



Round Two

Usability Testing

Methodology • Execution • Results

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Usability Testing Overview

Round Two

- Prototype revised based on Round 1 testing and input from team based on analysis
- Testers execute tasks without assistance
- Facilitators observe testers during task execution
- Testers convey opinions and perceptions
- Team members analyze testing data obtained from pre/post-test survey and comments and perceptions observed during testing
- Team members recommend updates
- Prototype is revised based upon testing results



Goals

Round Two

- Verify prototype revisions resulted in improvements
- Determine app intuitiveness
- Improve communication between team members to ensure buy-in
- Improve testing process
- Collect more demographic data using a Likert scale as appropriate
- Leverage existing resources and research



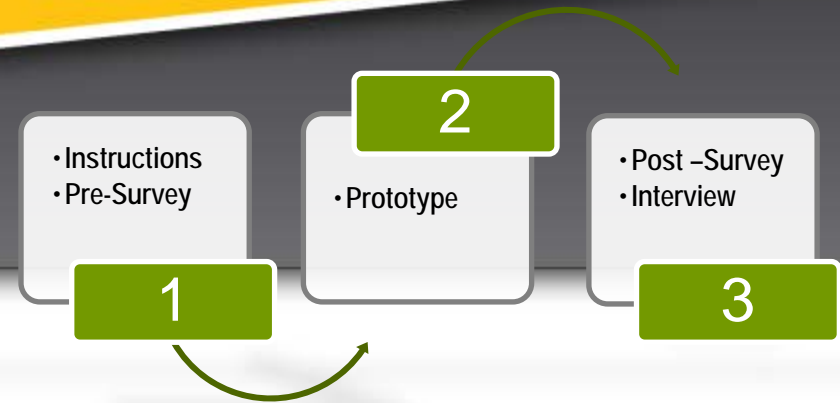
Updates from Round 1

Round Two

- **Prototype**
 - Simplified graphical user interface (GUI) to reduce confusion
 - Icons improved and named to describe functions
 - Help features
 - Robust prototype (more functionality)
 - Pre/post-testing survey – shorter and focused on goals
- **Facilitation more consistent**
 - Test package developed to include facilitator check list, description of project and instructions



Testing



Round Two

Thank You for coming this far...(see notes)

Begin by answering the [pre-testing half](#) of a survey.

You are the Host for a webinar. Your role is to ensure everything is well planned, slides are available, everything is functioning, participants have been invited, the event has been advertised, etc.

Tester Task List

1. Schedule the webinar and invite participants
The live webinar will be April 26, 2013 at 7:00pm EST, and titled: "User Interface for Beginners."
2. Invite participants.
3. Ensure the presenter options are set and slides are loaded for the event.
4. Before the Presenter begins run the participant demo for the members that are present.
5. Introduce the presenter – actually in this case, you will start the presentation (this will be pre-recorded, 5 minutes or less).
6. While the presenter is still in the overview, make a poll available to the participants. (The poll is already created – you just need to find it)
Poll the participants the following question:
"How many of you are familiar with user interface design?
Their answers will be recorded in google survey.



Testing Continued

Round Two

Tester Task List Continued

You are now a participant –respond to the poll – it will take you to google docs.

7. Comment on the presentation using the tools provided.
8. Complete the evaluation (it is already filled out) we just want you to find it and move on from there.
9. Return to the home page.
10. Open a prerecorded presentation. Comment and explore some of the other features and logout.
11. Return to the Google docs survey and complete the [post-testing half](#).

You're Done!



Tester Demographics

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Gender

63% female
38% male

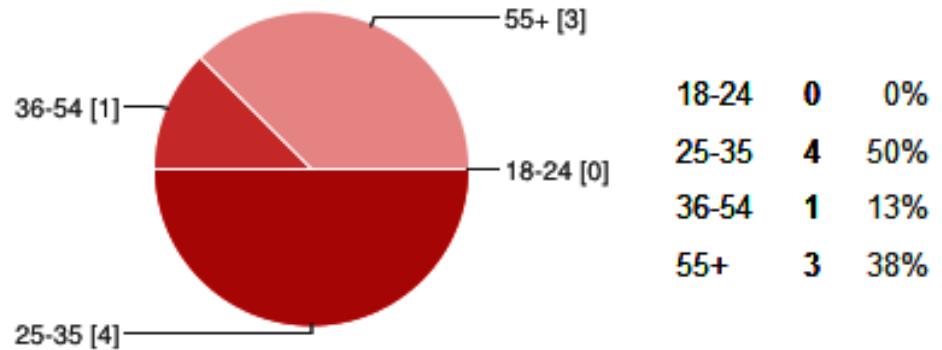
Age range

50% 25-35 yrs
38% 55+ yrs
13% 36-54 yrs

Education

63% Master's
25% Doctoral
13% Bachelor's

Select the age group that most fits you.

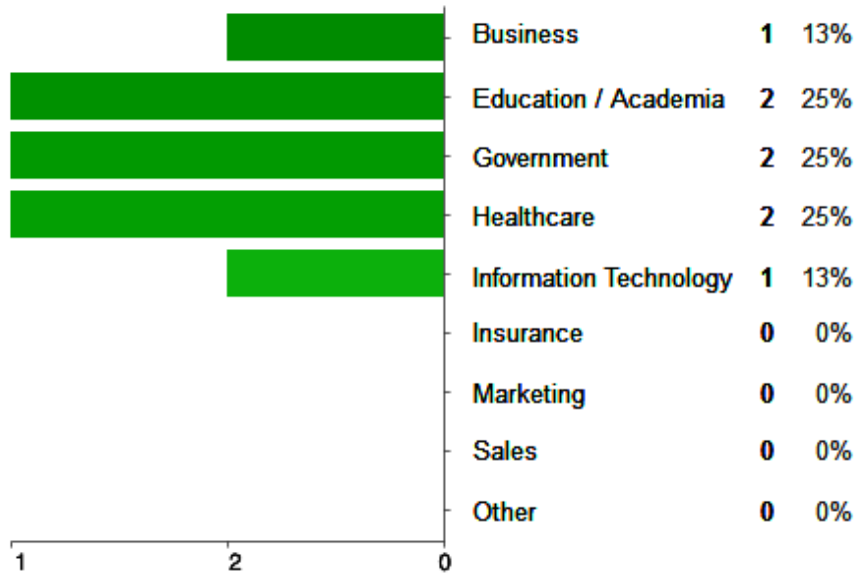




Tester Background

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Which of the following best describes your professional industry?



Industry

25% Education/Academia,
Healthcare, Govt

13% Business, IT

Presentation Types

37% Training

32% Project Status Updates

11% Webinars, Sales/Proposals

5% Keynote, Religious

Why Testers Enjoyed Webinars

36% Interactivity

29% Speaker

21% Visuals

14% Variety



Results

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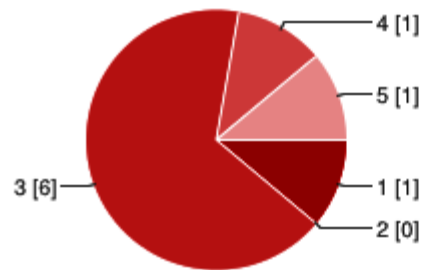
- **Determine prototype revisions resulted in improvements**

67% of the testers felt there was an improvement

- **Determine app intuitiveness**

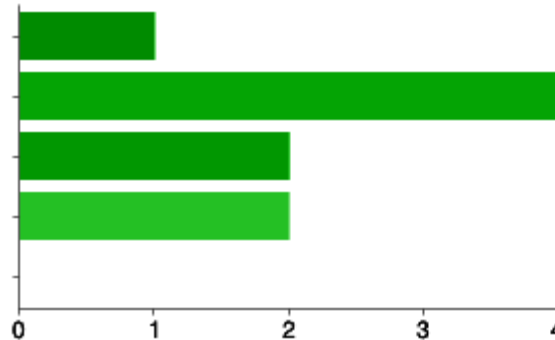
Using a Likert scale a total of 55% felt the app was difficult and 22% felt it was easy.

Overall, were the icons and graphic images easy to recognize and understand?
On a scale of 1 to 5, 1 being very confusing and 5 being very intuitive and recognizable, select the rating that best describes your overall opinion of the icons.



1	1	11%
2	0	0%
3	6	67%
4	1	11%
5	1	11%

What is the level of difficulty of using SpeakEasy?



Very difficult	1	11%
Difficult	4	44%
Neutral	2	22%
Easy	2	22%
Very easy	0	0%



Possible Prototype Revisions

Round Two

- Add additional help functions, similar to pop downs on a laptop or desktop computer, for the mobile device
- Add additional functionality for presentation setup; date and time scheduling, file loading, inviting of participants, and resource definitions
- Add additional functionality for webinar interactions; polling, participant questions, application sharing, comment timeline, and speaker comments
- Ensure completion or closure of the presentation to trigger automatic evaluation display



Round 2 Limitations

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Round 2 testing was limited to Balsamiq prototype software; as such the following items fall beyond the scope of this round of testing:

- Create a fully functional mobile application and web-based Community of Practice
- Develop an environment where users can test out presentation functionality over a period of time



Leveraging Existing Resources

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- YouTube – is a resource where content can be obtained and stored
- Google Forms are easy to create
- Google Drive stores the form data as well as offering a preview of results
- LinkedIn connects professionals
- Twitter disseminates information quickly





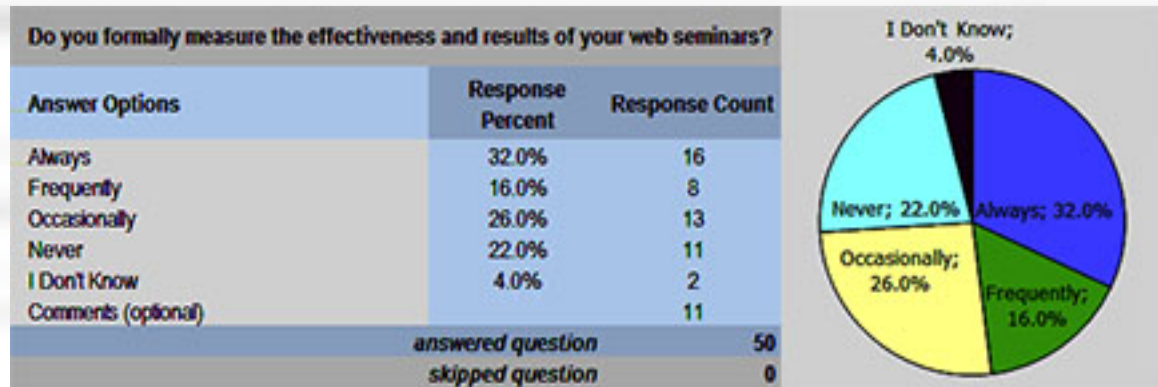
Leveraging Existing Research

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Webinars ARE Effective

A research project by Ken Molay which collected data from 50 respondents showed webinars are:

- used for education and sales
- a cost effective means to disseminate content
- Effective -always (32%) -Frequently (16%)





Leveraging Existing Research

Round Two

Device Size does NOT Limit Functionality



TalkPoint recently shared their survey results on webcasting that shows:

- “TalkPoint’s mobile delivery growth grew 1200% in 2012...(without excluding interactive elements like Q&As, surveys, polling and social media functionality).”
- It is cost effectiveness
- Larger audiences



Conclusions

Round Two

Data shows

- ***SpeakEasy is viable, and fills a niche*** 78% of the testers have not encountered an app like SpeakEasy
- ***Testers confused it's purpose and don't like to read*** Some testers commented navigation was difficult and suggested having continue buttons – this indicated they were seeing it more as a training module than an app, others asked for button descriptions – not realizing they were in the Help section
- ***Develop the features that support preparing for project updates and instructional presentations*** 32% of the testers give project updates and 37% give training or instructional presentations



Next Steps

Round Two

If this were a real IDD environment, the following steps would be taken:

- Update the prototype to be more intuitive and expand it's community aspect
- Once the prototype is intuitive, focus on developing a fully functional SpeakEasy mobile application - implemented based upon more positive usability testing
- Market the new SpeakEasy mobile application to communication departments of higher educational institutions, and to the training departments of businesses with limited training budgets and remote employees.