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

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

Now for Nokia N73, N95 and other S60 3rd edition phones!
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)