

# M2 Interactive Usability Test

## Participant # 6 Responses & Observations

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### 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?*

My arm got tired from holding the phone up for so long.

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

It was quite difficult. I had to zoom in and out a lot due to the difference in animation size.

5. What do you dislike about the application?

Linking to the webpages was annoying.

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

The website auto-link. I don't want to have to go to the web pages.

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

It was pretty simple once I worked it out. I just had to scan the pages with the logo.

8. What things does the app do well?

Fast and effective.

Graphics and animations are rendered well.

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

*If yes, how did it enhance the experience?*

I think it makes it more fun.

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

I expect it makes the magazine more expensive. I wouldn't pay more to see it.

## Observations

Usage Time: 15 minutes 30 seconds

Observation	Response
Confusion with the start screen.	
Presses M2 website link, gets taken out of app.	
Distracted from the app when taken to the website.	
Scans the front page.	
Scans every page in magazine, including non-interactive pages.	
Amazed by AR technology. Says that animations are engaging.	
Watches taken 3 poster as bomb explodes. Doesn't realise he can cut the wires.	
Still scans every page.	Pictures that looked more 3D are the ones that scanned.
Scans tractor, doesn't realise that he can interact with it.	
Says "it scans everything and puts it in 3D animation"	
Scans Kingsman poster, doesn't interact with the content.	
Scans Win car page, takes them to a web page. Thinks that it scans the URL, not the image.	It's annoying that I didn't get an option, it just opened the page.
Scans Tickets page, interacts with slot machines. Surprised that he can only play slots 3 times.	
Final comments?	Instructional page looks like movie information, skipped past it.  It makes the magazine more interesting.