Elite-Loot Usability Test

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Introduction

The purpose of the iOS application is to help eBay understand the eSports market and shopping opportunities. It allows users to search for and purchase eSports merchandise. There is a social component that allows users to learn more about upcoming events by displaying information from relevant eSports social media accounts. The primary goal of the app is to make it easier for consumers to purchase eSports merchandise and find information about upcoming eSports related events.

Meagan Olsen conducted the offsite usability test using a development version of the Elite-Loot app on a personal Macbook. Tasks were given to the participant, and satisfaction rates were taken at the end. The test administrator was present at the testing site. Comments, feedback, recommendations, satisfaction ratings, and questions were included.

Executive Summary

Meagan Olsen conducted an offsite usability test at Antioch House and Courtyard on May 4, 2018.These two houses are Christian co-op houses in Corvallis, OR. The purpose of the test was to assess the interface design and usability of the app. 5 millennial students between the ages of 18-24 took the test.

In general, all participants found this application moderately easy to use. A little under 50% of the participants found this application easy to use. All the participants claimed to have been involved in gaming. The test took between 15-30 minutes to complete.

The test identified a few problems including:

- The lack of completion of the application
- Lack of screen recording
- Lack of a separate data collector

This section contains the participant feedback, ease of completion ratings, task completion rates, and recommendations for improvements. A copy of the tasks and questions is included for reference.

Methodology

The test administrator contacted and recruited participants via Facebook social media. The test administrator sent private messages to each of the attendees informing them of the test details and requesting their availability and participation. Participants responded. Each individual section lasted between 15-30 minutes. During each test session, the test administrator provided a quick briefing of the application and test and

asked the participant to complete the tasks while the test administrator observed, recorded feedback, and answered questions.

After each task, the administrator asked the participant to rate the ease of use on a 10 point scale with 1 being super easy to use and 10 being difficult to use.

- How easy was it to create an account?
- How easy was it to find the location and date of the gamescon event?
- How easy was it to find tweets related to the E3 event?
- How easy was it to browse for merchandise related to Overwatch and PAX?
- How easy was it to view the detailed description of the shirt you found?
- How easy was it to favorite and unfavorite the League of Legends game?
- How easy was it to sign out?

After all tasks were completed, the test administrator asked the participant to rate the app overall on these subjective measures on a scale of 1 to 10, 1 being very satisfied, 10 being unsatisfied.

- Ease of use
- Overall impression
- Feelings about interactions
- Look and feel of the app
- Likelihood of reusing the app

In addition, the test administrator asked the following overall questions:

- What did you like most about the app?
- What did you like least about the app?
- What is one thing you would change?

The participants were then asked to give any other comments they might have about the app.

Participants

All participants were attendants of Oregon State University. All participants were between the ages of 18-24. All participants lived in one of the two houses mentioned above. All five participants performed the test in the same day. 5 of the 5 participants completed the test.

Houses

Courtyard	Antioch
3	2

Results

Task Completion Success Rate

All participants completed tasks 1-8.

Task Completion Rates

0-success
X-failure

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8
1	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
Success	5	5	5	5	5	5	5	5
Completion Rates	100%	100%	100%	100%	100%	100%	100%	100%

Task Ratings

After each task, the administrator asked the participant to rate the ease of use. The scale was a 10-point scale with 1 being super easy to use and 10 being difficult to use.

1-3-extrememely easy
3-6 moderately easy
6-8 moderately difficult
8-10-extremely easy

- Creating an account
- Finding info about an event
- Finding tweets related to an event
- Browsing merchandise for a game and event
- Viewing the description of an item
- Favoriting and unfavoriting a game
- Sign out

Creating an account
40% of the participants found it moderately to extremely difficult to create an account while 40% of the participants found it extremely easy to create an account.

Finding info about an event
60% of the participants found it extremely difficult to find the date and location of the gamescon event while 20% found it extremely easy.

Finding tweets related to an event
40% of the participants found it moderately easy to find tweets related to the E3 game while 40% of the participants found it extremely easy to find the tweets related to the E3 event.

Browsing merchandise for a game and event
100% of the participants found it extremely easy to browse merchandise for the Overwatch game and PAX event.

Viewing the description of an item
100% of the participants found it extremely easy to find view the detailed description of the PAX shirt.

Favoriting and unfavoriting a game
60% of the participants found it extremely easy to favorite and unfavorite the League of Legends game while 20% found it moderately easy.

Signing out
100% of the participants found it extremely easy to sign out of the app.

Mean of task ratings

Task	Mean
1-creating an account	2
2-find info about event	5
3-find tweets about an event	3
4-browse merch related to a game and event	1.5
5-view detailed description of item	1
6-favorite and unfavorite and event	2.25
7-sign out	1

Overall Metrics

Overall Ratings

After all tasks were completed, participants rated the app for four overall measures:

- Ease of use
- Overall impression
- Feelings about interactions
- Look and feel
- Likeliness of reuse

All the participants agreed that this app was easy to use. All had an extremely good overall impression of the app. All thought the app had extremely good interactions. All had an extremely good impression for the looks and feel of the app. Most(60%) said that they would reuse the app.

Liked Most

-"Easy to use and info is presented in an easy to understand way."

-"The games were easy to find and the merch was readily accessible."

-"Clean UI, with surface level linking and making sense."

-"The general feel of the app."

Liked Least

-"The Reset button in the filter, useless hearts that can't be unclicked, weird sorting on home page for games."

-"I wish browse was more than just shopping."

-"Doesn't have a lot of games, but it has my games."

-"You kind of have to look hard for some of the info you need."

Recommendations for improvement

-"Change up the homepage to be more readable-way too much info. If E3 is the only available event, take the top section in the home page out. Make the games title on the home page selectable."

-"I would have the link under the browse pull up a more general info tab about game/event and upcoming events or competitions."

-"When logging in, press tab to go to the next field."

-"Add a search bar."

Recommendations

Change	Justification	Severity
Make passwords match on registration page	Don't know which password it used to create the account	high
Make forgot button work	Can't reset password	high
Make error messages on sign in page more specific	Don't know how they screwed up	high
State requirements for password creation on register page	Don't know what password to choose	high
Put confirm and reset button at bottom of filter page instead of just reset	Accidently erase filter options	low
Delete the featured event picture on home page	Waste of space, more confusing, too much info	low
Remove the clickable heart from each event page	Not needed	high
Add profile page if using Facebook API	Would be nice, not necessary	low
Add to favorites alphabetically on home page	Confusing	high
Fix see more button on home page	Not functional	high
Fix logo on browse page for specific events	Not functional	high
Add confirmation on both home and browse page for favoriting and unfavoriting events	Not functional	high

Fix merch on home page	Not functional	high

Conclusion

Overall, all participants were happy with the overall look and feel of the app. There were only some slight reservations about usability, many having to do with some features being broken. Quickness of finding information is of key importance to users. Continuing to test with different user will ensure maximum usability (U.S Department of Health and Human Services,2017).

References

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