

BBGo:

An application designed for enhancing the integrated experience of visiting  
Brooklyn Botanic Garden

Part 4: Prototyping and Evaluation

Members: Collin Aycock, Ayesha Ewing, Soudea Forbes, Fei Gao

Nov 21, 2015

Depaul University

## Evaluation Planning

### Subject Information

Name: Cynthia

Age: 26

Occupation: Engineer

Gender: Female

User type: Subjects were asked to perform both Scenarios

User-related logistics: [Points to note:

- The information was gathered at her home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Jon

Age: 27

Occupation: Engineer

Gender: Male

User type: Subjects were asked to perform both Scenarios

User-related logistics:

- The information was gathered at his home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Doris

Age: 21

Brooklyn Botanic Garden trip planner

Occupation: Artist

Gender: Female

User type: Subjects were asked to perform both Scenarios

User-related logistics:

- The information was gathered at her home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Niko

Age: 21

Occupation: Student

Gender: Male

User type: Subjects were asked to perform both Scenarios

User-related logistics:

- The information was gathered at his home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Thu

Age: 35

Occupation: Gardener

Gender: Male

User type: Subjects were asked to perform both scenarios

User-related logistics:

- The information was gathered at his home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Tayler Whittler

Age: 21

Occupation: Student

Gender: Female

User Type: Subjects were asked to perform both scenarios

User-related logistics:

- The information was gathered at his home
- One person performed this evaluation
- Evaluator's Computer was used

Name: Ryan St. Hill

Age: 24

Occupation: Insurance Salesmen

Gender: Male

User Type: Subjects were asked to perform both scenarios

User-related logistics:

- The information was gathered at his home
- One person performed this evaluation
- Evaluator's computer was used

**Task Scenarios**

- Imagine that you are a new visitor to Brooklyn Botanic Garden who has limited experience with BBG application. This is your first visit to the Brooklyn Botanic Garden. You want detailed information about a flower you see. Please show me how you would get

information about that flower and then share your discovery with friends on Facebook. (We changed our focus scenario for casual visitors to Alex/During according to the comments from our last project.)

- Imagine that you are a member of the Brooklyn Botanic Garden. You would like to take two friends to events in the Garden. Can you show me how you would use this application to find at least 2 events to attend, and then check your events in your calendar?

## Measurements

- Total time to complete the task
  - This metric was chosen because the tasks were considered relatively easy.
  - This metric would show if users found the tasks too complicated
- The number and type of errors committed per task
  - This metric would show if users found the UI confusing (misabeled/ poor layouts)
  - This metric would show if users expected particular functional paths to exist that did not.

## Logistics

Our team used Axure as our prototyping platform, as such we were able to upload the design to an AxShare and then use any device to view it. This allowed the team members to use their personal smartphones as testing platforms and reduce/remove any logistical issues.

Link to Prototype: <http://dmfwe2.axshare.com>

## Evaluation Results

### Data Evaluation

- All of the interviews were conducted in low stress environments, where time was not a factor. This being the case, we do not believe that there were any ecological/bias issues
- All of the interviews were conducted in low stress environments, where time was not a factor. With this precondition we do not believe that there were any external conditions which biased out testing.

## Data Analysis and Presentation

- All the 8 users successfully completed the ‘get detailed information of flowers’ and ‘find events’ tasks
- 5 out of 8 users stopped to find the scan feature, only 3 went on smoothly.
- 1 out of 8 users looked for events date when she enter the events list page.
- One user commented that she would like to see the electronic ticket after purchasing event ticket. One user commented that he preferred a calendar view of the events. 2 users commented the date of events should have been shown earlier rather than only after clicking on the event. 4 out of 8 users commented that they want a home button to return directly to homepage.

### Raw user responses

Question	Very Intuitive	Intuitive	Neither	Confusing	Very Confusing
Think back to the scenario where you found information about that flower, did you find that task:		5	1	1	
Now think back to the scenario where you focused on events, did you find that task:	1	6	1		
	Yes	No	No response		
Was the information about the flower where you initially expected it to be?	8				
Did you find it easy to share this information on Facebook?	3	5			
Imagine yourself as the first-time visitor to the Brooklyn Botanic Garden. Was this feature useful	5	2	1		
	Very Intuitive	Intuitive	Neither	Confusing	Very Confusing
Now think back to the scenario		6	2		

where you focused on events, did you find that task:					
	Yes	No	No response		
Was the information about upcoming events where you initially expected it to be?	8				
As someone looking for events to attend, did you find this feature useful?	8				

### Interpretation

- The low fidelity of the prototype may have been off putting to some users.
- We need to make the ability to share facebook a simpler action. A mouse-over option on a picture may be a good solution.
- Overall, most users considered the tasks simple and easy to complete.
- The color palette may need to be rethought. Many users commented on not liking it.
- The scan button is too small or unobvious that most users can't find it. Users are not quite familiar with the scan flower function.

### Design Changes

- Allow a user to “share” when they click on a photo inside of the app instead of searching for the correct icon.
- We need either a navigation bar or constant home button as this is expected by modern app users.
- A rethink of our overall styling and color scheme may help users trust the application more.
- We should use a more obvious scan button so that it won't take long for users to find it.
- We'll add events time in the list page, and will use a calendar to show the events.

### **Process Retrospective**

- We discussed a lot about the task scenarios for our prototype. After trying several versions (almost remade it), we finally make it this one. To identify what to do is much more important than the prototype itself.
- The subjects are really instructive. When doing usability evaluation, they would give out ideas that we've never thought about before. Through watching them using the prototype, you can also be aware where needs to be redesigned. Again it proves that it's really important to involve users designing software.

### **Project Retrospective**

Based on our interviews, we found users' ideas are really instructive, even if we've come up with some ideas about our application after discussion, we had a more general view of what should do and how to do it after interviewing our subjects. Another thing we found contextual inquiry really crucial is that the insights and insight clusters we drew from interviews also serve the requirements, wireframes and even prototypes, we would often refer to the insights and insight clusters in our later work to ensure we are in the right direction in designing.

We found it challenging doing the conceptual tasks. Making the personas for our two user types is not an easy thing since we looked through all our contextual inquiry results in previous work in order to get a general view of our two personas. We found the personas really important since a lot of work is based on them, like requirements, task scenarios and even prototypes and user evaluations. We also discussed the concept of journey map, however, we think this part contributes the least during the whole process, the journey map seems to be least related to the later work of the project, only to provide a more solid understanding of the personas.

At the beginning, we were trying to do too much in our focus scenarios and in the end we couldn't focus one simple task. Here is a lesson for us: while scenarios for personas should be general enough to describe the user types, task scenarios for personas should be specific enough to complete one single task. We found focus scenarios important in that it is based on the personas and serves a lot in the prototype. The simple task contains the user's personality and behaviors thus guides the functions which the prototype provides. The site map and wireframes are some natural outcome following the previous work, they serve a lot for the prototype.

Like site map and wireframes, we think prototype is also a natural outcome of the previous work. However, since we didn't make it well in our task scenarios, we discussed a lot about the prototype on which scenario to carry out. The evaluation part is really interesting, users not only

give feedback on what we have done, and they are always giving ideas on how to improve the application. This made us figure out that when users are involved in the whole designing process, it is the users who are designing a product, and the designers' job is to make the product in users' minds into reality.

Throughout the project, we found it difficult in understanding some new concepts. For example, we really struggled in metaphors and concept analysis because we found it difficult to translate one thing to another. Communicating with the professor is the best way to solve such problem.

### **Team Member Contributions**

Team Member Name	Email Address	Specific Contributions
Collin Aycock	collin.j.aycock@gmail.com	Entire paper minus the retro Screencast 2 interviews
Fei Gao	email.gaofei@gmail.com	Prototype Retro (based on team discussion) 2 interviews
Soudea Forbes	soudeaforbes@gmail.com	Interview Script 2 interviews
Ayesha Ewing	chrisanthamum24@yahoo.com	Presentation 2 interviews

Appendix A  
Evaluation Script

Hi, I'm [NAME] and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant.

This evaluation is expected to take 20 to 30 minutes to complete and will involve completing two tasks and answering questions about your experience using the app prototype.

The prototype and this evaluation is part of a project and the information collected will be used for academic purposes. This information will be shared with three other students working on this project, the professor, and his assistant. With your consent, this evaluation may be recorded through video, audio, or screen capture.

The information we are collecting includes:

- The time spent completing any part of any task;
- Your navigation process for completing the task; and
- Comments that you make or questions that you ask.

You can end this evaluation at any time and for any reason and you will still receive the compensation promised, if any.

Do you have any questions for me?

If you are still interested in participating, please sign this informed consent form and we can begin the evaluation.

For the first part of the evaluation, I am going to ask you to imagine yourself in different roles and to perform an action using the app. I'd like you to explain your thought process as you go through the scenarios, including you expect to happen and any confusion you experience. If you have any questions during this activity, feel free to ask me.

Label the order the scenarios were presented in for each user.

USER 1	USER 2	TASK SCENARIO
		Imagine that you are a new visitor to Brooklyn Botanic Garden who has limited experience with BBG application. This is your first visit to the Brooklyn Botanic Garden. You want detailed information about a flower you see. Please show me how you would get information about that flower and then share your discovery with friends on Facebook.
		Imagine that you are a member of the Brooklyn Botanic Garden. You would like to take two friends to events in the Garden. Can you show me how you would use this application to find at least 2 events to attend, and then check your events in your calendar?

### User Evaluation Survey

For this part of the evaluation, I am going to ask questions related to your experience completing the tasks. I will offer you a selection of answers to choose from. If you'd like me to repeat or to show you the possible answers, just ask.

Facilitator Note: Highlight or circle the user's answer.

Think back to the scenario where you found information about that flower, did you find that task:

Very Intuitive    Intuitive            Neither            Confusing            Very confusing  
Confusing Nor  
Intuitive

Was the information about the flower where you initially expected it to be?

Yes                                  No

Did you find it easy to share this information on Facebook?

Yes                                  No

Why?

Imagine yourself as the first-time visitor to the Brooklyn Botanic Garden. Was this feature useful to you?

Yes                                  No

Why?

Is there anything else you experienced in that scenario that you would like to share with me?

Now think back to the scenario where you focused on events, did you find that task:

Very Intuitive    Intuitive            Neither            Confusing            Very confusing  
Confusing Nor  
Intuitive

Was the information about upcoming events where you initially expected it to be?

Yes                                  No

As someone looking for events to attend, did you find this feature useful?

Yes

No

Why?

Is there anything else you experienced in that scenario that you would like to share with me?

In reflecting on your overall experience, are there any changes that should be made to the app?

Thank you for participating in this evaluation. Before I let you go, are there any other questions you have for me or thoughts you'd like to express?

Again, thank you for your time and your participation.

## Appendix B User evaluation subjects

### **Niko**

Hi, I'm Fei and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant. This evaluation is expected to take 20 to 30 minutes to complete and will involve completing two tasks and answering questions about your experience using the app prototype.

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- Your navigation process for completing the task; and
- Comments that you make or questions that you ask.

You can end this evaluation at any time and for any reason and you will still receive the compensation promised, if any.

Do you have any questions for me?

If you are still interested in participating, please sign this informed consent form and we can begin the evaluation.

For the first part of the evaluation, I am going to ask you to imagine yourself in different roles and to perform an action using the app. I'd like you to explain your thought process as you go through the scenarios, including you expect to happen and any confusion you experience. If you have any questions during this activity, feel free to ask me.

Label the order the scenarios were presented in for each user.



Is there anything else you experienced in that scenario that you would like to share with me?

We can provide a multi-language version of the flowers.

Now think back to the scenario where you focused on events, did you find that task:

Very Intuitive      Intuitive      Neither Confusing      Confusing      Very confusing  
Nor Intuitive

Was the information about upcoming events where you initially expected it to be?

Yes      No

As someone looking for events to attend, did you find this feature useful?

Yes      No

Why?

The subject thinks the event feature is good, but the event list is too simple with only titles, he was expecting some brief description and preview pictures. The events detail page should contain more detailed information, with only a little description and a few pictures he can not decide whether to go or not.

Is there anything else you experienced in that scenario that you would like to share with me?

The subject thinks the events description in 'My Calendar' can be more simplified since he has already been clear what the event is.

In reflecting on your overall experience, are there any changes that should be made to the app?

The 'events' and 'Get tickets' are confusing. He was thinking about entering the 'Get tickets' feature and purchase for events tickets. These two parts should be clearly separated or be put together(When performing the event scenario, subject entered the 'My Calendar' first instead of going to the the 'event' feature, it seems he's confused about how to purchase a ticket. )

Thank you for participating in this evaluation. Before I let you go, are there any other questions you have for me or thoughts you'd like to express?

Again, thank you for your time and your participation.

**Doris**

Hi, I'm Fei and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant.

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The information we are collecting includes:

- The time spent completing any part of any task;
- Your navigation process for completing the task; and
- Comments that you make or questions that you ask.

You can end this evaluation at any time and for any reason and you will still receive the compensation promised, if any.

Do you have any questions for me?

If you are still interested in participating, please sign this informed consent form and we can begin the evaluation.

For the first part of the evaluation, I am going to ask you to imagine yourself in different roles and to perform an action using the app. I'd like you to explain your thought process as you go through the scenarios, including you expect to happen and any confusion you experience. If you have any questions during this activity, feel free to ask me.

Label the order the scenarios were presented in for each user.

USER 1	USER 2	TASK SCENARIO
		Imagine that you are a new visitor to Brooklyn Botanic Garden who has limited experience with BBG application. This is your first visit to the Brooklyn Botanic Garden. You want detailed information about a flower you see. Please show me how you would get information about that flower and then share your discovery with friends on Facebook.
		Imagine that you are a member of the Brooklyn Botanic Garden. You would like to take two friends to events in the Garden. Can you show me how you would use this application to find at least 2 events to attend, and then check your events in your calendar?

User Evaluation Survey

For this part of the evaluation, I am going to ask questions related to your experience completing the tasks. I will offer you a selection of answers to choose from. If you'd like me to repeat or to show you the possible answers, just ask.

Facilitator Note: Highlight or circle the user's answer.

Think back to the scenario where you found information about that flower, did you find that task:

Very Intuitive      **Intuitive**                      Neither                      Confusing                      Very confusing  
Confusing Nor  
Intuitive

Was the information about the flower where you initially expected it to be?

**Yes**                      No

Did you find it easy to share this information on Facebook?

**Yes**                      No

Why?

**The subject thinks that it's easy to share the plants information.**

**When sharing information, she also wants to describe her mood.**

Imagine yourself as the first-time visitor to the Brooklyn Botanic Garden. Was this feature useful to you?

Yes                      No

Why?

**Scanning is a good feature. The subject hopes the content shown after the scanning be detailed and specific. Should provide enough information for users to read.**

Is there anything else you experienced in that scenario that you would like to share with me?

**Nope**

Now think back to the scenario where you focused on events, did you find that task:

Very Intuitive      **Intuitive**                      Neither                      Confusing                      Very confusing  
Confusing Nor  
Intuitive

Was the information about upcoming events where you initially expected it to be?

**Yes**                      No

As someone looking for events to attend, did you find this feature useful?

**Yes**                      No

Why?

**It's very convenient.**

Is there anything else you experienced in that scenario that you would like to share with me?

The subject wants a calendar view and a category view to check her events.

In reflecting on your overall experience, are there any changes that should be made to the app?

It's ugly looking.

The subject is confused with the 'Get tickets' feature and get events tickets.

The subject wants to the view other people's opinion about the event.

After purchasing tickets for events, the subject was looking forward to some tickets information in 'My calendar – My events', not only the events information.

Thank you for participating in this evaluation. Before I let you go, are there any other questions you have for me or thoughts you'd like to express?

Again, thank you for your time and your participation.

## **Cynthia**

Hi, I'm Collin and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant.

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The information we are collecting includes:

- The time spent completing any part of any task;
- Your navigation process for completing the task; and
- Comments that you make or questions that you ask.

You can end this evaluation at any time and for any reason and you will still receive the compensation promised, if any.

Do you have any questions for me?

If you are still interested in participating, please sign this informed consent form and we can begin the evaluation.

For the first part of the evaluation, I am going to ask you to imagine yourself in different roles and to perform an action using the app. I'd like you to explain your thought process as you go

through the scenarios, including you expect to happen and any confusion you experience. If you have any questions during this activity, feel free to ask me.

Label the order the scenarios were presented in for each user.

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		Imagine that you are a member of the Brooklyn Botanic Garden. You would like to take two friends to events in the Garden. Can you show me how you would use this application to find at least 2 events to attend, and then check your events in your calendar?

### User Evaluation Survey

For this part of the evaluation, I am going to ask questions related to your experience completing the tasks. I will offer you a selection of answers to choose from. If you'd like me to repeat or to show you the possible answers, just ask.

Facilitator Note: Highlight or circle the user's answer.

Think back to the scenario where you found information about that flower, did you find that task:

Very Intuitive      **Intuitive**                      Neither                      Confusing                      Very confusing  
 Confusing Nor  
 Intuitive

Was the information about the flower where you initially expected it to be?

**Yes**                      No

Did you find it easy to share this information on Facebook?

**Yes**                      No

Why?

**"The buttons are clearly labeled"**

Imagine yourself as the first-time visitor to the Brooklyn Botanic Garden. Was this feature useful to you?

**Yes**                      No

Why?

**"It would be helpful to be able to pull up information as I needed it."**

Is there anything else you experienced in that scenario that you would like to share with me?

“No.”

Now think back to the scenario where you focused on events, did you find that task:

Very Intuitive      **Intuitive**                  Neither                  Confusing                  Very confusing  
Confusing Nor  
Intuitive

Was the information about upcoming events where you initially expected it to be?

**Yes**                          No

As someone looking for events to attend, did you find this feature useful?

**Yes**                          No

Why?

“It would allow me to better schedule my day.”

Is there anything else you experienced in that scenario that you would like to share with me?

“No”

In reflecting on your overall experience, are there any changes that should be made to the app?

“Nothing comes to mind. With the understanding that this is not a finished product”

Thank you for participating in this evaluation. Before I let you go, are there any other questions you have for me or thoughts you’d like to express?

“No.”

Again, thank you for your time and your participation.

## **Jon**

Hi, I’m Collin and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant.

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Do you have any questions for me?

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### User Evaluation Survey

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Facilitator Note: Highlight or circle the user's answer.

Think back to the scenario where you found information about that flower, did you find that task:

Very Intuitive      Intuitive      Neither      **Confusing**      Very confusing  
 Confusing Nor  
 Intuitive

Was the information about the flower where you initially expected it to be?

**Yes**                      No

Did you find it easy to share this information on Facebook?

Yes                      **No**



Hi, I'm Soudea and thank you for joining me today and participating in a usability evaluation for our app. Before we begin, I want to share some information so you can be a comfortable and informed participant.

This evaluation is expected to take 20 to 30 minutes to complete and will involve completing two tasks and answering questions about your experience using the app prototype.

The prototype and this evaluation is part of a project and the information collected will be used for academic purposes. This information will be shared with three other students working on this project, the professor, and his assistant. With your consent, this evaluation may be recorded through video, audio, or screen capture.

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- Comments that you make or questions that you ask.

You can end this evaluation at any time and for any reason and you will still receive the compensation promised, if any.

Do you have any questions for me?

If you are still interested in participating, please sign this informed consent form and we can begin the evaluation.

For the first part of the evaluation, I am going to ask you to imagine yourself in different roles and to perform an action using the app. I'd like you to explain your thought process as you go through the scenarios, including you expect to happen and any confusion you experience. If you have any questions during this activity, feel free to ask me.

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### User Evaluation Survey

For this part of the evaluation, I am going to ask questions related to your experience completing the tasks. I will offer you a selection of answers to choose from. If you'd like me to repeat or to show you the possible answers, just ask.

Facilitator Note: Highlight or circle the user's answer.

### Scenario 1

Imagine that you are a new visitor to Brooklyn Botanic Garden who has limited experience with BBG application. This is your first visit to the Brooklyn Botanic Garden. You want detailed information about a flower you see. Please show me how you would get information about that flower and then share your discovery with friends on Facebook.

Click Plants >

Question: Do I pick my own flower?

Plants > Select IRIS

Scroll through information

Question: How am I supposed to share this? Where's the share button?

Comment: When you click on a picture it should zoom in or pop-up.

Question: Where is the information from?

### Scenario 2

Imagine that you are a member of the Brooklyn Botanic Garden. You would like to take two friends to events in the Garden. Can you show me how you would use this application to find at least 2 events to attend, and then check your events in your calendar?

Go back to Main Menu

Iris > Plants > Home Screen

Comment: Have to go back twice Wouldn't it be easier to have a menu on the side?

Click on Events

Select Happy Hour Cocktails > Get Tickets

Comment: I have to go all the way back to the home screen to check the calendar

The event wasn't on the calendar, didn't press submit on the Get Tickets page

Choose ical Music Festival for second event

Comment: This was in the past, shouldn't there be future events instead of the past?

Go to Calendar again

Comment: Shouldn't the calendar be a calendar instead of a list?

Think back to the scenario where you found information about that flower, did you find that task:

Very Intuitive	Intuitive	Neither	Confusing	Very confusing
		Confusing Nor		
		Intuitive		

Was the information about the flower where you initially expected it to be?

Yes No

Did you find it easy to share this information on Facebook?

Yes No

Why?

There's no share button. Why only Facebook? Why not Twitter? People have other social media.

Imagine yourself as the first-time visitor to the Brooklyn Botanic Garden. Was this feature useful to you?

Yes No

Why?

The information was too general.

Is there anything else you experienced in that scenario that you would like to share with me?

The design wasn't what I expected. I expected pictures instead of a plain background.

Now think back to the scenario where you focused on events, did you find that task:

Very Intuitive Intuitive Neither Confusing Very confusing  
Confusing Nor  
Intuitive

Was the information about upcoming events where you initially expected it to be?

Yes No

As someone looking for events to attend, did you find this feature useful?

Yes No

Why?

It gave a list of events.

Is there anything else you experienced in that scenario that you would like to share with me?

One event was in the past, The date should have been shown earlier rather than only after clicking on the event.

In reflecting on your overall experience, are there any changes that you would make to the app?

Brooklyn Botanic Garden trip planner

Yes, all the comments I made before.