

USABILITY TESTING PROTOCOL & REPORT

Testing holder: Akshatha Kalyanpur Nayak, Yiran Yang, Sourabh Yadav, Szu-Fang Wang, Xuan Yao

Testing Protocol

Objective

In order to improve the user experience for the True Tickets, a mobile application built to provide a platform to purchase the tickets for events like concerts and games, this test is to consider the usability of this application.

Introductory Statement

Thank you for coming today to help us evaluate the usability of TrueTickets. TrueTickets is a mobile application that allows you to book tickets for your favorite concerts, shows, and games. We have asked you to come in to help us understand what works, what doesn't, and how we can improve our design. It's very important for you to remember that we are testing the design and not you. There are no right or wrong answers. You will be given a set of tasks to perform using our design. You may find some of the tasks easy and some hard, but don't get discouraged if you struggle. Our goal is to make the software easy to use for people like you.

Is it ok if we record today's session to make it easier for us to analyze and recall portions of this session? We ensure that this tape will not be used elsewhere. We also have other people from our team observing this activity to make observations of this session and learn how we can improve TrueTickets.

Before we start testing the software, I will start by asking you a few questions regarding how you make bookings for a concert, show or a game so that we can understand the preferences of our typical customers. We will spend a few minutes working on our design, after which we will ask you a few questions. Do you have any questions before we start?

Pre-Test Questionnaire

- Tell me how you normally book tickets for concerts, shows or games.
- Tell me which service do you typically use to reserve tickets for the show.
- Can you tell us some of the factors that are most important when you book tickets for concerts, shows or sports? For example, do you book based on the cost, time, for a night out with friends or for the love of music/ games?

- When you book a show/game, do you book tickets on the basis of a particular artist/team or you book a show if you think it's interesting?

Tasks

Now let's take a look at our design for TrueTickets. I will be now asking you to perform a few tasks on our design. As you perform these tasks on our designs, I would like you to think out loud so that we not only see what you are doing but also understand your thinking. Feel free to ask any questions at any point during the activity. I may or may not be able to answer your questions. Are you ready to begin?

Task	First impressions
Starting State	The homepage of True Ticket App
Completion Criteria	N/A
Script	I'd like you to start by taking a look at the home page and telling me what your impressions are.
Follow-Up Questions	What do you like the most and the least on the homepage?

Task	Find & Book the concert
Starting State	The homepage of True Ticket App
Completion Criteria	Participants can complete booking a ticket (stop when they get to payment screen).
Script	Your favorite band - Maroon 5 is holding a concert in Boston on Feb 28, 2019. The tickets are only sold on True Ticket. And you want to buy the ticket, but you only have a budget of \$200 to spend on this concert. How would you go about the same?
Follow-Up Questions	How easy and convenient was it for you to find what you were looking for?

Task	Share event information with your friends on social media
Starting State	The homepage of True Ticket App
Completion Criteria	Participants should be able to share event details on their choice of social media page.
Script	You have a friend who is a Maroon 5 fan and while browsing the application you see that Maroon 5 is organizing an event in Boston. You want to inform her about the same by sharing the link.
Follow-Up Questions	Did you have any difficulty in understanding how to share the same on social media?

Task	Update information after booking the ticket, given the following constraints: Resell & Refund / Change the seat
Starting State	The homepage of True Ticket App
Completion Criteria	Participants can find the way to resale and refund their tickets, as well as change the seat for their tickets. Moreover, participants should be noticed about the rules related to the services.
Script	You bought the concert ticket for Maroon 5 on Feb 28, 2019. With flexible money, you want to change your seat to a front row. However, after you change the seat, you receive a call from your boss, and he needs you to go on a business trip from Feb 28 to March 3. Which means that you cannot attend to the concert and need to resell your ticket.
Follow-Up Questions	Could you easily find the resell & refund function in the True Ticket application? Was it easy for you to request for the same?

Exit Questionnaire

- How would you describe this app in a couple of sentences?
- Is this a useful app for you? Is it something you would use again? Why or why not?
- Tell me two things you liked and disliked the most about this app.
- What's your recommendation on how the true ticket application can be improved to provide a better user experience?
- Do you expect any reward program to be included in the application? If yes, can you suggest us a few?
- What are some of the social media features you wish were included in this application?

Testing Report

In order to improve the user experience for the True Tickets, we tested the prototype created by our team. After testing the prototype on six participants, we found that each participant thought differently and also they found some common problems.

3 Main Problems

1. Search bar

Participants requested for a search bar at the top of the page when the home page loads. Even though there was a search icon in the nav bar, participants would like to avoid that single click to search for something they are particularly looking for. We feel that users want the search bar at the top because the majority of the times they go to a ticketing application knowing what they want. If they find the search bar when the page loads it makes their job easy.

2. Seats and Prices

Our participants mentioned that they want a feature which lets the user know the price of each seat they chose. In other words, they would like it if the price is stated before a zone begins so they can understand how much a ticket in each zone costs. To be honest, we didn't realize the pain point before, and we have decided to implement our design by notifying users about the change in price when they book and select seats.

3. Designing style of the application

Although the application is a wireframe, participants requested us to change the font style and color. They also mentioned that the design of the home page must contain a search bar, carousels should mention the most popular event first followed by the rest and ideas related to promotions and how one can gain reward points must be displayed in the home page. Some participants also suggested us to use a filter and different styles to show the information on the home page.

Summary

By doing the usability test, we found many problems that we hadn't thought of before. When designing the wireframe, sometimes only the function is taken into account without thinking from the user's perspective, causing some unexpected problems with users. The usability test helped us find problems with our prototype and get some great suggestions to improve our website. To our surprise, we did discuss the search bar during our first conversation of prototype design, and later we removed the search because there is a search feature on the bottom. We did not want the

design to have redundant features in the same page. But from user's perspective, a search bar on the top of the homepage is necessary and logical.

Moreover, we spend a lot of energy on seat selection, but we didn't consider the relationship between price and seat. Although users can choose the switch of the "See where your friends are sitting" function, some participants feel that the function is not very practical.

Last, many participants mentioned the font color and size of the wireframe. Although the wireframe looks reasonable, as a mobile version, it is obvious that the amount of information on the home page is so large that the font color cannot be seen clearly in some places. All these will bring trouble to users.

Reference: Interview Records

Interviewee 1

Interviewer: Akshatha Kalyanpur Nayak

Location: Interviewee house

Time:12/01/2018

Our interviewee 1 told us that she likes our home page, but she wanted a few things to be different. She wanted the search to be present on the top of the home page so that she doesn't have to click the search from the navigation bar to search for something. She wants the search bar at the time when the page loads. Also, interviewee 1 thought that most popular events and ideas related to promotion should be shown at the top after the search bar.

Regarding the search page interviewee 1 was able to find everything she wanted and carry on the process as requested. She told that the things are well organized and it's easy to carry the process. In the event page, she thought that the share was written under the share button because she was not very sure by just seeing that share button if it is meant for sharing.

She was easily able to identify how to share the event details with her friends and she liked the idea of finding where her friends are sitting for the same show. In the booking page the only change she requested was when selecting the seat, she should get an idea about the price of each seat she selected. This would give her clarity regarding which zone costs how much. She liked the other steps related to payment also and did not suggest any other changes.

She liked the way she could see her booked tickets and previously booked tickets. She could easily find options on how to resell and refund her tickets. She did not suggest any changes for this site.

Interviewee 2

Interviewer: Szu-Fang Wang

Location: Interviewee house

Time:12/02/2018

Our interviewee 2 told us that she likes the ticket page most because she can clearly know the main information and what she can do on that page. However, there are three main issues that make she feel unsatisfied or should be improved. First is about the location. Interview 2 is a person who cares about her privacy, so she doesn't like the application to detect her location. Also, she thinks the search bar is more useful

than those “near you” or other recommend information. And the date/time should also show on the first page. Second is the process of buying tickets. She doesn’t like the ticket information just show the lowest price before buying. She thinks it will be better if the information can directly show the relationship between the prices and the zones. And the user can choose the price they prefer then select the seat in those zones. Third, the application should be more user-friendly to those who use this application for the very first time. Because as her own experience she would want to know how to pay the money and get the ticket before the very first time she buys the ticket on this application.

Interviewee 3

Interviewer: Sourabh Yadav

Location: Interviewee home

Date:12/02/2018

This participant found this prototype very easy to use and navigated to all tasks without any trouble but still in terms of improvements needed to this app, he told us that he liked the usage of images and the swiping tabs a lot as they give the main information about the events and the categorized view such as filtered view as which ones are near me, popular ones and favorites. The thing he liked the least is that the coming soon tab could have been better if they can show the part of images below so he can scroll down to explore the page more.

Furthermore, the tickets those are booked are shown under tickets icon, not under my account, as it can be presented there under my orders liked tab as we get in all popular online shopping applications.

Lastly, the design can be more attractive and intuitive as the texts are too big on the homepage for the event headings as compared to the location text.

Interviewee 4

Interviewer: Sourabh Yadav

Location: After Hours at CSC

Date:12/02/2018

The interviewee told us that he found this application very simple and not at all difficult to search for the information he is looking for. In terms of his experience for what we need to improve he suggests that the message icon on the top right corner of the home page is not clear is it a mailbox linking or what kind of message is there.

Secondly, while booking the tickets it shows him starting from \$20 but ended up with \$100 without any notifications why and how the price has changed as he was looking for the prices near to the one which had shown him on the event page, so before proceeding to the payment page he should get some options for price-based selection.

Thirdly, the sharing button on the event page was totally ignored by him when he booked the ticket in the previous task but when I asked him to share it with his friend then only, he identified that icon to share and he liked the sharing link very much and the refund feature was also appreciated by him.

Additionally, he mentioned that the interface and font styles are not attractive (they look very old when applications were in their starting phase) as compared to the current applications available in the market.

In conclusion, he says that the resell feature is redundant as the application already have the refund option, because if a user wants a refund, true ticket will give him that after re-selling his ticket on their own by setting up his ticket as available to buy for others, so for a user that is not required.

Interviewee 5

Interviewer: Xuan Yao

Location: The lobby of an apartment

Time:12/02/2018

Our interviewee 5 told us that he doesn't like the homepage much because there are only carousels show in the homepage, he suggests us to use some icons and maybe a filter to allow users find specific events. And he thinks there should have a search bar in the top of the homepage because most apps have the feature (user experience).

Moreover, he thinks the filter options on the search page is great, and he likes the feature "See where your friends are sitting." However, he mentioned the font color and size. Although it is a wireframe of the TrueTickets App, we should not use gray as the font color. The good news is he likes the account page, and he thinks the community is a good idea which could be improved.

Last, he told me that the resell service might be a competitive advantage to help TrueTickets earn the share of markets. From his perspective, the design of the app is good. But it needs to be improved from both design and features perspective.

Interviewee 6

Interviewer: Yiran Yang

Location: Interview Room

Time:12/02/2018

Our interviewee is very satisfied with our app because all the information he wants to know is available to him through the navigation bars and other pages. He is full of expectations for the search bar because he said he couldn't get to the information of the singer that he loved in time. Therefore, he thinks that it is very convenient to target on his favorite singer or concert after searching in this app. At the same time, he can also find other interesting exhibitions which would make life more wonderful.

He considers the resell and refund function is very useful and efficient. Sometimes people can't a participant in the concert because of work or some emergencies. However, if there is a chance to resell the tickets, it can be very convenient for other fans to buy them and saves money for people himself. However, he believes that this function should be more specific and transparent so that users can be more trusted with the app.

As for the seat selection part, he thinks there are some designs that cannot be understood. He didn't think it would be useful to check the button---See where your friends are sitting. He thinks this app focuses on a large number of people, and the chances of finding his friends are relatively small. Secondly, he thinks that everyone has his own privacy. Some people may not want to let their relatives or friends know about their arrangements for the concert.

Our interviewee 6 didn't show much interest in the feature of social media. Instead of buying tickets and then sharing with friends, he would rather talk with friends the first time and decide to buy tickets together.