User Testing and Usability Test Questions

Primary Research Goals:

Deeper study and tests to identifying potential friction points & looking for:

- Issues the user encounter while performing scenario-driven tasks with real users.
- The actions users take during tasks.
- Comments they make - observed emotions and body language behavior
- Survey feedback to improve the product for all of the customers.

DRIVERS

What's the main reason people use the App?
What are they trying to achieve?
What other Apps/Websites might they visit before or instead of yours?

IDENTIFY BARRIERS

What, if anything, is stopping users from using a scheduling tool?
What friction points are they incurring?
Are they finding the wording or navigation confusing?

HOOKS

What's convincing them to take immediate action or avoid these tasks?
What did they like most about their experiences using the App?

ANALYZE VALUE

Does the user understand the point of the application?
Is the App easy to navigate?
Would they continue to use the App again?

Highlights from User Testing Sessions

I used 'echoing' to uncover user emotions and feelings. As an example, when one of the participants said, "this navigation doesn't seem to work correctly", I then repeated, "this navigation doesn't work properly..?"- "tell me what you think about it?"

By channeling my "Inner Colombo Detective", I 'trailed-off' on my questioning. This technique helped guide the participant back while making them feel more comfortable 'stepping in' and expand with insight and fill-in the sentence. (Very useful for Raw Data Research)

Pre-Test Screening Questions

What is the highest level of education you've completed?

What is your profession?

When was the last time you used IOS Apps on your Mobile device?

Have you ever used Bill Pay or Scheduling Software/Apps?

How often do you use Internet and social media?

How confident are you with browsing, shopping, or other online-related tasks?

Which device(s) do you usually use for Internet use?

When was the last time you purchased a Mobile App using App Store services?

Additional *sample questions* for participants

1. Which of the following age ranges are you in? [circle answer]
   a. Under 25
   b. 25-35
   c. 36-45
   d. 46-55
   e. 56-65
   f. Over 65

2. Which of the following best describes how much time do you spend *online* each day, not including Email or Facebook? [circle answer]
   a. Less than 10 minutes
   b. 10-30 minutes
   c. 30-60 minutes
   d. One to two hours
   e. Two to four hours
   f. More than four hours

3. How often do you buy something online? [circle answer]
   a. less than once a month
   b. once or twice a month
   c. once or twice a week
   d. several times a week

User Test Study Goals

- Are participants able to create a new Account and Sign into exisiting user account.
- Does the "Home-Main" section of the App make sense for repair requests, is it discoverable, and whether participants can find accurate/useful information within it.
- Find out whether the 'Request Functionality-easy of use' works in context to the tasks given.
- See whether participants can successfully create a custom and specified Repairs Request and successfully submit. Does the features give appropraiate feedback to the user.
- See whether participants notice how and where to look for the 'My Repairs' to make any updates or changes to exisiting requests.
- Do navigation elements help users find the areas they are looking for when sceduling a request or finding community events.
- What navigation pieces were used most and why.

Scenario

" Imagine it's Wednesday morning- two days before a long Labor Day weekend. While getting ready for work, you discovered an urgent issue with your bathroom plumbing. However, you needed to leave for work right away. The management office will be closed for a few days and you need to get this issue repaired asap; if not today or tomorrow. Before leaving for work, you decide to use the Apartment Communities App to request a Repair."

Motivation: Participants need to use the Bathroom Shower for hygiene and to get ready for work. Solve repair problems ASAP; without much fuss. Not worry about being present during.

Task Assignment

Task 1: Click on the Home Icon in the App. Take a minute to explore and tell me what you think of the App context and layout.

Task 2: You need to make a faucet repair in your Bathroom Shower, go through the Home area to discover an area to schedule a repairs request.

Task 3: You recently scheduled a repair appointment for your Bathroom Shower Faucet, now you want to make a correction/update to the request, please find out how to edit this specific request.

Task 4: You need to edit this same request and let the Apartment managers know that you will not be present for the repair apointment, find a way to edit and change your request. Edit so you give managers or repair-persons "approval" to enter your apartment in your absence.

Moderated - F2F Survey Questions:

Have you used a Scheduling App before or used a similar sites/apps before?

What would make you decide to continually use this app over going to the main office?

Did you notice whether there was any other way to edit the repair request?

Which of these two approaches / options mean to you? Can you say more about these?
   A.) Edit Request
   B.) My Requests

Browse the Community and Events area freely and tell me; what are your first impressions?"

How did you find the overall experience of using the App to complete the tasks?

Search for the Bill pay area and comment on the experience you have there".

Expanded the content explorations with questions:

I noticed you were going through the task of editing your request. What were trying to accomplish? Can you tell me why?

What did you think of the layout of the content?

What did you think of the repair request scheduling experience as a cohesive flow?

What did you think of the on-screen explanations?

"Tell me about the last time you requested a maintenance repair in real life."

"Let's go back to the ' Edit Request' Icon. Now, I noticed that when you came here in the study, you first clicked on the My Repairs . Can you tell me more about that?"

"When you were looking for Community Events, you started in the Calendar section of the Events Icon to start with….." {trailed off to let them continue}

"How did the tasks today compare to your normal approach of scheduling?"

Post - Questionnaire

How did that go? What was your overall impression of this product?

What were two things you liked best about Request Scheduling area? Why?

How are two things you would most like to see improved? Why?

"Can you rate your experience on a five-point scale where 1 is very dissatisfied and 5 is very satisfied."

"Can you tell me why you gave the task a 3 rating?"