



Usability Testing & Verification

Taught by Swati Chandna and
Sandesh Athreya BD

House of Paws

Pet Adoption

Our Team Members



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Agenda

Introduction

Introduction to Use Case



Motivation

Reason for the Use Case



Competitor Website

Similar Websites



Design Process

Paper prototype and Mockup



Usability Testing

Think-a-loud and Jest



Analysis of Results

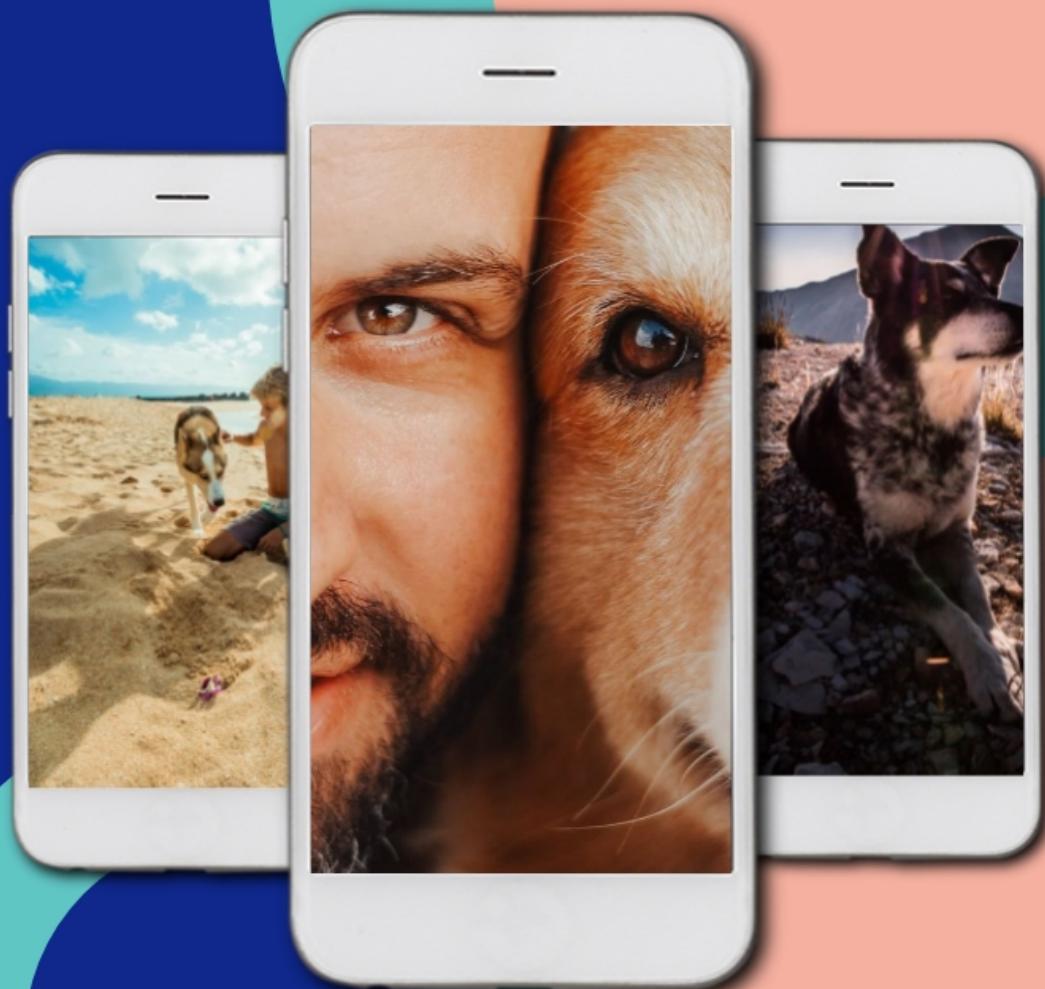
Conclusion



Introduction

House of Paws

We connect you to thousands of animals that
are looking forward to be your pets.



- Enhance the pet adoption rate.
- Increase the awareness of Pet adoption

Motivation and Business Goals



Quick Comparison

Main Features of both the websites



Petfinder

- Search a Pet
- Adopt a Pet
- Add a Favorite

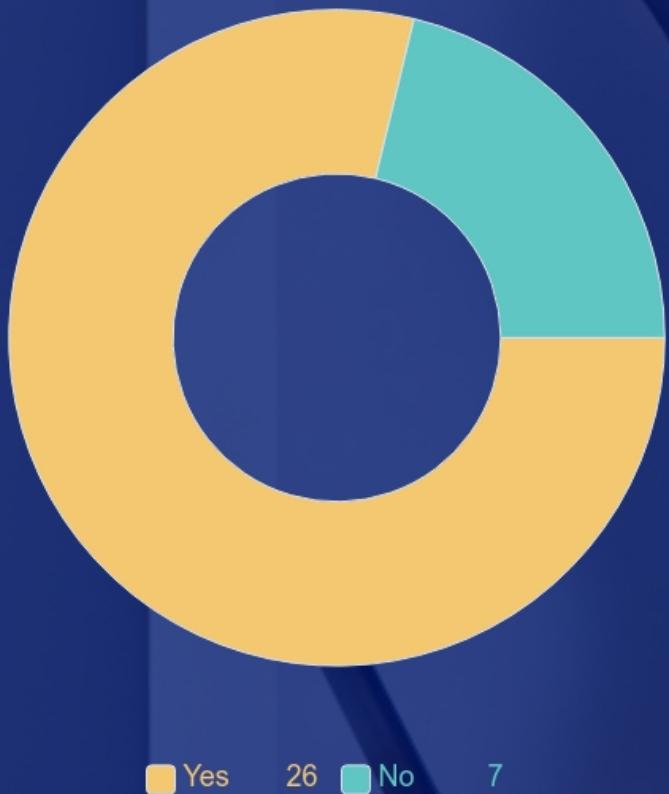


House of Paws

- Search a Pet
- Contact a desired Pet Sitter
- Social Media Events

Survey

Are you a Pet Lover ?



8

Would you adopt a pet or rather buy one from the pet store?



Buy 10 Adopt 23

Survey

Do you wish to have a pet sitter for your pet
when you are out for work ?



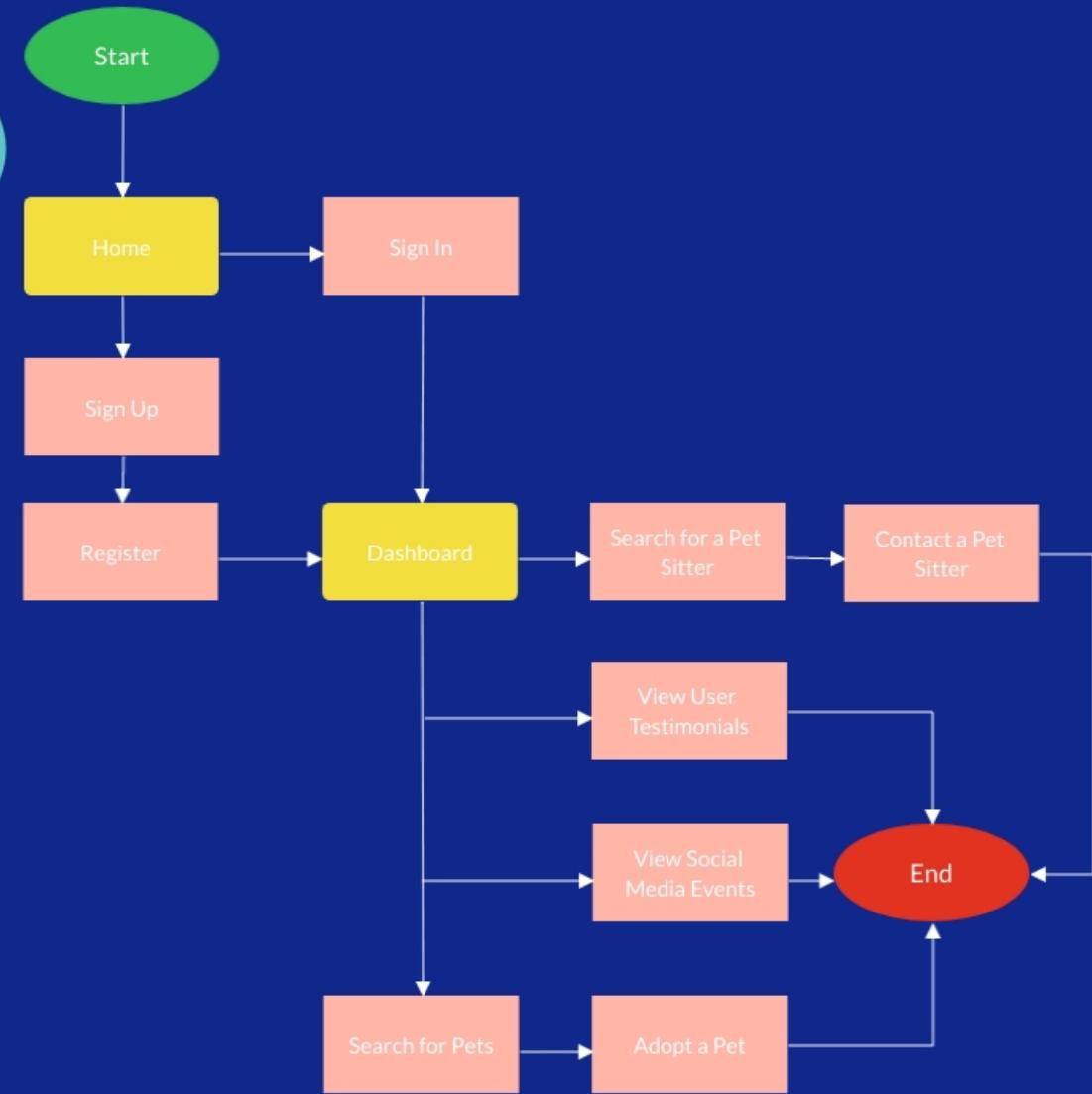
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Are you open for weekend events
for your pets ?

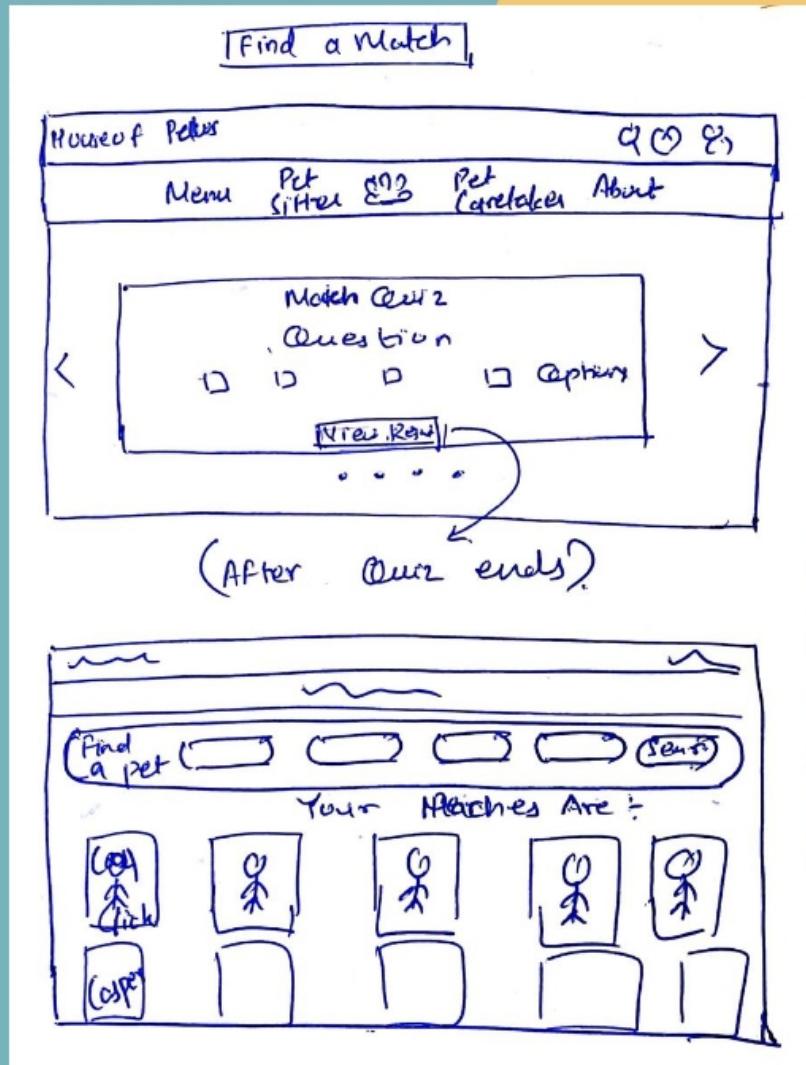
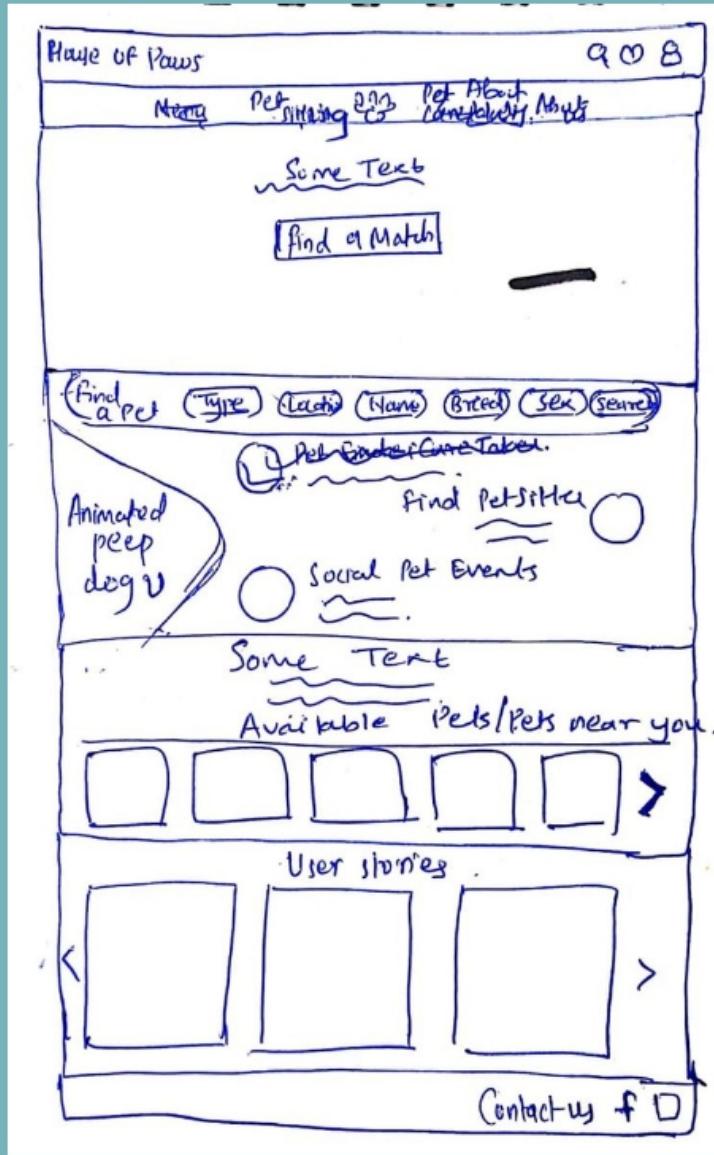


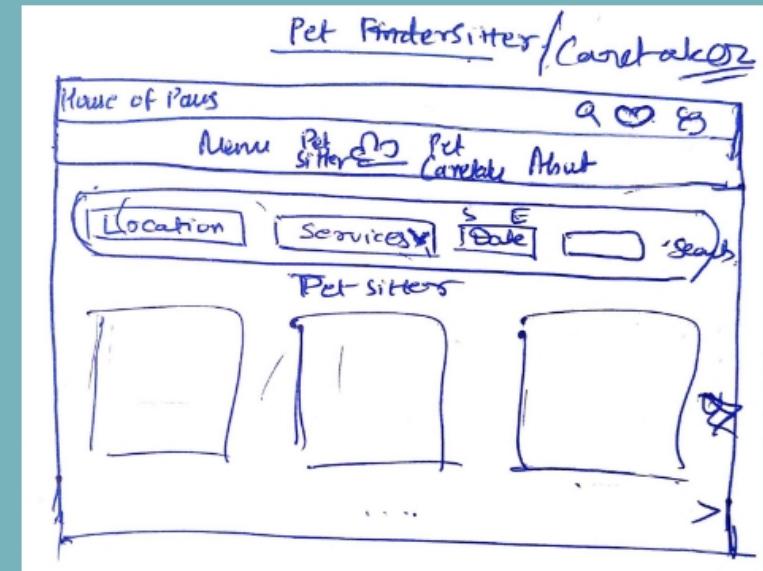
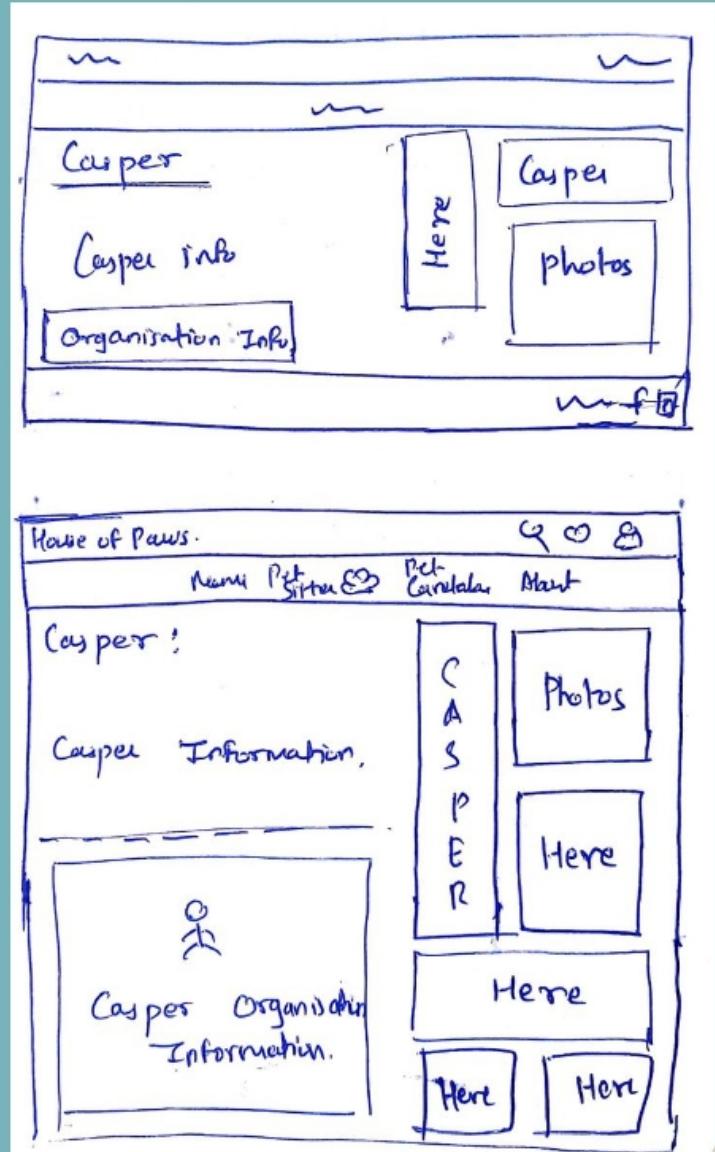
User Flow Diagram

User Interaction with the website

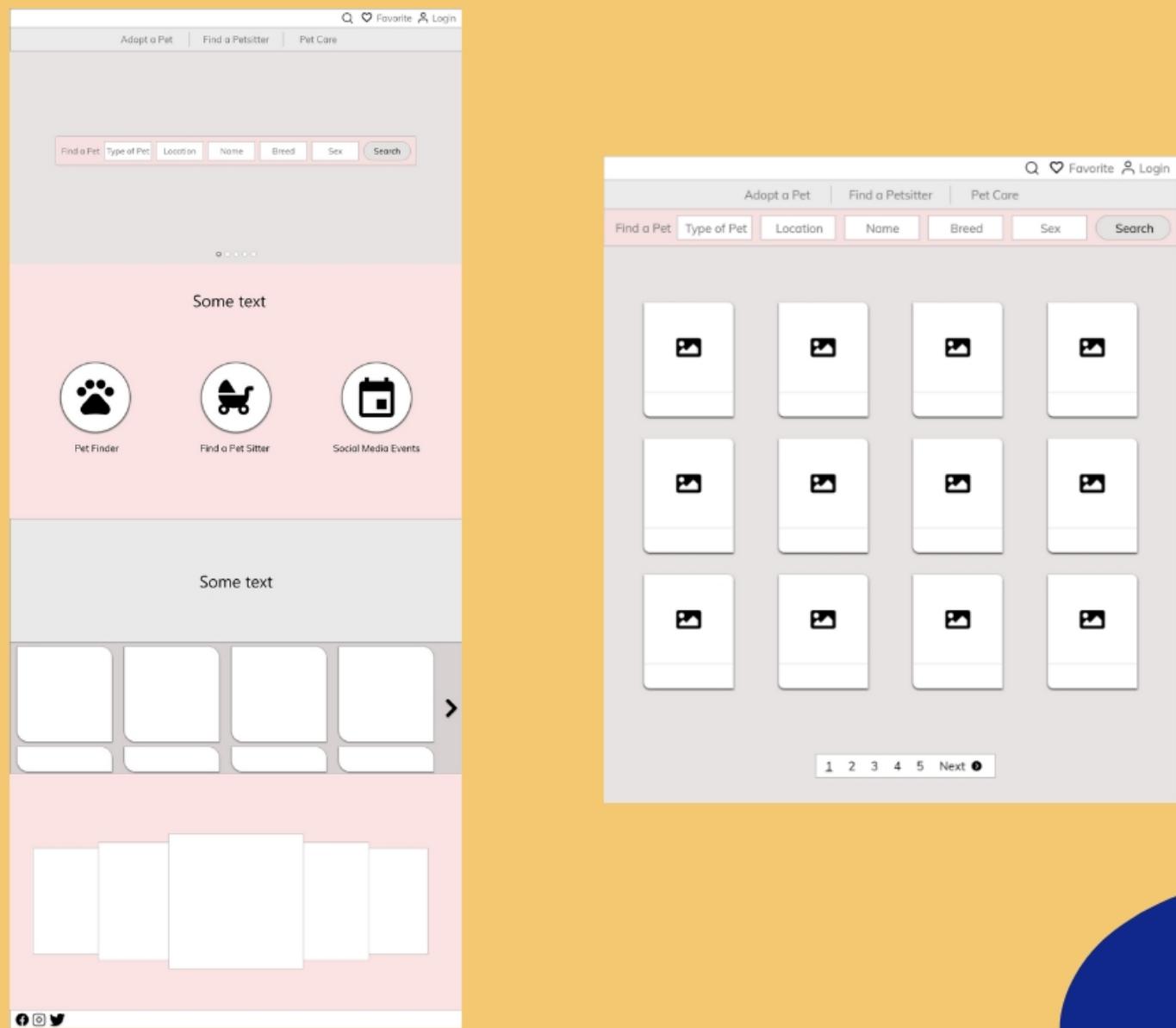


PAPER PROTOTYPE





WIREFRAME



Red Route

Red Route of House of Paws

All the Time		Contact the organization, Animal Shelter	Find for Pet sitter / Choose a Pet	Find a Pet
Most of the Time	Check for Favorite's List	Search Pet/Pet Sitter by filter	Login to Website	Browse for available pets for Adoption
Some of the Time	Change Account details	Search for Pet events/ Read Articles	Add to Favorites	
Very little Time			Forgot Password	Create an Account
	Few People	Some People	Most People	All of the People

Usability Testing

Think Aloud

- Cheap and easy to use
- Flexible and Robust
- Prior Experience



Tasks

Tasks for the user testing in Think Aloud Process

1

Creation of user account.

2

Walk through the entire process of finding a pet using a filtered search.

3

Finding the right pet sitter for the user's pet.

4

Navigating through user testimonials.

5

Browsing through the favourited pets and pet sitters.

6

Searching for suitable pet social event.

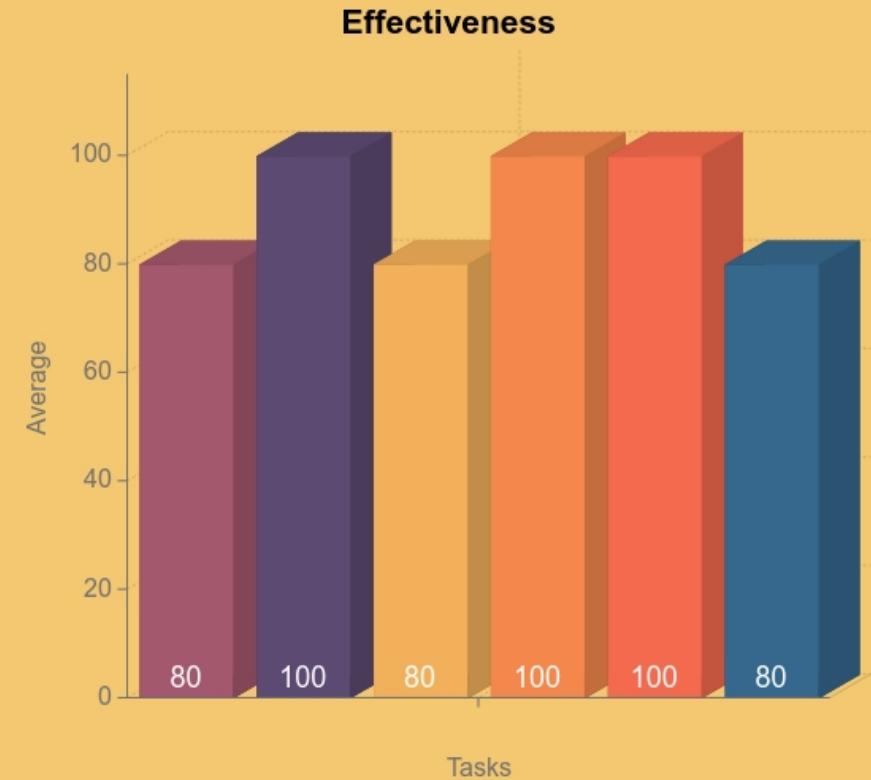
USABILITY TEST PLAN DASHBOARD

AUTHOR	CONTACT DETAILS			FINAL DATE FOR COMMENTS			
Prajakta Thakur, Tanay Dalvi, Shraddha Pawar	prajakta.d.thakur@gmail.com, tanay.dalvi09@gmail.com, sp090394@gmail.com			04.03.2020			
PRODUCT UNDER TEST	TEST OBJECTIVES	PARTICIPANTS	TEST TASKS	RESPONSIBILITIES			
<p>What's being tested? What are the business and experience goals of the product?</p> <p>A mockup of House of Paws. This interactive mockup will guide the user with choosing the right pet for adoption and the a suitable Petsitter for his pet.</p>	<p>What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?</p> <p>Test the learnability, usability and customer response to the House of Paws prototype.</p> <p>Can the user navigate easily through the website?</p> <p>Are the pet and pet details useful for the user in deciding to choose a pet or pet sitter?</p> <p>What issues exist in the design of the prototype, their impact and severity?</p>	<p>How many participants will be recruited? What are their key characteristics?</p> <p>5 participants 2 of them are full time workers. 3 of them are students. All of them are familiar with the concept of Pet Adoption and Pet Sitters.</p>	<p>What are the test tasks?</p> <p>Creation of user account.</p> <p>Walk through the entire process of finding a pet using a filtered search.</p> <p>Finding the right pet sitter for the user's pet.</p> <p>Navigating through user testimonials.</p> <p>Browsing through the favoured pets and pet sitters.</p> <p>Searching for suitable pet events.</p>	<p>Who is involved in the test and what are their responsibilities?</p> <p>Shraddha will be the moderator. Tanay and Prajakta will be the observers.</p> <p>The observers and moderator capture issues that need to be prioritised and discuss them at the end.</p>			
BUSINESS CASE	EQUIPMENT	LOCATION & DATES					
<p>Why are we doing this test? What are the benefits? What are the risks of not testing?</p> <p>To detect the flaws in the mockup and address the issues before starting development of the website. This is done to ensure user satisfaction.</p> <p>If not tested the final product may not meet user requirements.</p>	<p>What equipment is required? How will you record the data?</p> <p>An interactive mockup on the laptop. A mobile phone camera to record the testing process with observers and moderator in the same room. Observers with a laptop to log the test statistics. One meeting room with a projector.</p>	<p>Where and when will the test take place? When and how will the results be shared?</p> <p>Wednesday 4th March, from 11 am to 5 pm. Result analysis from 6 pm to 7 pm. Analysis and discussion presented on Friday 13th March from 10 am to 6 pm.</p>					
PROCEDURE							
What are the main steps in the test procedure?	<p>Introduction to the process</p> <p>Showing the demo of the mockup</p> <p>User walkthrough of the mockup</p> <p>Carry out the tasks</p> <p>Post-test questionnaire (SUS Survey)</p> <p>Test conclusion and Analysis</p>						

Effectiveness

The accuracy and completeness with which users achieve specified goals.

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
1	0%	100%	100%	100%	100%	100%
2	100%	100%	100%	100%	100%	100%
3	100%	100%	0%	100%	100%	0%
4	100%	100%	100%	100%	100%	100%
5	100%	100%	100%	100%	100%	100%
Average	80%	100%	80%	100%	100%	80%

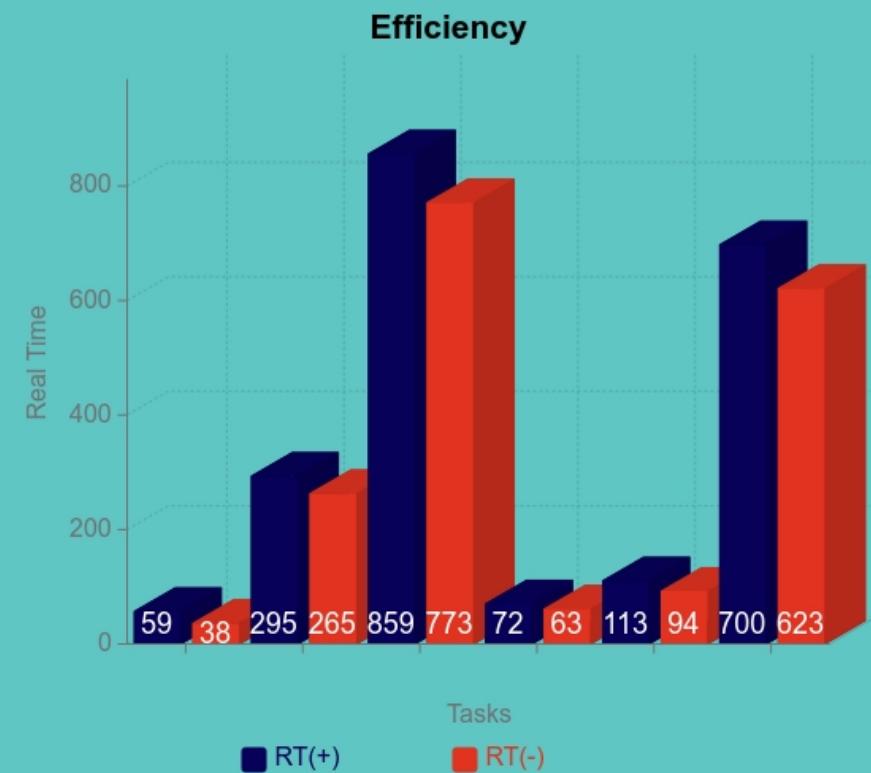


Efficiency

The accuracy and completeness of goals achieved in relation to resources.

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6
1	0	41	51	28	24	47
2	9	35	44	30	19	42
3	14	26	0	29	22	0
4	10	32	38	27	17	45
5	12	46	54	33	29	36
AVG	9.000	36.000	37.400	29.400	22.200	34.000
SD	5.385	7.778	21.813	2.302	4.658	19.455
RT(+)	59.02	295.26	858.55	72.20	112.55	699.60
RT(-)	37.91	264.77	773.05	63.17	94.28	623.34

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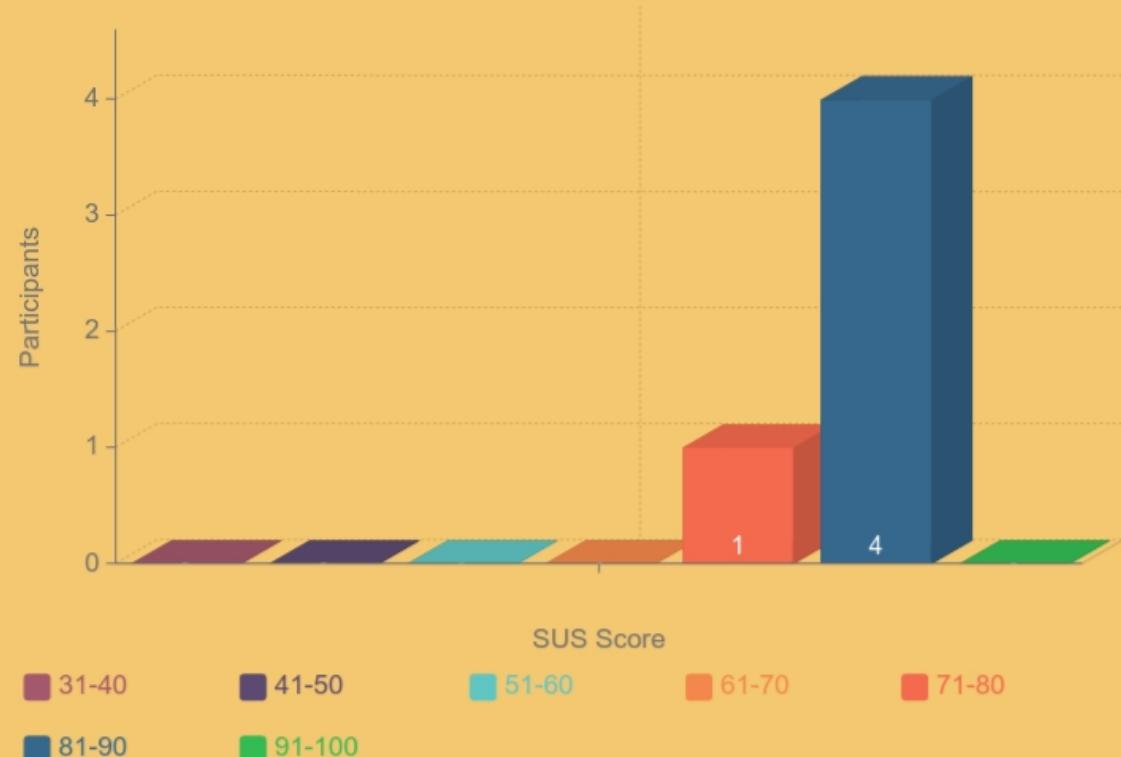
Satisfaction

Freedom from discomfort, and positive attitudes towards the use of the system.

	P1	P2	P3	P4	P5
Q1	4	4	3	3	4
Q2	4	3	2	4	4
Q3	4	4	3	4	4
Q4	4	4	3	4	4
Q5	4	4	4	4	3
Q6	3	3	4	4	4
Q7	4	3	3	3	4
Q8	0	2	1	0	0
Q9	4	4	4	4	4
Q10	4	3	4	3	4
Σ	35	34	31	33	35
SUS Score	87.5	85	77.5	82.5	87.5

61-70	0
71-80	1
81-90	4

SUS Score = 85.5



Word Cloud





THANK
YOU