

# User evaluation plan for the final prototype

## Goal

Goal of the evaluation is to measure the usability of the final prototype, using the efficiency and satisfaction measures. In addition, we aim to discover the general attitudes and feelings towards the application with open-ended questions and observations. Our plan is to conduct a formative evaluation which focuses on determining which aspects of the design work well or not, and why.

We'll consider the application successful if the general attitude towards the usability is positive.

We found from the previous questionnaires that our stakeholders present weak knowledge regarding the themes, particularly the investments ones. Thus, we pretend to understand if our investment functionality is beginner friendly and if it motivates the user to acquire further knowledge about how to invest and which are the more appropriate choices.

## Setting

The evaluation will take place either at homes of the researchers or at the campus area. As our target group is students, doing the evaluation in a familiar environment will help the users feel more comfortable, and eliminates the effect of the environment, as these are the places where most of the students will most likely use the application. The evaluation will be conducted in early January. For each of the users, the test will take a maximum 10 minutes including the introduction to the task. The users don't need to bring any equipment with them, the test will be conducted using a device provided by the researchers.

## Users

We'll recruit 5-7 people to test the final prototype. Our users will be students over the age 18 according to our target group, but the nationality, age and the gender of the users will vary.

## Data

We will use efficiency and satisfaction for measuring the usability of the final prototype.

For measuring the efficiency, we'll use [time-based efficiency](#) that is measured in terms of task time, i.e. the time the user needs to successfully complete a task. For satisfaction, we'll use task level satisfaction and more specifically, the [Single Ease Question \(SEQ\)](#).

In addition to the quantitative measures, we'll ask the users to speak out loud while doing the tasks so we can make notes of their overall feelings and attitudes. In the end of the evaluation, we'll ask open-ended questions about the usability of the application. The qualitative results will be analyzed using thematic analysis.