Usability Test Findings

5. Research process and methods
   5.1. Facilitate your usability test with 3 participants, filling in your **data collection** form for each, and upload these as separate PDFs named *P1_data.pdf* and *P2_data.pdf* and *P3_data.pdf*.

6. Objective and rationale
   6.1. Reflect on whether you have collected enough data yet to meet your objective. Explain **why testing with 5 users is recommended**, and whether in this case you would test with more users now or not. If your testing did not meet your objective because of how you planned or facilitated it, explain why and outline the changes you would make to your materials or facilitation to remedy this.
   Definitely I think doing this with more participants is more beneficial. The first two tests that I did I realized that there were actually a lot of new ways to complete the tasks that I did not take into consideration when I made my test materials. After the first two tests I started to tweak my materials to accommodate and it made me learn more about the platform I chose.

7. Insights
   7.1. Describe the **insights** you gained from your testing about (a) problems with the design of the interface, (b) opportunities to improve the interface, and/or (c) your target user's behavior or preferences.
      a) The most common problem that I noticed my participants struggled with was the fact that the site that I chose had a big "information overload" issue. The site had a lot of tools (like the bus tracker map vs "plan my trip' tool) that were all equally confusing to use. To find a bus line you had to choose from extensive lists of all the possible routes and it was up to the user to determine which one was the one they needed.
      b) The biggest redesign opportunity would have to be to implement one singular tool that completes all the tasks in one go, rather than having too many that all do the same thing in each their own confusing ways. There needs to be a way to choose bus routes based on what location you are and the general direction you need to go without using street names that not a lot of people might know about.
      c) My target users were students who use the bus to commute, and all three were people who did not grow up in the Ann Arbor area to be able to know all the road names. This issue should be considered when implementing tools that are supposed to make the process easier.

8. Ethics and bias
   8.1. Of the 6 **common mistakes** described in the video below, explain which 2 were most difficult for you to avoid during piloting, and what you need to remember to do (or not do) to be an effective facilitator.
   Because my tests were carried out with student users, for me the two common mistakes that I seemed to run into the most were that I was being overly friendly and asking/avoiding answering questions. Because I knew a lot of the people I interviewed, it seemed like the atmosphere was very friendly and not very serious. Since the people I tested with were in the same class though, we were still able to keep it mostly professional enough to get sufficient data. Second, I had trouble with asking good open ended questions as well as avoiding answering questions when my user was struggling. These are both things that I need to work on especially when considering running tests in the real world.

8.2.   Did you use **generative AI** for this assignment?
      8.2.1.   If no: Explain whether or not these tools are capable of helping with the types of tasks you completed.
          No, I think it would be hard for AI to complete these usability tests in the same way a human would. Firstly, AI is not there in person to see how a user is reacting or what portion of the webpage they are focusing on. Also, an AI cannot interview real people, especially not people who are in the same class as me.
      8.2.2.   If yes: Name which tool(s) you used and upload a PDF file named *genai_testfindings.pdf* that shows all prompts and output that informed your work on this assignment (copy/paste or take screenshots).

Readings and resources
- Usability Test Facilitation: 6 Mistakes to Avoid
- Why You Only Need to Test with 5 Users
- Why 5 Participants Are Okay in a Qualitative Study, but Not in a Quantitative One