

Usability Study of EyeGlass Guide

Conducted by Brandwidth for Transitions Optical, Inc.

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Outline



- 1. Project Motivations
- 2. Instruments and Methods
 - A. Participants
 - B. Testing artifacts
 - C. Procedure
 - D. Measuring performance
- 2. Results from Usability Testing
- 3. Recommendations for Improvement
- 4. Selected video footage



Project Motivations

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- Test specific areas of the applications
- Understand the opportunity for refinements
- Prototype before implementing



Instruments and Methods: Participants



- Representative of the EyeGlass Guides user-base by age and sex
- 13 recruited 12 tested

Glasses-wearers

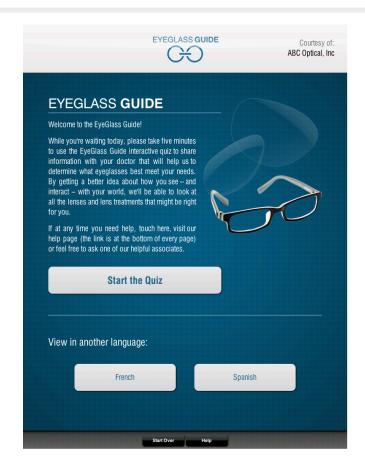
Have used one of the following:

- Computer
- Mobile phone
- Tablet



Instruments and Methods: Artifacts





WELCOME TO THE
EYEGLASS GUIDE

Thinking about buying a new pair of glasses? Know before us how you see – and interact – with your world. You'll bui your eyecare professional will be able to reference to help

Here's how:

1. Answer each question and click the right hand arrow 2. Notice the backgrounds and the glasses changing 3. Click on product demonstration links for more speci 4. Review the customized product information you'll re 5. Print out and review with your eye care professiona

Build Your Glasses!

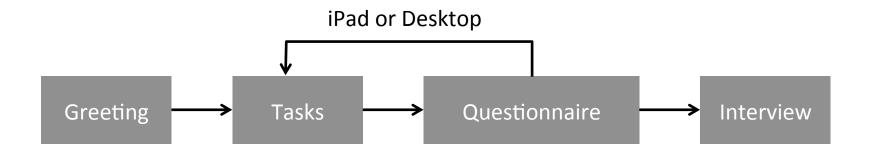
iPad

Desktop



Instruments and Methods: Procedure





- Think aloud
- Screen-recorded sessions



Collection methods

- Think aloud
- Screen-recorded sessions

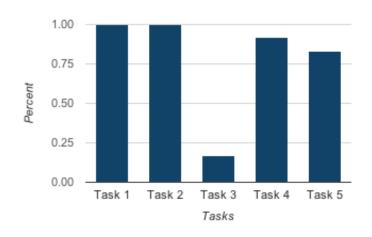
Data points

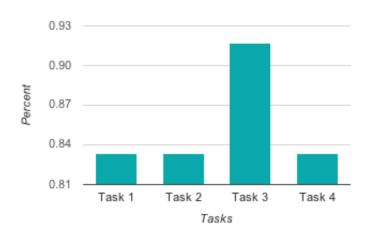
- Time on task
- Task success
- Error rate and recovery
- System usability survey (SUS)



Results from Usability Testing: Task Success



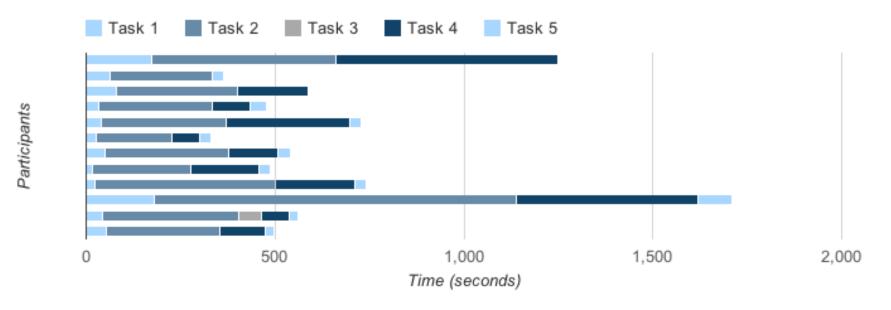




Desktop 9/12 overall success

iPad 10/12 overall success

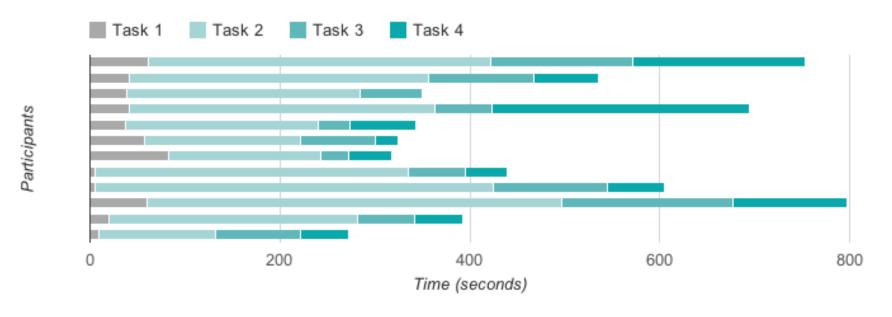




Desktop

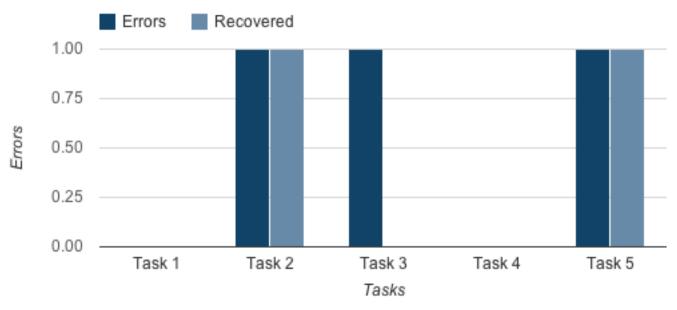
Average - 12:49





iPad Average – 8:12

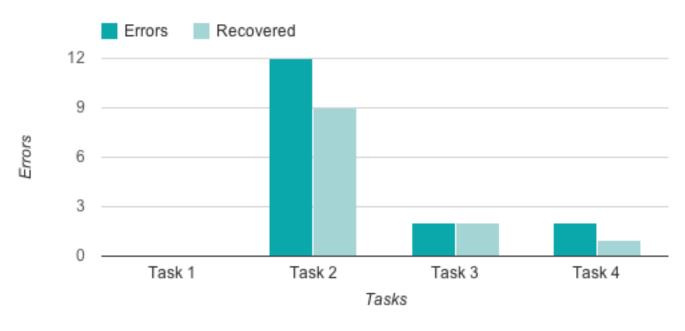




Desktop

80% recovery rate



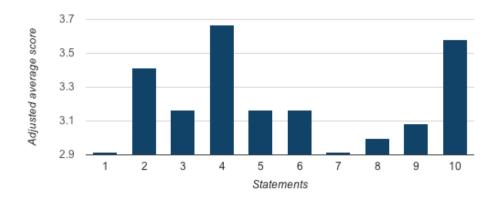


iPad75% recovery rate

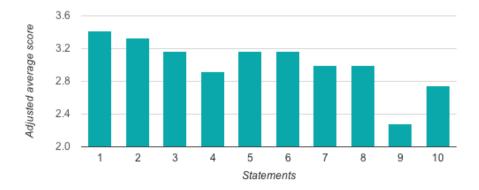


Results from Usability Testing: SUS





Desktop: 80pts.



iPad: 75pts.







Recommendations for Improvement

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- 1. Improved instructions
- 2. Feedback
- 3. Context
- 4. Convenience methods
- 5. Improved pace and focus

