M2 Interactive Usability Test
Participant # 5 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?
   I didn't know what was going on. If they put an ad on TV or something you would know how to use it.

5. What do you dislike about the application?
   The tractor wouldn't turn right.

6. What would you change about the app? Why would you change it?
   More interactivity. I could waste hours on that, it runs pretty smoothly.

7. How well did the app's user interface guide you through the experience? Please explain.
   The blue bar is always scanning. If I read M2 magazine and knew about the app, I would understand how to use it. It needs a full page of info about the app, I skipped past it.

8. What things does the app do well?
   It makes articles more interesting, e.g., trailer for Taken 3.

9. Do you think that this application enhances the magazine's experience? ○ Yes ✓ No
   If yes, how did it enhance the experience?
   It is a good advertising tool, e.g., marketing movies.

10. How would the M2 Interactive app influence your decision to purchase a M2 magazine?
    I wouldn't purchase it. I don't normally purchase magazines, I just read them at places like the doctors.

Observations

Usage Time: 8 minutes

Observation	Response
Starts by looking through the magazine.	I didn't know how the app could relate to the magazine, so I started with the magazine.
Flips past the M2 Interactive info pages.	I didn't see it, it wasn't obvious.
Reads an article about a car.	
Starts using the app.	
Taps a website button and starts looking through the M2 site.	I thought that the app was the website. It just took me out of the app.
Returns to the app.	
Scans the front cover.	
Tries scanning non-interactive pages.	I didn't know what started the 3d content.
Asks "Do I have to click something?"	
Sees the marker, "Oh I see, it has a little yellow thing."	
Is amused by content. "I can almost grab it"	
Flips past non-interactive pages.	
Controls for tractor fail.	It just refused to turn right.
Says "I didn't even know that this stuff existed"	
Final comments?	It feels like a good balance of ads and entertainment.