User Test 4 Design (As a user)

Goals and Data

1. Users should be able to complete all tasks without any guidance from facilitators
   a. **Qualitative, observation:** Think aloud data
2. Users should find it easy to navigate from page to page when completing the tasks.
   a. **Quantitative, observation**: Total navigational errors (Target: Average 5 or fewer)
   b. **Qualitative, observation:** Description of navigational error
3. Users should be able to register for an account/login with Facebook successfully.
   a. **Quantitative, observation:** Done within 5 minutes
   b. **Qualitative, observation:** Think aloud data
4. Users should be able to initiate a pledge.
   a. Qualitative, observation: Did you face any difficulties initiating a pledge? If yes, list down the difficulties that you have faced.
5. Users should be able to submit an action under "As An Individual".
   a. Qualitative, observation: Did you face any difficulties initiating a pledge? If yes, list down the difficulties that you have faced.
6. Users should find the News and Events informative and aesthetically pleasing.
   a. **Qualitative, observation:** Do you think that there is enough information provided by News and Events? If not, what else would you like to see?
7. Users should be able to find the total number of actions submitted by Users from their School.
   a. **Quantitative, observation:** How many clicks did it take for you to find the total number of actions submitted by your school?
   b. **Qualitative, observation:** Is your current points display intuitive enough? If not, where would you like to see it being displayed?

Recruiting

All participants that we will be recruiting for this User Test will be within the target audience age group, which is 14-35.

1. Eco Singapore volunteers:

We will be recruiting them through contacts provided by the sponsors and they will also be our potential users in the future.

2. Random users:

We will recruit them by asking random people in school or outside of school who may be potential users in the future.

3. Secondary School students:

Green club members who we have recruited through contacts provided by the sponsor and they are also potential users in the future.

Environment

We will be conducting the study at different times of the day, as this application can be used at any time and on the go. For the volunteers, we will be using it outside of working hours when they will be free to participate in this User Test. For the students, it will be held during their Co-curricular Activity hours. For random users, it will be held anytime during the day where they will be free and available to participate in the User Test.

Tasks

- **Register for an account/Login with Facebook**
- **Initiate a pledge**
- **View News and Events**
- **View current points**

Script

Good morning, my name is Guang Wen and on behalf of my team, thank you for taking time out of your busy schedules to help us in our application testing. I would like to introduce you to our application, which you will be helping us to test. For our Final Year Project we are building an incentive-based Web Application called Eco Leaders for the Eco Leader Programme, which is championed by Eco Singapore. The main objective of the web application is to help convert environmental awareness into action among youths by motivating them to adopt a more environmentally sustainable lifestyle. Through this application, youths will be able to keep track of their green acts by submitting all green acts being carried out daily. By submitting one green act a day, youths will be able to make the world a greener and better place for everyone by either simply reducing their utility bills at home, sharing their green acts online to inspire others, purchasing greener products or services, or by joining community outreach efforts. All green efforts being recorded by the youths will be awarded points which they can then use to redeem rewards.

For the User Testing today, we have Xin Yee, Gauri, Xin Yi and Wei Heng who will be assisting me. I will be your facilitator for this session. Xin Yee will be recording any observations made throughout the session as well as opinions you have voiced. Gauri will be recording the errors you may possibly encounter as well as the time taken for some of the tasks. Xin Yi and Wei Heng will be providing technical support throughout this session.

Administrative Instruction:

We encourage you to voice out your thoughts whilst going through the web application. We seek your honest opinions and feedback so that we can improve this application to add greater value to your business operations. A series of tasks has been prepared for you to go through the application. It is alright if you are unable complete any tasks as this is not a judgement of your ability but rather the ease of use of the application. As of now, do you have any questions before I proceed to brief you on testing?

Test Procedure Instruction:

You will be handed a questionnaire stating the tasks for you to complete. We have estimated this study to take approximately 10 minutes, however, please do not feel restrained to stay within the approximated time as it is merely a gauge. Should you have any queries, feel free to approach the facilitators for clarifications.

The study will be executed on this laptop. At any point during the testing, if you have any questions, feel free to ask me. As of now, do you have any questions up to this point?

<u>End of Study:</u>

Once again, thank you for taking time off your busy schedule to help us with our testing.