Team Blue (Tobin Cheuk, Heidi Fleck, Geoff Brown, and Shane Burns)

IS-455

Agile Usability Testing Results – Primary Persona

Background Information of Usability Tester:

Name: Mike
Age: 35
Profession: Business Analyst
Type of Persona: Primary
Date and Time of Testing: 6/5/12
Duration of test: 6-7 minutes

Questionnaire Results for Usability Tester:

1. Are you an existing member of Bucktown Fitness? Answer: No
2. Are you interested in signing up for a gym membership at Bucktown Fitness? Answer: Yes
3. Do you live in or close to the Bucktown neighborhood? Answer: Yes
4. Do you work in or close to the Bucktown neighborhood? Answer: No
5. Are you interested in fitness? Answer: Yes
6. Do you have interest in working out at a gym? Answer: Yes
7. Do you know any friends or family members that are interested in fitness? Answer: Yes
8. Do you know any friends or family members that are interested in gym memberships? Answer: Yes
9. Do you have a membership at competing gym to Bucktown Fitness? Answer: No
10. Do you have any family members that are members of Bucktown Fitness? Answer: No

Initial Prototype Reaction:

Usability Tester's answers to the following questions to assess their initial reaction to the site:

- What is your first reaction to the site? Answer: It is very clean and everything looks easy to find, looks professional
- What is appealing to you and why? Answer: It looks like it has everything I would want to find on a gym website
- Who is this website built for? Answer: Current members and prospective members
- Does this seem like a website designed for someone like you? Answer: Yes

Usability Tests Performed and Results:

Test #1:

Usability Test Data Form:

Task:	A website user (prospective customer) can sign up for a gym membership.
Expected time for completion:	1:30 minutes
Specific actions required:	Start on home page; select 'Learn more' link under the 'Free 7-Day Membership caption; complete form; and select 'Submit'.
Note Sections:	User first went to Membership in the top navigation, hovered there for a second but didn't click. He then noticed the "Free 7-Day Membership" button and click on that. He filled out the form fields quickly and easily but got an error when he pressed submit. He also was confused on the different types of memberships – wasn't sure which to pick. Task terminated in 2:20

Test #2:

Usability Test Data Form:

Task:	A website user can post a message on our community discussion board.
Expected time for completion:	45 seconds
Specific actions required:	Start on home page; select the 'Community' link on the navigation bar. Type your desired message in the caption box titled 'Leave a message'. Sign-in or register with the site to post your message. Then client the post message icon.
Note Sections:	User found the Community navigation easily – he was confused a bit by "Testimonials" in the drop down but found the discussion board eventually. He finished the user registration fine and thought it seemed straightforward. Task completed in 1:41.

Test #3:

Usability Test Data Form:

Task:	A user can successfully access and complete the virtual tour and view dynamic pictures of the gym on the website.
Expected time for completion:	45 seconds
Specific actions required:	Start on the home page; select the 'View Now' link under the 'Virtual Tour' caption; select each of the pictures of the four pictures and close out each picture before proceeding to the next picture. Move in order from top left, bottom left, top right, and bottom right.
Note Sections:	User was able to easily navigate to the page to view the Virtual Tour. Completed task quickly and efficiently but noticed that 2 of the pictures were the same. Task completed in 0:20.

User Satisfaction Questionnaire:
- Did you complete the task quickly and easily? Answer: Yes but I found the membership signup form a little confusing. I also think the form fields should be aligned so they are easier to read.
- Was it the information you expected? Answer: Yes
- Are you pleased with the steps taken? Answer: Yes.

Debriefing:
- What do you think of your first experience with our site? Answer: The site is clean and easy to read, and includes pretty much everything I would need.
- What was the most useful aspect of the site: Answer: Everything seems easy to find.
- What aspects of the site were ineffective? Answer: Ability to submit membership form.
- What improvements do you suggest for the site? Answer: Fixing error on membership form submission and giving more information about membership levels.

Summary:
- User liked the cleanliness and organization of the site and thought the site was visually appealing and professional looking. The user had some frustration in trying to submit a membership trial form.
- The user had difficulty with submitting a form and wondered about the membership levels.

Agile Usability Testing Results – Secondary Persona

Background Information of Usability Tester:

Name: Jennifer
Age: 30
Profession: Graphic Designer
Type of Persona: Secondary
Date and Time of Testing: 6/5/12
Duration of test: 7-8 minutes

Questionnaire Results for Usability Tester:

11. Are you an existing member of Bucktown Fitness? Answer: No
12. Are you interested in signing up for a gym membership at Bucktown Fitness? Answer: No, not currently.
13. Do you live in or close to the Bucktown neighborhood? Answer: No
14. Do you work in or close to the Bucktown neighborhood? Answer: No
15. Are you interested in fitness? Answer: Yes
16. Do you have interest in working out at a gym? Answer: Yes
17. Do you know any friends or family members that are interested in fitness? Answer: Yes
18. Do you know any friends or family members that are interested in gym memberships? Answer: Yes
19. Do you have a membership at competing gym to Bucktown Fitness? Answer: No
20. Do you have any family members that are members of Bucktown Fitness? Answer: No

Initial Prototype Reaction:

Usability Tester's answers to the following questions to assess their initial reaction to the site:

- What is your first reaction to the site? Answer: Well structured, organized site that is visually appealing.
- What is appealing to you and why? Answer: It has all the information that a user would need to answer questions as a perspective member or current member.
- Who is this website built for? Answer: Perspective members and current gym members
- Does this seem like a website designed for someone like you? Answer: Yes

Usability Tests Performed and Results:

Test #1:

Usability Test Data Form:

Task:	A website user (prospective customer) can sign up for a gym membership.
Expected time for completion:	1:30 minutes
Specific actions required:	Start on home page; select 'Learn more' link under the 'Free 7-Day Membership caption; complete form; and select 'Submit'.
Note Sections:	User was able to easily navigate to the form to sign up for a membership. User had no problem when completing the form. When user tried to submit the form, they received the following error message: "Operation must use an updateable query". See screen print below for illustration. Password was deleted when error occurred. User was unable to complete the task. Error occurred at 1:20 minutes into test.

Bucktown FITNESS

Your Neighborhood Fitness Gym

| Gym Info | Amenities | Classes | Membership | Nutrition | Community |

Sign Up for a Free Trial Membership!

Choose a User Name:	layla
Create a Password:	
First Name:	Jen
Last Name:	Lawson
Address:	401 Market Street
City:	San Diego
State:	California
Zip:	92101
Email:	jen1002@gmail.com

Membership Type:
- ○ Junior
- ○ Senior
- ● Family
- ○ Corporate
- ○ Monthly

Submit

Operation must use an updateable query.

Test #2:

Usability Test Data Form:	
Task:	A website user can post a message on our community discussion board.
Expected time for completion:	45 seconds
Specific actions required:	Start on home page; select the 'Community' link on the navigation bar. Type your desired message in the caption box titled 'Leave a message'. Sign-in or register with the site to post your message. Then client the post message icon.
Note Sections:	User was able to easily navigate to the 'Community' page. User had difficulties completing the sign-in or register to allow for posting a message. User had several error messages then was directed to a Disqus website to change credentials. User seemed a bit frustrated when completing task. Took longer to complete than expected (3-4 mins).

Test #3:

Usability Test Data Form:	
Task:	A user can successfully access and complete the virtual tour and view dynamic pictures of the gym on the website.
Expected time for completion:	45 seconds
Specific actions required:	Start on the home page; select the 'View Now' link under the 'Virtual Tour' caption; select each of the pictures of the four pictures and close out each picture before proceeding to the next picture. Move in order from top left, bottom left, top right, and bottom right.
Note Sections:	User was able to easily navigate to the page to view the Virtual Tour. User noted tour worked well. Completed task quickly and efficiently. Completed in 40 seconds.

User Satisfaction Questionnaire:
- Did you complete the task quickly and easily? Answer: There were a couple of quirks when logging in to leave comments on the Community page and submitting information through the membership trial form but aside from that it was easy to navigate and well thought out.
- Was it the information you expected? Answer: Yes
- Are you pleased with the steps taken? Answer: Yes.

Debriefing:
- What do you think of your first experience with our site? Answer: Site is well organized, contains all the information and links I would expect on a gym site, functionality could be improved to fix error with membership form submission and to make it easier to login to submit comments on Community page.
- What was the most useful aspect of the site: Answer: The site was well organized and structured. Contained all info that I would expect on a gym site.
- What aspects of the site were ineffective? Answer: Ability to submit membership form and logging into site to submit comments.
- What improvements do you suggest for the site? Answer: Fixing error on membership form submission and making it easier to post comments on the site.

Summary:
- The user was impressed with the structure and organization of the site, thought the site was visually appealing, and thought it contained all the information/pages they would expect on a gym website. The user has some frustration in trying to submit a membership trial form and signing in to post a message on the Community page.
- The user had difficulty with submitting a form and signing in on the Community page.

Agile Usability Testing Results – Negative Persona

Background Information of Usability Tester:

Name: Jessica
Age: 26
Profession: HR Manager
Type of Persona: Negative
Date and Time of Testing: 6/6/12
Duration of test: 10 minutes

Questionnaire Results for Usability Tester:

21. Are you an existing member of Bucktown Fitness? Answer: No
22. Are you interested in signing up for a gym membership at Bucktown Fitness? Answer: No
23. Do you live in or close to the Bucktown neighborhood? Answer: No
24. Do you work in or close to the Bucktown neighborhood? Answer: No
25. Are you interested in fitness? Answer: A little
26. Do you have interest in working out at a gym? Answer: Sometimes
27. Do you know any friends or family members that are interested in fitness? Answer: Yes
28. Do you know any friends or family members that are interested in gym memberships? Answer: Yes
29. Do you have a membership at competing gym to Bucktown Fitness? Answer: No
30. Do you have any family members that are members of Bucktown Fitness? Answer: No

Initial Prototype Reaction:

Usability Tester's answers to the following questions to assess their initial reaction to the site:

- What is your first reaction to the site? Answer: It has a lot going on but is easy to read and navigate to what I'm looking for
- What is appealing to you and why? Answer: I like the layout and the pictures
- Who is this website built for? Answer: Bucktown Fitness members or anyone looking for a membership in the Bucktown area
- Does this seem like a website designed for someone like you? Answer: Yes, if I was looking for a gym

Usability Tests Performed and Results:

Test #1:

Usability Test Data Form:

Task:	A website user (prospective customer) can sign up for a gym membership.
Expected time for completion:	1:30 minutes
Specific actions required:	Start on home page; select 'Learn more' link under the 'Free 7-Day Membership caption; complete form; and select 'Submit'.
Note Sections:	User found the trial membership page easily. She filled out the form fields quickly and efficiently but got an error upon submission. Task terminated in 1:00

Test #2:

Usability Test Data Form:

Task:	A website user can post a message on our community discussion board.
Expected time for completion:	45 seconds
Specific actions required:	Start on home page; select the 'Community' link on the navigation bar. Type your desired message in the caption box titled 'Leave a message'. Sign-in or register with the site to post your message. Then client the post message icon.
Note Sections:	User found the Community page easily and typed in a comment quickly, but had difficulty registering. Kept getting an error message that her email address already existed. Even when she put in the same password as upon membership signup it didn't work. Task terminated at 2:00

Test #3:

Usability Test Data Form:	
Task:	A user can successfully access and complete the virtual tour and view dynamic pictures of the gym on the website.
Expected time for completion:	45 seconds
Specific actions required:	Start on the home page; select the 'View Now' link under the 'Virtual Tour' caption; select each of the pictures of the four pictures and close out each picture before proceeding to the next picture. Move in order from top left, bottom left, top right, and bottom right.
Note Sections:	User was able to easily navigate to the page to view the Virtual Tour. Completed task quickly and efficiently and commented that it was easy and did what she was hoping it would do. Task completed in 0:30

User Satisfaction Questionnaire:
- Did you complete the task quickly and easily? Answer: I liked the virtual tour but the other two tasks I could not complete with the errors I was getting.
- Was it the information you expected? Answer: Yes
- Are you pleased with the steps taken? Answer: Yes, until submission

Debriefing:
- What do you think of your first experience with our site? Answer: The site is laid out well and visually appealing.
- What was the most useful aspect of the site: Answer: I liked the virtual tour. I also like to see classes on gym websites. It seemed like everything I would be looking for would be on this website.
- What aspects of the site were ineffective? Answer: Ability to submit membership form and discussion board comment.
- What improvements do you suggest for the site? Answer: Adding more pictures to the virtual tour since the main page says there will be pictures of the sauna, pool etc.
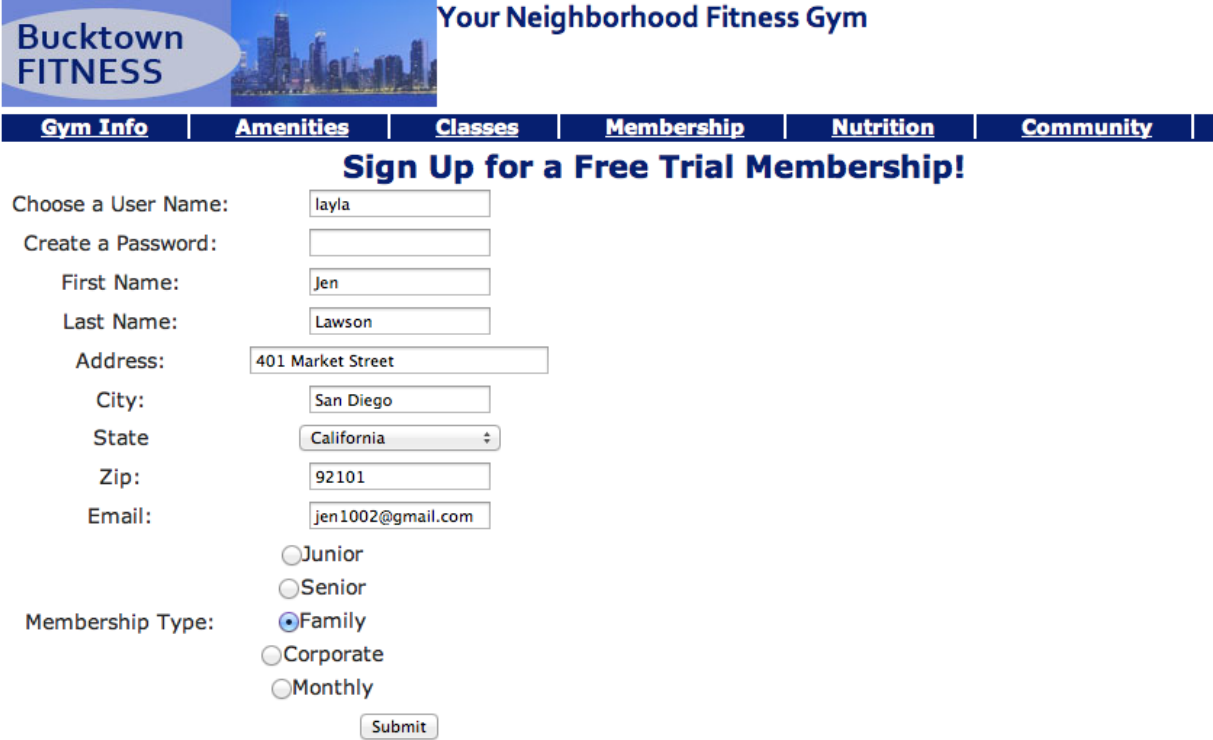
Summary:
- User liked the look and feel of the website and enjoyed the virtual tour.
- The user had difficulty with submitting a membership form and discussion board comment.

List of Changes to the Site:
Though our Usability Testing performed by our three different personas, we identified four changes to our site to improve the user's experience when interacting with our site. We will incorporate these changes in our Sprint #3 Release (due on 6/12). Below are the User Story Sprint #3 references, explanation of change to occur, and screen print before development of change (please note that the screen shot after development will be included in Sprint #3 Release):

US22 – Fix Membership Form Submission
- Explanation: When our usability testers tried to submit a completed membership form, an error occurred that prohibited them from completing this action. We will develop a solution to fix the submission process and allow membership forms to be submitted and recorded in our database to improve the user's experience interacting with our website. Below is a screen shot of the situation prior to development with error message:

US23 – Update Virtual Tour Photos to Remove Redundant Photos:
- A usability tester noted redundant pictures on the Virtual Tour page. We will improve the Virtual Tour by removing redundant photos and implementing unique photos to improve the user's overall experience. Below is a screen shot of the situation prior to development:

Bucktown Fitness Virtual Tour

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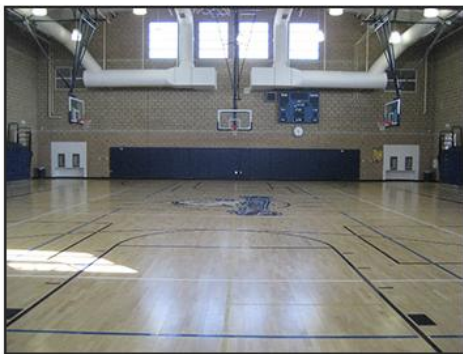
Click on image for a larger view! Lorem ipsum

US24 – Improve Ease of Signing Into Community Discussion Board
- Explanation: Our usability testers noted challenges with logging into the Community Discussion Board in order to post messages. This process seemed confusing and difficult for our testers. We will develop a solution to simplify the login process to improve the user's overall experience with the website. Below is a screen shot of the situation prior to development:

US25 – Membership Form Alignment to Make Form Easier to Read
- Explanation: A usability tester noted that our membership form was difficult to read due to both the captions and form fields not being in alignment. We will align both the caption fields and form fields to improve the users' experience interacting with our website. Below is a screen shot of the situation prior to development: