

# Usability Testing

North Branford Town App

ICM 517 – Laura Costelli

# Introduction

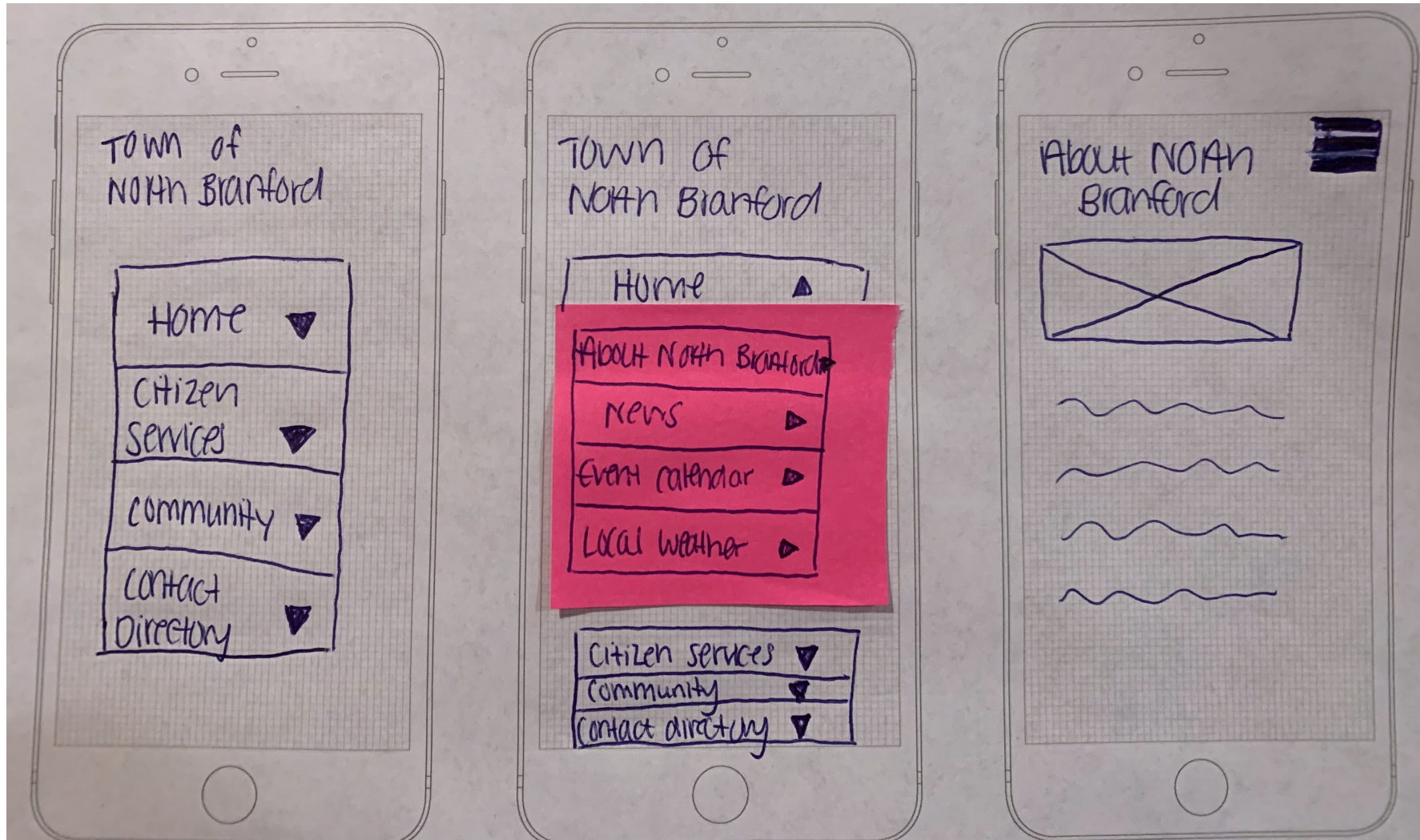
The following document includes the following for usability testing of the North Branford Town app:

- User tasks
- A script
- Screens
- Summary of findings

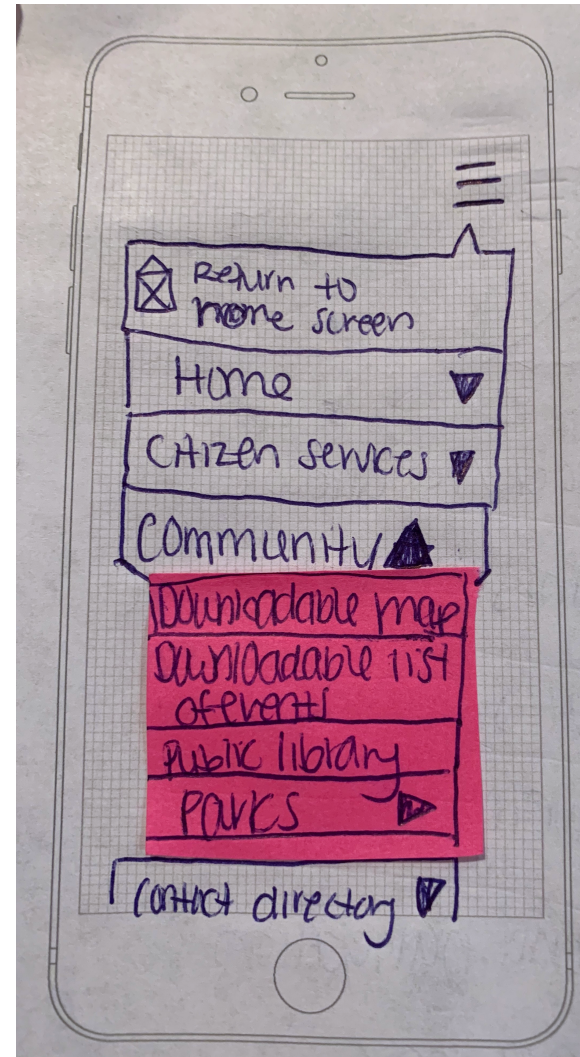
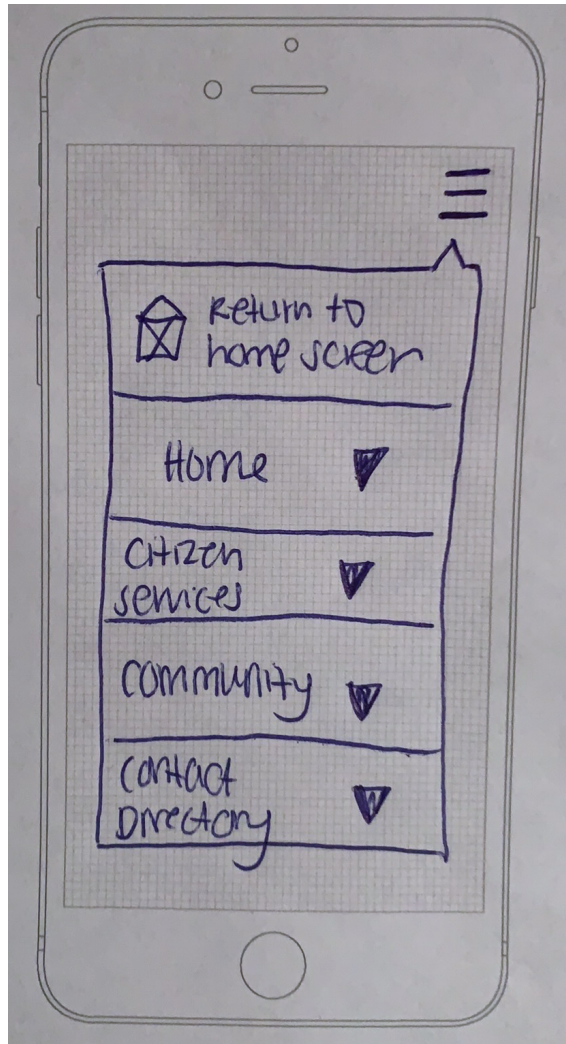
Link to my interactive paper prototype:

<https://marvelapp.com/e4dh364/screen/68138776>

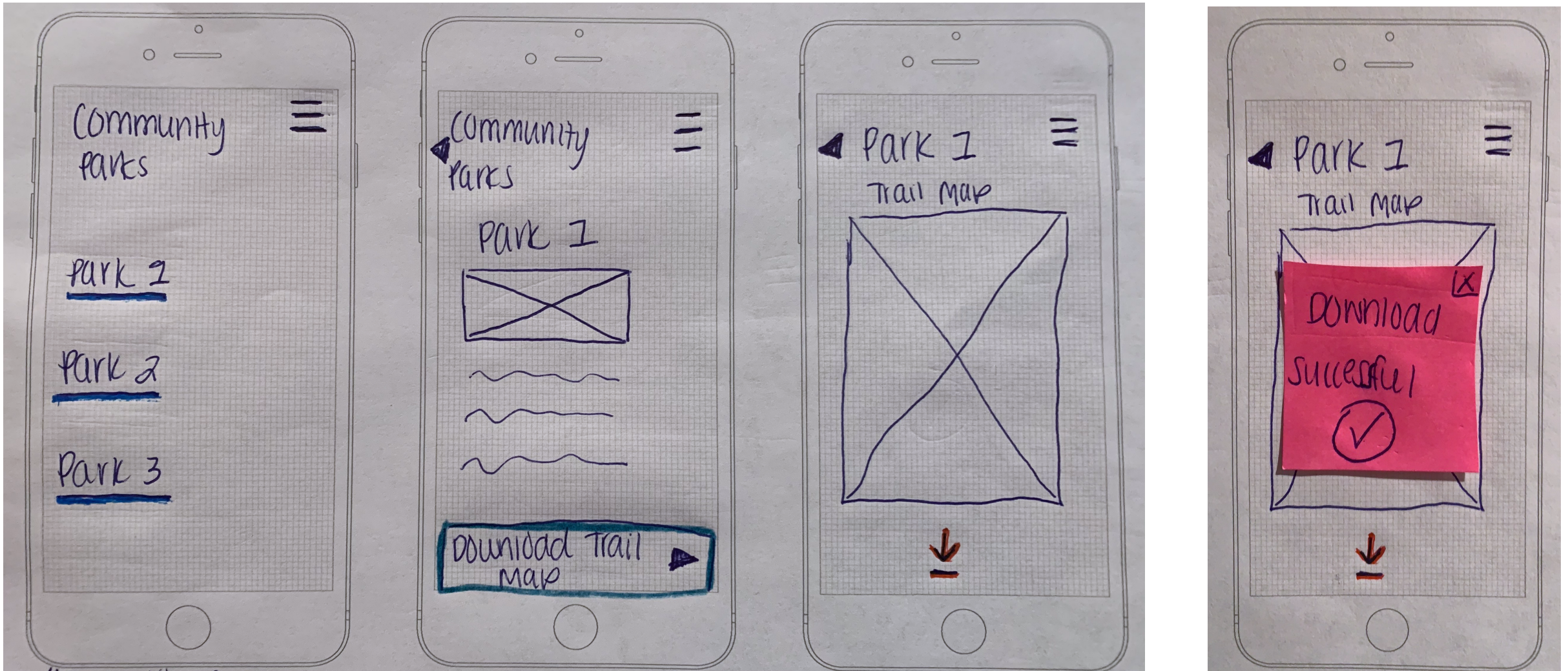
# Task 1 Screenshots



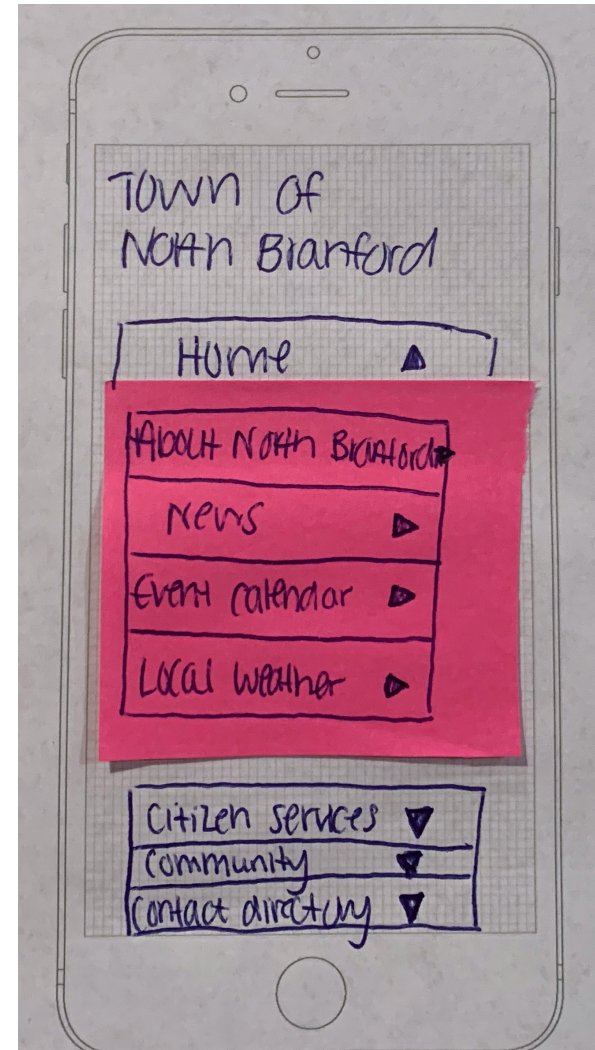
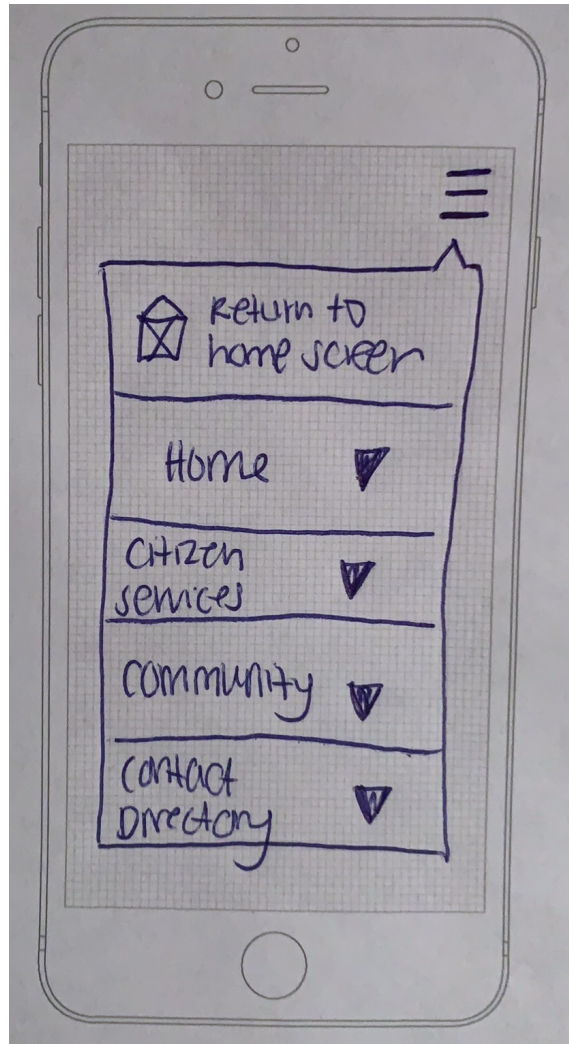
# Transition



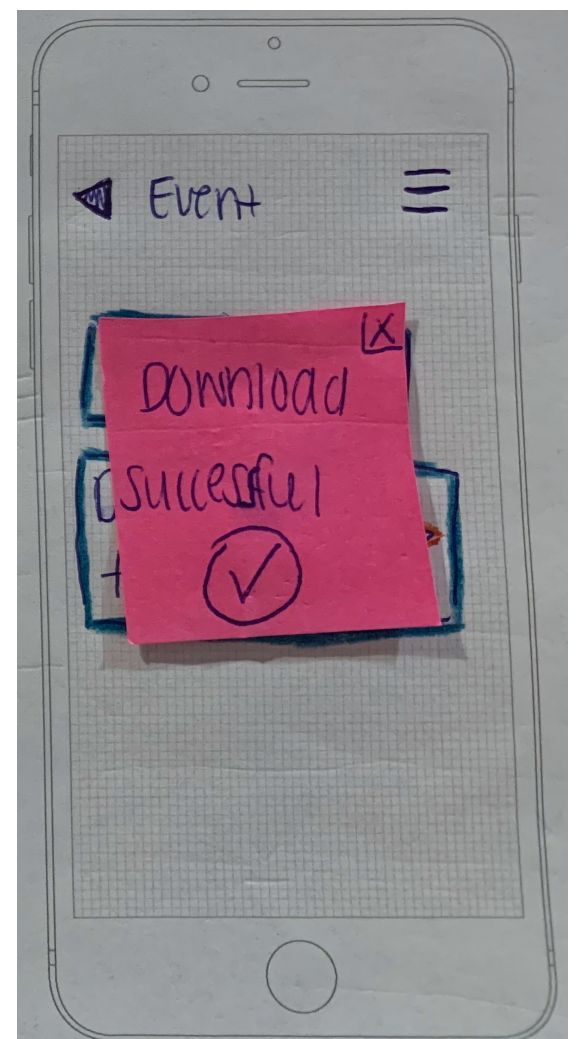
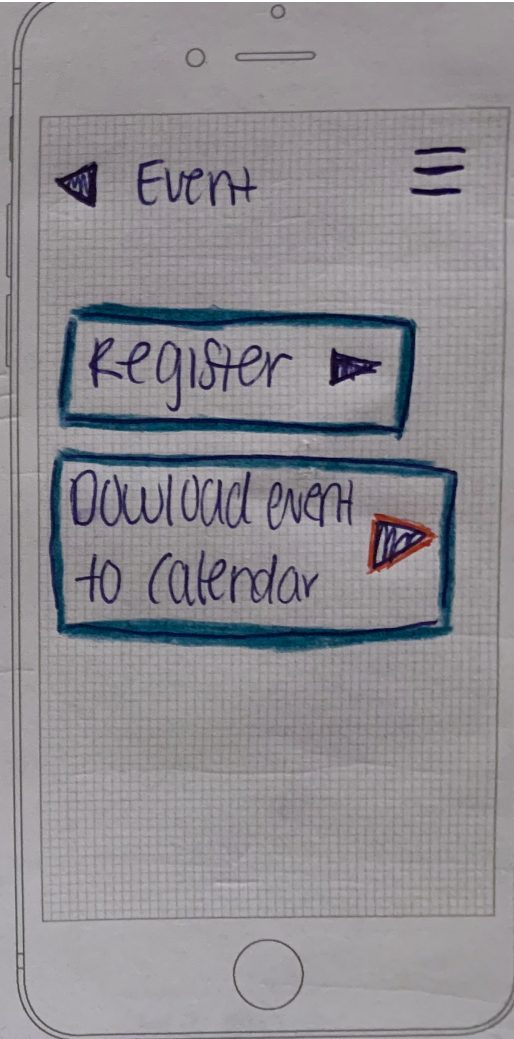
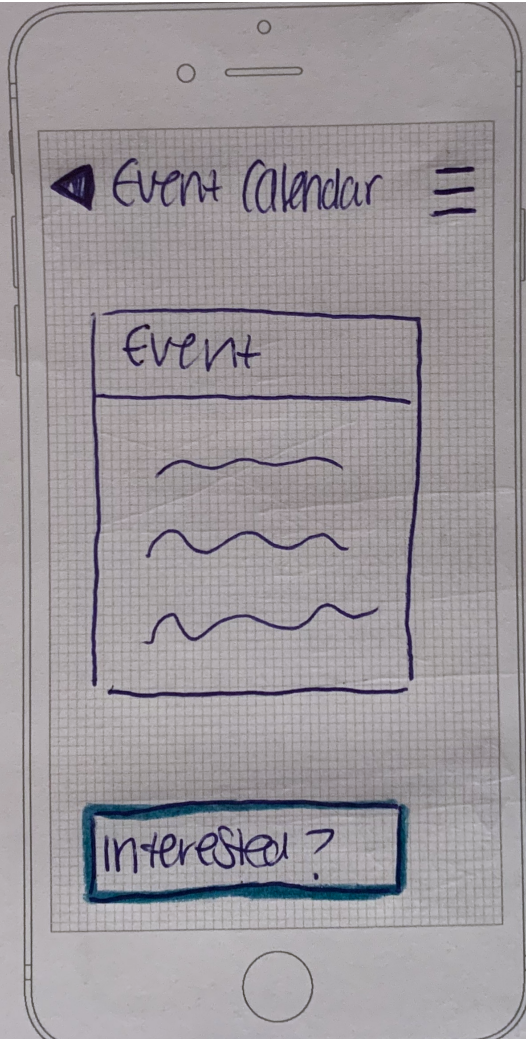
# Task 2 Screenshots



# Transition



# Task 3 Screenshots



# User Testing Script

Hi my name is Laura Costelli. Today I am seeking individuals to take part in a usability test of the North Branford Town App.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. I am asking people to try using a companion app that I'm working on so I can see whether it works as intended. The session should take 30 minutes. The first thing I want to make clear right away is that we're testing the app, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. As you use the app, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to me.

Also, please don't worry that you're going to hurt my feelings. Your honest reactions and feedback are needed in order to best improve this app.

With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the site.

Do I have your permission? Do you have any questions so far?

Before we start I would like to ask you a few questions:

- How old are you?
- What's your occupation?
- Do you enjoy community events?

OK, great. We're done with the questions, and we can start looking at things. I have already provided you with the link to this prototype. Please open it now. First, I'm going to ask you to look at this page and tell me what you make of it: whose site you think it is, what you can do here, and what it's for.

Thanks. Now I'm going to ask you to try doing 3 specific tasks. I'm going to read each of them out loud, as well as give you a written description in the chat. Please share your screen with me as you perform the tasks.

Task 1 – Learn about North Branford

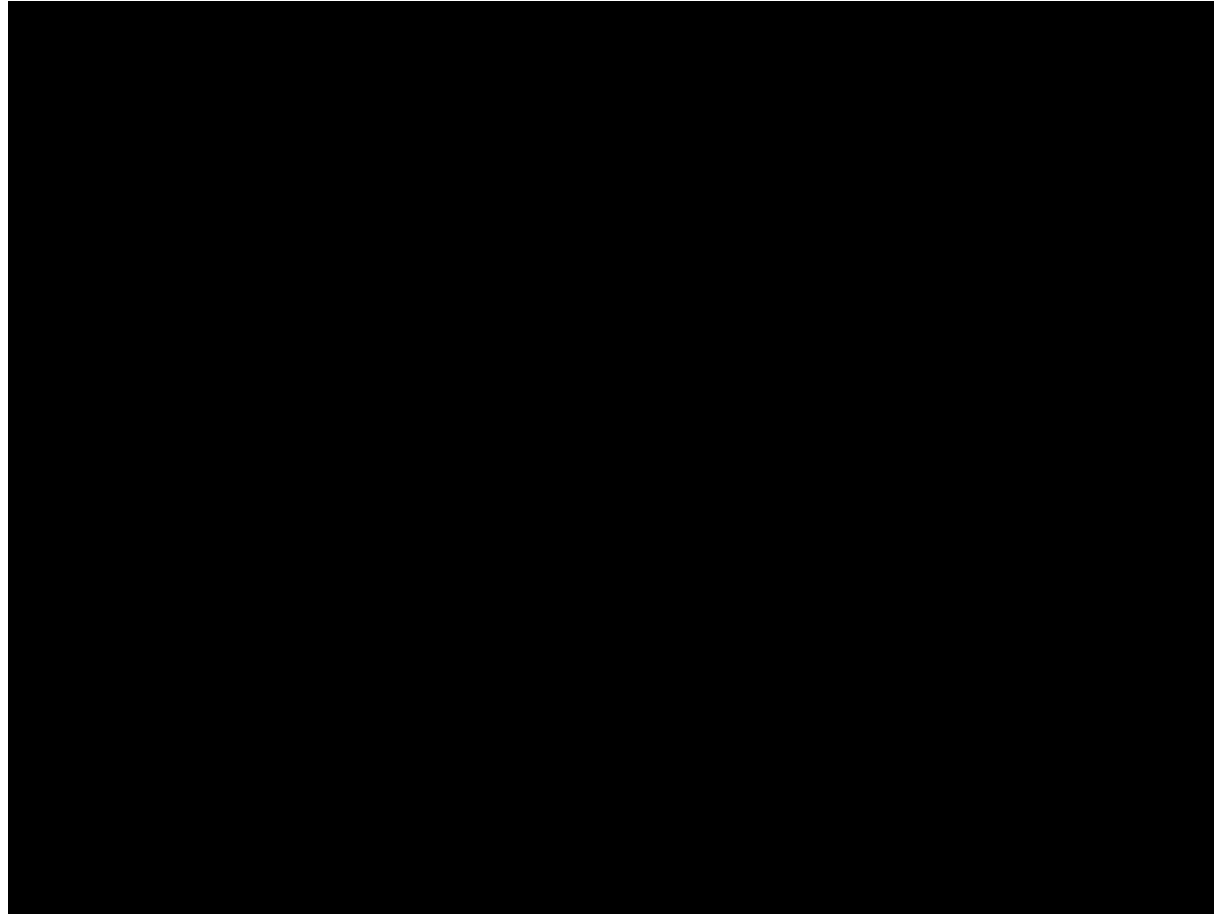
Task 2 – Download the Community Park 1 trail map

Task 3 – Download Event 1 to your calendar

Do you have any questions for me, now that we're done?



# Usability Test 1

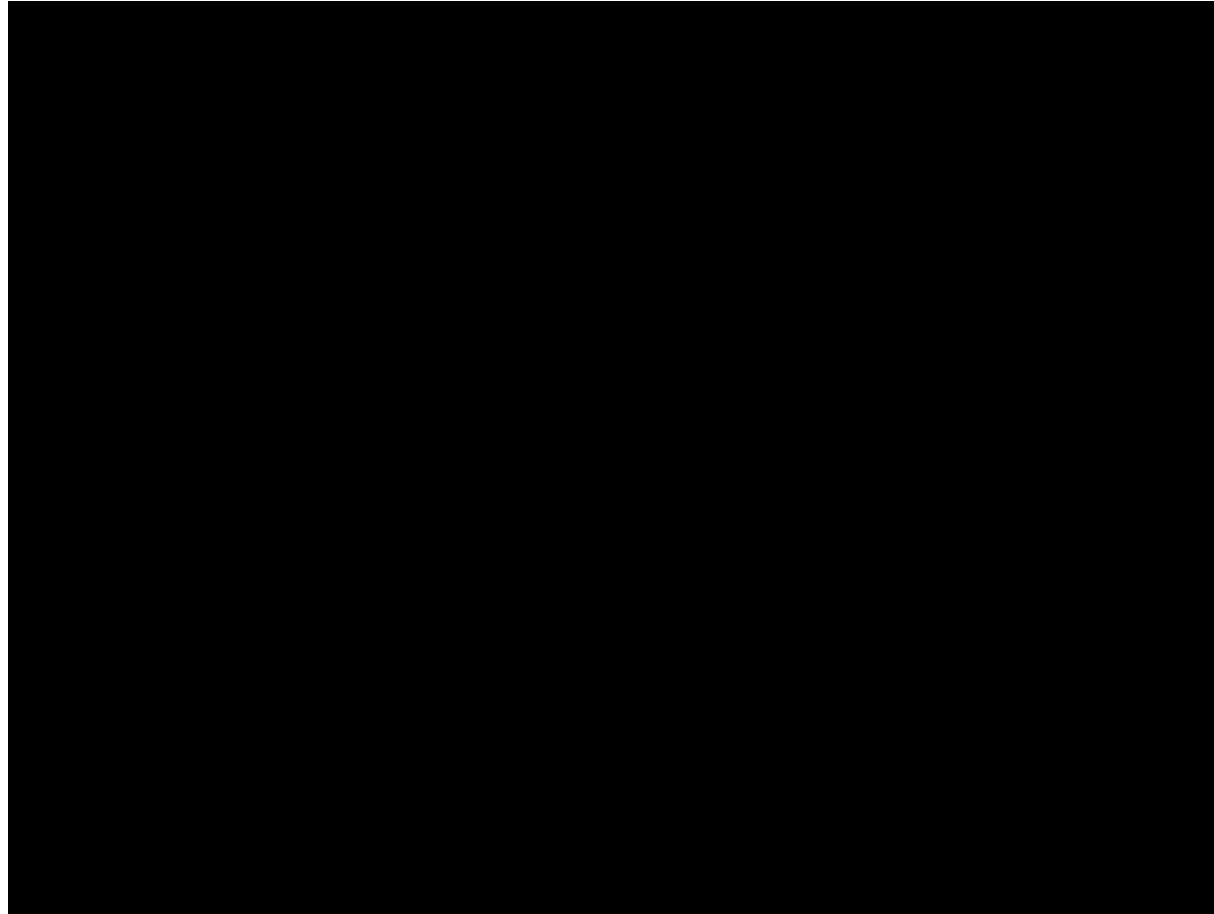


[https://youtu.be/VlGflsp\\_Ccs](https://youtu.be/VlGflsp_Ccs)

# Findings from Test 1

- There were initially some issues with the app/link itself
- Is it necessary to have “return to home” at the top of the drop down navigation menu
- Make event calendar more specific
- Dropdown menu for Community needs clarity
  - Confusing to have downloadable map as well as map to download underneath park

# Usability Test 2



<https://youtu.be/XsqW5uDFCKE>

## Findings from Test 2

- For some reason after the video exported the video disappeared but the audio stayed
- Same as the first test, there were some issues with the app/link itself being weird at first and the clicking not working
- Dropdown menu for Community needs clarity (same as first test)
  - Confusing to have downloadable map as well as map to download underneath park

# Conclusion

- The technology itself was a bit of a challenge – the app POP seemed to have a few issues where everything was linked on my end but the tester wasn't able to move forward
- The navigation needs to be a little clearer under the “Community” tab
- Consider changing the title “Home” of one of the pages
- Calendar needs to be more specific