



The Road Plan to Effective Usability Testing

F28ED-CW1

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Introduction

Problem Space

The Challenge

1. Inefficiency in Booking Fitness Coaching Sessions.
2. User Satisfaction and Usability Issues

Pain Points

1. Complex Search Interface
2. Inconsistent User Experience

Picture source:

<https://unsplash.com/photos/qDgTQOYk6B8>

<https://unsplash.com/photos/WC6MJ0kRzGw>

2023





The Need for Change

- Centralized Platform
- Enhanced Usability
- Personalization

Goals and Hypothesis

1. Streamline Fitness Coaching Booking
2. User Satisfaction Analysis
3. Optimize Search Functionality

Hypothesis: Users are more likely to find it easier to schedule a private fitness coaching session through a **filter-based**, gradual method (Prototype 1) compared to utilizing a **list-based** approach (Prototype 2)

Picture source:

<https://unsplash.com/photos/aOfhbxailCs>

<https://unsplash.com/photos/jrh5IAq-mls>



Target Group

For this application, we are primarily targeting physically active/inactive adults with an interest in sports and exercises who are looking to hire a trainer for improving their general health and fitness gains through the ease of a mobile application.

Beyond that, the userbase would be diverse with varying ages, genders, income and education levels, etc.



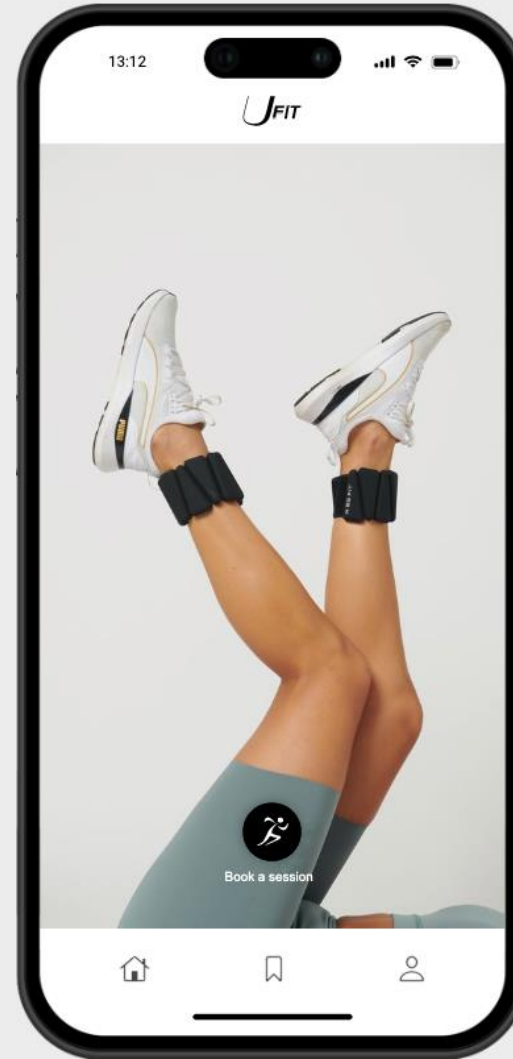
Experimental Design

Between Subject

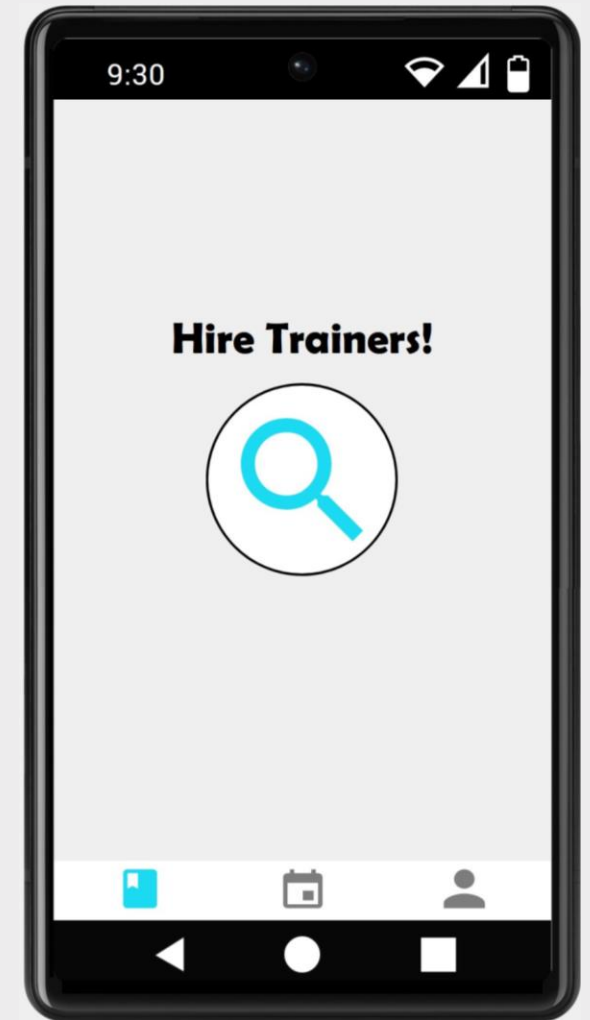
Group A will complete tasks using prototype 1

Group B will complete tasks using prototype 2

Both groups then answer the same questionnaire



P1



P2

Variables

Independent

- Search feature

Dependent

- Task completion speed
- Task completion rate
- User satisfaction

Confounding

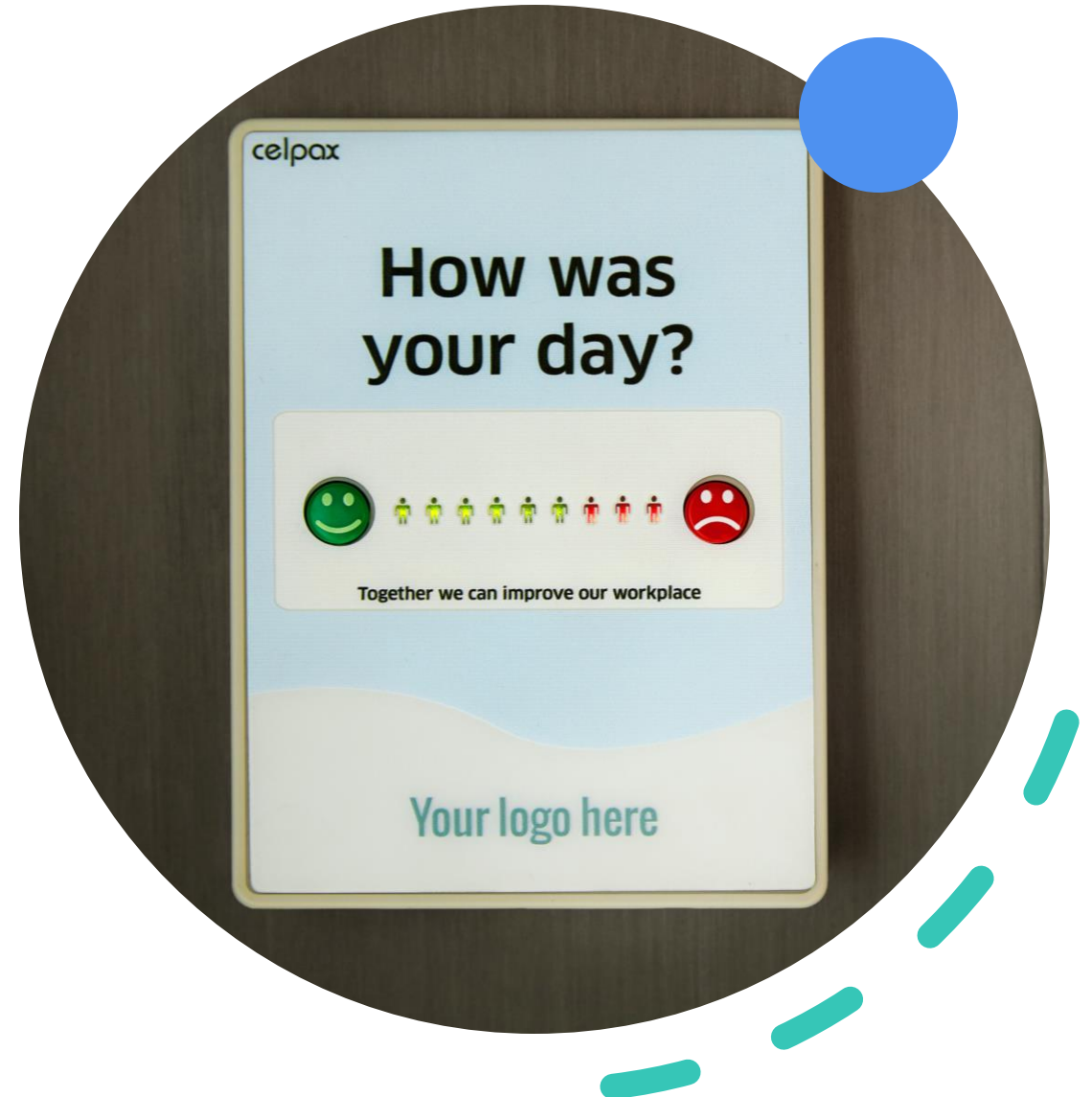
- Age
- Technological literacy
- Order effect

Representation

- Conduct descriptive statistics (mean, median, and mode)
- Showcase histograms and bar charts

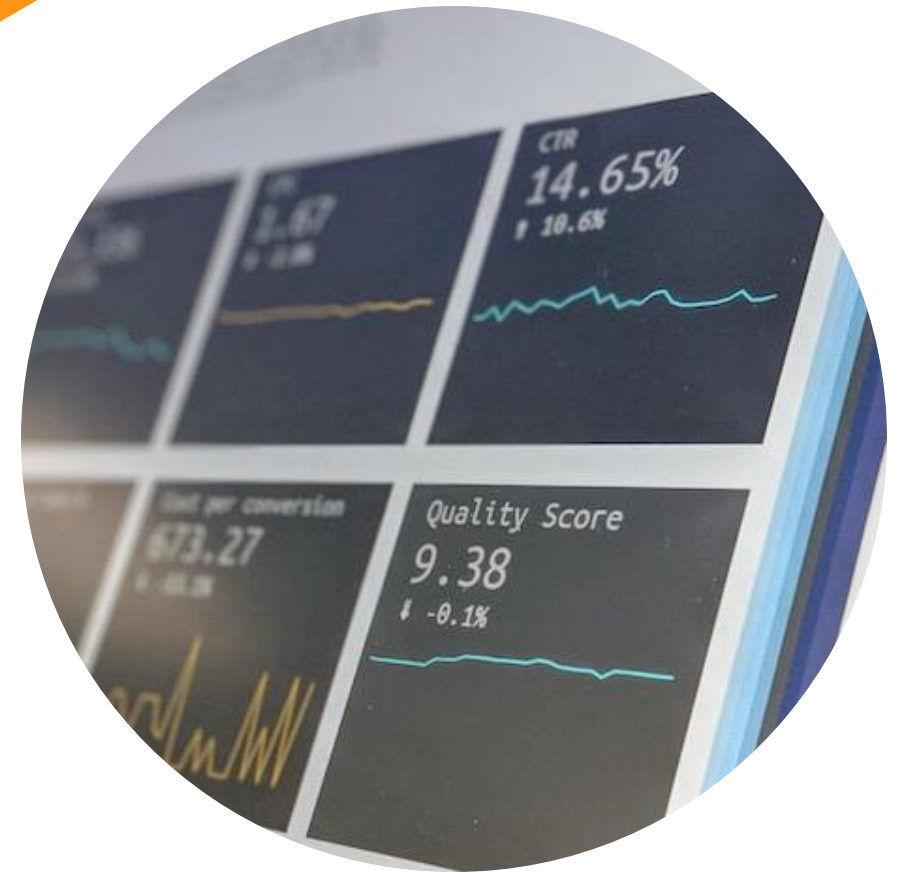
Questionnaire

- by structure:
 - ✓ **Structured** (5-point rating scale, ranging from "Strongly disagree" to "Strongly agree")
- by purpose and timing within experiment:
 - ✓ **Pre-test** (before experiment)
 - ✓ **Post-task** (after completing every task)
 - ✓ **Post-test** (at the end of the experiment)



Metrics

- **Task success rate:**
quantitative, objective.
- **Time to complete the task:**
quantitative, objective.
- **User satisfaction:**
quantitative (users rate their satisfaction on a numeric scale), subjective.





Thank you