

Usability Test Plan for eXplore

Introduction:

eXplore Unmoderated Remote Usability Test (Mobile), By: Omar T.
Last Updated: August 13th 2020

Background:

eXplore is a scavenger hunt-styled mobile gaming application used to incentivize users to explore their area. The application is designed for those interested in exploring their area using gaming as the driving mechanism travelers interested in exploring travelers and gamers

Goal:

The goal of this study was to assess the usability of the features within eXplore, alongside gaining a better understanding of the overall experience from participant's for further iterations of the application.

Test Objectives:

- Identify if the core features of the application are easy to understand and navigate
- Onboarding Process - Clearly depicting the purpose of the application for the participants? Is the information relevant?
- Signing Up - Is the process smooth? Does choosing a character add a level of personality or cause confusion?
- Main Features - Profile, Journey, Hunt, and Settings - Is navigation to any of these main features clear and efficient? Is their confusion finding the main pages?
- Profile - Can participants successfully navigate the screen to find game history and progress to seeing more details of their past experience with no issues?
- Journey/Hunt - Can participants progress through the creation of a game with little to no errors? What confusion arose during the flow of screens?

Methodology:

The study was an unmoderated remote usability test with the platform, UseBerry, to gain feedback from participants in the form of task completion times, heatmaps, video recordings, follow-up questions, and satisfaction surveys.

Participants and Schedule

The test was conducted with six participants falling within the age range of 18 to 30, falling within the target demographic for eXplore.

Usability Test Script for eXplore

Script Introduction:

Hello _____! My name is Omar, I will be running you through the complete testing process and answering any questions you may have before getting started. Thank you again for taking the time to participate in this study!

Before we begin, I'm going to give you a brief overview of the test and what you can expect.

The test session is pretty straightforward, you'll be asked to try out a new scavenger hunt-styled gaming mobile application called eXplore and do a few activities using the app. I'd like to understand what works well about the application, as well as, what doesn't work well. Please remember that we're testing the application and not you! There are no right or wrong answers to any questions being asked after the test—we simply want to hear your honest thoughts and opinions, please do not worry about hurting any feelings, this feedback is crucial to continuing to iterate and improve the application! When going through the mobile application, please think out loud and voice your thoughts and feelings as you navigate through the application. That being said, would it be okay for you to record your voice and screen during this test session? The recording will be used to further help me understand how to improve the application, no information is shared or used outside of this project. Please let me know if you have any questions or concerns. If all questions are answered and you are ready to go, let's get started!

Personal Demographic Questions:

[All participants are from personal network and their demographic information was collected during the recruitment process]

Background Questions:

Before jumping into navigating eXplore, I have a few short questions to help me get a better understanding of how you would use eXplore:

- How many hours do you spend on technological devices per day, on average?
- Which technological device do you use the most?
- When visiting new business or restaurants, do you use any applications or websites to incentivize where you decide to go? If yes, which ones? If no, why?

Open-Ended Questions:

Thank you for answering the background questions! Now, I'd like to show you the eXplore application and get your initial impressions of the application. Please think out loud when answering the following questions about the application's home screen.

1. Without clicking on any part of the screen, can you tell me your first impression?
2. What do you like and what don't you like regarding the home screen?
3. Can you tell me what you think the purpose of the application is?

All done? Okay, let's keep going!

Tasks:

I'll be giving you six scenarios and the corresponding tasks related to each scenario. As you complete each task, I'd like you to answer the following questions regarding the experience you had for that task.

1. You have just downloaded eXplore, your friend has invited you to join their current game and you'd like to learn more about the application. Using eXplore, please navigate through the onboarding process.
 - a. How was your experience going through the onboarding process?
 - b. What was your first impression of the onboarding process?
 - c. What did you like about the onboarding process?
 - d. What didn't you like about this onboarding process?
 - e. Did you encounter any errors? What was the severity of the error using this scale:
 - i. 0 = I don't agree that this is a usability problem at all
 - ii. 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 - iii. 2 = Minor usability problem: fixing this should be given low priority
 - iv. 3 = Major usability problem: important to fix and should be given high priority
 - v. 4 = Usability catastrophe: imperative to fix before product can be released
2. You've completed the onboarding process and are excited to become a user of this application as quickly as possible to join your friend's game. Using eXplore, please create an account.
 - a. How was your experience creating an account as a new user?
 - b. What was your first impression of the overall task?
 - c. What did you like about this task?
 - d. What didn't you like about this task?
 - e. Did you encounter any errors? What was the severity of the error using this scale:
 - i. 0 = I don't agree that this is a usability problem at all
 - ii. 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 - iii. 2 = Minor usability problem: fixing this should be given low priority
 - iv. 3 = Major usability problem: important to fix and should be given high priority
 - v. 4 = Usability catastrophe: imperative to fix before product can be released
3. You have created an account and don't want to sign up everytime you open the application. Using eXplore, please log into the application without signing up.
 - a. How was your experience logging in as an existing user?
 - b. What was your first impression of the overall task?
 - c. What did you like about this task?
 - d. What didn't you like about this task?
 - e. Did you encounter any errors? What was the severity of the error using this scale:
 - i. 0 = I don't agree that this is a usability problem at all
 - ii. 1 = Cosmetic problem only: need not be fixed unless extra time is available on project

- iii. 2 = Minor usability problem: fixing this should be given low priority
- iv. 3 = Major usability problem: important to fix and should be given high priority
- v. 4 = Usability catastrophe: imperative to fix before product can be released

Wrap-Up:

Okay! That is the end of your test session, thank you very much for participating and helping me understand further how I can improve eXplore. Before you go, please take the follow-up questions and satisfaction survey. If you have any additional feedback, please let me know!

Follow Up Questions:

1. Is this an application you can see yourself using? If yes, why? If no, why not?
2. Did any of the tasks confuse you?
3. What did you like overall? What did you dislike overall?
4. What three words would you use to describe this product?
5. Which feature would you say was the most beneficial for you? Why?
6. If you could make one change or add one thing to this product to improve it, what would you change/add?

Satisfaction Survey:

After-Scenario Questionnaire & Single Ease Question will be used to measure satisfaction Will be asked after each task to get a better understanding of the overall experience the participant has during the test:

SEQ: Overall, how difficult or easy was the task to complete?

Very Difficult - 1	2	3	4	5	6	Very Easy - 7
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ASQ:

- Overall, I am satisfied with the ease of completing the tasks in this scenario
- Overall, I am satisfied with the amount of time it took to complete the tasks in this scenario
- Overall, I am satisfied with the support information (online-line help, messages, documentation) when completing the tasks

Strongly Disagree - 1	2	3	4	5	6	Strongly Agree - 7
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Usability Test Report for eXplore

Test Report Introduction:

Six unmoderated remote usability tests were carried out to test the eXplore prototype. Each participant gave critical feedback through attempting tasks, answering questions, and pointing out the errors that came up during their testing session. The following is the main issues the eXplore prototype faces and the suggested solutions I believe should be taken, alongside results from two preference tests conducted with Usability Hub:

Issue 1: Back arrows affected participants' ability to move through onboarding (high severity)

Suggested Change: An increase in the overall size of arrows during onboarding and removal of tapping overall screen to move forward in the prototype

Evidence: 50% of the test participants used the arrows to move through onboarding. Increasing the size of the arrows will increase their usability and be easier for users to utilize them.

Issue 2: "Game History" location was unclear to test participants (medium severity)

Suggested Change: Addition of coach marks when first reaching the home screen after sign-up

Evidence: 50% of the test participants had to scroll through all the main pages before finding game history so the suggested change will give the new user that information from the start

Issue 3: Selecting a character during the sign-up process was unclear (high severity)

Suggested Change: An increase in the size of the text, prompting character selection

Evidence: When the test participants reached the first screen of sign-up, 50% of the users completely disregarded character selection. By increasing the size of the text, a clear objective for the screen will be present for the user to complete sign-up.

Issue 4: Zip Code Input was unresponsive during Journey/Hunt Creation (medium severity)

Suggested Change: Creating an additional page for journey details to be inputted

Evidence: 66% of the test participants attempted to click on the zip code input area due to being the first form to fill out during game creation. By allowing the user to input information, it will take out the guesswork of going through the prototype with a cleaner overall user experience.

Issue 5: Announcements were unclear (low severity)

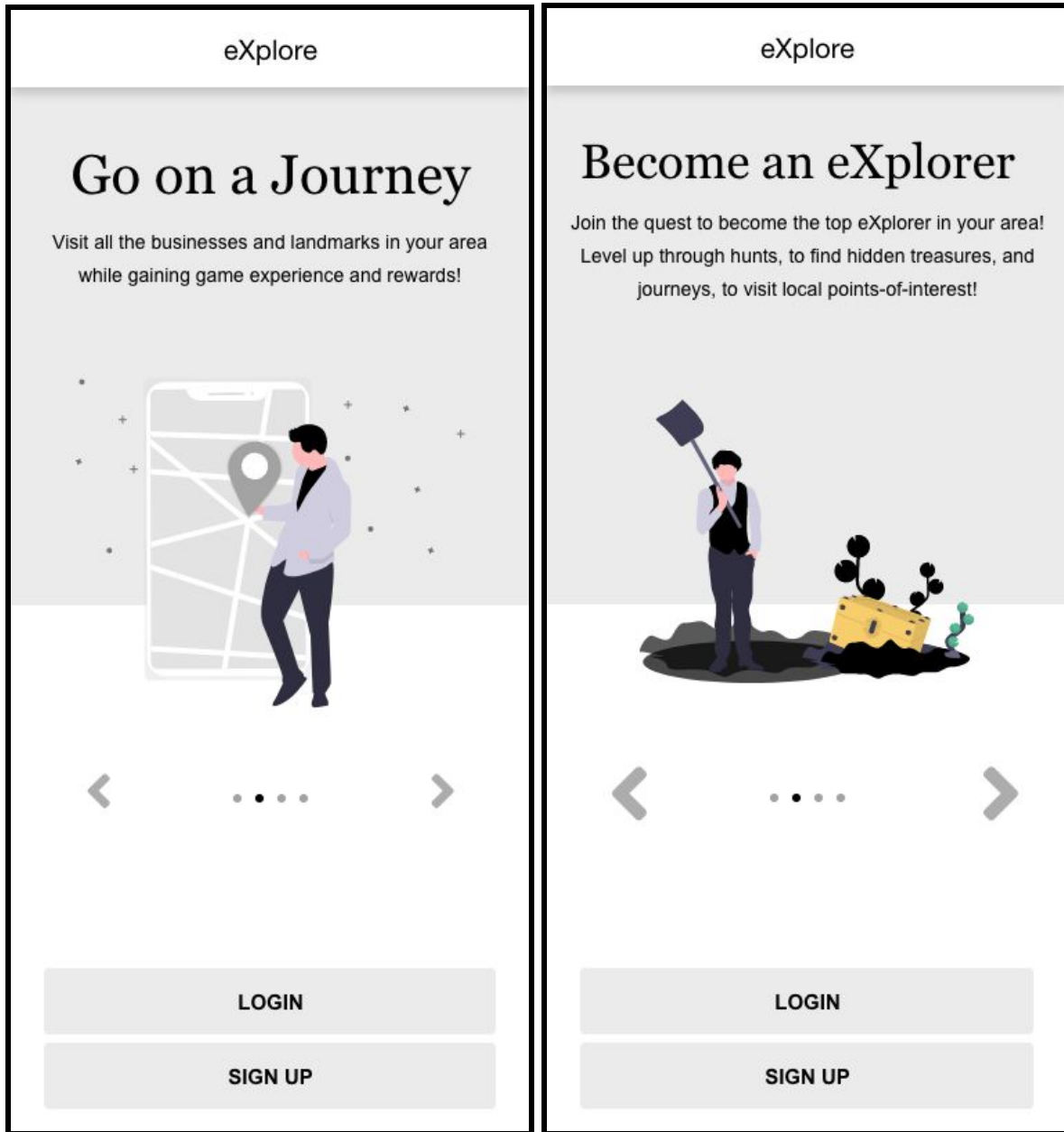
Suggested Change: Addition of informative announcements for users to view

Evidence: Although the test participants did not mention it as an error, after viewing the heatmaps, many of the test participants continued to see what announcements due to the vagueness that they portrayed. The suggested change will add a quick redesign and add information that can be viewed quickly while informing the user successfully

Conclusion:

Overall, the participants all expressed a positive experience when navigating the application. Through the testing process and analyzing the data, we were able to identify and solve the issues our test participants faced to update the prototype and prepare for further testing to continue to iterate the application to accommodate the user needs of the target audience. The preference test allowed us to make design changes at this stage in the prototype as well.

Issue #1:



Old

New

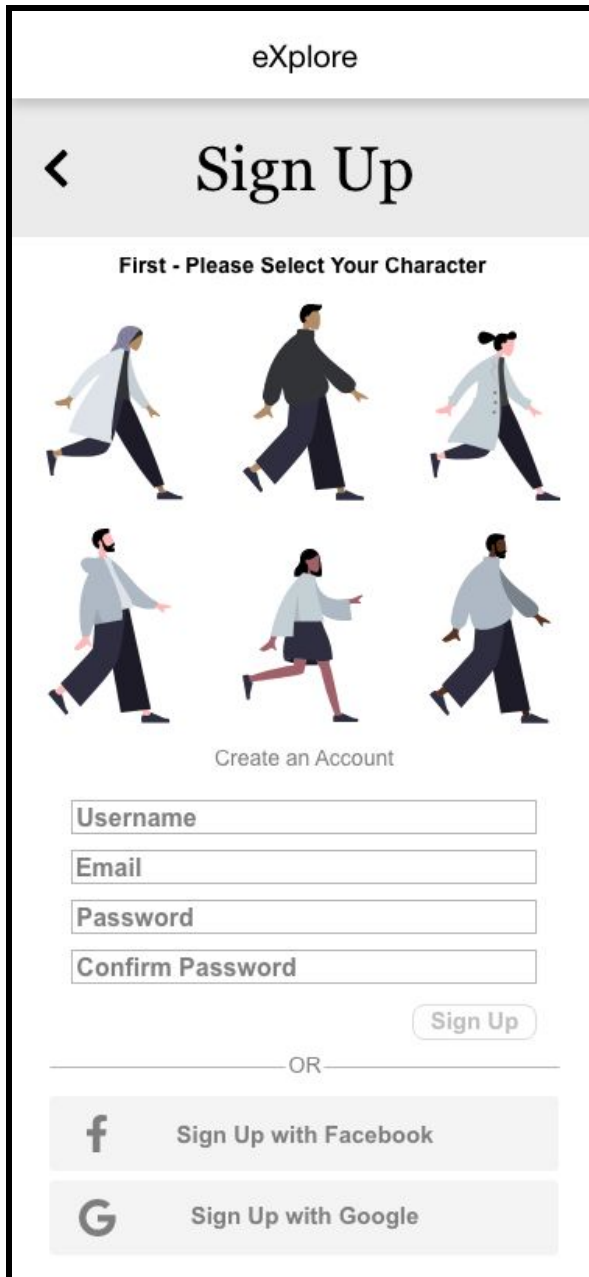
Change: Arrows were increased in size, illustrations were made smaller to keep users eyes on the text that was moved up to be closer to the top of the screen.

Issue #2:

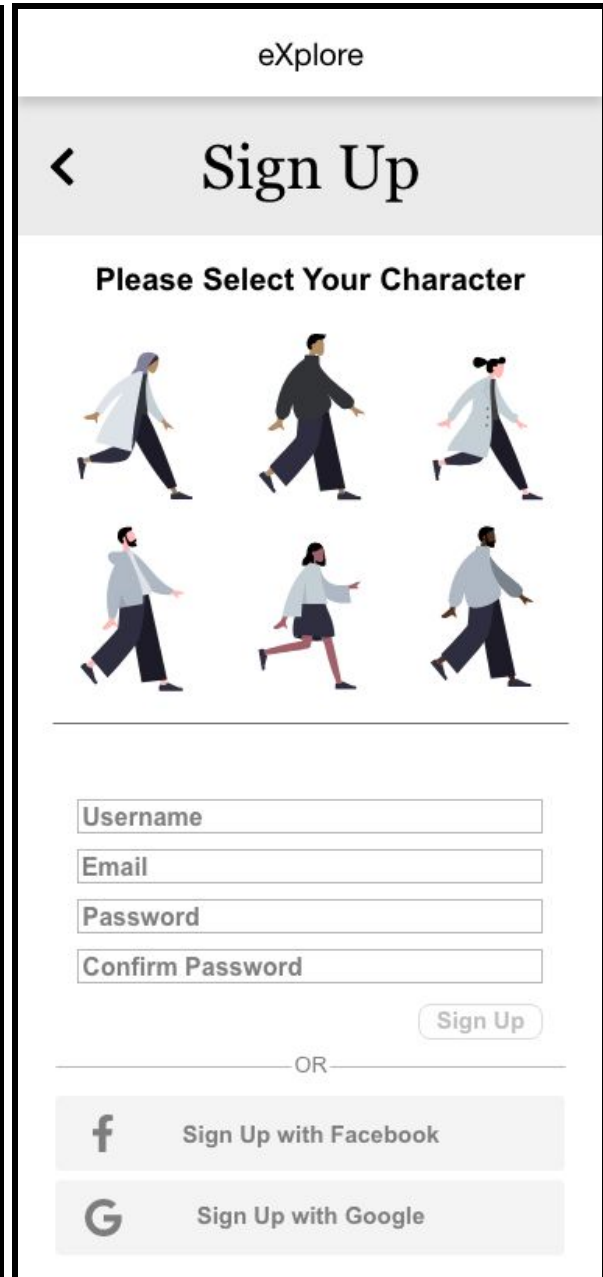


Change: In the old version, when signing up, users were brought straight to the homescreen, but now users will be met with a quick onboarding screen to help the user identity key features when starting.

Issue #3



Old



New

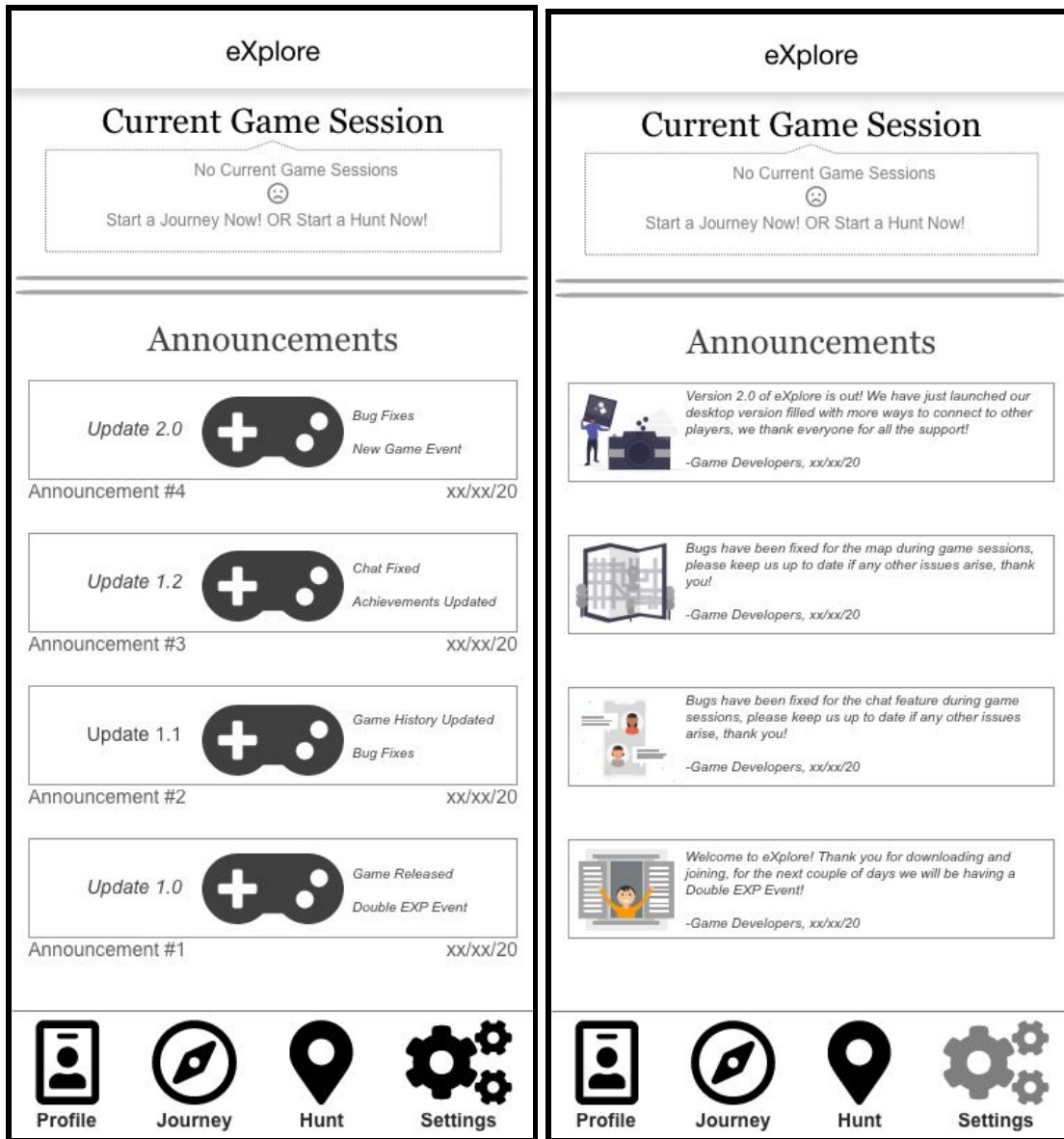
Change: The prompt to tell the user to select a character was increased in size, character illustrations were sized down, and a line to distinct the character selection was added

Issue #4

Old	New	New
<p>eXplore</p> <h3>< Create a Hunt</h3> <p>Input your Game Details & Get Started!</p> <p>Zip Code: <input type="text"/></p> <p>Travel Method: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p> <p>Timed? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Set Time: <input type="text" value="00:00"/> </p> <p>Game Countdown: <input type="text" value="00:00"/> </p> <p># of Players: (Allowed to Join) <input type="text" value="0"/> </p> <p>Select Treasure-of-Interest</p>	<p>eXplore</p> <h3>< Create a Hunt</h3> <p>Input your Game Details & Get Started!</p> <p>Zip Code: <input type="text"/></p> <p>Travel Method: <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p> <p>Timed? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Set Time: <input type="text" value="00:00"/> </p> <p>Game Countdown: <input type="text" value="00:00"/> </p> <p># of Players: (Allowed to Join) <input type="text" value="0"/> </p> <p>Select Treasure-of-Interest</p>	<p>eXplore</p> <h3>< Create a Hunt</h3> <p>Input your Game Details & Get Started!</p> <p>Zip Code: <input type="text" value="11104"/></p> <p>Travel Method: <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> </p> <p>Timed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Time Set: <input type="text" value="40:00"/> </p> <p>Game Countdown: <input type="text" value="20:00"/> </p> <p># of Players: (Allowed to Join) <input type="text" value="3"/> </p> <p>TOI Selected: <i>Famous Novel</i></p> <p>Distance Radius: <i>Within 2 Miles</i></p> <p>Missions: <i>Auto-Selected</i></p> <p>Select Treasure-of-Interest</p>

Change: Both screens, Create a Hunt and Create a Journey, were updated with a way to interact with the Zip Code Input area and proceed to select a POI or TOI after.

Issue #5



Old

New

Change: Announcements were updated to feature a quick message from the game developers to inform users on new updates, events, and any fixes made.

Preference Test #1

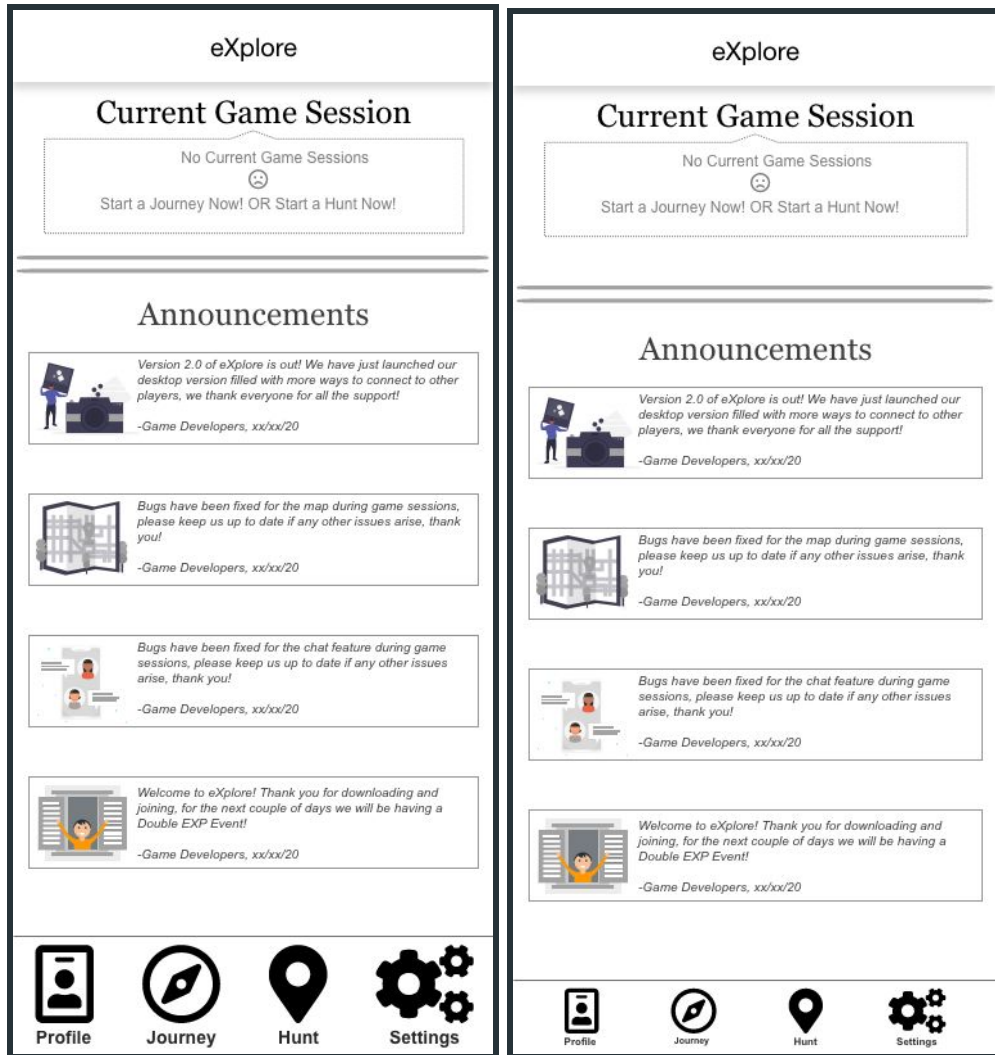


Option #1

Option #2

Change: Option #1 was chosen by 11 participants out of 15, a 95% statistically significant result resulting in the prototype being updated with option #1 for the splash screen.

Preference Test #2



Option #1

Option #2

Change: Splash Screen #2 was chosen by 14 participants out of 17, a 99% statistically significant result resulting in the prototype being mass-updated with option #2 for the navigation bar.