

Usability Test Plan

Introduction

Schnitzeljagd Moderated Usability Test (Mobile Navigation)

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Background

Competitive research and interviews for Schnitzeljagd began March 2018. We found that people wanted an easy way to go on scavenger hunts by themselves or with friends, so they could be more engaged in their outings. We created a prototype that is the first step in solving said problem. We are testing the main features and functionality that will be used by our primary persona Jackson: Hunt Search, Hunt Creation, and Clue Creation.

Goals

- The goal of this test is to assess the navigation and general layout of the app, and whether users can complete set tasks in a reasonable amount of time.

Test Objectives

1. Measure how quickly participants can get to hunt start screen.
 - a. How fast can people log in?
 - b. How quickly will participants find the hunt search feature?
 - c. Is there a common error that participants make while getting to the hunt start screen?
2. Measure how quickly participants create a hunt.
 - a. Can participants learn how to create a hunt in a reasonable amount of time?
 - b. Do participants understand the role of clues in a hunt?

Methodology

We will be using a combination of in-person and remote moderated usability tests.

Participants and Schedule

[https://docs.google.com/spreadsheets/d/1C9ttWapP1b-att7tKuvWehTA8Xb - QpBC1tyqZeC5Ls/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1C9ttWapP1b-att7tKuvWehTA8Xb-QpBC1tyqZeC5Ls/edit?usp=sharing)

Script

Here is a link to the detailed Test Script:

https://docs.google.com/document/d/1BSI9qCA7p36T32Yk_gsp1ahbvXgXTqjlj7BXQQVzwmo/edit?usp=sharing

Usability Test Report

Test report Introduction

Six usability tests were conducted. One was an in-person interview and the other five were remote. All participants tested the mobile prototype.

Issue 1: Back buttons not consistent (high severity)

Suggested Change:

- Fix behavior of back buttons
- Add a Home logo

Evidence:

- All participants got confused by the behavior of the back buttons. They also wanted a button to go to the Home Screen

Issue 2: Home Screen not useful (high severity)

Suggested Change:

- Add suggestions of activities on the homepage
- Add interactivity

Evidence:

- Many users could not figure out what the home screen did, had to use navigation to get something done within the app.

Issue 3: Hunt Creation is confusing (medium severity)

Suggested Change:

- Separate Hunt Creation and Clue creation screens

Evidence:

- Many participants were overwhelmed by the Hunt Creation screen that also included clue adding and creating functionality.

Issue 4: No 'friends only' privacy option (low severity)

Suggested Change:

- Add friends only privacy option

Evidence:

- Some participants wanted to make a hunt that was only available to their friends on the app, but this option wasn't available.

Issue 5: Getting to hunt start not obvious (medium severity)

Suggested Change:

- Add directional arrow from user's current location to hunt start location.

Evidence:

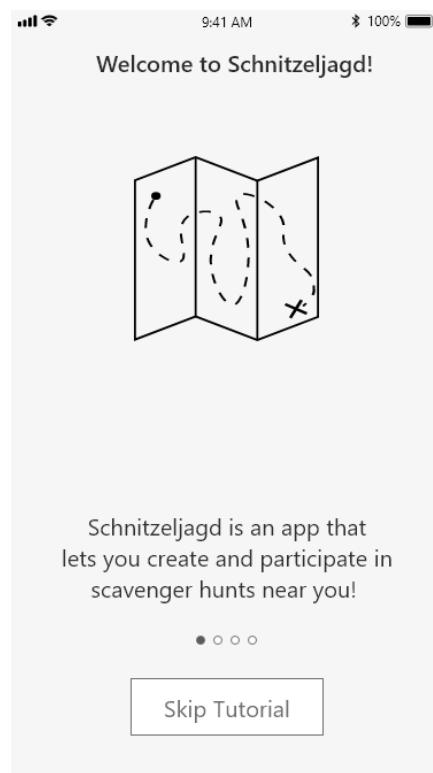
- Some participants were confused as to which direction to go to get to the hunt's start location.

Preference Test

Test Description

We tested whether a light or dark color scheme was preferred.

Light version:



Dark Version:



Results

The Light version was chosen 7 times, where the dark version was chosen 3 times. Some participants commented that the lighter version was easier to read and easier on the eyes. These results tell us that we should stick with the light color scheme.