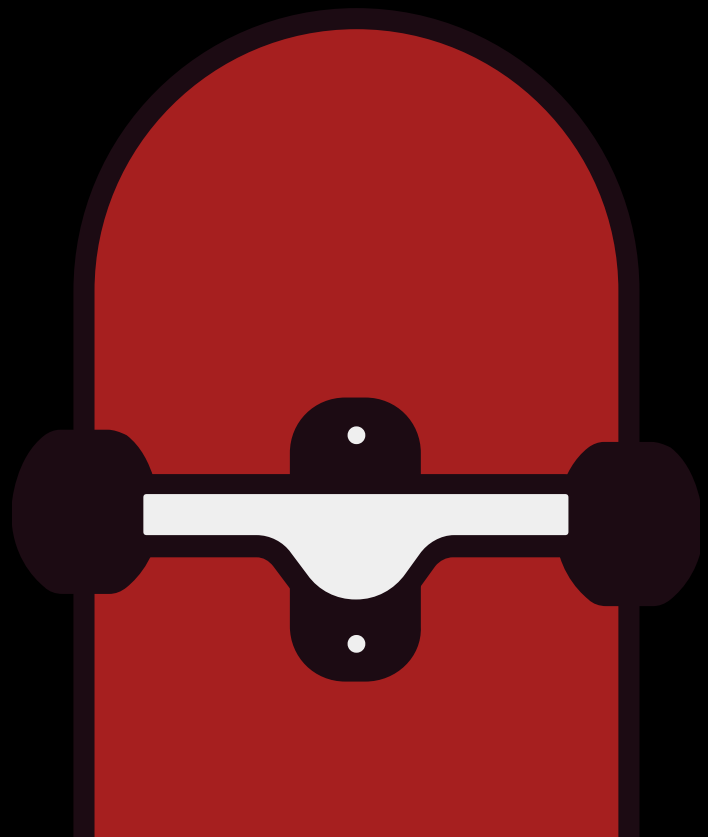




04
22

TESTING REPORT

SKATERIXX



Outreach & Screening

According to our plan, each member of the group will conduct a test with at least one person and will give some explanations/analyses of it. All of these methods combined will give us an idea of whether customers can interact with the app, is it working correctly, what they think of the app's character (would they trust it and use it), what kind of viewpoint they have of the brand as a whole. So before we started the testing, we made sure we had everything planned. This includes methods, roles distribution, and overall script for testing.

- Target group: people who would like to learn to skate and skateboarders
- Test method: 5-second testing, Brand personality testing, think aloud and task-based
 - 5-second testing - showing a particular element for 5 seconds to measure how well the website design is and how the user communicates with it. This is going to be an important method because it allows us to get a clear opinion about the user's first impression to optimize the design.
 - Brand personality testing - "Brand testing is a technique that most companies use to measure brand awareness." Branding is all about making an emotional connection between the client and the product. This is a way of research that will help us to see if customers would trust us or in what position is VueX in their minds.
 - Think aloud - mainly getting the user to express him/herself without any filters about the website whilst exploring it. With this method, we hope to get the most honest feedback regarding the design and functionality of the website.
 - Task-based - providing a user with certain scenarios (tasks) to get them to navigate through the website and find what they need to achieve the required task. By using this method, we will have a clear understanding of how easy/hard it is for the user to manage to achieve their task without problems or confusion.



Testing questions:

Hello, we are a group of motivated students, who were supposed to create an app for skaters as they can do tricks with an Arduino that will be attached to the board we can say if you did well the trick and what the skater needs to do to improve it. So, to develop our product in the best possible way by asking you a couple of questions on our app as we are still developing it and feel free to tell us your opinion. So, would you like to participate? Do you mind recording the testing? Let's begin, shall we?

- *What's your name and age?*
 - *What's your occupation?*
 - *How long have you been skating? Do you think that you are a beginner/intermediate or professional?*
1. The first method that we will do is 5sec as we are going to show you two of our pages for 5 sec and you have to tell us what you remembered.
- *What do you think this app is about?*
- *"It's obvious that the app is related to skating, the icons and theme highlight that, the colors are on the darker side which gives an impression of something extreme"*
 - *"My first impressions lead me to believe that the app is related to skateboarding"*
 - *"Skating"*
 - *"It is for Skate enthusiasts I guess"*
 - *"It seems like an app related to skateboarding. The colors were interesting."*
 - *"Skating"*
 - *"This application is related to skateboarding."*
-
- *What words or sentences can you recall?*
- *"On the profile page I remember seeing the word "Netherlands", also saw how many friends you have and the achievements below. On the other page, I saw rotation, speed, and other statistics were given."*
 - *"The navigation bar on the bottom had profile page, my skate, achievements, and game, that's the only ones I remember because that was a lot of information that I saw in a short period of time"*
 - *"There was some kind of a ranking and some statistics for a skateboard"*
 - *"Solo, Skate, profile, tricks"*
 - *"Profile"*
 - *"I saw the word skate, so that's why I recall it as a skateboarding app"*
 - *"There was an option to upload board pictures in your profile."*
-
- *Which elements catch your eye the most?*
- *"Perhaps the second page(skate statistic), because it was very clear and had the 4 most important detailed that you would need."*
 - *"I think the skateboard cuz it took a lot of the screen and it looks nice"*
 - *"There was a model of a skateboard in one of that pages that I really liked the look of. I also really enjoyed the background of the application"*



- "The solo game seems really cool with the statistic for completion"
- "The profile page - that looked pretty simple and also the skate page where an image of a skateboard was displayed."
- The skateboard image
- "The board visualization."

- Do you think it looks too crowded?

- "No, it looks very clean."
- Nope
- "I think it has just the right amount of data at one time so that the user is not overloaded with information at any given time"
- "No, it is pretty clean and simple"
- No, I don't think so
- "I think it was really simple and not too crowded."
- "No, actually after one whole tour through the app and everything is simple."

- What was the first thing you thought about after seeing the page?

- "I was most impressed by the colors"
- "I think there was a place to put your picture and there were some rankings. The font was a bit thin to read, you could make that bolder."
- "I like the color palette, seems like a good choice for such an app"
- "I like the colors of the app it's really clean and professional looking"
- "I think the background was pretty impressive, I tried to recognize some figures there, but I hadn't had enough time to cope on that well."
- It is an interesting app
- "The Solo game was pretty interesting with the 3 parks."
-

- Usability testing:

Scenario testing - we will give you some small tasks that you have to do if you don't understand something don't hesitate to ask us or if you fail in it.

- Imagine you are willing to learn how to skate and you download our app "Skatrixx", now you
- Make an account and explore your profile, how you can add friends, then you go to (2) your skate gallery
- how you can learn (Go see how you can perform an Ollie)
- Join a Friends's Lobby
- Browse around and tell us your opinion
- It was a bit hard for the participant to add a friend.
- Thinks that the Gallery icon does not represent its functionality correctly. ("I would personally use an image icon, for instance, to make it more clear.")
- Gets a bit confused by the Statistics page and is not sure what would the statistics bar shows. "Based on what is this Statistic about?"
- "You could add some labels to the icons on the tab bar above as well"



- "I am a bit confused about the icons on the top bar, It is not very clear that this button is for friends. And also add a label to the plus, I barely saw it."
- Finding a skate gallery was pretty easy to find.
- Joining the lobby was pretty easy as well.

- "There weren't any problems with the login and the lobby, but he took a little bit of time to find the gallery and he say that the icon was not very intuitive."

- It was hard for him to understand the part with the lobby game, but overall he completed the task pretty easily. For the app, he liked all the pages and he got pretty easily what was going on. He liked the images on the skate page and the last attempt page

- The participant needed some time to find the section from which to add a new person.
- The participant quickly went to the skate gallery section.
- The participant needed some time to navigate to the lobby section and join it, but in the end, he did it successfully.

- "I made almost everything. I found the app nice and cool. Personally, I prefer the skate gallery to have a different image and the profile menu to have labels so that it is more understandable. The games are interesting and I easily manage to make a profile which is a good first impression"

- "Everything was not that hard after one usage. Probably, the first time when you see the app can be a bit confusing."

- What is your overall impression of the app?
- "I think it looks pretty good, like most skating apps in my opinion. It wasn't too hard for me to find stuff. The color on some places (i.e profile) is too dark/ unreadable, maybe make it white so that there is more contrast and it would be quite nice to have a multiplayer."
- "I think the app looks pretty simple. But I can barely see the level bar on the profile. For me, the colors are a bit dark, but I like the level menu with the 3 colors also don't know what I'm learning for each trick, and the XP's seem like a "price" for every level."
- It is a cool app that looks nice and simple.
- "I like the design and the idea behind it. It is very helpful to find new ways that technology can help people learn a new hobby and have fun with their friends while doing it."



- "Overall, I am pretty impressed with the visual appearance of most of the stuff on the app. Especially, I can point out that the background image is so unique and relatable to the urban culture."

- "The app seems quite nice and playful, I like it."

- "Interesting. Really like the Battle Royal feature."

- How easy was it to complete the tasks/missions for you from 1 to 10?

- 8 (just because of the icons)

- "8! The only thing I struggled with was adding a friend(also make it clear that this is a section with your friends)"

- 9

- "I would say 8. It was pretty easy but some minor fixes could be done"

- 9

- 8

- 7

- Are you confident in using it?

- Yes, for sure.

- "Yeah"

- Yes

- "I would use it"

- "Sure."

- "Yes"

- "For sure!"

- What do you like the most about the product?

- The multiplayer

- "The most I liked the ramp images(the level menu page)"

- The learning part

- "I like that you can create lobbies not only with your friends but also with random people who can join which makes it easier to find new skate partners"

- "I like the two games"

- "The theme and the Battle Royal."

- What would you change about it?

- "Perhaps, maybe to have the Gallery as a home page instead of the rankings. And to make the background less busy you can u just remove the Ferris wheel"

- "Perhaps it would be nice to style these elements (the ramps) on other pages as well. Because everything looks dark, this adds a bit of freshness to the app."

- I don't have something to be changed



- "It would be nice if you could view previous attempts that you have done in the past just so you could see your progress over time"
- "I cannot find something that can be changed at first glance."
- "I don't know, add more description to the skate page"
- "Probably, a little explanation for the first opening of the app."

- Are you satisfied with the features?

- Yes.
- "Yes!"
- Yes
- "Yes, I am!"
- "Yes"
- "Yes, I am!"
- "Sure!"

3.A/B - 3 mockup versions - we are still wondering which is the best choice for making the app the most user-friendly, interesting, and engaging, so could you answer the following questions

- Which design looks the most appealing to you?

- "I think that the dropdown is much better. I especially really like the visual icons on the achievements."
- "... I would make the red triangle white too"
- The dropdown looks the most efficient because I don't have to go to another page
- "Dropdown is what I prefer because I fastly understand what's going on"
- "The drop-down is better because it keeps everything on the same page and makes viewing multiple tricks one after the other much easier"
- "I will go with the dropdown look because it's more structured and at the same place."
- "I will go with the one that keeps the thing on one page. Looks better."

- Which one of these pages do you think gives the most proficient info about the trick?

- "The new design of the timer is better, but if I'm a beginner I would even need an hour to learn a trick. Perhaps having a timer is better for more advanced tricks."
- The dropdown
- "the page with the dropdown"
- "100% of the drop-down page"
- "The dropdown page."
- "The one that keeps the things on one page."



- On which page do you think there is enough info?
- "It would be very cool to see the average users score on a trick, so I can compare myself with other people"
- The dropdown has information, but also it looks minimalistic
- "I think there is enough info "
- "The info seems to be relatively similar I just like the dropdown version better"
- "I would say in the version with the dropdown."
- "The dropdown."

- How can we display the trick options better?
- N/A
- "I think they are good like this"
- "It could be nice to add a little animation for every trick to see what it is, but I feel like that would make everything overcrowded."
- "Some arrows that are pointing the direction of movement or rotations could be useful."
- "Personally, I don't have any remarks about this."

4. Brand testing

- How does Skaterixx make you feel?
- "Amazing"
- "I don't like dark themes, I feel overwhelmed by that. But if I set that aside, I like it."
- It made me feel interested in it
- "Like a skater"
- "It seems like a very beginner-friendly way to get into skateboarding"
- "Like a social app for skateboarders with learning functionality."
- "Excited about being able to compete with other players."

- Is it obvious what our brand's purpose is?
- "Nope, because I am not sure if this is a game or a Wikipedia page"
- "Yes, it's pretty clear"
- Yes, about skating
- "Yes, 100%"
- "I think it's pretty obvious that at its core it is an app that helps people learn how to skate"
- "I would say, yes."
- "Of course!"



- How likely are you to recommend Skaterixx to friends or family?
 - "5 stars"
 - "I would recommend it to other Skaters I know"
 - 5 stars
 - "I would recommend it to skaters for sure"
 - "If I know they are trying to learn to skateboard I would 100% recommend it."
 - "Very likely, if they are interested in skating."
 - "Would recommend it for sure."
- Do you use any skate-related apps?
 - "Nope"
 - Not really
 - "Does your app count?"
 - "No, I don't"
 - "So far, not."
 - "No."
- Why would you download it?
 - "For the multiplayer"
 - "Yeah, I would give it a try"
 - Yeah, I would download it because I can learn to skate and compete with my friends
 - "To learn skating of course"
 - "I would download it because I like the multiplayer ability"
 - "For the social part and that you can skate with friends."
 - "For competing with friends."

Choose 3 adjectives that best describe Skatrixx to you:

- playful, funny, helpful
- timeless, adventurous, enthusiastic
- enthusiastic, active, fancy
- innovative, modern, playful
- modern, fancy, fun
- social, fun, helpful
- "elegant, fun, adventurous"



We reached the end of our testing, again we would like that you participated and you gave you. Is there something that you would like to add? Thank you very much and have a nice day/evening.

5 second testing: Users understand what the app is about and recall different words from the main parts of the app like profile page, navigation, skate page. Profile page and board visualization catch the user's eyes for sure and it seems like the users believe the design is simple and clear enough. The users likes the colors and the background and think the app is interesting.

Usability testing: In conclusion, all of our users faced little to no issues navigating our application. The main feedback was that the gallery was hard to find but that can be fixed by changing the icon so that it looks more intuitive. All the users were satisfied with the features of the app and would consider using it when learning to skate.

People have different feelings about the app. Most of the participants liked the app, there was only one who said that feels overwhelmed by the app. All of the users know what our brand's purpose is and they would recommend it to their family and friends, which makes us happy. Unfortunately, our participants never used another skating app, but this can make our app unique and useful. Most people will use it because of the social element of our game and more specifically the game. The adjectives that are used are playful, innovative, modern and adventurous. We are happy with the results that we got because our goal for the app is fulfilled.



4. Brand testing:

- *How does Skaterixx make you feel?*
- *Is it obvious what our brand's purpose is?*
- *How likely are you to recommend Skaterixx to friends or family?*
- *Do you use any skate-related apps?*
- *Why would you download it?*
- *Could you choose 3 adjectives that describe best our app?*

We reached the end of our testing, again we would like that you participated and you gave you. Is there something that you would like to add? Thank you very much and have a nice day/evening.

Adventurous	Active	Authoritative	Bold	Brave
Bright	Bubbly	Calm	Carefree	Caring
Classic	Comfortable	Creative	Determined	Earthy
Elegant	Empathic	Enchanting	Energetic	Enthusiastic
Fancy	Focused	Friendly	Fun	Gentle
Glorious	Goofy	Graceful	Homely	Healthy
Helpful	Imaginative	Innovative	Kind	Lively
Luxurious	Modern	Natrual	Nuturing	Optimistic
Organic	Playful	Pleasurable	Quaint	Reserved
Secure	Sophisticated	Spontaneous	Timeless	Trustworthy



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Heuristic evaluation 1

This method is a process where experts use rules of thumb to measure the usability of user interfaces in independent walkthroughs and report issues. Hence, for us was so helpful to understand what we did as mistakes or what we missed in this way we would know what we have to change for the second phase. For this method, we talked with two of our teachers.

- Maikel Putman (teacher):

1. Visibility of system status – it is pretty obvious what is where. To show the user how much he needs to get to a better place in the ranking.
2. Match between system and the real world – this criterion is also fulfilled, because of the profile, as well as, the skate parks and the 3-rd visualization that we would like to add.
3. User control and freedom – we implemented back buttons, a log-out button, and a clear navigation menu which makes it user-friendly. The only advice that we got is that we have to add a button bigger. It would be nice to change the name of the "undo" button to the "back" button on the statistic page or to make a pop-up were to ask them if they want to save the trick or not.
4. Consistency and standards – the design that we have so far are consistent, because of the color scheme that we used and the same background that is applied to all the pages. However, in the game option, there are two options that are different from each other as an explanation – it has to be 2 of them explained by icon or both with text.
5. Error prevention – unfortunately, our app does not have error prevention, but in the future, this can be implemented by giving them feedback on what they have to do if there is an error in the app
6. Recognition rather than recall – we have some of the requirements for this rule, however, we have to fix the XP so the users know what they do.
7. Flexibility and efficiency of use – it will be nice to give them some tips and feedback for instance why they failed the trick.
8. Aesthetic and minimalist design – our design based on the feedback that we got is aesthetic especially in the lobby with the levels for the solo games thus of the skateparks and the colors that we chose to have to differ the beginner tricks from the intermediate.
9. Help users recognize, diagnose, and recover from errors – add a question mark in the solo game will be useful for the user to understand that he can do all the tricks or what he can do with the XP
10. Help and documentation – the feedback that we get for this one are pretty similar to the 9-the one. It will be nice to slow the progression of the trick. It will be also nice to send a notification if some of the user's friends post a new skate or completed trick.

In conclusion, based on this testing we did a pretty nice job, however, we still have to improve our app by giving the user more help and guidance in the app. Moreover, they have to know to fix an error if it appears.

Heuristic evaluation 2

- Arjan Groeneweg (teacher):

1. Visibility of system status

- Lobby page: Not much to discuss, perhaps the Solo icon could be changed.
- Level menu page: New design(drop-down video list) is much better and approved.
- XP might be too little for a trick, it might be clearer to have levels(but in our case it's actually better to stick with XP's because tricks cannot be measured by levels).
- Statistics page: The buttons are red and the background as well. Consider the contrast between colors and use the background (image) on screens that are less crowded.
- Put a label to "add a friend" plus icon and align it in a grid layout as it looks like it's floating in space. Place the input field above the QR code area (so that they are not separate). Add a button for the QR code and limit the number of buttons and options. The gallery page needs a button for adding images.
- The 3D page looks too detached, the info there might not be very relevant.
- Improvement suggestions: Expand the first trick drop-down for instance, so that the user could see that it's actually possible to do that. Stretch the video to fit the box.

1. Match between system and the real world - It's a bit difficult to say something specific at this stage. Correct in terms of representation. Carousel could also be counted. Improvement suggestions: Use more accurate icons in some places.

2. User control and freedom - The user has the freedom to choose between Solo or Group gaming. Improvement suggestions: Would the tricks be saved somewhere and the Skater could have a look at them later? The user could have a suggestion for a trick of the day, or even delete tricks.

3. Consistency and standards - Make all the button's designs similar and consistent.

4. Error prevention - It's difficult to say anything right at this stage. The categorization of the fields should be well organized. Achievements and Skate might be confused with each other. Change the label with the icons(i.e change "My skate" to something else). Discuss with users whether they get confused.

5. Recognition rather than recall - Everything seems to be all right at this point.

6. Flexibility and efficiency of use - The design isn't too cluttered. If there's too much information in one place, we could for instance only show the first options/ lines. The background may be too much in some places, we could add more contrast.

7. Aesthetic and minimalist design - Well done

8. Help users recognize, diagnose, and recover from errors - Currently hard to tell

9. Help and documentation - Not very relevant at this stage of the application.

Conclusion

For the scope of our Industrial project, we conducted an extensive testing process in which we implemented several valuable testing methods. We have 5-seconds testing, Usability testing, A/B testing, Brand testing and Heuristic evaluation with two of our teachers. We analyzed the information constructively, and we make some changes to the implementations, or we planned to change some stuff in the second phase of our work over the project. For the next phase, we planned to conduct testing, as well as with some new responders.