Skyscanner Flights Mobile App Usability Test

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# Executive Summary

The participants of the questionnaire included staff from four different branches of the fast food organisation studied. These thirty one displayed a range of demographic qualities. Participants ages ranged from 16 to 45 with most people surveyed belonging within the 20-25 year old age bracket. Several ethnicities were present at each branch including Asian, NZ/European and Pacific Islanders. Both male and female employees participated in the questionnaire although overall there was a larger proportion of males than females within the workplaces (refer to appendix 1)

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# Introduction

For example:

AIDS.gov serves as an information gateway to drive traffic to Federal domestic HIV/AIDS information and resources. AIDS.gov provides a central repository of information across government resources providing users easy access to federal information resources.

For example:

The AIDS.gov usability engineers conducted an onsite usability test using a live version of AIDS.gov located on the test administrator’s laptop. Two laptops using Morae software captured the participant’s face, comments, navigation choices and the data logger’s notes. The test administrator and data logger were present in the testing room. The session captured each participant’s navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

# Methodology

For example:

The test administrator contacted and recruited participants via AIDS.gov from the HPLA conference attendee list. The test administrator sent e-mails to attendees informing them of the test logistics and requesting their availability and participation. Participants responded with an appropriate date and time.

Each individual session lasted approximately one hour. During the session, the test administrator explained the test session and asked the participant to fill out a brief background questionnaire (see Attachment A). Participants read the task scenarios and tried to find the information on the website.

# Findings

## Positive Aspects

## Negatie Aspects

For example:

All participants successfully completed Task 1 (find a news item). Six of the seven (86%) completed Task 5 (find HIV Testing Day). Approximately half (57%) of participants were able to complete Task 4 (find HIPAA information) and 29% were able to complete Task 2 (find funding information). None of the participants were able to complete Task 6 which required them to find brochures for VA providers and patients.

# Recommendations

For example:

Most of the participants found AIDS.gov to be well-organized, comprehensive, clean and uncluttered, very useful, and easy to use. Having a centralized site to find information is key to many if not all of the participants. Implementing the recommendations and continuing to work with users (i.e., real lay persons) will ensure a continued user-centered website.

# Conclusion

For example:

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## Other types of Users

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## Lesson Learned

Several ethnicities were present at each branch z

## Next Steps

Further evaluations

How to test the recommendation

What are the possible ramifications?

Several ethnicities were present at each branch including Asian, NZ/European and Pacific Islanders. Both male and female employees participated in the questionnaire although overall there was a larger proportion of males than females

# References

Anonymous (2015). "Wi-Fi positioning system." Retrieved August 14, 2015, from https://en.wikipedia.org/wiki/Wi-Fi\_positioning\_system.

Carter, P. (2007). "Liberating usability testing." interactions **14**(2): 18-22.

# (Carter 2007)Appendix

There are about 10 pages of papers used to log the testing process. Two logging papers are listed here:

