

Amazon Kindle

Usability Test Plan

Group 6 Usability Experts

Dai Wei Cheng
Elizabeth Holst
Micki Katz

Objectives

We will be testing the Amazon Kindle. We are trying to determine if new users can successfully use the Kindle as a textbook. We specifically want to determine:

- Are users able to find specific passages in the text?
- Are they able to highlight those specific passages?
- Are users able to insert notes?
- Can users access previously recorded notes and highlights for review?

Stimuli

Amazon Kindle. Model No. D00701

The Amazon Kindle is an eReader---an electronic machine for reading books. The software and hardware platform, were developed by Amazon.com and render and display e-books and other digital media.

There are four hardware devices, which are “Kindle”, “Kindle 2”, a third generation device simply called the “Kindle”, and “Kindle DX”. The latest hardware device, the 3rd generation Kindle with 3G support for use in 100 countries.



Participants

Age Range: 20-34

Gender: 4 men, 2 women

Studies show that men might be more tech gadget oriented so they are more likely to buy an iPad than a Kindle, but this is not necessarily so with women. Women are the largest demographic followed by boomers.

User profile: College student (either undergraduate or graduate). This should be someone who likes to keep their textbooks and typically highlights, and makes notes on the text. They may also use note taking software. They would not be interested in using a service that expires the books after a specific period-of-time.

e-Reader: Has not used a dedicated e-Reader (may have used software based e-Reader on computer, iPhone/iPad, etc.) but is interested. They may have heard from their friends or reviews that the Kindle is not yet useful for purposes other than novels.

Test participant:

We want College students who would be interested in the price savings and portability of electronic textbooks. They should have very specific study habits relative to how they interact with textbooks such that we can test attempts to interact similarly on the Kindle. These participants have not used a Kindle or other “dedicated” e-reader before and are not already so familiar with the controls that they have established workarounds for any inefficiencies.

Procedure

We will be testing six participants. Each test will last 30 minutes, with five minutes allotted for introduction to the testing procedure and warm-up questions, 20 minutes for the tasks and five minutes for follow-up questions.

1. Introduction
 - a. Introduction of moderator
 - b. Have participant sign release waiver.
 - c. Explanation of testing procedure including think-aloud process
2. Warm-Up Questions
 - a. Ask participants about their current impressions of the Kindle
 - b. Ask participants about any other experiences with other reading devices
 - c. Demonstrate basic functions of Kindle
3. Tasks on the Kindle
 - a. Search a book for a specific passage.
 - i. Question. Was it easy to find the information that you were after?
 - ii. Question. Would this be easier than searching in a textbook?
 - b. Highlight passage within a book.
 - i. Question. Were you able to select the desired information?
 - ii. Question. How easy was this? Did you encounter any problems?
 - c. Create Note.
 - d. Find Notes and Highlights recorded in a different book.
4. Follow-up Questions
 - a. Ask broad questions to collect preference and other qualitative data.
 - b. Follow up on any particular problems that came up for the participant.
 - c. Specific Questions.
 - i. Question. Would this device be useful to you for school?
 - ii. Question. Do you think you would use this device for class?
 - iii. Question. What are your impressions of the 5-way controller?
 - iv. Question. What did you think of the on-screen instructions?

Measures

The following evaluation measures will be collected and calculated:

1. Performance Metric
 - a. Time on task: the average times to complete each task, and each grouping of tasks, across all participants.
 - b. Task Success: the percentage of participants who had errors from which they could not recover versus those who finished each task successfully.
 - c. Errors: the frequencies of the participants make errors in the same task.
2. Issue-Based Metric
 - a. Usability issues: the task violates the human usability habits.
 - b. Severity ratings: participant rankings of usability and outlook of the product.
3. Behavioral and Physiological Metrics
 - a. Verbal behaviors: the comments of participants make during and after testing.
 - b. Non-verbal behaviors: to observe the facial expressions and gestures from the participants during and after the test.

Study logistics

Testing will take place in two locations: UserCentric and DePaul CDM Building.

September 22—28	Kick-Off meeting to discuss testing Create Test Plan
September 29—October 5	Create Moderators Guide <ul style="list-style-type: none"> - Finalize materials and equipment for testing Start Recruitment
October 6	Test first participant at UserCentric Testing Lab. <ul style="list-style-type: none"> - 500 N Michigan, Chicago, IL
October 7—13	Finish testing remaining participants Analyze findings
October 14—20	Create Final Report