

Summary of Preliminary Test Results

(Krunal | Homework - 13)

What happened?

Preparation

I prepared a general test which would be conducted with same participants for normal test plan as well eye tracking device. I came prepared with consent form. Participants are given and asked to be present at the usability lab 5 mins before their allotted slot of 10 minutes each. I prepared whole test on **Tobii** tool which would provide the directions for each phase of the test. I refreshed my tutorials provided by Ade in previous class about Tobii. Test was in total three phases as follows:

Phase #1: Research Question [General] – Two Questions

Phase #2: Research Question [Eye-Tracking] – Two Prototypes

Phase #3: Questionnaire – Two Questions (MCQs)

I pilot tested whole setup with myself and cross checked if webcam and mic were in place.

Test

I read out the consent form and offered them to sign it for me. I gave a very brief introduction about the website they were about to use. And also informed them the structure and break-down of over-all test. I informed participants that they'll provided scenario and will have to perform the task based on it. I also explained them F10 is next screen if they want to move forward anytime during the test.

Instruction that I mentioned in the test were easy to follow and understand, I did not have to interfere during the test till they were done. Test went smooth and as planned. I had 5 participants.

Finalizing

After participants completed their test, I thanked them for participating (after each one completed their test). I struggled with the data collected because I wasn't sure how exactly to grab the desired part of collected data to save time and efforts. I chose to have Gaze Plots and Heat Maps of the Eye-Tracking part of the test and I had to export the final video for reference as well general test's raw data. While exporting images I couldn't use page by page image plots but rather I had to export from the video screenshots and also noted the time stamps to compare and contrast between Gaze plot and Heat Map of the same participant.

Inference

Phase #1

I had to collect proof for terminology being used was universal and intuitive. I was checking the time and sequence of gaze to finally reach out to the desired option. 3 out of 5 participant's actions and think aloud proved that 'CONTACT US' is better choice over 'CONNECT'.

Phase #2

I had to check if participant is able to locate themselves in website give a random page opened to them. Prototype 1 was existing website where as prototype 2 was designed by myself. 4 participants of 5 like and found prototype 2 quite informative as far as navigation and information scent was concerned.

Phase #3

Question 1: Which prototype of 2 was easy to use and navigate?

Question 2: 'Connect' Vs 'Contact-Us' you feel is relevant?

Result: 4 out of 5 participants agree positively with my recommendation.

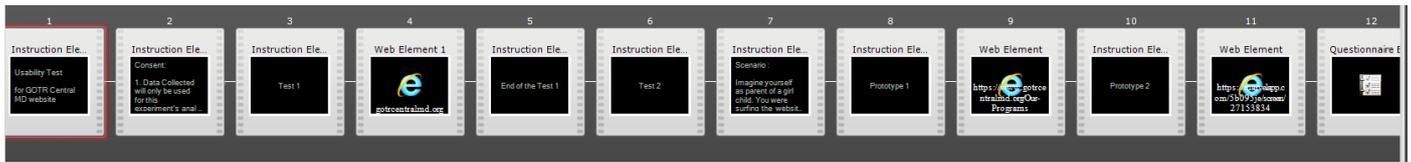
Overall test results were desired and provided me strong proof of my proposed design being valuable.

P. T. O.

Screenshots

Test sequence

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1. Instruction #1: Title
2. Instruction #2: Consent Screen
3. Instructions #3: Test 1
4. Web Element #1: < Current website >
5. Instruction #4: End of Test
6. Instruction #5: Test 2
7. Instruction #6: Scenario
8. Instruction #7: Prototype 1
9. Web Element #2: < Prototype 1 >
10. Instruction #7: Prototype 1
11. Web Element #2: < Prototype 2 >
12. Questionnaire #1:
13. Questionnaire #2:
14. Instruction #8: Thank You!