

Usability Test Script

Hi _____. My name is Tim and I'm going to be walking you through today's session. Thank you for taking the time to participate in the study. Before we begin, I am going to give you an overview of what to expect as we move through the test.

Today, I will be presenting you with an app called Lane-Side Coach along with its corresponding website. I am going to give you a few tasks to complete while working with each. It is important to remember that I am not testing you, I am testing the app and website. Therefore, you cannot do or say anything wrong during today's testing session. Since the app and website are early on in the design process, this prototype does not include access to all features and the app itself is not functional. Instead, you will be able to navigate through the screens to demonstrate how you would complete various tasks. Today, I am simply focused on how you interact with the design of the app and website.

During today's session, I want you to think out loud as much as you can. Talk about what you're looking at, what you're trying to do, what you're thinking, what you expect to see or were surprised to see, and anything else that comes to mind. This will be a big help. Remember, you won't hurt my feelings. Your candid feedback and help are the best way to improve the design. Your feedback will help me to shape and revise the design of the app so that future users can use it with ease.

If you have any questions as we move along, just ask. I will do my best to answer them in the moment. If I'm not able to answer them immediately due to it potentially impacting how you interact with the app/website, then I will answer them when we are finished.

As I had stated in the consent form, I would like to record today's session. The recording will only be used for this research study and will not be used for any other purpose. Is that still okay with you?

Do you have any questions at this point?

Before we get started, I'm going to ask you a few questions.

Let's start.

Personal Demographic Questions (Information gained during recruitment process)

Please select your age range:

- ☐ 18-20
- ☐ 21-25
- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 41+

What is your current occupation?

Background Questions

When you need an expert, do you use any apps or websites to locate the person you need? If so, which ones? If not, why?

Do you use apps or websites to research someone's qualifications prior to doing business with them? If so, which ones? If not, why?

Have you used any apps or websites to find and connect with someone to teach you how to do something? If so, which ones and what did they teach you? If not, why?

When using apps or websites to connect to your desired expert, how did you meet with them (in-person, text, direct messages, email, video chat, etc.)?

Open Ended Questions

Thank you for answering those background questions. Now, I'm going to show you the Lane-Side Coach app.

Spend some time looking at the home screen and without clicking anything, can you tell me what you think?

From your initial impressions, can you tell me what the purpose of Lane-Side Coach is?

Tasks

Next, I'm going to give you some scenarios and some activities to perform. Remember to think out loud as you complete each one. Thoughts you have and feelings you get are all helpful information.

1. First, you are a bowling coach. You want to edit your profile to make sure your qualifications are up-to-date and are displayed clearly. Using Lane-Side Coach, navigate to edit and save your profile. Next, you want to take a look at how your profile looks to those viewing it. Please do so now.
2. Next, you are a bowler living near Morristown, NJ and would like to see if there are any coaches in your area. Perform a new search to see if there are coaches in your area. You'd like to schedule an appointment with a high average coach with a lot of experience. View the profile of a high average coach and book a virtual appointment for March 6th.
3. Now, it's March 6th at 6PM and it's time for you to meet with your coach. Navigate to attend your virtual appointment. During your appointment, you decide you want to record the session so you can review it later. Record the session.

Wrap-Up

That's all I have for you today. Thank you so much for participating and helping me to improve my app and website. Do you have any questions or any further feedback?

USABILITY TEST REPORT

Test Report Introduction

Three initial preference tests were administered to potential users. The first was compared 2 splash screens with differing background images. With 21 respondents, the first splash screen performed better, showing a 95% likelihood of being statistically significant. The second test compared 2 onboarding screens with slightly differing image designs. With 21 respondents, the first onboarding screen performed better, showing a 99% likelihood of being statistically significant. The third test compared 2 log-in screens with differing ways to show an option to “Create an Account.” With 20 respondents, the second log-in screen (with a small link at the bottom of the screen) performed better, showing a 90% likelihood of being statistically significant. Given some mixed feedback regarding the color of the button on the less preferred log-in screen and the desire to see it up higher, a fourth preference test was run. In the fourth preference test, the preferred log-in screen from the previous test was compared with a new design with the “Create an Account” better matching the color scheme and appearing up higher. With 19 respondents, the same preferred log-in screen from the previous test was still preferred here with 99% likelihood of it being statistically significant.

With Six usability tests for mobile and desktop versions were completed for Lane-side Coach. All participants were able to complete each of the three main tasks, however, finding where to schedule an appointment and locating their scheduled appointment was a primary source of confusion in both versions.

Mobile Issue 1: Participants expected to find their appointments under “My Account” instead of “Appointments.” This is a medium level issue as all participants were still able to complete the task.

Suggested Change: Change the icon label from “Appointments” to “My Appointments.”

Evidence: 5 out of 6 participants had difficulty with this issue. It was stated by the participants that they wouldn’t have been confused if “Appointments” read as “My Appointments.”

Mobile Issue 2: Participants expected to find their scheduled virtual appointment that they wanted to attend under “View Past/Upcoming Appointments instead of “Attend a Virtual Appointment.” This is a medium level issue as all participants were still able to complete the task.

Suggested Change: Change the order of the buttons so that “Attend a Virtual Appointment” appears first.

Evidenced: 1 out of 6 participants had difficulty with this issue. It was observed that the participant clicked the first button they read that sounded relevant to the given task. Since one button is more specific to a task than the other, reversing them will force the user to read other buttons to choose the best option.

Mobile Issue 3: Participants found the “My Calendar” button confusing when looking for their appointments. This is a medium level issue as all participants were still able to complete the task.

Suggested Change: Eliminate the “My Calendar” and “Update My Availability” buttons and bring the user straight to their calendar and other relevant options when clicking on “My Appointments.”

Evidenced: 1 out of 6 participants had difficulty with this issue. It was observed that the participant hesitated when viewing the “My Calendar” button. This will eliminate a full step and the user will be brought straight to the information they were looking for to begin with.

Mobile Issue 4: Participants found that there was no option to edit the coach’s calendar on the “Edit Profile” screen. This is a medium level issue as all participants were still able to complete their given task, however, had they needed to edit the availability, it would be impossible to do.

Suggested Change: Add an “Edit My Calendar / Availability” button to the “Edit Profile” Screen.”

Evidenced: 1 out of 6 participants noticed this button to be missing. The participant did not need to use the missing button to complete the task, but they wouldn’t be able to edit their availability if asked to.

Mobile Issue 5: To attend a virtual appointment, participants first clicked on the calendar before clicking on the “Attend a Virtual Appointment” button. This is a medium level issue as all participants were still able to complete the task.

Suggested Change: Move the buttons so they are higher on the page.

Evidence: 1 out of 6 participants clicked the calendar before noticing the buttons below the calendar. The participant explained their eyes would go to the buttons first instead of the calendar if they were higher.

Desktop Issue 1: Participants were confused by the onboarding process. This is a medium level issue as all participants were still able to navigate to the home screen.

Suggested Change: Add a pop up asking if the user would like to take a tour with an option to skip it.

Evidence: 6 out of 6 participants were unable to identify that onboarding was taking place. By adding a pop up prior to onboarding, participants would become aware of the onboarding process.

Desktop Issue 2: Participants expected to attend their appointment by clicking “View Past/Upcoming Appointments instead of “Attend a Virtual Appointment.” This is a medium level issue as all participants were still able to complete the task despite the error.

Suggested Change: Change the order of the buttons so that “Attend a Virtual Appointment” appears first. Also, move the buttons higher on the screen.

Evidenced: 5 out of 6 of the participants clicked on the wrong button which appeared before the correct button. Since one button is more specific to a task than the other, reversing them will force the user to read other buttons to choose the best option. In addition, moving the buttons higher on the screen will prevent the user from having to scroll to see their options.

Desktop Issue 3: Participants clicked on “Appointments” to schedule an appointment. This is a medium level issue as all participants were still able to complete the task.

Suggested Change: Change the label of the icon from “Appointments” to “My Appointments.” This is a medium level issue as all participants were still able to complete the task.

Evidenced: 3 out of 6 participants thought they would have been able to schedule an appointment under “Appointments” instead of having it list their appointments. Participants stated it would have been clearer for them if the icon changes from “Appointments” to “My Appointments.”

Desktop Issue 4: The modify/cancel an appointment feature was missing. This was a medium level issue as participants did not need to do this to complete their tasks.

Suggested Change: Add a place to modify/cancel an appointment in the “My Appointments” menu.

Evidenced: 1 out of 6 participants noticed that there was no way to change/cancel an appointment. This feature will be important to users as they use this site.

Desktop Issue 5: Participants had difficulty locating the “Save” button on the “Edit Profile” screen. This is a medium level issue as participants were still able to complete the task.

Suggested Change: Move the “Save” button higher on the screen.

Evidence: 3 out of 6 participants had difficulty in this area. Moving the “Save” button higher on the screen will eliminate the need to scroll to locate it.

Conclusion

The above discussed mobile and desktop issues are to be prioritized due to their increased importance to support ease of usage and minimizing confusion/frustration on the part of the users. Retesting will support improved ability on the part of the user to complete the tasks at hand.