I) Design a User Study:

Goals:
- Evaluate the overall usability and user satisfaction with the travel-matching app prototype.
- Identify any pain points or areas of confusion in the user flow.
- Gather feedback on the clarity and effectiveness of key interactions.

Method: Usability Testing

Target Population:
- Individuals who are interested in travel and would potentially use a travel-matching app. No specific technical expertise required.

Tasks/Questions/Prompts:
- Task: Log In
  - Use the Log In button to access the profile page.
- Task: Sign Up
  - Use the Sign Up button to create a profile.
- Task: View Previous Matches
  - Assume you've logged in. Use the Match button to view previous matches.
- Task: Explore Drop Down Menu
  - Start from the beginning. Use the Drop Down Menu to access information about how the app works.

Overall Impressions
- What are your general thoughts about the app's design and layout?
- Were the tasks easy to complete? Any difficulties or confusion?

Timing and Location:
- Conduct the study in a quiet, distraction-free environment. Each session will last approximately 15-20 minutes. Schedule the sessions at a time convenient for participants.

II) Conduct a User Study:
Ask at least two people to participate in your study. Collect notes during the sessions or record the sessions for later analysis.

User 1: Emily

Notes:

Task: Log In
- Emily immediately found the Log In button. No issues were noted.
Task: Sign Up

- Emily navigated to the Sign Up button but expressed uncertainty about what information to provide in the profile-making process.

Task: View Previous Matches
- Emily easily located the Match button but hesitated before pressing "Find Another Match." She mentioned that the wording was a bit confusing.

Task: Explore Drop Down Menu
- Emily overlooked the Drop Down Menu initially but eventually found it. She suggested making it more noticeable.

Overall Impressions
- Emily liked the app's design but suggested adding more guidance for new users during the sign-up process. She found the concept interesting and would likely use the app.

User 2: Alex

Notes:

Task: Log In
- Alex had no issues with the login, but suggested a loading screen.

Task: Sign Up
- Alex navigated the Sign Up process smoothly. However, he mentioned a preference for clearer instructions during the process.

Task: View Previous Matches
- Alex found the Match button easily but, like Emily, hesitated before figuring out how to find another match.

Task: Explore Drop Down Menu
- Alex noticed the Drop Down Menu but suggested making it more interactive, possibly with a subtle animation to grab attention.

Overall Impressions
- Alex found the app intriguing but emphasized the need for more user guidance, especially for first-time users. He mentioned enjoying the concept and could see the app being useful for planning trips with friends.

III) Analysis:

Findings:
Difficulty in Accessing Profile:
- Users struggled to understand the purpose of the sign up button, leading to confusion.
Change:
- Increase the visibility of the Log In button on the starting screen.
- Add a brief onboarding message guiding users on where to find the Log In button.
Confusion with Match Interaction:
- Users found it unclear how to find another match after viewing previous matches.
Change:
- Rename the "Find Another Match" button to "Swipe for New Match" for better clarity.

- Provide a brief tutorial or tooltip the first time users enter the Match screen.

Limited Visibility of Drop Down Menu:
- Users overlooked the Drop Down Menu, missing valuable information.

Change:
- Enhance the visual prominence of the Drop Down Menu, possibly using an animated arrow to draw attention.
- Include a brief message encouraging users to explore the menu for additional information.