Formal Usability Study Plan

Team Ice Cream Scoop

11/26/18

**Goal:** Determine whether using a top app bar or a top app bar and FAB combination is preferential for context-dependent actions.

**Hypothesis:** While there is a lack of consensus within the team on this issue, our current design places all context-dependent actions in the top app bar, so our official hypothesis is that confining actions to the top app bar is the preferred design.

**Plan**

We will have two designs (**A/B testing**), one that places all context-dependent actions in a top app bar and one that places the most important actions within a FAB and the lesser functions in the hamburger menu in the top app bar. Everything other than where actions are located will stay the same -- the workflow and design of individual pages will stay constant. The actions have icons associated with them, and those will also be consistent across the two variations of our app.

We will quantitatively measure how quickly our users are able to accomplish a series of same-page small tasks on each of the two variations as well as ask our users which version they preferred and by how much, for a qualitative standpoint. We’re keeping the tasks specific to accessing actions on a page the user is already on, because the workflow is the same for both versions of our app, and we don’t want the user to be able to complete tasks faster in the second version of the test because of their experience doing the tasks in the first version. This would bias our quantitative measurement of speed and, potentially, color the way the user feels about the second layout compared to the first (ex. the user might find the second version easier to use and therefore like it better). Despite this precaution, we will also vary which version of the app the user uses first to minimize any biases that order might have on the user’s experience.

If our hypothesis that placing all context-dependent actions in the top app bar makes the app easier to use is correct, we would expect to see that our users, on average, complete tasks faster in the top app bar variation than the top app bar and FAB combination. We would also expect our users to report preferring the top app bar variation, although the degree to which they prefer it will not be considered unless an even number of users prefer each design.

Ideally, we would test with as many users as possible to make our results more statistically significant (at least 20). We will have all of our users complete the same series of tasks with both iterations of our design, and we will vary which version of the app they use first to reduce bias (every other test will start with the top app bar version).

**SCRIPT**

**Introduction**

\*Present consent form to interviewee(s)\*

Thank you for volunteering to do a usability test of our prototype. We have a series of clickable frames for you to navigate through as if you were using an app on your phone. Our targeted user group is people who are moving, and our product is intended to be used before, during, and after a move. So, imagine you’re in the process of moving.

This is the description of our app in the App store:

It’s easy to forget all the nice moments we live on the daily, and we often miss opportunities to capture them for our future enjoyment. Moving is often a sad experience; you’re leaving behind all of the experiences that made your home special. With Take This Photo, we make it easy to remind and help capture the special moments that you will cherish further down the road. Whether you’re moving soon, in the process or have already moved into a new home, we have tons of fun photo ideas and templates for you to use to tell your own story.

We’d like you to test two versions of our app. The only thing we’ve varied is how the actions are laid out. We’re going to ask you to complete a series of actions for each, and at the end, we’re going to ask you to tell us which version you preferred.

**Goals for user**

On albums page

* Start new album
* Edit albums

On specific album page

* Upload a new picture
* Share the album
* Edit the album

**Questions**

Which did you like better? By how much? Why?

**Conclusion**

Thank you again for taking the time to help us with our usability testing. We are excited about exploring our insights from your experience with Take This Photo. Please let us know if you have any more questions or comments; you can reach us at our school emails. Good day to yee, ma’am!