

## Build Usability Test 1 of 2

### Zach Brugman Goal

In order to improve our products, we need to better understand our users and the context in which they use our products. Usability testing and user research is paramount in reiterating, refining, and improving a product that better aligns with the user's preferences. Whether a Formative or Summative Usability Test is completed is to be determined (whichever is needed).

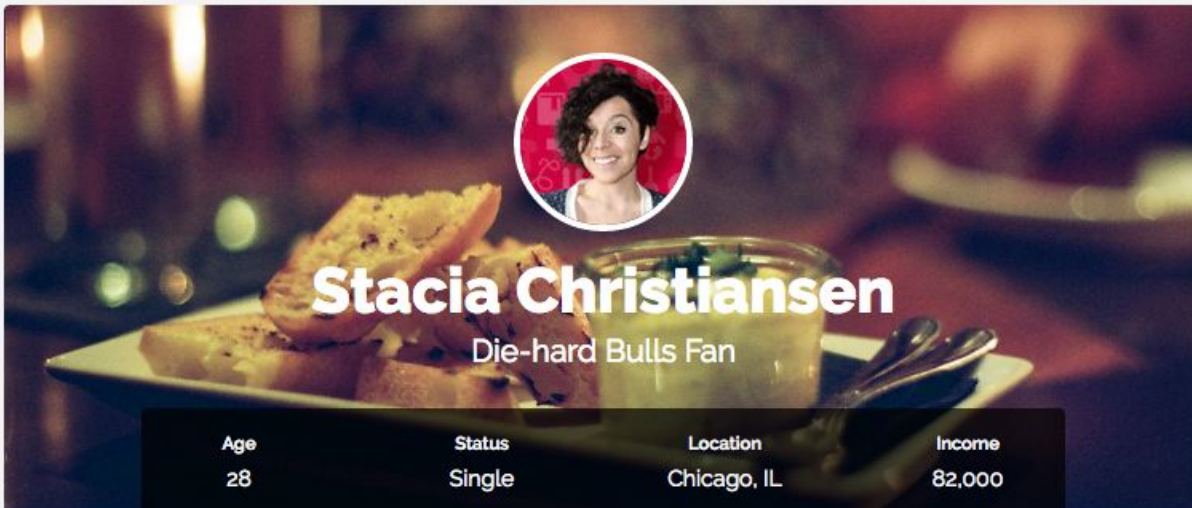
Example of usability test items that can be delivered include:

- competitive reviews
- heuristic evaluations
- user surveys
- user questionnaires
- observational studies
- low-fidelity and high-fidelity prototypes
- A/B testing
- task analysis
- persona development
- user interviews
- various others

### What will need to be determined:

- What is to be tested?
- Competitor? Existing functionality? New Concept?
- Mobile, Tablet, Desktop, device, browser, native, web?
- How are we going to measure the usability? Qualitative or quantitative data?

Sub-tasks						+	...
1.	✓ Heuristic Evaluation	PRDMISC-374	📌	CODE COMPL...	Zach Brugman	100%	<div style="width: 100%;"><div style="width: 100%;"></div></div>
2.	✓ Define Goal	PRDMISC-368	📌	CODE COMPL...	Unassigned	100%	<div style="width: 100%;"><div style="width: 100%;"></div></div>
3.	✓ Gather Requirements	PRDMISC-369	📌	CODE COMPL...	Unassigned	100%	<div style="width: 100%;"><div style="width: 100%;"></div></div>
4.	✓ Competitive Review	PRDMISC-373	📌	CODE COMPL...	Zach Brugman	100%	<div style="width: 100%;"><div style="width: 100%;"></div></div>
5.	✓ Develop Personas & Use Cases	PRDMISC-372	📌	CODE COMPL...	Unassigned	100%	<div style="width: 100%;"><div style="width: 100%;"></div></div>
6.	Low-fidelity Wireframes/Prototypes	PRDMISC-370	📌	OPEN	Unassigned		
7.	High-fidelity Prototype	PRDMISC-371	📌	OPEN	Unassigned		
8.	Construct Survey & Questionnaire	PRDMISC-375	📌	OPEN	Unassigned		
9.	Write Usability Test & Moderator Guide	PRDMISC-376	📌	OPEN	Unassigned		
10.	Recruit Usability Test Participants	PRDMISC-377	📌	OPEN	Unassigned		



**Stacia Christiansen**  
Die-hard Bulls Fan

Age	Status	Location	Income
28	Single	Chicago, IL	82,000

“  
Quote

I've failed over and over and over again in my life and that is why I succeed.  
*-Michael Jordan*

✓  
Title

Stacia is a marketing manager, and a die-hard Chicago Bulls fan. Stacia's favorite basketball player is Jimmy Butler, but she also loves the Blackhawks and Jonathan Toews. Stacia watches every Bulls game throughout the season, mostly at home, but sometimes at a restaurant or bar in her hometown of Chicago, IL. Stacia often looks to her mobile phone when in a restaurant to keep track of statistics as she is watching games on TV. When she is at home, she often has her iPad on her lap to follow along with the game.

✓  
User Goals

- Quickly access the live game tracker to have a better second screen experience
- Access live data that updates as she watches the game
- Be able to better see key moments of the game, not necessarily play by play
- View Twitter activity of specific users during a game while in the application

✗  
Frustrations

- Slow data being updated as viewing the game live on TV
- Not enough interactivity or feedback during key moments in the game
- Unable to quickly switch over to Blackhawks games if both teams are playing at the same time



# Arturo Moya

Casual Fan

Age	Status	Location	Income
35	Married	San Diego, CA	60,000



Arturo is a logistics manager, a casual sports fan, a husband and father of two young kids, and does not have a lot of time to follow his favorite sports teams. Arturo is primarily interested in soccer. His favorite team is Manchester United, and favorite player is Wayne Rooney. Arturo does not often watch the Manchester United matches on TV, but usually likes to followup on matches once they are completed to see how his team played. With his unpredictable and hectic schedule raising two kids, he usually is consuming sports data content on his mobile phone.



## User Goals

- More seamlessly keep track of favorite team, Manchester United, and favorite player, Wayne Rooney
- Quickly access Manchester United's page on mobile device
- Access latest match and statistical information



## Frustrations

- Unable to access Manchester United information quickly on most mobile sites
- Some mobile sites are not optimized and have really long load times, so he does not like to wait for content to load.
- Doesn't have time to watch games on TV



# Herman Skenandore

Daily Fantasy Football Power User

Age	Status	Location	Income
26	Dating	Sheboygan, WI	48,000



Herman is an accountant in the Sheboygan area and a huge Wisconsin sports fan. He follows all of the professional teams in Wisconsin, most notably the Packers, Bucks, and Brewers. Having graduated from the University of Wisconsin, he also heavily follows the University of Wisconsin's football and basketball teams. Herman has always been good with numbers and his work as an accountant reflects that. When he is not working, he is often looking at boxscores and stat sheets trying to gain an edge in one of his biggest passions, daily fantasy sports games.



## User Goals

- Ability to quickly access player boxscores
- Ability to dive into more in-depth per game statistics for players
- Quickly access fantasy points leaders in a variety of different statistics and categories
- See fantasy points trends over a specific timeline
- View player statistics for past games and projected points for next game



## Frustrations

- Want to be able to access statistics quicker
- Unable to view all statistics on mobile and sometimes on tablet for most sites
- Not always sure of the functionality of some pages, the look can be inconsistent on some sites

Use Case

