

User Experience: The Ultimate Guide to Usability

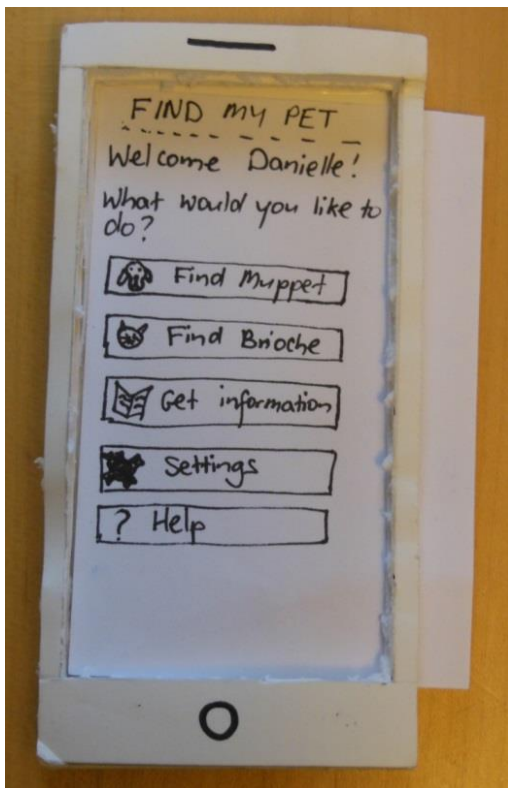
Examples of student work: Usability Testing

“Find My Pet” prototype

Lynne Davies

The Prototype

In the design phase, I built a paper prototype for the “find my pet” product. The prototype consisted of a foam-core “mobile phone” and a number of “screens” which could be inserted into the phone. In this phase, I conducted usability testing with this prototype



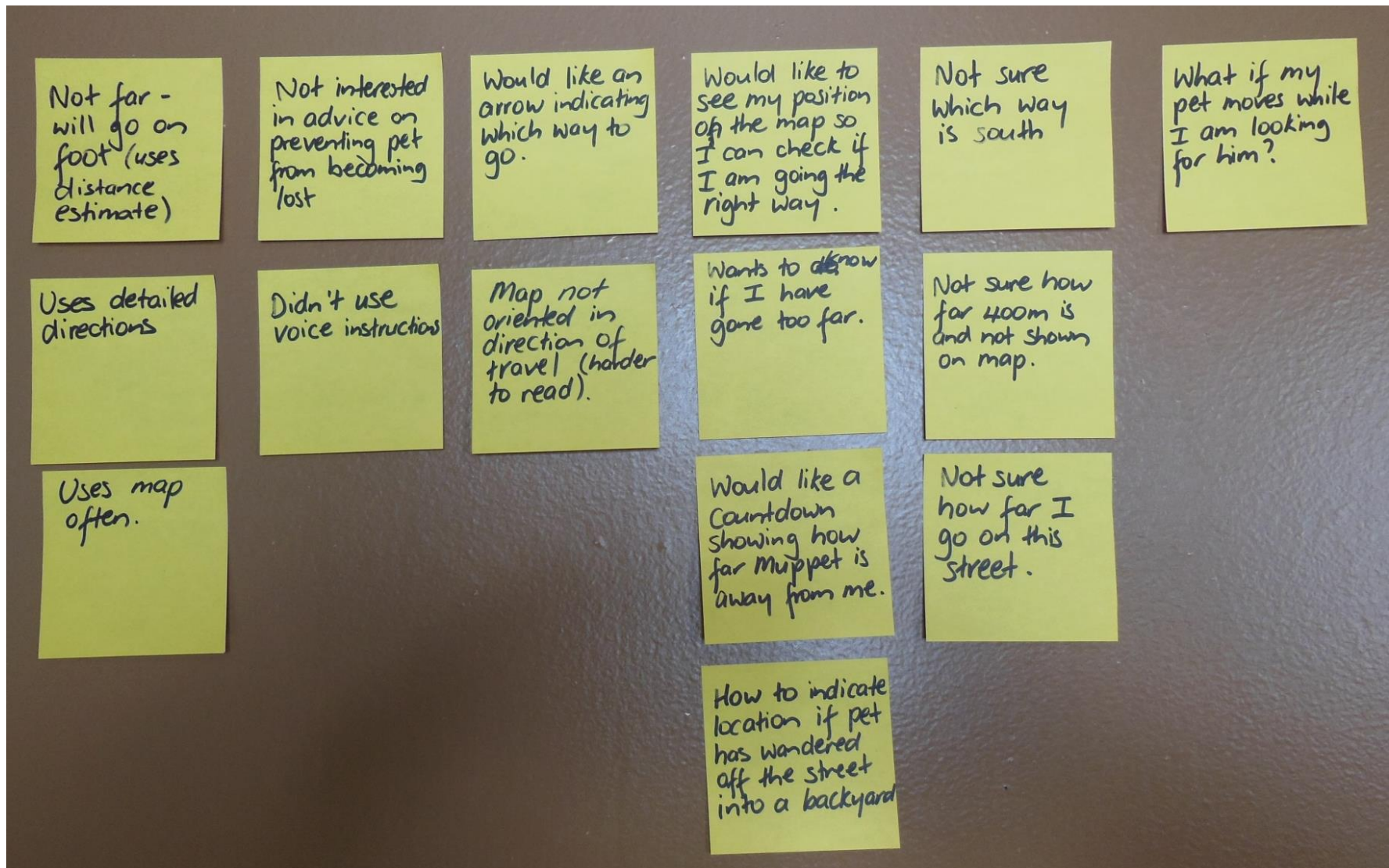
Test Scenario

- The test scenario was developed to test the key solution hypothesis: **Pet owners will find it easy to locate their previously registered pet using an app**

I'd like you to imagine that you have two pets, a cat called Brioche and a dog called Muppet. You have purchased a product called "Find my pet" for each of them, because you are worried about one of them wandering off and getting lost. This product includes a GPS tracking chip which is attached to their collar, and an app. You have already put the chip on each pet's collar and have registered them on the app.

You have just come home to find that Muppet is missing, so you open the app on your phone. Now I'd like you to use the app to go and find him, or rather a piece of orange tape (like this) which marks his position.

Affinity Diagram of Observations



Top Three Issues

Issue	Potential solution
Users want to be able to see their position on the map, relative to their pet.	Indicate, in real time, the position of the user and their pet on the map. Once the user gets close to the pet (e.g. within 100m), provide an arrow indicating the direction and the distance.
Some of the written directions (e.g. head south, continue for 400m) are difficult to use.	Include additional information to help the user interpret these instructions (e.g. an arrow to indicate which way is south, number of blocks or reference to landmarks in addition to distance).
Users found it difficult to orient themselves with the map.	Reorient the map with the direction the user is facing.

Challenges

This was the first time I had conducted usability testing away from an office environment. There were challenges associated with doing a test while walking around the neighbourhood, especially during a Canadian winter:

- I didn't plan how I would do the testing when I created the paper prototypes. I later realised that it would be difficult to handle all the tasks required (changing "screens", filming, taking notes) on my own.
- I tried using POP, an application which allows you to upload scanned images and create a functional prototype on your phone. However, I had used a screen size for the prototype which was taller than my phone, so this wasn't going to work without redrawing all the "screens" or doing significant manipulation of all the images.



Challenges (2)

- Instead, I decided to rig up a support for the camera. After a few trials, I ended up attaching the camera to a backpack using a small flexible tripod. This assembly was worn by the participant, and it worked reasonably well, although I should have zoomed in more.
- I wore my usual mittens during the test. This was a problem because I didn't have enough dexterity to write notes, change the screens or operate the camera, so I had to keep removing them, and my hands got cold! Next time I will wear some thinner gloves, which are less warm but can be worn throughout the test.
- The camera stopped working part way through – I think this was because it got too cold. Unfortunately I lost footage of the most interesting part of the test, and once the problem was discovered it took some time to get it operational again. Next time I will create a sleeve or similar to protect it from the cold.



The camera-backpack

“The Digital Postcard” prototype

Jill Meneilley



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Digital Postcard App Research

Jill Meneilley

January, 2016



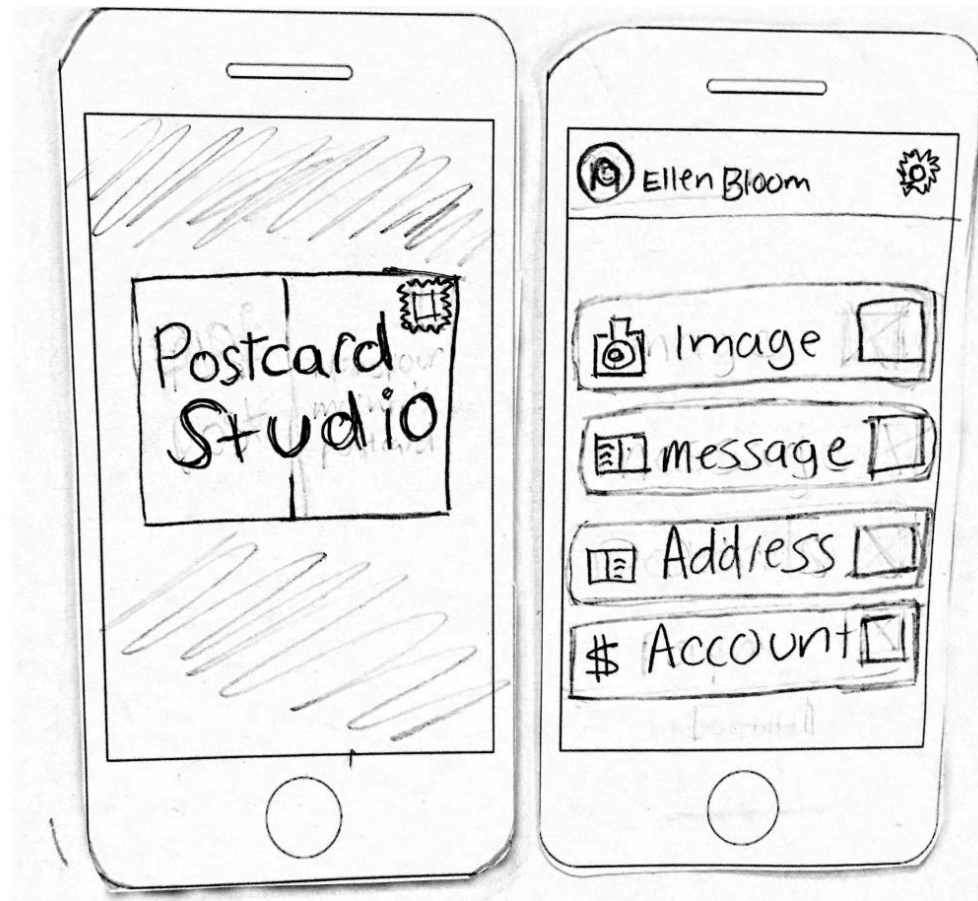


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TESTING PROTOTYPE



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Please note: comments shown on screen are to indicate how the prototype kit will be used. Research participants will not see the comments

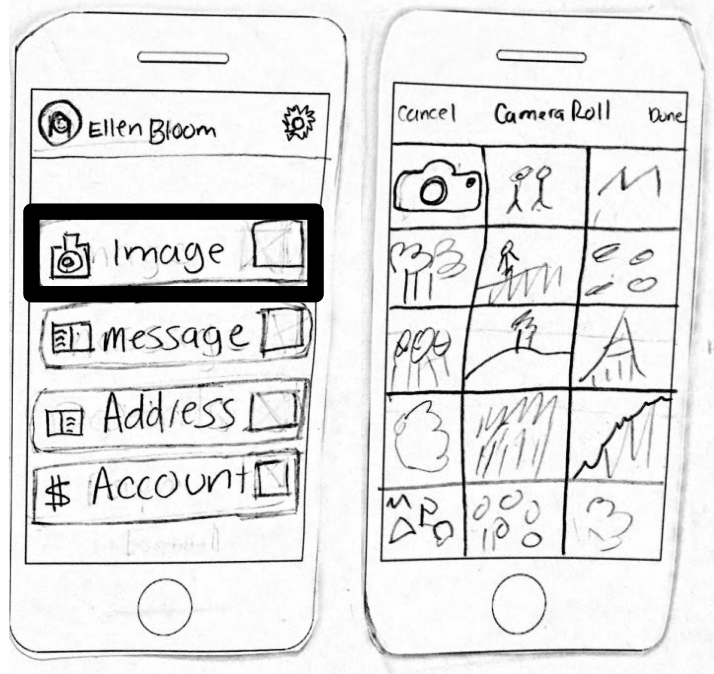


Overlay used when they select a section to visit

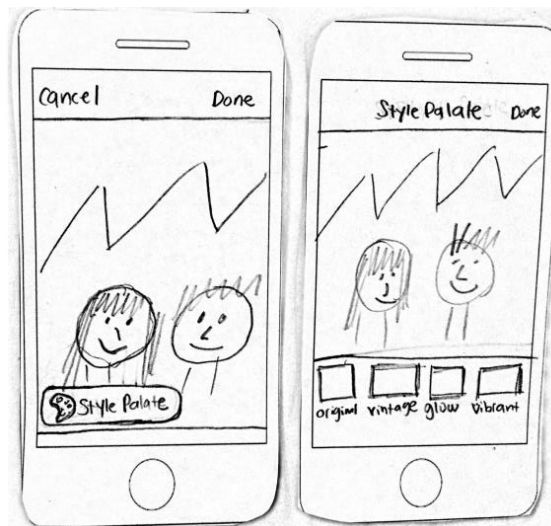


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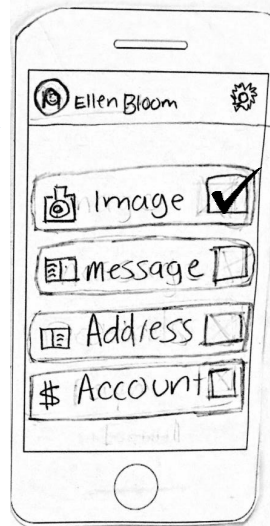
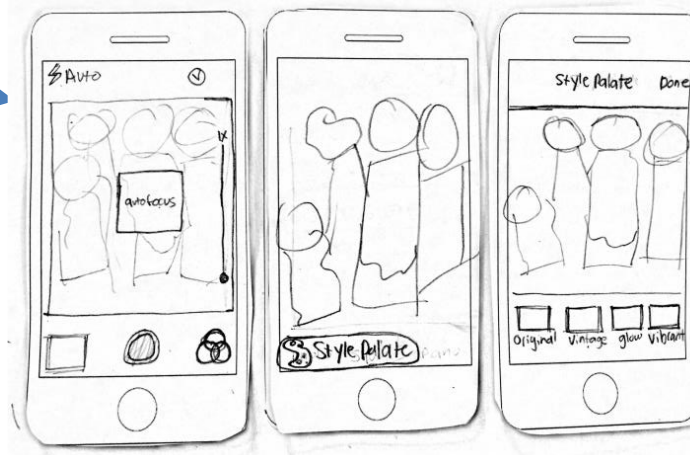
Image Section. Elements shown when they select "image"



If they select an existing image from camera roll



If they select the camera icon to take a photo

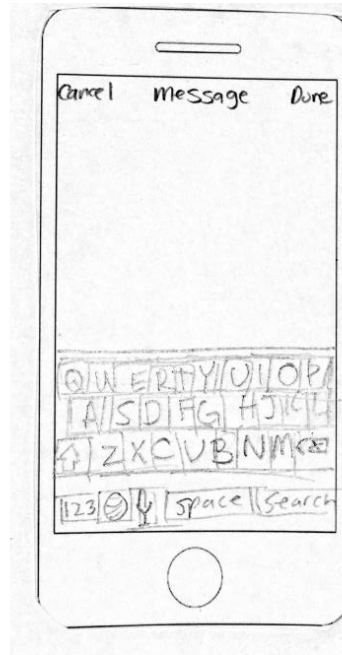
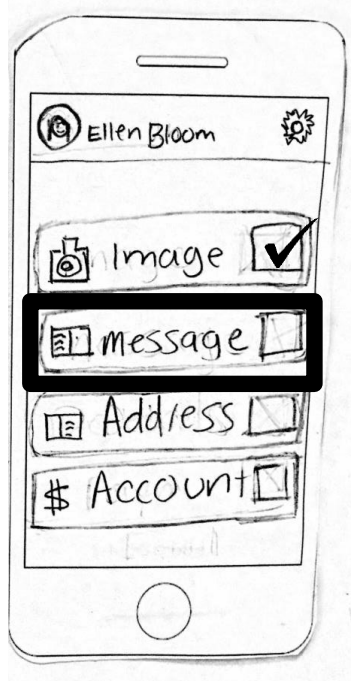


In the ideal world, I would have overlays to show how the various filters make the photo look



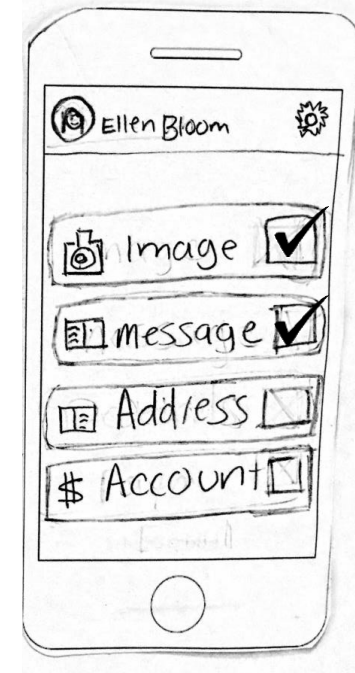
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Message Section. Elements shown when they select “message”



Hi!
Mountains
are amazing.
Wish you
were here.
Love,
Ellen

This will be
placed on the
screen when
they type a
message

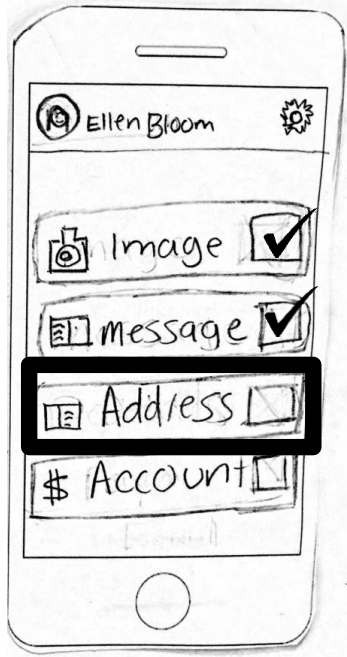


✓ Completed
sections will
have a check
mark

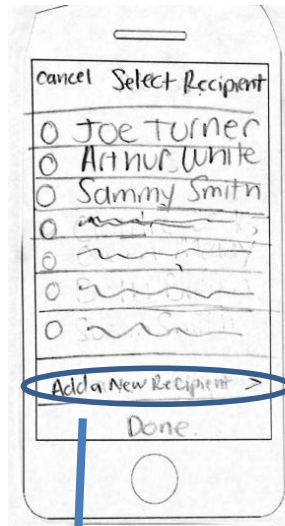


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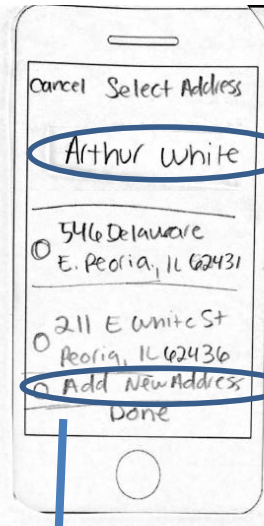
Address Section. Elements shown when they select "address"



✓ Completed sections will have a check mark



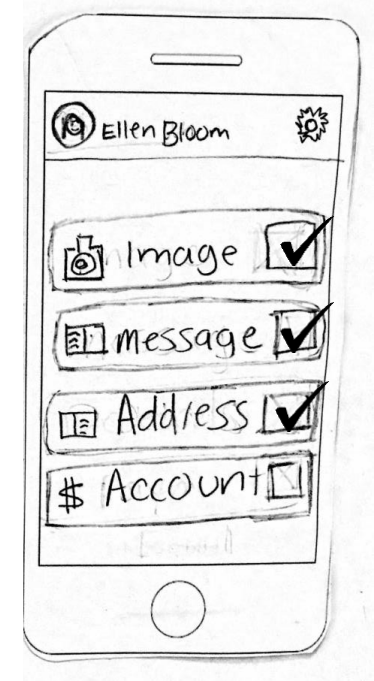
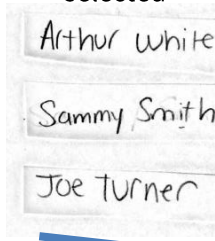
If they add new recipient :



If they add new address:



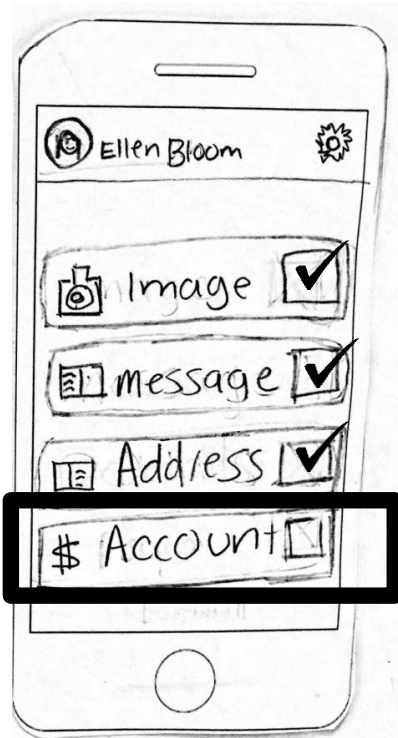
Overlays used based on name selected



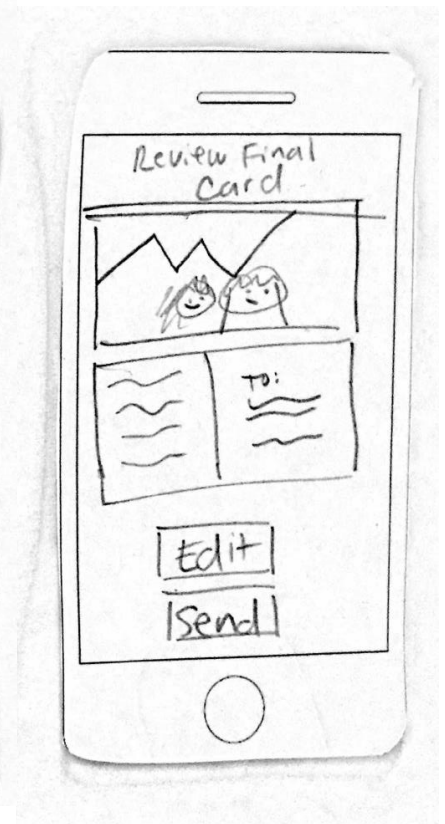
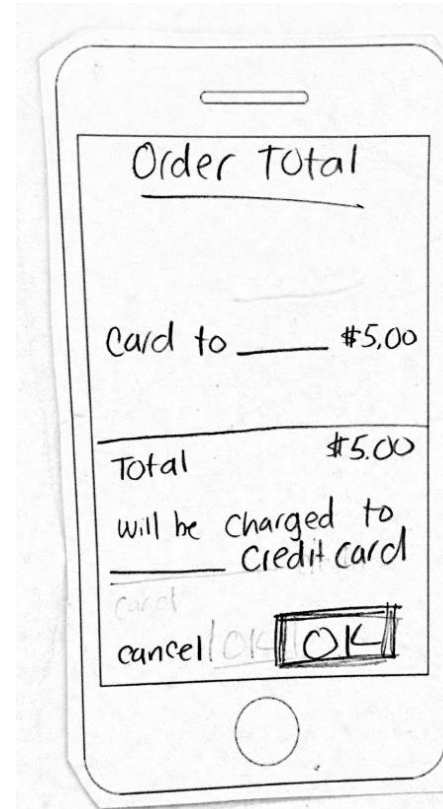
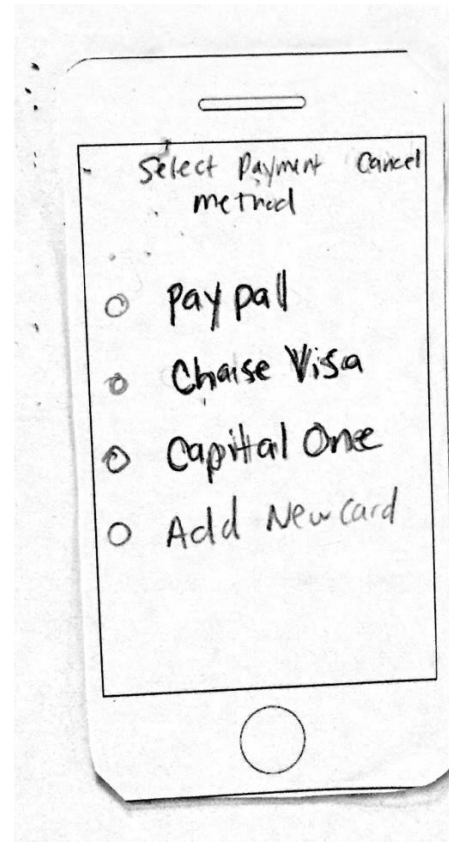


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Account Section. To be shown when they select "account"



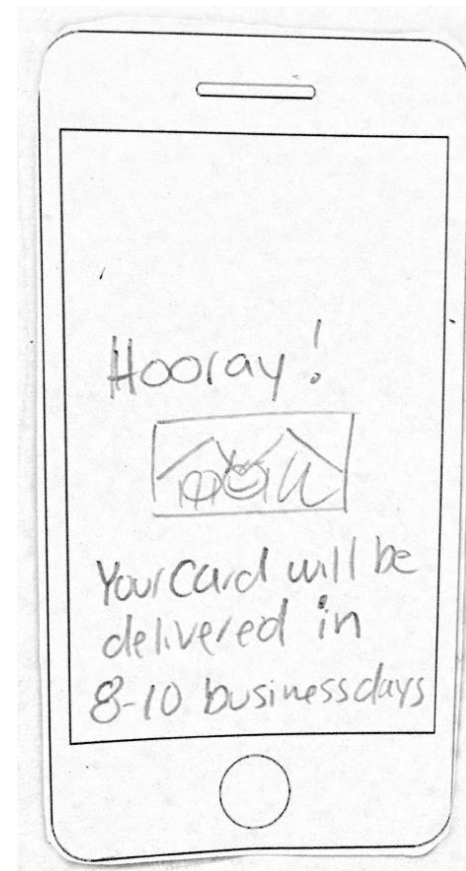
✓ Completed sections will have a check mark





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Final Section. Elements shown when they select “send”





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THE RESEARCH



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Test Scenarios

Three participants were asked to use the paper prototypes to complete the following test scenarios

**Taken from
red routes
for Hillary**



**Select a photo from camera roll and
create a postcard**

Select a recipient

Compose a message



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Affinity Sort

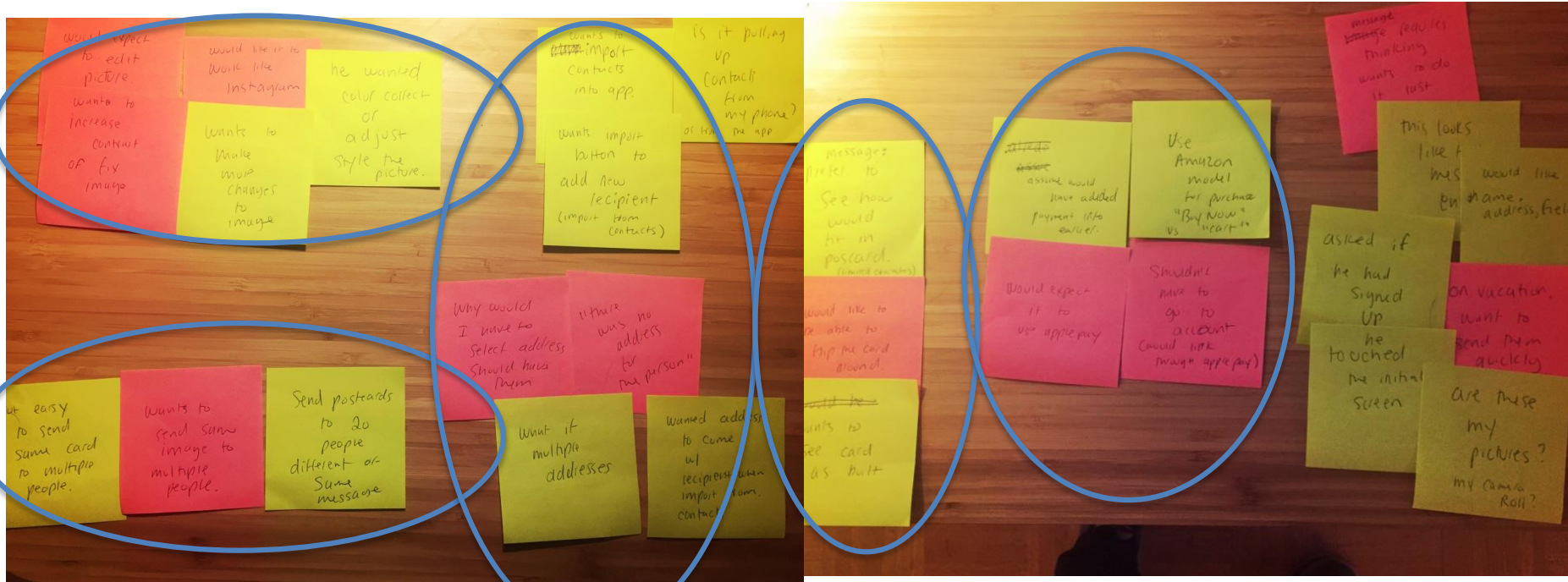
As participants completed the tasks, they shared comments, questions and reactions to the prototypes, which were then organized in an affinity sort.

Wanted more options to "fix" the image

Questioned why they would need to enter the names or addresses if they existed in their contacts

Wanted to see mock-ups of the message and image in the postcard format to be sure the text fit the message area

Expected payment to be easy, like Amazon or Apple and specifically mentioned "cart" and "buy now"



Wanted a way to send the same image to multiple people



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Top 3 Issues to Address

Issue	Potential Solution
Users want to be able to send the same card image to multiple people, and have the option of modifying or re-using a given message as well	Explore a reorganization of the structure to a less linear process. One section for postcard creation and another for writing messages.
There is a desire to access names and addresses they have in their phones	Create a mechanism to selectively import names and addresses from contacts.
Interest in ability to make fixes to the image (before enhancing them with filters)	Explore the use of familiar Instagram-like tools to modify and enhance images.