# UNI EVENT LIFE

Phase 3

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# AGENDA

Introduction

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First Prototype and Heuristic Evaluation

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# Introduction

• This project has the objective of conglomerating student cores and events, so they can more conveniently be organized, promoted and found, all within the same platform.

# User and Task Analysis

• After our initial user research and inquiries, we found there are similar services to ours, but they don't check all the boxes, making users have juggle different apps to achieve their goals. These limitations are the foundation of our app, we want to provide a place where events alongside student core groups are congregated and disseminated to users.

# First Prototype and Heuristic Evaluation

The heuristic evaluations performed at this stage were important since they gave us some valuable critiques and suggestions from an outside perspective. This feedback allowed us to think more critically about the prototype we had created and helped us identify areas where we could make improvements.
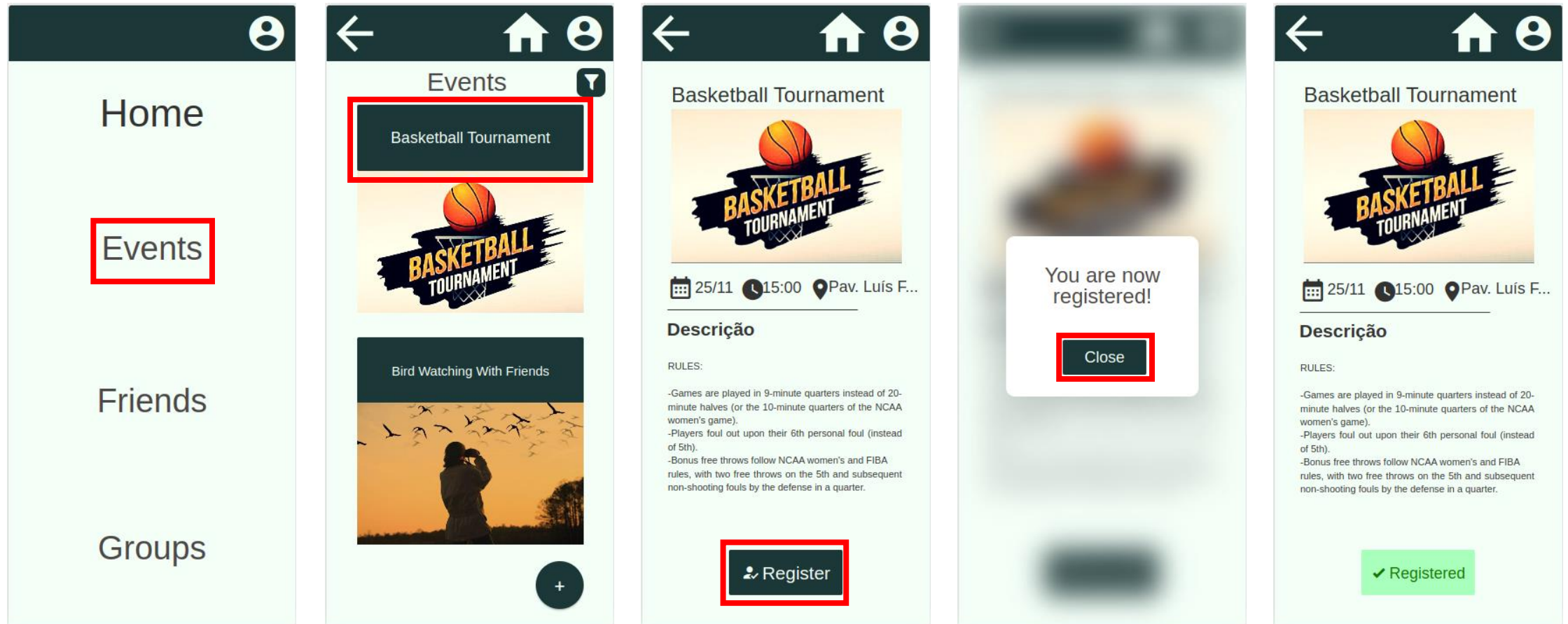
We focused on the following:

• Interaction within the groups (eg. Groupchat, add and kick members after creation)
• Filtering events according to different factors.
• Allow for creators to edit details on events and groups after their creation.
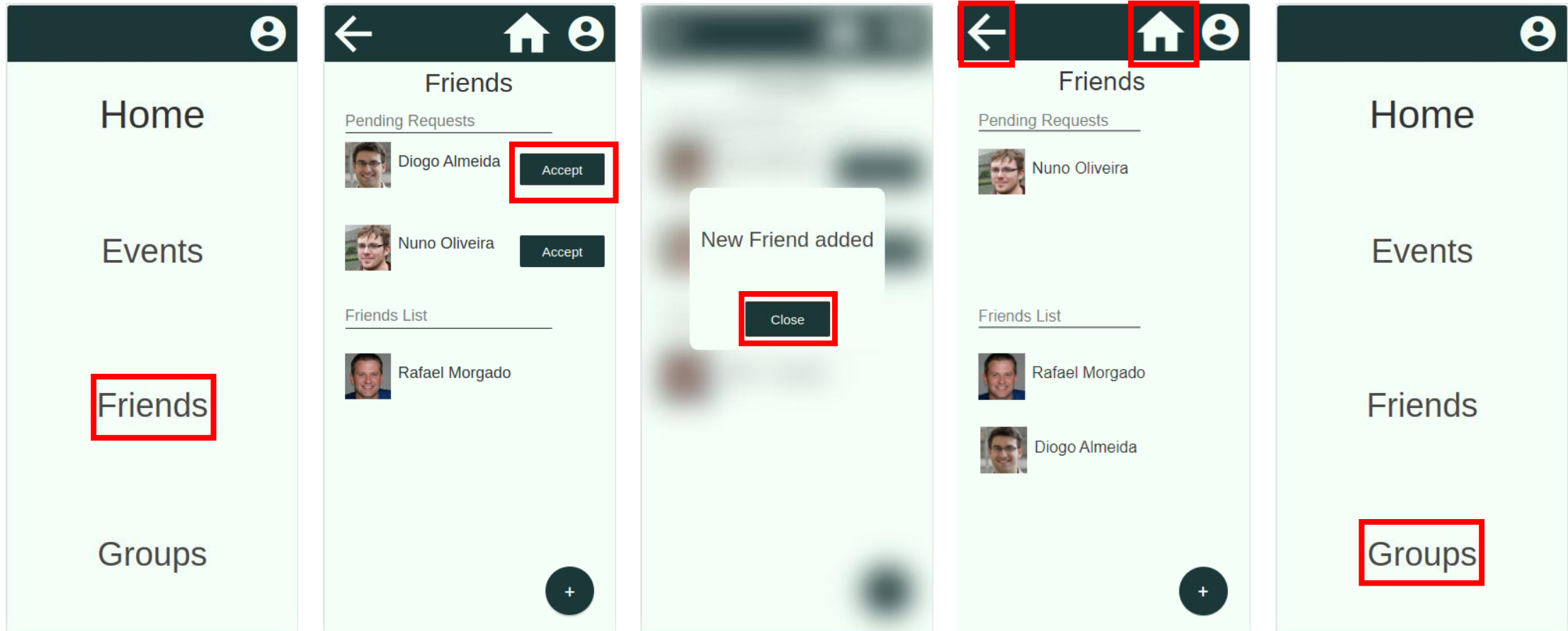
# SECOND PROTOTYPE AND USER EVALUATION
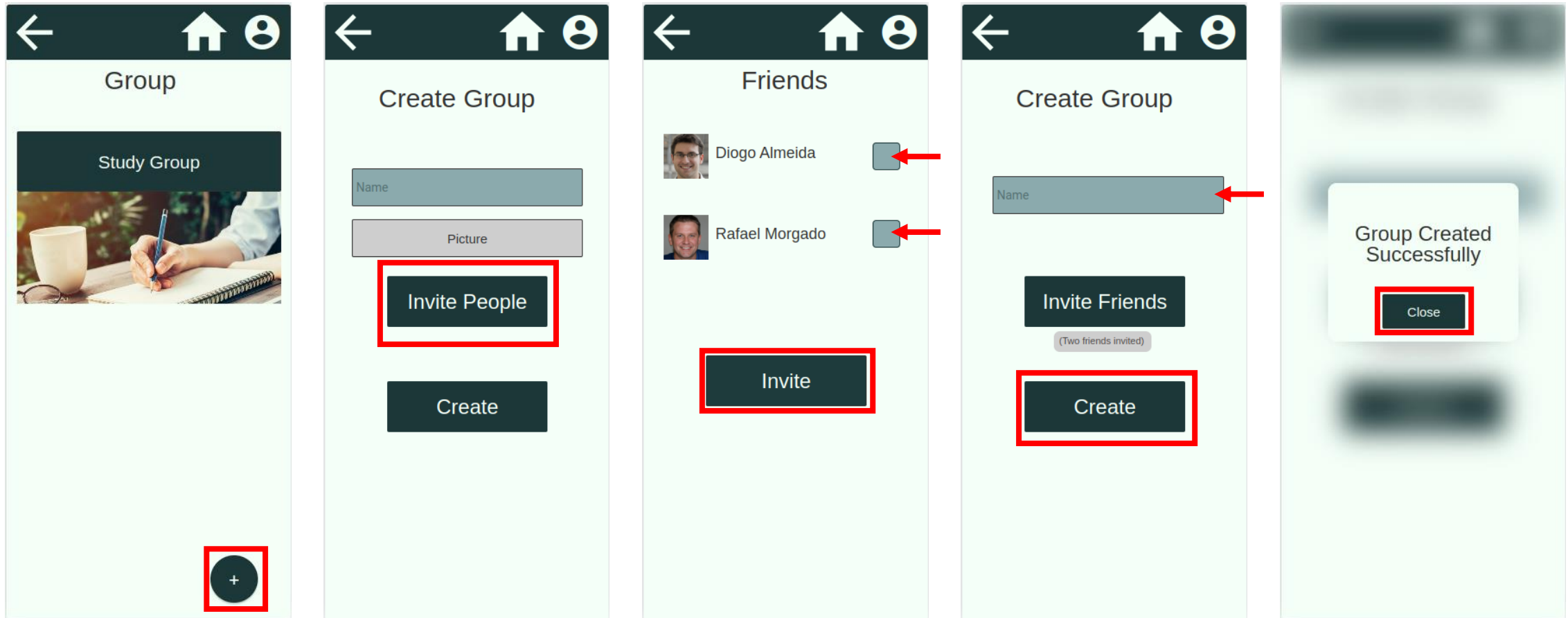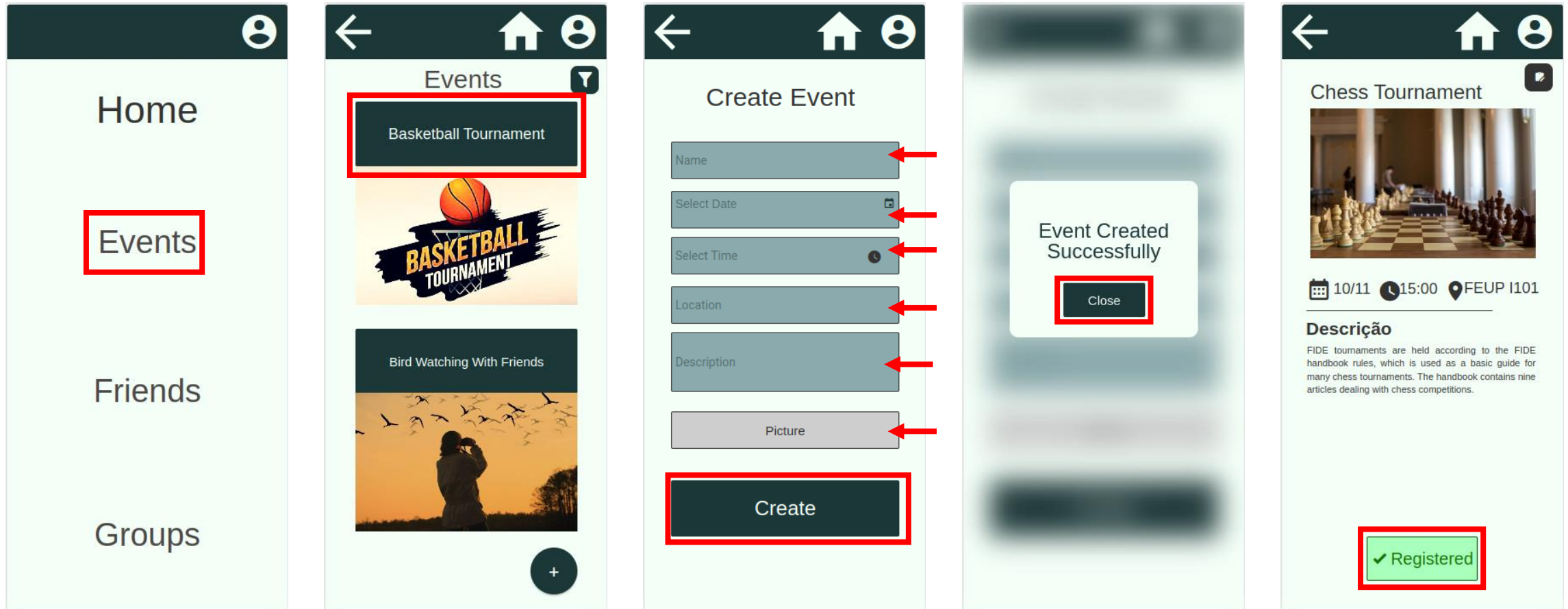
Prototype's Wireflow

# Task: Registering in event

# Task: Accept a friend request and create a group

# Task: Accept a friend request and create a group

# Task: Creating an event

SECOND PROTOTYPE AND USER EVALUATION

User evaluation summary

# Method

Participants were presented with a brief description of the app and what our objectives were with the user analysis we were doing with them, then they were asked some personal questions: their age, degree, degree year and what technology expertise level they would rate themselves with, after that they were given no more than 5 minutes to freely explore the app.

When they were done exploring the app, they were given 3 tasks to complete, one at a time, after each one they were asked three questions: how difficult the task was, how intuitive the task was to complete and how efficient the functionalities to complete the task were. The number of clicks, mistakes, number of times they asked for help and the time to complete each task was also registered.

After the tasks were complete, they were asked a few additional questions: how they would rate the difficulty of the app's usage, the visual design, the smoothness and feel and if they would consider using and recommending the app in the future, they were also asked an open question on what they would change in the app.

# Participants

For this evaluation we took a sample of 10 people with ages between 20 and 26, the majority of which are on their third year as engineering students, with an average technological expertise of 4.

They were recruited in different ways, but most of them were recruited through friendly connections to the evaluators.

# SECOND PROTOTYPE AND USER EVALUATION

Results and statistical analysis

# Results

We believe that the results were positive. Most evaluators were able to complete the tasks within the set objectives of duration, number of clicks and number of mistakes.

Only one task sticks out regarding the number of mistakes: accepting a friend request and creating a group. We believe this might be due to it being a more complex task that requires a higher number of steps. Despite this, when inquired, the evaluators rated the difficulty of this task with a median of 2, which indicates that it was still an "easy" task from their standpoint.

# Results

- The first task was in average completed in 9.45 seconds. The evaluators did so with an average of 4.6 clicks and 0.4 mistakes. There were no calls for help. In a rate of 1 to 5, the median ratings for difficulty was a 1, for intuition and efficiency it was a 5.

- The second task was in average completed in 29.7 seconds. The evaluators did so with an average of 13.3 clicks, 1.7 mistakes and 0.9 calls for help. In a rate of 1 to 5, the median ratings for difficulty was a 2, for intuition it was a 4 and efficiency it was a 4 and 5 with a mode of 5 .

- The third task was in average completed in 39 seconds. The evaluators did so with an average of 11.5 clicks, no mistakes and 0.1 calls for help. In a rate of 1 to 5, the median ratings for difficulty was a 1, for intuition and efficiency it was a 5.

# Results

When inquired on the global scope of the app, and not just the tasks they performed, here are the answers the evaluators gave us.

- In a scale of 1 to 5, the median rate for the difficulty of use of the app was a 1, for the visual design it was a 5, and for the smoothness and feel it was also a 5.

- When asked if they would use this app 80% said they would, and 60% said they would recommend it to a friend.

- When asked about any feature they would change or improve the two most reoccurring results were regarding the overall visual design of the app and changing the Home screen title, as it resembled a button when it was not.

# Conclusion

After all's said and done, we can claim that the results could have been very different if the people being evaluated were strangers to the members of our group. That being said, the results we got were very informative and still fell well into our expectations, with them we were able to identify some places we could still improve in the future, and as such we can conclude that these tests were a positive step in our projects development.

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# THANK YOU

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