

End User Usability Testing

Name of Instructor: Ian Anderson

Name of Participant: Cathy Tripp

Age: 22

Gender: Female

Education Level: Some college - 4th year

Major: International Affairs

Technical Competency: Proficient

Introduction before starting the test:

"My name is <NAME> and I am conducting this study for my Software Development class. My team will be designing a website called Spoiled Tomatillos and its goal is to bridge the chasm between Netflix/Amazon and Facebook by creating a social recommendation system for movies. We are currently conducting these studies in to improve our user interface. I will be collecting information such as the time to complete each task and troubles you may have encountered. Your participation will guide us in creating a better user experience. Do you have any questions? Do you agree to participate in our study? (If the participant agrees, have him/her sign the consent document)"

Scenario 1:

"Assume you've logged into Spoiled Tomatillos website on your laptop and the website brings you to the following home page." *Pulls out the paper prototype of the home page.*
"Now I'd like you to search for the movie "Finding Nemo" and give the movie a 5-star rating."

Time to navigate to search bar: 5 seconds

Time to navigate to to *Rate* button: 4 seconds

Time to choose five stars on *Rate* drop-down: 3 seconds

Instructors observations (errors or troubles observed):

- First clicked on "Finding Nemo" title instead of the "Rate" button.

Scenario 2:

“Nice work. Now I’d like you to recommend the movie “Finding Nemo” to your friends Barack Obama, George Bush, and Bill Clinton.”

Time to navigate to recommend button: 3 seconds

Time to select all three users: 6.5 seconds

Instructors observations (errors or troubles observed):

- Wondered aloud about if names are automatically checked or not to recommend, wireframes were not clear.

Scenario 3:

“Very good. Lastly, I’d like you to add a new friend named Ian Anderson.”

Time to navigate to search bar: 30 seconds

Time to add Ian Anderson as a friend: 4 seconds

Instructors observations (errors or troubles observed):

- Originally clicked on “Firstname” dropdown, and then tried to click on a link that said “Ian Anderson” from her previous search. Took a while for her to realize that the search bar could search for users.

Conclusion:

“You have completed all the tasks. Now I’d like to ask a few questions about your experience with this study. What did you think about the overall satisfaction of our interface design?”

Participant Response:

Straightforward and simple to use. Only didn’t know about searching for users.

“On a scale from 0 to 5, how would you rate our design and why?”

Participant Response:

There aren't a lot of excess things on accidentally click on, which is good. Rated 4.

“Do you have any suggestions or recommendations for us?”

Participant Response:

She wonders if friend activity should be where it is. Maybe there should be movie recommendations there instead. She thinks both are important, maybe move friend activity to the bottom of the page?

“Thank you so much for your time and we really appreciate your help.”

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