

# Jumpshot Test Kit

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## Assignment #3: Jumpshot Test Kit

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## 1. Overview

The goal of this usability study is to evaluate Jumpshot's ease of use – the download and initial startup process in particular. Jumpshot is a downloadable software program that cleans and optimizes a PC with as little interference needed from the user as possible. It is new to the market and currently in beta testing with approximately 3,000 Kickstarter customers. Jumpshot's user interface (known as the "lay interface") is primarily targeted toward the non-technical user. Jumpshot's core promise is that it provides users with a "fully automated solution for solving PC frustration."

This test kit includes all items necessary to conduct a usability study that includes three key activities:

- Pre-study Questionnaire
- Task Analysis
- Post-study Interview

The Pre-Study Questionnaire will be administered to each participant prior to the Task Analysis and will gather general demographic information, computer usage and past experience with anti-virus software and computer performance issues.

The Task Analysis will include a list of steps that will prompt participants through Jumpshot's registration, download and exit process. During this time, researchers will gather binary data (either the participant did or did not perform the assigned tasks) as well as write down any observations on the Shorthand Note Guide.

The study will conclude with a Post-study Interview that will assess participants' overall impressions of Jumpshot. The quantitative and qualitative data collected from these activities will serve to inform the continuing development of Jumpshot before its initial release.

## 2. Recruitment E-mail

*We reached our participants by sending out e-mails to people we each know. This includes family, friends, coworkers and other professional peers. We each sent out the following e-mail to recruit users.*

Hello (insert potential participant's name),

As part of my User Centered Design certificate program at the University of Washington, I'm a member of a research team that's performing a usability study for new anti-virus software and we are looking for participants.

We are looking for participants who:

- Have installed antivirus software anytime in the past 5 or so years
- Don't particularly enjoy running antivirus software and/or don't generally understand what the results mean - you do it because you feel you have to in order to protect your computer and that's it.

If you do meet the above criteria and you're interested in doing this, please let me know. I'll need about an hour of your time towards the end of the month and we can plan it to work with your schedule. Light refreshments will be served. If you have any questions, please do not hesitate to ask.

Thanks!

(Insert name of researcher)

### **3. Reminder E-mail**

Hi (insert participant's name),

Thanks again for taking part in our usability study.

This e-mail is a reminder that your study will take place:

1. **When: (date and time)**
2. **Where: (location and link to Google map)**
3. **Parking:** Street parking is available in the neighborhood.
4. **How Long:** It will take approximately 1 hour.

Please reply to this e-mail to confirm your participation in this study. Also, please complete the following Pre-Study Questionnaire before the test. It should take you about 5 minutes:

[Link to Pre-Study Questionnaire](#)

If you have any questions, please reach out to me at (e-mail of person who scheduled the participant) or call me at (phone number).

Thank you again for your participation in this study. We look forward to working with you and getting your feedback.

Thanks,  
The Foxtrot Usability Team

#### 4. Pre-Study Questionnaire

The Pre-Study Questionnaire can be found here: <http://goo.gl/48zBR>

## Jumpshot Pre-Usability Testing Questionnaire

Before starting the usability testing process, we'd like to learn more about you.

\* Required

What is your name?

What's your gender? \*

Which range does your age fall?

In the past 2 weeks, for what have you used your computer? Please select all that apply. \*

- Internet browser (ex, Internet Explorer, Safari)
- Productivity software (ex. Microsoft Office)
- Email
- Games
- Anti-virus
- Social Media (Facebook, Twitter )
- Other:

What type of internet connection do you have where you live? \*

What internet browser do you use most frequently? \*

How often do you run anti-virus scans? \*

Pre-Study Questionnaire, Continued

**Have you ever experienced these problems on your computer? Please select all that apply. \***

- Computer virus or malware taking over your computer
- Someone has broken into your online or personal computer accounts
- Had your password leaked
- Experienced a phishing attack (someone posing as an authority figure asked for your personal account info)
- Had your email hacked and the hacker sends spam and other fake messages to your contact list
- I've never experienced any of these problems
- I'm not sure

**Have you ever improved your computer's performance (speed) by doing one of the following? Please select all that apply. \***

- Run anti-virus software (ex. Norton, McAfee) to make sure there aren't bad programs on my computer
- Emptied your computer's trash bin to free up more space
- Deleted old files to free up more space
- Deleted cookies to make web pages appear faster
- I'm not sure
- I've never done any of these

**If you use anti-virus software, have you set it to automatically run anti-virus scans on a regular basis? \***

Submit

## 5. Consent Form And Recording Waiver

I, \_\_\_\_\_ volunteer to participate in a usability testing research project conducted by Andrea Chin, Ashley Marty, Kali Kuwada and Mark Rodriguez from the University of Washington's Department of Human Centered Design & Engineering.

I understand that the study is intended to gather information about how to download and begin the initial startup process of Jumpshot, an anti-virus and computer optimization software product.

1. I understand that my participation in the study is voluntary and will not receive monetary compensation. I may discontinue participation at any time without penalty.
2. I understand that the test sessions may be subject to recording by video, computer software programs and or written notation. However, if I choose not to be recorded, no such recording will be made.
3. If during any portion of the user testing session I feel uncomfortable, I retain the right to decline to answer any question and/or to end my participation in the session.
4. I understand that the researchers conducting the study will not identify me by name in any reports using information obtained from this research activity, and my confidentiality as a study participant will remain private.
5. I have read and understand the explanation provided to me. I have had all questions answered to my satisfaction, and I voluntarily agree to participate in this study.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

## 6. Script Introduction

(The following script is for the Moderator who will guide the participant through the study. The Researcher



will write observations.)

*“On behalf of our research team, I’d like to thank you for agreeing to participate in our study.”*

*“My name is [insert your name] and this is my colleague [insert other researcher’s name]. We are students in the Human Centered Design and Engineering program at UW. This research study fulfills part of the requirements for a class project.”*

*“The purpose of this study is to gather information about the usability of a new anti-virus and computer performance enhancement software called Jumpshot. I will ask you to watch a video about Jumpshot so you can develop an understanding of what the product does. I will then ask you to try to register, download, start and exit the program. Finally, the study will conclude with a few questions about your overall impressions of the product. There are no right or wrong answers, so feel free to respond with whatever comes to mind. This study will last no longer than one hour. I encourage you to ask questions or voice concerns at any point during or after our study.”*

*“The data gathered from this study will be used for our class project and it will not be published or used for commercial purposes. You can stop process or withdraw from the study at anytime. My colleague will write down some notes throughout the study.”*

*“At the conclusion of this study you will be provided with our contact information in case you have any questions or would like more information about our project.”*

*“Relax, there are no right or wrong answers! Also realize there is no need to worry about harming the computer you will be using during the usability test.”*

*“Before I begin, do you have any questions or concerns?”*

## **7. Introduction to Jumpshot - Video**

Script:

*“I’d like to start our study by first showing you a brief video about Jumpshot.”*

- The introduction video to Jumpshot can be found here:  
<http://www.kickstarter.com/projects/thejumpshot/jumpshot-a-new-weapon-to-battle-pc-frustration>
- It's the second video, under "Say that again... but with an animation."

**If for some reason the video does not work or you have connectivity problems, use the following text from Jumpshot's website as an introduction:**

- *"Jumpshot is a fully automated solution for solving PC frustration. Launch our app and enjoy an elegant interface and secure web surfing while we work our magic in the background."*
- *"Jumpshot is remarkable in three major ways: A strong focus on user experience. Effortless to use, conversational feedback and a social game based on earning Karma. Much like a surgeon, we sedate your PC before beginning our work. This allows our software to run without interference from viruses. Crowd driven. Jumpshot gets smarter every time someone uses it."*

## 8. Task Analysis

Script:

*"Now that you know a bit about Jumpshot, I'd like you to actually use the product. For the next part of the*

*study I'd like you to pretend that this is your personal computer (The researcher gives the participant the pre-loaded computer).*

*Next, I'm going to read you a brief scenario: You hear your friends complaining about this crazy new computer virus that's infected their PCs and is virtually impossible to get rid of. When you do a web search to see how you can avoid the virus, you see a link to the Jumpshot Kickstarter video and then decide to try it out on your personal computer. In order to do so, I would like you to do the following tasks..."*

(Researcher: Use the Shorthand Note-Taking Guide as a prompt. Moderator: Tasks are to be given out orally and prompts are listed below.)

### Task 1:

Script:

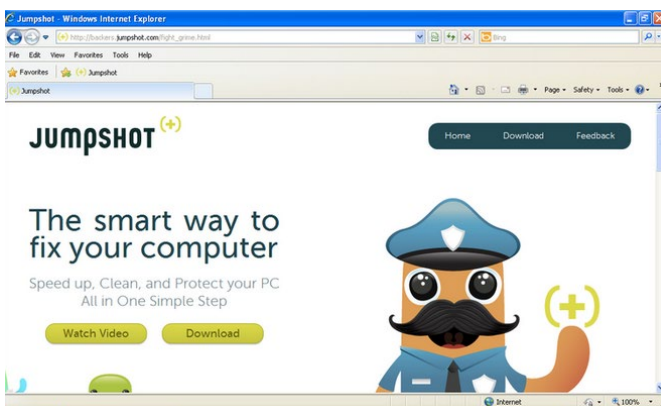
*"Welcome to the Jumpshot website. When you're ready to begin, your first task is to download and run Jumpshot."*

Completion Criteria:

Participant downloads (including running or saving) and then runs Jumpshot.

Prompts/Responses:

- If participant asks about Run or Save:
  - *"That's up to you. There's no wrong answer."*
- If participant fails to complete/gets frustrated:
  - *"Accept the terms of service and click 'download app.'"*
  - *"When you receive a pop-up, click 'Run.'"*
  - *"When you get to the next pop-up, click 'Run' again."*



### Task 2:

Script:

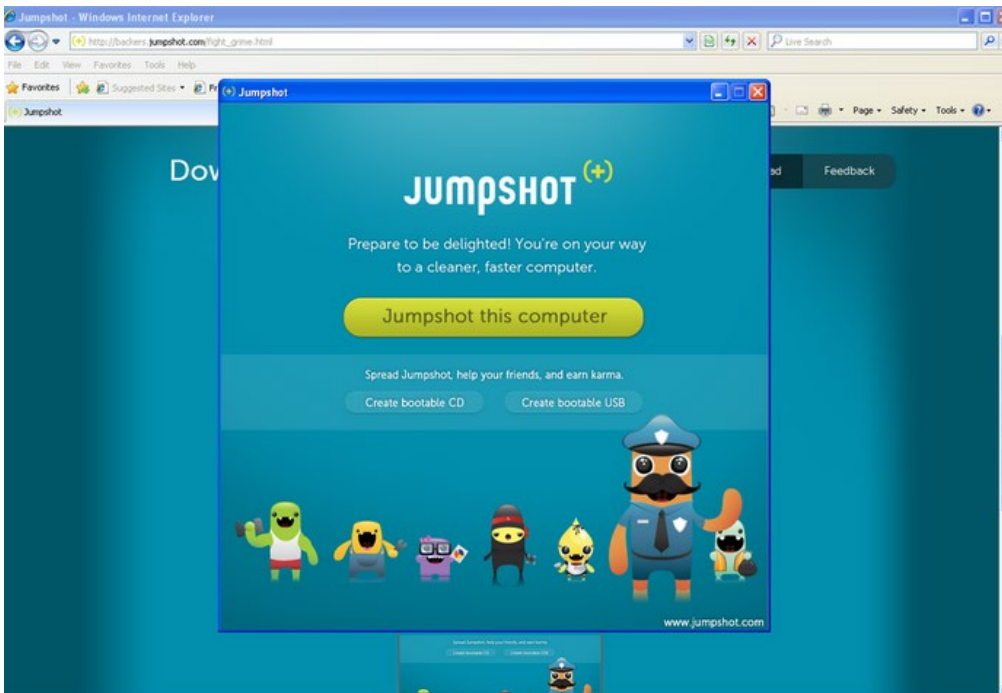
*"You've downloaded Jumpshot. Now 'Jumpshot this computer'."*

Completion Criteria:

Participant clicks “Jumpshot this Computer.” And gets prompt to restart.

Prompts/Responses:

- If participant asks about clicking on the “sharing” options:
  - “That’s up to you. There’s no wrong answer and you should use the app as you would if you were at home.”
- If participant fails to complete/gets frustrated:
  - Click “Jumpshot this computer.”



**Task 3:**

Script:

“Restart computer to begin Jumpshot.”

(Researcher note: This includes the booting screen.)

Completion Criteria:

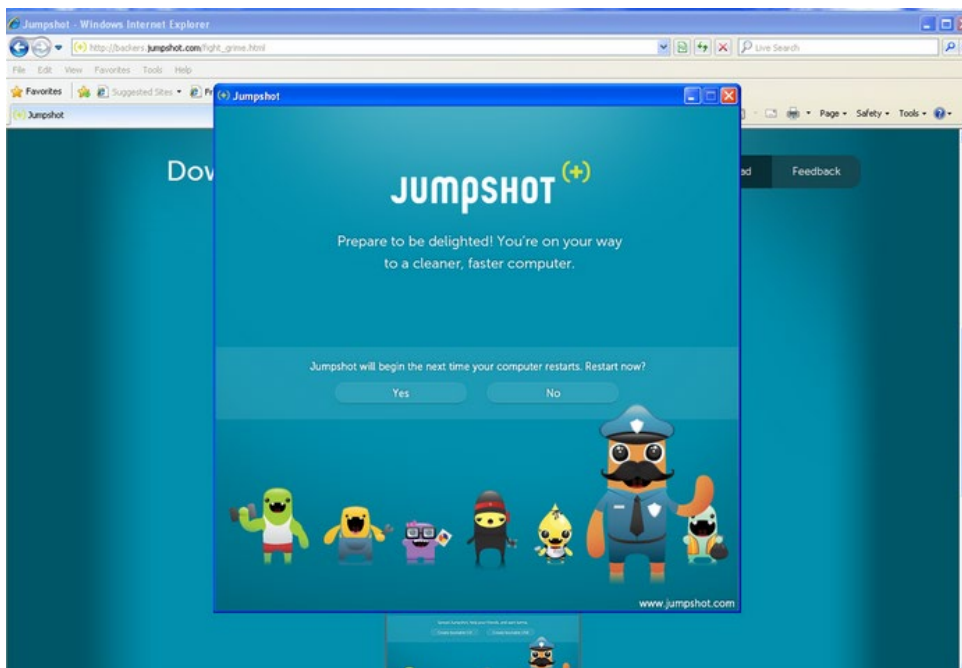
Participant restarts computer and runs Jumpshot.

Prompts/Responses:

- If participant asks about booting Jumpshot versus booting Windows XP:
  - “That’s up to you. Do what you think needs to be done to continue the Jumpshot process.”

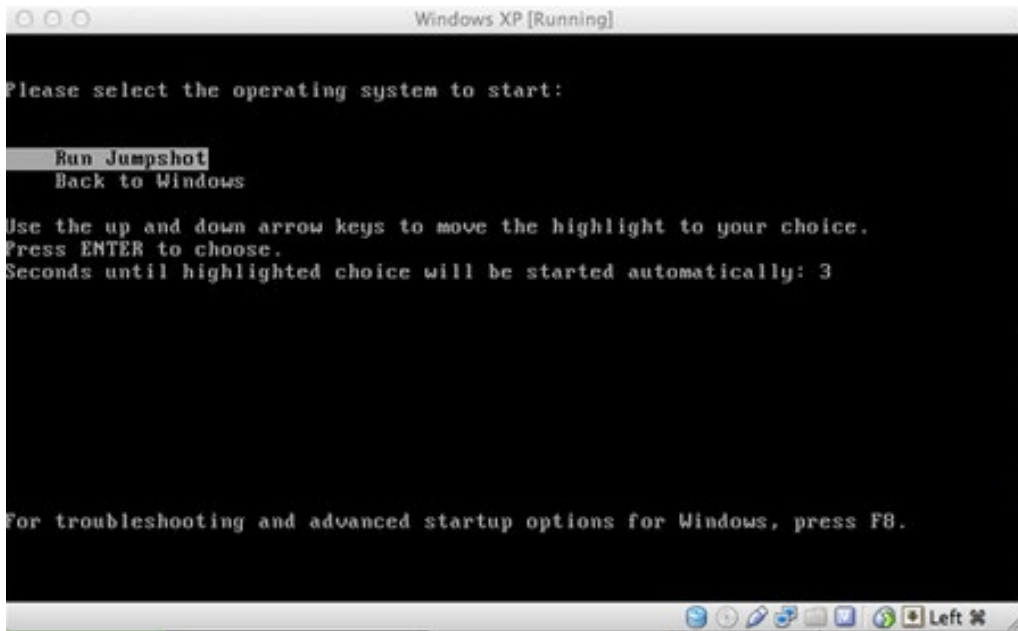
**Failure to complete notes for Task 3:**

- If participant goes back to Windows XP:
  - Follow-up questions:
    - Why did you choose to “Go back to Windows XP” instead of “Run Jumpshot”?
  - Initiate Post-test Interview



Restart prompt

**Task 3, Continued:**



Run Jumpshot booting prompt

Task 4:

Script:

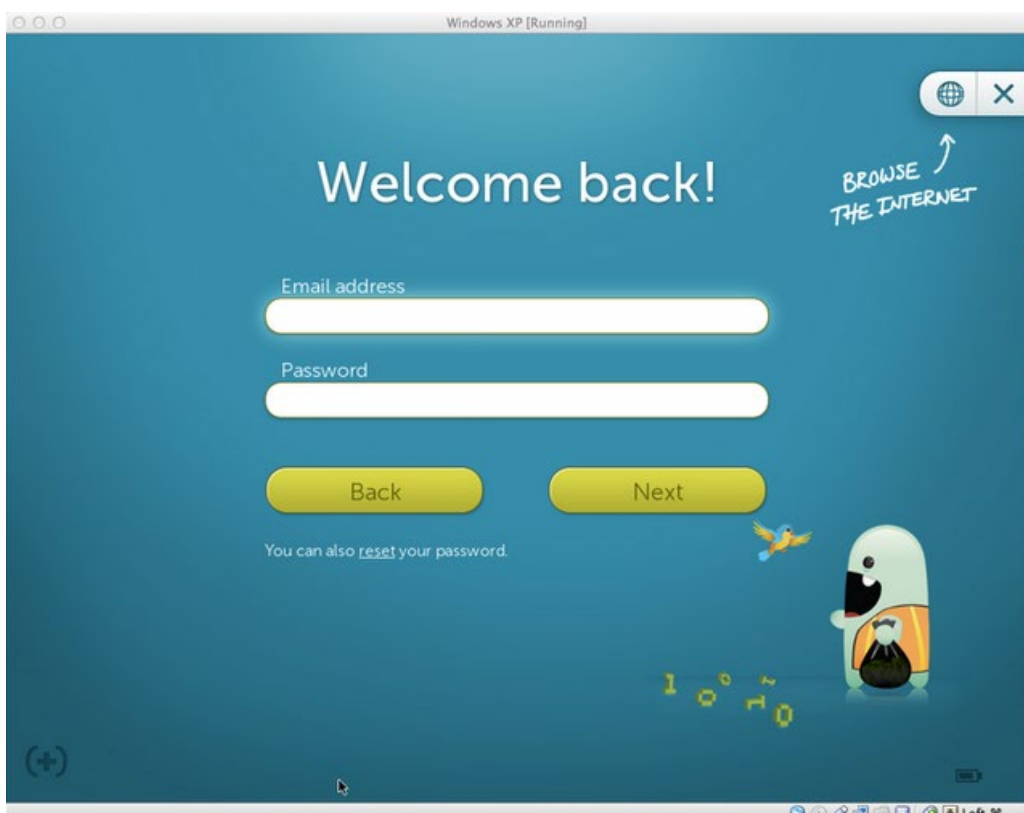
“Login using the credentials on the piece of paper next to the computer.”  
 (Researcher note: username: REDACTED / Password: REDACTED)

Completion Criteria:

Participant logs in and is taken to the “Start Jumpshot” screen.

Prompts/Responses:

- If participant asks about new user versus login:
  - “You have credentials. What would you naturally do with them given this choice?”



**Task 5:**

Script:

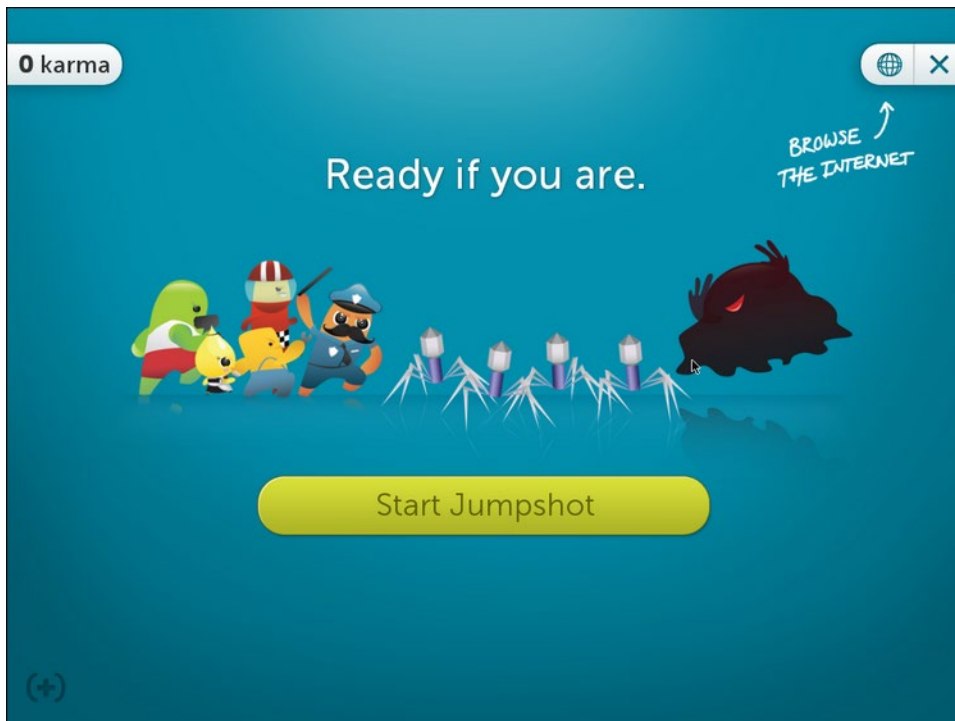
“Start Jumpshot.”

Completion Criteria:

User successfully starts the app

Prompts/Responses:

- If participant gets stuck:
  - Click “Start Jumpshot.”



Task 6:

Script:

“Exit the Jumpshot application and restart the computer.”

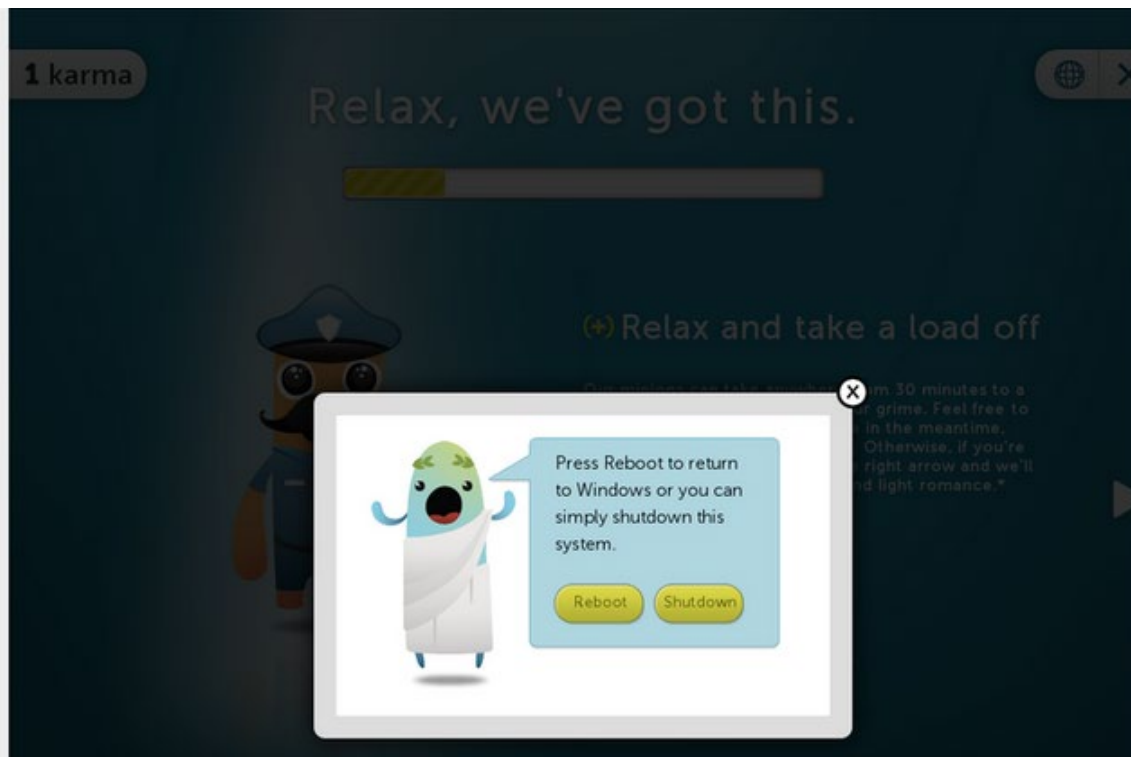


Completion Criteria:

User successfully exits the app and reboots computer.

Prompts/Responses:

- If participant gets stuck:
  - “Use the available potential links on the screen.”



## 9. Shorthand Note-taking Guide

The researcher will fill out the following table while participants are performing the Task Analysis. The researcher may also write any notes in the Observations section below the table.

*X if any of the following users behaviors happen for each specific task*

	Completed Task	Asked Question	Got Stuck	Negative Remark	Positive Remark
Task 1: Download					
Task 2: Run					
Task 3: Restart					
Task 4: Login					
Task 5: Start					
Task 6:Exit					

**Observations**

- Task 1: Download -
- Task 2: Run -
- Task 3: Restart (note: this includes the option to run Windows XP or Jumpshot) -
- Task 4: Login -
- Task 5: Start -
- Task 6: Exit -

**Overall Observations**

**10. Post-Study Interview**

“Now that you have used Jumpshot, I’d like to get some of your overall impressions of the product.”

- The Post Study Interview questions and form can be accessed here (Researcher fills this out as the

participant responds to the questions): <http://goo.gl/3emvE>

**Jumpshot Post-Test Questionnaire**

What do users think after running Jumpshot for the first time? (Test facilitator will be inputting users' responses)  
\* Required

What's the user's name? \*

What were your initial impressions of Jumpshot? \*

What is your understanding of what Jumpshot does to your computer?

Were there any points during the download and setup process that you didn't expect or seemed confusing? \*

Was there any step that took longer than you anticipated? Can you elaborate?  
If the user seemed stuck

Post-Study Interview Continued

What recommendations do you have to improve Jumpshot based on what you've seen so far? \*

After watching the Jumpshot Kickstarter video, did your experience setting up and running Jumpshot match your expectations? Please elaborate. \*

Would you recommend Jumpshot to a friend?

On a scale of 1 to 5, with 1 representing easiest and 5 representing hardest, how easy was it for you to download Jumpshot? \*

1 2 3 4 5

Easiest ○ ○ ○ ○ ○ Hardest

On a scale of 1 to 5, with 1 representing really comfortable and 5 representing really uncomfortable, how comfortable would you feel about running Jumpshot on your own computer? \*

1 2 3 4 5

Really comfortable ○ ○ ○ ○ ○ Really uncomfortable

Submit

## 11. Script Wrap-up

“This concludes our usability study. Do you have any questions at this time?”

“Thank you again for taking the time to participate in our research study.

“Here is our team contact information in case you have any questions or would like to ask more about our project [hand participant the team’s contact information].”

“We anticipate that this study will be completed by the end of March and would be happy to send you a copy of our final report upon request.”

## 12. Supplies & Equipment

- Mac laptop
- Windows XP and IE installed on a virtual machine (Virtualbox.org)
- Silverback 2.0 installed in the Mac OS
- PC-style mouse
- Internet connection
- Link to download and start running Jumpshot
- Test kit and copies of pre and post test questionnaires
- Beverages/Refreshments
- Notebook
- Piece of paper with Jumpshot login credentials
- Writing utensils
- Shorthand Note Guide
- Team Foxtrot Contact information
- Testing locations will occur at the University of Washington's user testing facilities, or Seattle Central Community College lab offices