

# Usability Test Report



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## Executive Summary

The Samsung AF zoom 1050 semi-automatic camera comes with an instruction manual written in three languages: English, German and French. The camera features portrait, continuous, & landscape photography, macro and super macro zoom, self-timer, red-eye reduction, continuous & interval shooting, and date imprints.

The test focuses on the usability of the manual instructions for the date imprinting function.

Two participants were chosen in the age range of 25-60 years, one female and the other male. Both participants were instructed to complete the following:

1. **Answer a pre-test questionnaire** to obtain general information and to ascertain their experience with photo cameras.
2. **Perform Task 1:** Take a snap using given camera and its manual to test their ability to follow basic camera operation instructions.
3. **Perform Task 2:** Take another snap with a date imprint to test ease of understanding manual instructions for date imprinting.
4. **Answer a post-test questionnaire** to evaluate experience with the product and the user manual instructions.

Both participants successfully completed the given tasks.

Both participants took more than the average time of 5-7 minutes to understand and follow the instructions for date imprinting, managing to complete the task after some trial and error.

Participant	Task 1 Total Time	Total References to manual	Task 2 Total Time	Total References to manual
A	5 min	0	12 min	4
B	7 min	2	8 min	2

Based on the test results, it is recommended that the manual instructions be revised for date imprinting, incorporating more appropriate figures and explicit instructions.

## **Introduction**

### **Product Description**

The Samsung AF zoom 1050 semi-automatic camera comes with an instruction manual written in three languages: English, German and French.

The camera features portrait & landscape photography, macro and super macro zoom, self-timer, red-eye reduction, continuous & interval shooting, and date imprints. The camera facilitates five types of date modes.

### **Test Objectives**

I chose to test the date imprint instructions as I had found them to be difficult to grasp. The test was designed to check whether other potential users might face the same problem.

## **Method**

### **Purpose**

The purpose of conducting the test was to evaluate the performance of potential users of the camera with its manual. The usability test was designed to measure the time taken to complete given tasks and to note any errors or difficulties encountered in using the camera with or without its manual.

Simulated tasks included

- Basic camera operation
- Selection & setting of date mode

### **Objectives**

To ascertain the following:

1. Is the user able to recognize basic features of the camera?
2. Does the user find it easy to understand the instructions given in the manual?
3. Is the user able to locate instructions for date imprinting and implement them on the camera before taking a snap?
4. How long does the user take to perform each of these tasks?

### User Profile

The key characteristics of a semi-automatic camera user are amateurs possessing

- Basic photographic skills
- A desire to advance their photographic skills

The target participant was basically a person who had handled a simple point-&-shoot fully automatic camera, and was now progressing to one with semi-automatic features.

The test participant had to be someone in the age range of 25-60 years, either male or female, with the ability to read and follow instructions written in English.

### Participants

The two participants selected for the usability test matched well with the user profile.

Participant	Experience with Cameras	Gender	Age Group
A	Amateur	F	25-35
B	Amateur	M	25-35

### Procedure

The usability test primarily consisted of a performance test designed to gather data via direct observation.

1. The participant was greeted and provided with the camera along with its instruction manual.
2. A *pre-test questionnaire* was given to evaluate the participant's background and level of experience with cameras. The questions verified:
  - Whether participant owned or had used a camera
  - Name and type of camera owned/used
  - Features available on owned camera
  - Frequency of use
  - Whether given camera was similar to the one already owned
  - Whether given camera appeared easy to operate.

3. The participant was then given the task list that comprised of two briefly stated tasks:

*Task 1: Set up camera for taking snap. Take snap.*

The purpose of this task was to test participant's understanding of basic camera operation.

*Task 2: Set date on camera for date imprinting. Take snap.*

The purpose of this task was to test effectiveness of manual instructions, provided participant used the manual.

4. After completion of given tasks, participant was given a post-test questionnaire comprised of preference questions to rate aspects such as:
  - Ease of use of camera
  - Impressions about camera (simple/complex, amateur/professional, high/low quality, like/dislike toward camera)
  - Ease of finding information in instruction manual
  - Appropriateness of graphics in manual
  - Ease of understanding date imprinting instructions
5. Lastly, the participant was debriefed with questions about problems encountered in task performance, about product and manual design, and on responses to the post-test questionnaire.

As the Test Monitor, I was present with the participant throughout the procedure recording timings for tasks performed, and observing actions and reactions as the tasks were performed

Both participants were encouraged to rely on the camera, its manual and their own abilities to perform required tasks.

## **Results**

Both participants performed the given tasks successfully.

Most of the steps were completed well within the estimated times, except for the part requiring participant to follow the user manual instructions for date imprinting.

## Findings

Both participants successfully completed all the given tasks.

Participant	Task 1 Total Time	Total References to manual	Task 2 Total Time	Total References to manual
A	5 min	0	12 min	4
B	7 min	1	8 min	2

For Task 1, *Set up camera and take snap*, the participants could use the camera intuitively, based on experience with the camera already owned. They did not find it necessary to refer to the manual for basic camera operation.

For Task 2, *Set date on camera for date imprinting & take snap*, both participants took more than the estimated time of 5-7 minutes to understand and follow the instructions for date imprinting, managing to complete the task only after some trial and error.

Both found the user manual instructions to be confusing and the overall layout of graphic illustration, and their relation to text, difficult to grasp.

Participant A first tried to perform the second task without referring to the manual, but did not seem very confident. She then repeatedly read the manual to figure out the date mode settings for the camera. Eventually, she completed the task successfully but with seemed to lack confidence in her success.

Participant B also experienced similar difficulties as he tried to follow the instructions. He too completed the task after some trial and error.

## Recommendations

Based on the above observations and test results, I make the following recommendations:

- Elaborate the date imprinting to enable performing the task more efficiently.
- Include an explanation for the *concept* of date imprinting to promote better understanding of the process.
- Improve the page layout to integrate the graphics more effectively with the text and make it easier for the eye to follow their interplay.

## Appendix I: Pre-Test Questionnaire

Please complete the following questionnaire after you have acquainted yourself with the product materials supplied, but BEFORE performing the designated tasks. Print information where required or circle relevant options where stated.

Name: \_\_\_\_\_

Age : 25-35 yrs      36-45 yrs      46-60 yrs

Sex : M      F

Do you own or have owned a camera?      Yes      No

If yes, which one (indicate brand name):

\_\_\_\_\_

Indicate type of camera:

- (1) simple point-&-shoot
- (2) semi-automatic
- (3) fully-automatic
- (4) fully manual

List some features available in your camera

(1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

(4) \_\_\_\_\_

(5) \_\_\_\_\_

(6) \_\_\_\_\_

How frequently do you use your camera?

- (a) almost every week
- (b) few times every month
- (c) occasionally over the year

Does given camera seem easy to operate? Yes      No

Does it look very similar to the camera you own? Yes      No

If yes, do the features match given camera in terms of physical design?      Yes    No

## **Appendix II: Task List**

### **Task 1**

1.    Set up camera for taking snap
2.    Take a snap

### **Task 2**

1.    Set date on camera for date imprinting
2.    Take a snap

## Appendix III: Post-Test Questionnaire

Name: \_\_\_\_\_

Please answer the following questions based on your experience using the Camera.

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1. Overall, I found the Camera easy to use. (Check One)

\_\_\_\_\_ *Strongly Disagree*

\_\_\_\_\_ *Disagree*

\_\_\_\_\_ *Neither Agree nor Disagree*

\_\_\_\_\_ *Agree*

\_\_\_\_\_ *Strongly Agree*

2. Using the following rating sheet, please circle the number nearest the term that most closely matches your feeling about the Camera.

Simple.....3....2....1.....0.....1.....2.....1.....Complex

Amateur Level .3....2...1...0.....1.....2...1....Professional  
Level

High quality.....3....2....1.....0.....1.....2...1....Low quality

I like.....3....2....1.....0.....1.....2.....1.....I dislike

3. Please rate the instruction manual by checking off the term that most closely reflects your opinion.

A. Information was easy to find.

- \_\_\_\_\_ *Strongly Disagree*
- \_\_\_\_\_ *Disagree*
- \_\_\_\_\_ *Neither Agree nor Disagree*
- \_\_\_\_\_ *Agree*
- \_\_\_\_\_ *Strongly Agree*

B. The graphics were appropriate.

- \_\_\_\_\_ *Strongly Disagree*
- \_\_\_\_\_ *Disagree*
- \_\_\_\_\_ *Neither Agree nor Disagree*
- \_\_\_\_\_ *Agree*
- \_\_\_\_\_ *Strongly Agree*

C. I found the Date Imprinting instructions easy to understand as

- \_\_\_\_\_ *Strongly Disagree*
- \_\_\_\_\_ *Disagree*
- \_\_\_\_\_ *Neither Agree nor Disagree*
- \_\_\_\_\_ *Agree*
- \_\_\_\_\_ *Strongly Agree*