

Mid-Fi Prototype Testing

Goal

Evaluate the usability and effectiveness of the new features in the prototype. Specifically, it aims to determine whether users can navigate the interface seamlessly, understand and resonate with the nomenclature of the new features, and find value in the enhancements introduced. Feedback will be used to guide the high fidelity prototype

Logistics

- 5 Participants representing creative, professional, and technical archetypes
- 20-25 Minute In-person Sessions
- Prototype will be presented on Facilitator's laptop
- Participants will attempt tasks via verbal instructions
- Sessions are recorded, transcribed and redacted, then destroyed

Participants

Pool of Participants came from initial user research where each Participant was tagged as an archetype. These users were selected to ensure each archetype was represented in prototype testing.

Lauren K: **Creative**, Michael A: **Leadership**, Steve P: **Technical**, Missy C: **Leadership**, Crystal L: **Creative**

Overview

““ INTRODUCTION SCRIPT

Thank you for taking the time to participate in this usability test for my master's project in User Experience Design.

Today, you'll work through a set of tasks using a medium-fidelity prototype. This prototype represents an abstract interface, designed to focus on how you interact with the core features rather than being influenced by high-fidelity details.

I'll provide you with specific tasks to complete and will observe without offering assistance, even if you encounter challenges. This approach helps me better understand your thought process and how you might navigate the interface independently.

Icebreaker

““ QUESTIONS

1. What is your role? (Looking for how their role fits into Archetypes)
2. How often do you use Keynote? Would you consider yourself a beginner, intermediate or advanced user?
3. Why do you use Keynote? (Looking for motivation/use cases)
4. How design savvy are you? (Looking for how comfortable they are with design)

Scenario

Imagine you are using this presentation software to: (insert use case from Icebreaker Question).

Test Results

TASK 1

““ VERBAL INSTRUCTIONS

Say you wanted to add presenter notes, how would you do that?

SUCCESS CRITERIA

Participant clicks the presenter notes bar to reveal the notes

COMPLETION RATE

5
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5

GENERAL FINDINGS

- Since the presenter notes show up natively at the bottom of the interface, all users easily adjusted to this new feature
- 2 users stated that they memorized the short cut to show the notes because it is such a pain to find it in the main file menu
- All users noted that this was a useful toggle to add

TASK 2 ★

““ VERBAL INSTRUCTIONS

How would you change the color of the triangle?

Probe: Preference for having fly-out panels versus a context sensitive static side panel

SUCCESS CRITERIA

Participant clicks the triangle then clicks the styles fly-out menu

COMPLETION RATE

3
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5

GENERAL FINDINGS

- This workflow is a streamlined version of what currently exists in Keynote. The fly-out menus are nested in the same location of the static side panel all users instinctively moved their mouse to that side of the interface.
- Users easily selected the triangle. Two participants *spent time looking through the side menu* for the correct panel
- Users stated that it was difficult to quickly see what panel applied to their selection, but liked that the interface seemed less cluttered

TASK 3

““ VERBAL INSTRUCTIONS

How would you modify the title?

SUCCESS CRITERIA

Participant clicks the title then clicks the text fly-out menu

COMPLETION RATE

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GENERAL FINDINGS

- This task was similar to the previous. All users easily navigated to the text fly-out panel
- The text icon in the fly-out panel was intuitive to the task of changing the properties of text

TASK 4 ★

““ VERBAL INSTRUCTIONS

What would you do if you wanted help with the design of your slide?

Probe: What do you expect will happen when applying margins, font, text, color, spacing and layout? Would you use them in your workflow?

SUCCESS CRITERIA

Participant clicks Adjust Slide, clicks though each option, and clicks apply

COMPLETION RATE

3
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5

GENERAL FINDINGS

- Users were responsive to the features allowing for easy slide cleanup and layout recommendations
- Design beginners *expressed confusion on what each feature did and indicated a more streamlined process to 'just make it look good'*
- There was confusion on what 'spacing' is, or the difference between 'font' and 'text'
- Designer indicated that she would love to *just be able to tidy up her slide without having to go into the process intensive screen of layout recommendations*
- 2 Users *could not easily find the "apply" button* in the top right of the interface

TASK 5

““ VERBAL INSTRUCTIONS

How would you navigate to the next slide?

Probe: Likelihood of using navigation arrows versus clicking on the thumbnails

SUCCESS CRITERIA

Participant clicks the right chevron neck to the slide

COMPLETION RATE

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5

GENERAL FINDINGS

- 2 Users tried to click on the thumbnail (default behavior in Keynote) but that is not a function in the prototype. Once that failed, they used the arrows
- 1 Advanced User stated they use the up and down arrows, but liked the quick navigation in close proximity to the slide
- All users were able to navigate using the arrows

TASK 6 ★

““ VERBAL INSTRUCTIONS

What would you do if you wanted to clean up all the slides in the presentation?

Probe: Does unify resonate? What do you think will happen when clicking spacing, text, and color? What is the likelihood of using these features?

SUCCESS CRITERIA

Participant clicks Unify Document, clicks though each option, and clicks apply

COMPLETION RATE

5
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5

GENERAL FINDINGS

- While unify resonated with the participants, *the icon of the document didn't map to their mental models*
- The term "spacing" was *confusing to all participants*, including a Designer who stated it was more of a 'tidy'
- All participants liked the ability to see how the features they were applying affected the slides in the preview
- A Designer stated that they sometimes make design decisions (such as color) to emphasize a concept, so the *ability to turn off these features per slide would be essential*