User Testing Report

Investment Grade

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Introduction

During the development of Investment Grade, we began user testing very early in the development phase. We did our first user testing/feedback session at the beginning of January and throughout the next three months, through the Bazaar day, mock trade show, and few other testing sessions, we were able to gather about four rounds of user testing feedback.
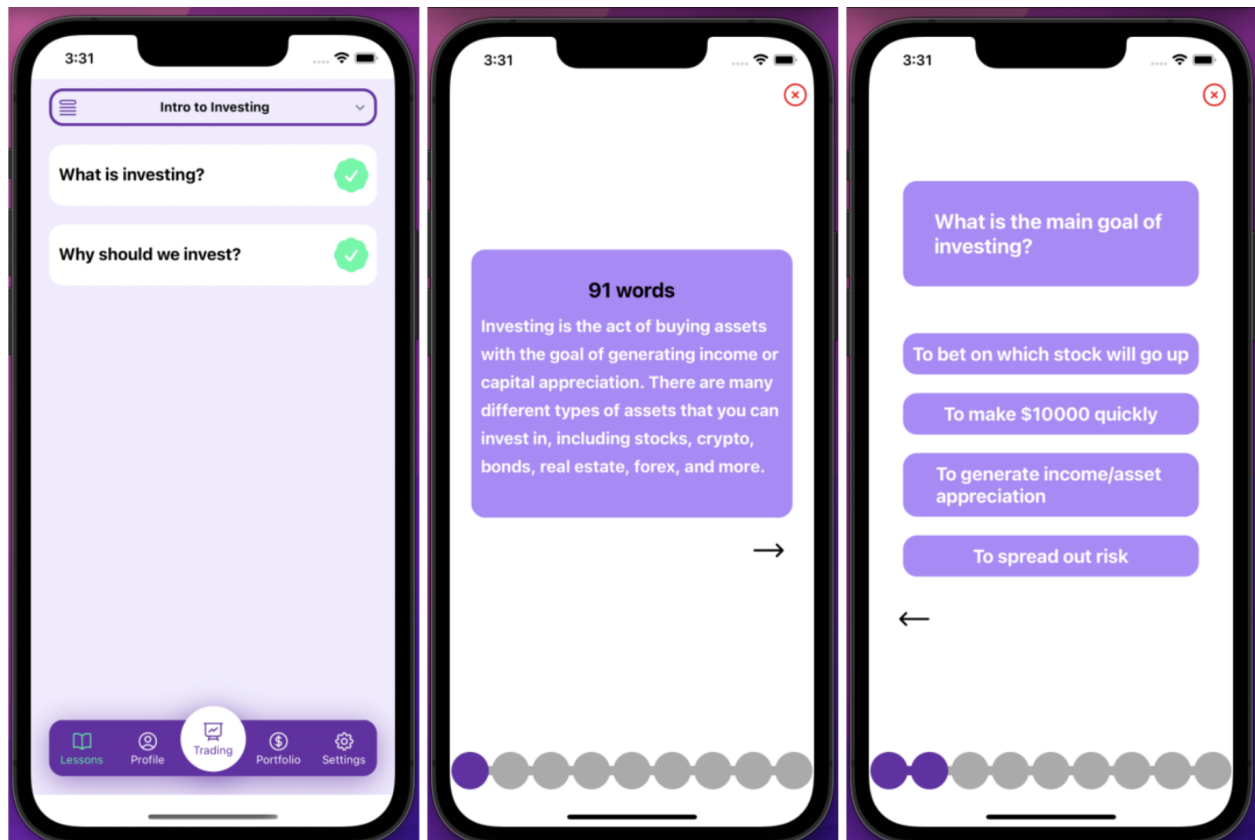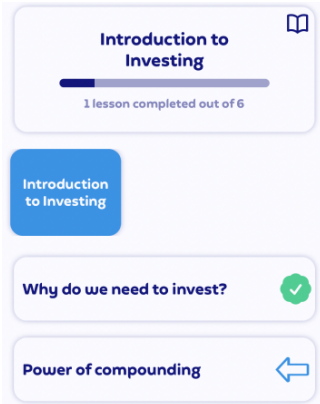
First Round

Figure 1. January 5th App Progress

Shown in Figure 1 is the state of the application when we performed our first round of user testing. In the table below is a list of comments we got along with the actionable steps we took towards that feedback.

Feedback	Solution
It looks too childish, what is your target demographic? 15 years old?	Changed the all purple to a white and blue for a more serious feel
The logo's got too much going on, I can't see it in the app icon *Figure 2. Logo V1*	Simplified the logo significantly *Figure 3. Logo V2*
What's the dropdown for? What's a lesson? What's a course? *Figure 4. Lessons V1*	Added course progress with list of lessons *Figure 5. Lessons V2*
If a user gets a quiz wrong, they should get feedback for what the right answer is with an explanation	Implemented an answer explanation after each quiz
Notify users to come back or else they	Implementing notifications was out of

won't be incentivized to come back	scope for the project but we added a streak with a variable gem reward to incentivize users to come back as well as a social feature (competing with friends) to encourage users to keep using the app

Table 1. Comments from first round of user testing

Second Round

The second round of user testing was during the Bazaar day at the beginning of January. The feedback we got on this day was generally positive with a lot of the same feedback from the first round. We received feedback on the colour scheme and indication that blue may be a better choice. We also got questioned again on how we will incentivize users to come back. Both of these issues were brought up and a solution was proposed for each during round one.

Another question we received is how we will convey to users that information we are providing is valid. What are the sources of this information and why should people take it seriously? Especially given the game-like look and feel of the app. The solution we took to this problem is to 1. make the app look just a little more serious with the white and blue and 2. ask around to people who would be interested in using the product what they think about validating the educational content. The main response we got to this is that people who are interested in learning about investing, the information they are going to get everywhere on the web will be the same, especially for early topics. Hayden, a member of our team, has spent countless hours researching and learning about investing, aggregating this information from the web and YouTube in his head, and the idea is to provide that knowledge in a much nicer format than how he had to obtain it. In addition, we simply don't have that many lessons at this point in time and validating the educational content will be more important/useful when more complex topics are

discussed as we keep adding lessons. We also added a section in our app discussing this exact topic (the source and validity of the lessons) for anyone who's curious.

Third Round

The third round of user testing was performed during the mock tradeshow. Having taken all of the feedback from the previous two rounds and came up with solutions to those, the feedback we got during this round was really positive with just a few suggestions for improvements. Users seemed to be liking the new white and blue minimalist feel a lot more than the purple. In addition, users seemed to love the animations which told us that we should keep adding more in appropriate places throughout the app. Also, a few of the screens were not scrollable which made the app appear frozen and confused the users; to this, we simply made those pages scroll and bounce back up at the end of the page.

The improvements that were suggested to us were to somehow link the paper trading feature with the educational feature. While we certainly would have liked to do this by project day, we simply did not have enough time. That being said, it is certainly in the books for future work on the app. Suggestions were to indicate whether or not a trade a user was about to make was risky or not, what the fundamentals indicate (are they good? are they bad? etc.).

Fourth Round

This user testing round was again rather positive with a few suggestions for improvements. Some people indicated that the multiple choice during the lessons wasn't really interactive enough and suggested that for future works, other interactive components to the lessons would be nice. We also got the question of how we were going to get users. A suggestion was to offer

a quiz prior to sign in / sign up that would tell investors their investment personality. This means that the incentive to download the app is to learn the type of investor you are (people love quizzes like that) which then leads you to using the app. Both the initial quiz and other types of interactions are excellent suggestions that we simply just didn't have time to implement by project day; however, they are in the back of our minds for future work of the app.

Conclusion

All in all, the user testing rounds we performed were all rather short with very surface level feedback. While all of this feedback was excellent and helped us improve the look of the product, it did not give us much on the overall experience. We got a lot of small suggestions on user interface components but not much on the end-to-end experience. If we had to do it all over again, it would have been nice to get a few people to download the app and get them to use it for a few days to get their feedback from that perspective. That being said, the feedback we did get was all super useful and we believe we did an adequate amount of user testing given the timeline of the project. We took all of the feedback with an open mind, took the feedback we thought made sense to implement a solution for, and for the feedback we didn't, we ensured we came up with a valid rationale as to why.