User Testing Report: WagerMe
Summary of User Testing Findings

Many of the users that tested WagerMe felt that the application ran quite smoothly on InVision. The usability of the app did not seem to be an issue as many of the testees said the app was simple to navigate through. Registration was not an issue for most of the testees, however, some felt that it could be a little more "clean". Besides one testee who accidentally skipped the login/logout task none faced issues with that portion of the test. All of the tasks that asked the users to view certain pages went perfectly fine. All subjects understood how to use the menu bar, and many mentioned that the 3 lined menu bar is very similar to other apps making it easy to understand. This is something we plan to keep going forward as fluid navigation through the app is essential for a quality application.

Placing a WagerRequest was an issue that our team will need to make changes to. Many of the buttons seemed to look similar to other elements of the page. The circular label "Wager" was thought of to be the submission button by many users when in fact it was the "WagerRequest" button on the bottom of the screen. What we learned from this is that we should make the button and labels more distinguishable. We should make the buttons on the WagerRequest page more front and center, and incorporate an element that provides the user with the ability to search for the desired contact they wish to place a wager with. We also believe that having a "Favorites" section (frequently wagered users) on the page that allows the user to place wagers. With these changes we hope that users will find that making a WagerRequest is much simpler than has seemed to be.

Users were very easily able to understand that to enable notifications they had to go to menu bar and click on settings first. One user suggested that we should make it a slider that allows for notifications to toggle on and off. Outside of that there are no issue with this setting change.

One of the biggest components to WagerMe is the ability to redeem in app currency for prizes on the market place. When users went through the tests of checking their balance they had no issues. Transitioning to the page where one can redeem prizes was not challenging for the users either. Nonetheless there were many comments on how we can improve. We could make some naming changes on the pages in the menu to make it for the user to understand. One such change would be that the "Redeem Prizes" page should be renamed "View Redeemable Prizes". Once on this page one will be able to see the prizes available and redeem those that they meet the requirements of points to.

Another idea that we had thought of and was also mentioned by the user was to include a page that instead of saying "Purchase Credits", but instead something along the lines of "Marketplace". On this marketplace tab we plan to allow users to purchase credits like before. The page will have elements on the page that persuade users to do different things in the app like watch advertisements and/or go and redeem prizes.

Watching advertisements was easy for many of the users. The fluid transition from page to page allowed for there to be no issues by the subjects. Though, we still had some comments that could add to the visual appeal to the app. One such suggestion was to make the advertisements available on each page so that the user can quickly watch an ad to gain wagerpoints. Our team felt that we can solve this by having a small banner advertisement coded into the bottom of the screen at all times. This will only lead to more ad traffic and money made per click for our business.

One user suggested a couple of changes that are very vital to our application. First, the tab indicating the ability to view individual betting logs should be renamed to read "View Individual Betting Logs". Second, instead of having this tab we believe that we should eliminate it completely. This feature will be incorporated simply by going to your contacts and clicking the desired user you wish to see your betting history with. Once the user has clicked on a contact it will display that users information and the betting history between the two corresponding users. Finally, in the individual betting log we provided the names of the two users, the dates, the bet, and the amount of credits wagered. We realized that the names are unnecessary as the user's information will be displayed at the top of the screen and they will select the user that they would like to view betting history with. We also need to incorporate the result of each wager next to the wager itself in the betting logs.

In conclusion we would like to focus on the the visual appeal to the app. Mentioned above a user said the app needed to be more clean. Many other subjects had this same thought that the app is a bit to cluttered, uncentered, and blurry. Clutter can be easily fixed by spacing elements of each page more properly and centering each element. The blurriness can partly be attributed to the format in which we made them, nonetheless we plan to work on the feel of the interface. As we learn more and more about the different nuances of swift we will have the ability to create an interface that is more aesthetic and visually appealing.

Appendices

Appendix A - Notes/Results From Testing Sessions

The first 2 testees listed were tested by Zane Habib. The subjects both went through the testing in under 2 minutes. They felt the app was easy to navigate, however, when asked to comment on the look of the home page and other pages they both mentioned "it's fine" many times. The main takeaway from these first user tests was that the visual quality of the pages needs to be "enhanced", and less "cluttered". Ease of use and navigation are not the issue with the app they commented, but rather the "look" and "feel" need to be taken more into account.

Stevens first test subject was a male that was very alert and understanding when he took the user test. Testee #3 seemed to race through the list of tasks, occasionally attempting to click something that currently has no mockup made. The user had some difficulty when encountering the Register/Login page because once he registered he failed to ever log out, which in turn caused him to skip the logout/login task. He flew through the test at a speed of one minute and fifty one seconds. The fact that the user skipped a few tasks or steps this tells us that we need to be more precise and clear with user actions.

The second user Steven tested was very slow at taking the test, and this showed with a three minute time score which was substantially longer than the first user even though he completed all the tasks. Testee #3 accidently clicked many buttons that are not yet functioning like the "wager" circle. The user assumed that everything was clickable rather than just displaying information. This user took his time and did a thorough job of making decisions when it came to clicking buttons, thinking about where it would take him. This showed that we need to focus on making the buttons more enticing and vibrant.

The next user, who was tested by Austin, had a decent familiarity with gambling but had never used a gambling service before of any kind. He was able to complete the script in four minutes and thirty-one seconds, a time that portrayed how fluid he went through the application. The only real problem he had was learning how to use InVision, the program we used to put together the wireframe. While going through the script, he would spend a little bit of time to look around each page and the steps he had completed. His feedback throughout the script included him saying how it reminded him of other applications in the way that he was familiar with how things such as the menu button, settings, etc. "felt like they were in the right place".

The final user tested was tested by Chris Calvert and has slight gambling knowledge but has never used a third party service or platform to conduct his gambling. This user went through the task list very intricately and took his time, completing the session in approximately in ten minutes. This user took his time visually analyzing the elements of each page, noting that the prototype contained elements on each page that were not centered, too cluttered, or out of place. He noted that some of the elements of the menu were slightly confusing, as he struggled with two of the tasks asked of him. Overall, he did not have much difficulty navigating the application and was able to complete each task that he needed to complete, but provided feedback regarding

the visual elements of each screen. This indicates that we need to put much more work and focus into the visual layout and design of the user interface.

Appendix B - Demographic Information for Tested Users

Table of demographic information - age, gender, education, technological proficiency,
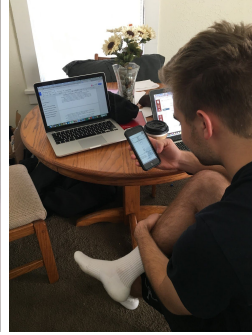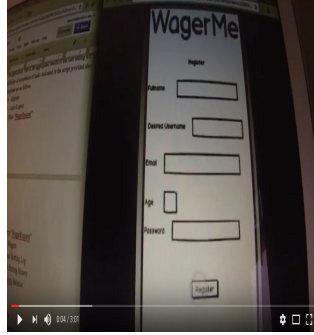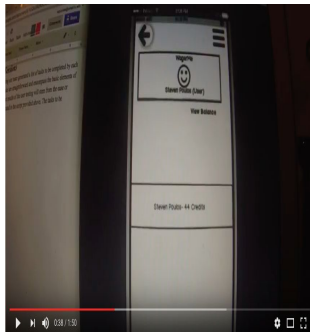
Testee #	Age	Gender	Education	Occupation	Gambling Level (1-10)	Use of Gambling Service
1	21	M	Some College	Student	5	No
2	22	M	Some College	Student	4	No
3	22	M	Some College	Student	5	Yes
4	21	M	Some College	Student	10	Yes
5	22	M	Some College	Student	5	No
6	21	M	Some College	Student	3	No

Appendix C - Visual Representation of Individual Sessions
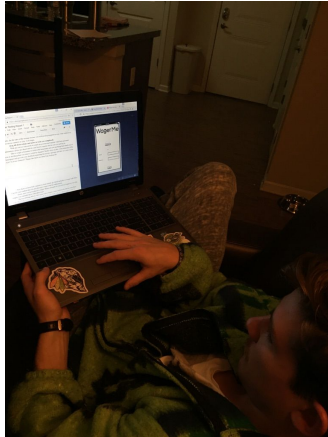
User Test 1 & 2
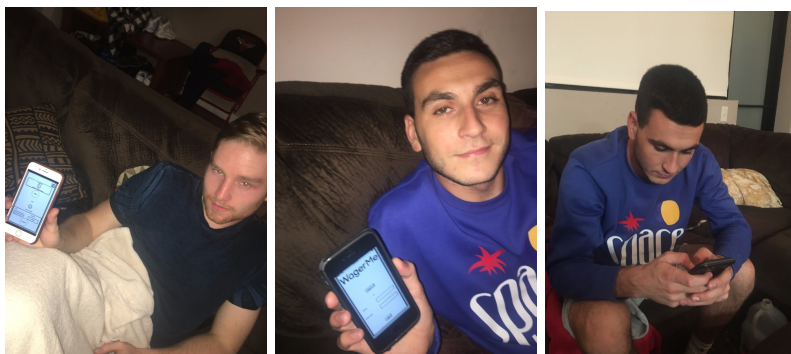
User Test 3, 4, & 5

User Test 6

Appendix D - Script Used for Testing Sessions

Hi, my name is (Chris, Steve, Zane, Austin) and today I will be walking you through a user testing session to test an application currently in development. Before we begin I have some information I would like to share with you in order to inform you of the premise of the application, the testing session itself, and the overall usage of the application.

I am part of a development team that is currently in the process of coding and developing a new application to be released on the iOS platform and we are testing potential users and recording feedback regarding the usage of the application. The session should take anywhere from 30 to 60 minutes. I just want to clarify that I am testing the application and not you, so please do not worry about making mistakes as mistakes are tremendously helpful feedback for our development team.

As you run through and test the application please think out loud and let me know what you're thinking about the look, the feel, and the overall usage of the app as well as what your intentions are while testing the application itself. We are doing this testing in order to improve the application so we need to have your honest feedback. If you have any questions at any point during the testing session please do not hesitate to ask. The question may not be answered immediately as we hope to get feedback regarding whether or not the tasks are achievable without someone sitting with you for help.

Throughout the session you may notice that I am recording you or taking pictures, and the purpose of this is to properly document my findings. By participating in this testing session you acknowledge the fact that we are using this information to improve our application and give permission to report findings to our superiors. Before we continue do you have any questions for me?

Before beginning the testing session I have a few simple questions for you (Document each response prior to proceeding to the next question). How old are you today? What is your gender? What is your occupation? What is your level of education? On a scale of 1-10, do you consider yourself a gambler? Have you ever used a software, application, or service that allowed you to place bets for monetary value or an in-app currency? Thank you for your cooperation, we will now provide you with information pertaining to the usage of the application before beginning the session.

WagerMe is a peer to peer betting application that allows users to sync their contacts with the application to place wagers against their friends and acquaintances for in-app currency that may be redeemed for prizes provided by third party vendors. If you're not great at gambling and run out of WagerPoints, don't worry! You can purchase points in the application or watch advertisements to earn points. The app functions cohesively through the menu, so every feature of the app from the settings to redeeming prizes or adding contacts can be done through the menu. You will also find a back button on each page that will take you to your home page. Finally, for the sake of the testing session, you will not be prompted to sync your contacts as there are no contacts to sync. Lets begin.

(Log all observations and notes as tasks are completed)

With any service one needs to create an account and register with their personal information, please go ahead and do your best to register for the service and log in.

Take a couple of minutes to look at the homepage and note anything that stands out to you or anything that you believe could be changed. Really focus on the visual elements of the homepage and provide your feedback regarding the layout, spacing, and feel. Is it easy on the eyes? Is it too cluttered? Things like these are what I am looking for.

Now that you have had a minute to look around, go ahead and place a wager with Chris Calvert, and confirm that you are placing a wager with the right person.

Great, now you have placed a wager! Please navigate to your active wagers to view the wagers you currently have with other users.

On top of being able to view your active wagers, users will also be able to view their individual betting log and betting logs with each individual user. Go ahead and proceed to viewing any betting log. Once you have viewed a betting log with another user take a look at your personal betting history.

Now that you have won (or lost) some of your wagers, you should see that your WagerPoint balance has changed. Luckily, you have the ability to view your balance at any time so you know how many points you have, take a look.

Now that you know how many WagerPoints you have, redeem your credits for any of the prizes offered by our partners.

Unfortunately that prize wiped you clean of WagerPoints and your balance is zero. Thankfully you can purchase WagerPoints AND watch advertisements to earn them. Watch an advertisement. You may not be happy with the amount of points awarded for your time so buy the number of points you desire after watching the advertisement.

You noticed that you're not being informed about what is happening with your wagers in real time, but that can be changed. Proceed to enabling push notifications.

Now that your notifications are on you keep getting blown up and it's getting annoying. You can disable the notifications the same way that you enabled them, but you've decided you just want to log out. Proceed to logging out of the application.

After some tough losses you have decided you're done with gambling completely. Luckily our service allows you to deactivate your account so that you do not need to worry about. Why don't you give it a try.

And that's a wrap! This testing session has been completed. Thank you so much for participating in this testing session. Your responses and feedback will help us to greatly improve our application. Have a great day!

Appendix E - Task List for Testing Sessions

Before diving into user testing our team generated a list of tasks to be completed by each user during their testing session. Tasks are straightforward and encompass the basic elements of the application. Part of the aggregated results of the user testing will stem from the ease or difficulty of completion of tasks indicated in the script provided above. The tasks to be completed are as follows.

- Register
- Login/Logout
- Place "WagerRequest"
- Confirm/Deny "WagerRequest"
- View Active Wagers
- View Individual Betting Log
- View Personal Betting History
- View WagerPoints Balance
- View Prizes
- Redeem Prize
- Purchase Credits
- Watch Advertisements
- Enable Notifications
- Deactivate Account