Shamar Nelson

Android

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 2 | 13.06sec | 0 | yes | iPhone has the edge |
| Send text | 1 |  | 0 | yes | Very easy |
| Set vibrate/ Silent mode | 3 |  | 0 | yes | Has to use a dropdown menu, takes away convenience |
| Delete Contact | 3 |  | 0 | yes | You have to go into a edit feature then delete. It is not as convenient as it could be |
| Set / Adjust Lightening | 2 |  | 0 | yes | There is a pull down menu, sometimes has to into another pulldown menu just find it. |
| Access Voicemail | 4 | 10.97 sec | 0 | yes | The regular person doesn’t know how to access the voicemail option. |
| Send Photo | 2 |  | 0 | yes | Very easy to use |

iPhone

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 1 |  | 0 |  | Even a baby could do it |
| Send text | 1 |  | 0 |  | Very easy |
| Set vibrate/ Silent mode | 1 |  | 0 |  | One simple switch |
| Delete Contact | 3 |  | 0 |  | You have to go into a edit feature then delete. |
| Set / Adjust Lightening | 1 |  | 0 |  | There’s a task control menu, slide up and it’s there |
| Access Voicemail | 4 |  | 0 |  | The regular person doesn’t know how to access the voicemail option. |
| Send Photo | 1 |  | 0 |  | Very easy to use |

Interview 1 (Age 22)

Android

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 2 |  |  | yes | Very simple |
| Send text | 1 |  |  | yes | Very simple, straight forward and easy |
| Set vibrate/ Silent mode | 1 |  |  | yes | Very simple, not complicated |
| Delete Contact | 1 |  |  | yes | Easy |
| Set / Adjust Lightening | 1 |  |  | Yes |  |
| Access Voicemail | 3 |  | 0 | Yes | Does not really use the feature |
| Send Photo | 1 |  | o | Yes | Being in the technology era, everything is pretty simple. |

iPhone

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 2 |  |  | Yes | Very simple |
| Send text | 1 |  |  | Yes | Very simple, straight forward and easy |
| Set vibrate/ Silent mode | 1 |  |  | Yes | Very simple, not complicated. Just a flick of a switch. |
| Delete Contact | 1 |  |  | Yes | Easy |
| Set / Adjust Lightening | 1 |  |  | Yes | Very easy, can just swipe down and adjust |
| Access Voicemail | 3 |  | 0 | Yes | Does not really use the feature |
| Send Photo | 1 |  | 0 | Yes | Being in the technology era, everything is pretty simple. |

Interview 2 (Age 23)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 2 |  | 0 | Yes | None |
| Send text | 3 |  | 0 | Yes | None |
| Set vibrate/ Silent mode | 2 |  | 0 | Yes |  |
| Delete Contact | 2 |  | 0 | Yes |  |
| Set / Adjust Lightening | 2 |  | 0 | Yes |  |
| Access Voicemail | 3 |  | 0 | Yes | None |
| Send Photo | 1 |  | 0 | Yes | None |

iPhone

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Task | # of Steps Taken | Time taken | # Errors made by user | Task completed?(yes/no) | I(If notable)  Your Observation or User Comments |
| Received Calls | 1 |  | 0 | Yes | Easier than android |
| Send text | 1 |  | 0 | Yes | Can type a word and an emoji pops up |
| Set vibrate/ Silent mode | 1 |  | 0 | Yes | Flick of a switch |
| Delete Contact | 2 |  | 0 | Yes | Not much of a difference |
| Set / Adjust Lightening | 1 |  | 0 | Yes | Easier to use because of shortcuts |
| Access Voicemail | 3 |  | 0 | Yes | None |
| Send Photo | 1 |  | 0 | Yes | Loads quickly, images are crisp |

Interview 3 (Age 23)

Conclusion

            The study provided further insight as it relates to two key brands in this current generation:- Android and iPhone. It required participants to give information about the brands which allowed for analysis and to identify the ease of use between the two brands. It also allowed for the identification of similarities and differences between both brands.

Based on the information given, functionalities such as sending photos, adjusting lighting, deleting contacts and accessing voicemail were all categories where Android is deemed superior compared to iPhone. As it relates to deleting a contact,  it seems to be a rather difficult process on the iPhone brand. Improvements are clearly needed to that functionality on the iPhone brand.  Functionalities such as sending a text and receiving were quite similar as both brands portrayed high ease of use in those departments. The only category iPhone had superiority was setting to vibrate as it could easily be done by the flick of a button on the side of the phone. The android brand could make improvements on that functionality to be completely superior. However, the android brand has a clear edge in preference compared to the iPhone brand.