

# UGA FOR APPLE WATCH



USER TESTING REPORT

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# OVERVIEW

Usability testing for the University of Georgia for Apple Watch app was conducted using a prototype created in Adobe XD. The goal of conducting user testing was to examine the basic function of the app and identify points of confusion.

Testing was broken into three sections; participants included current UGA students and recent graduates.

The UGA Bus feature in the mobile app was used by 100% of participants.

# SUCCESESSES

“Easy-to-use, works well as a focused companion for the UGA phone app.”

## Navigation

**100%** of users were able to navigate from

Landing View

Stops View

Routes View

## User Interface

Users most commonly stated that the app was

**straightforward, easy-to-use, and simple**

## POINTS OF IMPROVEMENT

### Bland Design

Many users left feedback about the app being dull.

The addition of red in the text or app design would coincide with the UGA branding and add a pop of color while maintaining simplicity.

### View Titles

Some users suggested titles on each view to provide context for the displayed information.

### No Route Description

**9/11** users stated that they wanted to view more route information once they navigated to the route view.

Adding route specific details would give users more information, but may clutter the app creating a negative user experience.

Displaying titles on the top of each view is a great way to give users context for what they're seeing without cluttering the screen.

# APPENDICES

Find Research Method Data, Instrument, and Findings here.

## Limitations

### Sample:

Not all participants fit perfectly into the target market. By collecting data from recent graduates as well as current students at various levels, I was able to gather feedback from students who potentially had more experience with the UGA bus system, esp. experience during a non-pandemic period.

### Prototype:

By using a prototype I was able to control all variables and focus on how the core of the app works in user testing. This also allowed me to conduct tests virtually without needing to account for distance measurements. Additionally, it allowed me to continue working on the app itself while conducting tests.

## 01 – Research Method Data

- User Testing Plan
- Consent Forms
- Procedures

## 02 – Instrument

- Survey Questions
- Adobe XD Prototype

## 03 – Findings

- Screen Recordings
- Survey Results