Bargain bin

Usability Report

BSHCE4 - Usability

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# Introduction

Here, we are introducing our testing plan and implementation for *BargainBin*. We will display low and high-fidelity prototypes to give different ideas of how the application will look. We applied many different testing techniques in order to get the maximum value from our testing, and will ensure that the application is stable and works as intended.

# Prototyping

Prototyping is very important for any project design. While skipping prototyping might save some time during design, that surplus can be lost many times over in development (Designshack.net, 2017). A saying I heard recently comes to mind; ‘A user interface is like a joke. If you have to explain it, it’s not that good’. While this was said as an attempt at humour, I feel it is very appropriate when designing the front-end.

There are many benefits to a good prototype. For example, simple design issues might suddenly become apparent and this saves time and money if fixed now, rather than further down the line where the cost to do so increases exponentially as the project timeline elapses. Another major benefit is that the customer can visualise what you are proposing, instead of them just telling you what they want. This is a key point as it nearly always leads to change as the customer has a different picture in their head of what they actually want. Again, this can save time and money if resolved in the prototyping phase. Another advantage, albeit not as important, is that the prototype can be used with regards to training, before the final solution is delivered. This can save the end-users time, although this is not always possible.

## Low-fidelity prototype

### 3 wireframes

## High-fidelity prototype

# Testing

Testing is crucial to the success of any project. There are many different types of testing; functional testing, regression testing, GUI testing, usability testing and end-to-end testing to name but a few. Testing is necessary in order to provide the facilities to the customers like the delivery of high quality product or software application which requires lower maintenance cost and hence results into more accurate, consistent and reliable results (Level et al.).

Here, we are going to focus on three different usability techniques of testing – five-second test, trunk test and think aloud test.

## 5 participant’s minimum

We carefully selected just five individuals to perform usability testing on our application. The amount of testers was carefully chosen as the probability of a user encountering an error during testing is 31%, according to Jeff Sauro of MeasuringU, testing just 5 users would turn up 85% of the problems in an interface (testing and Ellie Martin).

Each tester was purposely chosen:

* Martin, an 18-year-old from Cavan who is about to move to Dublin for college. He does not have much money so wishes to trade some of his junk lying around for college materials.
* Debbie, a 41-year-old recent divorcee who wishes to get rid of a lot of her ex-husband’s items and trade them for something she can use
* Eddie, an expert in the field of trading who makes a living out of trading items and repairing them to a sellable standard
* Josephine, a young mother of three who wishes to trade some old items for newer ones to give them as gifts to her children
* Anne, a general internet user who was purely chosen as an outsider without a 100% specific interest in trading, but who could potentially give a different viewpoint

Once all users were gathered together, a little introduction of what was going to happen was provided. The users were informed that the whole process was to be informal, but that they weren’t allowed ask us questions as it would defeat the purpose. We made them feel as comfortable as possible, and discussed how any ideas they may come up with could be implemented into the application, but all information would be treated confidentially, and as anonymous as possible. They were all also informed that we would present them the tasks, and answer any questions before the task started, where possible.

## Testing techniques employed

### Five second test

The first test carried out was the ‘five second test’. This is a usability testing method in which the participant is exposed to an image of a webpage for five seconds. The image is then removed and the participant is asked questions about what they remember seeing on the page ("5 Second Test").

We presented the homepage to the user (after you were logged in), counted to five, and then closed the image. We posed four questions to the users and gave them a few minutes to respond.

* What does the site do?
* What did you like or dislike about the design?
* What stuck out the most on the page?
* Any other general observations?

The results were interesting. Out of the five participants, only two could work out in the short timeframe what the application was supposed to do. This provided us with valuable information for the implementation phase, as we need to make it as obvious as possible what the application does, as time is a key element for people when first visiting; the first 10 seconds of the page visit are critical for users' decision to stay or leave ("How Long Do Users Stay On Web Pages?").

### Trunk test

### Think Aloud

#### Video / Screen recording – only 1 required

### Heuristic Evaluation

# Conclusion

# References

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