Brite Weather Usability Test Summary

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50%

OF USERS COMPLETED ALL
TASK GOALS SUCCESSFULLY

6x

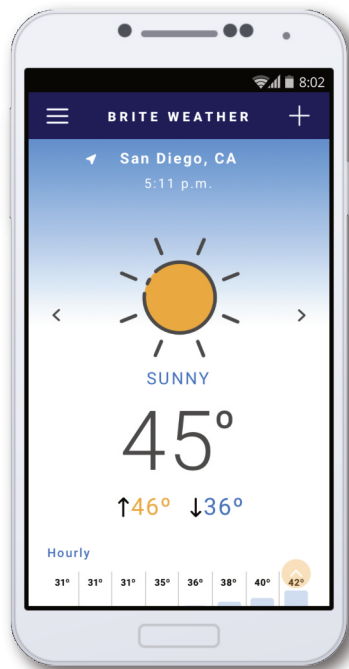SLOWER TASK 1 TIME VS.
COMPETITOR

Executive Summary

Brite weather wants to combine an easy-to-understand interface, with features that its users care about the most. The first aim of this report is to set a benchmark for future user experience testing of the Brite app. The second, but just as important, is to assess how effective the user interface performs for 2 different weather features. The app was also tested against a competing weather application to help with improvements as well. Lastly, feedback was collected via post-session questions to gauge users' experience with the app.

Test Objectives

- How important is the 10-day extended forecast, and can users find this feature easily?
- Is, "add a new location" function easy to use. Can the user add a new location, or is the user having trouble accessing the feature.
- Complete 80% of all tasks in no more than 40 seconds (20 sec for each task)

Positive Findings

- The average time to complete the, "add a new location" task was 11 seconds compared to 18 seconds for the competition. And I'm 90% confident that values for other participants would range from 7–15 seconds to finish the same task.
- Tasks were considered easy by most of the participants. The combined SEQ for rating tasks from all users was 6.25 out of 7.

Usability Challenges

- Brite weather users performed 6x slower on task 1 than the competition. Task 1 time for Brite weather users took 24 seconds to complete the task. Apple weather users took 4 seconds to complete the same task.
- The usability goals of this test were not met. 78% of all participants completed the task goals, while only half of all users met the overall goal set for the test.

Recommendations

- Add a dynamic element to the interface, such as images that correspond with the current weather at the user's location — if it's raining, have a photo of raindrops, umbrellas, puddles, etc… Use photos of the current weather conditions as background images instead of having a gradation in the background.
- Use icons that are less 2-D, add some depth and visual interest.
- Add a tap gesture to the main screen to allow for cycling through different types of weather information quickly.

Next Steps

- Fix the most pressing usability problem, high severity first
- Incorporate user feedback
- Revise prototype
- Test new prototype

TEST OVERVIEW

Test Summary

Usability test sessions were conducted over three weeks (2/15–3/6). The tests were administered online with moderation via phone to get verbal feedback. The participant's tasks were timed (via timer on phone) to determine task efficiency. A total of 8 participants were involved with this study. The user base for this application would be an adult (18–69) with a smartphone. The demographic breakdown of the test group needed to be fairly diverse across age groups, as the app needs to appeal to a wide user base because of the utility of a weather application. The age range breakdown of the participants: 18–25 (1), 26–39 (1), 40–55 (4), 56–69 (2). All users had some familiarity with a weather application on their smartphone. 88% (7 of 8) of users expressed that the extended forecast was important to them. The same percentage of participants (7 of 8) indicated that adding a new location was important to these users too.

Test Materials
- Moderated script with user scenarios
- Interactive prototype

Test Script Highlights
- Moderator Introduction
  - Greeting and test background
- Tasks
  - 2 tasks - focused on locating weather data
  - SEQ after each task
- After test questions
  - Probe what's important to the user
  - How did you feel after using the app?

Issue Severity Rating Scale

HIGH
- High severity prevents users from task accomplishment.

MED
- Medium severity is a barrier to task completion, requires an alternative path, longer task times.

LOW
- Low severity issues are cosmetic in nature, do not prevent task completion.

TASK 1 FINDINGS/ CONCLUSION

✔ **Recommendation:** Iterate on the current design and come up with a better way to display the extended forecast information.

As the findings of this test indicate, the extended weather information is important to 7 of 8 users. Try moving the 10-day forecast to a more prominent area of the interface, either next to or just under the current weather conditions information.

Scenario
Find the weather for this coming Saturday.

Task
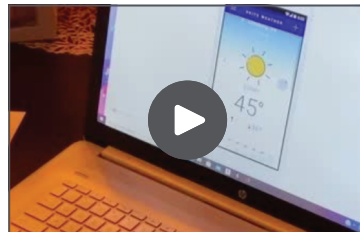Locate the 10-day forecast and the weather conditions for this coming Saturday.

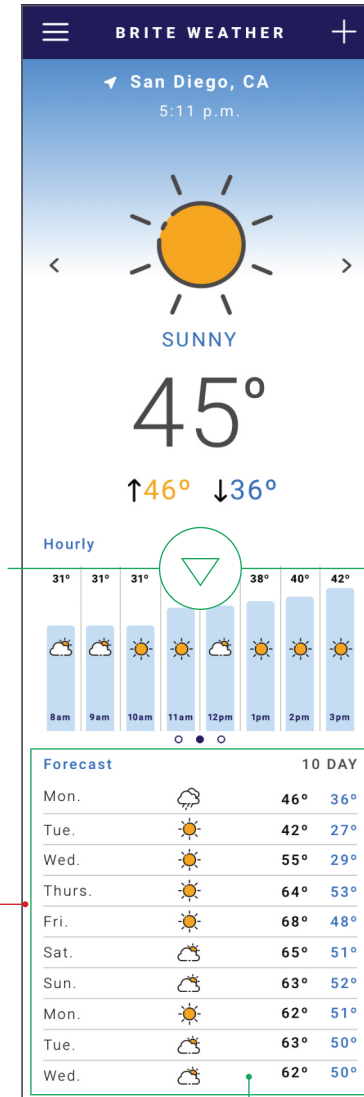### High-Priority Issues

HIGH

Didn't see 10-Day forecast, this weather information was hidden below the fold of the mobile phone screen
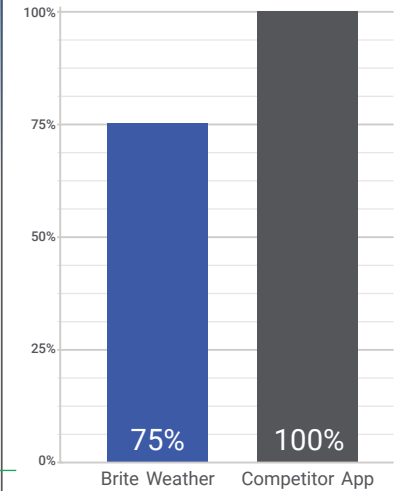
MED

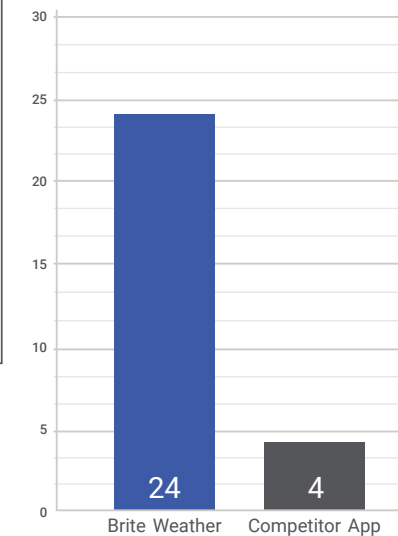Some users didn't scroll down

User unable to find forecast

BRITE WEATHER

◀ San Diego, CA
5:11 p.m.

SUNNY

45°

↑46° ↓36°

Hourly

| 31° | 31° | 31° | | | 38° | 40° | 42° |
| 8am | 9am | 10am | 11am | 12pm | 1pm | 2pm | 3pm |

Forecast			10 DAY
Mon.		46°	36°
Tue.		42°	27°
Wed.		55°	29°
Thurs.		64°	53°
Fri.		68°	48°
Sat.		65°	51°
Sun.		63°	52°
Mon.		62°	51°
Tue.		63°	50°
Wed.		62°	50°

Scroll to reveal ⎯

Two participants experienced lostness, they did not locate the forecast at all.

Completed task Successfully*

	Brite Weather	Competitor App
	75%	100%

*6 out of 8 Brite weather app users

Average Task Time (sec)

	Brite Weather	Competitor App
	24	4

90% Confidence Interval
Values for other participants would range from 36 to 12 seconds

TASK 2 FINDINGS/ CONCLUSION

✅ **Recommendation:**
Try a font style that's less bold and distracting. Reverse the background color, a light background with a dark typeface will be more visible and easy to see.

Scenario
Add the specific location for a hike at a new trail in an unknown location.

Task
Add a new weather location to your current list of locations
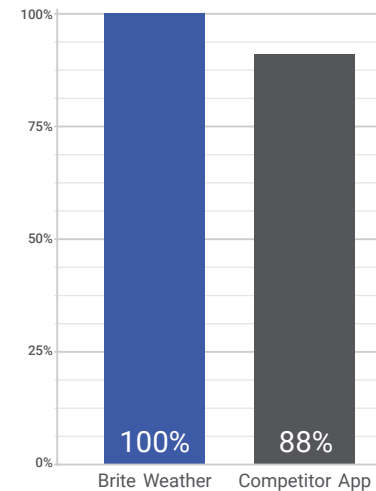
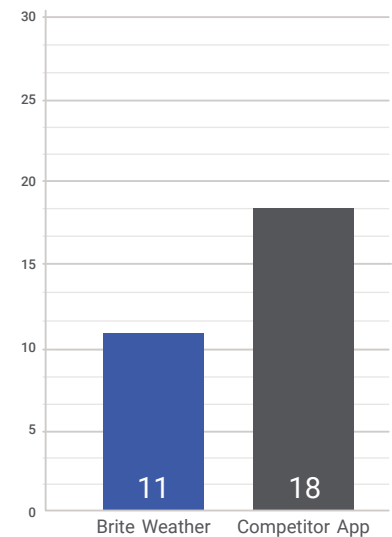### Minor Issues

LOW

Dark background with white type distracting.

LOW

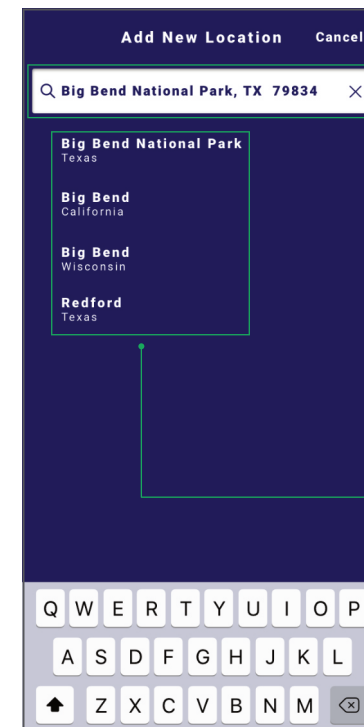Bolded type in search field is confusing.

Completed task Successfully*

100% — Brite Weather
88% — Competitor App

8 out of 8 Brite weather app users

Average Task Time (sec)

11 — Brite Weather
18 — Competitor App

90% Confidence Interval
Values for other participants would range from 7 to 15 seconds

Add New Location   Cancel

🔍 Big Bend National Park, TX 79834   ✕

Big Bend National Park
Texas

Big Bend
California

Big Bend
Wisconsin

Redford
Texas

A participant expressed confusion when he saw the bolded type in the text field.

Another participant expressed that the white type on the dark blue background was hard to read.

APPENDIX

Spreadsheets of Gathered Data

Task 1 Data:

https://docs.google.com/spreadsheets/d/13Sd13GANcQw1_EDsUtdJHGestGiOl2J5vacvM3luybY/edit?usp=sharing

Task 2 Data:

https://docs.google.com/spreadsheets/d/1IHyXLUQahY8FNW_vMIdzR9LOVAtfsGupBn4-pVfCTPk/edit?usp=sharing

Combined & Miscellaneous Data:

https://docs.google.com/spreadsheets/d/14DNMl-ftfc2oDh6YFUCS8V-HTyjmQdY0AW43WXxafDA/edit?usp=sharing