User Test Report

Individual Reports & Synthesis

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Test Report
Anushka

TESTING PROCEDURE

Before conducting our user test with participants, we ran a pilot test with our group members as participants and facilitators. During this process, we found some of our questions to be irrelevant or confusing. To be able to get better results we tweaked our script and and got rid of questions that were unnecessary. We changed the order of a few small tasks to make it more logical for the participant. These were minor changes that had been overlooked since we were so familiar with how the app works.

Running a pilot test allowed us to be sure of our roles as facilitators and what we needed to record in order to get the best data possible. During this time, we also fixed any equipment issues that occured and other technical problems with our existing prototype.

Having made these changes, our user test went on smoothly with our participants providing us with great insight to further work on.

To our surprise, for the second task, Quick and Dirty 3 out of 5 participants chose to draw what they saw in a short period of five seconds even though we asked them to 'write'. We showed them two separate screen, one of the home page and the other of a map after having requested for a task. 4 out of 5 participants chose to write about the home page but decided to draw out the map screen. We realised that there was too much information on that screen for a user to absorb in such little time. Participants generally focused on the brighter and bigger elements of the screen placed in the center and chose to draw that out as the most important information on the screen. Since we could not get too much insight from what they wrote or drew, we decided to ask a few follow up questions. Most participants were confused at first until we allowed them to look at the prototype again.

Our next task of roleplaying was the most challenging task as it required planning and coordination. The user also needed to get out of the testing environment to make the task more authentic and fun. There were a few challenges while going through this test with every participant. The most common problem was the non functional parts of the app, the map, chat and timer that would help guide the participants actions. Our original prototype had a pop up screen set with a timer to appear once the mission was completed in real life. During the pilot test we realized we had to get rid of it appeared too soon without letting participants go through the different functions of the app. Had the app been functional, these problems would be resolved and our test results would be more true. However, we were conducted our test in a study room with glass panels that helped in providing queue s to one of our facilitators outside roleplaying as a requester.

This task made the participants walk to the nearest Tim Hortons and role play the scenario which allowed them to think of practical problems that they would not otherwise think of while simply imagining the scenario. While waiting for a task to be completed most participants did not know

what to do and tried to fidget with aspects of the app that were not functional which threw them off a bit.

A challenge that I faced while being appointed the duty to take notes of the users actions was that sometimes users would hold the phone close to themselves. This prevented me from getting a closer look into what they were clicking on and it was hard to document that as I felt I was intruding in their personal space if I leaned over too much and kept peeking at the screen they might get uncomfortable.

Each participant spent about 30-35 minutes going through the set of tasks which was a bit more than we had accounted for based on our script.

FINDINGS

CONCEPT AND CONTENT

4 of 5 users liked the concept and said they would use the app occasionally. 3 out of the 4 said they would use it as a requester, while 1 user said he would use it as both a requester and a runner.

When users were asked to think of some things that take up too much time while on campus everyone said waiting in line for food.

Most participants accepted the idea readily and did not seem to think of trust issues. When asked about it, most responded saying that it would be like other delivery service and commercial apps they use often. Users naturally tend to have faith in such services.

Another big concern we had was whether forcing rating was annoying? Even though we may have created a bias while framing the question, most users believed otherwise and said it was important. They did not find it annoying as it another action they are used to.

A major insight about the way the app is designed is that some offbeat tasks that people are not used to doing for others, such as waiting in line for someone, can be unnatural and confusing for first time users and they are unsure of how to go about the service through the app.

1 user mentioned that even though she might not use the services of the app frequently, she would use a feature often which is to see the wait time for lines in real time.

Since pricing is so varied based on the different categories, we asked people is they would be confused by it. 3 of 5 users said they would get used to it over time. 1 user seemed concerned as buying food requires waiting in line and that is priced by distance but simply waiting in line requires walking to the line but that is based on time worked after reaching the line.

NAVIGATION

Based on our tasks, we were provided with good feedback about our navigation system which needs improvement. Even though the overall logic is intuitive enough, it needs to be supported with better UI.

Users were able to easily request for a mission but seemed confused after being matched with a runner to help them. They were all unsure of how to let the app know that the mission has been completed. This problem could have been partly resolved had it been a functional app.

Having to switch from runners side to requesters seem straightforward for most. But the challenge for most users were navigating their way within the runners side of the app.

Our main navigation bar was placed on the bottom of the screen which we thought was strategic as it was a more comfortable area for users to tap on with stretching their fingers. However, our users disagreed and 4 of 5 participants prefered either a traditional hamburger menu or a top navigation bar.

VISUAL DESIGN AND LANGUAGE/LABELLING

We received positive feedback on the overall visual design of the app. Users appreciated the cool blue colour palate and rated the design to be more innovative, appealing, logical and inviting.

Users seemed to find the language/labelling conversational, succinct and direct. However, a few did find it confusing for some areas of the app such as "I need books" could mean either library or bookstore. Interestingly, one of our users did not notice the abbreviations used as it is so common to see that on a mobile screen.

Some icons of the app seemed confusing to the users and they preferred having words in such cases. For example, an icon of a rocket did not clearly indicate current missions.

The icons were too complex and small in size that they seemed insignificant to users when they were asked to remember what is on the screen for our quick and dirty task.

During our A/B Testing, we showed users two sets of designs and asked them which they preferred. Most users preferred the option that they did not use in the prototype and explained why. For example, instead of having a horizontal carousel, users immediately prefered a more grid like design as they were able to see all of the categories on one screen and scrolling wastes time which is what the app is trying to solve in the first place.

ANALYSIS

One of our main concern was the concept of the app itself and its use to students in a University/College environment. When we asked our users, most of them said they would use it to

get food mostly. This either means our app could shift focus to solely be about food. In a way like RITUAL app but for students on campus.

The most common assumptions users made while roleplaying was that the x button meant cancel the mission or an indication that the job was now complete. Both of these assumptions were nothing close to its intended function to simply act as a back button. Upon reflecting, it should simply have been a back button instead.

Our main category page as mentioned above was designed as a horizontal carousel. Upon user testing, participants preferred a more grid like structure that showed everything on one page. That was our original idea and we might have to go back to it to make it more efficient. Currently the prototype has a carousel for the requesters side and a grid for the runners side. One of the users muscle memory made her scroll horizontally upon reaching the category page on the runner side. This proves that the app should be more consistent in its micro interactions as it will help in memorability and learnability.

Although most users did not find the need to click on past requests on the requesters side, a few users did look for how much they've earned so far on the runners side. We did not think of this feature and upon reflection, I think it is important to include a summary of earnings over a period of time.

Another screen that no user clicked on was the runners/requesters profile. I am not sure if they found it unnecessary or it was not obvious enough to click on their picture to go to their profile. The only information users seemed to find important was the rating, image and name all of which was their at first glance.

During roleplaying, our main goal was to test the waiting in line service. We wanted to test the concept and its efficiency. Users found it confusing and didn't understand it. They suggested to include a description or tutorial of some sort. I agree and believe we should have onboarding to better explain the process and a short description later in the app as well.

Another issue faced while roleplaying the scenario as a runner was finding the timer to start and stop the mission. Even though 3 out of 5 assumed there would be a timer function, it seemed inefficient and users could not find it. One user also assumed that the mission 'started' upon accepting the task and suggested she walks slower to earn more money. This is a potential way of abusing the app.

As suggested by a user, we would like to keep the option of both a form and a live chat for disputes. As there was a tie between people preferring live chats and forms, having an option seems like the best way to go. Depending on the urgency of the situation, users could choose the best option for them. Being thrown into a live chat seemed overwhelming for some users.

During our quick and dirty task, when we asked users to contact runners through the app most correctly said the bottom right icon for messaging/connecting would be the option. One participant

suggested an alternative micro interaction of clicking on their images or names in the progress bar and another participant suggested clicking on their location pins.

Overall, although users appreciated the dominating soothing blue colour, we realised that the contrast was not high enough. White text on yellow and light blue was not a good option as this was the main reasons why users failed to notice the bottom navigation and other smaller icons throughout the app. Icons itself were sometimes too complex and one user suggested having more words as the meaning of icons did not come across for her.

One of the main takeaway from this test was that upon being successfully matched, the post match screen has way too much information to absorb. The amp appears to be too big and in your face with little colour contrast dominating over the more important information on the screen. We are also now unsure whether the map screen should be what the users see first upon being matched.

I believe if we work on these microinteractions and improve the colours of the app, our next iteration will be more robust and useful for students.

REFLECTION

It was a great learning process and we gathered valuable information that will help us push our design and improve our prototype. Having gone through this process, we as designers were able to take time out to think about the app solely from a users perspective instead of a designer.

For the most part, we were strictly adhering to our script to keep it consistent but sometimes based on the users reply follow up questions would vary from participant to participant. This did in fact work in our favour as we were able to gather more information by asking these varying follow up questions.

On our part, we were being encouraging even when a user failed to complete a mission. This was wrong on our part because it did not give us accurate feedback as to what the user would do in reality had they not been able to complete a mission.

Next time, I would keep the nature of the app in mind and bring in a mix of users who are both likely and unlikely to use such an app and also a mix of genders. After having completed our user test 4 out of 5 users stated they would use the app as a requester, this was reflected in how little they noticed on the runners side of the app while roleplaying as a runner. Had we brought in participants who would be interested in being runners, the results might be different.

I would also choose to record the mobile screen while users played with the app rather than voice record them. I did not find myself going back to the voice recording for reference. Even though I tried to, each was approximately 30 minutes long and it would take a while to get any sort of added or missed information from it as we were three people already documenting the test. A screen recording would solve the problem of users holding the phone too close to themselves preventing me from documenting their actions.

I would also make a more thorough set of questions that would allow participants to give strong opinionated answers rather than giving mixed answers.

Overall, it was a learning curve and the feedback received would help us focus on parts of the app that are confusing. Our goal is to utilize all the important information gathered to create a more user friendly app for a broad range of students on campus.

Test Report

Genice

Testing Procedure

Our group met up prior to the User Testing to run a mock test of what would happen. Already, we realized the amount of coordination the test would require. During this process, we discovered that we had to tweak some of our tasks to include other questions that would logically follow or be precedent. Later on, based on answers given by the participants, we would ask further questions for insight. As a result, our tests have a number of variances in terms of questions asked.

I believe we had gained valuable insight on the visual and navigational aspects of our design but failed to achieve concrete tests in other aspects such as the design of some of the other services.

Changes and Surprises

During our Quick and Dirty method, many of our contestants began drawing instead of writing their answers. This was quite interesting and reflective of how people are visual in recalling things. Their main focuses here were always about the center of the page. They were generally unable to absorb a lot of information in the second task. Having similar timing for the 5 seconds was difficult to coordinate at the time as well (all our devices were occupied).

Our largest concern was the Roleplaying task as it required quite a bit of coordination between users and facilitators. We had planned for users to attempt to explore the app themselves while 'waiting' for their requests to be completed. However, the functionality of the prototype hindered their feeling of freedom in exploring the app and made the process seem less genuine and slightly confusing. Also, since they weren't actually doing anything while waiting, the participants were more anticipating the request being completed rather than putting the matter aside which is how it may happen in real life. However, I do believe the roleplay communicated an accurate representation of the functionality and concept of the design. It also made the test more enjoyable and less formal.

The greatest surprise was the length of time the testing took. I had thought the process would go by quickly, around 15 minutes. However, each test took roughly half an hour! Despite only completing five tasks and letting users run through the app, it had taken quite a bit of time.

Findings

The Concept

1. 4 out of 5 users stated that they would use the app once in a while.

2. The main use of the app would be for food deliveries. Simply waiting in line for someone is a very unnatural job or thing to do.

3. Interestingly, all stated that they would use the app as a Requester more than as a Runner.

4. When asked about trust based on rating, the response of the participants were very accepting as they are used to such situations of putting faith in the app.

5. Forcing them to rate their requesters or runners was very natural.

The UX

1. The overall logic of the UX made sense. The steps to making a request were easily followed.

2. The largest learning curve for users was required when figuring out how to 'complete' a mission. When a request was successfully executed, users had to manually indicate so through a button. They did not know where or how to navigate to this section.

3. The navigation of the Runners side required more understand. There was quite a bit of confusion with the concept of toggling availability and then choosing the missions.

The UI

1. Overall, the visual design was deemed to be more innovative than outdated, appealing than distant, logical, and inviting.

2. A concern that we had was regarding the language used in the app. Through the tests, it has been determined that the tone of the app was very direct and succinct. One participant voiced concerns about the understandability of the abbreviations but most did not seem bothered or even notice it.

3. In their second task, I discovered that the users do not take in the navigation bar at the bottom as important information. Although when prompted, they are able to pinpoint the purpose of the buttons and their icons, this information is not what they focus on when exposed to the screens.

4. The preferred method of navigation differed between users. Two preferred the prototype's bottom navigation whilst others liked a top navigation or a hamburger menu.

5. The X button was often assumed to be how to 'end' a mission that has been completed rather than just to close the screen.

Analysis

The Concept

Most of the participants stated food as the primary use of this app and would not be able to think of other uses off the top of their head easily. This finding has two implications; the app could open up new avenues that they were not aware of or the app is delving into areas where it is not needed.

The UX

It seems the usability for the runners side is more confusing at the moment. The requirements for the runners to document their mission through the app might be why the role is less appealing at the moment. The conceptual and mental model for the Runners needs to be fleshed out more.

The UI

One main design challenge that we had admittedly been struggling with since the beginning was the layout of our main dashboard. We had thought the simple listing of all the categories would be seen as boring however, this approach was more preferred throughout the test.

Often times, the users did not explore the functionality of the app too deeply when waiting for a request during roleplaying. This could be due to the nature of the prototype or be indicative of how much importance a user would place on using the app while waiting for their request to be completed.

Another function they did not explore was clicking on a user's picture to view their profile. This means that the initial information of the user's ratings and name was all they needed to know.

On consistent misunderstanding was the X button for simply 'closing the screen' and the concept of 'finishing' a request needs to be clarified, either by using text for both instead of a symbol. Additionally, the buttons for these two need to be more prominent. This could be clarified by directing users to the Overview page instead of the map first.

Reflection

The greatest challenge as the Script reader and main facilitator during this user testing experience was consistency between the tests. The variants between the tests were not always consistent despite having been equipped with a script, we had to adjust to each participant. I think in the future, we would need to have a more detailed script and refined user test to ensure a clearer standard of approach. For this test, nonetheless, I believe our flexibility allowed for a comfortable atmosphere and greater insight from each users.

I believe a large improvement to our user testing experience would have been a better prototype. Our prototype was quite finicky to human responses and would have buttons that required multiple taps. The unresponsiveness of the pages would mislead participants into thinking that their taps were wrong or invalid movements. An added bonus would have been to visually record the

movements of our participants as they used the app. We had avoided this to make them more comfortable and due to lacking resources with our chosen prototyping software. We might have missed valuable information since we simply observed their actions instead.

Nevertheless, the feedback we've received has confirmed some of our doubts and worries on the visual design. This means some major visual changes are in store for our app. It has been a very insightful experience geared towards the visual development of the app. Changes to the UX mainly deal with the way the navigation is presented. So far, the structure of the service the app is based off of makes sense. If I were to be presented with an opportunity user test further, my focus would be on honing the conceptual model of the other services in the app.

Test Report

Luxvna

Testing Procedure

Pilot Test

Prior to doing an actual user test, the group and I decided it was best to run a pilot test. Our user test plan had elements that were unique to our app, so it was important to make sure that the plan actually worked. During the pilot test, I was on the testing side, while my group mates were the facilitators. It was interesting to be on the testing side, as it provided me with a new perspective of the app we've been working on these past few weeks. Doing the pilot test helped with deciding what needed to be done in order for the real tests to run smoothly, as well as ensuring our prototype was at its best. We decided what roles we would play as facilitators as well. The role I had been given was the role-player (the facilitator who interacted with the participants during the roleplaying user test). I also decided to take notes on body language.

User Testing

Each individual user test that we carried out was unique. The participants had different comments to offer us, which provided us with further insight into the user experience aspect of our app. For the most part, things went fairly smoothly. If one thing could've made the experience smoother, it would've been having somehow incorporated working elements, such as an actual timer for the runner's side of things. Almost all of our users seemed to be confused by this, which might've skewed our results in some way.

A surprise that came up during the user testing was how the participants chose to carry out some of the tests. For example, for our Quick and Dirty test, our user testing plan required participants to write down what they saw after being shown a screen for five seconds. Some of our participants wrote, but others chose to draw instead. I noticed that the users that wanted to draw the screens were more focused on capturing the details of the individual elements of each screen, but didn't really understand what those elements meant, whereas participants who wrote the details had an easier time understanding the screen as a whole. During the quick and dirty test, there was also a minor tweak to the original plan after the first test. Initially, users were shown the screen for five seconds and then expected to remember the details of that screen throughout the that test. However, it was better to give the users a second look at the screen, because it was difficult to get answers out of what they had written down.

Unfortunately, as the roleplaying facilitator, I wasn't in the room to observe the participants' initial reactions when they got a chance to play around with our app. The roleplaying test required me to be out of the room because in a situation where users are using the *Pls and Thanks* app in real life, they would not get a chance to see who their requesters or runners are. It would've been nice

to see their initial reactions and how intuitive our app was. Nonetheless, the other facilitators were in the room to documents these moments.

 As the roleplaying facilitator, it was interesting to see how the different participants reacted to both roleplaying situations. The first roleplaying test required users to be requesters, and my job was to be their runner. The prototype was designed in a way so that users would order a caffe mocha from Tim Hortons, but I brought them a Booster Juice instead. When I entered the room after the participants "made an order", it was interesting to see what happened after. Most of the users didn't know what to do after they received their order and it took them a while to figure out how to "end a mission".

 The second roleplaying test was more interesting. My role for this test was to go to the Tim Hortons in the DB building and wait for my runner (the participant). When they arrived, they noticed me, but also seemed a little confused. In fact, I was confused myself. During this process, I realized it's really important to clearly indicate what runners are supposed to do, as well as requesters. Adding instructions prior to performing a task would've been helpful for the participants. During this roleplay, users were again confused about how to end a task after it's been completed.

 There was an error I noticed in the follow up questions that might have placed a small bias in our users' answers. One of the questions that was asked during the follow up interviews was "Do you find forcing ratings annoying?". I noticed that using the words "annoying" and "forcing" were sort of throwing the user's answers off.

Findings and Analysis

The overall idea of the app

Most of our users said that they would use this app occasionally. For the users that said that they wouldn't use the app, they said that making the process of requesting someone faster would be more of an incentive to use the app.

Tone

One of the biggest challenges to our assumptions about our design was the participants' input about the tone of the app. In the Pls and Thanks app, we decided to use many relevant abbreviations and icons to communicate with our users. While designing the app, we were worried about whether or not the tone of language comes across as too quirky and confusing. Surprisingly, most of our participants agreed that the language did not come across as an issue with the app. They found it relevant; one of our participants did not even notice the change of language, since they were used to seeing these abbreviations, whether it was using abbreviations themselves or from other apps.

The Pricing

Users found the pricing of the services to be fairly reasonable. That being said, our users found the prices on the requester's side to be reasonable, but on the runner's side, the wages seem like too little. To solve this issue, it might be interesting to instead have the app pay requesters by the hour, or time how long runners take for each task, and then pay them a lump sum. This is something to address when further developing the app.

The categories menu

Contrary to what we believed, most users prefer having a grid system in place to display the different categories of the app. Initially, we were contemplating whether or not to incorporate a grid system, because most apps use grid systems and it can come across as typical. However, having the grid system over a horizontal scroll is a better choice for the overall user experience.

Being a runner vs being a requester

Most of our users decided that they'd rather be requesters than users.

Other important/interesting visual aspects

-    The map shouldn't be the first thing a user sees after accepting a mission. It's too much information to take in immediately and it was a major source of confusion amongst our participants.

-    Adding a section to see how much money a runner has made while using the app.

Reflection

After having done five different users tests for our app, there were several revelations about the app that we wouldn't have otherwise known ourselves. During the testing procedure, things went relatively smoothly. Most of our expectations were met, however there were a few surprises here and there. If I could've done something differently, I would've chosen to be a facilitator that stayed in the room, just to be able to observe the participant a little more.

Test Report
Anita

Testing Procedure

The user tests went smoothly for the most part. Prior to testing our participants, we ran through the test with a member of our group roleplaying as a participant to identify any flaws in our testing procedure. From that, we realized some of the wording was confusing or sounded unnatural spoken out loud so we revised our script. However, when it came to the actual tests, there were still about 1-2 questions per session where the participant asked for clarification so it would have been more beneficial to run a preliminary test with someone outside of our group who actually had no previous ideas about the app concept.

For our Quick & Dirty test, we expected the participants to write but many chose to draw what they remembered instead so we needed to then ask them to identify the elements they drew.

There was confusion when it came to roleplaying the missions. This was partially due to aspects of the app design but I believe it was also partially due to the nature of the prototype not being completely functional. Some parts that participants were confused about while completing the missions would have been avoided had the map and chat function actually been functional.

A challenge was wanting to guide the participant to the correct buttons or the correct screens, especially if it was the "correct" way to completing a task, but not being able to in order to observe how they believed the task was suppose to be completed. Additionally, when participants asked us questions, we had to be careful with our words to ensure we were not leading them a certain direction.

Findings

Would students use the app at all?

The general consensus was that participants would use the app, mostly in the requester position and for buying food.

Are there any issues of trust between the requester and runner?

A finding I found quite surprising was that people have more faith in the system and other users than we expected. Our group spent a lot of time attempting to figure out how to make our app as reliable as possible, how to build trust between users, and how to completely eliminate the possibility of users abusing the system. However, our participants generally did not question the safety or reliability of the app. Many stated they would feel completely comfortable using it because

they were already familiar with concepts like Uber and food delivery services where a certain amount of trust just has to be placed within another user.

Is the navigation intuitive?

The bottom navigation received mixed feedback but the majority preferred another format. Interestingly, we had an iPhone user state they disliked the bottom navigation because it was very Android, and we had an Android user state they disliked the bottom navigation because a set of bottom navigations is already built into their phone. While completing tasks, we found many participants did not notice the navigation right away, perhaps due to low contrast of colours.

Some of the confusion in completing tasks was not due to the navigation alone. While we had participants that knew what to do but unsure of where to go (starting the timer for waiting in line, marking a mission complete), we also had participants who were unsure of what to do to complete a task at all, especially during the "waiting in line" mission. It was not entirely clear what certain missions entail or how to complete them, both from the requester and runner side

Is the visual design appealing?

We received generally positive feedback on the visual design and colour scheme of the app.

Is the language used understandable?

All participants understood the abbreviations used and stated the language was straightforward. Categories needed some clarification: "I need books" doesn't indicate whether it's from the bookstore or the library, and "waiting in line" doesn't indicate whether the runner is just joining the line themselves or taking the requester's place.

Analysis

How does the user input challenge your assumptions? Based on the findings, what are the design implications? How this will determine further design work?

For our next iteration, we will definitely need to implement an onboarding process-tutorials on how to complete each type of mission, on both the runner and requester side. Additionally, short descriptions of each category will give users a better idea of what the mission would entail.

We will need to rethink our navigation system. We initially had assumed a bottom navigation was the most convenient because it is in easy reach but that doesn't seem to be the case. In our A/B testing, the majority preferred having a hamburger menu at the top of the screen. I believe having a single navigation menu accessible throughout the entire app will take away some of the confusion as to how to reach certain screens. In addition to the tutorials on each type of mission, we will need to better indicate where the different features used to complete these missions are located. For example, it was not clear that the timer for the "waiting in line" mission was located on the overview page so we may want to incorporate a stopwatch icon to communicate this better. The back button

on the mission page should be changed from the X to an arrow as most participants believed the X was to cancel the mission.

When we questioned participants on how they would go about contacting a runner, most correctly chose the messaging page. However, two interesting responses we received were clicking the location indicators of the runners on the map and clicking their names in the status bar. I think it would be useful to have these two elements link to the messaging page as well.

An area where the wording used may need to adjusted is the rating page on the runner's end. The intention is for the runner to rate the requester on how co-operative and communicative they were. The current wording is "how was your mission?" which is misleading. We had one participant give the mission a low rating, stating it was because the mission was boring. Perhaps "how was working with *name of requester*?" would be better suited.

Our original layout for the categories page was a grid layout with all the categories visible in one glance. Feeling this was too boring or not interactive enough, we switched it to a carousel where the user would scroll through the options. In the A/B testing, we found participants actually preferred our first iteration for the same reason we felt it was effective so we will be switching back to the grid view.

Reflection

Next time, I would plan to run a preliminary test with someone outside of our group. Additionally, something I did not realize until after we completed our testing was that, during the roleplaying, we were giving the participant positive reinforcement when they completed the mission so we were unable to observe whether they would have also felt accomplished without our encouragement.

Something I learned is to allow the participant to freely make "mistakes" in navigating the app. Making a note of these actions and asking follow-up questions as to why they did them reveals what is intuitive to users. If we had questions we wanted to ask them regarding the screen they were supposed to go to, we could *afterwards* bring them to the screen and ask the questions. Also, when a participant gives a short answer, if we pause and don't say anything right away, they would generally begin elaborating. Each session took longer than we expected so I'm glad we had a lot of time and didn't have to rush through participants. Overall, I enjoyed the process and it provided a lot of interesting insight.

Synthesis

Overall concept

- **5 of 5** participants understood the core premise and overall concept of the Pls&Thanks app.
- **3 of 5** participants enjoyed the concept and the overall experience of using the product.
- **2 of 5** participants successfully completed all tasks related to the overall concept of the app.
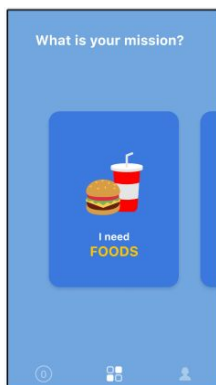- **4 of 5** participants experienced difficulty using parts of the app.

Results of the User Test

Task 1 - Rapid Fire

The most common answers: Waiting in line to buy food

Other answers: Waiting in line, having to move around to buy food, going to the store to pick something up, getting something from the bookstore.

Task 2 - Quick and Dirty

Main Screen

The most important information from this screen was the 'I need Food" option with particular emphasis on the individual elements of the image. Participants understood that swiping the categories to the left would show additional options to choose from a selection and that tapping on the option would allow them to make a request. When prompted about the navigation buttons, participants were able to accurately deduce the meaning of each icon.

Post Match Map Screen

The most important information from this screen was the map which showed where the requester and the runners were. 4 out of 5 participants intuitively assumed that calling would be associated with the chat icon with the fifth participant being unsure if calling would be an option there. All participants understood the labeling of the progress bar. Every participant did not understand the function of the X button and assumed it would cancel the mission or finish the job.

Task 3 - Roleplaying

Testing as Requester

Making the Request was easy and simple for each participant. None of the participants clicked on the profile of the users to gain more information on the users. Participants were quite unsure after sending their request what to do. Most participants were unable to accurately 'end' their request after it was completed. The X Button was misunderstood as a cancel button.

Testing as Runner

The journey for the Runners was confusing for most participants. Both on the concept of the service and the navigation of the app. Finding the main resource required for the Runner (i.e. the timer) was unclear.

Task 4 - Rating Cards and Reaction Cards

Tendencies between participants on the Rating Cards were:

Innovative vs Outdated
Appealing vs Distant
Varied vs Monotonous (there was confusion on the meaning of these words)
**Logical** vs Illogical
**Inviting** vs Reluctant

Words chosen from Reaction Cards were:

Confusing, Clear, Clean, **Conversational**, Chatty, Informative, Minimal, Direct, Formal, Succinct

Confusing and Conversational were chosen multiple times. Some words were elaborated on to specify the positive or negative implications of it. For example, chatty was considered positive.
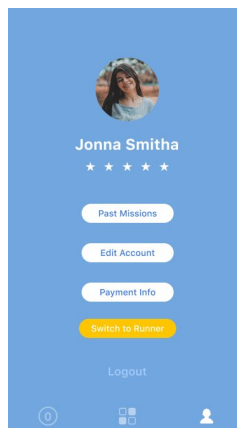
Task 5 - A/B Test
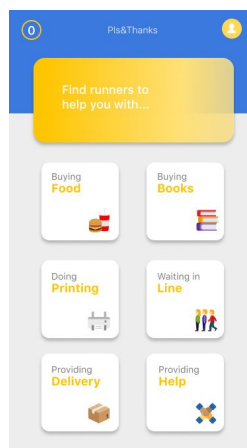
Having a laid out list of categories is highly preferred for ease of understanding and convenience. Top navigation vs bottom navigation were generally split between participants.
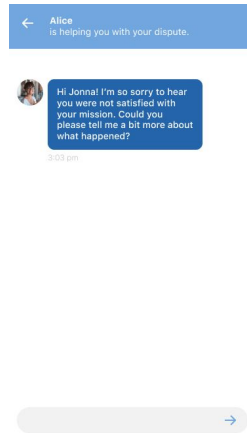
Live chat to solve disputes is preferred due to the immediacy. However, it has been recommended that both options for live chat and form should be available.

When switching between from Runner to Requester and visa versa, the current layout of going to profile is more intuitive than choosing upon log in. This is more efficient in the future as well.
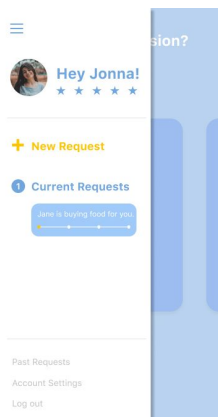
3/5 prefered the use of the hamburger menu to display information as it forms a cohesive menu where all the information can be found. It requires less understanding of iconography and symbols.

Participant 1	Task 2a	Task 2b	Task 3a	Task 3b	Task 4a	Task 4b	Task 5
Understands the task but can't complete it within a reasonable amount of time.		✓		✓			
Understands the goal but has to try different approaches to comeplete the task.	✓		✓	✓			
expresses surprise or delight							
makes suggestion for the interface or the flow of events					✓		✓
Expresses confusion or frustration		✓		✓			
Asserts that something is wrong or doesn't make sense						✓	

Participant 2	Task 2a	Task 2b	Task 3a	Task 3b	Task 4a	Task 4b	Task 5
Understands the task but can't complete it within a reasonable amount of time.							
Understands the goal but has to try different approaches to comeplete the task.		✓		✓			
expresses surprise or delight			✓				
makes suggestion for the interface or the flow of events		✓		✓			✓
Expresses confusion or frustration				✓			
Asserts that something is wrong or doesn't make sense					✓		

Participant 3	Task 2a	Task 2b	Task 3a	Task 3b	Task 4a	Task 4b	Task 5
Understands the task but can't complete it within a reasonable amount of time.				✓			
Understands the goal but has to try different approaches to comeplete the task.	✓						
expresses surprise or delight							
makes suggestion for the interface or the flow of events		✓			✓		✓
Expresses confusion or frustration			✓	✓			✓
Asserts that something is wrong or doesn't make sense							

Participant 4	Task 2a	Task 2b	Task 3a	Task 3b	Task 4a	Task 4b	Task 5
Understands the task but can't complete it within a reasonable amount of time.							
Understands the goal but has to try different approaches to comeplete the task.		✓		✓			
expresses surprise or delight			✓			✓	
makes suggestion for the interface or the flow of events							✓
Expresses confusion or frustration				✓			
Asserts that something is wrong or doesn't make sense						✓	

Participant 5	Task 2a	Task 2b	Task 3a	Task 3b	Task 4a	Task 4b	Task 5
Understands the task but can't complete it within a reasonable amount of time.							
Understands the goal but has to try different approaches to comeplete the task.							
expresses surprise or delight							
makes suggestion for the interface or the flow of events		✓					✓
Expresses confusion or frustration		✓					
Asserts that something is wrong or doesn't make sense					✓		

Next Steps/Improvements

Must Have

- Change homepage to grid layout
- Flush out the efficiency of some of the services
    - Design Other pages/services
- Category page
- Menu - Change navigation from bottom to hamburger or top.
- Pre match pages for each category (what's wrong with this? Just a matter of hierarchy?)
- Runners side
- Include onboarding tutorials for each category of mission (Luxvna)
    - Food
    - Line
    - Printing
    - Books
    - Delivery
    - More people
- Change current missions icon on the runners side. (I think someone changed this, it was the rocket right?)
- Post match navigation (anita)
    - Higher colour contrast between active and inactive buttons
    - Divert main page of post match screen to overview
- Make the map screen less busy and easier to understand

Should Have

- Change wording on rating page of runner's side to "how was working with *name of requester*?"
- Increase type size in the progress bar to make it more readable.
- Determine better price rates (we changed this to user determined pricing)

Could Have

- Include microinteractions to be able to contact the runner/requester by clicking on their names or their location pins.
- Include a total earnings screen on the runners side
- Improve hierarchy of information on the match screen and increase font size.

Want to Have

- Include both options of a live chat as well as form for dispute.

PROTOTYPE DONE BY WEDNESDAY

STYLE GUIDE DONE BY SATURDAY

VIDEO