

Usability Study of EyeGlass Guide

Conducted by Brandwidth for Transitions Optical, Inc.
Preformed: 5-17-11

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

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

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

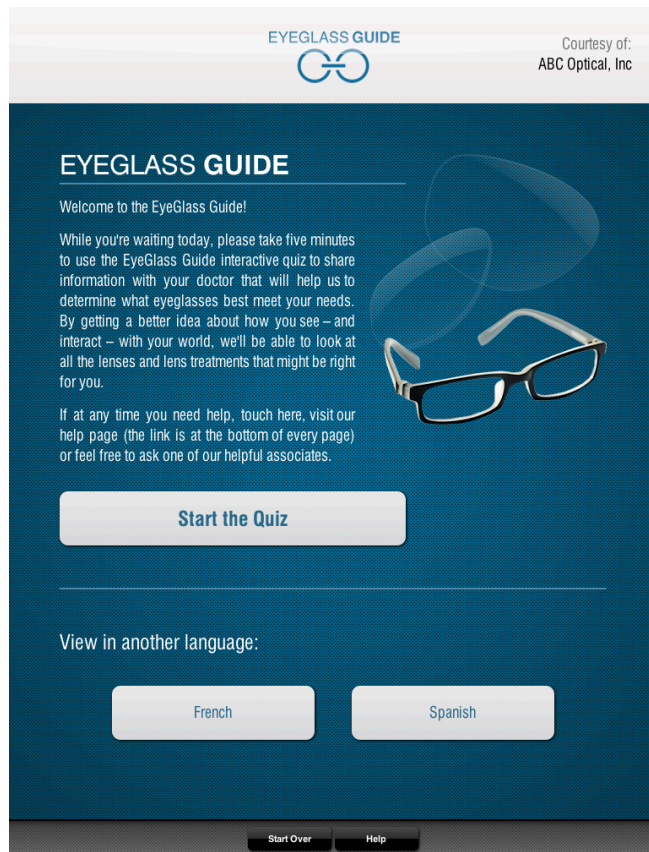
Glasses-wearers

Have used one of the following:

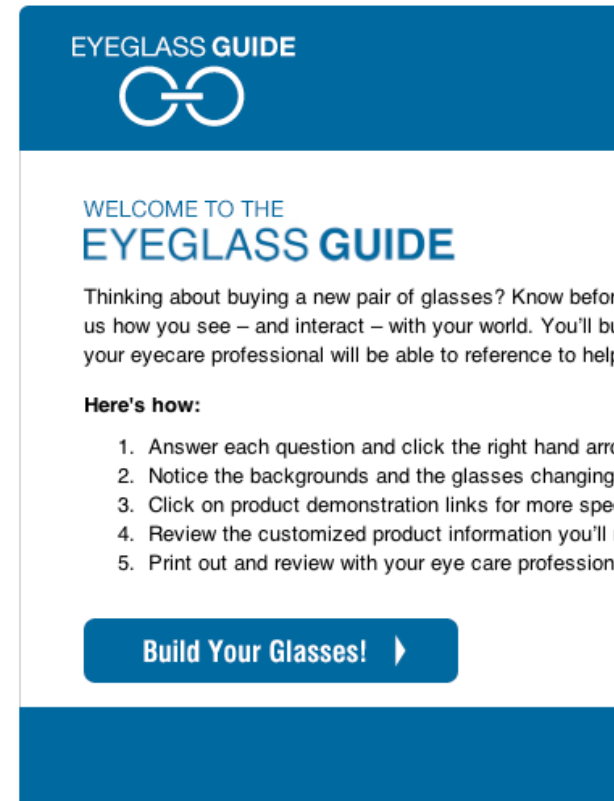
- Computer
- Mobile phone
- Tablet

Instruments and Methods: Artifacts

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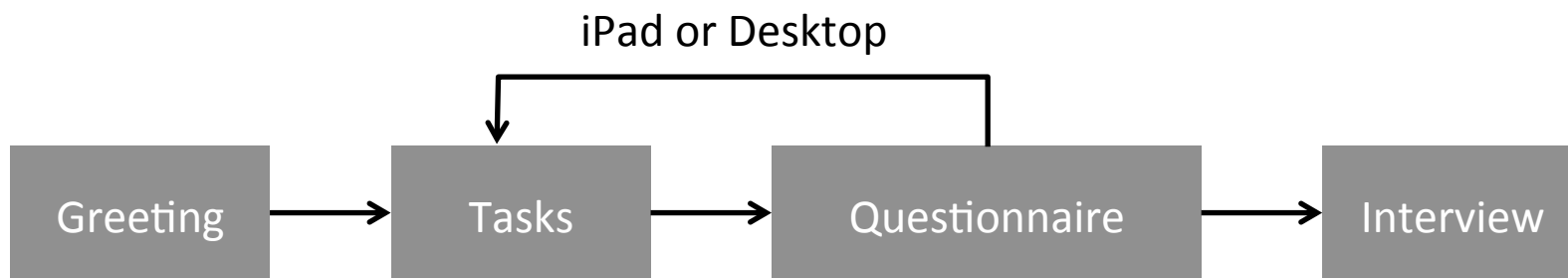


iPad



Desktop

Instruments and Methods: Procedure



- Think aloud
- Screen-recorded sessions

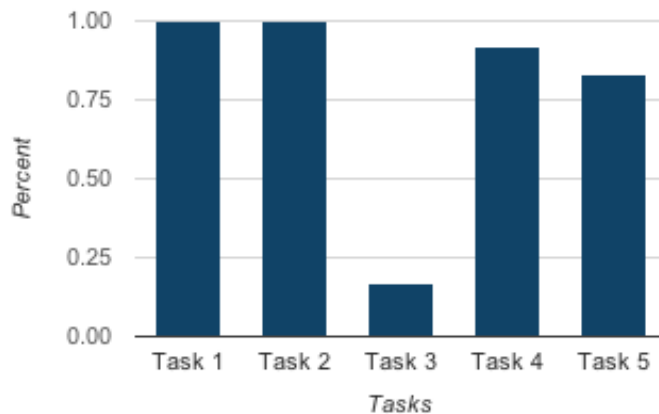
Collection methods

- 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

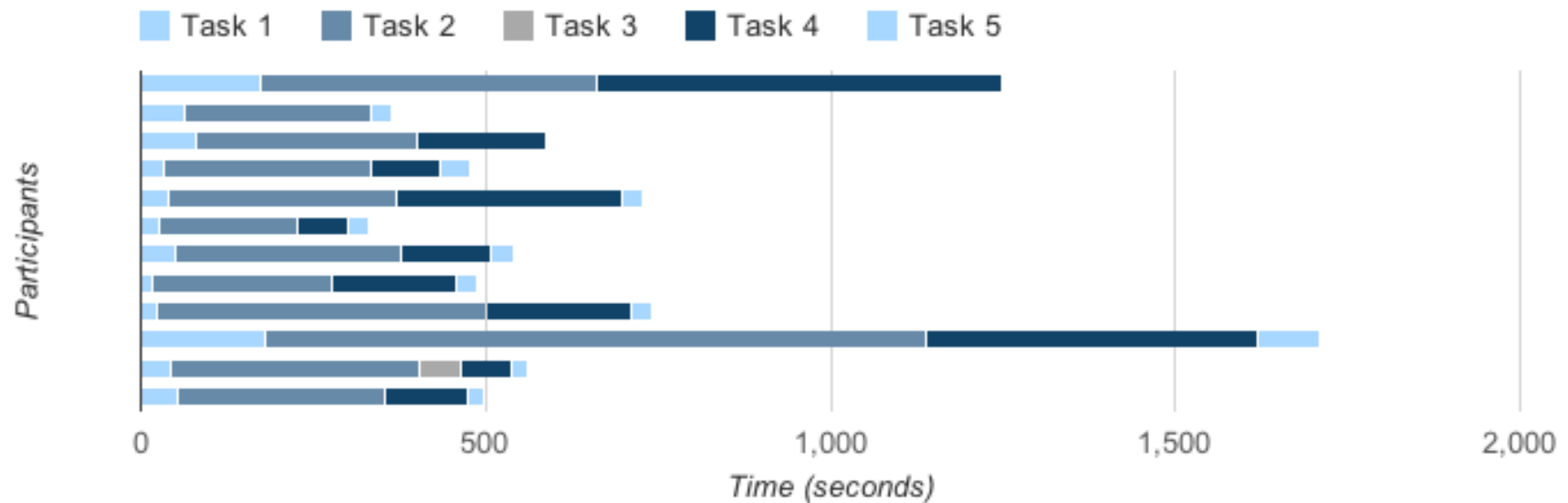
9/12 overall success



iPad

10/12 overall success

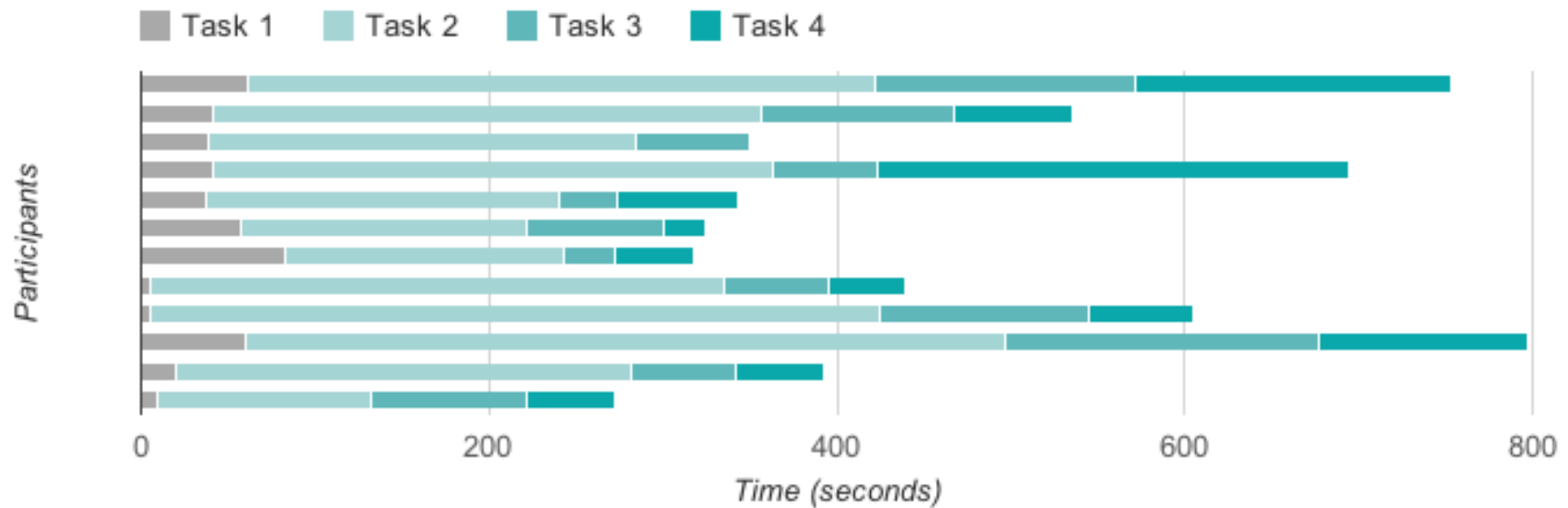
Results from Usability Testing: Time-on-task



Desktop

Average - 12:49

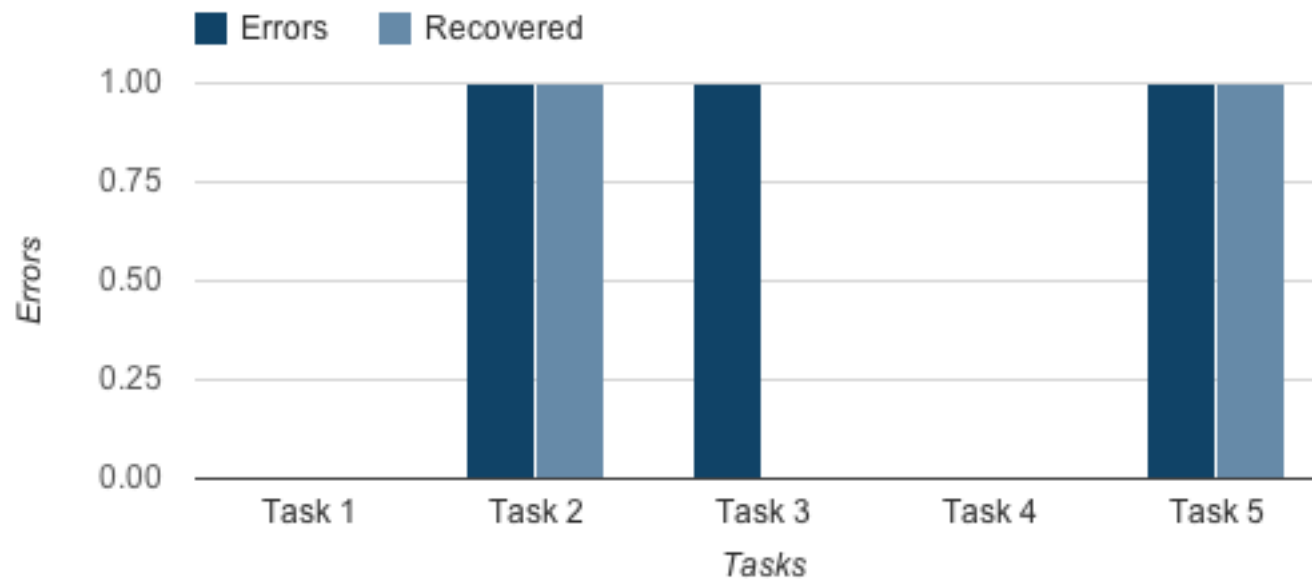
Results from Usability Testing: Time-on-task



iPad

Average – 8:12

Results from Usability Testing: Error rates



Desktop

80% recovery rate

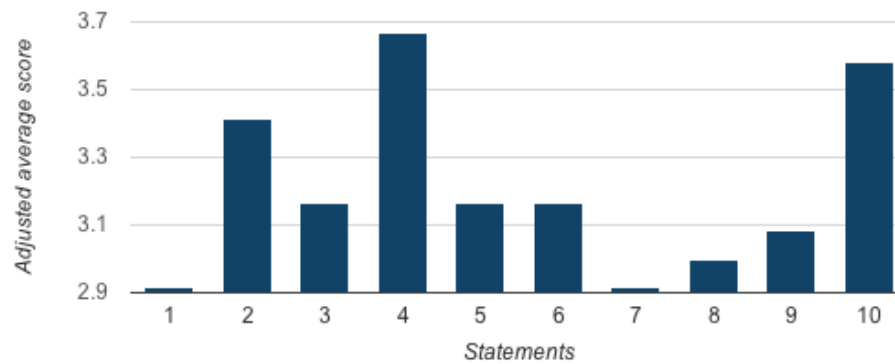
Results from Usability Testing: Error rates



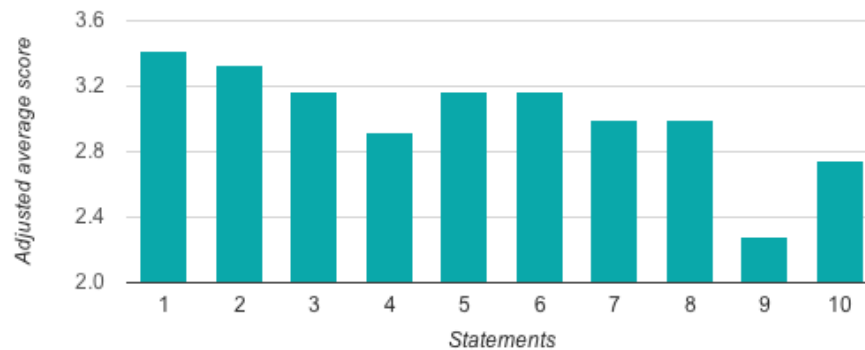
iPad

75% recovery rate

Results from Usability Testing: SUS



Desktop: 80pts.



iPad: 75pts.

Selected video footage

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Recommendations for Improvement

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