

Bunnyfoot

User Testing mobile apps / websites



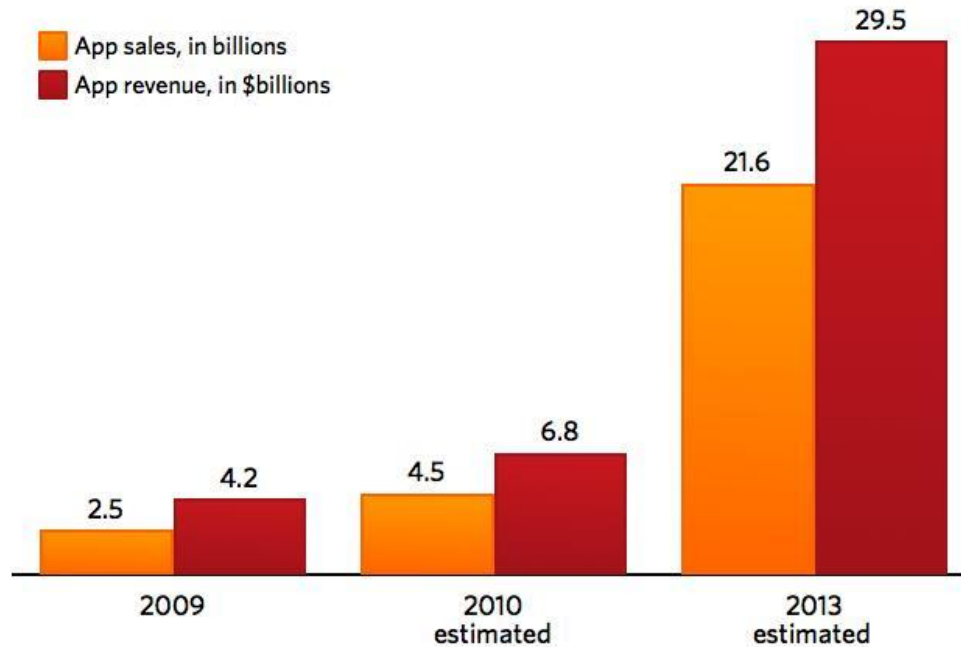
John Sulaitis
April 2011



Popular & profitable

Mobile App Sales and Revenue

App sales, in billions
App revenue, in \$billions



Source: Gartner

ars

Mobile websites



Poor app experience = poor brand impression

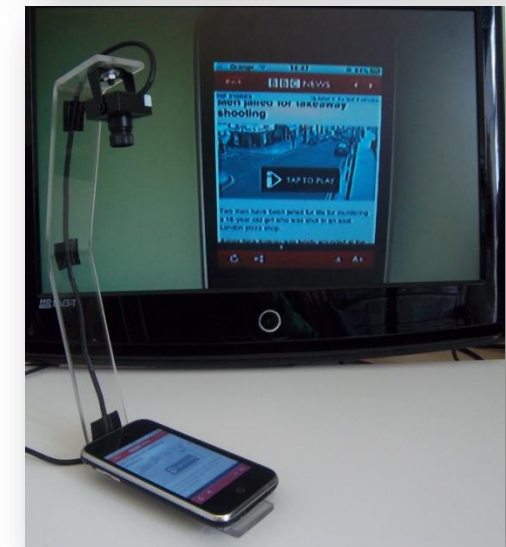
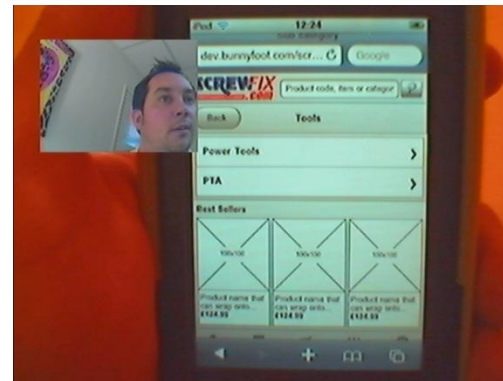
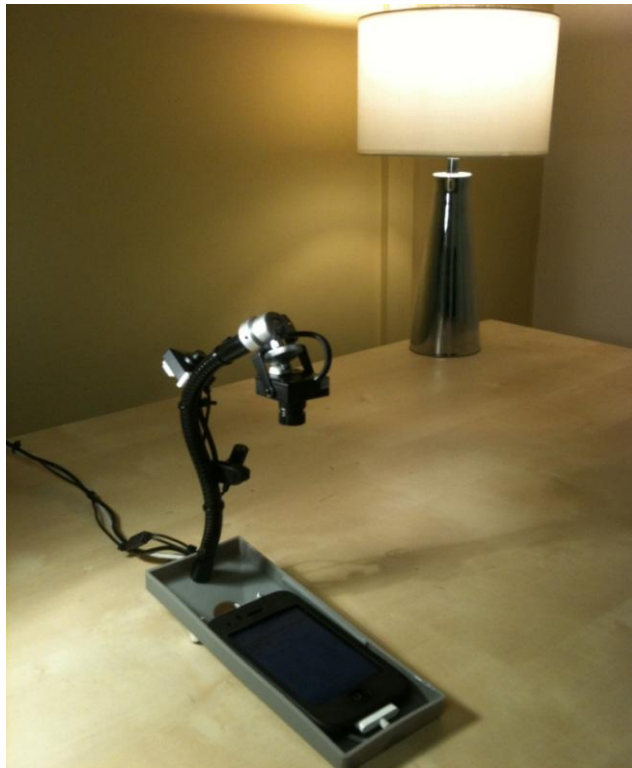
Harris Interactive conducted a survey in 2010 (n = 781)



- **38%** were unsatisfied with most of the apps that they use
 - Many carry this negative perception with them when they make future decisions about the brand
- **32%** had told others about their bad app experience
 - 29% downloaded apps based on their friends' good experiences
- **69%** said that a negative app experience leaves them with a bad perception of that brand

"The results of our survey are quite telling, and further proof that organizations must invest more in the user experience of their mobile apps, rather than rely solely on the brand" EffectiveUI CEO Rebecca Flavin

Building a mobile testing rig

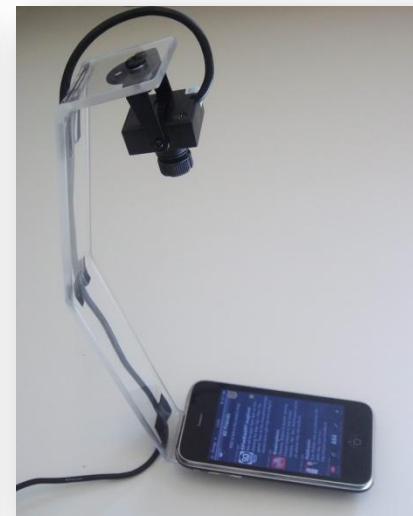
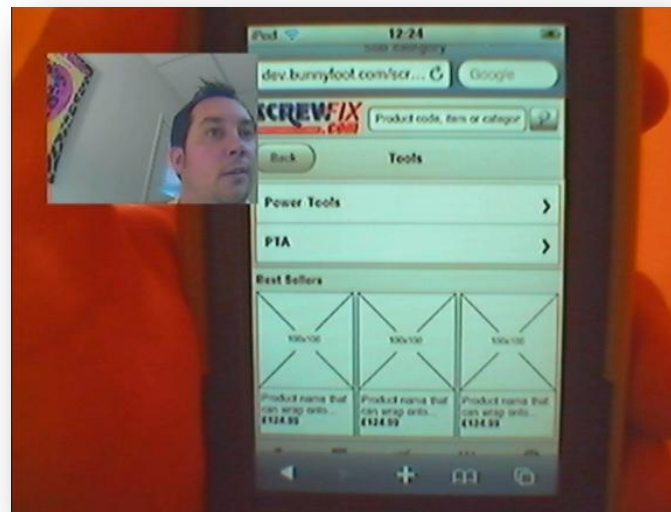


Testing rig v1.0

- Handheld testing rig
- 2 web camera (record screen / record participant)
- Microphone
- Clip or Container to hold the device

Problems:

- Still cumbersome
- Testing only in-lab
- Participant recording is difficult to maintain



Testing rig v2.0

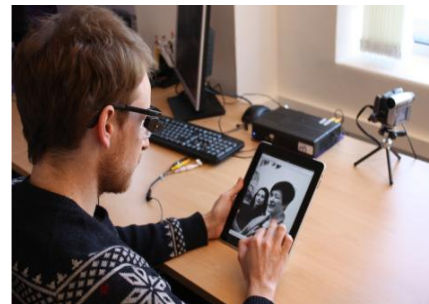
- Head mounted camera to see screen
- Video camera on table to see participant
- Lapel clip microphone

Benefits:

- Less cumbersome
- Cleaner data capture
- Allows real life manipulation
- Fits over glasses
- Participants didn't mind wearing it

Problems:

- Still tethered to a lab
- Possible motion sickness of viewers 😊
- Hard to read text at times



Lessons Learned

- The testing rig should be “holdable” and not too invasive to simulate real usage
- Test apps/ mobile websites on different platforms and devices.
- Use a wide angle camera when filming the participant to account for their movement (e.g., not being in the picture depending on how they hold the rig)
- Consider using a built in camera (iPhone) or webcam

Key Insights

- Users quickly understood what gestures to use with the iPhone
 - However gestures **aren't** always the best answer
- The user experience between a mobile device and desktop is very different
 - Terminologies shift
 - Homepage vs. Cover
 - Click vs. Tab
 - Orientation of device (landscape vs. Portrait)
 - UI elements (limited space)
 - Different design patterns

Come and Talk with Us

Bunnyfoot

Oxford Office (Head office)

Harwell Innovation Centre
173 Curie Avenue
Harwell, Oxfordshire
OX11 0QG
T: +44 (0)845 644 0650
F: +44 (0)845 644 0651

London Office

Westbourne Studios
242 Acklam Road
London, W10 5JJ
T: +44 (0)845 643 0650

Edinburgh Office

14-16 Jackson's Entry
The Tun, Holyrood
Edinburgh, EH8 8PJ
T: +44 (0)131 557 5902

Reading Office

7-11 Station Road
Reading, Berkshire
RG1 1LG
T: +44 (0)118 959 9882

Sheffield Office

Electric Works
Sheffield Digital Campus
Sheffield, S1 2BJ
T: +44 (0)845 456 2205

John Sulaitis

Consultant

johns@bunnyfoot.com

