

USABILITY STUDY

CSC 238, Fall 2019

Hello? HANG UP!

Stop mobile addiction

Group Members

Harsh Gupta

Gargi Prabhugaonkar

Amit Kulkarni

Ninad Jadhav

Test Description

Baburao Ganpatrao Apte (Babu) and Nana Patekar were the users chosen for the test. The participants were carefully and thoughtfully chosen as both Babu and Nana are smartphone addicts and need help to combat it. The test took place in user's natural setting i.e. on the university campus as both the participants are students. We asked each participant to start using our application from the dashboard page. The usability test protocols were followed. The participants were given a specific goal or target (a set of tasks) while using the application. They were neither guided nor helped with accomplishing the tasks. This helped us understand how users interacted with the design and flow of the application.

We conducted the usability test using the redesigned updated paper prototype. Harsh was the facilitator and helped in facilitating the usability test. Harsh changed the screens (papers) to simulate a working application. Amit and Ninad served as observers by recording the usability test. Amit recorded the current state (screen) of the application and Ninad recorded participant's reaction to each screen. Gargi acted as a scribe. She observed the users and took notes. She was responsible for noting the nuances in the user expressions while interacting with the screens.

Hello? Hang Up! Challenges Screen

Task 1: Take Challenges and Earn Rewards

The participants were given a goal to earn reward. They were hinted as to how to earn the rewards using Hello? Hang Up!

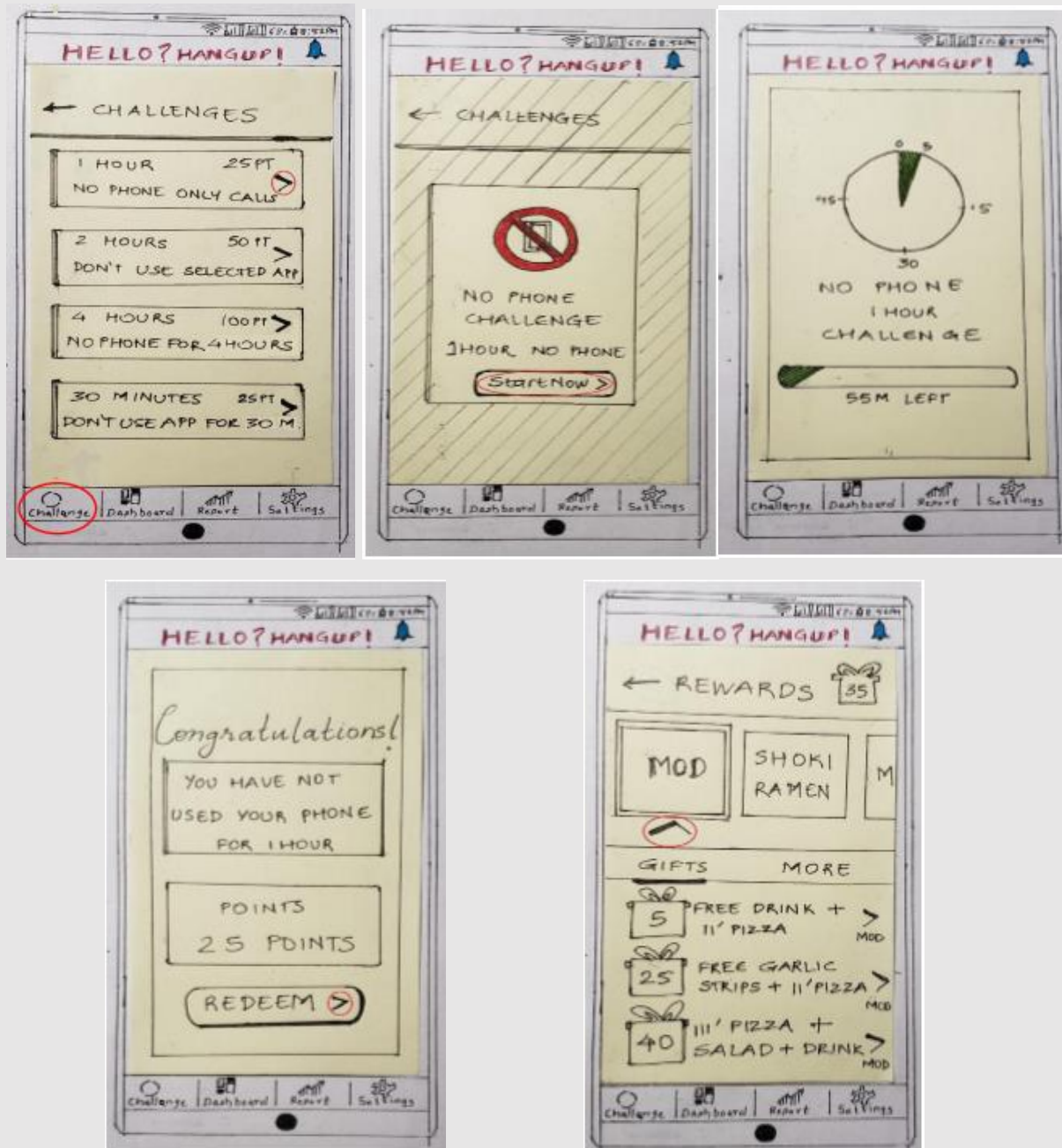


Fig 1: Challenges Screens

Participant 1: After scrolling through different challenges, Babu decided to take one-hour challenge and he set aside his phone for an hour. Initially he was tempted to use his phone when he got notifications, but the one-hour challenge pop-over notification prevented him from using his phone. After completing his challenge, Babu clicked on “REDEEM” button which redirected him to rewards screen and then he chose an eleven-inch MOD pizza.

Participant 2: Nana seemed confused at the beginning. Observing deeply, it became evident that he was struggling to find the right way of earning rewards. Eventually he figured out that taking challenges would earn him rewards. Nana then immediately took an hour challenge.

Observations and Solutions: While Babu went through the challenge seamlessly, Nana seemed to struggle. We think that adding a tool tip text on dashboard icon or a help text on the dashboard screen would be very helpful.

Hello? Hang Up! Usage Statistics Screen

Task 2: View Usage Statistics

The participants were asked to view their app usage statistics.

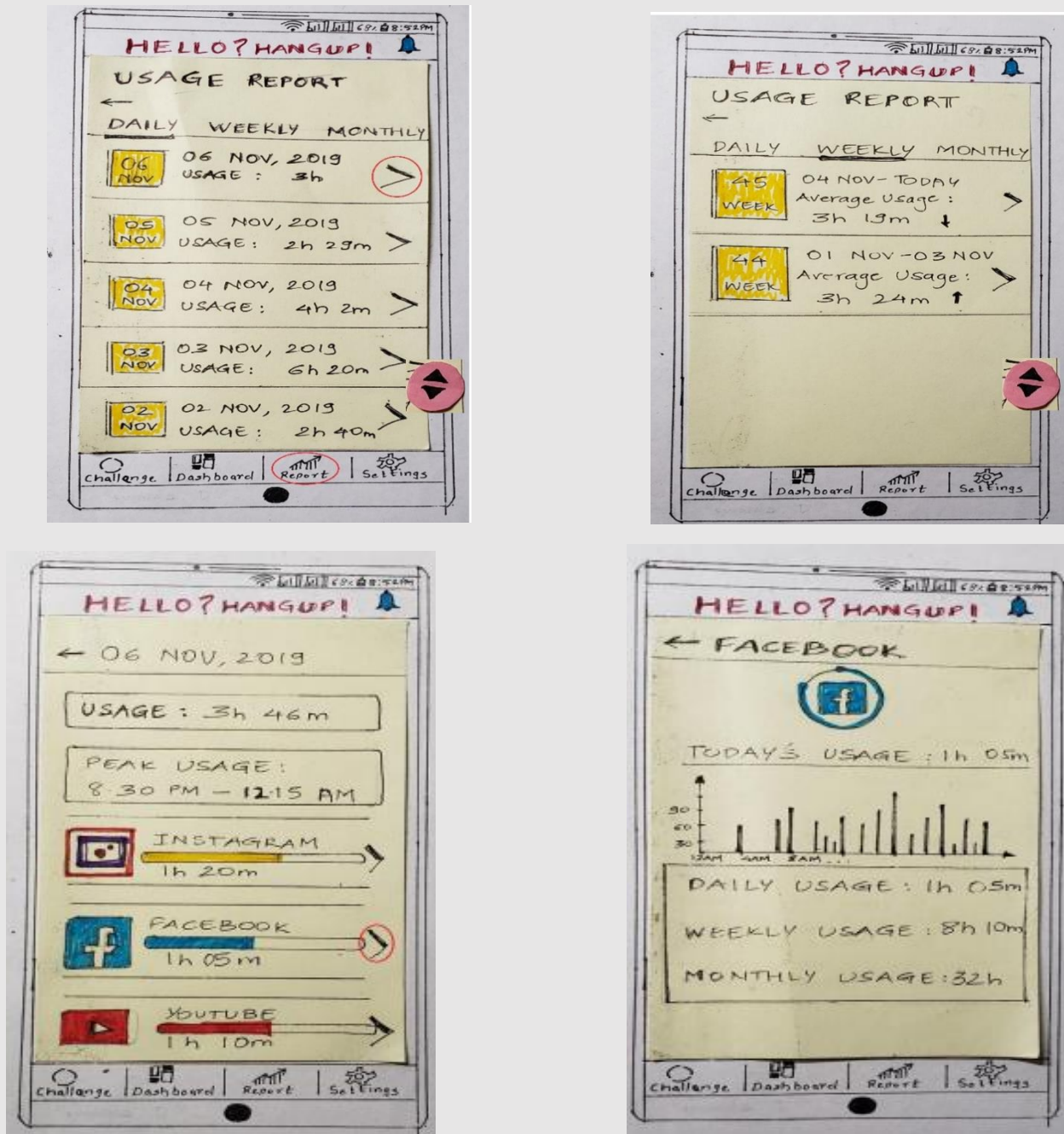


Fig 2: Usage Statistics Screens

Participant 1: Babu was curious to know how well he is combatting his phone addiction and so we asked him to navigate to usage statistics which enabled him to view the usage time for different apps. He found out the total number of hours he used his phone for and application- wise hourly usage. He was also able to distinguish between the apps that were causing distraction and the apps that were a real utility.

Participant 2: Numbers and graphs are of real interest to Nana. Nana really liked the design of the app usage screen. He liked the ease of navigating to the screen and was very very happy reading and analyzing all the usage statistics.

Observations and Solutions: It was easy for both the participants to accomplish the assigned task. It seems that app usage statistics screen is perfect in providing utility and ease of access.

Results and inference from usability test

Key points from the usability test are:

1. Users experienced ease of access while accomplishing tasks. Although one of the tasks was confusing to the participants, they found a way to accomplish it in no longer than a minute.
2. The task with ambiguous nature is due to the screen's heuristic flaws and requires redesign.
3. Aesthetic and minimalist design approach appealed to the participants who were happy to use it.
4. Participants felt an integrated, friendly and coherent environment throughout the screens a result of extreme focus on maintaining consistency and standard.