



# **USER & USABILITY TESTING FOR THE LONG BEACH GULL**

**NIX PENDERCAST**

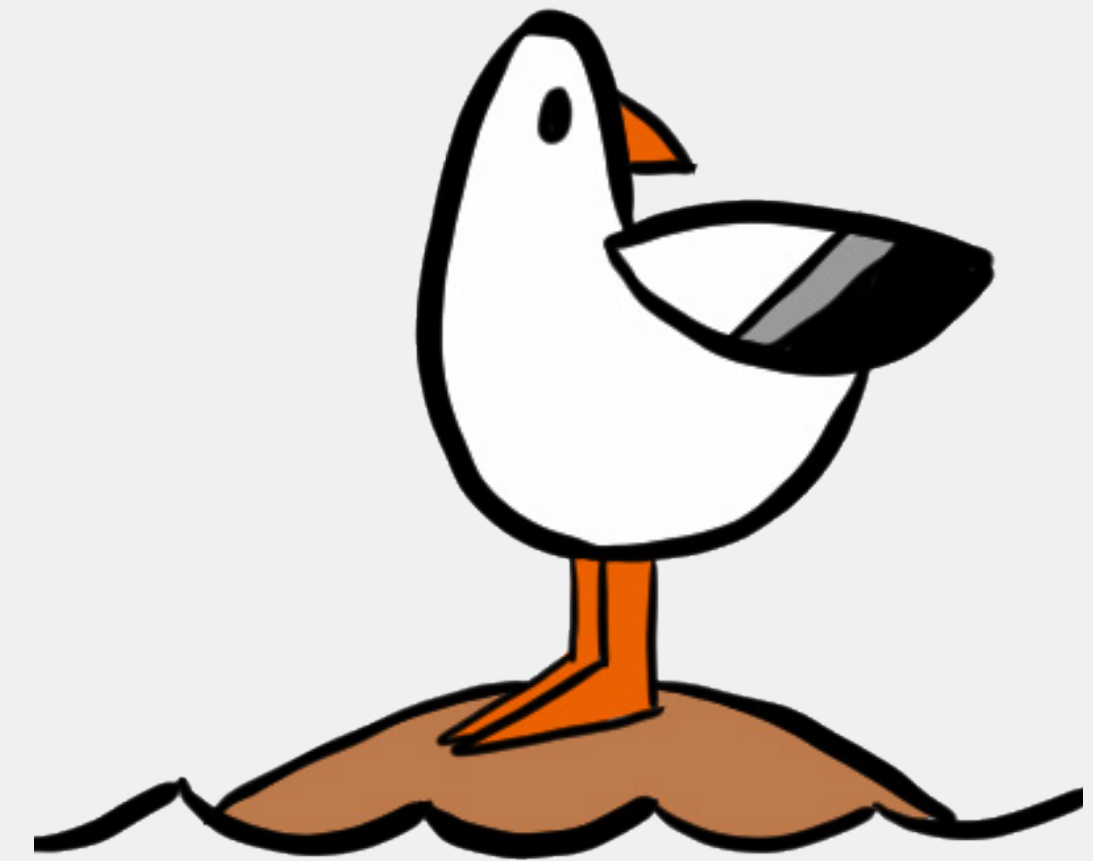
**ICM 517**



# Introduction

The Long Beach Gull is an app idea for a companion app to the Long Beach, Washington municipal website.

The goal of the app is to provide useful resources to both the residents and visitors to Long Beach.



**THE LONG BEACH**  
**GULL**



# **User vs. Usability Testing**

**User testing** is the process of using real users to test the functionality of a prototype. The goal of user testing is to ensure that the product meets the needs of the user. User testing is often used interchangeably with usability testing; while these are related concepts they are not the same.

**Usability testing** refers to a specific type of user testing that focuses on how intuitive an app is to users to use and achieve their goals. User testing is a broad term that contains multiple purposes of testing users. User testing is about meeting the needs of the user, while usability is about revising the experience of the user.

To test the functionality and intuitiveness of the Gull, a hybrid of user and usability testing was applied to the app, by testing two different users.






# User Testing Script Part 1

Hi, \_\_\_\_\_. My name is Nix, and I'm going to be walking you through using the prototype for The Long Beach Gull app. Which has been affectionately nicknamed The Gull.

Before we begin, I have some information for you, I'm going to read it to make sure that I cover everything.

We're asking people to try using The Gull so we can see whether it works as intended. It is meant to offer resources that are useful to both residents and visitors of Long Beach. I am going to give you two different short context descriptions, then give you a series of tasks to complete with the app.








# User Testing Script Part 2

You will complete the tasks by just looking at the screens. As you complete them, I'm going to ask you to think out loud and say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

This is a low-fidelity prototype, which means it is very basic with very low functionality. So, it will not be too complicated. We appreciate your honest opinion and suggestions to help improve the app.

If you have any questions as we go along, ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone to help them. But if you still have any questions when we're done, I'll try to answer them then.





# **Context for User Testing Tasks**

For usability testing, the user test subjects were given two different contexts for two different sets of tasks.

The context for the first set of tasks is that the user is a visitor to Long Beach, trying to plan ahead for their trip. For the second set of tasks, the user is asked to take on the role of a resident to Long Beach.



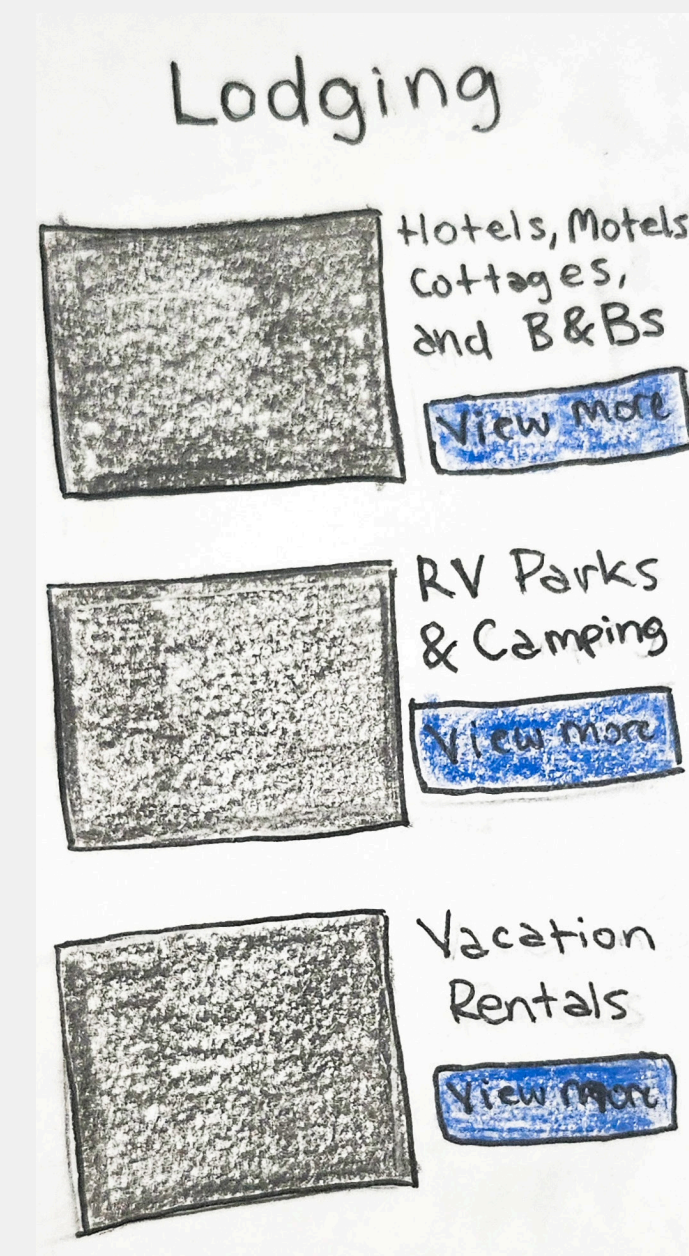
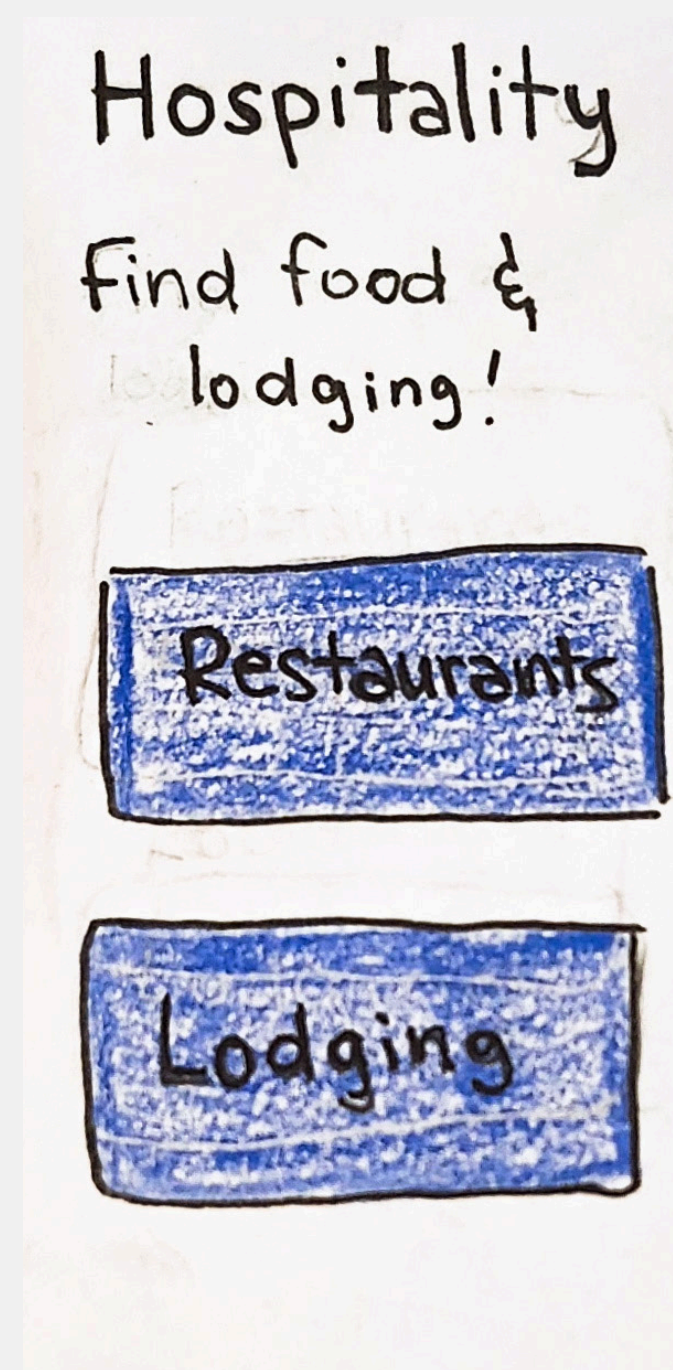
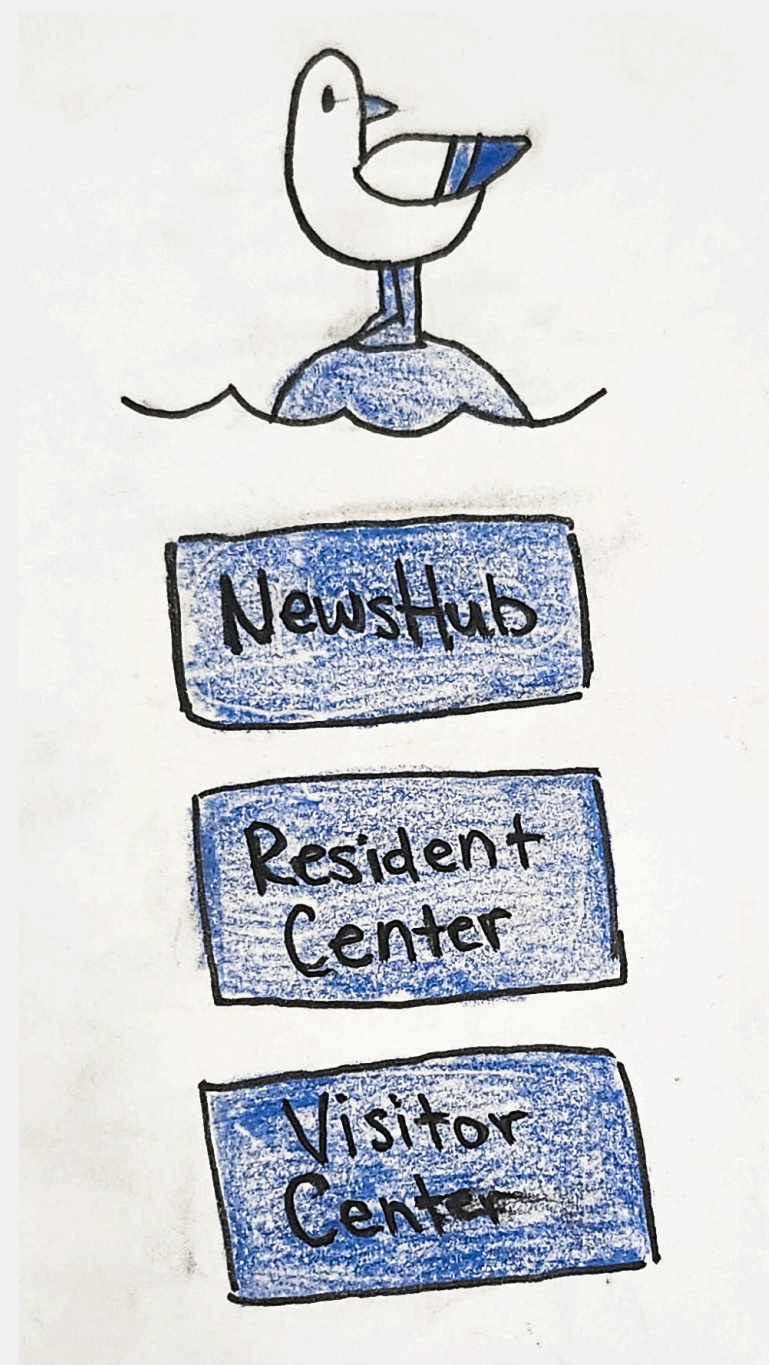


# **USER TESTING TASKS SET 1**



# Task 1: Look at lodging options.

You will need a place to stay while in Long Beach, so you will need to look at options for places to stay.








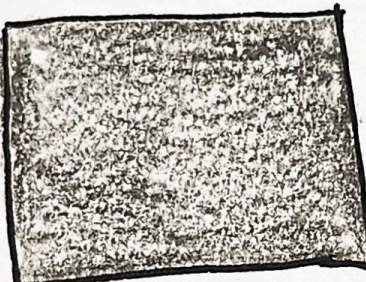
# Task 1: Look at lodging options.

You will need a place to stay while in Long Beach, so you will need to look at options for places to stay.


Hotels, Motels, Cottages, and B & Bs



Hotel  
Hrs: 9-10 every day  
[more info](#)



Motel  
Hrs: 9-10 every day  
[more info](#)



B & B  
Hrs: 8-11 every day  
[more info](#)

RV Parks & camping



RV Park  
[more info](#)

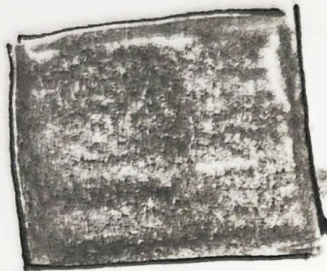


RV Park  
[more info](#)




camp Ground  
[more info](#)


Vacation Rentals



Rental  
[more info](#)



Rental  
[more info](#)



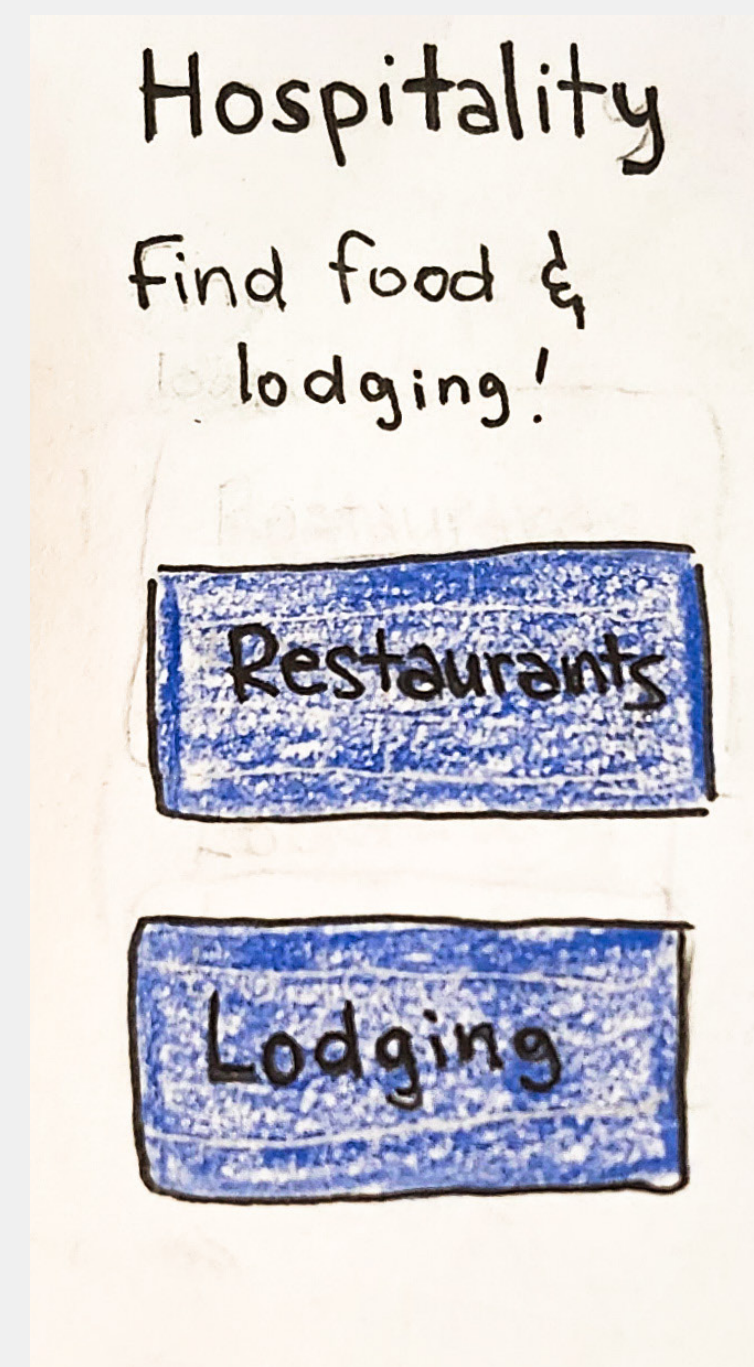
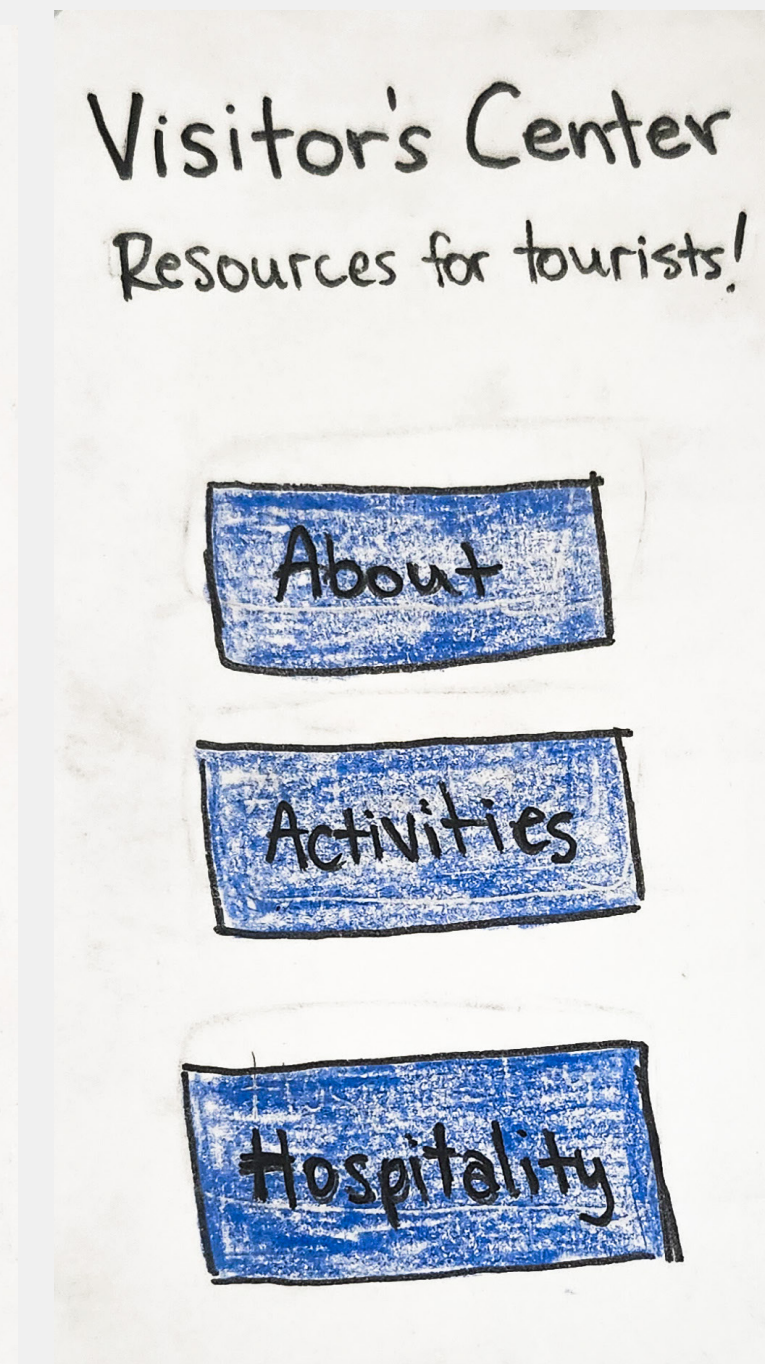
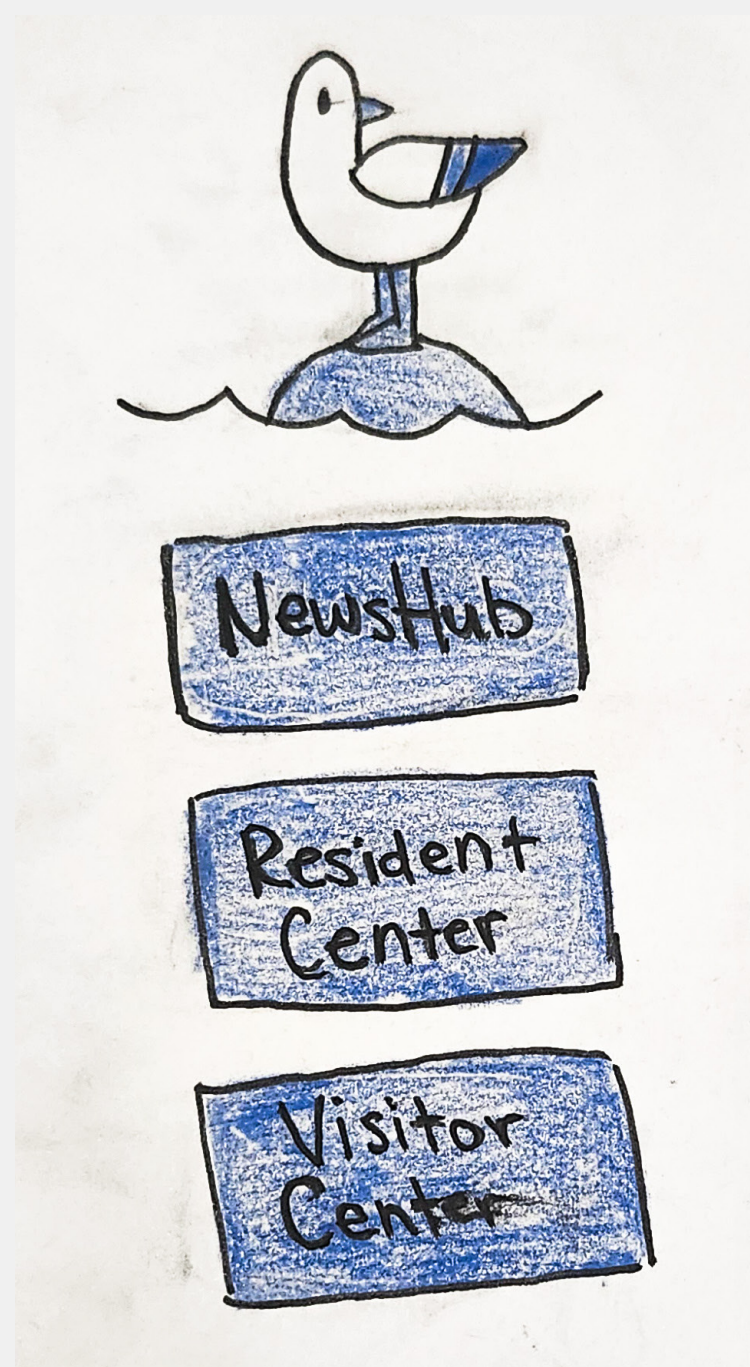
Rental  
[more info](#)





## Task 2: Look at the restaurant options.

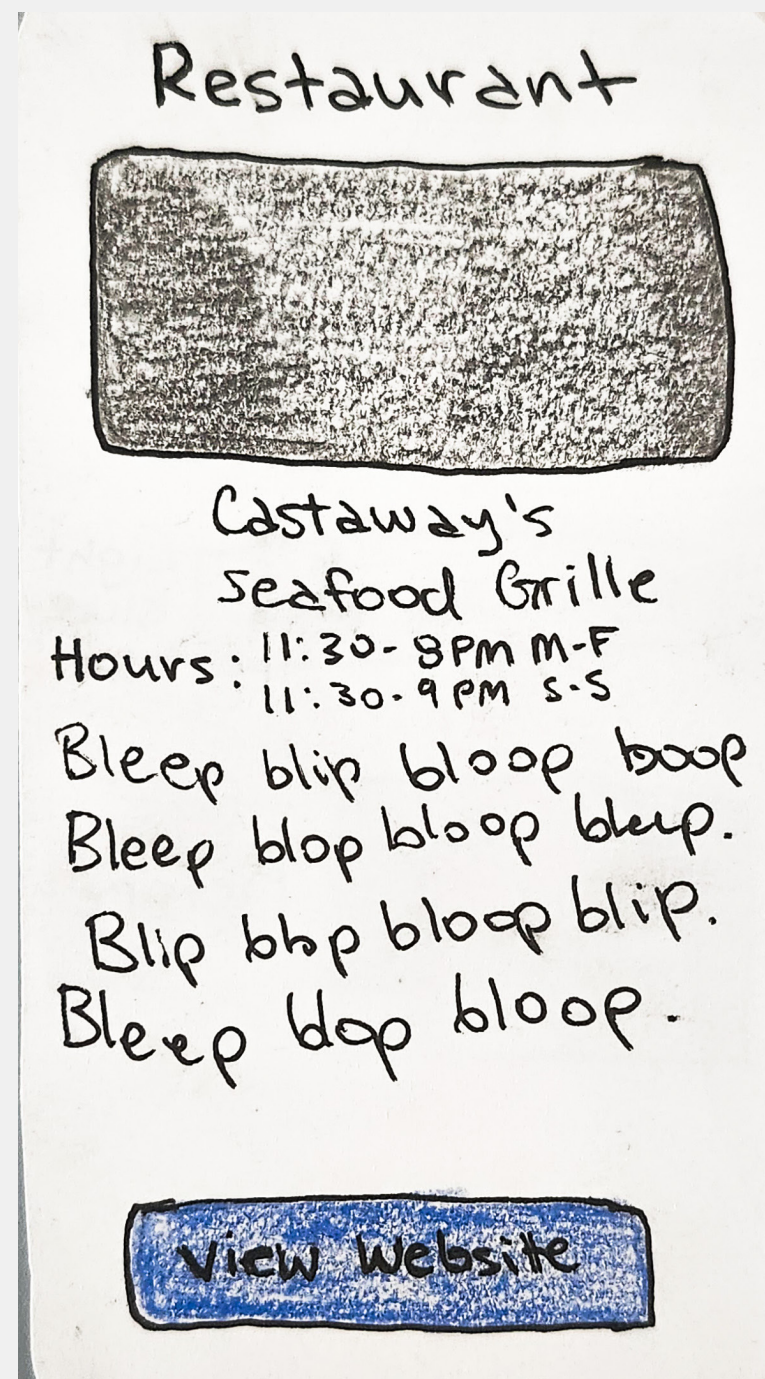
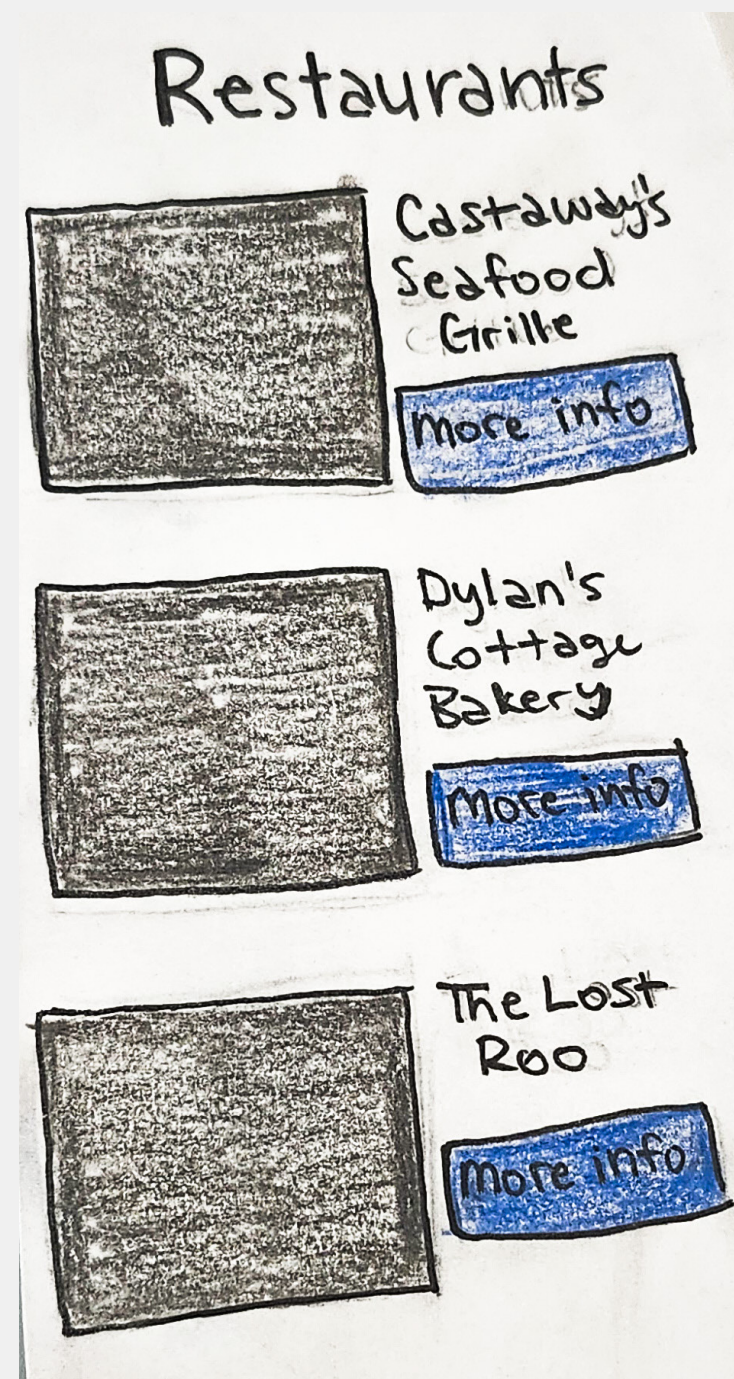
While in Long Beach, you will also need to eat so you want to find some restaurants to try. Use the app to look at the different restaurant options.





## Task 2: Look at the restaurant options.

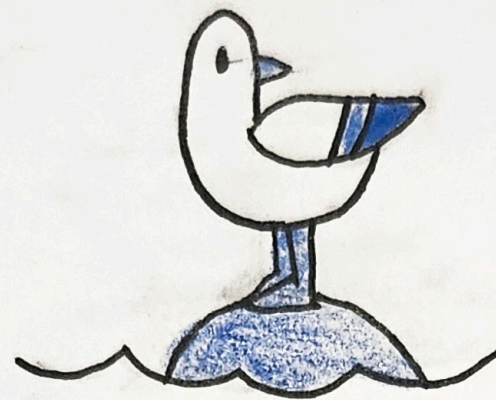
While in Long Beach, you will also need to eat so you want to find some restaurants to try. Use the app to look at the different restaurant options.





## Task 3: Look at activities options.

Long Beach has a lot of different options for entertainment. Use the app to look at the different activities to do.



Newshub

Resident  
Center

Visitor  
Center

Visitor's Center  
Resources for tourists!

About

Activities

Hospitality

Activities  
Things to do!

Historic Sites  
& Museums

Outdoor  
Attractions

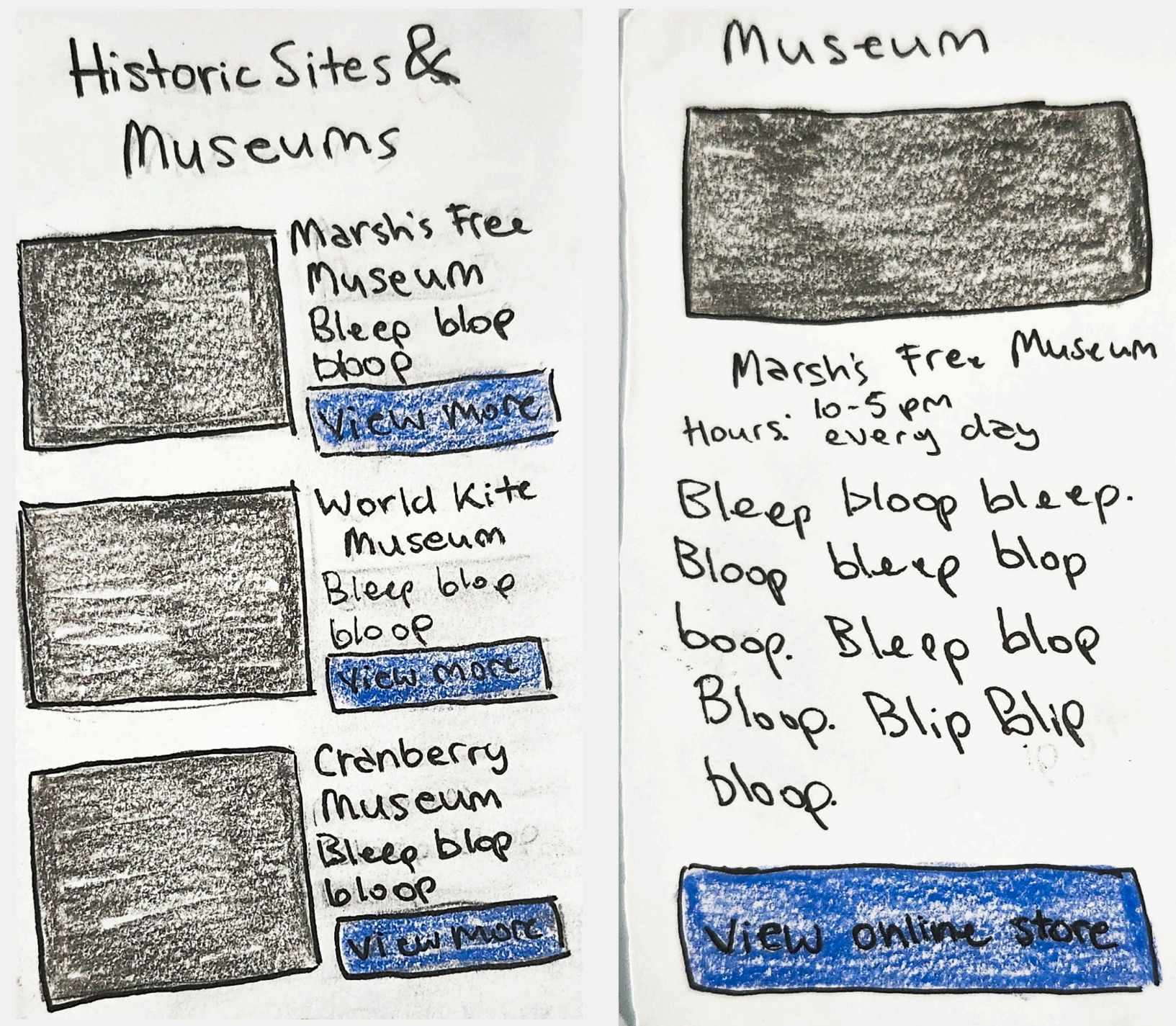
Boutique  
Shops





## Task 3: Look at activities options.

Long Beach has a lot of different options for entertainment. Use the app to look at the different activities to do.







# Task 3: Look at activities options.

Long Beach has a lot of different options for entertainment. Use the app to look at the different activities to do.

Outdoor Attractions

Discovery Trail  
Bleep blop bloop  
[More info](#)

Boardwalk  
Bleep blop bloop.  
[More info](#)

Long Beach Horse Rides  
Bleep blop bloop.  
[More info](#)

Outdoor Attraction

DISCOVERY TRAIL  
Beep bloop beep bloop . Bleep bloop beep bloop.  
  
Blop beep bloop beep blop. Beep boop bop beep boop beep. Bleep boop bop.  
Hours: S 8 AM - 8 PM  
M 8 AM - 8 PM  
T 8 AM - 8 PM  
W 8 AM - 8 PM  
T 8 AM - 8 PM  
F 9 AM - 6 PM  
S 9 AM - 6 PM



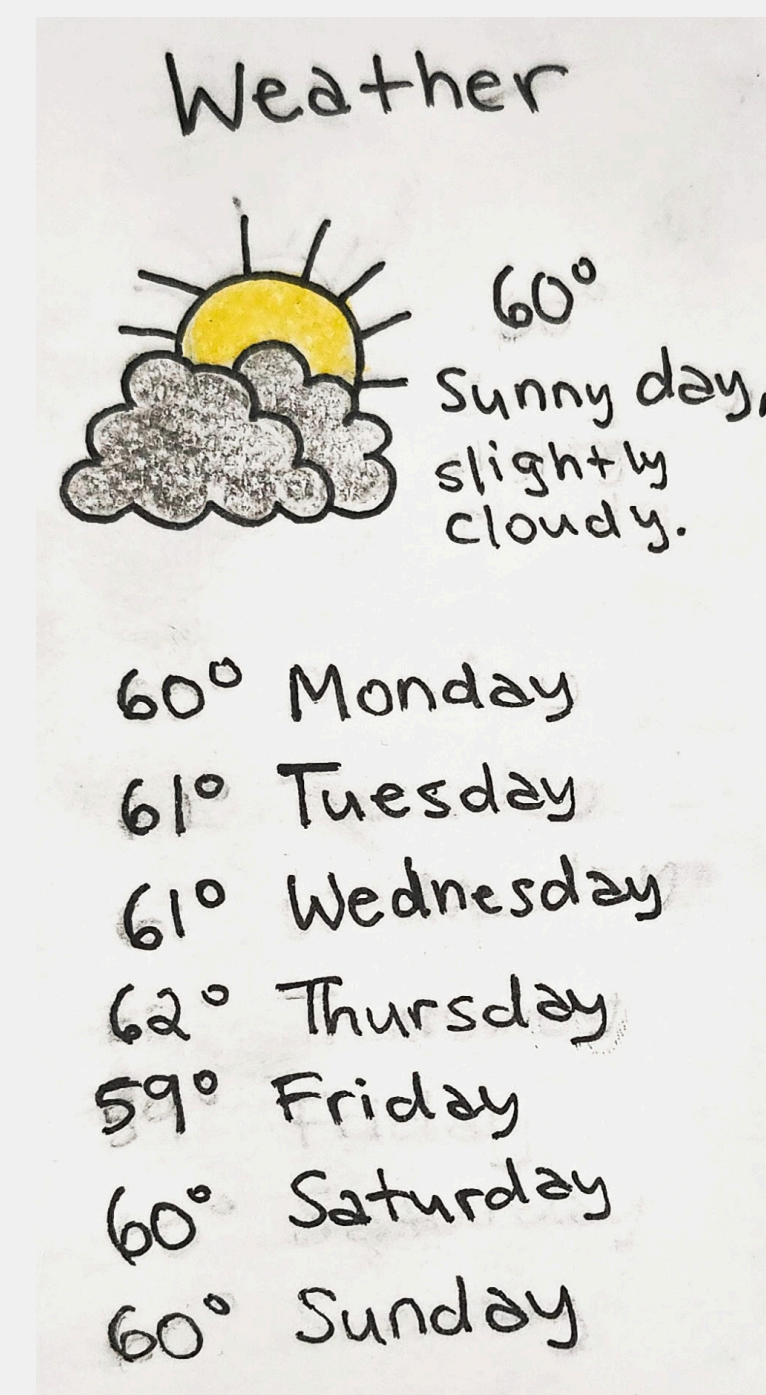
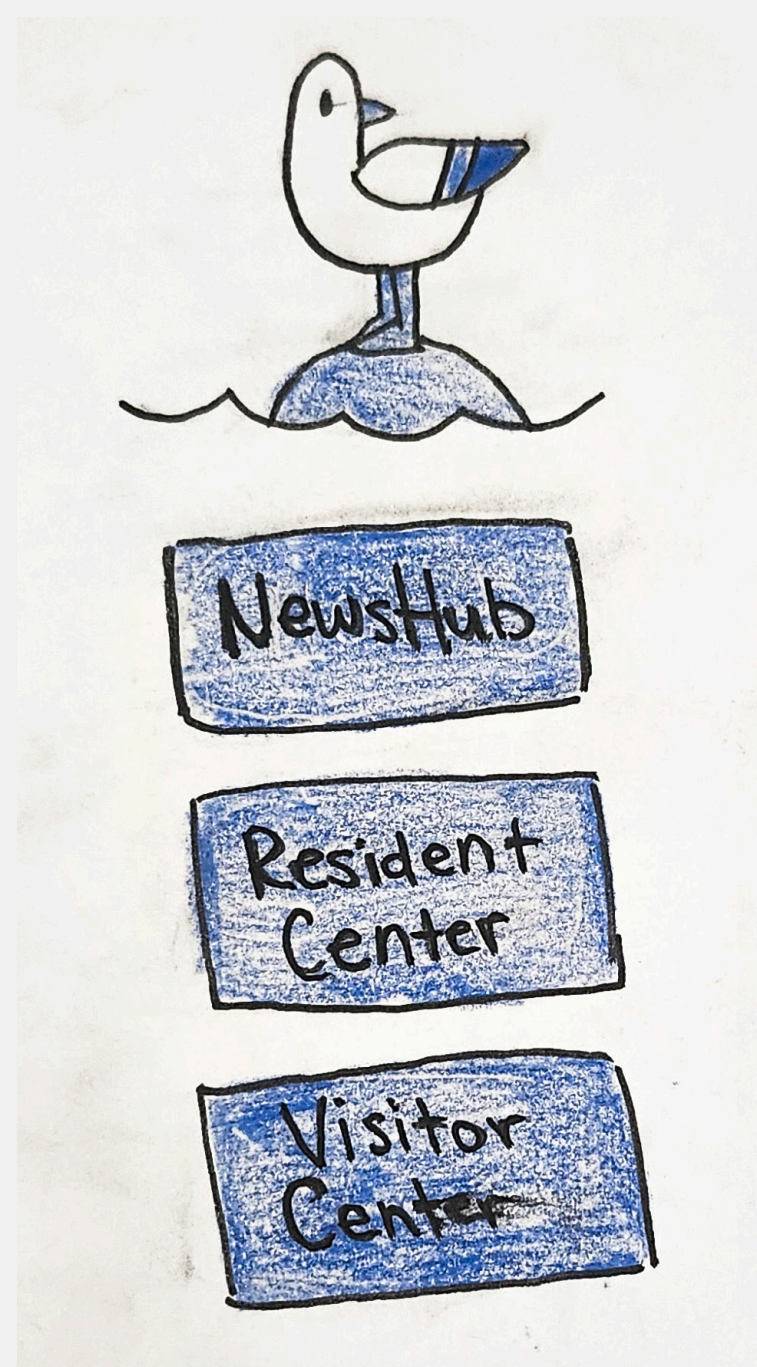


# **USER TESTING TASKS SET 2**



# Task 4: Look at the weather

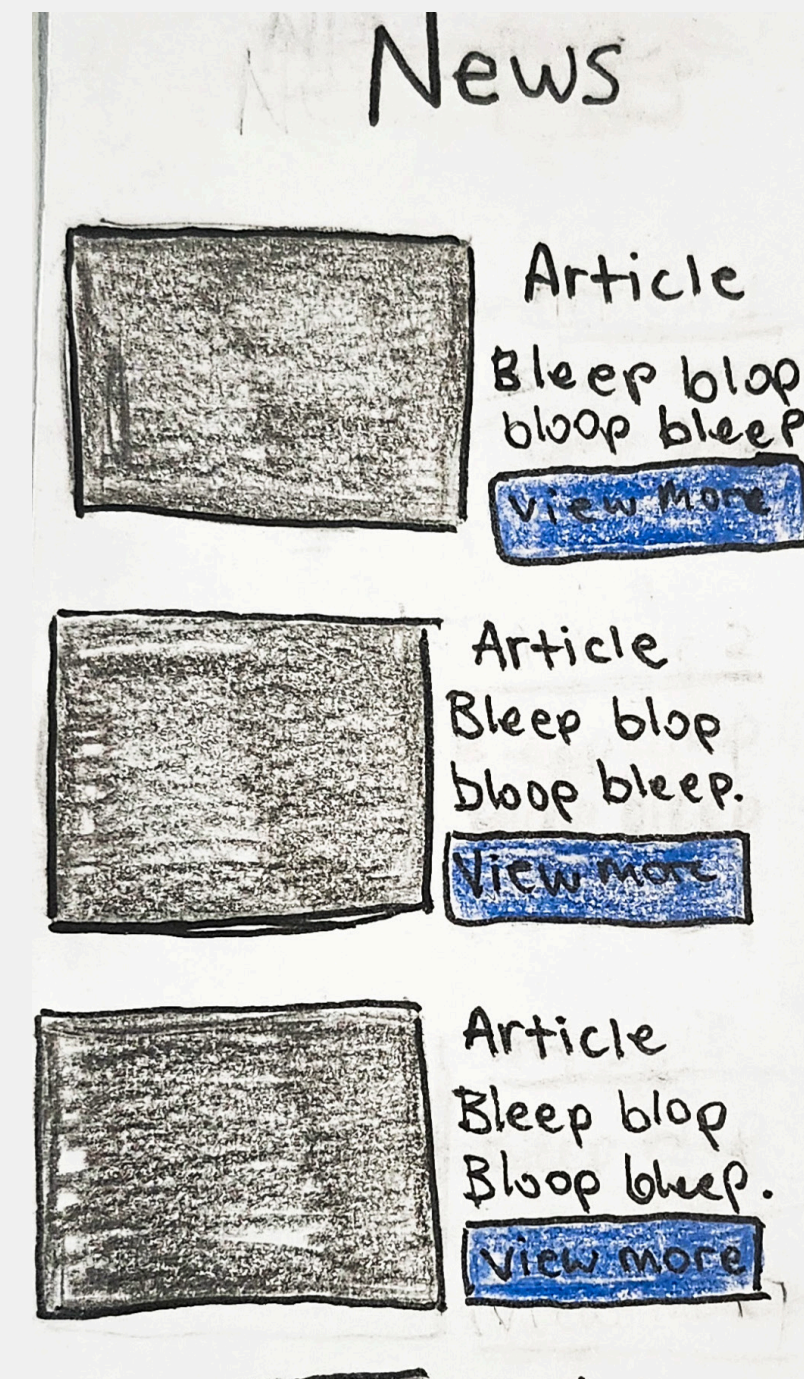
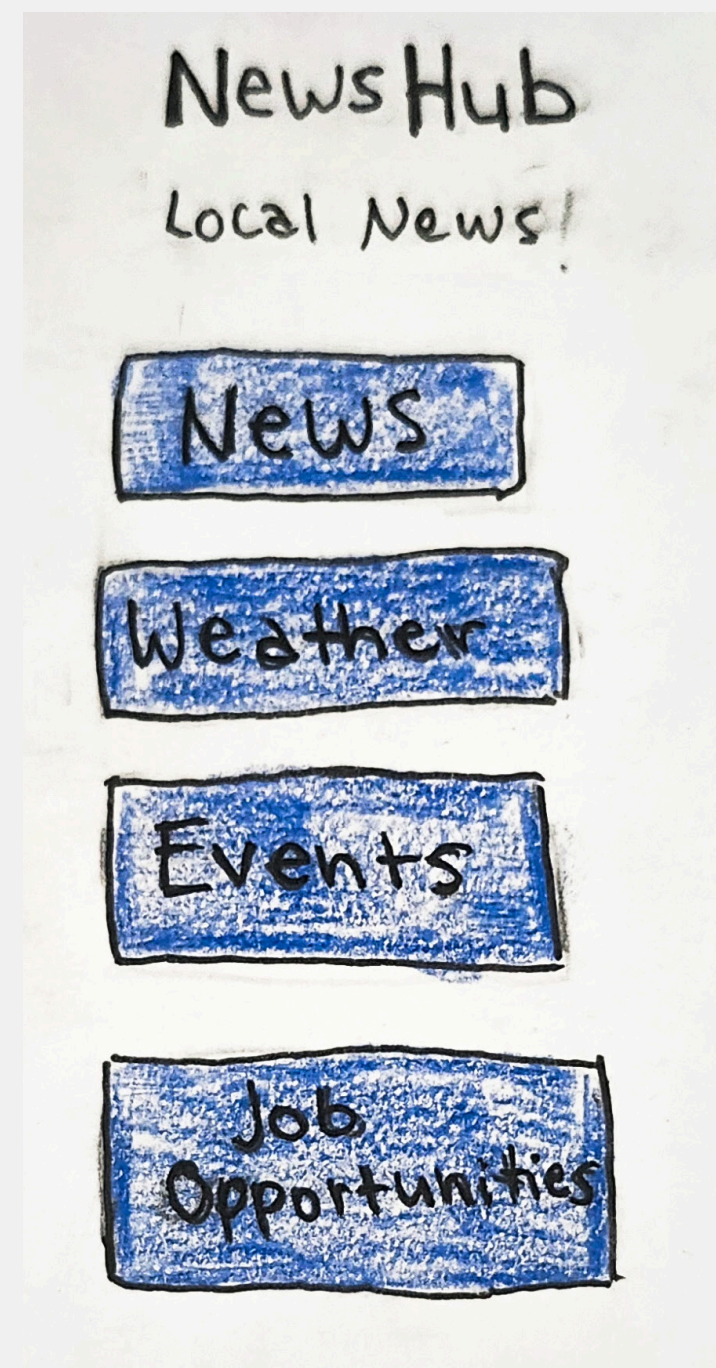
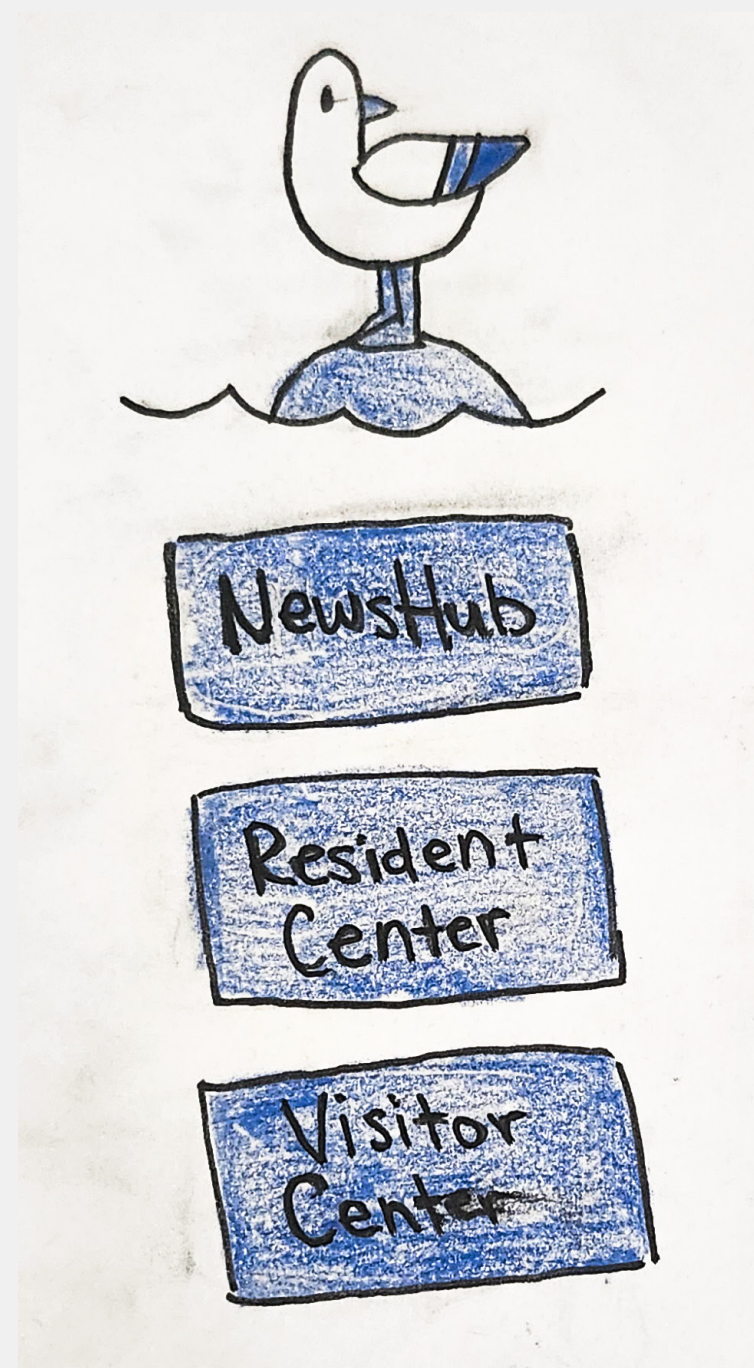
You are trying to plan for the week, so you want to look at the expected weather. Use the app to look at the local weather of the week.





# Task 5: Look at local news articles

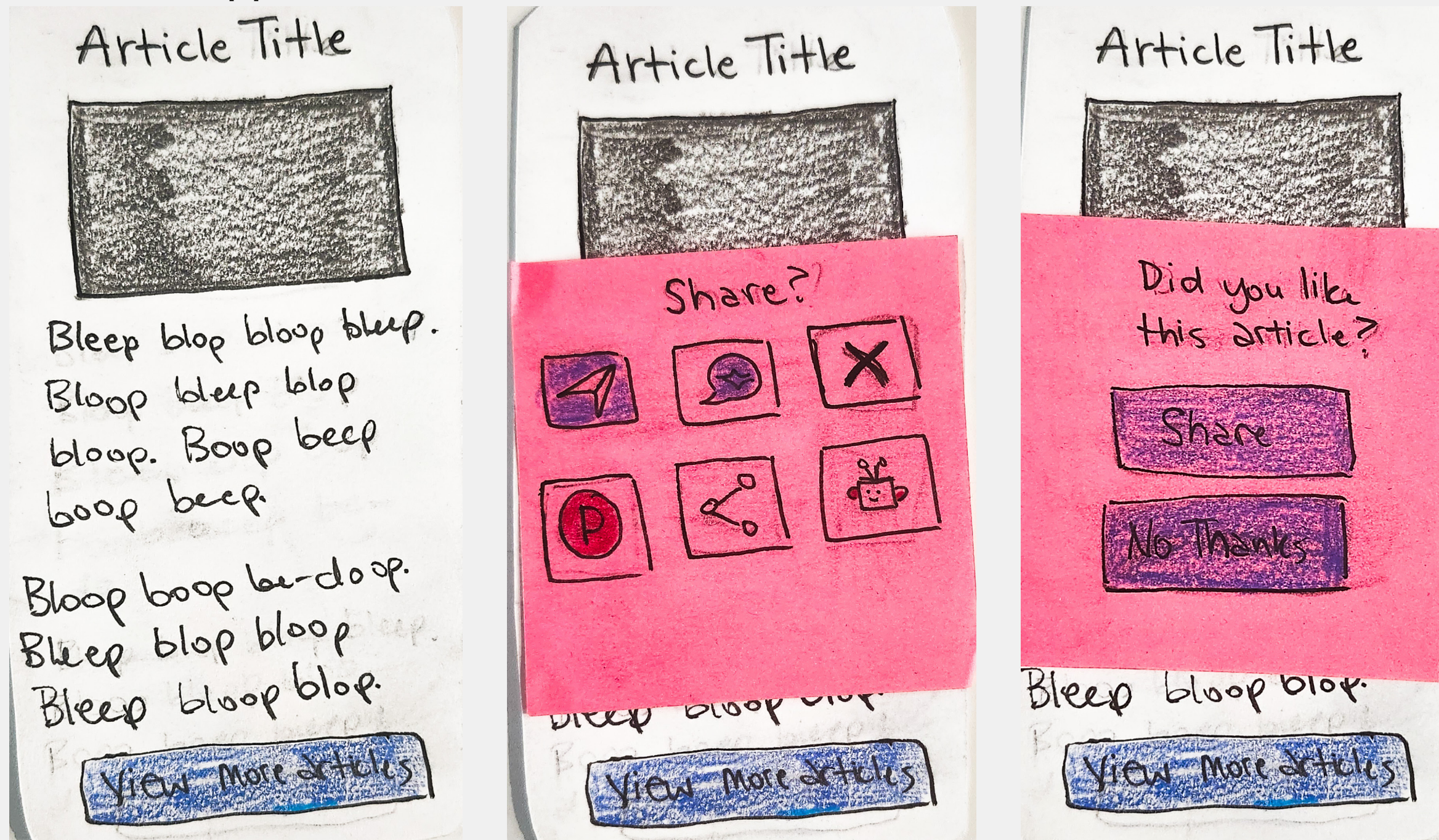
As a resident, you want to keep up with what is currently going on in Long Beach. So, you decide to look at the local news. Use the app to view some news articles.





# Task 5: Look at local news articles

As a resident, you want to keep up with what is currently going on in Long Beach. So, you decide to look at the local news. Use the app to view some news articles.





# Task 6: Look at local events

While viewing these articles, you decide to also take a look at what events are happening soon in Long Beach. Use the app to view upcoming local events.

