User Testing for "Underground"

Participants

All participants were chosen based upon their general social habits and age. I made sure each of the participants was in the demographic for the college scene. Users were within the age range of 18-37, and varied from people who would host properties or would rent them.

5 participants were scheduled at various dates, over the third week in February, 2016. Of the 5 participants, three were female and two were male.

Participants were tested using the following prototypes…
Desktop Prototype link: https://marvelapp.com/49jf9ja
Mobile Prototype link: https://marvelapp.com/1gbd15j

Evaluation Tasks/Scenarios

Test participants attempted completion of the following tasks:
- (Task 1) Rent a property, (Desktop).
- (Task 2) Find Beer for your party. (Mobile).

Task Completion Success Rate

100% of participants successfully completed Task 1 (Rent a property) and Task 2 (Find Beer for your party).

Task Completion Rates

Participant	Task 1	Task 2
1	√	√
2	√	√
3	√	√
4	√	√
5	√	√
Success	5	5
Completion Rates	100%	100%

Task Ratings

After the completion of each task, participants rated the ease or difficult of completing the task for three factors:

- It was easy to find my way to this information from the homepage.
- As I was searching for this information, I was able to keep track of where I was in the website.
- I was able to accurately predict which section of the website contained this information.

The 5-point rating scale ranged from 1 (Strongly disagree) to 5 (Strongly agree). Agree ratings are the agree and strongly agree ratings combined with a mean agreement ratings of > 4.0 considered as the user agrees that the information was easy to find, that they could keep track of their location and predict the section to find the information.

Ease in Finding Information

All participants, 100%, agreed it was easy to find the property rentals. (mean agreement rating = 5) and 100% found it easy to find beer for their party.

Keeping Track of Location in Site

All participants, 100%, found it easy to keep track of their location in the site while renting a property. 100% also found it easy keep track of their location on the app while finding beer for their party.

Predicting Information Section

All the participants, 100%, agreed it was easy to predict where to property rentals on the site. 100% also agreed it was easy to predict where to find beer for their party on the app.

Mean Task Ratings & Percent Agree

Task	Ease – Finding Info	Location in Site	Predict Section	Overall
1 – Rent a Property	5 (100%)	5 (100%)	5 (100%)	5
2 – Find beer for your party.	5 (83%)	5 (100%)	5 (100%)	5

*Percent Agree (%) = Agree & Strongly Agree Responses combined

Time on Task

I recorded the time on each task by participant by using a stop watch application. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

Time on Task

	P1	P2	P3	P4	P5	Avg. TOT*
Task 1- Rent a Property	22	26	31	28	33	28
Task 2 – Find Beer for your party	24	21	30	25	29	25.8

Errors

As odd as it sounds, none of my users made any errors during my testing. They were all able to get through the app/desktop easily due to its information architecture having a simple design layout.

Summary of Data

The table below displays a summary of the test data.

Summary of Completion, Errors, Time on Task, Mean Satisfaction

Task	Task Completion	Errors	Time on Task	Satisfaction*
1	5	0	28	5
2	5	0	25.8	5

* Satisfaction = Mean combined rating across three post-task measures: ease of finding the information, ability to keep track of location in site, and site information prediction accuracy.

Overall Metrics

Overall Ratings
After task session completion, participants rated the site for eight overall measures. These measures include:
- Ease of use
- Frequency of use
- Difficulty of keeping track of where they were in the site
- How quickly most people would learn to use the site
- Getting information quickly
- Homepage's content facilities exploration
- Relevancy of site content
- Site organization

"I believe my users gave me high ratings since they were all close friends. None of them rated any of the criteria poorly. Better test results would come from testing completely random college students that I don't have any affiliation with."

Post-Task Overall Questionnaire

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean Rating	Percent Agree
Thought Website was easy to use				1	4	2.5	80%
Would use website frequently					5	5	100%
Found it difficult to keep track of where they were in website	5					5	0%
Thought most people would learn to use website quickly					5	5	100%
Can get information quickly				1	4	2.5	80%
Homepage's content makes me want to explore site					5	5	100%
Site's content would keep me coming back					5	5	100%
Website is well organized					5	5	100%

Percent Agree (%) = Agree & Strongly Agree Responses combined

4.6.2 Likes, Dislikes, Participant Recommendations
Upon completion of the tasks, participants provided feedback for what they liked most and least about the website, and recommendations for improving the website.

Liked Most

- Participants enjoyed how simple it was to select a property by clicking the icons on the map.
- Participants also loved the overall concept and believed that it would generally increase the party scene on their college campuses.
- Participants also loved the fact that they could sell alcohol that they didn't need. One example, one of the participants said that when she throws parties, people tend up leaving a bunch of alcohol that she doesn't like. So, she loved that fact that she could sell her unwanted alcohol through the app.
- They also loved the fact that they could rent out backyards at their homes and make residual income by hosting monthly parties.

Liked Least

- My users didn't dislike any part of the app.
- On the desktop one of my user's didn't like the fact that I left so much empty space around the centerfold of the webpage though.
- The fact that I forgot to put the pricing of each property/item listed on the wireframes.

Recommendations for Improvement

- One of my users wanted to see exact specs, time constraints for the party, and exact location of the property.
- One of my other users also thought that there should be an "adult" tab under party favors, in which party hosters could hire strippers.
- Also, several of my users thought that I left too much empty screen space in the desktop mockup. I explained that the excess page area would be used for advertising, but they didn't like that idea. So, I should take full advantage of the excess space and increase the image size and add more room for details.
- One of my users thought I was completely missing out on a missed opportunity by not having a "catered" tab. One in which users could sell catered food for the parties too.
- Also, I need to add the pricing for each item/property listed.

Recommendations

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

Change	Justification	Severity
• Add property specs, time constraints, and exact locations.	Users would like to know exact details on the property they are renting out.	Medium
• Add an "adult" tab.	There's an entire adult entertainment market that's not being tapped into.	Medium
• Add a "catered" tab.	There's an entire food market that's not being tapped into.	Medium
• Take full advantage of the empty space on the desktop site.	Users don't enjoy seeing adds on websites, even though they earn the company additional revenue.	Low

Change	Justification	Severity
• Add pricing to each item listed.	This will give users the final details they need to make a purchase.	High

Usability Test Information for Participants

Hello participant, I'll be conducting a website/app usability evaluation with your consent. With your help, we'll be able to discover navigation, usability, and website bugs to create a better user experience for the new service, Underground.

We'll be going over a set series of tasks. As you proceed to complete each task, I'll be timing you and taking notes of any errors you run into. The tasks are as follows:

- Rent a property
- Find Beer for your party

After we complete each task, I'll ask you three questions that will be rated on a 5-point scale. 1 being strongly disagree and 5 being strongly agree. These questions are as follows:
- How easy it was to find the information from the home page
- Your ability to keep track of your location in the website/app
- Your ability to predict which section of the website contained the information

After we complete all the tasks, I'd like to get your general feel for the site through a series of eight questions. On the same 5-point scale, with 1 being strongly disagree and 5 being strongly agree. Please give your response to these statements:

- Was it easy to use?
- Would you frequently use this website?
- Was it difficult to keep track of your location in the website?
- Was it easy to learn how to use the website?
- Were you able to quickly find the information you were looking for?
- Did the homepage's content make you want to further explore the website?
- Would the site's content keep you coming back?
- Did you feel that the site was well organized?

My last series of questions aren't based on the 5-point scale, your answers to these are completely opinion based.

- What did you like the most about the site?
- What did you like the least about the site?
- What would be your recommendations for improvement?