

User Testing Report

for FishCast

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1. User Testing Method

Guerilla Testing

Moderated In-Person Test

Benefits

- Its possible to interact with my Participants & guide them through the test.
- Its possible to ask further questions and directly react on problems & feelings
- I can observe my Participants body language and behavior
- Its easier to develop a natural conversation and get helpful insights from fishing people

Challenges

- It requires a bit more planning since there's a need to source necessary equipment and coordinate schedules with participant
- Some participants might feel uncomfortable & its easier for them to interact naturally at home behind their Laptop
- Participants diversity is limited to the location Hamburg. The location is often linked to the fishing methods.



Solutions

- I will conduct a Guerilla Testing and ask anglers during Fishing, if they have 15 Minutes to participate my User Testing
- I will try to create a comfortable atmosphere by first chatting about what comes to my mind.. maybe new Fishing baits etc. and I will emphasize that the User Testing is part of my Study
- I will check out touristy fishing Spots at the weekend to ensure to talk to participants from other parts of Germany

2. Test Script

Introduction

Hello,

My name is Kathrin, and I'm going to be walking you through this session today. The App I'm going to test with you, is called FishCast. It's a helpful tool for anglers to determine the best possible Spot & Time to go fishing. First of all, thank you for taking the time to help me with my user testing. I'll be asking you questions and observing your behaviour during the session. This session will take around 10- 15 minutes.

Before we get started, I'd like to take some time and explain what you'll be doing during this session. I'll ask you to perform some tasks on the app FishCast. I would like to understand what works well and what doesn't with my design and see what can be improved.

So it's important to say: I'm testing the app and not you! There are no right or wrong answers. I'm curious about your thoughts & honest opinion. With your feedback I can improve my app.

I'll start by asking you about fishing apps. Then I'll move onto some tasks for the design I created. While you doing the tasks I'd like you to think out loud! Comment anything what comes to your mind.

If at any point you have questions, please don't hesitate to ask. If at any time you find yourself confused or unsure about what to do simply let me know and I will help you.

And the last question before we get started—would it be okay if I recorded your screen and voice during this testing session? The recording will only be used by me to improve my design.

Do you have any questions? Ok, I'll start recording and begin the session.

First I'd like to ask some informal questions about your person & your fishing preferences.

Demographic Questions

First, I have a few basic demographic background questions for you:

- What age range do you fit into out of these options? 18-25; 26-30; 31-35; 36-40; 41-45; 46- 50; 50+
- What are you're preferred fish to catch? And how?
- (Are you a member of a fishing club?)

Background Questions

Next, I have a few questions related to your technology usage and your hobby as an angler:

- Do you use technical devices for fishing? Any Apps, echolot?
- On a scale of 1-5, how would you rate your technical proficiency? One is not proficient at all; five is exceptionally proficient.
- How do you choose you're spots?
- When do you go fishing? Do you have preferred times?
- Do you check the Weather before you go fishing? Why&How?

Open-Ended Questions

Thank you for answering those questions. Now, I'd like to show you FishCast the app and start by getting your general impressions of home screen and core feature. Spend some time without clicking and have a look at screen. Think out loud.

- What do you think is this feature for?
- Where do you like to click on right now to get to know this feature?
- Is there something you dislike?
- Now, I'd like to ask you to try out some tasks using the FisCast. You can click anywhere where you want, just note that only the blue sections are clickable, because it's just a prototype.

Tasks

We'll now move onto some tasks, I'll give you 3 scenarios and their corresponding activities. While you complete the activity, I'd like you to think out loud and tell me what you're thinking and feeling as you navigate through FishCast:

Direct Tasks

1. Check Weather Tomorrow Morning
2. Activate the wind & spot layer
3. Save a new Spot
4. Purchase Dayticket

Scenario Tasks

1. You want to go fishing tomorrow morning. To prepare your trip and equipment you'd like to check the Weather Conditions for tomorrow morning
2. Imagine it's very Windy today and you want to go fishing at the Dove Elbe. You like to check from which direction the wind is coming and determine which of your favorite Dove Elbe Spots is the most protected.
3. You recognize a bridge. You like to save this new possible spot to your list.
4. Buy a day ticket to fish at the Dove - Elbe (Waters of Fishing Club)

Thank you for your time!

3. Test Report

Tools

MacBook and iPhone 7 to show the Prototype. App *Record it* to record the Screen on Mobile & Quicktime Player to record the session on the MacBook. An iPad to record as BackUp.

Learning: Next time I would choose a program, which provides an offline prototope(not Figma). Sometimes I had problems to mirror my prototype on the mobile and I needed to switch to a session on the Laptop. No records with *record it!* It broke up two times and the recordings have been gone.

Participants

Daniel, 31-35 from Hamburg Germany

Likes Fishing for Predators: Pikes, Zander, Perch; Spinfishing in Lakes, River

Facial Expression: reluctant but interested, calm

Reaction: calm, tried to solve User Flow problems on his own, but did not seem to feel uncomfortable, had ideas for improvements

Main Conclusion: Problems to find the saved Spots Lists, first tried to find the Weather Infos on the Map

Max, 26-30 from Hamburg Germany

Likes Fishing for Perch; Spinfishing in Lakes, Rivers / Travels to the *Ost & Nordsee*

Facial Expression: curious, open minded, happy

Reaction: was very openminded, asked a lot of questions & and had a lot of ideas for further features or improvements

Main Conclusion: Problems to find the saved Spots Lists, expected the Spots to be already shown on the map. Tried to scroll around on the map.

Florian, 36-40 from Hamburg Germany

Likes Fishing for Predators: Pikes, Zander, Perch; Spinfishing in Lakes, River

Facial Expression: a bit shy, but interested

Reaction: took a while to motivate him to speak out loud his thoughts, I needed to ask continuously questions to get some input

Main Conclusion: Problems to find the saved Spots Lists, tapped on the Profil to search for his Spot List

Boris, 40-46 from Hamburg Germany

Likes Fishing for Predators, but also for Carps: Pikes, Zander, Perch; Spinfishing in Lakes, River

Facial Expression: a bit insecure, skeptical

Reaction: asked for help if he had User Flow problems, short sentences

Main Conclusion: Problems to find the saved Spots Lists, took a while find the Weather tomorrow

Konrad, 26-30 from Lüneburg Germany

Likes Fishing for Predators: Pikes, Zander, Perch; Spinfishing in Lakes, River

Facial Expression: curious, happy, open minded

Reaction: very open minded, happy to chat about fishing, talked a lot while using the prototype

Main Conclusion: Problems to find the saved Spots Lists, Logbook would be great

Markus, 31-35 from District Cologne, Germany

Likes Fishing for Predators: Pikes, Zander, Perch; During Schonzeit he goes likes to fish Whitefish, Spinfishing in Lakes, River, ravel a lot to the Netherlands, Belly Boat

Facial Expression: concentrated, serious, but open minded

Reaction: talked a lot during the sessions, sometimes needed to get back on track, passionate about fishing and technical equipment.

Main Conclusion: Problems to find the saved Spots Lists, Problems to find the Menu

4. Evaluation

Observations

Information about Wind would be good as well (*Weather today tomorrow*)

Unsure if he would categorize his Spots

He is searching for his saved Spots on the map.

Prefers more Space for the Map

Is looking for informations about if a spot is protected (from Wind & Rain).

Prefers a hidden Search Bar.

Is looking for ml/m2 of Rain.

Additional Suggestions

A function to create a Route would be great.

A possibility to navigate to my Spot would be great.

A Route Tracker like in Komoot would be great

A Logbook Feature would be great

A possibility to share a Logbook.

Google Earth as addition would be great

Would be great to have a favorite List of Locations

Positive Quotes

The Windfeature is cool.

Its great to see the Wind Direction how it affects my Spots

Its nice that ist Water of the BAV is highlighted.

To shop the Dayticket was really easy.

To buy a Tickets for a Fishing Club is a really helpful feature

I like the Picture of the Weather Feature

Negative Quotes

It's hard to understand the Wind Speed.

I don't like that I can't name my Spots

Its irritating that there is not always a Go Back Button

I miss Informations about the Wind Conditions (Weather Today Tomorrow)

I do not like the Shopping Card Symbol! (*Buy me attitude*)

I don't like all the messy Informations on the map. (Pins from Google Maps)

Its a bit irritating that the Weather Layers come first.

Errors

Can not find the Spot List Dove Elbe.

Tried to enter the Shop through the Map Layer Permissions & Licenses

First tries to click on the Spot to buy aFishing License

Can not read the Wind Speed.

Had Problems to switch between Menu Items. Task1 to 2)

Tried to find informations about the Weather Details on the Map. (Clicking on the Time Skala)

Rainbow Spread Sheet

A	C	D	E	F	G
	P2	P3	P4	P5	P6
Scheduled session details	Monday, August 24 02:00pm Billstedt	Tuesday, August 25 02:00pm Außenalster	Wednesday August 26 1:00pm Eastcanal Bille	Wednesday August 26 1:00pm Margellan Terrassen	Thursday, August 27 2:00pm Margellan Terrassen
Name	Max	Markus	Konrad	Boris	Florian
Gender	Male	Male	Male	Male	Male
Age range	26-30	31-35	26-30	41-45	36-40
Preferred Fish	Perch	Zander, Perch, Pike, Whitefish	Zander, Perch, Pike	Zander, Perch, Pike, Carp	Zander, perch, Pike
Fishing Methods	Spinfishing	Spinfishing	Spinfishing	Spinfishing	Spinfishing
Other characteristics	Loves to talk, Gave a lot of Input, Ideas for further features, open-minded	concentrated, serious, but open minded, talked a lot, passionate about fishing and technical equipment.	Tech-savvy, Open minded, likes to talk, detailed	insecure, skeptical, asked for help if he had User Flow problems, short sentences	shy, friendly, took a while to motivate him to speak out loud his thoughts

Rainbow Spread Sheet

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors								
[Error Rating 4] Could not find the Spot List Dove Elbe.							6	Spots should be visible on the Map already. Spot Lists come first in hierachy of Layer Menu. Possibility to manage Spots (PopUp Menu)
[Error Rating 2] :Tried to enter the Shop through the Map Layer Permissions & Licenses							1	Will be possible! Second entry point
[Error Rating 3] Can not read the Wind Speed.							4	Wind animation should be in the same color of Wind Speed Skala.
[Error Rating 2] :First tries to click on the Spot to buy a Fishing License							2	Will be possible! Third entry point
[Error Rating 0] :Had Problems to switch between Menu Items. Task1 to 2)							1	Will not be changed. Problem of UI
[Error Rating 4] : Tried to find informations about the Weather Details on the Map. (Clicking on the Time Skala)							3	Rethink Navigation: Possibility to add Weather Forecast to Map as Pop Up Menu
Observations								
He is searching for his saved Spots on the map.							4	Spots should be visible on the Map already. Spot Lists come first in hierachy of Layer Menue
Is looking for informations about if a spot is protected (from Wind & Rain).							2	Possibility to click on Spot. Pop Up Information opens
Prefers more Space for the Map.							2	Hidden Search bar? Norm sizes of Buttons and Menu Bar
Prefers a hidden Search Bar.							1	Hidden Search Bar?
Clicked on the Profile to activate the Spots							1	No Change necessary
He is looking for ml/m2 of Rain(Weather Data)							1	Will be added to the Weather Feature Today&Tomorrow / Review & Longtermforecast
Additional Suggestions								
A Function to create a Route would be great							1	Maybe a great idea for later improvemnts of the App
A possibility to navigate to my Spot							1	Add to Map
A Route Tracker like Komoot would be great							1	Maybe a great idea for later improvemnts of the App
A Logbook Feature would be great							2	Add to Spots as Note?
A possibility to share my Logbook							1	
Would be great to have a favorite List of Locations							1	Add to the Seach Bar
Google Earth as addition would be great							2	Too much Data for Mobile? Add to Map Details of the Desktop Version.
Positive Quotes								
The Windfeature is cool.							1	
Its great to see the Wind Direction how it affects my Spots							2	
Its nice that ist Water of the BAV is highlighted.							1	
To buy a Tickets for a Fishing Club is a really helpful feature							2	
To shop the Dayticket was really easy.							1	
I like the Picture of the Weather Feature							1	
Negative Quotes								
I don't like that I can't name my Spots							1	Possibility to name Spcts by clicking on them
It's hard to understand the Wind Speed.							4	Wind animation should be in the same color of Wind Speed Skala.
Its irritating that there is not always a Go Back Button							1	Will not be changed.
I miss Informations about the Wind Conditions (Weather Today Tomorrow)							3	Will be added to the Weather Feature Today&Tomorrocw
I do not like the Shopping Card Symbol! (Buy me attitude)							1	Will not be changed. Rename to Marketplace?
Its a bit irritating that the Weather Layers come first (Layer Menu)							1	Spot Lists come first in hierachy of Layer Menu
I don't like all the messy Informations on the map. (Pins from Google Maps)							1	Just Fishing necessary Pins will be shown (Resaurants/Cafés close to Water Spots, Fishing Shops, Fishing Clubs)