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CMSI 370 Usability Metrics

Our system was Iphone vs Android. The three tasks we had our test subjects perform were to call 760-500-0070, text 818-635-5355 the message “Where you at?”, and to change the ringtone. We also had each phone start in the locked position and we recorded the times using an Iphone stopwatch. Each time we told the subject to enter in the number (not use recent contacts).

For the Learnability metric, we tested people that haven’t used/were not familiar with the Iphone and/or Android. The test subjects did have a phone of their own, so they knew what we were trying to ask (domain knowledge). We recorded the time it took for each subject to perform each task.

For the Efficiency metric, we tested people that had either an Iphone or Andriod phone, and allowed them to use their respected devices. We had the subjects start in the lock screen and we took 3 separate recordings for each task, for a total of 9 recordings. We also had them type the number in each time and make sure their phone opened to the menu screen.

For the Satisfaction metric, we asked how satisfied they were after completing each task. The scale was 1 to 10, with 10 being the most satisfied and 1 the least satisfied. Their rankings were based on how happy they were with performing each task on the specific device.

For our first task, calling 760-500-0070, the Iphone has a shorter average learning time (11.9s compared to 15.4s). The Iphone also has a shorter average efficiency time (9.02s compared to 10.45s). Finally, the Iphone has greater average satisfaction with making a phone call than on the Android phone (8.9 compared to 7.7) (higher number is more satisfaction).

For our second task, texting “Where you at?” to 818-635-5355, the learnability is about equal with a slight edge toward Android. We suspect that the Iphone should be faster if we consider the range of times and the outliers. The current average times (in seconds), 37-Android and 37.2-Iphone, are close due to the few data entries we have. If we have more data, we think the Iphone would have faster learning times. The Iphone has a slight edge for efficiency times (18.8s compared to 20.08s). For satisfaction, the Iphone was liked a lot more on average (7.5 to 5.8).

For our third task, we asked them to change the ringtone. Both the Iphone and Android were about equal in learnability times (25.8s compared to 25.2). For efficiency, the Iphone is way more efficient on average (8.9s compared to 15.08s). And, on average the test subjects were equally satisfied with changing the ringtone on each device (7.8 compared to 7.75).

We feel that the Iphone performed better than the Android. Our highest priority metric is satisfaction. This is because we feel that liking your phone is more important than trying to learn how to use a new phone or using your phone fast. We also did have the most data points on satisfaction. We also think that efficiency is more important than learnability because being able to use your phone quickly is more important than learning a new phone. Since our data showed that on average people are more satisfied with the Iphone tasks, the data shows that the Iphone is liked more than the Android. According to our data, the Iphone is more efficient than the Android in each category. This also attributes to our decision that the Iphone performs better than the Android.