

A/B Test

Independent Variable: Destination selection method

- Variation A: Search for trail within TOTAGO database
- Variation B: Add new destination

Task List / Script

Version A

1. Navigate to the Activity Log
2. Log a new activity
3. Search for the “Mount Alpine” trail within the TOTAGO database
4. Set the activity duration to 40 minutes
5. Add a photo to your activity report
6. Share your post with the TOTAGO feed
7. Save the activity
8. Return to the Activity Log
9. Navigate to Overview
10. Add a new Time Goal for 8 hours per week
11. Change the goal date
12. Save the goal
13. Return to the Activity Log

Version B

1. Navigate to the Activity Log
2. Log a new activity
3. Add a new destination, called “Mount Alpine” to the report
4. Set the activity duration to 40 minutes
5. Add a photo to your activity report
6. Share your post with the TOTAGO feed
7. Save the activity
8. Return to the Activity Log
9. Navigate to Overview
10. Add a new Time Goal for 8 hours per week
11. Change the goal date
12. Save the goal
13. Return to the Activity Log

Metrics

Quantitative

- Task Completion Time: time spent on each task, total time spent

- Success/Error Rate: number of “correct” and “incorrect” clicks, Completed task or Did not complete task

Qualitative

- Post-Task Question: Overall, this task was?

1. Very Difficult 2. 3. 4. 5. 6. 7. Very Easy

Post-Test Survey

Comprehension Questions

1. What do you think the purpose of this tool is?
2. Does this tool seem to be oriented toward users’ personal tracking of data or the sharing of users’ information with the TOTAGO community? Why?
3. Did the tool communicate where within the app user information would be stored and displayed? If so, where?

Perceived Usability Questions

4. The navigation system was intuitive and easy to use.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

5. I understood what each item in the navigation menu represented.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

6. I was able to easily navigate between the Activity Log and Activity Overview pages.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

7. The process of logging a new activity was continuous and consistent.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

8. The process of logging a new activity was easy to complete.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

9. The process of creating a new goal was continuous and consistent.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

10. The process of creating a new goal was easy to complete.

1. Strongly Disagree 2. 3. 4. 5. Strongly Agree

Preference Questions

11. Between the two screens, which do you prefer to add a new activity?
 - a. “+” button vs. “Log Activity” button

12. Between the two screens, which measurement system for recording time spent outdoors do you find most useful? Why?
 - a. Minutes vs. hour/half-hour intervals
13. Between the two screens, which do you prefer for adding photos to an activity log entry?
 - a. single icon vs. double icon