scavengr USABILITY TEST REPORT

INTRODUCTION

Scavengr Usability Testing by Jenna Tate
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BACKGROUND

Scavengr is an app designed for people to find and participate in scavenger hunts as a way to bring the gaming experience outdoors. Through competitive research and user interviews we discovered that many scavenger hunts are geared towards families with children and our personas are looking for a new way of socializing or exploring that combines gaming and the outdoors.

GOALS

The goal of this study is to test the usability of this app, specifically focusing on the learnability, satisfaction and errors in the existing prototype.

TEST OBJECTIVES

- Determine if users are easily able to understand what the app is about and what utility/value it provides
- Determine if the users can easily understand the existing navigation hierarchy. Specifically regarding the game play mode using a different menu bar.
- Determine if users are able to easily search for and find a game to join.

METHODOLOGY

A mix of moderated in person and moderated remote tests were conducted. Remote tests were held via Lookback's online conferencing system.

PARTICIPANTS & SCHEDULE

The study tested 6 participants recruited through my personal and professional network. Here is a more detailed overview of the participants in this study: https://drive.google.com/open?id=1Ei4R4JTi-xwxDVgDQgTeleIlMGE1IneU

SCRIPT

For further information of the usability tests, feel free to review the completed test scrip including all tasks here: https://drive.google.com/open?id=1L9MnRT7PVgXWoMCR8MIeZO8qc4BSyssP

USABILITY TEST REPORT - TOP ISSUES TO BE ADDRESSED

Issue #1: Home page does not accurately represent what Scavengr offers (High)
Suggested Change: Move the social aspects of the home page to a different tab and focus more on finding scavenger hunts to join on the Home page
Evidence: Users will be more likely to use the app if they understand what it offers from the beginning

Issue #2: Didn't know to click "Task" again after it takes you to the game home page (Medium)
Suggested Change: Add a separate button to the nav bar for the game-play home page
Evidence: Users were confused when they weren't brought directly to the list of tasks

Issue #3: Could not find the game play mode (High)
Suggested Change: Add a "Play Now" button to the game card
Evidence: Having a CTA will make it clear to users that this is how they begin playing

Issue #4: Clicked on game play instead of to "Find" when asked to register for a game (High)
Suggested Change: Move the Search and Browse buttons to the home page
Evidence: Users didn't know to click on "Find" in the nav bar to search for a game

Issue #5: The exit button in game play mode looks like a forward button (Low)
Suggested Change: Adjust size of icon and include text below
Evidence: Users clicked on exit button when trying to submit a task

CONCLUSION

Most users found the tasks easy to complete once they were on the right page, but were sometimes unsure of which menu item to click on to begin. When asked about they thoughts on the app compared to their initial impressions, all users agreed that the home page did not portray all the app has to offer.

Adjusting the home page to focus on finding games rather than the social aspect, and having clearer CTA's throughout will increase the usability and learnability of this app.

LINK TO UPDATED PROTOTYPE

https://xd.adobe.com/view/41c929ef-57d0-43a8-7afa-b7816bb887a6-37f8