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User Testing.

P7 report.

Saturday, 4.8.19 @ around 2:00 P.M

-The user tested was a university student who is currently enrolled in UTD. He is a JSOM, business major.

-The environment I tested him in was in one of the study booths in JSOM on the second floor. It was quiet and quite empty so there were no real external influences/distractions. The demographics are, male, 25, student, and an amateur video editor.

-For this test, I went ahead and used the cognitive walkthrough. The user I tested found it rather helpful. With the cognitive walkthrough, they were able to understand mostly everything presented to them. Based on reactions and other indicators, the users sort of new what each icon meant for the most part. Only a few icons were needed to be explained.

-“I wouldn’t really make an account. I don’t need to, I think.”

-“Does it say how many are found.” (In reference to search results total.)

-“I don’t edit things really.”

P8 report.

Monday, 4.8.19 @ around 5:00 P.M

-The user tested is someone of like age to the first one, but the environment they surround themselves in is different. This user tested works and spends the majority of their time in a warehouse.

-The user was tested at their home, as they are a relative of a friend. At the moment of testing, the environment was empty and quiet. Good for doing such test. The demographics of the user are, male, 26, warehouse worker. Hobbies, heavy into video games.

-Like the previous test, this one was also done with a cognitive walkthrough. The user was able to understand mostly everything showed to them.

-“Do I get something if I sign up?”

-“I don’t need to edit. The memes here are ready to go.”

“-Can I send this to facebook?”

Conclusions.

Based on the study, I was able to gather information regarding the design of our product. Based on the feedback of my study and user testing, the feature of editing is one that is not that prevalent to what the users want. They state that it’s nice to have, but not the main focus of why they would use our product. My suggestions for the next iteration, to focus less on editing and add more details to the search function.