

# **CS 428/828 Evaluation of Low Fidelity Prototypes**

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## **Script**

Hi \_\_\_\_\_, How are you feeling today? Before we start, let me give you a brief overview of the test and how it is going work. It is simple and straight-forward you will be given few tasks and an abstract identity and you have to perform the tasks acting as per the assigned identity. It is important to know that we are intended to test the site and, not you. So, you cannot be wrong here. Please, feel free to ask anything at any point of time while you are testing.

Also, I would like you to “think out loud” as possible you can. This means that I would like you to speak your thoughts or feelings about a particular thing as soon as you get it. To illustrate, you may be looking at some page and suddenly see something that you haven't seen before and want to click on it. In such case, saying something like “I haven't seen such thing before, what it is” would be very helpful.

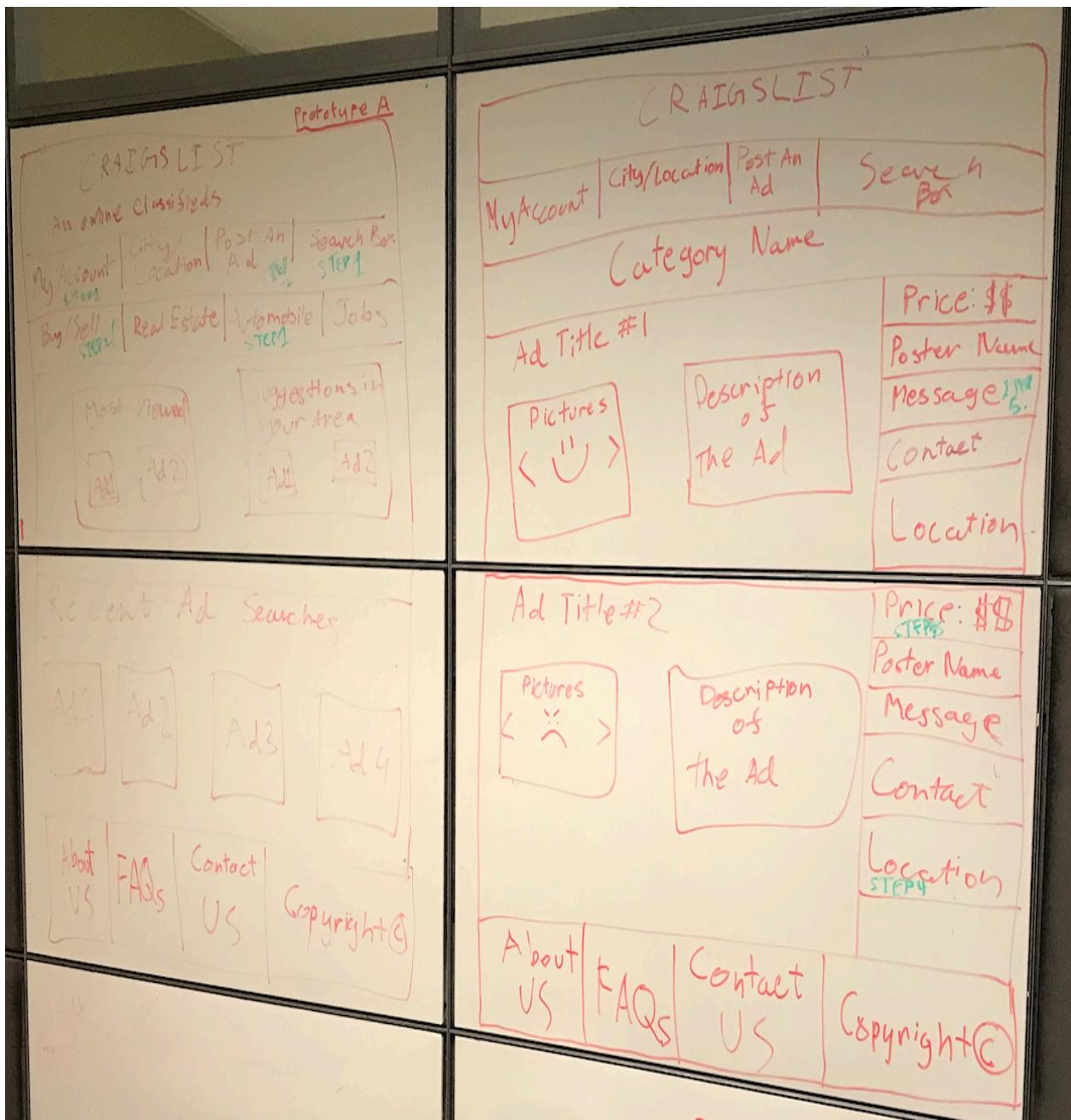
Again, if you find something confusing, please don't hesitate to ask. Do you have any questions so far?

Ok, Let's get started.

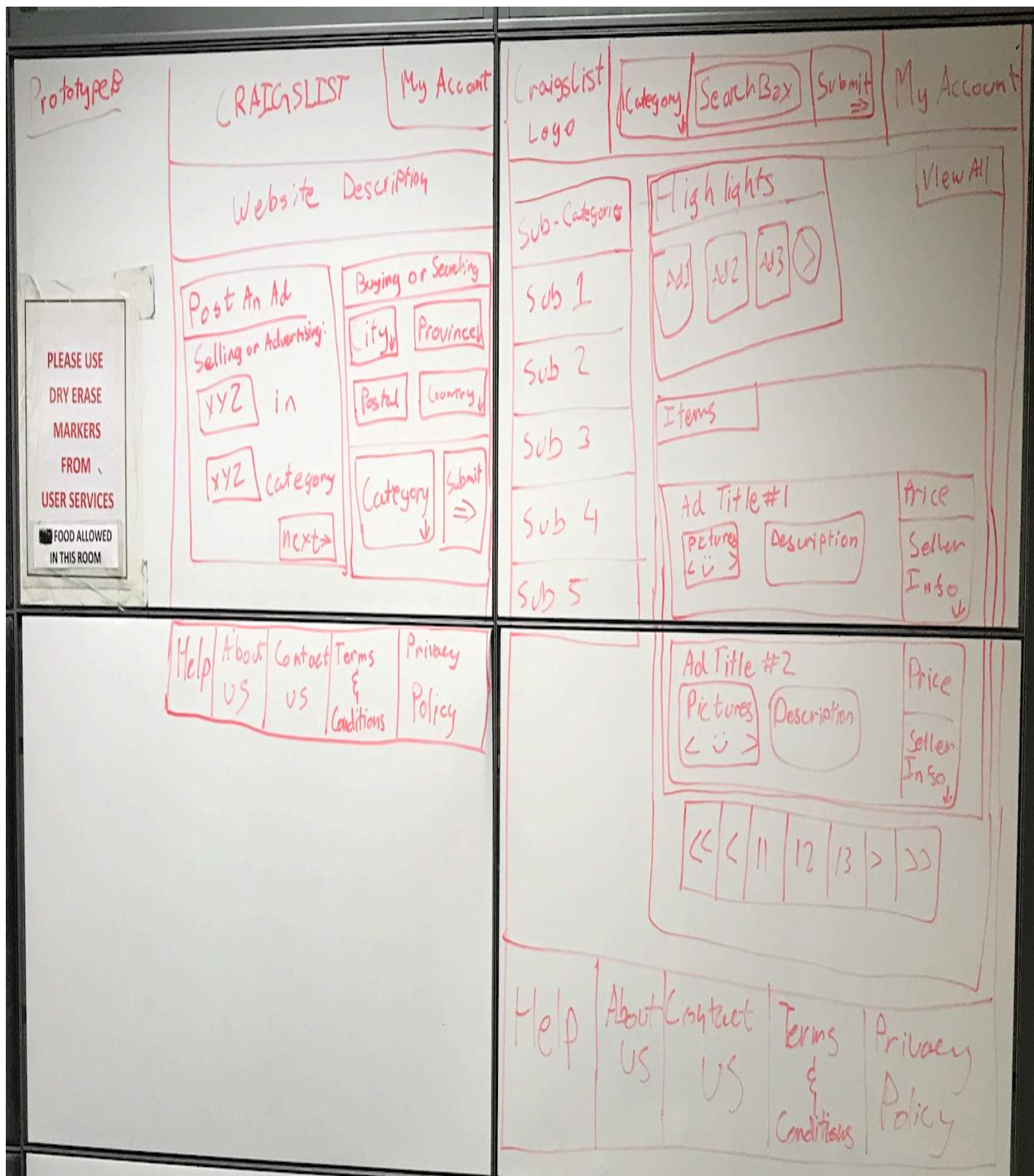
[ A brief introduction/context about the website was given]

# Low Fidelity Prototypes

## Prototype A



## Prototype B



## **Data Collection Summary**

Feedback regarding both of the above mentioned prototypes were collected from the test subjects by meeting and interviewing them in-person. All the test subjects were asked to perform the following tasks:

1. Login.
2. Set Location Preferences.
3. Post an advertisement.
4. Look for an advertisement regarding specific item they want to buy.
5. Use Search to find an item.

Based on the tasks performed by the test subjects, they were asked to fill a questionnaire and a few more questions orally. At last, they were asked to report the changes they wish to see in the interface.

The following is the list of testers who contributed to the process:

- Interviewed by Nilaykumar Jha
  - Vaibhav Puri - 200397263
  - Akhil Kallam - 200404407
  - Sagar Patel - 200398889
- Interviewed by Dhvani Patel
  - Sodiq Ishola - 200367322
  - Alain Maubert Crotte - 200368573
- Interviewed by Tushar Borchate
  - Sohail Chauhan - 200392055
  - Dolinkumar Patel - 200392950

## Qualitative Data and Notes from Testers

Would you want to make any changes to the system? If yes, what kind of changes would you like to see?

Interface A or B	Participant Name	Answer
A	Vaibhav Puri	Not many changes but changes such as having a subscribe to ad button in ad page.
A	Akhil Kallam	No changes should be made.
A	Sodiq Ishola	The website should list just the price then contact information should be shown if the user clicks on the ad they want to see more information about.
A	Sohail Chauhan	The search box should be placed in the center.
B	Sagar Patel	The categories and filters should be listed in a navigation pane available on the left side.
B	Alain Maubert Crotte	The website seems good it does not need changes.
B	Dolinkumar Patel	There should be one static page which continuously lists ads as you scroll down rather than having to click on the next page.

What do you think are the advantages of the system if any?

Interface A or B	Participant Name	Answer
A	Vaibhav Puri	Categories section is very well organized and is easy to use. The “chat with the seller/ message the seller” feature is a good to go, as it preserves user’s privacy.
A	Akhil Kallam	The navigation through the ad. page is comparatively easier.
A	Sodiq Ishola	It is much easier for users to interact and complete tasks easily.

A	Sohail Chauhan	Exploring something on ad page is very simple and the layout of the ads page is quite attractive.
B	Sagar Patel	The interface is quite straight forward.
B	Alain Maubert Crotte	I think the advantage is that if you already have used this website and the designers have not changed anything then it will be easy to user because the user can already know where the icons and buttons are.
B	Dolinkumar Patel	I think the UI has enough information and it is enough according to which may be required by the user for using the website.

#### What do you think are the disadvantages of the system if any?

Interface A or B	Participant Name	Answer
A	Vaibhav Puri	The search feature needs some enhancement. something like "advance search" should be added
A	Akhil Kallam	Some filtering mechanism should be added to filter out the items as per the user's needs.
A	Sodiq Ishola	The list with all message and contact information can be confusing for user especially when you have many information on the pages.
A	Sohail Chauhan	There are not enough amount of filters for viewing the search results of the ads.
B	Sagar Patel	It's better if pagination is removed and infinite scrolling is added for the advertisements page.
B	Alain Maubert Crotte	For a new visitor to the website, it will be very hard to use it because it displays a great amount of information and the cognitive load on the user will be high.
B	Dolinkumar Patel	Signup and login buttons and location preferences are hard to find.

**Was it easy to be able to perform the assigned tasks? Explain.**

Interface A or B	Participant Name	Answer
A	Vaibhav Puri	Yes, the tasks were easy to perform such as posting an ad and searching for an item took only a few clicks.
A	Akhil Kallam	It was fairly easy to perform the tasks as the interface was straight-forward.
A	Sodiq Ishola	The interface allowed tasks to be performed efficiently, but should still be designed to support proper organization.
A	Sohail Chauhan	Yes the tasks could be performed well since the website interface explained clearly where to find information.
B	Sagar Patel	Yes the tasks seemed to be easy to perform as the website allowed for organized information to be viewed.
B	Alain Maubert Crotte	The interface allowed user to do the task well since it is designed according to suit user needs.
B	Dolinkumar Patel	Yes the tasks can be performed easily as the website is user friendly.

## Quantitative Data

The first 8 questions contain answers which have been rated from the following:

Strongly Disagree

Disagree

Unsure

Agree

Strongly Agree

### Interface A

Questions for Interface A	Vaibhav Puri	Akhil Kallam	Sodiq Ishola	Sohail Chauhan
Does the system allow for freedom of use?	Agree	Agree	Strongly Agree	Strongly Agree
Do you believe the system is easy to use?	Strongly Agree	Agree	Unsure	Agree
Did the system cause any stress?	Agree	Disagree	Strongly Disagree	Disagree
Did the system seem to be confusing?	Unsure	Disagree	Strongly Disagree	Strongly Disagree
Do you believe the system is suitable for all age groups?	Unsure	Disagree	Agree	Unsure
Did the system allow for customization according to user's personal preferences?	Agree	Agree	Agree	Unsure
Do you feel the website requires lot of effort to carry out certain tasks?	Strongly Disagree	Unsure	Disagree	Disagree
Do you feel the interface has less amount of familiar icons?	Disagree	Unsure	Disagree	Strongly Disagree
Rate the website from 1 to 10.	7	8	8	8.5
Would you suggest the website to others?	Yes	Yes	Yes	Yes

## Interface B

Questions for Interface B	Sagar Patel	Alain Maubert Crotte	Dolinkumar Patel
Does the system allow for freedom of use?	Agree	Agree	Agree
Do you believe the system is easy to use?	Strongly Agree	Agree	Strongly Agree
Did the system cause any stress?	Unsure	Disagree	Strongly Disagree
Did the system seem to be confusing?	Unsure	Disagree	Disagree
Do you believe the system is suitable for all age groups?	Agree	Disagree	Agree
Did the system allow for customization according to user's personal preferences?	Disagree	Disagree	Disagree
Do you feel the website requires lot of effort to carry out certain tasks?	Strongly Disagree	Disagree	Disagree
Do you feel the interface has less amount of familiar icons?	Unsure	Disagree	Disagree
Rate the website from 1 to 10.	7	7.5	7
Would you suggest the website to others?	Yes	Yes	Yes

## Analysis of Data

From the tests, we were able to understand that the tests we conducted resulted in quite interesting results. As exciting as the interface prototypes seemed to be, they seemed to have a calm and used-to impact on the testers which could vary from person to person. We conducted some numerical analysis of the amount of time it took for each task to be completed and have listed the average times as well as the average number of clicks in the table below:

Task	Average Time	Average Clicks
Login	10 seconds	3 clicks
Set Location Preferences	8 seconds	3 clicks
Post an advertisement	35 seconds	7 clicks
Look for an advertisement regarding specific item they want to buy	1 minute 10 seconds	5 clicks
Use Search to find an item	25 seconds	3 clicks

Some points regarding the tasks after performing the activity with testers:

### Login

- All the test subjects easily performed the task.
- Few of them stated that though the task is easy but if the interface is tweaked a bit then it can be even more easier.
- 66% of the testers requested a feature of social login.

### Set Location Preferences

- It was easy on the first go as the interface was presented upfront but, on screens other than home screen the interface needs to be improved.
- 80 % of the testers found the interface was easier to user as compared to other similar websites.

### Post an advertisement

- Testers suggested to add a new page containing whole form for this task instead of showing them the form in a popup or showing them the form in parts.
- 100% of testers were able to recognize the interface easily but suggested more enhancements.

### Look for an advertisement regarding specific item they want to buy

- 100% of testers found the process of navigating to the ad. Easy.

- 70% of testers said “The ad. Description page provides sufficient information”.

### **Use Search to find an item**

- 68% of testers said “The position of search interface is proper and it is easy to use the search feature”.

From the tests we conducted with the testers, we were able to learn that our system had some flaws such as needing to update the website so that there is a proper navigation bar which allows for filters and location preferences to be listed and set accordingly to enhance the user experience. Additionally, we should also consider making changes to the location of the search box in order to make it fairly visible (perhaps placing it in the center at the top of the page) as well as hiding numerous amounts of information from the initial search results page; we should instead list the contact information in a different section where in case a buyer is interested in an item, they can click on the link which will open another page which could then list the contact information for the seller or advertiser. A tester also suggested we consider the implementation of the search results so that it displays continuous scrolling search results which would mean removing the option of flipping to different pages from the bottom of the page and allowing for search results to be generated as the web page is to be scrolled down. Lastly, we were also able to understand from all the tests we conducted that there is still quite a bit of information listed on the interface prototypes and it could be simplified if the above mentioned suggestions were to be implemented.

## **Reflection on Data and Process**

Overall, we believe the testing process was quite exciting as we were able to gain feedback from others on what impression our prototypes seem to leave on the general public. We were able to understand how the users found the concept we as a group shared in our minds to be practical or not in real life testing. We came to learn about some obvious flaws our prototypes had as well as the strengths of the system according to advice given to us by the testers via the feedback forms. We look forward to being able to implement the overall suggestions we were given in being able to design our future prototypes for the next phase in the project.