

PROTOTYPE:

<https://invis.io/AD7B7FSK6>

The mobile prototype works best if you follow the instructions to add the link to your home screen so that you are not looking at it from a browser.

GOALS/DESIRED FEEDBACK:

- The understanding that the app is scholarly and academic. There is material in it that can be cited in a paper.
- “I understand how the contents are arranged and how they relate to each other.”
- “I feel like a really smart professor is going to explain the scores I’m seeing. Initially the scores look cool but I have no idea what they mean.”

METHODOLOGY:

This is a test that was conducted on 5 participants using an iPhone 6 or 6s on usertesting.com (labeled here as Users A to E). They are either undergraduate or graduate students who have taken or are signed up to take courses in art history, literature, theatre, or music, and are between the ages of 19 and 30. See next page for list of tasks.

(One test was a trial run and reminded me to cater my tasks to students and ask them questions specific to school and what they need as students.)

DIRECT QUOTES:

“I personally hate reading, but I enjoy learning about different things. If there was an option for the information to be read to you instead of having to read it yourself, that would be particularly helpful. Of course this is not necessary, but it would personally make my experience more enjoyable.”--User A

A source of delight: “The availability of such cool information without having to go to the Internet.”--User D

LINKS TO HIGHLIGHT REELS:

https://www.usertesting.com/highlight_reels/Tya2ydiNrLBLZ4_p2Ktd?shared=true

https://www.usertesting.com/highlight_reels/i3PF6yyy8HuPmcyVFb1m?shared=true

Review Test Details

URL

https://invis.io/PT7M8X225

Introduction

You are a student taking your first college-level art history course. The Score app was assigned to you by your professor as coursework because you are studying about the artistic movement called “Fluxus” and artists such as Sylvano Bussotti and John Cage. The Score is a scholarly ebook app that is supposed to teach you about different kinds of scores--musical scores, performance scores, all kinds of scores.

Screeners

- Are you using an iPhone 6 or 6s?
 - Yes : [Accept]
 - No : [Reject]
- Are you an undergraduate or graduate student?
 - Yes : [Accept]
 - No : [Reject]
- Have you taken or are you signed up to take courses such as art history, music, theatre, or literature?
 - Yes : [Accept]
 - No : [Reject]

Tasks

- For a minute, tap around and find out more about the app. Share your thoughts out loud as you go. [Verbal Response]
- Look for a score by Sylvano Bussotti. His name sounds familiar to you because Bussotti’s name appears in your course syllabus.
- Look around this screen and talk about what you think the app is about: what can you do here for class? [Verbal Response]
- Tap a score (on the bottom right) that you can focus on.
- Find text about Sylvano Bussotti's score.
- Watch a video about Sylvano Bussotti's score. (Note that this is a prototype. Sound is not available yet.)
- What did you expect to see in this screen? Did you find what you need as a student? [Written Response]
- Pause the video about Sylvano Bussotti's score.
- You’d like to cite The Score in a paper for class. How would you include this app in your paper?
- Look up a historical event such as what Fluxus artists were doing in 1959.
- Do you understand the navigation of this app? [Rating Scale: Don't Understand at all to Strongly Understand]
- Do you see yourself using this app for school? [Multiple Choice: Yes, No]

Questions

- How did you feel while using the app?
- Tell me what was enjoyable, delightful, or pleasant for you.
- What would make your experience better while learning about scores?

Test Title

The Score Bussotti Usability Test

Notifications Email

kgatchalian@getty.edu

Specified Demographics

2 Participants Using Smartphones

- Mobile Screen Recorder
- Age: 18–35
- Household Income: \$0K–\$150K+
- Gender: Any
- Country: United States, United Kingdom, Canada
- States: Any
- Operating Systems: iOS
- Social Networks: Any
- Other Requirement: You must be an undergraduate or graduate student.

GENERAL RESULTS AND ANALYSIS:

The same insights about user's unfamiliarity with material came up: users were already a bit uncomfortable because they couldn't pronounce artists' names or artistic movements. When they saw an example of Bussotti's score, they were pretty puzzled. This curiosity worked out well, however. The content is interesting and mysterious enough to sustain the users' interest and give them reason to say things like "wow" and "ahhh."

It's important to be reminded that our target users don't read well on the screen. Even while reading the scenario word per word, they were misreading words--i.e., "assigned" was being read as "designed" multiple times.

Part of the reason for our users' tendency to skim and not read thoroughly:

User A admitted to being distracted.

User E was yawning.

Regardless, these are behaviors that seem common to students between the ages of 19 and 30. They sometimes stay up late to do homework and readings!

RESULTS AS THEY RELATE TO GOALS:

	Indicated understanding that app is scholarly and academic	Indicated understanding of navigation	Indicated understanding of scores
User A	✓	✓	✓
User B	✓	✓	✓
User C	✓		✓
User D	✓	✓	✓
User E	✓	✓	✓

User C complained heavily in the beginning that the prototype is in black and white, so she began the test with slightly negative impressions. She ended by saying the prototype is "too plain." While she claims that she didn't understand the navigation, she was able to complete

all of the tasks. She also had a few aha moments when looking at a Bussotti score and reading about why it's considered art (see highlight reel).

SCREEN-BASED RESULTS AND NEXT STEPS:

Citation Icon:

- User A didn't find this icon in the top toolbar. 4 of the other users found it so there will be no changes at this point.

Text size:

- Could be bigger and darker so that it would be "easier to read."--User D

Swipe action:

- I didn't expect users to swipe between screens to move backward and forward. I will need to make sure that the developer keeps this in mind. [I don't know what dev. work needs to happen to make that possible.]

Search icon:

- I need to make sure next prototype has it enabled because users resort to it.

LINKS TO TEST VIDEOS:

User A:

http://www.usertesting.com/videos/wM_KrLzldUQqOUjbYM9keQ?shared=true

User B:

http://www.usertesting.com/videos/f9glEewfs9tnWqGW9_RGug?shared=true

User C:

<http://www.usertesting.com/videos/kwnoZGdK3BfCj7Dx6-Ur3Q?shared=true>

User D:

http://www.usertesting.com/videos/EpNv_XCAfZSxNmi0oEa5XQ?shared=true

User E:

<http://www.usertesting.com/videos/ph75BkxwOIHmd4XRjwTKrg?shared=true>

NEXT STEPS:

- The individual issues with the prototype above can be addressed quickly.
- The next big step is to prototype the other chapters and the search functionality.