**Usability test analysis**

**Description of the product:**

This product is intended to build a script killing game platform to help organize the groups and have specific friends circles in Hong Kong.

**Usability test goals:**

I launched the usability test to get some advice from the users’ perspective, whether this product can complete the task and reach my prospect in a very smooth way. Additionally, I want to know whether users are willing to use this kind of platforms to play script killing games and have specific social circles.

**Number of interviews and personas：**

I have tested five users. They are all big fans of script killing games, and some of whom have played this games for several times. They are youths, so they have a very strong social need. And three of the interviews have the need to play script killing games in Hong Kong. They have already knew the general situation of this games, so they realize what is the most important factor influencing their user experiences, and they have used this kind of platforms, so they will know the outline of this kind of platforms.

**Task being asked in the test:**

Because the reservation function is the most important part that I want to mention in my product, so I asked the users to find the appropriate script killing game rooms and make a reservation for the place online. After they completed the task, they can browse the pages freely.

**Test design:**

I will first briefly introduce my product, but it will not include any information relating to any information about the usage of the product. Before the test, I will ask users’ preferences for the apps, whether on web or mobile. Then I will show my prototype to the users and ask them to complete my required task both on web and mobile. During the task, I will speak of nothing, the only thing I do is to observe and record every action users take and make record of it. After users finished the task, I will ask about their satisfaction rate(ranging from 1-5), and how to make improvements to solve the problems.

**Evaluation methods:**

1. Record the screen to know their click actions.
2. Record their voice, know their thoughts.
3. Count the time to know how much time they spent on task.
4. Interview to know their satisfaction rate. And ask some suggestions for further improvements.

**Data collection and analysis:**

The result of the web pages version:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 | Average score |
| Satisfaction rate | 3 | 4 | 4 | 4 | 3 | 3.6 |
| Error rate | 40% | 4/7 | 30% | 10% | 20% | 31.4% |
| Time spent | 2min30s | 30s | 45s | 50s | 32s | 61.4s |

In the interview results, the majority of interviewees is satisfied with my prototype, they think they can complete the task successfully based on current design. And 2 of them stressed the importance of discussion forum in this product, they think they really need this kind of platform to communicate and reserve a game in advance effectively. Two of the interviewees declaimed their preference for the whole design about the web pages, especially the script page. However, due to the incomplete prototype, many interviewees are confused about the pages, because not all of the buttons have functions, so it caused a lot of error clicks and wasted some time.

**Existing problems:**

1. General problems:
2. This version is not the final one, so a lot of information is needed to be completed.
3. The design of the web pages can be improved to look prettier.
4. The process of action is not smooth.
5. Specific problems:
6. In the location part, the distance between my location and the places can be added.
7. There are some linking problems between pages.
8. The click button is too small to be seen.
9. The searching engine category can be more detailed.
10. The game now can only be reserved from the places, but it can also be reserved by different scripts.
11. There should be some eye-catching hints for users to find the buttons.
12. Add an obvious button to publish posts.
13. Users are unaware of the keywords to put in the searching bar, so maybe there could have some subtitle as a reference.
14. The location information can be divided into more detailed districts, such as different business districts.
15. Some information is misunderstanding, such as the reservation button. It is reservation information at first, then I changed it to make a reservation.

k. Some pages have minor features that are not used by the visitors, indicating the need to add some functional hints and rethink about the necessity of the features.

**Analysis of possible reasons which caused problems:**

1. Sometimes, the different way people think will largely influence the illustration.
2. Incomplete version has led to some misunderstanding. For the interviewees, I found it easier to test with my classmates, but with my friends who did not take this class, they are quiet confused about the pages.
3. I don't use templates, so sometimes my page layout is not as standardized.

**Improvement to solve the problems:**

1. Some detailed information should be added, such as detailed location, average scores, users’ comments, pictures, etc.
2. Web and mobile design needs to be more user-oriented and fully meet the needs of users. The style of these two types should be consistent.
3. Beautify the overall design, adjust the overall layout, and the key buttons need to be more obvious.