IMA 2 - Usability testing report

[Memrise]

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[10/11/20]

Introduction

Memrise is a language learning app focusing on providing a fast and more native language learning experience to users. Founded in 2010, Memrise totes 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 except of the 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 disagree.

Participants

All participants were acquaintances or family members of the test administrator. Tests were conducted on October $10^{th}\,2020$. 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 | Comp | letion | 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 | Р3 | тот | 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 |

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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 | <mark>7.33</mark> |
| 3 | 3 | 18.33 | <mark>7.33</mark> |
| 4 | 3 | 23.00 | <mark>7.33</mark> |
| 5 | 3 | 14.00 | 1.00 |
| 6 | 3 | 8.00 | 2.33 |
| 7 | 3 | 26.67 | 1.33 |

Task - end of session questionnaire table

| | | | | | | | | Total | Mean |
|--------------------|------|------|------|------|------|------|------|----------------------|----------------------|
| Participants | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | (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 |
| Р3 | 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 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

| Part | ticipants | P1 | P2 | Р3 | 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)

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.

^{*} 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)

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 |
|------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| Add a mute button to the video exercises Add a settings icon to the home page | Participants all struggled to locate the settings page and found it by process of elimination. 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 | 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% | J. J. |
| Task 2. Now, find one language you like to learn and add it to your profile / account. | 0 | :30 | 10 | 30 Sec. | Adding second NAMA lang. |
| Task 3. Change the language to other language you like to learn. | 0 | :10 | 6 | 10500 | Addin 3rd lang. |
| Task 4. Turn off and turn on auditory sound. | 0 | 10 | 12 | lose | *** |
| Task 5. Go to a setting / preference and change a setting option. | 0 | 26 | 12 | على حور | Changed Notification |
| Task 6. Close the app and then reopen and resume a task | 0 | 14 50 | 5 | 14 50 | |
| Task 7. Access the app through a second device – Laptop | 9 | 29 | 7 | 296 | an to be forested |

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?

Begins is very basic very Repetative on early processo. 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]

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".

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| | | | disagree | | | agree |
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| 1 | 2 | 3 | 4 | 5 | (6) | 7 |
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| | | | | | | |
| 3. I could eff | ectively comple | ete the tasks | using this lang | uage learning | арр. | |
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| Strongly | | | Do not | | | Strongly |
| disagree | | | agree or | | | agree |
| | | | disagree | | | |
| | | | | 1 .) | | |
| 4. I was able t | to complete the | e tasks quick | ly using this la | nguage learnir | ig app. | |
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| disagree | | | agree or | | | agree |
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| 10. Whenever I made a mistake using the language learning app, I could recover e 1 2 3 4 5 6 Strongly disagree On not agree or | 7 Strongly |
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| Nation 1 | g the interface | e of this lang | disagree | app (buttons, | menus, graph | ics). |
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| 7. I liked usin | | - 12 TO - | disagree guage learning a 4 | app (buttons, | 4.4 | 7 Strongly |
| 7. I liked usin | | - 12 TO - | disagree guage learning a | app (buttons, | 4.4 | 7 |
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| 7. I liked using 1 Strongly disagree | 2 | 3 | disagree guage learning a 4 Do not agree or disagree | 5 | 6 | 7 Strongly agree |
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| 7. I liked using 1 Strongly disagree 8. This langua | 2 age learning a | 3 pp has all th | disagree guage learning a 4 Do not agree or disagree ne functions and | d capabilities | 6 | 7 Strongly agree ave. 7 |
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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 gc | | |
| Task 2. Now, find one language you like to learn and add it to your profile / account. (second long) | 0 | .24 | 12 | 24 sec | lob of scrol | رسا |
| Task 3. Change the language to other language you like to learn. | 0 | : 30 | 16 | 30 g | Tried Video | e the lam |
| Task 4. Turn off and turn on auditory sound. | 0 | :29 | 11 | 29 | Tried Video before faude | chere. |
| Task 5. Go to a setting / preference and change a setting option. | 0 | :6 | 7 | :6 | Already kn Setters from pr | oir task |
| Task 6. Close the app and then reopen and resume a task | 0 | ; 5 | 5 | 5 _{Se} | 1940 | |
| Task 7. Access the app through a second device – Laptop | 0 | :31 | 5 | 31800 | load time | took loss |

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 Reputative mix of phrases and words good but too simple for fast propress. Upgrade pushes were annoyon.

End-of-session questionnaire

Task

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

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 /

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]

Jask 6

1. Super Eusy Task 7

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".

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| 2. 11 1143 01115 | 4.1 | | | e smile | 6 | |
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| disagree I felt comforta 1 | ble using th | nis language | Do not agree or disagree | 5 | 6 | agree |
| disagree I felt comforta 1 Strongly | ble using th | nis language | Do not agree or disagree learning app. Do not | 5 | 6 | agree |
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| disagree | | | disagree | and the state of | | |
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| V | | and anyo orrot | messages that | clearly told m | e how to fix p | roblems. |
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| 1 | 2 | 3 | 20.00 | | | Strongly |
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Observation Sheet



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 54 | | |
| Task 2. Now, find one language you like to learn and add it to your profile / account. | D | 20 | 12 | ೨0 <u>%</u> | | euro Sosse |
| Task 3. Change the language to other language you like to learn. | 0 | 15 | 6 | 15 Sa | e na diagna ana isi |) |
| Task 4. Turn off and turn on auditory sound. | 0 | 30 | 20 | 30 See 5 | Couldn't | tus quide |
| Task 5. Go to a setting / preference and change a setting option. | 0 | 10 | 8 | 10 509 | Come semo | |
| Task 6. Close the app and then reopen and resume a task | 0 | 5 | 3 | 5 _{ks} | used device shortcut | |
| Task 7. Access the app through a second device – Laptop | 0 | 20 | 7 | 2086 | s mostly load | tino |

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?

lost a feasy words to start with good basic conne got lost a few times but easy to get back on track never used a long app before seems useful.

End-of-session questionnaire

| - | | _ |
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How easy or hard was it to complete the steps necessary to create a new account. 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 / 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. 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 dist slave

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.

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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".

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