**SoundScape: Usability Testing & Iteration**

**1. Testing Methods Applied**

| **Method** | **Purpose** | **Insights Gained** |
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| **Moderated Testing (In-Person & Remote)** | Observe real-time interactions with core flows. | Users struggled to find "Nostalgia Mode" (buried in menu). |
| **Unmoderated (Lookback.io)** | Test natural behavior with prototype. | 60% ignored EQ sliders; wanted one-tap mood presets. |
| **A/B Testing (Figma + Maze)** | Compare variants (e.g., slider vs. preset UI). | Presets increased engagement by 35%. |
| **Biometric Validation** | Pair usability tests with heart rate/skin sensors. | "Calm Mode" reduced stress markers by 22%. |

**2. Participant Recruitment**

**Criteria:**

* **Segments:** Sentimental listeners (50%), therapeutic users (30%), audiophiles (20%).
* **Diversity:** Age (18–65), tech literacy, cultural backgrounds.
* **Exclusion:** Users who only listen to trending hits (anti-persona).

**Recruitment Channels:**

* Reddit (/r/Music, /r/AppleMusic).
* Local music communities (vinyl clubs, therapy groups).
* **Incentive:** $20 gift cards + free premium subscription.

**Sample Size:**

* **Round 1:** 15 users (moderated).
* **Round 2:** 50 users (unmoderated/A/B).

**3. Common Usability Issues**

**Top 3 Problems:**

1. **"Nostalgia Mode was hard to find."**
   * *Issue:* Hidden under profile tab.
   * *Fix:* Moved to **Home screen as a "Time Capsule" banner**.
2. **"Mood sliders felt intimidating."**
   * *Issue:* Users skipped customization.
   * *Fix:* Replaced with **one-tap presets ("Chill", "Focus", "Energy")**.
3. **"Generative visuals distracted from lyrics."**
   * *Issue:* Dynamic art overpowered text.
   * *Fix:* Added **toggle ("Minimal/Full Visuals")**.

**Other Findings:**

* 40% missed "Save to Memories" ♥ button (changed to **bookmark icon + tooltip**).
* Colorblind users confused teal/coral sliders (added **patterns**).

**4. User Feedback → Design Changes**

| **Feedback** | **Iteration** | **Result** |
| --- | --- | --- |
| *"I don’t trust mood tracking."* | Added **manual mood override** ("I’m feeling \_\_"). | 80% used hybrid (auto + manual). |
| *"Timeline feels cluttered."* | Grouped memories by **year → month** (like iOS Photos). | 50% faster navigation. |
| *"Where’s my ‘Wrapped’ recap?"* | Added **"Year in SoundScape"** (private, no social sharing). | 90% engagement at launch. |

**5. A/B Testing Results**

**Test 1: Sliders vs. Presets**

* **Variant A:** Custom EQ sliders.
* **Variant B:** One-tap mood presets.
* **Winner: Presets** (35% more usage, 20% faster task completion).

**Test 2: Memory Lane Layout**

* **Variant A:** Grid (like Spotify).
* **Variant B:** Vertical timeline (like iOS Photos).
* **Winner: Timeline** (60% preferred "nostalgic" feel).

**Post-Test UI:**

**6. Measuring UI Effectiveness**

**Success Metrics:**

1. **Task Completion Rate:**
   * Pre-test: 65% found "Nostalgia Mode."
   * Post-test: 95% (after moving to Home).
2. **Time-on-Task:**
   * Mood adjustment: Reduced from 12s (sliders) → 4s (presets).
3. **Emotional Engagement:**
   * **"Nostalgia Depth":** Avg. time spent in Memory Lane ↑ from 1.2 → 3.5 mins.
   * **"Chill Score":** 70% used "Calm Mode" weekly (vs. 25% pre-iterations).

**Tools:**

* **Hotjar:** Heatmaps confirmed presets > sliders.
* **Amplitude:** Tracked "Memory Replays" post-launch.