
Usability Test

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Introduction

Good morning! Today we have an exciting opportunity to witness the prototype of an interactive artifact designed for the Indianapolis Museum of Art. This artifact is specifically created to be placed in various sections of the new exhibition of "cosplay" to enhance the overall visitor experience. The primary objective of this artifact is to provide the visitors with a clear idea of the exhibition through information and maps.

As an experienced assistant, I have been given the responsibility of testing the prototype and identifying any weaknesses in the design to improve its functionality. The feedback I provide during the testing process will be confidential and not shared with outsiders.

Interactive artifacts are gaining popularity in the field of digital marketing and are considered a powerful tool to enhance the visitor's experience. With the help of interactive artifacts, visitors can easily navigate the exhibition and understand its theme and concept.

Pre-test questions

In order to gather some important and basic information, I would first like to ask you some test questions.

- When visiting a museum for a particular exhibit, can you name 1 or 2 things you look for first before exploring the exhibit?
- Think of something that helped you find a specific section of that exhibit, is it common to find something that helps you find all the basic information you need? How often do you use it?

- On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with being able to obtain the necessary information in a museum?



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- On a scale of 1 to 5, with 5 being super easy, how easy is it to find this type of information?



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Instructions/ Procedure

Do you remember anything that has been particularly challenging when searching for necessary information? If you don't, that's totally fine. The responses I furnish are held in high regard. As previously stated, the Indianapolis Museum of Art will be presented with a prototype of an interactive artifact. The duration needed to conduct the examination is estimated to be about 30 minutes or less. The examination involves the completion of a series of prescribed actions on the apparatus. If any obstacles or challenges are encountered during the execution of assigned duties or responsibilities, it is permissible. In the event of such an occurrence, it is permissible for one to document their difficulties and subsequently communicate them to the concerned party. To note, the provision of a solution for the predicament will be beyond the scope of my capacity. A subject of considerable significance and significant interest pertains to resolving difficulties articulated in conjunction with individual tasks. The problems enumerated present imperative areas of concern requiring discernment and ameliorative efforts for enhancement. Upon completion of each task, a set of summary questions will be presented to you. Conclusively, I shall pose additional recapitulatory inquiries, whereby you may subsequently proceed to transcribe any cogitations or apprehensions that may arise.

While performing each task, individuals are allowed to express any thoughts they deem fit, with the assurance that no evaluation will be made regarding the accuracy or validity

of their contributions. The present endeavor revolves around determining the cognition of the user with respect to their pattern of thought. Regrettably, this endeavor has been met with obstacles. Elaborating excessively on the content of your speech is not necessary. Rather, communicate your thought processes and ideas to me. At the conclusion of each task, we shall explore the thoughts in further detail.

Follow up questions

You will be prompted to answer and follow the prompts to complete the tasks.

Wireframe: Cosplay Exhibit:

<https://xd.adobe.com/view/9dcf4cfa-b07f-4c2b-9668-fc669484f857-c89c/screen/4ae759f4-b4a5-46ae-86b9-75887620da40>

Home page

Welcome to the home page. This is what you will be greeted with when you first arrive at the artifact.

- Please take a moment to review this screen. Is this what you expected to be greeted with? If not, what did you expect?
- Where do you think the “Let’s start” button will take you?

On a scale of 1 to 5, where 5 is extremely satisfactory, how satisfied do you feel with the available information?



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Oh great. Let’s go ahead and choose the “Let’s start” button.

Categories page

All right, so the next screen we’ll see will represent going through the "category" pages.

- Take some time to look at the page and interact (We won't push anything yet). What immediately catches your eye?

What do you think stops when using the menu at the top of the page?

- On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on the menu?



Now explore in more depth the missing content on the page. We won't push anything yet.

- Go ahead and look at some of the sections and let me know when you're ready to continue.
- What do you think each section represents in the content of the page?
- Do the information and items in each section make sense?
- What kind of information do you think you will do in this content?
- On a scale of 1 to 5, with 5 being extremely confident, how confident are you that you know what your next step is? What is that step?



- On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on this page?



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- Let's go ahead and choose the “Customize game” section to discuss it further. But before you do, what are you hoping to see?

Instructions/About Game page

Please look at this custom game page, here you will be shown the basic information and instructions of the game, please take a moment to look at it.

- What is the first thing that attracts you when you see the page?
- Do you feel that there is something that is missing from this page?
- On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on this page?



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- On a scale of 1 to 5, where 5 exceeds expectations, does what you see on this page meet your expectations?



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•Did you have more expectations when you saw the content of the page? Describe the expectations you had when entering this section.

•After seeing the content of this page, do you feel prepared for the following?

○ How confident, on a scale of 1 to 5, where 5 is extremely confident, do you feel capable of taking the next step?



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•Let's go to the next step and press “Play”, but first, what do you think will happen in the next step?

Game page

• For starters, have you ever played a dress-up character game?

○ Does this prove that players will understand our game?

○ What is the first thing that attracts you to the page?

○ What is the first thing that puzzles you when you see the page?

• On a scale of 1 to 5, where 5 is extremely easy, how easy is the page to understand immediately?



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○ Have you ever interacted with a screen like this in the past?

- What do you think of the two icons on the left? Does it make sense to change the gender of the character?
- Does the information and items provided on the screen make sense to you?
or What do you hope to be able to do?
- What were your expectations for this system? Were your expectations met?

Please review this page and interact with its features before letting me know when you are ready to proceed. Feel free to verbalize your thought process as you carry out your actions.

- On a scale from 1 to 5, where 5 is very good, how did you feel interacting on this page?



- Continue by selecting the “Try Now” button.

Camera page

All right, good job! You already have your character finished, now the next screen (and the last one) will show the final design of your character and the option to take a photo with your clothes on.

- What is the first thing that captures your attention?
- What do you think about the “email your photo” button?
- Does this option and its location make sense to you?
- On a scale of 1 to 5, where 5 is extremely easy, how easy is the page to understand at a glance?



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- On a scale of 1 to 5, with 5 being extremely confident, how confident are you that you know what your next step is? What is that step?



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- If you press the circular button on the right side, what do you expect the button to do?

Conclusion of Test

As the testing phase comes to an end, it is important to take some time to reflect on everything that has transpired. This is a crucial part of the process, allowing for a deeper understanding of the results obtained. Reflection helps to identify what worked well and what didn't, and what could be improved upon in the future. It also provides an opportunity to gain valuable insights and learnings that can be applied to future projects. Once you have taken the time to reflect, it is important to reconvene and answer any concluding questions that may arise. This is the final step in the testing process and ensures that all aspects have been thoroughly covered. Overall, taking the time to reflect and answer concluding questions is an essential part of the testing process that should not be overlooked.

- On a scale of 1 to 5, where 5 is extremely easy, how easy did you overall find using the artifact?



1 2 3 4 5

- Compare this to similar situations for a moment.

○ with 5 meaning extremely similar, how similar was this experience to other similar gadgets you have used before?

○ For the selection screen to change aspects like character outfit, on a scale of 1 to 5, where 5 is very similar, how similar was it from wearing this to when you interacted with another dress-up game?

- On a scale of 1 to 5, where 5 means more than satisfied, how satisfied were you with your interaction options?



1 2 3 4 5

- On a scale of 1 to 5, where 5 is extremely likely, how likely are you to use an artifact like this if you saw one in a museum?



1 2 3 4 5

- Overall, on a scale of 1 to 5, with 5 exceeding expectations, how well did the artifact meet your expectations for this type of device in a museum overall?



1 2 3 4 5

- What caught your attention when you used this device?

- What positive things caught your attention?
- Was there something negative that caught your attention?
- Do you have any questions or comments for me?

Thank you for taking the time to review this app for me. Your feedback is incredibly valuable in helping me improve the app and make it more user-friendly. As a developer, I understand the importance of feedback in creating a better user experience. Your input will help me identify areas of improvement and provide a better product for all my users. With your honest feedback, I can make the necessary changes and tweaks to ensure that the app is optimized to meet the needs of its users. Once again, thank you for your time and effort in providing feedback. It is greatly appreciated and will not be taken for granted.

Users Responses

Test 1 – Responses

Test 2 – Responses

Test 3 – Responses

Home page

- Please take a moment to review this screen. Is this what you expected to be greeted with? If not, what did you expect?

Yes, I did expect something like this.

Yes

Yes,

- Where do you think the “Let's start” button will take you?

I think the “Let’s Star” button will take me to more information about the artifact.

I think it will take me thru the principal.

I hope to see Images of the exhibition

On a scale of 1 to 5, where 5 is extremely satisfactory, how satisfied do you feel with the available information?



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Categories page

o Take some time to look at the page and interact (We won't push anything yet). What immediately catches your eye?

What immediately catches my eye is the variety of options that provide all kinds of information.

My attention was drawn to all the different options in which I can browse or search.

What first calls my attention are the sections, however the custom game is the one that caught my attention the most.

What do you think stops when using the menu at the top of the page?

I think the menu at the top of the page shows everything that can be shown. I find this very satisfactory because it is straightforward.

The menu shows the information indicated for the most important of the prototype.

I think that each button takes you to the most relevant information

o On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on the menu?



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o What do you think each section represents in the content of the page?

I think each section represents the different options available regarding information, all this while providing a fun and imperative view.

Represents the detailed description of each section.

I think each section represents each part of the exhibition.

o Do the information and items in each section make sense?

Yes, all the information in each section make sense.

Yes, each section makes sense.

Yes, everything make sense to me.

o What kind of information do you think you will do in this content?

I think useful information regarding the exhibition will be shown.

I think I found the information regarding the section.

Necessary and basic information of what is in the exhibition, maybe even schedules.

o On a scale of 1 to 5, with 5 being extremely confident, how confident are you that you know what your next step is? What is that step?



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o On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on this page?



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- Let's go ahead and choose the "Customize game" section to discuss it further. But before you do, what are you hoping to see?

I hope I can see clear instructions.

I was hoping to see an example of the game or the game.

I hope to see a game related to creating a cosplay.

Instructions/About Game page

- What is the first thing that attracts you when you see the page?

The first thing I see on the page is some kind of description.

Different categories of clothing.

Nothing in particular stands out to me about this page.

Do you feel that there is something that is missing from this page?

Not really.

The name of each accessory.

There is nothing missing from the page, since it is only an introduction of what will be seen later.

o On a scale of 1 to 5, with 5 being extremely satisfied, how satisfied are you with the information provided on this page?



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o On a scale of 1 to 5, where 5 exceeds expectations, does what you see on this page meet your expectations?



1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

•Did you have more expectations when you saw the content of the page? Describe the expectations you had when entering this section.

No, I just hoped to see a clear description/instructions.

No

•After seeing the content of this page, do you feel prepared for the following?

Yes, I feel prepared.

Yes, I feel prepared but not to much.

I was hoping to find the start of the game, without much of a pre-intro.

o How confident, on a scale of 1 to 5, where 5 is extremely confident, do you feel capable of taking the next step?



1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

• Let's go to the next step and press "Play", but first, what do you think will happen in the next step?

I think there might be like a mini-game to play.

I think the game appears in the next step.

The button takes you to the game page.

Game page

• For starters, have you ever played a dress-up character game?

Yes, I have.

No, never.

Yes, I Have.

o Does this prove that players will understand our game?

Yes, because they'd know the standard procedure.

Yes, because the instructions can be helpful.

Yes, I think the players will understand the game, is something neutral that everyone now.

o What is the first thing that attracts you to the page?

The clothing buttons.

The table with the clothing.

What caught my attention were the different options that it gives you to choose from.

o What is the first thing that puzzles you when you see the page?

There's really nothing that puzzles me when I see this page.

Anything puzzles me in this page.

There is nothing that mystifies me about the design or content of the page.

• On a scale of 1 to 5, where 5 is extremely easy, how easy is the page to understand immediately?



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o Have you ever interacted with a screen like this in the past?

Yes, I have interacted with screens like this in the past.
No, I never interacted with a screen like this before.
Not in a museum but in an online game.

o What do you think of the two icons on the left? Does it make sense to change the gender of the character?

I think it's pretty easy to comprehend the gender icons on the left.

I think that the icons are necessary, because not many people feel identified in a single genre.

o Does the information and items provided on the screen make sense to you?
or What do you hope to be able to do?

Yeah, it's easy to understand how to style it.
The information makes sense to me.
I hope each option lets me customize my character's outfit.

o What were your expectations for this system? Were your expectations met?

I definitely expected a different type of game but it still exceeds my hopes of clarity regarding the steps to do.
My expectations of being able to create my own accessories, if the expectations were met.
My expectations were to be able to see the different options that could help create an outfit. If it met my expectations.

• On a scale from 1 to 5, where 5 is very good, how did you feel interacting on this page?



1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

Camera page

o What is the first thing that captures your attention?

The first thing that captures my attention is my well-designed character.
 The first thing that caught my attention was that my personalized photo can be sent by email and the use of a camera.
 What caught my attention is that I can take a picture with the outfit that I previously customized.

o What do you think about the “email your photo” button?

I think it’s useful if you wanna save your character or share it.
 I look perfect in that place, I can share my photo.
 It is a good option when you want to have a memory of what I did in the artifact.

o Does this option and its location make sense to you?

Yes, it’s very easy to locate.
 Yes, is easy to see the option in that place.
 Yes, it makes sense to me that it is in that place and that I give you the opportunity to keep it.

• On a scale of 1 to 5, where 5 is extremely easy, how easy is the page to understand at a glance?



• On a scale of 1 to 5, with 5 being extremely confident, how confident are you that you know what your next step is? What is that step?



• If you press the circular button on the right side, what do you expect the button to do?

I expect the button to show an enlarged picture of the character.
Require the email to which the photograph is sent.
Taking the photo with a timer so I have time to position myself for the photo.

Conclusion of Test

- On a scale of 1 to 5, where 5 is extremely easy, how easy did you overall find using the artifact?



- On a scale of 1 to 5, where 5 is extremely likely, how likely are you to use an artifact like this if you saw one in a museum?



- Overall, on a scale of 1 to 5, with 5 exceeding expectations, how well did the artifact meet your expectations for this type of device in a museum overall?



1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

- What caught your attention when you used this device?

Of the different fun pages it lead to, my favorite was the customizing page.

It has the right options to follow the steps clearly.

That he gave me what I was looking for in relation to how the game was.

o What positive things caught your attention?

All the different sections, like the tips page, were really useful.

That I can share my character by email.

The categories sections.

o Was there something negative that caught your attention?

I didn't like sliding the page to see all the available buttons.

I can't create my own accessories.

Something negative would be the icons to change the gender of the character.

- Do you have any questions or comments for me?

A button menu showing ALL sections. And the camera section should be titled., so it doesn't confuse the customer.

Do you think that in this type of device it is appropriate to create our own accessories?

No questions, just enjoy the overall design.

Conclusion

<https://xd.adobe.com/view/9dcf4cfa-b07f-4c2b-9668-fc669484f857-c89c/screen/4ae759f4-b4a5-46ae-86b9-75887620da40>

This test was valuable to discover mistakes that I couldn't see or indeed that were fine for me without taking into consideration the vital needs of the clients.

To create the test effectively, I chose to select 3 sorts of user to discover the issue within the ease of use of the artifact, thus, in this way, to make strides the plan. Within the sorts of client in which the test was carried out was a 13-year-old pre-adult, a 22-year-old grown-up and another grown-up within the 50-year-old extend. I centered on this kind of run of individuals to discover the bugs that can be valuable to move forward and make the wireframe totally user-friendly.

When carrying out my test in this way, I got distinctive answers in which I was able to take note the time in which the individual took to carry out each assignment. Something that I can consider valuable is that this individual said that the informational / almost diversion page was exceptionally accommodating to allow you the thought of what would be anticipated afterward, since he said that he did not have much encounter with artifacts like these. In any case for the other two clients the informational page was unessential in a certain way but moreover fundamental.

As for the common plan, there was a certain lack of bias in fulfillment. Something that clients inquired me about the design is that they needed to see the model with color and pictures in arrange to have a distant better; a much better; higher; a stronger; an improved" improved point of see for ease of use, noticing that this was too a vital figure to carry out the test with superior comes about. With all the comments they will be the key focuses for the change of the plan.

Some suggested improvements include the following:

- The removal of genre-based icons on the webpage dedicated to games. Despite the fact that a majority of users expressed favorable opinions towards the proposition, one user dissented from such approval. He asserted that the inclusion of gender-specific icons is not indispensable due to the existence of individuals who do not identify as belonging to any particular gender, rendering such representation impractical. Thus, his proposal for refinement involves the elimination of such icons and incorporating all relevant attributes pertaining to both genders within the respective categories. Similar to all coiffures featured in the wigs category.
- The incorporation of pertinent images within the exhibition is recommended, particularly if the prototype currently lacks visual elements, as this implies a need for additional content. The inclusion of pertinent images onto the primary web page could be facilitated by implementing a functionality that permits the exhibition of varied images in the designated location previously occupied by the anterior image. To amplify the amount of available content, a carousel or a horizontal scroll may also be appended.
- Although not included in the test itself, it is noteworthy that end-users had commented on the buttons' copyrighted feature. The informational value of the buttons was low in facilitating knowledge of subsequent steps, a difficulty that was particularly conspicuous in the page dedicated to the "game."

- It has been recommended to increase the selection of cosplay-associated accessories and include pertinent weapons or items as additional options.
- It is recommended to enhance the visual appeal and/or functionality of the "instructions/about page" by integrating a superior image format or design.