Usability testing

Group 10

CO_2GO

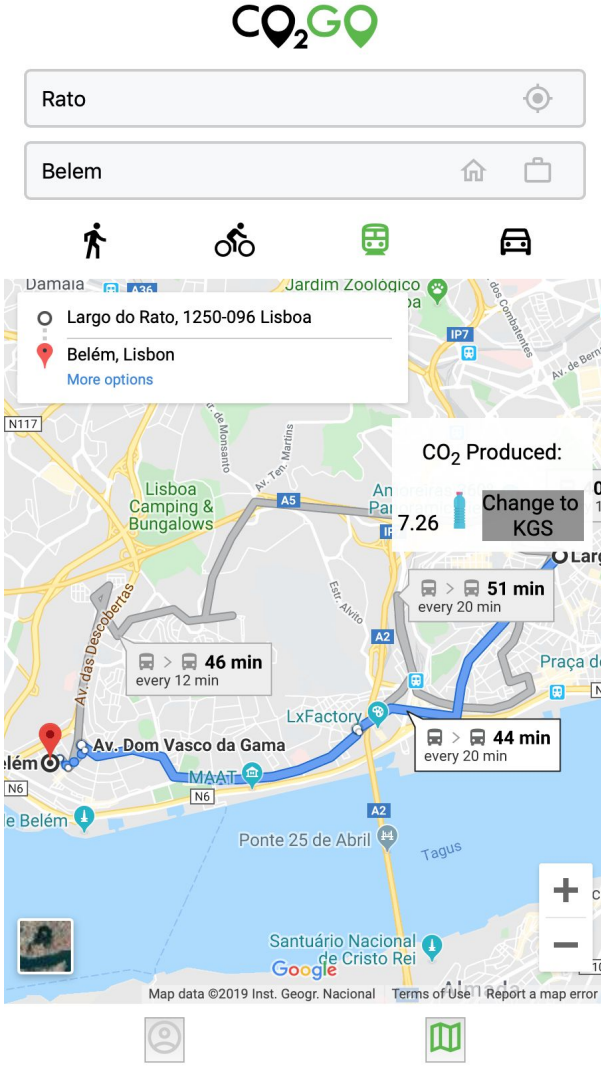
User research methodology

The task: “Find the route from point A to B by public transport and see how much CO_2 is emitted by number of bottles.”

Efficiency: Time to complete task (30 seconds) & number of clicks excluding typing (5)

Effectiveness: Task completion

Satisfaction: Scale 1-5



Script

- “Test that takes maximum of 5 minutes, just for improving and testing our prototype and not to test you as a user. “
- Description of the task
  - “Find the route from point A to B by public transport and see how much CO2 is emitted by number of bottles.”

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Result

Users: 5

Efficiency: Average of 30.6 seconds, 3.5 clicks

Effectiveness: task completed by all users

Satisfaction: 4.4

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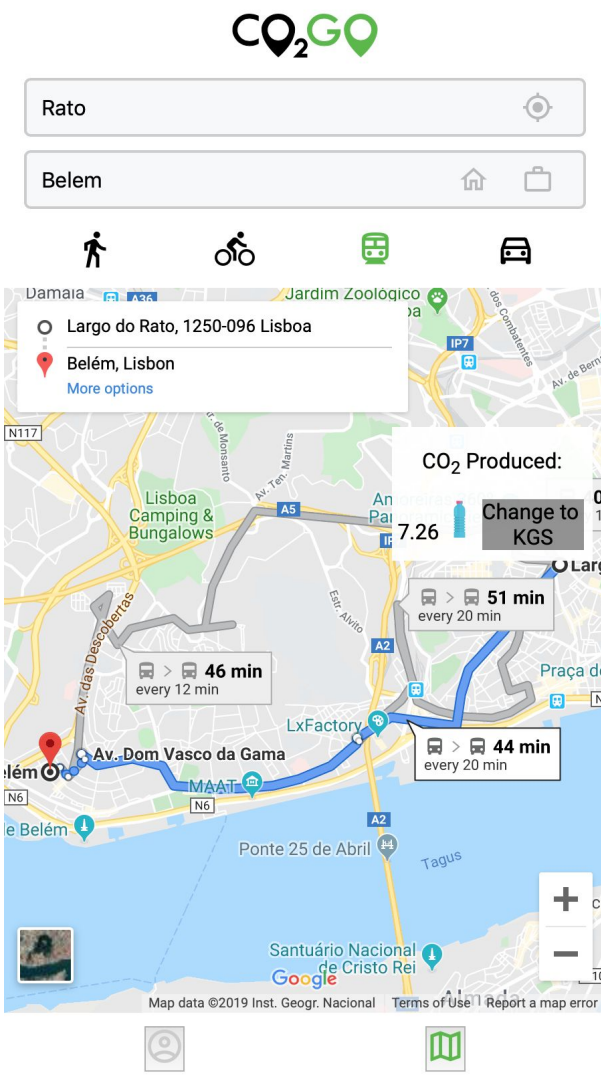
Debriefing

What went well:

Users all completed the task and did it within our expected time and clicks



Debriefing

What could be better: Minor design improvements, such as making it more visually appealing

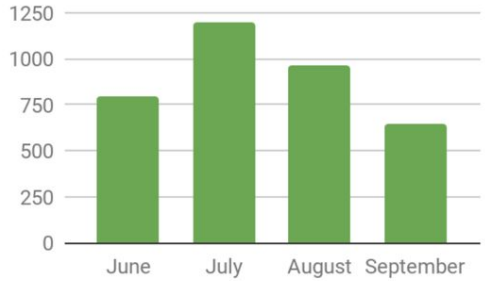
Feedback from the users:

- Regarding Personal Page/Statistics: also display the benchmark: How much did you save by using your chosen means of transport instead of the using worst option.

Maria

Saved 6.42

Statistics



Leaderboard

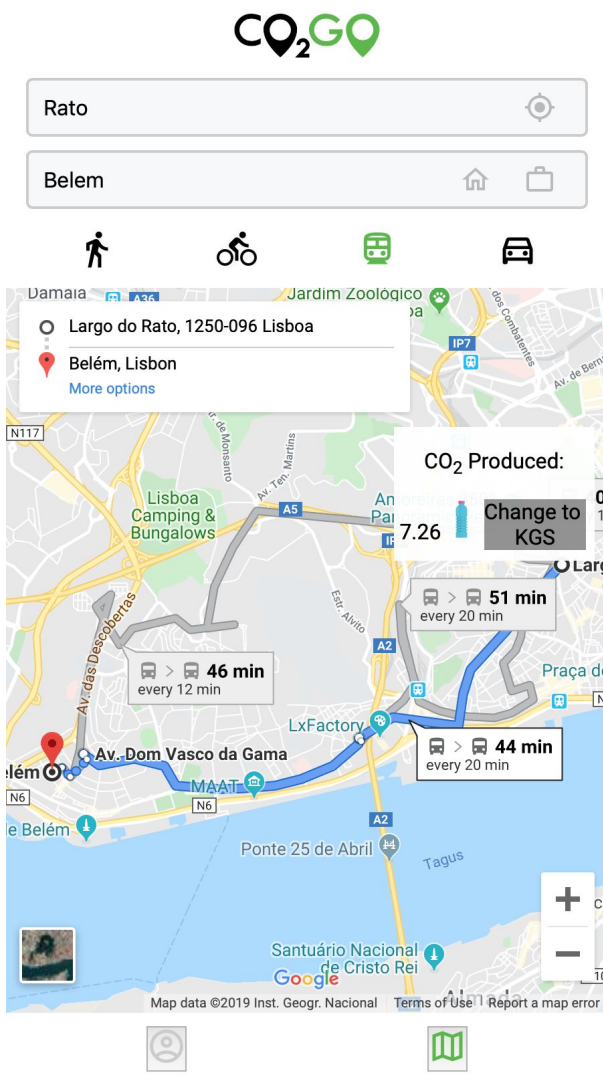
		Change to KGS
1	Anna	411.62
2	Max	363.20
3	Kim	190.68
4	Chris	88.38
5	Bernard	73.85

Debriefing

What could be better: Minor design improvements, such as making it more visually appealing

Feedback from the users:

- Move the CO_2- box under to the left for consistency
- Move the CO_2 levels to the transportation method bar



Design implication and other improvements

- Move the CO_2 indicator where it is more intuitive - for example to the transportation method bar
- Show comparison to worst method
- Work on the design to make it more visually appealing

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