

M2 Interactive Usability Test

Participant # 4 Responses & Observations

Standard Question Responses

1. Have you used an Augmented Reality application before? ☒ Yes ☐ No

2. Is this an application that you would likely use? ☐ Yes ☒ No

3. Did you experience any discomfort during the test? ☐ Yes ☒ No
If yes, what discomfort did you experience?

4. How difficult did you find using the application? What did you find difficult?
It was pretty easy. I found it hard to move the tractor around.

5. What do you dislike about the application?
The interactions were horrible. The pokie machine was on an angle because the page wasn't flat. I didn't like how it opened web pages.

6. What would you change about the app? Why would you change it?
Change the countdowns. They take way too long. Waste of time.

7. How well did the app's user interface guide you through the experience? Please explain.
Buttons don't explain it well. 'Explore' doesn't explain what its for — Explore what? The scanner thing is annoying.

8. What things does the app do well?
Picks it up quickly. Content shows fast.

9. Do you think that this application enhances the magazine's experience? ☐ Yes ☒ No
If yes, how did it enhance the experience?
You just skip through the pages instead of reading through the magazine.

10. How would the M2 Interactive app influence your decision to purchase a M2 magazine?
It wouldn't effect my decision as there are other AR apps available.

Observations

Usage Time: 8 minutes 30 seconds

Observation	Response
Scans front cover immediately.	I expected it to have something. You would expect them to have something written on it to tell users.
Didn't want to watch video.	I don't like when it opens other apps. It is like a pop-up ad.
Scanned non-interactive pages.	
Stops scanning pages as flipping through. Says "are there only certain pages that do it?"	
Notices the marker label: "oh, M2 interactive."	
Continues looking through magazine, flipping past non-interactive pages.	
Says "That tractor one is horrible"	
Skipped past a M2 interactive page. Didn't see it.	
Site opens upon scan. "It just opened up some site!"	
Pokie machine is on an angle. "Its becoming more and more on an angle"	
Gives up with game. "You are never going to win"	
Tries scanning back cover "Does the back page do it too?"	
Final comments?	It seems a little pointless. It felt like advertising, not entertainment. It is something that I would only use once.