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In Activity 15.1, the main purpose of the study is to find out how participants can interact with the iPad. Researchers can find this out by examining how participants interacted with the apps and websites that they used in the iPad. The aspects that are important for good usability and user experience for the study are to make sure that the iPad is efficient, effective, safe, easy to learn, easy to remember, and has good utility to consider its usability good. As for good user experience, the iPad would need to support creativity and be motivating, helpful, and satisfying to use when users start exploring the iPad features.

In Activity 15.2, the selection of participants for the iPad study could’ve been more. The reason why there should be more participants doing the study is so that researchers can see whether the findings were more generalizable across a range of users for whom the iPad was designed. Some of the problems of participants being asked to think out loud as they finished their tasks is that if they’re concentrating hard on a specific task, then it can be difficult for them to speak at the same time. To resolve this, researchers can ask participants to work in pairs so that they can talk to each other about the problems that they encounter.

The usability problems that both the Activity 15.1 and 15.2 discuss is that iPad websites are not optimal. For instance, the links can be too small to tap on reliably, and the fonts are inconvenient to read for users. Another major issue that users would complain about the iPad is that they would get lost in an application. The reason why this issue is important is because participants can get lost by tapping the iPad too much, and it can cause the back button to disappear which makes it not possible for them to get back to the home page. Participants also complained that their iPad applications would either be in portrait or landscape view, which makes it more frustrating for users to navigate. As a way for researchers to fix the usability issues, they test the iPad frequently with participants so that they can learn what usability features need to be looked at.

An additional testing tool that would be recommended for researchers is to ask participants to open specific apps or websites so they can explore them and carry out tasks assigned to them. Each participant would be assigned tasks in random order. There will be some tasks that were designed specifically for the iPad for users to complete, but there will be other tasks that users will have to complete as well. The tasks are the same, but now the user will have to complete them through a website rather than the iPad. Researchers will be responsible for the presentation order so that the app would be first presented for some participants and the website would be first presented for other participants.

The reason why testing is done for the iPad before it gets released to the public so that the functionality of the product works properly. While the public gets hyped about the launch of the iPad, designers want to test it so that it would live up to those expectations. Even after the iPad launched its debut, developers still want to get feedback from the public so that if there’s any usability issues, they can launch a second study.

**Works Cited**

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