

Usability and Recommendation Study for the Coles Grocery Store instructions

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Executive Summary

This usability study on the Coles Grocery Store Instructions evaluates the effectiveness of guiding a user from a starting point to a destination. The study analyzed the guidelines' precision, user-friendliness, and comprehensiveness through controlled and in-context data collection. This report will indicate revision points for the original authors.

Introduction (Brief)

This usability study on the Coles Grocery Store Instructions aims to provide feedback for successful instructions. The usability study highlights the importance of user-friendly guidelines, enhances the overall shopping experience, and emphasizes the need for clarity and comprehensiveness.

Methods

The study tested the Coles Grocery Store Instructions by following the provided instructions. Additionally, the study tested how well the instructions lined up with Google Maps.

Evaluators

- Olivia Steinhauer
- Victoria Fleming
- Billie Alexander
- Alex Moeller

Setting

- Starting Point: University of New South Wales in Sydney, Australia
 - Address: 12a Day Ave, Kensington NSW 2033
- Destination: Coles Grocery Store in Sydney, Australia
 - Address: 737 Anzac Parade, Maroubra NSW 2035

Data Collection

- Controlled
 - The controlled data collection involved thoroughly revealing the instructions and testing their execution sequence using Google Maps. This process aimed to eliminate any external variables to ensure a standard testing environment.
- In-context
 - A physical test was conducted on the provided guidelines, observing real-time interactions, specifically noting any discrepancies between the instructions and the actual environment, assessing the real-time user interaction, and recording feedback or possible changes that could strengthen the initial instruction set.



Figure 1: Arrival to our destination

Evaluation Criteria

Research Team and Location

- This report was conducted by Olivia Steinhauer, Victoria Fleming, Billie Alexander, and Alex Moeller in Sydney, Australia, during the first week of January 2024.

Data Collection

- This team employed two distinct methods for data collection: controlled and in-context. To help eliminate potential user confusion, each member tested the instructions on Google Maps, pre-mapping the directions to “Coles Grocery Store.”

Evaluation Focus

- The primary focus was to assess user-friendliness and transparency of the provided guidelines. The test aimed to determine the offered information's ease of use and comprehensibility.

Objective

- The test evaluated the guidelines on their intuitive usage and whether the information was easy to follow for a diverse range of users.

Relevance

- This approach gauged the instruction’s effectiveness in providing complete guidance, ensuring a user could successfully navigate from the starting point to the destination with little confusion, delay, or difficulty.

Results

What Went Right

- The instructions effectively guided the group through Pacific Square Mall to Coles Grocery Store.
- Clear and comprehensive guidance facilitated easy navigation using public transportation.
- Well-defined headings, subheadings, and illustrative figures improved clarity and user-friendliness.
- Incorporating major landmarks eliminated potential sources of confusion.

What Went Wrong

- Unclear information about public transportation details.
- An overreliance on Google Maps does not account for technology variations.
- Lack of emphasis on essential details like Opal Card reader locations and the number of stops before the final destination.
- Lack of explicit guidance on specific landmarks, such as “Vista Interiors Renovation Centre,” to provide further clarification in an unknown environment.

Recommendations

Clarification for Step 2c:

- Explicitly state the purpose of checking the bus schedule, guiding users to find an appropriate time for boarding and allowing them flexibility in time management.

Enhance Bus Identification in Step 3:

- Include information about the bus name and number displayed on the bus's side for easier identification.

Tap-on/Tap-off Console Awareness in Step 4:

- Inform users about the potential presence of multiple tap-on/tap-off consoles, cautioning about malfunctions and suggesting alternative locations for public transportation payment.

Reducing Dependency on Specific Mapping Apps in Step 7:

- Advise users not to rely solely on Google Maps, acknowledging different mapping tools, physical maps, network connectivity issues, or user preferences.

Incorporate Stop Count in Step 7:

- Include the number of stops before the destination to aid users in tracking bus progress without relying solely on technology, reducing outside reliance.

Landmark Inclusion for Improved Navigation in Step 12:

- Provide a physical landmark, like "Vista Interiors Renovation Centre," for better navigation reference.

Conclusion

The usability study on Coles Grocery Store Instructions effectively directed users from a starting point to a destination. The evaluation focused on user-friendliness, precision, and comprehensiveness using controlled and in-context testing. The guidelines successfully navigated the group through Pacific Square Mall to Coles Grocery Store, offering transparent guidance.

However, challenges were identified, including a lack of physical reference points, unclear information on public transportation details, and an overreliance on Google Maps. Implementing the recommended enhancements will refine the guidelines, providing all users a more seamless navigation process.