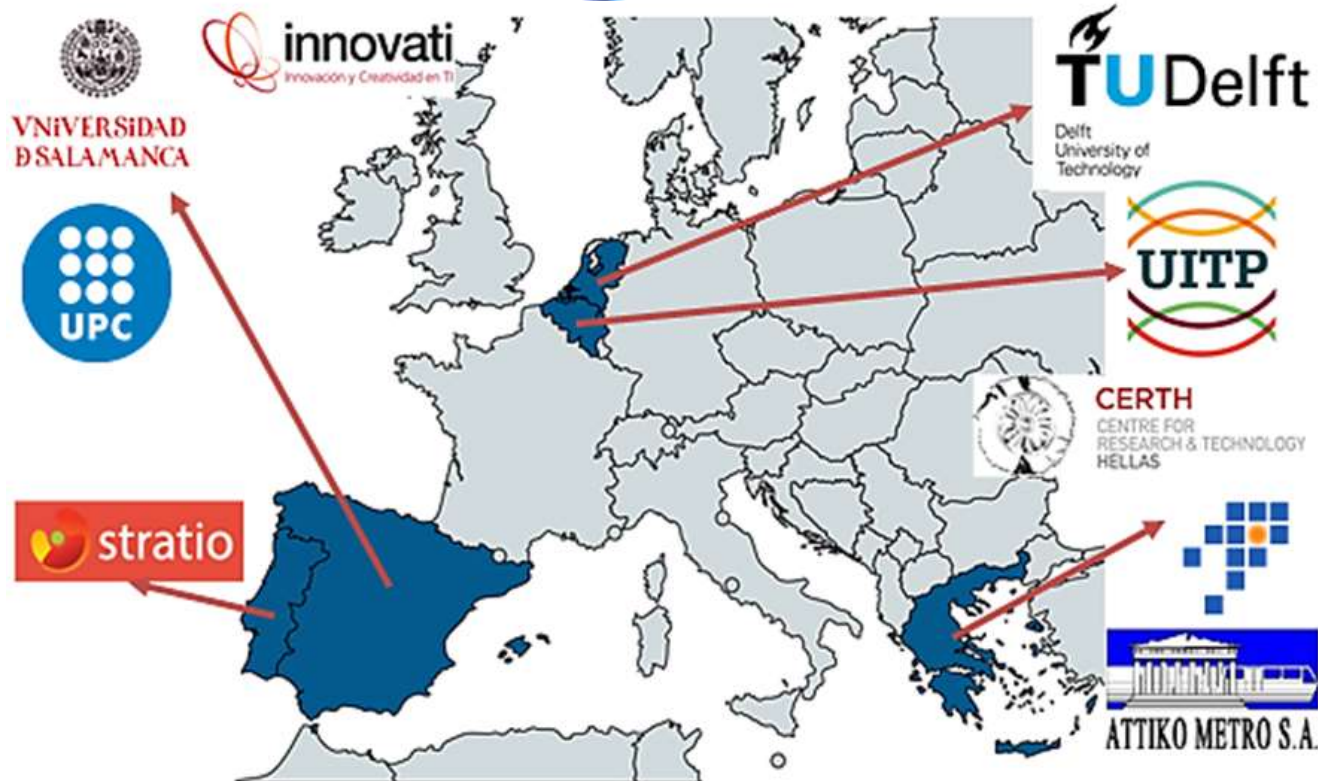


Testing a mobile routing application focusing on usability and user experience

Eleni Chalkia, Evangelos Bekiaris, George Yannis

My-Trac project



Pilots



Associated Partners



Introduction to My-Trac project

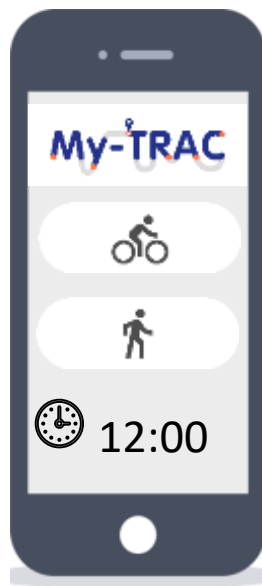
Content Personalisation

Experience A



User A
data

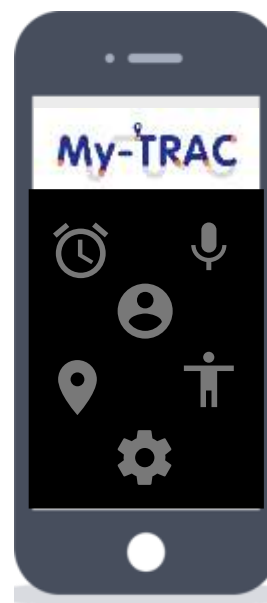
Experience B



User B
data

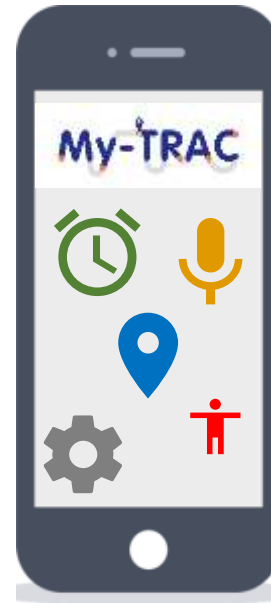
UI Personalisation

Experience A



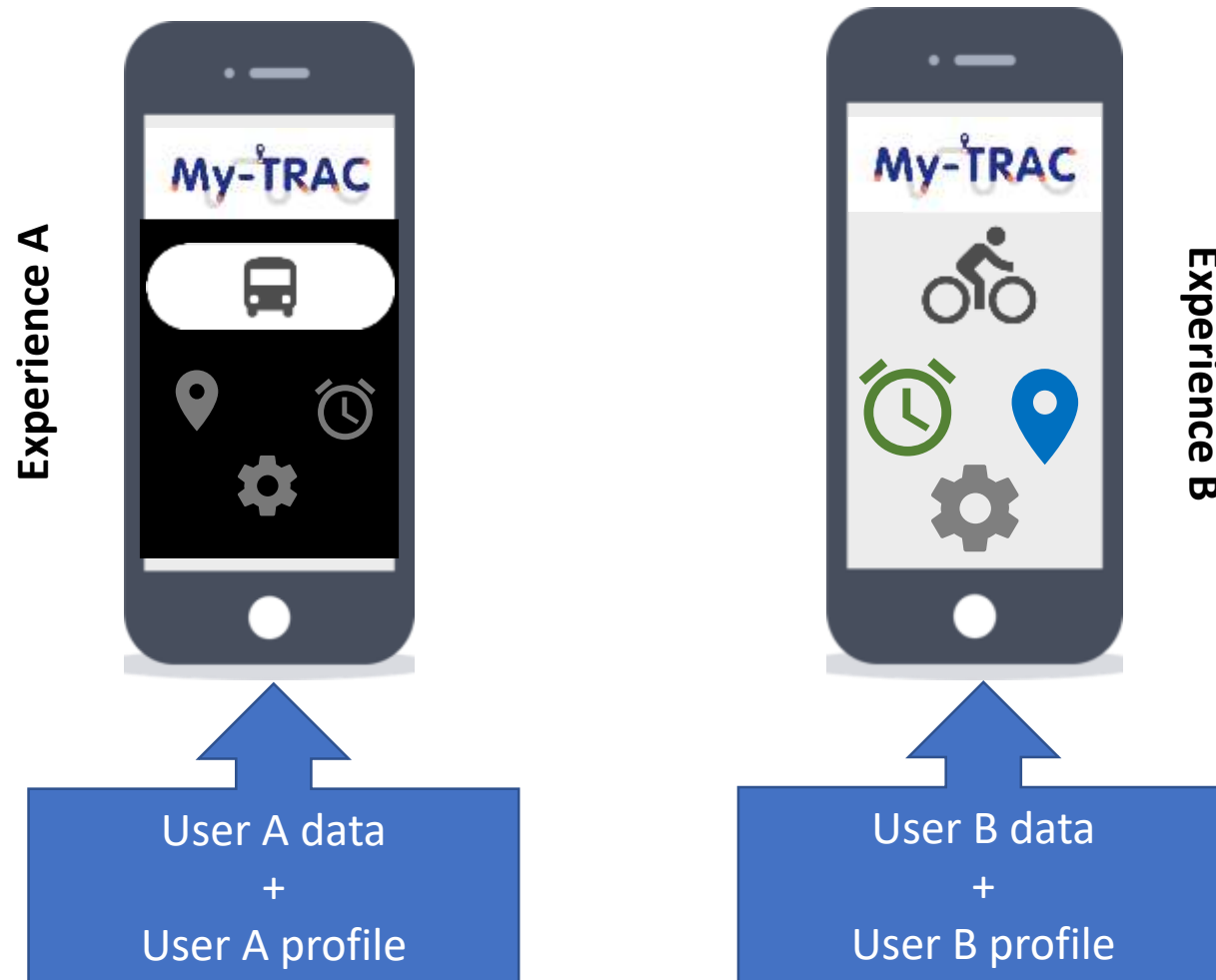
User A
profile

Experience B



User B
profile

Personalised Traveller companion



Users' feedback

from personas

to real users

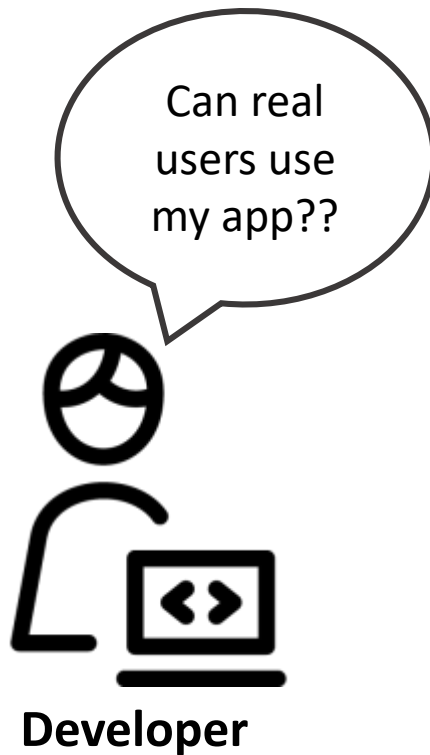


5 personas



40 real users

Usability testing Scope



ISO standard 9241 Chapter

“the extent to which a product can be used by specified users to achieve specified goals with **effectiveness, efficiency and satisfaction** in a specified context of use”

WHY Usability



Uncover Problems
in the design



Discover Opportunities
to improve the design



Learn About Users
behavior and preferences

Scope of My-Trac users' testing



My-Trac meets
users' expectations



Complement and illuminate
other data points



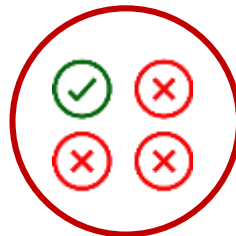
Validate our prototype



Develop empathy

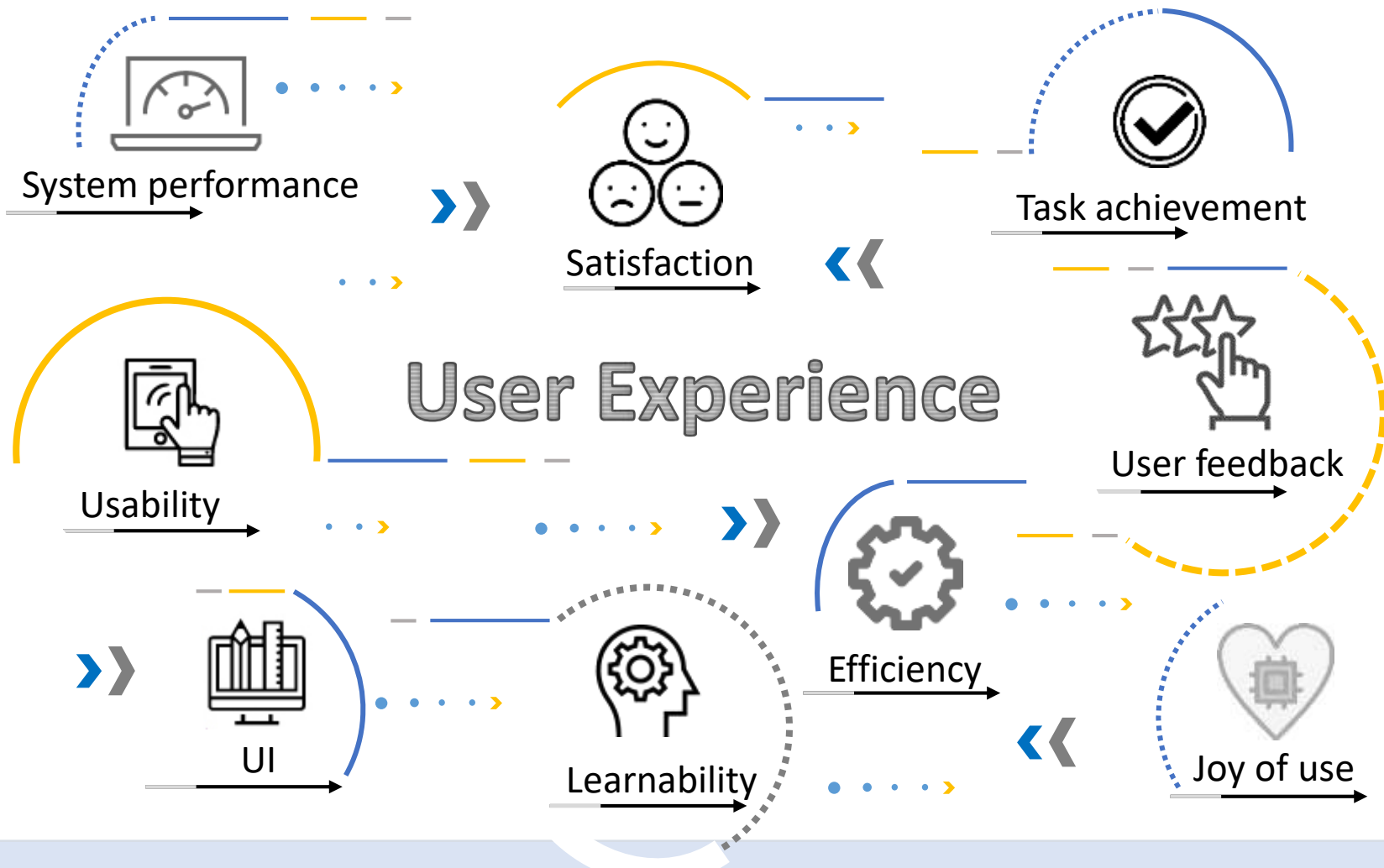


Provide a better user
experience

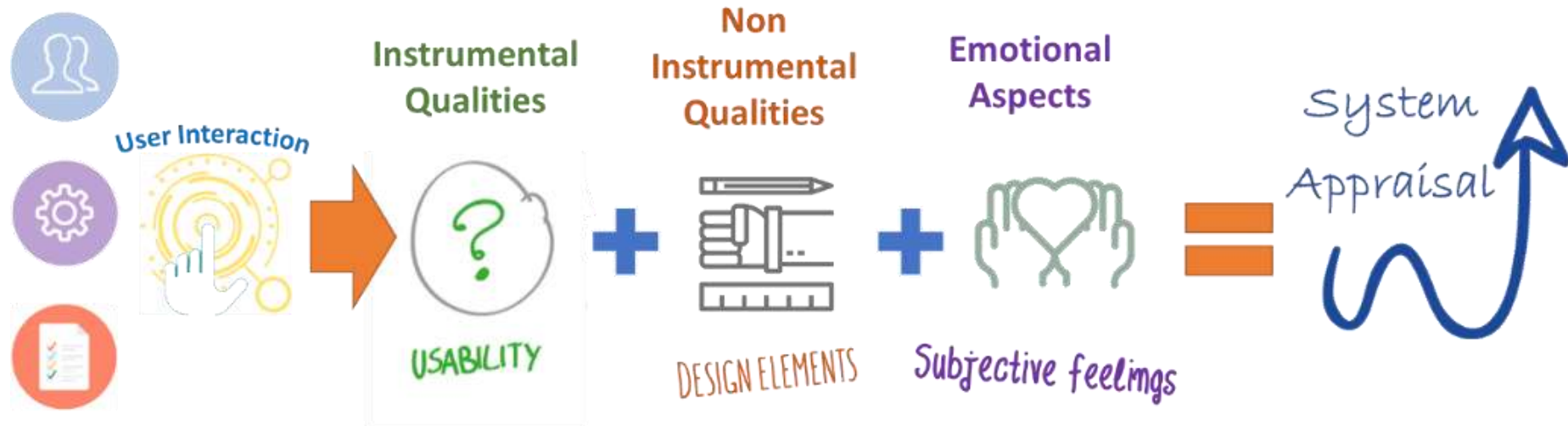


Catch minor errors

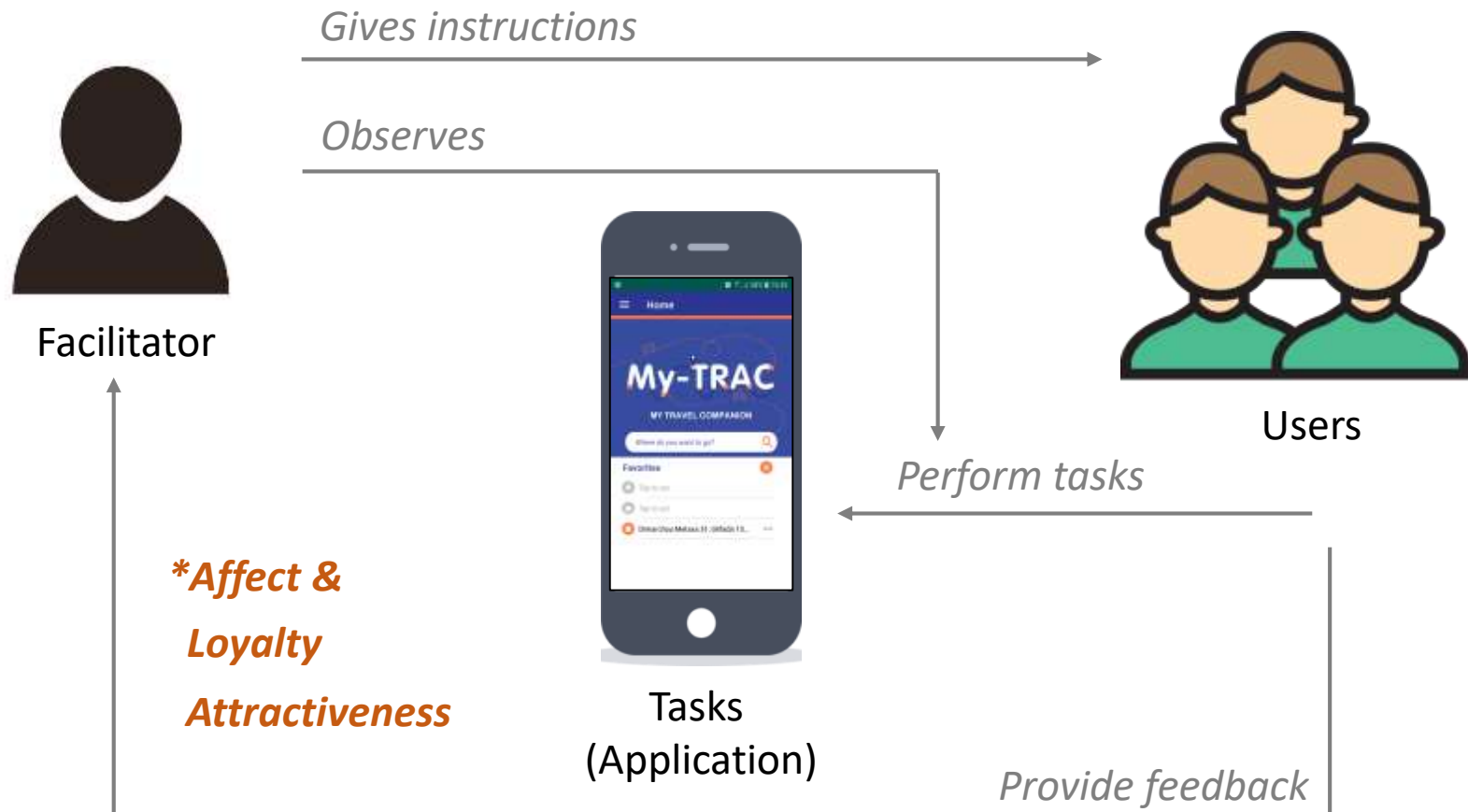
Usability & User Experience (UX) goals



My-Trac user testing hybrid approach



Keeping usability testing core elements



**and enhancing it with new components*

Measuring from all perspectives

Subjective measures

Perceived usability

System Usability Scale (SUS)

Single Ease Question (SEQ)

Affect

Self-Assessment Manikin (SAM) Test

Attractiveness

AttrakDiff 2 Lite

Loyalty

Net Promoter Score (NPS)

Objective measures

Task completion rate

Task completion time

Number of errors

+ Observations

Think Allowed Protocol (TAP)

Users involvement

Portugal

20 users



Greece

20 users

40 users in total

Conclusions

