

User Evaluation

Cohort 1, Group 5

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The goal of integrating user evaluation with the testing process of a product is to test whether or not what is being developed is first usable by the intended audience, as well as if the users are overall satisfied with their experience with it. This methodology is integral to the success of a project as users are unfamiliar with the system, unlike the developers who have spent considerable amounts of time thinking about the implementation of the product. This in turn leads to users being able to point out any flaws in terms of usability from interacting with the product with a new perspective, which can then be redesigned by the developers before distribution.

Before carrying out this user evaluation, we first have to get users to participate. We chose to utilise users that are of a similar demographic to that specified in the product brief. This is because this would give us a better idea of what would be needed to redesign in order to create the best implementation to be distributed to future users. We then chose to follow Graham MacAllisters approach and employ six people to test our prototype for the best qualitative research available to us.

Additionally, in preparation for the user evaluation, we needed to have fully informed consent of everyone taking part. This includes explaining in detail what this evaluation entails, making it clear we are testing the evaluation of our system and not their ability to use it, and how the data will be used. An ethics form provided to us was created into a google form for our participants to fill out before their involvement - these forms will be linked on the website. Once this had been completed, it was time to carry out the user evaluation.

We decided on task based user evaluation for this project. This comprises a defined set of tasks we created, we then prioritised this list so that all of the riskiest aspects of our design is fully tested first so it's easier to identify what's most necessary to change in terms of the implementation. These tasks are then able to be placed within a scenario, this is good for the users to help understand the context of the tasks. Before testing this set of tasks out with the users themselves, we first tested them out in a pilot, where we tested the scenario and the tasks, in order to establish the typical time to complete the full user evaluation. As we dont want it to be too long where the user starts to lose engagement with our product. We chose this methodology as it's useful to see user preferences, any navigational issues, and any points of confusion.

Once this was completed, we carried these out in university buildings in person where possible to allow for better communication. Additionally, we chose to use think aloud protocols. This is where the users talk their thoughts aloud, which may include what they're looking at, thinking, why they're doing what they're doing, and talk about any issues if they encounter any. We chose to use this protocol as it's 'a very perceptive and informative method and when used effectively can result in a lot of information, regarding the interface.'

Once the users have carried out their evaluation, we then write in the problems they experienced, as well as a severity rating (made by the user) into a table which is located below.

Observations

We observed the following:

Observation	P1	P2	P3	P4	P5	P6	%
Struggled to find 3 relaxation spots	✓	✓	✓	✓	✓	✓	100
Didn't immediately know how to enter name - was trying to click for a while	✓	✓	✓		✓		66
Got achievement which they didn't unlock	✓	✓			✓	✓	66
Score didn't display correctly		✓	✓		✓	✓	66
Making the screen go full did not initially resize the title screen				✓		✓	33
Not immersed by the main character				✓			16
Held down the button to move, but had to press multiple times				✓		✓	33
User found the time slightly confusing not as a clock				✓		✓	33
Managed to get a very high score, even with no eating or relaxation				✓			16
Unclear UI					✓	✓	33

Results

The tasks were the following:

Make the game full screen, Eat, Use three of the relaxation spots, Study, Sleep, Eat ten times, Sleep through until the end, Save score, Play again, Do as much studying as possible each day.

Only one that people failed was "Use three of the relaxation spots".

Problems

The problems listed below were all observed by at least one of our participants and the severity listed is ranked from severe (5) to not severe (1)

Problem	Severity Rating
Couldn't find relaxation spot	4
Given wrong achievement	3
Achieved wrong score	4
Character was not immersive	4
Can't tell where they can interact with things	5