

Virtual ad-Space

Cognitive Walkthrough Report

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1 User and task description

1.1 User description : The users are all students of IITG who have a smartphone with camera and a flashlight and use it to click pictures or record videos.

Also they understand basic English language.

User can be divided into two broad categories based on their familiarity with using camera applications on a smartphone.

1. Novice : Have only used camera application for basic features like clicking picture but not familiar with image filters, flashlight, using front camera and extra settings like these.
2. Expert : Are familiar with various features like image filters ,using front camera or flashlight .

1.2 Task description :-

Task - Take a picture of Barak hostel of IITG using the camera, visit advertiser's website through the app.

Justification why it is representative:

Our application's main focus is showing advertisement to users when they point their phone towards an IITG building.

Also using the camera to click pictures is the most common use of our camera application to the specified user, other uses like changing filter would not be used by novices and also there are more users who use the camera for clicking picture than recording a video.

Ideal Action Sequence for the task

- A1. Activate the app interface by pressing on its icon(Virtual adSpace).
- R1. App launched and main screen is shown with a picture of Barak hostel(for the prototype).
- A2. Click on Click Picture button to take the picture of Barak hostel.
- R2. A glimpse of the picture clicked is shown.
- A3. Click on the advertisement to visit advertiser's website.
- R3. Takes user to advertiser's website.

The evaluator will observe whether the users work according to above action sequence for the task and record the difficulties they face and the errors they commit.

2 Prototype for the task

We have made a medium fidelity vertical prototype using the online software proto.io .

The working prototype with animations is on this link

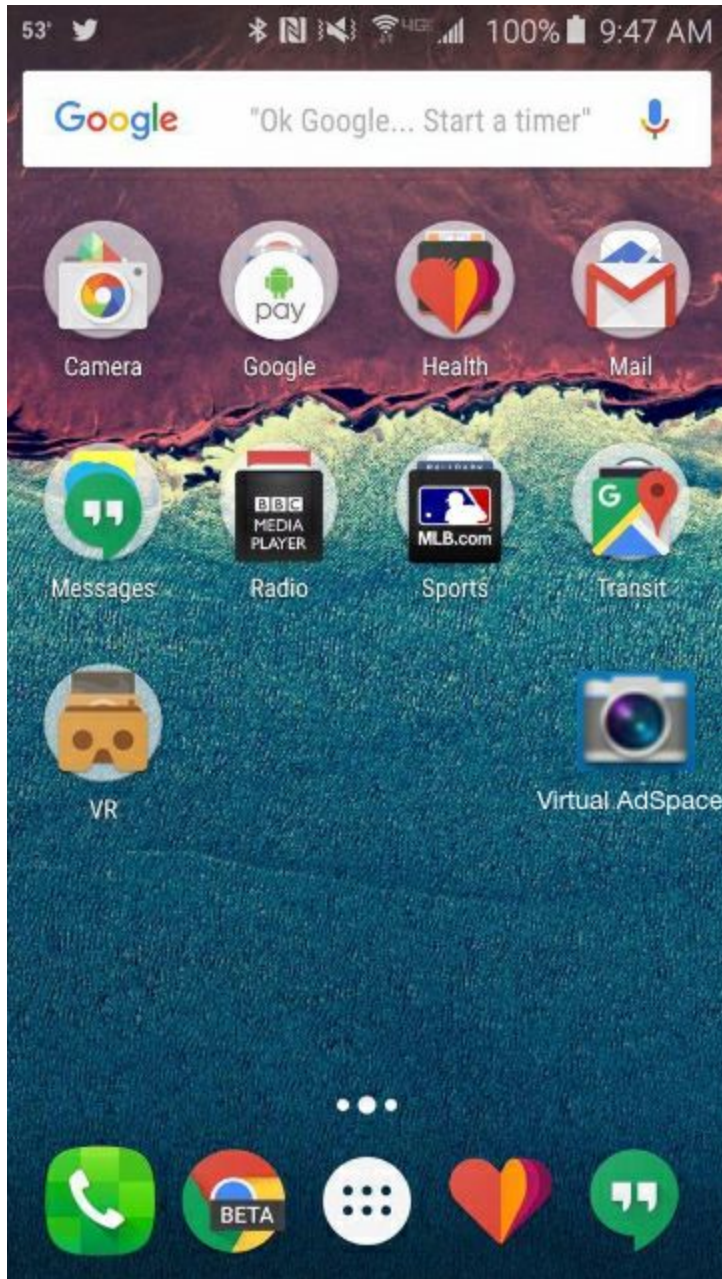
<https://drive.google.com/open?id=0B-beb0sVTPCWQWVUbFM0V3o4VUk>

Download the zip file and open the file “frame.html” to view the prototype.

The screen size for prototype is 360x640

The following are images of screens corresponding to the task specified.

1. Home screen of the android device



After clicking on our app icon(Virtual adSpace) the main screen of app is shown below.

2. Main Screen of the application

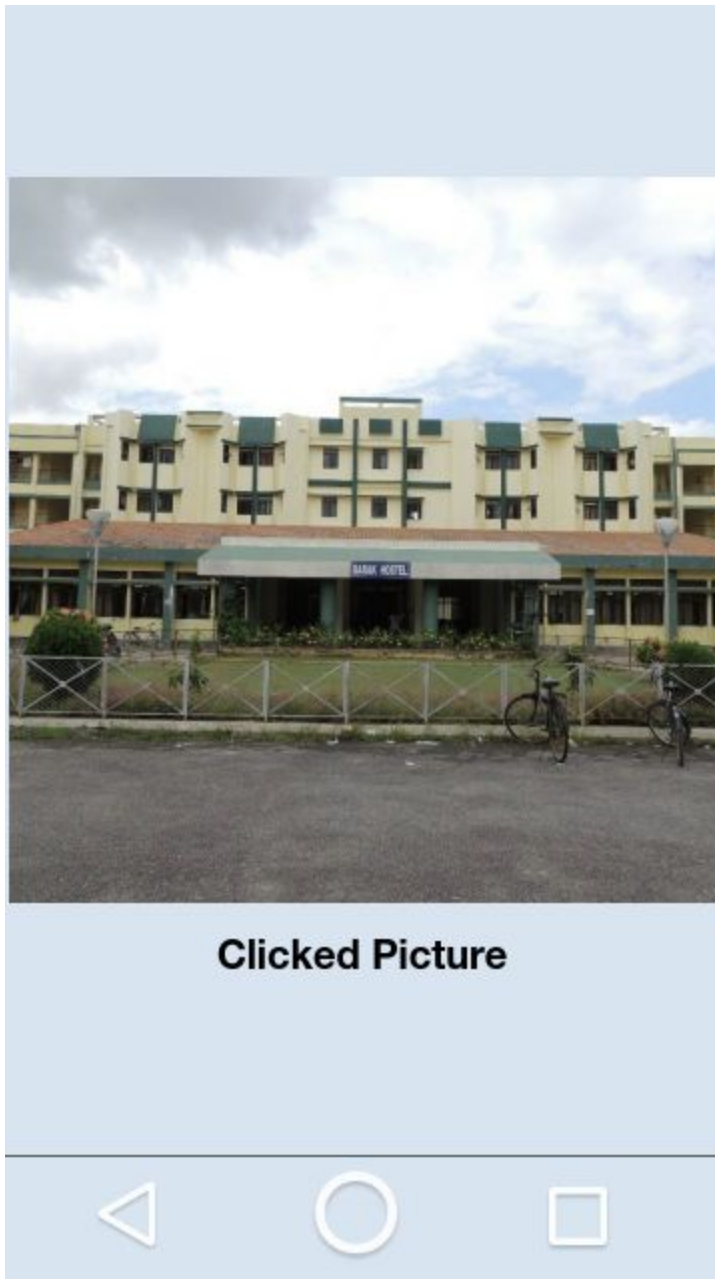


At this screen the user then has to click on “Click Picture” button to take a picture.

In the next screen we give user feedback so that he gets confirmation that his picture has been clicked.

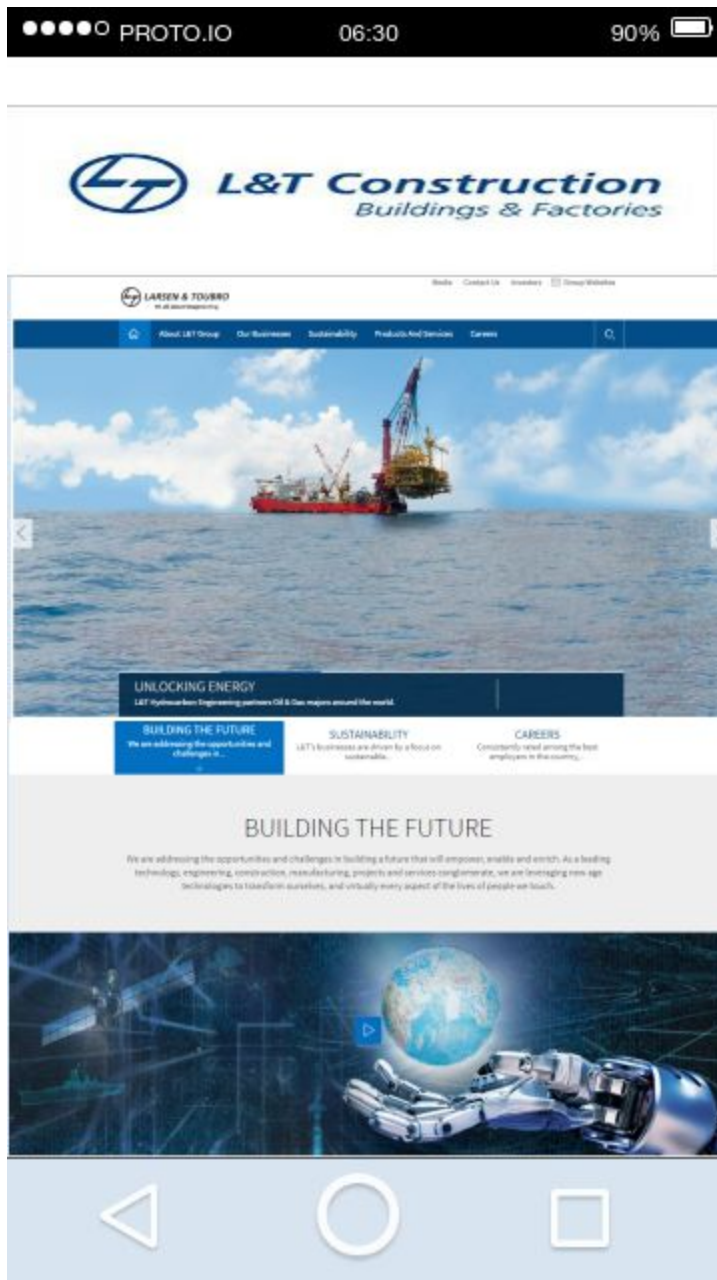
Also note that instead of using symbols we have used English words to represent the buttons as novice users might not be familiar with all symbols. And we have implemented the complete layout of main screen even though not all functionalities work as it is a vertical prototype.

3. Visual feedback of the clicked picture



This screen is shown for a few seconds and then the user is taken back to main screen. Then according to task specified user clicks on the advertisement and the advertiser's website(L&T in our prototype) is opened as shown in the screen below.

4. Advertiser's Website



The task of user ends here.

3 Walkthrough Session

3.1 Team details

All team members are students of IITG.

Member 1:Has basic experience making android applications and GUI, has used camera applications on android smartphone, CSE branch, gender : male,age :19.

Member 2:Has experience making android applications and GUI, has used camera applications on android smartphone , CSE branch, gender : male,age :20.

Member 3:Has experience with making web-based applications and GUI,has used camera applications on android smartphone, ECE branch, gender : male,age :20.

3.2 Instructions to team members

The team members were first told the purpose of application and explained that they would be testing on a prototype.It was clearly told to them that in the prototype we are showing a fixed image and not a live feed from camera.

Next we explained them the task they had to perform.Then the team members were given the prototype and they were instructed to go through the task mentioned above and to report their observations at each step.

They were also told the name of our application at the beginning itself so that they could locate it from their home screen.

3.3 Team members' reports

Task - Take a picture of Barak hostel of IITG using the camera and then visit advertiser's website through the app.

Member 1

Description of step.	Did the user try to achieve the end goal(YES) or did he give up At the start Itself.(NO) YES/NO	Did the user notice that the correct action choices are available. Yes PARTLY No	Did the user confidently know that the choice being made by him/her is the right one ? YES/NO	Did the user understand the feedback after every Action YES PARTLY NO	Did the user Complete the Task With Satisfaction Yes PARTLY No	Comments / Alternative suggestions/ solutions / discussion points
A1: Activate the app interface by pressing on its icon.(Virtual adSpace)	YES	YES	YES	YES	YES	
A2: Click on "Click Picture" button to take the picture of Barak hostel	YES	YES	YES	YES	YES	
A3: Click on advertisement to visit advertiser's website.	YES	PARTLY	NO	YES	PARTLY	Confused at first.Was expecting some click link in advertisement and not that picture of ad could have been clicked

Member 2

Description of step.	Did the user try to achieve the end goal(YES) or did he give up At the start itself.(NO) YES/NO	Did the user notice that the correct action choices are available. Yes PARTLY No	Did the user confidently know that the choice being made by him/her is the right one ? YES NO	Did the user understand the feedback after every Action YES PARTLY NO	Did the user Complete the Task With Satisfaction Yes PARTLY No	Comments / Alternative suggestion s/ solutions / discussion points
A1: Activate the app interface by pressing on its icon.(Virtual adSpace)	YES	YES	YES	YES	YES	
A2: Click on "Click Picture" button to take the picture of Barak hostel	YES	YES	YES	YES	YES	
A3: Click on advertisement to visit advertiser's website.	YES	YES	YES	YES	YES	

Member 3

Description of step.	Did the user try to achieve the end goal(YES) or did he give up At the start Itself.(NO) YES/NO	Did the user notice that the correct action choices are available. Yes PARTLY No	Did the user confidently know that the choice being made by him/her is the right one ? YES NO	Did the user understand the feedback after every Action YES PARTLY NO	Did the user Complete the Task With Satisfaction Yes PARTLY No	Comments / Alternative suggestions/ solutions / discussion points
A1: Activate the app interface by pressing on its icon.(Virtual adSpace)	YES	YES	YES	YES	YES	
A2: Click on "Click Picture" button to take the picture of Barak hostel	YES	YES	YES	PARTLY	YES	Clicked the back button to return to main screen when feedback was shown. Did not realise that would be automatically redirected to main screen.
A3: Click on advertisement to visit advertiser's website.	YES	PARTLY	YES	YES	YES	Did not noticed the ad at first. Said that having some animations running in ad would had directed his attention to the ad

3.4 Analysis & Inference (Evaluator's Report)

For member 1:

Action in Sequence	System mismatch Question	Potential problem and design solution	% Mismatch to Ideal situation (qualitative estimation)
A1: Activate the app interface by pressing on its icon	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	
A2: Click on Click Picture button to take the picture of Barak hostel.	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	
A3: Click on the advertisement to visit advertiser's website.	Is the user able to find the appropriate action choice	NO. Should include some text in ad suggesting click the advertisement image to go to advertiser's website	25%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	

For member 2:

Action in Sequence	System mismatch Question	Potential problem and design solution	% Mismatch to Ideal situation (qualitative estimation)
A1: Activate the app interface by pressing on its icon	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	
A2: Click on Click Picture button to take the picture of Barak hostel.	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	
A3: Click on the advertisement to visit advertiser's website.	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	

For member 3:

Action in Sequence	System mismatch Question	Potential problem and design solution	% Mismatch to Ideal situation (qualitative estimation)
A1: Activate the app interface by pressing on its icon	Is the user able to find the appropriate action choice	YES	0%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	
A2: Click on Click Picture button to take the picture of Barak hostel.	Is the user able to find the appropriate action choice	YES	30-40%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	PARTLY	
	Is the end of the system action clear	NO,he did not understand that system would automatically take back to main screen. Could include some text suggesting that system will take back to main screen in 2 seconds	
A3: Click on the advertisement to visit advertiser's website.	Is the user able to find the appropriate action choice	PARTLY, wasn't able to find ad at first. Could include some animation in ad to catch attention.	10-20%
	Can the user resume control for the next action	YES	
	Are the systems response visible & interpretable	YES	
	Is the end of the system action clear	YES	

4 Summary

After compilation of reports from all team members following conclusions are made:

1. Advertisement should have some text suggesting the user to click on advertisement image to go to advertiser's website.
2. Feedback for clicked picture could also specify that from this screen application will take user back to main screen in 2 seconds.
3. Advertisement could include some animation to catch user attention.