

M2 Interactive Usability Test

Participant # 1 Responses & Observations

Standard Question Responses

1. Have you used an Augmented Reality application before? ☐ Yes ☒ No

2. Is this an application that you would likely use? ☐ Yes ☒ No

3. Did you experience any discomfort during the test? ☐ Yes ☒ No
If yes, what discomfort did you experience?

4. How difficult did you find using the application? What did you find difficult?
 Found it difficult to know what to do.

5. What do you dislike about the application?
 Objects would fly into you, they don't stay on the page as they are probably mean to.

6. What would you change about the app? Why would you change it?
 Make the objects more interactive. The 3D objects seem to do what they want to, not what you want them to do. Add a help button so that the user can get more information about how to use the app.

7. How well did the app's user interface guide you through the experience? Please explain.
 Not well. It didn't tell you what to do, things just happened.

8. What things does the app do well?
 The ability to move around the objects and see them from different angles.

9. Do you think that this application enhances the magazine's experience? ☐ Yes ☒ No
If yes, how did it enhance the experience?
 It replaced the information in the magazine. I was focused on the 3D objects and not on the magazine content. Some of the 3D objects seemed irrelevant, e.g., the slot machine.

10. How would the M2 Interactive app influence your decision to purchase a M2 magazine?
 I would not buy the magazine for the purposes of using the app.

Observations

Usage Time: 14 minutes 39 seconds

Observation	Response
Scanned front cover.	I assumed that I could, and it was the first thing that popped up.
Accidentally tapped website link on menu.	
Flipped straight past user guide page.	
Has trouble scanning AR marker on some pages.	I think it is because of the curved pages.
Watched M2 Interactive experience introduction video. Didn't understand what the video was about.	I didn't know what the video was about, and it didn't take me back to the app after playing.
Tried scanning several non-interactive pages.	I assumed that the app wasn't working. I didn't know what triggered the content. There was no marker on the front page.
Says, "It just keeps scanning" as no content is displayed.	
Taps on the screen to try to start AR content.	
Notices M2 Interactive symbols. "Oh, I've got to find those."	
Holds the page flat with the helicopter model.	
Attempts to track the helicopter as it takes off.	
Tracking fails.	
Zooms in closer to jet.	
Bulldozer won't turn properly.	
Holds the page flat again.	
"Once you get the hang of this, its pretty cool."	
Webpage immediately opens when marker is scanned. "It just takes you straight there, it doesn't give you an option."	
Final comments?	I think it would be call with glasses, but it is a hassle as a phone app.