

IMA 2 - Usability testing report

[Memrise]

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Introduction

Memrise is a language learning app focusing on providing a fast and more native language learning experience to users. Founded in 2010, Memrise uses a format that leverages high level technology to connect language learning to the real world and make the learning engaging and fun.

This usability test was conducted in person with each participant individually. Tasks were timed and logged with comments and the number of clicks was tallied for each task.

Methodology

Sessions

Participants were recruited to show a range of lifestyles and ages. Sessions typically last 30 minutes or less. The project was explained and the tasks completed with little deviation. The tasks were completed on the iPhone iOS version of the app with the exception of task 7 which was completed on a laptop computer.

Participants were asked to rate their experiences on the end of session questionnaire and satisfaction survey that were logged by the test administrator.

The questionnaire asked based on a 5-point scale of ease for each task. 1. Super Easy – 5. Super Hard.

The Satisfaction survey asked questions on the general satisfaction with the app using a scale of 7 points from 1 Strongly disagree – 7 strongly agree.

Participants

All participants were acquaintances or family members of the test administrator. Tests were conducted on October 10th 2020. Two were female, and one was male.

Evaluation Tasks/Scenarios

- Task 1: Complete the steps necessary to create a new account. Stop after your account has been created.
- Task 2: Now, find one language you like to learn and add it to your profile / account.
- Task 3: Change the language to other language you like to learn.
- Task 4: Turn off and turn on auditory sound.
- Task 5: Go to the setting / preference and change one setting option (any).
- Task 6: Close the app and then reopen and resume a task

- Task 7: Access the app through a second device – Laptop

Results

Task Completion Success Rate

All participants successfully completed all Tasks in a reasonable amount of time. The task that took the longest was Task 4 asking participants to locate the sound setting for the app.

Task Completion Rates

Participant	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7
1	✓	✓	✓	✓	✓	✓	✓
2	✓	✓	✓	✓	✓	✓	✓
3	✓	✓	✓	✓	✓	✓	✓
Success	3	3	3	3	3	3	3
Completion Rates	100%	100%	100%	100%	100%	100%	100%

Learnability: Time to complete a task successfully

Each team member recorded the time on task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

Task 4 required participants to find the audio settings and make changes to that feature and seemed to provide the biggest challenge (mean 19.33 seconds) the only task that took longer was task 7 which required participants to load the app on the laptop and log in, but the time measure may be skewed because load time varied between participants (mean = 26.67). Overall all tasks were completed in under 30 seconds, some under ten seconds.

Time on Task

	P1	P2	P3	TOT	Avg.
Task 1	15	25	18	58	19.33
Task 2	30	24	20	74	24.67
Task 3	10	30	15	55	18.33
Task 4	10	29	30	69	23.00
Task 5	26	6	10	42	14.00
Task 6	14	5	5	24	8.00
Task 7	29	31	20	80	26.67

Summary of Data

The table below displays a summary of the test data. Low completion rates and satisfaction ratings and high errors and time on tasks are highlighted in red.

Summary of Completion, Learnability (Time on Task), Errors

Task	Task Completion	Learnability (Time on Task)	Errors
1	3	19.33	2.67
2	3	24.67	7.33
3	3	18.33	7.33
4	3	23.00	7.33
5	3	14.00	1.00
6	3	8.00	2.33
7	3	26.67	1.33

Task – end of session questionnaire table

Participants	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Total	Mean
								(per participant)	(per participant)
P1	1	1	2	2	2	2	2	12	1.7
P2	1	1	2	3	2	1	2	12	1.7
P3	1	1	2	4	3	1	1	13	1.9
Total (per item)	3	3	6	9	7	4	5		
Mean (per item)	1.00	1.00	2.00	3.00	2.33	1.33	1.67		

* Scale: 1 (super easy) – 3 (not easy or hard) – 5 (super hard)

* Mean rating per participant = (total per participant from Q1 to your tasks) / # of items (above example used 5 items only)

* Mean rating per item = (total per item) / 7 (# of participants)

Satisfaction

Satisfaction ranged from middling to good on the scale. The tasks were basic and easy to complete for the most part but the overall usefulness of the app depending on personal insight.

Satisfaction Questionnaire table

Participants		P1	P2	P3	Total (per item)	Mean (per item)
Q1		5	6	5	16	5.33
Q2		6	7	5	18	6.00
Q3		6	4	6	16	5.33
Q4		6	6	5	17	5.67
Q5		6	7	5	18	6.00
Q6		5	4	4	13	4.33
Q7		6	6	5	17	5.67
Q8		4	3	4	11	3.67
Q9		~	4	4	8	4.00
Q10		~	5	4	9	4.50
Q11		4	5	4	13	4.33
Q12		4	3	3	10	3.33
Q13		4	4	3	11	3.67
Q14		6	5	3	14	4.67
Q15		5	3	4	12	4.00
Q16		5	4	3	12	4.00
Q17		5	3	3	11	3.67
Q18		6	5	4	15	5.00
Q19		4	4	5	13	4.33
Total	(per participant)	87	88	79		
Mean	(per participant)	5.12	4.63	4.16		

* Scale: 1 (strongly disagree) – 4 (do not agree or disagree) – 7 (strongly agree)
 * Mean rating per participant = (total per participant from Q1 to Q19) / 19 (# of items)
 (above example used 8 items only)
 * Mean rating per item = (total per item) / 7 (# of participants)

User experience

All commented on how very basic the beginners exercises were to both good and bad impressions. Generally found it simple and repetitive in nature with both good and bad connotations of that as well.

Recommendations

The app relies on a lot of prior knowledge with other similar apps. Someone unfamiliar with the general location of settings for example might not think to look at the profile page for other settings.

Other change areas to consider might be the language selection, and the task selection as well.

Turn on and off auditory sound (Task 4)

Task 4 required participants to find the settings and turn off the sound options..

Change	Justification	Severity
<ul style="list-style-type: none">• Add a mute button to the video exercises• Add a settings icon to the home page	<p>Participants all struggled to locate the settings page and found it by process of elimination.</p> <p>Should a user wish to silence their device quickly they would have to back out of their exercise go to settings and change the sound options this is not quick</p>	High

Conclusion

Most participants found the app easy to get set up with but found the information simplistic and the settings difficult to navigate.

Attachments

Completed observation sheets, task questionnaires and satisfaction questionnaires for participants 1-3



Observation Sheet

Participant name: Amenda

You will be given five tasks to complete. We will answer any questions you may have about the usability test before you start, with the exception of how-to questions. Please, be aware that we do not want to risk leading you through the tasks, so although we strongly encourage you to think out loud and ask questions during the process, we will not answer your questions during testing. We will, however, jot your questions down and answer them after you have completed all five tasks.

TASK	START	STOP	CLICKS	TOTAL TIME	COMMENTS
Task 1. Complete the steps necessary to create a new account. Stop after your account has been created.	0	:15	9	15 ^{sec}	easy.
Task 2. Now, find one language you like to learn and add it to your profile / account.	0	:30	10	30 ^{sec}	Adds second lang. NYA
Task 3. Change the language to other language you like to learn.	0	:10	6	10 ^{sec}	Adds 3rd lang.
Task 4. Turn off and turn on auditory sound.	0	:10	12	10 ^{sec}	
Task 5. Go to a setting / preference and change a setting option.	0	:26	12 28	26 ^{sec}	changed Notification
Task 6. Close the app and then reopen and resume a task	0	14 ^{sec}	5	14 ^{sec}	
Task 7. Access the app through a second device – Laptop	0	29	7	29 ^{sec}	

Lastly, study with the app for about 3 minutes (time) and tell me your experience (imaging that your friend just emailed you to ask about this app. What would you tell your friend?

Beginner is very basic very repetitive on early phrases. Couldn't get it to change languages easily.

End-of-session questionnaire

Task

How easy or hard was it to complete the steps necessary to create a new account.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to find one language you like to learn and add it to your profile / account?

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to change the language to other language you like to learn.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to turn off and turn on auditory sound.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to go to a setting / preference and change a setting option.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

[Continue with your team tasks]

Task 6 -

Easy

Task 7 -

Easy

Satisfaction

This questionnaire, which starts on the following page, gives you an opportunity to tell us your reactions to the app you used. Please read each statement and indicate how strongly you agree or disagree with the statement by circling a number on the scale. If a statement does not apply to you, indicate with "N/A".

1. Overall, I am satisfied with how easy it is to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

2. It was simple to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

3. I could effectively complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

4. I was able to complete the tasks quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

5. I was able to efficiently complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

6. I felt comfortable using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

7. It was easy to learn to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

8. I believe I could become productive quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

9. This language learning app gave error messages that clearly told me how to fix problems.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

N/A

10. Whenever I made a mistake using the language learning app, I could recover easily and quickly.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

N/A

11. The information (such as on-line help, on-screen messages and other documentation) provided with this language learning app was clear.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

N/A

12. It was easy to find the information I needed.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

13. The information provided for this language learning app was easy to understand.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

14. The information was effective in helping me complete the tasks.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

15. The organization of information on the language learning app screens was clear.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

16. The interface of this language learning app (buttons, menus, graphics) was pleasant.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

17. I liked using the interface of this language learning app (buttons, menus, graphics).

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

18. This language learning app has all the functions and capabilities I expect it to have.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

19. Overall, I am satisfied with this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

Observation Sheet



Participant name: Sarah

You will be given five tasks to complete. We will answer any questions you may have about the usability test before you start, with the exception of how-to questions. Please, be aware that we do not want to risk leading you through the tasks, so although we strongly encourage you to think out loud and ask questions during the process, we will not answer your questions during testing. We will, however, jot your questions down and answer them after you have completed all five tasks.

TASK	START	STOP	CLICKS	TOTAL TIME	COMMENTS
Task 1. Complete the steps necessary to create a new account. Stop after your account has been created.	0	:25	13	25 sec	
Task 2. Now, find one language you like to learn and add it to your profile / account. (second lang)	0	:24	12	24 sec	lots of scrolling
Task 3. Change the language to other language you like to learn.	0	:30	16	30 sec	Wasnt sure the lang changed.
Task 4. Turn off and turn on auditory sound.	0	:29	11	29	Tried video before found audio.
Task 5. Go to a setting / preference and change a setting option.	0	:6	7	:6	Already knew settings from prior task.
Task 6. Close the app and then reopen and resume a task	0	:5	5	5 sec	
Task 7. Access the app through a second device - Laptop	0	:31	5	31 sec	load time took longer.

Lastly, study with the app for about 3 minutes (time) and tell me your experience (imaging that your friend just emailed you to ask about this app. What would you tell your friend?

Very Repetative mix of phrases and words good but too simple for fast progress. Upgrade pushes were annoying.

End-of-session questionnaire

Task

How easy or hard was it to complete the steps necessary to create a new account.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to find one language you like to learn and add it to your profile / account?

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to change the language to other language you like to learn.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to turn off and turn on auditory sound.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

How easy or hard was it to go to a setting / preference and change a setting option.

1. Super easy 2. Easy 3. Not easy or hard 4. Hard 5. Super hard

[Continue with your team tasks]

Task 6

1. Super Easy

Task 7

2. Easy.

Satisfaction

This questionnaire, which starts on the following page, gives you an opportunity to tell us your reactions to the app you used. Please read each statement and indicate how strongly you agree or disagree with the statement by circling a number on the scale. If a statement does not apply to you, indicate with "N/A".

1. Overall, I am satisfied with how easy it is to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

2. It was simple to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

3. I could effectively complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

4. I was able to complete the tasks quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

5. I was able to efficiently complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

6. I felt comfortable using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

7. It was easy to learn to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

8. I believe I could become productive quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

9. This language learning app gave error messages that clearly told me how to fix problems.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

10. Whenever I made a mistake using the language learning app, I could recover easily and quickly.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

11. The information (such as on-line help, on-screen messages and other documentation) provided with this language learning app was clear.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

12. It was easy to find the information I needed.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

13. The information provided for this language learning app was easy to understand.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

14. The information was effective in helping me complete the tasks.

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Strongly disagree			Do not agree or disagree			Strongly agree

15. The organization of information on the language learning app screens was clear.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

16. The interface of this language learning app (buttons, menus, graphics) was pleasant.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

17. I liked using the interface of this language learning app (buttons, menus, graphics).

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

18. This language learning app has all the functions and capabilities I expect it to have.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

19. Overall, I am satisfied with this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

Observation Sheet

3

Participant name: David.

You will be given five tasks to complete. We will answer any questions you may have about the usability test before you start, with the exception of how-to questions. Please, be aware that we do not want to risk leading you through the tasks, so although we strongly encourage you to think out loud and ask questions during the process, we will not answer your questions during testing. We will, however, jot your questions down and answer them after you have completed all five tasks.

TASK	START	STOP	CLICKS	TOTAL TIME	COMMENTS
Task 1. Complete the steps necessary to create a new account. Stop after your account has been created.	0	18	7	18 sec	
Task 2. Now, find one language you like to learn and add it to your profile / account.	0	20	12	20 sec	
Task 3. Change the language to other language you like to learn.	0	15	6	15 sec	
Task 4. Turn off and turn on auditory sound.	0	30	20	30 sec	Couldn't locate settings quickly.
Task 5. Go to a setting / preference and change a setting option.	0	10	8	10 sec	noted settings in prior task
Task 6. Close the app and then reopen and resume a task	0	5	3	5 sec	used device shortcut
Task 7. Access the app through a second device - Laptop	0	20	7	20 sec	mostly load time

Lastly, study with the app for about 3 minutes (time) and tell me your experience (imagining that your friend just emailed you to ask about this app. What would you tell your friend?)

lots of easy words to start with good basic course got lost a few times but easy to get back on track never used a lang app before seems useful.

End-of-session questionnaire

Task

How easy or hard was it to complete the steps necessary to create a new account.

- 1. Super easy
- 2. Easy
- 3. Not easy or hard
- 4. Hard
- 5. Super hard

How easy or hard was it to find one language you like to learn and add it to your profile / account?

- 1. Super easy
- 2. Easy
- 3. Not easy or hard
- 4. Hard
- 5. Super hard

How easy or hard was it to change the language to other language you like to learn.

- 1. Super easy
- 2. Easy
- 3. Not easy or hard
- 4. Hard
- 5. Super hard

How easy or hard was it to turn off and turn on auditory sound.

- 1. Super easy
- 2. Easy
- 3. Not easy or hard
- 4. Hard
- 5. Super hard

How easy or hard was it to go to a setting / preference and change a setting option.

- 1. Super easy
- 2. Easy
- 3. Not easy or hard
- 4. Hard
- 5. Super hard

[Continue with your team tasks]

Task 6

Super Easy

Task 7

Super Easy.

8. I believe I could become productive quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

9. This language learning app gave error messages that clearly told me how to fix problems.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

10. Whenever I made a mistake using the language learning app, I could recover easily and quickly.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

11. The information (such as on-line help, on-screen messages and other documentation) provided with this language learning app was clear.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

12. It was easy to find the information I needed.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

13. The information provided for this language learning app was easy to understand.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

14. The information was effective in helping me complete the tasks.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

15. The organization of information on the language learning app screens was clear.

1	2	3	4	5	6	7
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16. The interface of this language learning app (buttons, menus, graphics) was pleasant.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

17. I liked using the interface of this language learning app (buttons, menus, graphics).

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

18. This language learning app has all the functions and capabilities I expect it to have.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

19. Overall, I am satisfied with this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

Satisfaction

This questionnaire, which starts on the following page, gives you an opportunity to tell us your reactions to the app you used. Please read each statement and indicate how strongly you agree or disagree with the statement by circling a number on the scale. If a statement does not apply to you, indicate with "N/A".

1. Overall, I am satisfied with how easy it is to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

2. It was simple to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

3. I could effectively complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

4. I was able to complete the tasks quickly using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

5. I was able to efficiently complete the tasks using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

6. I felt comfortable using this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree

7. It was easy to learn to use this language learning app.

1	2	3	4	5	6	7
Strongly disagree			Do not agree or disagree			Strongly agree