

# Mobile Usability Testing



# Mobile usability

Conceptualization: what IS mobile usability?

Operationalization: how observe, measure it?

How to observe and record the small device

Designed to be used when mobile –

how valid are lab-based tests? (Ecological validity)

how to observe and record activity in the field?

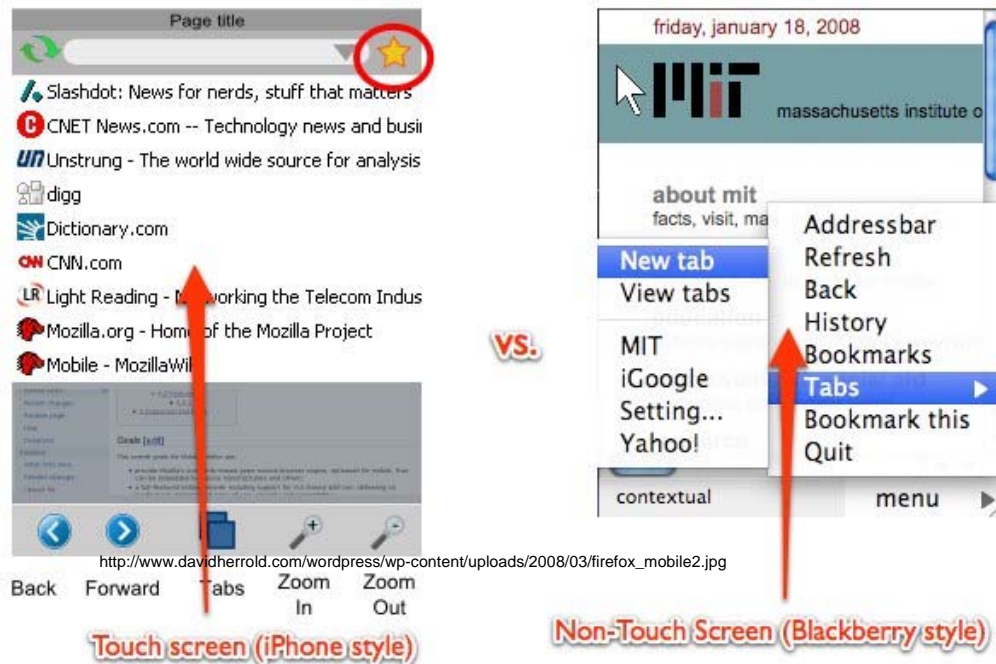
Measurement: which measures?

# Instrumenting Mobile Usability Testing: in the Lab



[www.gotomobile.com/wp-content/uploads/9widg.jpg](http://www.gotomobile.com/wp-content/uploads/9widg.jpg)

# Different phones, OSes, service providers, software...What's causing what you observe? Users' problems?

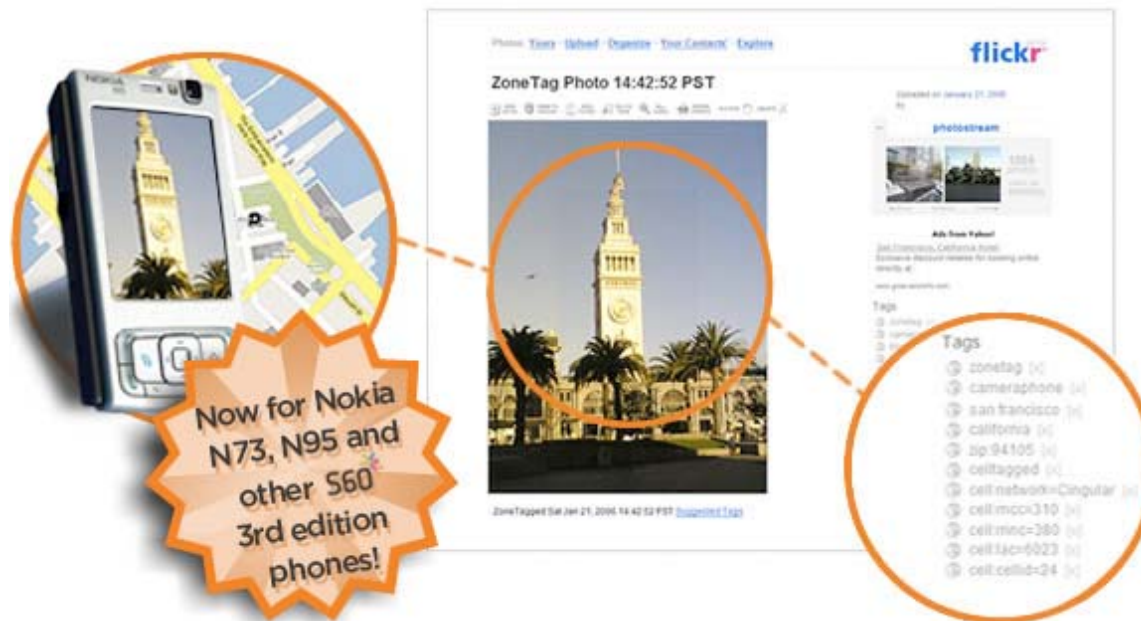


Illustrating some problems for Mozilla mobile browser:

- *iPhones can't copy & paste.*
- *Blackberry browser laughs heartily at your mobile CSS*
- *Internet Explorer Mobile is almost as fantastic as Internet Explorer's desktop version.*
- *Most mobile browsers have serious issues supporting JavaScript, CSS, AJAX, Flash, audio, video, etc.*

# The study with Yahoo & Nokia new phone -- Zonetag software -- Flickr

Take a picture — Instant upload to Flickr with location tags



# Mobile usability in the field

Some issues revealed in the field and not the lab:

- Cognitive load
- Environmental factors
  - E.g., interference from noise and lighting
  - Water, wind, robustness of the device
- Task interactions (e.g., texting while driving)