

M2 Interactive Usability Test

Participant # 3 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?
Reading the magazine and using the application at the same time is difficult.

5. What do you dislike about the application?
It taking me to another website.

6. What would you change about the app? Why would you change it?
"Explore" should say "Explore Magazine" or something like that. I didn't understand that the app can recognise things on the magazine.

7. How well did the app's user interface guide you through the experience? Please explain.
It may need a help button to show user experience by a video or something.

8. What things does the app do well?
Finding the marker in the magazine.

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 fun.

10. How would the M2 Interactive app influence your decision to purchase a M2 magazine?
It makes the content of the magazine live.

Observations

Usage Time: 20 minutes 15 seconds

Observation	Response
Taps website buttons.	
Goes back to the app.	
Figures out that 'Explore' button opens out to the camera.	
Sees something on screen on top of the magazine cover. Clicks on video.	
M2 weblink opens again. Says "I think you can read the whole magazine from the phone with the scan it seems." He thinks that the app opens a digital version of the magazine.	I thought that was the purpose of the app. I thought it was a replacement to the physical magazine.
Returns to the magazine.	
Reads the M2 Interactive experience part, learns how to use the app.	
Application bug, TV falls off the page.	I was confused as to why they were jittery.
Two markers on screen caused glitch.	
Identified markers on screen.	
Watched helicopter fly for a while.	
Thinks they can click on the helicopter.	
Helicopter keeps disappearing from the screen.	
Didn't want to watch videos.	The videos got boring.
Final comments?	It is cool, but I wouldn't buy the magazine if it were more expensive.