

M2 Interactive Usability Test

Participant # 2 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?

I was uncomfortable using the app without instructions.

4. How difficult did you find using the application? What did you find difficult?

There was no information to use the application.

5. What do you dislike about the application?

It plays the same video on the front cover as one in the magazine.

6. What would you change about the app? Why would you change it?

I had no idea how to use it.

7. How well did the app's user interface guide you through the experience? Please explain.

Not very well because I don't have any experience with an app like this before.

8. What things does the app do well?

Tapping and playing videos. Interesting content.

9. Do you think that this application enhances the magazine's experience? ☒ Yes ☐ No

If yes, how did it enhance the experience?

It made the magazine more interesting.

10. How would the M2 Interactive app influence your decision to purchase a M2 magazine?

Yes it would. It was interesting, fun, a new experience and new technology.

Observations

Usage Time: 19 minutes 20 seconds

Observation	Response
Notices that they can see the magazine behind the buttons.	Didn't know what it was or why it was happening. I didn't even press any buttons.
Clicks web links. Scrolls through M2 website.	I assumed I was meant to click the buttons, and they took me to the web pages.
Scans the front of the magazine, watches the video.	
Opens the magazine.	
Realises that the magazine interacts with the app.	
Says, "the phone adds another dimension to the magazine"	
Talks about how they can watch videos with the magazine. Multiple forms of entertainment, you can read, watch videos, play games.	
Flips through the pages of the magazine and finds more AR content. Realises that something must trigger it.	
Couldn't cut the wires on the bomb, it kept on moving around.	
Identifies the M2 Interactive marker.	I saw the yellow marker and assumed that was what triggers it.
Played with the tractor, got it stuck.	It was hard to control it.
Watched videos.	Videos are too long. I didn't like how it took me out of the application.
Was not able to read the instructions for the games as they disappeared too quickly.	
Won the pokie machine game, but couldn't enter details due to a glitch.	
Final comments?	It is cool, but I wouldn't buy the magazine if it were more expensive.