# Report on the Usability study conducted for EasyEmail

## Executive Summary

We conducted the usability test session on the campus of Northeastern University, Silicon Valley. This location was chosen as we could get a variety of subjects for our testing session. We arranged the required materials on a study table in a way that the testing session would go about smoothly. The test was conducted using the prototype developed using Adobe XD. There were 3 tasks that the user needed to perform and the measure was taken based on the user action. The study was conducted across 5 people of different ages/backgrounds. The information was gathered to analyze and deduce statistics on the current product design and the changes or new features that will help the user more.

## Goals

1. To measure the usability of the product
2. To gather the opinions of the graphical representation
3. Get opinions from the user on the specific features, like auto-archiving and the value add that it had for them
4. Measure the time the user takes to perform each action
5. Incorporate new suggestions and comments if feasible.

## Roles

- *Facilitator* - Zach
- *Camera Operator, Observator*s - Roles switched among Neenu, Rajesh and Deesha after every testing session

## Methodology

- Outreach & Screening
  Channel used to gather people for performing the test was
    1. Publishing in the college new board
    2. Personally contacting the possible users and introducing the product
- Participant Profiles
  The people who participated are from
    1. Professors
    2. Students
    3. Ambassadors

# Testing Setup, Moderation & Post-Test Question

The test was conducted at the Northeastern University Campus, the note-takers, observers, and moderators were the team members for the project. The post-test questions where

Participants sample table

| Participant | ID Number | Age | Use Email before? (if yes which domain) | Occupation | Favorite site |
|---|---|---|---|---|---|
| 1 | | | | | |
| 2 | | | | | |
| 3 | | | | | |
| 4 | | | | | |
| 5 | | | | | |
| 6 | | | | | |

Results

Task Completion Success Rate Sample table

| Participant | Task 1 | Task 2 | Task 3 |
|---|---|---|---|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |
| 6 | | | |
| Success | | | |
| Completion Rates | % | % | % |

Post task questionnaire

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Mean Rating | Percent Agree |
|---|---|---|---|---|---|---|---|
| Thought Easy email was easy to use | | | | | | | |
| Would use email frequently | | | | | | | |
| Found it difficult to keep track of where they were in website | | | | | | | |
| Though most people would learn to use email quickly | | | | | | | |
| Can you send/access email quickly | | | | | | | |
| Is the auto-archive feature helpful | | | | | | | |
| Site's easy content would keep me coming back | | | | | | | |
| Website is well organized | | | | | | | |

Post Test :

- What did you like most?
- What did you like least?
- Any recommendations for Improvement?

Observational Facts:

After creating the observational worksheet by taking into account the notes taken by the note takers and recordings from the camera, we observed the following average satisfaction rates for each task:

| | Success | Time (Minutes) | Satisfaction rate |
|---|---|---|---|
| **Task 1** | 1.0 | 0.4 | 7.6 |
| **Task 2** | 1.0 | 0.3 | 8.2 |
| **Task 3** | 1.0 | 0.3 | 6.8 |

Results
- Actual data available :

https://drive.google.com/file/d/1HlEisahtUitfMydvOog81vlgbwIPzkBe/view?usp=sharing

Summary of the feedback we received from our testing session :

Things liked by the subjects:
- Straightforward Design
- Three column design with the folder
- Placement and Size of buttons, easy to use by an old person
- The clarity in buttons indicating the user actions

Bugs & Issues

- Difficulty in finding Auto-archiving feature
  - Task 3, which was to set up auto-archiving of an email to the "Friends" folder was easily completed only 40% of the time. 3 of the 5 users had trouble figuring out that an email had to be selected first before the Auto-archive button in the top-left. They were all able to eventually figure out the task, but it took longer for some users than we would like.
  - This might be fixable with clearer indicators and maybe keeping the "auto-archive" button greyed out before an email is selected might make this more successful.
  - From the post-testing survey, it seems like most users did not fully understand what the purpose of the auto-archive feature is.
- Placement of buttons
  - There was no back button, which a user complained about.
  - Need to indicate better near the buttons (maybe via highlighting) which screen the user is on.
- Add send box
  - Will work as a part of the feedback that an email that was just composed has been sent.
  - Will also allow a user to go back and verify the emails that were previously sent
- Prototype consistency
  - Need to keep the screens consistent, for example in the current Adobe XD prototype, the inbox screen with all the emails can be reached even after having deleted one of the emails.
  - Will try and incorporate the ability to take user input text if possible via Adobe XD.

Recommendations & Action Items

- Add group email options
- Add favorite email options
- Add more features

- Create account/ links through facebook/Gmail/Linkedin
- Placement of Logout
- A confirmation after sending email

Disclaimer

This test conducted and analysis done is solely for the part of the HCI course and the user's personal data will not be used for any other studies.

Reference

https://app.xtensio.com/
https://www.smashingmagazine.com/2013/04/rainbow-spreadsheet-collaborative-ux-research-tool/

Preliminary Script

https://docs.google.com/document/d/1WNSD_gvx-subsh5icaBCPIqozICs9SWwGXTjUAPwqfM/edit?usp=sharing

Blank consent form to sign:

https://docs.google.com/document/d/1el4Eki50Cdz_TKbLOcUYJCaWgCiizVpe7hBWNfwA17w/edit?usp=sharing

Observational worksheet with records of user actions and observations:

https://docs.google.com/spreadsheets/d/1VNKL5H8wiwANLbt3Jo9UOkDY3rLJYdacNnPMq3iuGYs/edit?usp=sharing

UX prototype demonstration:

https://youtu.be/nTXUL-pb6yQ

Link to Adobe XD Prototype file:

https://drive.google.com/file/d/1nALaIH77wyndQa7X8aUCzWX51hD4uq4d/view?usp=sharing

**Team Details**

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