was quite off what was on invitations. Resulting in postponing some testing and adding extra day.

## :: EASE THE TENSION & GAIN TRUST

First time participant were bit concerned about being recorded and their thoughts disclosed to company. Spending sufficient time to gain trust and make them feel welcomed is a must and delivers so much needed input down the line. Measure your success through body language and eye contact prior start of testing session.

## :: EMBRACE THE SILENCE

When someone is thinking or just quiet, do not jump to question right away and put them on spot. Let them explore and come to full conclusion when the time is right. By listening you learn, by talking you repeat what you know.

## :: NOTHING IS JUST “GOOD”

When some one says it is good, it is not enough. Keep probing if this is polite answer or if it really is good ask questions such as: would they need it or really use it, how does it fit in their actual life.

## :: EMBRACE CONSTRUCTIVE CRITICISM

Purpose of testing is not to get best rating and seek validation but to put this through test of fire and find out what could go wrong. Hold emotions back when your product gets critical review and learn from it. If people feel say such things. There must be a reason.

## :: VALIDATION & REFINING

Ask participants at the end of the session once recording is done how did it feel, seek your personal feedback and stuff to change (e.g have water ready to drink since they can get thirsty)  
Don't forget to review your proto-persona and user flows regularly.