

VISIT NBMA

USER TESTING

PRODUCED BY: DREW FURTADO



ABOUT THE APP



Visit NBMA attempts to provide information to residents and visitors of New Bedford, Massachusetts. The application , includes things to do, eat, art and culture, and transportation.

Currently the app is a paper prototype. This document lays out the testing process and gathering feedback to improve the current version of the app.

ABOUT THE TEST

The testing procedure asks users to complete five tasks within the app. The app is currently constructed as a paper prototype, and has been developed for the prototype testing app, POP.

[VISIT NBMA- Prototype Test](#)

USER TESTERS

NORA

Nora is a woman and resident of New Bedford, Massachusetts. Lenore is engaged with the community, and loves spending time in Downtown New Bedford.

JEREMY

Jeremy is a man and resident of Fairhaven, Massachusetts. Jeremy likes to occasionally visit New Bedford, but doesn't necessarily know what's going on, or what's happening in the city.

THE SCRIPT

Hello,

My name is Drew Furtado, and I'm the developer behind a new cell phone application, "Visit NBMA." The app is designed to inform residents and visitors of New Bedford, Massachusetts of the various offerings and events throughout the city.

I would love to get your feedback on the app, and ask you to run through 5 different scenarios of the application. If you wouldn't mind, I'd like to record this session so I can refer to your experience, and add to my research. The test should take about 15 minutes.

This session will provide me with valuable feedback that can strengthen the app for future development. Understand, I value your honest feedback. Please feel comfortable to speak candidly with me.

The session will take place with me instructing you to perform five tasks related to the app. Please try to think out loud, so I can best understand your thought process. I would like to see how you perform these task independently, and I will not provide any guidance until after the testing has completed.

USER TASKS

TASK 1:

You have heard on the news that New Bedford, Massachusetts is home to the New Bedford Folk Festival. Use Visit NBMA to visit the New Bedford Folk Festival Website.

TASK 2:

A friend told you about this restaurant, Moby Dick Brewery, in New Bedford that had a new burger special. Use Visit NBMA to locate Moby Dick Brewery on a map.

TASK 3:

After viewing the New Bedford art documentary, Restart 2020, you are interested in viewing mural located in the city. Use Visit NBMA to find the location of the Jazz Mural on a map.

TASK 4:

After viewing the Jazz Mural, you are curious about some of the other artists in the area. Use Visit NBMA to find information about Alison Wells.

TASK 5:

You'd like to take your family to visit Martha's Vineyard. You remember a friend mention you can take a ferry from New Bedford, Massachusetts. Use Visit NBMA to locate tickets for the Seastreak Ferry.

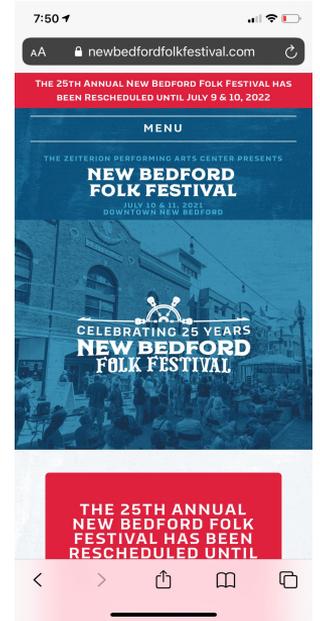
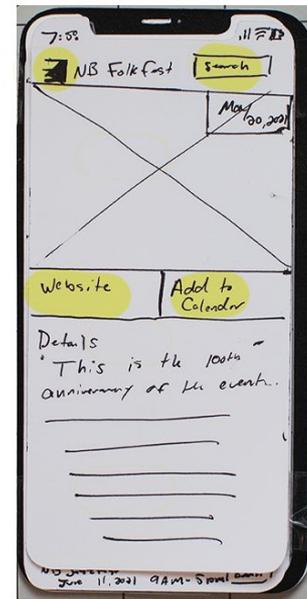
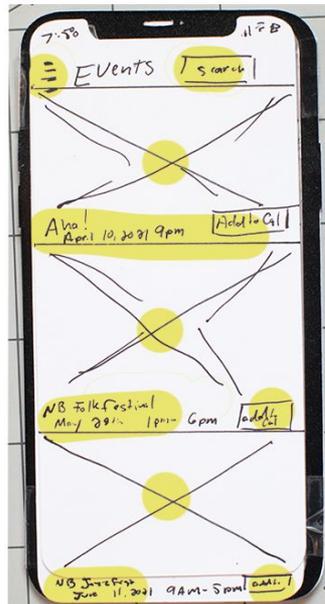
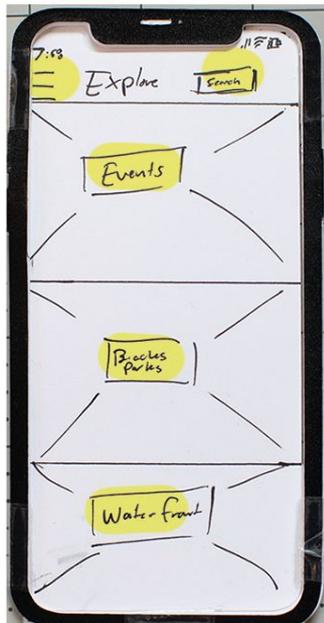
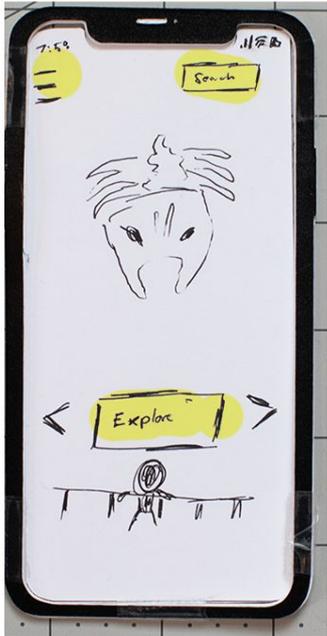
User Test #1 Jeremy

User Test #2 Nora

TASK 1: SCREENS

TASK 1:

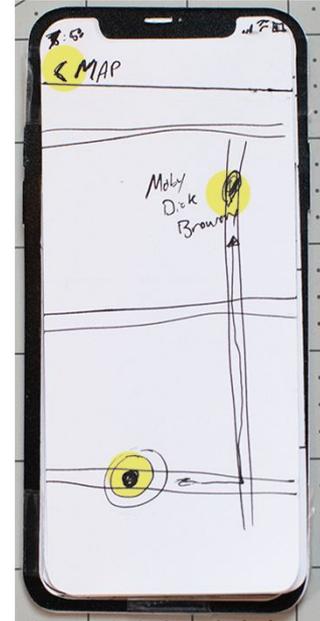
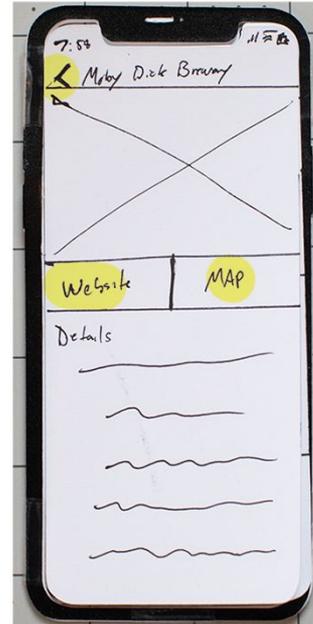
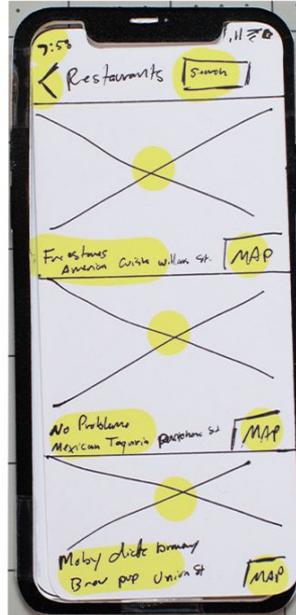
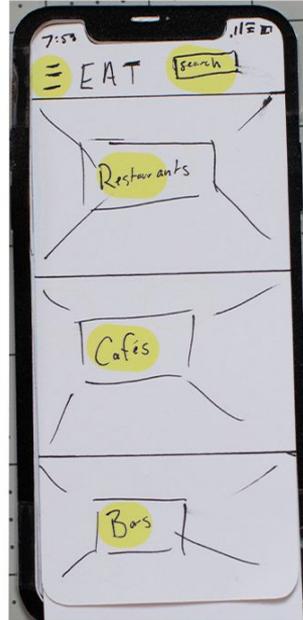
You have heard on the news that New Bedford, Massachusetts is home to the New Bedford Folk Festival. Use Visit NBMA to visit the New Bedford Folk Festival Website.



TASK 2: SCREENS

TASK 2:

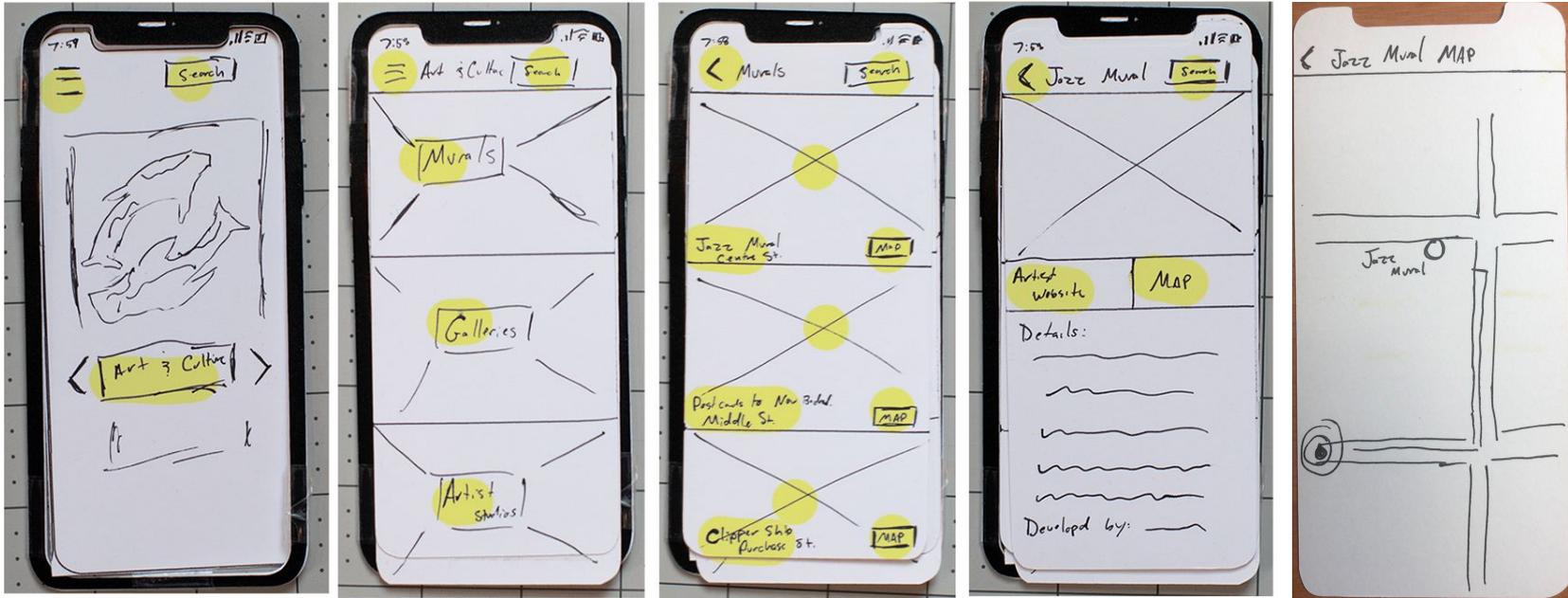
A friend told you about this restaurant, Moby Dick Brewery, in New Bedford that had a new burger special. Use Visit NBMA to locate Moby Dick Brewery on a map.



TASK 3: SCREENS

TASK 3:

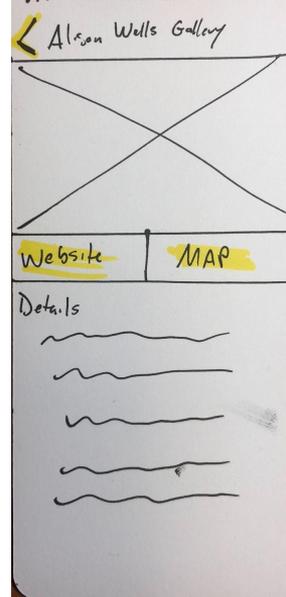
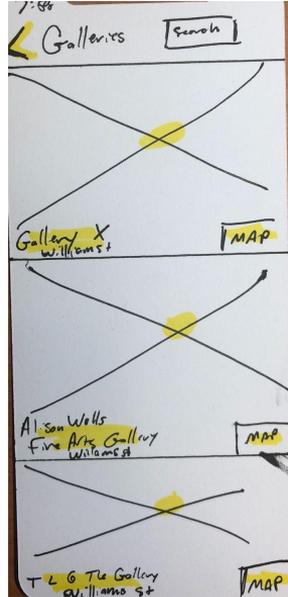
After viewing the New Bedford art documentary, Restart 2020, you are interested in viewing mural located in the city. Use Visit NBMA to find the location of the Jazz Mural on a map.



TASK 5: SCREENS

TASK 4:

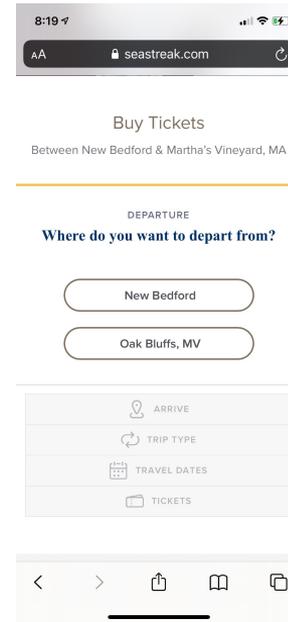
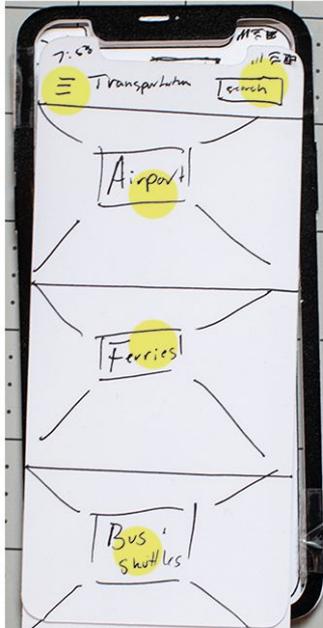
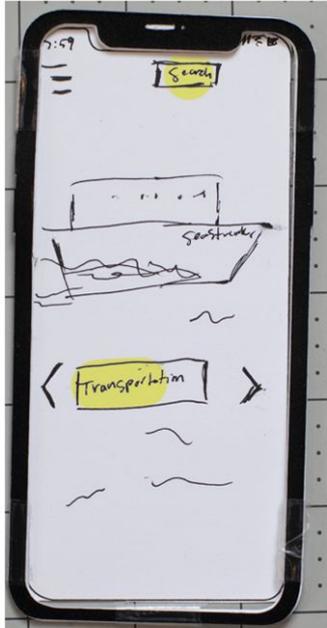
After viewing the Jazz Mural, you are curious about some of the other artists in the area. Use Visit NBMA to find information about Alison Wells, an artist in New Bedford.



TASK 4: SCREENS

TASK 5:

You'd like to take your family to visit Martha's Vineyard. You remember a friend mention you can take a ferry from New Bedford, Massachusetts. Use Visit NBMA to locate tickets for the Seastreak Ferry.



SUMMARY OF FINDINGS

Users were able to successfully navigate throughout the app, and reported that it was easy to navigate. During testing, users were able to navigate using the site headers, and also utilized the collapsible menu to find what they were looking for. Only two of the five tasks included navigational errors.

During Task 1, users encountered difficulties navigating the “Explore” page, as the navigational header disappeared in the scrolling pages. Users also did not realize the page was scrollable, and missed pages that were available. One user got stuck, and was unable to get back to the main page, but was able to figure out how to get back.

On Task 4, users had difficulties finding Alison Wells, and each user assumed the information was included in the ‘Artist Studios,’ but was actually included in the ‘Galleries’ tab. The error leads me to believe that combining Galleries and Artists together would streamline information.

Overall, users spoke highly of the app, and offered good feedback. Users suggested including a parking tab nestled in the ‘Transportation’ section, and combining the ‘Galleries and Artists’ tabs together. Users indicated they would install this app if it were available, and also reinforced the need for the app.