

TESTEN MET GEBRUIKERS

1. Uitdenken aanpak gebruikstest

Stap 1: Bepaal wat je wilt testen

My Design Challenge:

(copy from week 4)

I want efficiency Seekers to focus more on themselves in their morning ritual, because an intimate & healthy morning ritual supports being efficient & productive during the day.

What to test?

- Human Factors**
(ergonomics, can the user understand and operate your product)
- Aesthetics**
(does the user like the design of your product)
- Technology**
(does the solution work)
- Business**
(how much would the product cost, where will it be sold)

Why do you want to test this?

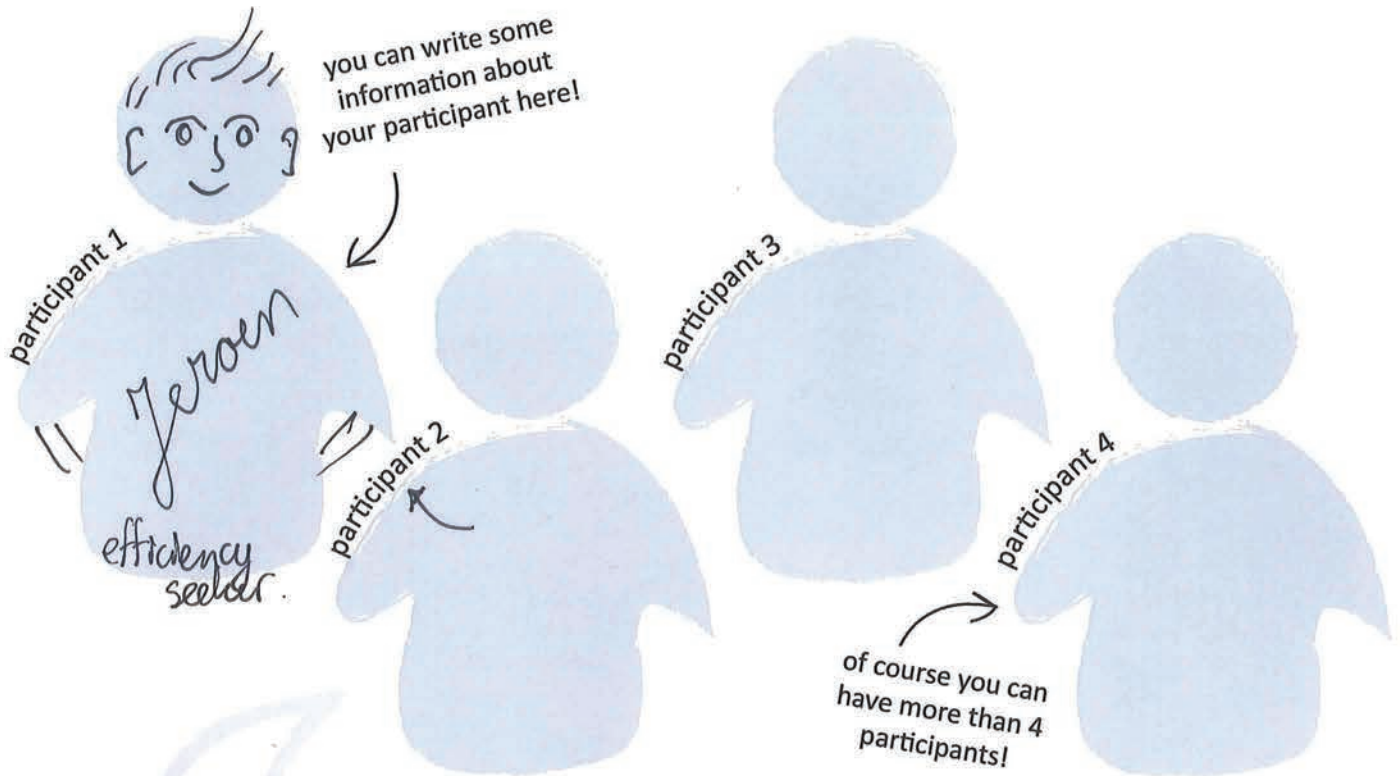
- ① We want to know if the user would understand our design.
- ② We want to know if our design has the intended feedback & outcome to our challenge.

Formulate each aspect you want to test as a question:

- ① Does the user understand the application? (→ usability)
- ② Does the application make the user focus more on himself in the morning?

1. Uitenken aanpak gebruikstest

Stap 2: Bedenk hoe je je test wilt uitvoeren



I'm going to perform my test in the following way:

- ① The participant is asked to perform a series of tasks with the paper prototype, according to a small scenario. Afterwards the participant is questioned about his experiences.
- ② The participant will be actively supported to perform the tasks ^{that} the app ~~will~~ normally will require. This will be done through social media. Afterwards the participant will be questioned about his experiences in an interview.

2. Simulatie of prototype maken

Stap 2: Maak een stappenplan voor de bouw van je prototype

- Paper
- Computer
- Cardboard
- Printer
- Glue
- Tape
- Scissors
- Ruler
-
-
-
-
-

TOOLS

- Paper
- Cardboard
- Ink
- Tape
-
-
-
-
-
-

MATERIALS



1. Create screens computer
2. Print screens
Create phone case
3. draw on cardboard
4. Cut out phone + layers
5. Glue layers together
6. Finish with tape
7. Cut out screens
8. attach Labels
9. Assemble
- 10.

STEP-BY-STEP PLAN

3. Uitvoeren gebruikstest

Stap 1: Plan je test

Post-interview Questions to ask during test

- 1: • Can you describe how you experienced going through the steps?
 - • Did you find any points of improvement? (Yes/where/why?)
 - • Did you find anything particularly easy? (why/not?)
- 2: • How did you experience last week?
 - • Can you describe some positive moments?
 - • Can you describe an obstacle you encountered?
 - • Did you follow the set-up rules completely (yes^{no}, why?)
- 3:
 - • How would you describe your motivation throughout the week to eat healthy?
 - • If you had the possibility to add anything to the system, what would it be, why?
- 4:
 - • if you had the possibility to remove anything from the system, what would it be? ~~why~~ why?
- 5:
-
-
-

Instructions for my participants:

- 1 Task 1: Make a picture of your breakfast
- Task 2:
 - 2.1 Send this picture to a friend and
 - 2.2 rate the picture you receive
- 2 Follow schedule
 - contact info
 - Whats-app

Tips for the structure of your test

General
> Capture the feedback and insights you get by taking pictures and notes.

Observing
> Try not to interrupt your participant unless they can't continue using the product without you intervening.

> Ask your participants to elaborate and to clarify interesting things you saw during your observation.

Interviewing
> Try to ask general questions first and gradually become more specific.

> Ask open-ended questions and try to avoid simple yes-or-no answers.

3. Uitvoeren gebruikstest

Stap 3: Trek conclusies

What worked well?

- ① The order in the app seemed appropriate and didn't cause any problems. Making pictures was an easy task.
- ② The participant liked the idea of competing with a friend. He felt really motivated. He even had the experience that he wanted to eat more diverse to win the challenge.

What didn't work well?

- ①
 - Rate buttons not clear, too small not recognizable
 - Transition and screen / rating not clear
 - Main colours too similar. // though visible
- ② Lost motivation the last day.



What can be improved?

- ①
 - More clear buttons for going to next phase / screen.
 - Clear buttons rating
 - More contrast figures, buttons & background.
- ② Time frame of challenge / maybe changing time a friend / Making the reward bigger