

# Third Usability Study

User Interface Evaluation and Design

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## Recommendations from Second Usability Study

Label	Recommendations	Support
1	Change the color scheme from the teal blue/yellow/orange to another scheme.	Most users preferred the second color option (light blue and pink). Some felt this way because of aesthetics, and others, because there was better contrast and the script was easier to see.
2	Add a static “edit” button that the user can easily see for the edit profile feature.	Finding the button to edit is not intuitive. If there was a static button below the photos the user would find it more easily.
3	Have the “see all” and “read more” links on the profile page be more visible	Some users were not immediately able to find the “see all” and “read more” links.
4	Menu items need to be a bit more recognizable.	The navigation menu has been confusing to a few users.
5	Make sure there is a pop-up dialogue box to ensure big decisions (e.g. log out or save settings). Notify users if they have changed something, that way they can undo any accidental changes before saving.	The settings users in the last usability study felt unsure of all the uses and wanted to be sure everything was done correctly.
6	Have more activities available for the user to see and add a filter button.	Many users suggested they wanted to see more activities and find specific activities more quickly.
7	Give users more information when viewing the date and accepting or rejecting a date.	Some users thought there wasn’t enough labeling or information presented when viewing their dates and accepting or rejecting a date request.
8	Add a screen after joining the date to make it more clear the user who	There is currently no explanation when users join a date that they will either be accepted or rejected

	created the date has the ability to accept or reject the date.	
9	Allow the user to directly message their date after accepting their date request	There is currently no way for the user to directly message the other person after accepting a date. The user needs to go to the message screen and then start a conversation.

# Criteria

Criteria	Priority
The user should be able to quickly create and post a date, or find a date.	Priority 1
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2

- It doesn't take long for user to find deals [Efficiency]
- User can successfully navigate through the program [Learnability]
- User can infer obvious controls in the program [Mapping]
- User is able to find what they are looking for [Motivation]
- User sees program as worth using and not a waste of time [Trust]

# Prototype

<https://www.figma.com/proto/blagIA8m0gcyBpGAENuPxu/Dating-App-Interactive-Mockup?node-id=16%3A369&viewport=343%2C-1408%2C0.170692577958107&scaling=scale-down>

# Usability Plans

## Profile Features

### Hypotheses

1. The user will understand how to create their profile.
2. The user will understand how to view someone else's profile.
3. The user will understand how to edit their own profile.
4. The user will not be confused by the new layout.
5. The user will understand how to add tags to their own profile.
6. The user will understand how to add a new photo to their profile.
7. The user will feel comfortable with the color scheme.
8. The user will understand how to go back to a stage in the profile creation.

### Experiments

Label	Experiment	Hypothesis
A	Ask the user to create their new profile.	1
B	Ask the user to view the profile of a different user.	2
C	Ask the user to examine each aspect of a user's profile.	2
D	Ask the user to edit their own profile information.	3
E	Ask the user if they are confused about anything so far.	4
F	Ask the user to select tags for their profile.	5
G	Ask the user to add an additional photo for their profile.	6
H	Ask the user how he feels about the color scheme.	7
I	Ask the user to go back a stage in the profile creation.	8

## Script

Step	Instruction	Experiment(s)	Interpretation
1	Greet participants and give a brief explanation of study and the application.	-	-
2	Starting with the first step of profile creation, prompt the user to fill the input field with the appropriate information.	A	If the user manages to fill in the input fields with the appropriate information without confusion or hesitation, then it will be a success.
3	Before prompting the participant to continue to the second step of profile creation, ask the user their thoughts on the profile creation so far and how they feel about the design decisions.	E, H	If the user likes the layout and feel, then it is a success.  Take note of anything the user mentions about layout and design.
4	Prompt the participant to proceed to the second step of profile creation and upload a photo to the profile, asking them for their thoughts as they do so.	A, G, I	If the user can easily upload a picture, then it is a success.  Ensure the user can upload a second picture if they want to.
5	Allow the participant to continue completing the second step of profile creation, asking them for their thoughts as they do so.  The participant may write a simple and concise bio.	E, A	If the user likes the layout and feel, then it is a success.  Take note of anything the user mentions about layout and design.

6	<p>Prompt the participant to proceed to the last step of profile creation.</p> <p>Ask the participant to add four common interest tags and add one of their own.</p> <p>Ask for their thoughts on the profile creation so far and how they feel about the design decisions.</p>	A, F	<p>If the user understands how to add tags, then it is a success.</p> <p>If the user likes the layout, then it is a success.</p> <p>Take note of any confusion in adding tags and thoughts on layout and design</p>
7	<p>Direct the participant to their profile and prompt them to edit their photos.</p> <p>Ask them to add one photo.</p> <p>Ask the participant what their thoughts are on editing profile photos.</p>	G	<p>If the user can easily find the button to add a picture and can walk through the steps, then it is a success.</p> <p>Record user's thoughts and opinions.</p>
8	<p>Ask the participant to edit their tags.</p> <p>Ask the participant for their thoughts on editing profile tags.</p>	D, E	<p>If the user can identify how to edit tags and thinks the process is easy, it is a success.</p>
9	<p>Ask the participant to edit their bio.</p> <p>Ask the user their thoughts on the profile editing and how they feel about the design decisions.</p>	D, E	<p>If the user can find where to edit their bio and they think the process is easy, then it is a success.</p>
10	<p>Direct the participant to view another profile.</p>	B, H, E	<p>If the user likes the layout, color scheme, and</p>



	Ask them their initial thoughts on the layout and design of the profile presentation.		presentation, then the design is a success.
11	<p>Ask the participant to view all of the profile photos associated with the given profile.</p> <p>Note if they fail to view all of the photos.</p> <p>Ask the user what their thoughts are on viewing profile photos.</p>	C, E	<p>If the user can view all the pictures without issue or confusion, then it is a success.</p> <p>If the user fails to view all photos, ask why they did not view them all.</p> <p>Record user opinion and thoughts.</p>
12	<p>Ask the participant to view all of the profile tags associated with the given profile.</p> <p>Ask the participant their thoughts on viewing profile tags.</p>	C, E	<p>If the user can easily view the tags and don't have issues, then it is a success.</p> <p>Record user opinion and thoughts.</p>
13	<p>Ask the participant to view the bio associated with the given profile.</p> <p>Ask for their thoughts on viewing profile bios.</p>	C, E	<p>If the user can easily view the bio and doesn't have any issue, then it is a success.</p> <p>Record user opinion and thoughts.</p>
14	Thank the participant for their cooperation and tell them their input is valuable and appreciated.	-	-

**Changes from Previous Plan**

The color scheme has changed, as well as some of the layouts. There are now screens to add pictures and tags when creating a profile, as well as when editing them post creation. The method of editing pictures has been changed, and this study will focus mostly on this aspect, as that was the only issue users experienced in the last study.

# Activity Features

## Hypotheses

1. The user will quickly find a list of all available activities in the area.
2. The user will be able to easily utilize the app's search functionality.
3. The user will be able to navigate the updated list of activities with ease.
4. After the user clicks on an activity and sees the page with more detail, they will be able to return to the list of activities easily.
5. The user will be able to create a date from an activity without difficulty.
6. The user will understand how to control which individuals are able to join the date they create.
7. The user will be able to add other users to their date without difficulty.
8. The user will be able to easily find the "apply" button for any date.
9. The user will go through a few of the listed dates before choosing one.

## Experiments

Label	Experiment	Hypothesis
A	Ask the user to access the app and log in.	1
B	Ask the user to look specifically for activities involving a certain interest.	1 , 2
C	Ask the user to use the filter to find the most expensive activity involving the aforementioned interest.	3
D	Ask the user to get more details about a certain activity, then return to the list.	4
E	Ask the user to locate where to start creating a date.	5
F	Have the user attempt to set up a date for themselves and another individual.	6
G	Have the user attempt to set up a date for a group.	6
H	Have the user search for other users to add to their date.	7
I	Ask the user to try applying for a date.	8
J	Ask the user to pick three of their favorite dates currently listed.	9

## Script

Step	Instruction	Experiment(s)	Interpretation
1	Install the app on a mobile device and create a test account.	-	-
2	Greet the user and explain what is being studied.	-	-
3	Present the user with a mobile device with the app installed.	-	-
4	Give the user the test account's credentials and ask them to sign in.	A	<p>If the majority of users are able to find where to input the username and password, and click the correct button to sign-in, the design is good.</p> <p>If the user takes longer than 10 seconds to log in, ask which part of the process was most confusing.</p>
5	Ask the user to find an activity that fits their interests.	B	<p>Observe their efforts in navigating the app.</p> <p>If they take more than 5 seconds to find out how to navigate to the activities list, record their actions</p>
6	Ask the user to specifically find a certain activity (e.g. movies).	C	<p>If the user cannot find how to search for a specific activity within 7 seconds or doesn't utilize the search option, ask them how the search option could be more clear.</p>
7	Ask the user to get more details about a specific activity, and then return to the list of activities.	D	<p>If the user cannot find how to get more details of an activity, record what they attempted instead of clicking the activity.</p>

			Ask how they would prefer the design to function.
8	Have the user look through the activities available and pick one they would like to create a date for.	E	Record feedback concerning correspondence between activities and creating dates.
9	Have the user look through the activity details and find where they can create the date.	E	Record how long it takes the user to locate where they can create a date.
10	Have the user start setting up a date for themselves and a single other person.	F	Look for roadblocks that can cause user frustration while completing this task.
11	Have the user search for the other person they want to invite on their date.	H	Record how much effort it takes the user to complete this task.
12	Have the user set up a group date.	G	Look for roadblocks that can cause user frustration while completing this task.
13	Ask them to point out a few of the current events on the app they like the most.	I	If a user asks questions about how to apply, ask what may have made it easier to understand.
14	Ask if they found it difficult to find a date they liked and why.	J	If a user picks events without going into the detailed page, ask why they didn't go into the deeper pages.

### Changes from Previous Plan

We don't change anything because we believe our plan is good enough so we can still follow this plan to check your part of the app.

# Message Features

## Hypotheses

1. The user will feel that the app has a consistent appearance.
2. The user will be able to find where to view the dates they have joined/planned.
3. The user will be able to find and read all of the details of a date they have joined/planned.
4. The user will know which date is a group date and which is an individual date.
5. The user will be able to find the messaging feature and read a message sent to them.
6. The user will be able to send a message to another user who has a conversation with them.
7. The user will be able to find where to view requests to join their planned date.
8. The user will be able to view the requester's profile and then navigate back to the pending request.
9. The user will know how to accept/decline someone's request to join their date.
10. The user will like the colors and be able to read the text.
11. The user will be able to understand the controls without an explanation. The navigation items will make sense to the user.
12. The user will understand the symbols and terms used throughout the app.
13. The user will be able to know how many new date requests he has received in total by looking at the icon labeled dates.
14. The user will be able to know how many new requests have been made for each individual date by going to the date requests page.

## Experiments

Label	Experiment	Hypothesis
A	From the main screen, ask the user to navigate to where they can view all the dates they have joined/planned.	2
B	Ask the user to get more details about a specific date they have joined/planned.	3
C	Ask the user to identify a date that is a group date and a date that is an individual date.	4

D	Ask the user to navigate to the messaging feature and read the first message in their inbox.	5
E	Ask the user to send a message to someone who has sent them a message.	6
F	Ask the user to navigate to their pending date requests and open a request.	7
G	Ask the user to view the requester's profile and then navigate back to the request.	8
H	Ask the user to either accept or decline the date request.	9
I	Ask the user if they like the colors	10
J	After showing the paper prototype to the user, ask if it felt cohesive and consistent. Ask if they understood the controls.	1, 11, 12
K	Ask the user to identify how many new date requests he has received in total.	14
L	Ask the user to identify how many new date requests he has received for each individual date.	13

## Script

Step	Instruction	Experiment(s)	Interpretation
1	Present the prototype for the main event screen first, and then ask the user to find the details of all the dates they have joined/planned.	A	Note any issues they have.  If the user cannot find where to view their dates, ask them what would help to make it more clear.
2	Ask the user to find one group date and one individual date in their list of dates.	C	If the user does not scroll through the list to find the dates, ask them why not and what is more intuitive to them.  If they do not see the "individual date" or "group date" label, it needs to be made more clear.
3	Ask the user to get more details about the Dinner date on their list.	B	If the user does not understand that they need to click the date label to get more information, ask what would make it more clear.
4	Have the user go back to the main screen and ask them to read a private message, and then send a reply.	D, E	Record how the user gets to the message feature.  If they are confused or take more than 7 seconds to find it, ask what they are thinking and why they cannot find it.  If the user cannot figure out how to send a message, ask why and record the answer.
5	Have the user go back to the dates screen and ask them to navigate to their pending requests page.	F	If the user takes more than 10 seconds to find the page, ask what would make it more intuitive for them.



			If they find it quickly, ask what helped them to find it.
6	Ask the user how many people have requested to join their dates total.	K	If they correctly identify the number, that's good, if not, ask them where they expected to find that information.
7	Ask the user how many people have requested to join each of their individual dates	L	If they correctly identify each number, that's good, if not, ask them where they expected to find that information.
8	Ask the user to look at the two different requesters' profiles for the dinner date.	G	If the user cannot navigate back to the pending requests page, the design needs improvement.
9	Ask the user to accept or decline the requests.	H	If the user cannot figure this out, the design fails.
10	Ask the user if they like the colors.	I	If they like the colors, then the design succeeds.
11	To finish, ask if the app looks consistent. Ask for any suggestions on how to improve the UI.	J	If the navigation menu items are clear and intuitive, the design succeeds.  Record any suggestions they have for the overall UI.
12	Thank the user for their time.	--	--

### Changes from Previous Plan

We added two new hypotheses pertaining to the notifications on the Date Requests page. We also changed the wording of some of the instructions to more closely match the new prototype.

# Setting Features

## Hypotheses

1. The new color scheme will be more pleasant and fun.
2. The new splash screen is more inviting and visually appealing.
3. The new update profile button in settings and its location would be natural and satisfy the users needs.
4. The different colors of the buttons at the bottom of the screen help the user to launch the proper action.
5. The new navbar style including the font style, size and color would please the user.
6. The user will find that the new navigation bar is simpler and easier to interact with.
7. The new settings style, margins, colors and design would be more appealing to the user.
8. The new location control would be easier to understand and to interact with.

## Experiments

Label	Experiment	Hypothesis
A	Ask the user to describe their feelings about the color scheme.	1
B	Ask the user what they like about the splash screen. Ask the user what they dislike about the splash screen.	2
C	Ask the user to locate the update profile button.	3
D	Ask the user to tap the button that deletes their account. Ask the user to tap the button that allows them to edit their profile.	4
E	Ask the user what they like about the navbar. Ask the user what they don't like about the navbar.	5
F	Ask the user to use the navbar to navigate back to the homepage.	6
G	Ask the user what they think of the overall design of the settings page. Ask them what they like and dislike.	7
H	Ask the user what the location control does and tell them to change their location to an address.	8

## Script

Step	Instruction	Experiment(s)	Interpretation
1	Welcome the interviewee.  Explain the project that they will be participating in.	-	-
2	Present the user with the splash page.  Ask what their thoughts are on the page.  Ask about the color scheme.	A, B	Record their thoughts, feelings, and impressions of the splash page.
3	Bring them to the settings page, ask them what their thoughts are on how the page is laid out.  Ask what their thoughts are on the navigation bar.	E, G	Record their thoughts on each.
4	Lead the user to the settings page.  Ask them to locate the "update settings" button.	C	Record their time. If it takes the interviewee more than 2 seconds then the settings option is too difficult to find and needs editing.  Ask the user what held them up and record their response.
5	Have them tap the button that allows them to edit their profile.  Ask them to locate the button that allows them to delete their profile.	D	Record their time. If it takes more than 2 seconds for each task, then those specific tasks are too complex for the user and need to become more efficient.  Ask the user what held them up and record their response.
6	Ask the user to try out the location portion of the settings.	H	If they can't seem to explain what it can do then the function is too complex and needs to be changed.

	After a few minutes ask them to explain what the location settings do.		If the user answers that the feature allows them to change/update their current location and to change their range of finding people and/or events, we know that the design was successful.
7	Ask the user to try out the location portion of the settings.  After a few minutes ask them what the location settings do.	F	Record their time, if it takes more than 2 seconds then the function is flawed and needs to go back for editing.  Ask the user what held them up and record their response.
8	Thank the interviewee for their participation.	-	-

### Changes from Previous Plan

We separated the Hypothesis and Experiments sections. The hypotheses now reflect changes in the design and compare the current design with the old design (paper prototype). The experiments are now more in-depth: this will make it possible to gather richer data. The instructions in the script are now more specific and reflect the changes made to the experiments. Some instructions in the script now incorporate multiple experiments. The interpretations for the results of each instruction are now more specific.

# Report

## Qualitative Data Analysis

### Criteria

- It doesn't take long for user to find deals [Efficiency]
- User can successfully navigate through the program [Learnability]
- User can infer obvious controls in the program [Mapping]
- User is able to find what they are looking for [Motivation]
- User sees program as worth using and not a waste of time [Trust]

### Key Hypotheses

Hypothesis	Supported or Refuted
The user will understand how to create and modify their profile.	Supported. Nearly all participants of the profile section had little to no difficulty.
The user will be able to efficiently navigate the application layout.	Overall supported, small glitches.
The user will feel the app design is consistent throughout the app.	Supported. Nearly all participants in each study felt the design was consistent. If there was a problem such as with color, they had their problem with it everywhere.
The user is pleased with the design aesthetics of the app including color, icons, menus and other graphic elements.	Partially supported. Overall users find the current design easy to understand, but find formatting and color elements need improving. Participants in Settings studies found the "hot pink" chosen to be a poor choice. About half seem to like the designs, about half still have some issues.
The user will quickly locate and search through activities effectively.	Some users wanted more activities to be listed on the first page. They were able to use and search the activities but wanted to view more at a time.

Users will understand backwards and forward navigation of the app.	There were a few clutches with users as the direction of the navigation was reversed and or confusing. Overall most were able to use it professionally.
Users can create and edit a date activity without difficulty.	Supported. There were no major complaints in the activities study on this topic.
Users will understand how to manage other users requesting their date/activity with minimal difficulty.	Supported. There were no major complaints in the activities study on this topic.
The user will be able the “apply button” for any date or activity.	Supported. The users were able to do this with minimal difficulty, however some felt the apply button text was a bit confusing.
The user will be able to find where to view the dates they have joined/planned.	Supported. Almost all users in activities and messaging studies were able to find this with minimal to no difficulty.
The user will be able to find the messaging feature and read a message sent to them.	Mostly supported. Almost all users in the messaging studies were able to do this with minimal to no difficulty. Some users experienced a problem with the back button or swiping.
The user will be able to send a message to another user who they are chatting with.	Supported. Almost all users of the messaging studies were able to do this with minimal to no difficulty.
The user will be able to “review” requesting participants and a “select” who joins their date.	Partially refuted. One user said they were “forced” to select a date and couldn’t back out of it. There should be a confirm or deny and then a confirmation of it. Crucial bug to fix.
The user will understand the symbols and terms and their interactions used throughout the app.	Mostly supported. Almost all users in each study felt that they understood the symbols well.
The user will be able recognize, view, and access notifications including date requests.	Supported. Almost all users in the messaging study were able to find their notifications with minimal to no difficulty.

<p>The new update profile button in settings and its location would be recognizable and satisfy the users needs</p>	<p>Largely refuted. Users in the settings study found that they found the placement of the update profile as awkward.</p>
<p>The user will find that the new navigation bar is simple and easier to interact with.</p>	<p>Supported. Users in all studies found the newer navigation bar easier to understand and work with.</p>
<p>The new settings style, margins, colors and design are more appealing to the user.</p>	<p>Partially refuted. Users in all studies found the design greatly improved but many found issues with margins, color, or overall design. Particularly users from the profile and settings sections.</p>

## Key Vignettes

### Profile Features Vignette

#### Overview

Tom decides to try out that new dating app he's heard about. He's curious and is always trying to find new things to do in the small town of Rexburg Idaho. He begins creating his profile, but gets a little turned off by some of the designs. It looks like it was made in a college design course. He also feels uncomfortable telling everyone how much he wants to spend on dates. He marks all three options so he doesn't look cheap or shallow, and continues making the profile. He notices that the UI is a bit misaligned and uneven, and he gets distracted from his task for a bit. He feels like the "Add Photos" section is in a weird spot, but he finishes up and browses through a few activities.

Tom reads through some profiles and likes looking at the tags and bios. He notices that nowhere does it show what their preferred budget is. Relieved that the public can't see his money spending habits, Tom goes to edit his profile. He navigates to settings and takes off the most expensive option. He also decides to swap around a few pictures and add one more in. He tacks on a few extra lines to his bio, adds a new tag and starts looking for dates to join.

#### Quotes

"I don't think 'bio' is the right word to describe this section. I think 'about me' is a better title."

"I am concerned if other people will know my budget, that is kind of personal. I feel like the budget should mention that only I will view this to reassure me others won't know if I'm rich or poor."

"I don't understand why my profile is under the settings tab, that isn't where I would expect to find it. Having the photo carousel in a window like this feels slightly awkward, I'm not sure I like it. Adding a new photo wasn't hard, it's the process I would expect to see on an iPhone. "

"I like the design, I find it organized and visually pleasing."



## **Activities Features Vignette**

### **Overview**

The average user is quickly able to understand the app layout due to the simplicity and the familiarity they have with other apps and their iconography. They appreciate how straightforward and simple the entirety of the interface is. The occasional user has little problem with the app. Novice users will have normal difficulty.

Tommy is an average user of the app. After a short time he was able to master the layout because of its simplicity and familiarity. He feels that the icons while unique, remind him of other apps. He appreciates how straightforward the interface is. He is able to help his friend Linda who is less tech savvy to understand and utilize the app after a short time.

### **Quotes**

"I like what these icons do now, the Join, home, setting, is exactly what you want here, it's fast and efficient."

"I loved the new colors, the scheme of colors, the gradient and the pink all make the things modern and satisfying, so the new colors are pleasing to the eye."

"I like it a lot. I like how you don't have the events having a white border anymore. I think the colors are well balanced and proportioned just right. I think I would make the name of the events (ex: Fat Cats) a bit thicker so that they don't blend into the background so much."

"Well depending on what the event is, like maybe participants need to bring something. You should have an 'Additional Comments/Details' section."

"It was very easy, though you should add a confirmation at the end. You should put 'Date Confirmed' in big bold letters."

"When you said to create a date, I immediately thought to click on the 'dates' button, so that was a little confusing."

"I wouldn't want my date public. I wouldn't want four people to join my date but it looks like I can't change that"

## **Message Features Vignette**

### **Overview**

Tommy is happy he can control who goes on a date with him. He can see all of the people who have requested to join his date. He likes being able to see official dates and dates he needs to accept another person. The message feature is familiar to him

and easy to find on the navigation. Overall, he is confident he can navigate through the app. Sometimes however he gets confused by the swiping left and right features.

### **Quotes**

“I am trying to get back to the main screen, but there is no way for me to navigate there. Some buttons do not work on this page but I would imagine I would click on the messages menu button to get there.”

“I don’t know. I see this button but I don’t know what it means. The wording is confusing because I am thinking I will request to join this date. I don’t know how to see who has requested to join my date.”

“Click on the person I want to message. This seems pretty similar to any messaging app. I can send or receive a message easily.”

“Because I see those dots at the top I am assuming I am going to swipe left to get to the next page... hmmm that does not work. Oh, I guess the swiping mechanism is set up backwards. Usually if you swipe left it will take you to the right bubble not the left.”

## **Settings Vignette**

### **Overview**

The updated design has been a success. Users feel more comfortable using the app and it feels more familiar. The pink color has proven to throw some people off. In the coming weeks we plan to fine tune our design. Many small changes need to be made such as sizing of buttons, margins and making the layout of the app more clear to the user.

Sarah, a previous user, had heard that the app updated and decided to give it another shot. She is thinking that the color scheme of the overall app is better but is a little put off by the choice of pink. Overall however, she has found the updated app to be far more usable and easy to navigate. Sarah feels that with some minor design improvements, the app would be perfect for her and her friends to use.

### **Quotes**

“I like the muted, softer, colored background and the brighter, more intense colors on top.”

“Maybe that the update profile is in the settings. Maybe that should be in the profile menu and not in the settings menu.”

“The only thing I would think [is] to change is the order, like home, messages, events, profile, settings.”

“The only thing I don’t like about it is the hot pink. It’s a little too pink.”

“I do like how the notification icon is highlighted.”

“I like the layout of the setting page and how straightforward it is. I don’t like the three buttons stacked on top of each other, I feel like it looks too crowded or something.

“I find it pretty straightforward, it is simple to use, the distribution, the buttons, etc, are great.”

## Holistic Vignette

### Overview

Sally has used the app for a while and has been pleased with the recent changes. Overall she finds the app as a whole has greatly been improved usability-wise. She feels that the colors and design choices still need some work, for example the “hot pink” hurts her eyes to look at after a while. She feels it is better than it was and just needs a bit of tweaking.

Sally browses activities and finds one to join with minimal effort. She decides to update her profile so when she is looked at as a potential date she will have her best profile picture up. She updates this and finds that the profile features have been made easier to understand and navigate. She is a bit put off by the budget question because she doesn't want the average-Joe to know how rich or poor she is. After a moment she determines that this is kept private, but still feels uncomfortable by it.

Going through settings she finds that they mostly are fixed up. She thinks they have improved but something is still slightly off. She would give it a 9/10 though. As she is working on her settings, she gets an in app notification that she has been selected for a date. She taps the notifications menu item and is taken to messaging with a guy named Jake. She finds the communications greatly improved and has minimal to no difficulty using these features except for one time she expected to swipe something left and went right instead. Sally thinks this is a bug, but overall is very happy with the improvements.

### Quotes

“The layout is really good. It’s easy to find everything. Felt the budget was out of place.”

“The pink and grey there have a slight value issue with the blue in the background, some areas look a little ‘clashy’ because of this.”

“This seems pretty similar to any messaging app. I can send or receive a message easily.”

“Because I see those dots at the top I am assuming I am going to swipe left to get to the next page... hmmm that does not work. Oh, I guess the swiping mechanism is set up backwards. Usually if you swipe left it will take you to the right bubble not the left.”

## Overall Recommendations

Recommendations	Reasoning
For profile creation consider removing the “budget” portion completely or altering it so the average user feels more secure about their personal data and information.	Every participant who commented on the budget feature felt insecure about it or that it felt like it gave away too much personal information to potential dates.
<p>The color scheme has improved over previous versions, however a few parts of it, like the intense “hot pink” chosen has been a bit off putting to some users.</p> <p>Consider a similar but less overpowering color scheme.</p>	In the settings features interviews, participant 2 disliked the hot pink color and thought it could be toned down a bit. Participant 3 did not like how the hot pink on the settings page did not match the pink highlight color of the navigation bar at the bottom.
<p>Allow color scheme customization.</p> <p>Allow the user to pick from four basic color designs to fit their comfort level. If you don't like hot pink you can pick the black and white basic theme, or the red, white and blue patriotic theme or the hunter/forest green theme.</p> <p>Just a little customization in the beginning would do wonders!</p>	Many interviewees have mentioned the color scheme, some very positively and some negatively. It is usually a very opinion-based issue, so allowing users to choose their own color palette could solve this problem.
<p>Replace the [budget] checkboxes with a slider, and emphasize that the selection is for filtering dates and will not be displayed.</p> <p>Make clear that the information is not displayed to anyone else and is not attached to the profile in any way.</p>	The participants who felt uncomfortable in the study giving out budget information feel they still would benefit by searching dates they can afford. They want the budget feature to be impersonal and more controlled by them, but not attached to their profile.
Fix the margins for the tags.	<p>From participants in profile features interviews:</p> <p>“There is no margin keeping them from hitting the edges of the container.”</p> <p>“Maybe filled in boxes instead of outlines would make it look less harsh. So far, this app looks very unprofessional, like, high-school-level work.”</p>

Add some transitions, or more dynamic lists of events, to show that the user's preferences and choices have consequences within the app itself.	A participant in activities was finding that the transitions between pages are jarring and need work to be smoothed out. "Tinder really established the swiping way to navigate a dating app. Maybe you could try that."
Add an 'Additional Information' field to the Create Event screen.	Activities participant: "Maybe if something needs to be brought you can have an additional info or request section or something like that."
Consider renaming the "Bio" section of the profile to something else, such as "About Me."	Some users felt that they did not want to share their "biography" with other users. They would prefer to share some key information about themselves instead. It is considered to be less intrusive.
Clean up profile features pages: alignment, margins, fonts, background, rounded-corners vs non-rounded corners, etc.	Multiple participants mentioned that things were aligned incorrectly or inconsistent.  "The numbers don't look centered in the circles. Text hierarchy feels uncomfortable. The gradient looks upside-down, the dark feels heavy on the top making it seem unbalanced. This is a gravity issue." "Font sizes and proximity are wrong for their relationships with each other."
Consider changing the button that says "Requests to Join" with a clearer label. Some users were confused by the wording.	A participant was confused by the button "Requests to Join". Thought she might be requesting to join that date but was confused because it wasn't where she expected.
Remove the "update profile" button on the settings page. It should be part of the profile only.	Many of the participants of the settings section felt that the update profile should be with the actual user's profile.

Please fix navigation bugs.	<p>“I can’t click on the message icon. You should fix it. I wasn’t allowed to view the messages, until we finished.”</p> <p>“You should fix it if that is where I am supposed to go.”</p> <p>“I am trying to get back to the main screen, but there is no way for me to navigate there. Some buttons do not work on this page but I would imagine I would click on the messages menu button to get there.”</p> <p>“I went back to the planned dates page but the messages button didn’t work.”</p>
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## Summary

This application is thriving. As we have now completed three usability studies, we have noticed the comments from interviewees becoming more and more positive. Each round of interviews brings us new perspectives and ideas, and the quality of the application improves almost daily.

The majority of users who have tested the app have spoken very positively about it. Not only do they enjoy the idea and goal of the app, but they find that the colors, design, and wording encourage them to continue using it. The feedback from test users has been in favor of our goals, supporting our main criteria. Users are finding it easy to create or find a date, they understand how to use the app because it is intuitive and simple, and, overall, they enjoy using the app.

We understand that the interface is not ready to be presented to the public yet. There are still issues regarding font, color, alignment, design-consistency, as well as some functionality problems. Even with these issues, many test users hope that this app will be released to the public in the near future because they would like to use it for themselves to improve their dating life. We hope this too!

# Appendix: Raw Data

## Profile Features

### Pre-Constructed Case Outline

Hypothesis	Tags
The user will understand how to create their profile	S_Create
The user will understand how to view someone else's profile	F_View
The user will understand how to edit their own profile	F_Edit
The user will not be confused by the new layout	F_Layout
The user will understand how to add tags to their own profile	S_Tags
The user will understand how to add a new photo to their profile	S_Photo
The user feels comfortable with the color scheme	Mo_Color
The user will understand how to go back a stage in the profile creation	Ma_Create
The user will easily find their way across the different pages of the app	Ma_Nav
The user will know what the budget setting is referring to, and will like the feature	Ma_Budget



## Participant 1

### Cover Sheet

Details: 25, Male

Overall: The user created his profile with a photo, but then thought to add other photos to make his profile more attractive. After a few minutes and several tries, he was finally able to add his photos.

Tags: F\_create, F\_edit, S\_photo, F\_Layout

Quotes: "After finishing my profile, I started to see other profiles and decided to add other photos to make my profile more attractive, but I didn't get how to do it as fast as I wanted."

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: 25 and college graduate

### Transcript and Codes

Interviewer: Can you see how to edit your information?

Interviewer: Can you add a new profile photo?

Participate: When I made my profile I uploaded a single photo, but later I wanted to upload more. It took me a while to get the others up, but once I got where I could, the process was quick and easy. **(F\_create, F\_edit, S\_photo)**

Interviewer: How do you like the layout?

Participate: I like the design, I find it organized and visually pleasing. **(F\_Layout)**

## Participant 2

### Cover Sheet

Details: Female, deal chaser

Overall: Liked every aspect of the app except the budget. Felt it was shallow and that displayed prices ranges should be searchable and not a setting.

Tags: Ma\_Budget, S\_Create, F\_View, Mo\_Color, F\_Edit, S\_Tags, S\_Photo, Ma\_Nav

Quotes: "Why does it want to know how much I want to spend!?"

"What if someone only wants to see expensive dates? They could miss a really fun creative date that doesn't cost anything!"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: User isn't looking for anybody to date, but wants to find fun things to do for as little as possible.

Notes: User liked the app overall. They thought it was creative and fun. Their only issue was with stating a budget

### Transcript and Codes

User was asked to go through profile creation. As far as functionality they had no Issues. **(S\_Create)**

When asked to select a budget they were very confused as to why that was necessary. "Why does it want to know how much I want to spend!? Do people see what I want to spend on dates?" They were told that would remain personal. They then stated "What if someone only wants to see expensive dates? They could miss a really fun creative date that doesn't cost anything!" **(Ma\_Budget)**

User easily finished profile creation and moved on to viewing a profile. They had an easy time looking at pictures, tags, and bios. "Everything is really simple. I like it". They also approved of the new color scheme. **(F\_View Mo\_Color)**

User was able to then find where to edit their profile, edit pictures, tags, the bio, and their budget with ease. **(F\_Edit, S\_Tags, S\_Photo, Ma\_Nav)**

Of the whole experience they said "I like it! The layout is really good. It's easy to find everything. I just don't like the budget thing. It was confusing at first and I think it doesn't belong.

## Participant 3

### Cover Sheet

Details: Female, casual

Overall: Liked the app as a whole. Didn't have any major problems. Felt the budget was out of place.

Tags: Ma\_Budget, S\_Create, F\_View, Ma\_Nav, F\_Edit, S\_Tags, S\_Photo

Quotes: "Congratulations, you guys have built a really user-friendly app."  
"Do people see your budget?"

### Participant Details

Target Audience Segment: Casual

Details or Reasoning: Recently got out of a serious relationship and is just trying to meet new people. Not ready to commit, but wanting to see what else is out there.

### Transcript and Codes

User went through profile creation without any problems or questions with exception of the budget. "Do people see your budget? \*no\* Okay, that's good. What does it for you then? \*explained the pricing of dates\* Okay. But what if I want to see more than just what I have selected?" (**Ma\_Budget, S\_Create**)

User easily viewed the elements of another users profile. "Yeah, everything is good" (**F\_View**)

When asked to edit their profile they easily assumed it would be in settings "I'm guessing its in settings? \*clicks settings\* Okay cool." (**Ma\_Nav**)

Once to the edit page, the user had no trouble editing every element of their profile. (**F\_Edit, S\_Tags, S\_Photo**)

Of the app as a whole the user said "Everything looks good. Congratulations, you guys have built a really user-friendly app".

## **Participant 4**

### **Cover Sheet**

Details: Female, serious dater

Overall: Thought the app was very easy to use and didn't have any problems.

Tags: F\_Layout, S\_Create, F\_Edit, S\_Photo

Quotes: "This was all super easy"

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: User is in their last few semesters of college and would like to find that special someone before they leave.

### **Transcript and Codes**

User went through every aspect without difficulty or complaint. **(F\_Layout)**

They had excellent mapping and only had good things to say in response to promptings about their thoughts or feelings about certain aspects. **(S\_Create, F\_Edit, S\_Photo)**

After the interview the user said "This was all super easy"

## Participant 5

### Cover Sheet

Details: 27, male, student studying Construction Management

Overall: Difficulty finding their own profile to edit it. Compared the feel to Mutual and found similarity with it.

Tags: Ma\_Nav, S\_Tags, F\_View, S\_Create, Ma\_Budget

Quotes: "Where am I supposed to find my profile?" "It feels... similar to other dating apps"

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Age 27, graduating college, doesn't want to waste time when dating.

Notes: Participant was given a brief background on what the app was for and why they were being asked to help give feedback on its development. A scenario was given to them explaining that they are going to make their profile, edit it, and view another users profile.

### Transcript and Codes

Start the interview

It looks kind of funky, like its fake. Like it isn't a real app.

Interviewer: Ask the user to create their new profile.

Participate: "I think adding a photo in creation is in a weird order, like, that is usually the last thing that you do." (**S\_Create**)

I: Ask the user to select tags for their profile.

P: "I don't like the square boxes with the x's for the tags, doesn't look good, feels forced. This part is like Mutual. The checkboxes and text for the budget look too big." (**S\_Tags, Ma\_Budget**)

I: Ask the user to view the profile of a different user.

P: "Where am I supposed to find my profile, there is no section for it. My guess is

settings but that doesn't make sense. It was hard to find the profile but adding a photo was straightforward." **(Ma\_Nav)**

P: "It works."

I: Ask the user to view the profile of a different user

P: It feels familiar, similar to other dating apps. I don't like that I have to tap to see more, the boxes should just be bigger so I can see everything at once. **(F\_View)**

End the interview

## Participant 6

### Cover Sheet

Details: 26, male, student studying Mechanical-Engineering, junior

Overall: Intuitive functionality. No issues in figuring out how everything worked.

Tags: Mo\_Color, Ma\_Budget, S\_Tags, F\_View, S\_Create, F\_Edit, S\_Photo, Ma\_Nav

Quotes: "The unevenness of the right and left edges in the tags really bothers me."

"I am concerned if other people will know my budget"

"Very intuitive, simple."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Hasn't had much luck with dating lately, just wants to take it easy

Notes: Participant was given a brief background on what the app was for and why they were being asked to help give feedback on its development. A scenario was given to them explaining that they are going to make their profile, edit it, and view another users profile.

### Transcript and Codes

Start the interview

Interviewer: Ask the user their thoughts on the profile creation so far and how they feel about the design decisions.

Participate: The colors are an interesting choice, not bad, but has an odd Easter/Spring feel. I like the fonts. The title font has a nice relaxed feeling. It feels more feminine. The main body feels very generic. **(Mo\_Color)**

I: Prompt the participant to proceed to the second step of profile creation and upload a photo to the profile, asking them for their thoughts as they do so.

P: Very intuitive. I had to tap a few times for that to work, (the hitbox is too small)

**(S\_Create)**

I: Budget in the setting

P: The budget is an interesting part. I am concerned if other people will know my budget, that is kind of personal. I feel like the budget should mention that only I will



view this to reassure me others won't know if I'm rich or poor. The unevenness of the right and left edges in the tags really bothers me. **(Ma\_Budget, S\_Tags)**

I: Ask them to add one photo. Ask the participant what their thoughts are on editing profile photos.

P: Very intuitive, simple. **(F\_Edit, S\_Photo)**

I: Ask the participant to edit their tags. Ask the participant for their thoughts on editing profile tags.

P: Very intuitive, adding tag selection screen still doesn't have a good alignment. A slider here seems "extra" because there are only three options. If there were more than three it would work better. But it looks really nice, much better than the check boxes. It makes sense that you would automatically select lower values as you slide to the right though. **(Ma\_Budget, S\_Tags)**

I: Ask them their initial thoughts on the layout and design of the profile presentation.

P: It looks good overall. The name doesn't look like it is centered perfectly. It has a basic clean look to it. I like the navigation bar at the bottom. It gives me an idea of how the app will work. **(Ma\_Nav)**

P: Ask the user what their thoughts are on viewing profile photos.

I: Made sense **(F\_View)**

I: Ask the participant their thoughts on viewing profile tags.

P: One of the tags is floating down by itself a little. **(S\_Tags)**

I: Ask the participant to view the bio associated with the given profile. Ask for their thoughts on viewing profile bios.

P: I don't think bio is the right word to describe this section. I think about me is a better title. **(F\_View)**

End the interview

## Participant 7

### Cover Sheet

Details: 24, male, student studying Graphic Design, senior

Overall: The app feels unprofessional and inconsistent in its design. Some principles that need work are type hierarchy, spacing, and alignment.

Tags: Ma\_Budget, S\_Tags, Ma\_Nav, Mo\_Color, F\_Layout, F\_View

Quotes: "The function is there, but the design needs work"

"The slider for selecting your budget makes more sense"

"This page doesn't seem to follow consistent vertical spacing rules between elements."

"Font sizes and proximity are wrong for their relationships with each other."

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Bored in a small town, looking for cheap stuff to do to stay busy and get out more.

Notes: Participant was given a brief background on what the app was for and why they were being asked to help give feedback on its development. A scenario was given to them explaining that they are going to make their profile, edit it, and view another user's profile.

### Transcript and Codes

Start the interview

Interviewer: Ask the user their thoughts on the profile creation so far and how they feel about the design decisions.

Participate: The numbers don't look centered in the circles. Text hierarchy feels uncomfortable. The gradient looks upside-down, the dark feels heavy on the top making it seem unbalanced. This is a gravity issue. **(F\_Layout)**

I: Prompt the participant to proceed to the second step of profile creation and upload a photo to the profile, asking them for their thoughts as they do so.

P: Line weights are too thin on the circles and bio outline. Squared corners in the bio outline are inconsistent with the rounded corners of the container. Font sizes and proximity are wrong for their relationships with each other. **(F\_Layout)**

I: Budget

P: Selecting checkboxes for the budget doesn't seem like the best solution, if I wanted the middle range, that should imply that I also want the lower dollar range as well. Those price ranges are unrealistic to me, I don't know anyone that would be willing to spend over thirty dollars for an activity on a first date. Is this the combined price, or the individual price? The proximity of elements with their neighbors is too close, everything feels crowded. The tag boxes are grossly cluttered with no vertical alignment. There is no margin keeping them from hitting the edges of the container. Maybe filled in boxes instead of outlines would make it look less harsh. So far, this app looks very unprofessional, like, high-school-level work. **(Ma\_Budget, S\_Tags)**

I: Ask them to add one photo. Ask the participant what their thoughts are on editing profile photos.

P: I don't understand why my profile is under the settings tab, that isn't where I would expect to find it. Having the photo carousel in a window like this feels slightly awkward, I'm not sure I like it. Adding a new photo wasn't hard, it's the process I would expect to see on an iPhone. **(Ma\_Nav)**

I: Ask the participant to edit their tags. Ask the participant for their thoughts on editing profile tags.

P: The process for adding more tags is easy to follow, the function is there, but the design needs work. The slider for selecting your budget makes more sense and looks a lot better, something like this should be what was in the creation stage as well. It is missing a key for the corresponding dollar values though, I don't know how much "\$\$" is. This page looks much more refined overall, the typography is great, clean, and the hierarchy is easy to follow. The pink and grey there have a slight value issue with the blue in the background, some areas look a little "clashy" because of this. **(Ma\_Budget, Mo\_Color, S\_Tags)**

I: Direct the participant to view another profile. Ask them their initial thoughts on the layout and design of the profile presentation.

P: "Home" doesn't feel like the right title for where I would browse through other people's profiles. The navigation should be more specific. This page doesn't seem to follow consistent vertical spacing rules between elements. **(Ma\_Nav)**

I: Ask the user what their thoughts are on viewing profile photos.

P: Viewing photos is fine, I would expect them to snap in place in a real app, I understand that might not be possible to do with the prototype software.

I: Ask the participant their thoughts on viewing profile tags.

The see all button is an extra step that I wouldn't want to take. Just show me all of them here, there is plenty of room. **(F\_View)**

I: Ask for their thoughts on viewing profile bios.

P: Again, unnecessary extra tap. People are lazy, the effort won't be worth it to them to tap that, just show the whole thing right away. There's really no reason to give these things their own page. **(F\_View)**

End the interview

## Participant 8

### Cover Sheet

Details: 27, female, teacher

Overall: The user was successfully able to complete all tasks. The profile creation, viewing, and editing seemed familiar and simple to her.

Tags: S\_CREATE, S\_TAGS, Ma\_NAV, S\_PHOTO, Mo\_COLOR, F\_LAYOUT

Quotes: "Other than that it seems pretty simple and what I would expect for a profile creation and edit."

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Looking more for deals around town than dates.

### Transcript and Codes

Interviewer: How would you fill out this information?

Participate: I would put my name, email, password. Then add a picture and fill out this information. **(S\_CREATE)**

I: What do you think a tag means?

P: Probably just thinks you enjoy and you would want your date to enjoy as well.

**(S\_TAGS)** It's a little weird there is "Search Tag" and "Tag Search". It feels a little inconsistent.

I: (On the setting page) How would you update your profile?

P: I would click the update profile button. **(Ma\_NAV)**

I: How would you add a new photo?

P: I would click edit photos. Then the add button and I then go through my photos.

**(S\_PHOTO)**

I: How would you add a new tag?

P: I would click edit tags. **(S\_TAGS)**

I: What do you think about the colors and the design

P: It's a little weird because it's a prototype. I personally am not a fan of pink and teal but I think it is fine. **(Mo\_COLOR)**

I: Do you have any questions or recommendations?

P: Yes, how do I delete a photo? **(S\_PHOTO)** Other than that it seems pretty simple and what I would expect for a profile creation and edit. Viewing a profile isn't much different than viewing my own profile. **(F\_LAYOUT)**

## Participant 9

### Cover Sheet

Details: 29, female, business professional

Overall: Was able to accomplish all of the tasks quickly and without difficulty. She didn't know she could scroll on the prototype and was confused because some information on the profile required scrolling.

Tags: S\_CREATE, S\_TAGS, S\_PHOTO, S\_TAGS, F\_VIEW, MO\_COLOR

Quotes: "I don't know. (She started looking around the app trying to find it – I told her she can scroll on the prototype.) Oh, I didn't know you could scroll. It might be nice to have some type of scroll bar at the top so that people know you can scroll."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Thinks online dating is a good way to meet people but doesn't expect a serious relationship to come from it. Would rather make new friends and meet new people online.

### Transcript and Codes

I: How would you fill out this information?

P: I would fill out my name, email, and password. I would put a picture and fill out the bio. **(S\_CREATE)**

I: What do you think a tag is?

P: A tag would be something I am interested in and want to find someone who is interested in the same things as me. **(S\_TAGS)**

I: (On the settings page) How would you update your profile?

P: I would click on update profile.

I: How would you add a picture? **(S\_PHOTO)**

P: Click edit photo and go through the process

I: How would you edit your tags?

P: I don't know. (She started looking around the app trying to find it – I told her she can scroll on the prototype.) Oh, I didn't know you could scroll. It might be nice to have some type of scroll bar at the top so that people know you can scroll. **(S\_TAGS)**

P: What does it look like if I am viewing someone else's profile? **(F\_VIEW)**

P: Okay so I would probably swipe through the pictures, but I'm guess you can do that on this prototype.

I: What do you think of the color?

P: I like it more than the first colors. I think it works for a dating app. **(MO\_COLOR)**



## Vignette

Tom decides to try out that new dating app he's heard about. He's curious and is always trying to find new things to do in the small town of Rexburg Idaho. He begins creating his profile, but gets a little turned off by some of the designs. It looks like it was made in a college design course. He also feels uncomfortable telling everyone how much he wants to spend on dates. He marks all three options so he doesn't look cheap or shallow, and continues making the profile. He finishes up and browses through a few activities. He reads through some profiles and likes looking at the tags and bios. He notices that nowhere does it show what their preferred budget is. Relieved that the public can't see his money spending habits, Tom goes to edit his profile. He navigates to settings and takes off the most expensive option. He also decides to swap around a few pictures and add one more in. He tacks on a few extra lines to his bio, adds a new tag and starts looking for dates to join.

## Recommendations

Hypothesis	Recommendations	Reason
The user will know what the budget setting is referring to, and will like the feature	Remove the budget question altogether and shift that sorting into the filter for viewing activities.	First time users are not sure if their preferred budget is displayed to the world. Some also feel their date budget is changing so often they don't want to constantly be going into settings to adjust.
The user will know what the budget setting is referring to, and will like the feature	Replace the checkboxes with a slider, and emphasize that the selection is for filtering dates and will not be displayed	Users seemed to like a slider selection better because it is logical that if someone wants a more expensive date, they would be okay with cheaper ones.
The user will not be confused by the new layout	Fix the margins for the tags	Although they were not confused, they were distracted. There should be even spacing.

## Activity Features

### Pre-Constructed Cover Sheet (whole team)

Hypothesis	Tags
<p>The user will quickly find a list of all available activities in the area (Mapping)</p> <p>The user will be able to easily find the apply button for any date (Mapping)</p>	<p>M_ACT: Users will be able to find a list of activities easily.</p> <p>M_MORE: adding more users, or accept more requests/, the user will be able to do that in the event menu.</p> <p>M_DATE: Users will have no trouble finding the apply button for events.</p>
<p>The user will be able to easily utilize the app's search functionality (Learnability)</p> <p>The user will be able to create an event for an activity without difficulty. (Learnability)</p> <p>The user will be able to understand how to control which individuals are able to join the date they create. (Learnability)</p>	<p>L_SEARCH: Identify the search bar easily.</p> <p>L_CREATE: Find the functionality to create an event.</p> <p>L_EINFO: User is able to efficiently input all the information about the event they want to create.</p> <p>L_FINAL: Users can finish everything in a few minutes and submit their event.</p>
<p>The user will be able to navigate the updated list of activities with ease. (Efficiency)</p> <p>The user will be able to add other users to their date without difficulty. (Efficiency)</p>	<p>E_SEARCH: The activities are easy to find, and the user is able to navigate without any problems.</p> <p>C_PEOPLE: Users can easily go to the part where they can find the people requesting him to join in the event.</p> <p>C_ACC: User can with one-click accept the person to join in their event.</p> <p>C_REJECT: User with one-click reject the person requesting to join in the event.</p>

	C_CHECK: They can with one click check the person profile.
The user will go through a few of the listed events before choosing one. (Familiarity)	F_PRES: Enough info in the list of activities for the user to be interested in open and read more about.
The user will enjoy the physical design, colors, and detail of the application. (Visibility)	V_DETAIL: The user will like the finer details of the application.

## **Participant 1**

### **Cover Sheet**

Details: 17, student, musician and producer, experience level: 8

Overall: Participant knew a lot about applications based on meeting people. They are younger and want to get to know new people every day. They notice it is very simple to find activities, and the activities page is very well done.

Tags: M\_ACT, M\_MORE, M\_DATE, L\_SEARCH, L\_CREATE, L\_EINFO, L\_FINAL, M\_MORE, E\_SEARCH, C\_PEOPLE, C\_ACC, C\_REJECT, C\_CHECK, V\_DETAIL

Quotes: "It's all I want in an app, very smoothly and soft"

"Very intuitive, I can't see any problems with that."

"Super intuitive, I don't have any problems with that, actually, I think it's better than other apps I know."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: Participant is 17 years old, single, and from Brazil. They are in the US to study at BYU. They are studying music, with an emphasis on Violin, so they are already a musician working with that since they were in Brazil, producing videos and other materials. They are looking to meet people who really will take part in their life, and make some real friends. They are a very committed person and want to do good things with the right person.

Notes: They looked familiar with that kind of app, and they just want to have a simple way to identify the person, check their profile, and make things work fast for a date. They are very talented in arts(music), so they loved to check the profile of the persons who like and have some talents in that area too. Because they are not a very proactive person, they want suggestions for things to do, so whatever is easiest is better for them. During the interview, they stayed calm and smiled at all of the ideas that were presented and they did a great job analyzing everything.

### **Transcript and Codes**

I: Morning my friend, thank you for accepting to help me again with this, this is the last time and we have made a lot of modifications and now we have something very close to the real app.

P: I'm excited Mario let's do it.

I: I will show you now the app with interactions and the new colors and buttons. Be honest, please.

P: Ok that's it **(V\_DETAIL)**

I: I will ask the questions now

I: 1. How intuitive does it feel to interact with the list of activities?

P: It's all I want in an app, very smoothly and soft, I can handle everything easily, I can see everything. I like the new colors too. The way with the pictures to navigate is awesome. **(F\_PRES) (L\_SEARCH)**

I: 2. Do you think the elements (the dates on the page and so on) are proportioned well?

P: You guys make things a little smaller as I ask, so yeah, it's easy to see, and very proportional, everything looks great, the elements looking very uniform and connected. **(V\_DETAIL) (L\_SEARCH)**

I: 3. Can you demonstrate how to create a date?

P: Yes, select here, and click here, fill out some info, put the number of people, and done. Easy. **(L\_CREATE)(L\_EINFO) (L\_FINAL)**

I: 4. How intuitive was it to create a date?

P: Very intuitive, I can't see any problems with that.

I: 5. Is there any other information you think you would like to specify for an event you created?

P: I don't think I have anything more else to add here, really, it's kind of exactly what I want in this kind of app. **(V\_DETAIL)**

I: 6. Can you demonstrate how to join in a date?

P: I think I am supposed to go here, select what I want, I enter to see the details about, nice, I like the price, ehehe and I can see the people here right, and click join. Very good, fast, and easy. **(M\_DATE) (L\_FINAL)**

I: 7. How intuitive was it to join in a date?

P: Super intuitive, I don't have any problems with that, actually, I think it's better than other apps I know.

I: 8. What do you think of the overall color scheme?

P: Overall, I like the new colors, the gradient in the colors is very good. I'd like to see some colors here in the icons. I like pink too, not everybody uses it, but it's different and cool. **(F\_PRES)**

I: 9. What do you think each of these icons at the bottom would do?

P: I like what these icons do now, the Join, home, setting, is exactly what you want here, it's fast and efficient. **(F\_PRES)**

I: 10. Do you have any other comments about the 3 features of the app you just saw?

P: no more comments, I loved it everything, and I will probably use it wherever it is ready **(V\_DETAIL)**

## **Participant 2**

### **Cover Sheet**

Details: 23, student studying Software Development, BYU-I IT department as email administrator, experience level: 8

Overall: The participant is a returning missionary who knows a lot about dating apps, and loves to make events and go meet new people. They are a software engineer major and they have some experience producing apps and making the User Interface.

The first presentation they liked because it was simple and efficient. They liked the icons on the listing activities and thought that it was very intuitive. They liked the search bar since it is like searching in other apps, so it makes things easier and is familiar. They liked the menu where it is located, but they liked the menu more on the other page they saw.

Tags: M\_ACT, M\_MORE, M\_DATE, L\_SEARCH, L\_CREATE, L\_EINFO, L\_FINAL, M\_MORE, E\_SEARCH, C\_PEOPLE, C\_ACC, C\_REJECT, C\_CHECK, F\_PRES, V\_DETAIL

Quotes: "No problems, to create, very fast, I can tell you is super intuitive"

"Like I said everybody can do it, with no training at all so, it's perfect."

"No errors on that, it's exactly what you want to be your icons."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: They are students at BYU-I, and majoring in Software Engineering. They work in the IT department at BYU-I as an Email Administrator and they are a stock market investor too. They like to fight Muay Thai, and they like rock and roll and going to concerts. They also enjoy doing a lot of outdoor activities. They want a serious relationship, and to meet a real deal person for life. They would prefer that the person they date to be like themselves, to like adventures and to go explore the world.

Notes: Did a great job analyzing all the user interfaces, they made some suggestions about the position of the buttons, and to maybe change some of the colors. They understand that it's just the first drafts, but they smiled the whole time and liked a lot of the idea about finding people like him who share his hobbies.

Professionally, they were the best interviewee I interviewed because they know a lot about engineering pages in applications.

### **Transcript and Codes**

I: Hello, how are you today my friend, last time I guarantee, but this time I have something cool to show you.

P: Oh, dude this is so cool.

I: Do you like it?

P: Are you kidding? this is a masterpiece. Ok, what're questions do you have about that?

I: How intuitive does it feel to interact with the list of activities?

P: Really is exactly what other apps are, easy to scroll down here and there and find something, this is designed to be for everybody with or without any experience, that's so cool, congratulations for that. **(V\_DETAIL)(L\_SEARCH)**

I: Do you think the elements (the dates on the page and so on) are proportioned well?

P: Yes, I like this way because it's very friendly to people who have problems with vision, it is proportional and elegant. **(V\_DETAIL) (L\_SEARCH)**

I: Can you demonstrate how to create a date?

P: Sure, select something, click and put some info here, the time and a number of participants and click here and done. Fast, kind of off 20 seconds, with this predefined option. **(L\_CREATE) (L\_EINFO)**

I: How intuitive was it to create a date?

P: No problems, to create, very fast, I can tell you is super intuitive, I think everyone who uses or not the phone could do it. **(L\_FINAL)**

I: Is there any other information you think you would like to specify for an event you created?

P: No, you can see the profile of the person who applied for your event correctly? So that's it, you can talk to that person that's perfect.

I: Can you demonstrate how to join in a date?



P: Ok, Join is here in the icon, very clever, I like it, so click here, and check all the events in the region, cool exactly what I want, and see the people who already join, see the info, and click join, confirmation page, that's cool. Easy. **(M\_DATE)(L\_FINAL)**

I: How intuitive was it to join in a date?

Like I said everybody can do it, with no training at all so it's perfect.

I: What do you think of the overall color scheme?

P: That's an amazing question, I loved the new colors, the scheme of colors, the gradient and the pink all make the things modern and satisfying, so the new colors are pleasing to the eye. **(F\_PRES) (V\_DETAIL)**

I: What do you think each of these icons at the bottom would do?

P: Follow the same pattern of the iPhone style with the main stuff in the bottom so it's a win condition form, no errors on that, it's exactly what you want to be your icons.

**(F\_PRES) (V\_DETAIL)**

I: Do you have any other comments about the 3 features of the app you just saw?

P: Overall, when the app will be available? Thank you for letting me be part of that.

I: Thank you my friend to be part of, to help collect a lot of good information I can use to become things even better. **(F\_PRES)**

## **Participant 3**

### **Cover Sheet**

Details: 22, student, dental assistant, experience level: 4

Overall: Doing searches was easy for them, but they are a little confused about the creation of events and the menus in the Event Listings.

Tags: M\_ACT, M\_MORE, M\_DATE, M\_MORE, E\_SEARCH

Quotes: “ It’s easy, I feel comfortable, I got it.”

“I think these icons are perfect “

“Just thank you to let me see your app almost ready”

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: They are 22 years old and are very focused on entering Dental School. They are doing pre-dental school at BYU and are studying very hard every day. They are doing some work at the clinics in Idaho Falls just as an assistant.

They do more indoor activities but don't have much time for activities and events since they are preparing themselves for the exams in a few months. At this point in their life, they just want to get to know people and only meet occasionally, mostly because their focus right now is making their dream come through.

Notes: They are happy if this app works for them to find a person like themselves, studying a lot, just wants to watch movies together or play games. They just want to have fun. They like the way we are designing the application and trying to make things simple and fast. But they had some difficulties finding some items, as well as creating an event.

### **Transcript and Codes**

I: Thank you for your time again, I know you are a very busy person, I promise I won't take so long.

P: Don't worry Mario, it's ok sorry, to do this just now, I have some other things to do before.

I: It's ok I still have some time to deliver, first I want to show our prototype, and I will ask some questions, Ok?

P: Ok? This is your prototype, pretty cool, new colors, and everything, with questions, do you have for me? **(V\_DETAIL)**

I: So, 1. How intuitive does it feel to interact with the list of activities?

P: How can I handle the list here, in the beginning, let me see, just go down back and forth, it's easy, I feel comfortable, I got it.

It's cool, I like it, it is intuitive and easy. **(V\_DETAIL) (L\_SEARCH)**

I: 2. Do you think the elements (the dates on the page and so on) are proportioned well?

P: Looks like other apps, like Facebook or Instagram you just go down to the things, it's easy, it's a well-done formula right. **(L\_SEARCH)**

I: 3. Can you demonstrate how to create a date?

P: Ok let me try, need to select here first, right? Ok so I select the type of date, I need to fill out these things here right, and I just need to click the button here to create it, right?

And it's done? Just that? **(L\_CREATE) (L\_EINFO)**

I: Yes, just that 4. How intuitive was it to create a date?

P: Actually, it's easy. I like it because it didn't take me too long to do that like I always tell you Mario time is precious for me and this is simple and fast. **(L\_FINAL)**

I: 5. Is there any other information you think you would like to specify for a date you created?

P: Just the number of people, and it's already there. So, nothing more.

I: 6. Can you demonstrate how to join in a date?

P: Join is right here, correctly? Click here, okay I have these options, nice a lot of options the same thing with different times, nice, I just need to select one? Yes, ok select and this is the description the same I put in mine right, cool, so show participants here and have this button just click here? Ok done, confirmation page awesome I do it.

**(M\_DATE)**

I: 7. How intuitive was it to join in a date?

Not so much for me, but I know it's easy, and not to take too much time again.

I: 8. What do you think of the overall color scheme?

P: It was the first thing I noticed, the older colors are great, but these ones are better, the gradient makes things a little bit more modern and the pink calls more attention so is better than before, looks very professional. **(F\_PRES)**

I: 9. What do you think each of these icons at the bottom would do?

P: I think these icons are perfect, I don't have any idea about which one could be different but is very intuitive in your words. But I really agree with these icons. **(F\_PRES)**  
**(V\_DETAIL)**

I: 10. Do you have any other comments about the 3 features of the app you just saw?

P: No comments, just thank you to let me see your app almost ready, let me know when it is live.

I: I will thank you.

## Participant 4

### Cover Sheet

Details: 21, student studying Dance, experience level: 6

Overall: Hasn't really used a dating app before, but knows a lot about them because of Mutual. They think that the app could be useful and wouldn't mind giving it a go.

Tags: M\_ACT, M\_EVENT, L\_EINFO, L\_FINAL, F\_PRES

Quotes: "Well if I can do it, I think anyone can really. It's not that hard."

"I think I would make the name of the events (ex: Fat Cats) a bit thicker so that they don't blend into the background so much."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: They are a 21-year-old at BYU. They are a dance major and love dance. They spend most of their time at rehearsals, so they don't have much time to date, although they would like to a little bit.

Notes: They liked all of the improvements that we made since I last showed them our prototype. They felt that it was starting to look more professional and more like an app that they might use.

### Transcript and Codes

I: How intuitive does it feel to interact with the list of dates?

P: It feels pretty intuitive, all I have to do is scroll and click, it's pretty simple. (**M\_ACT, F\_PRES**)

I: Do you think the elements (the events on the page and so on) are proportioned well?

P: Yeah, they are. In my opinion, I would still try to put more dates on the screen.

I: Can you demonstrate how to create a date

P: Yeah, I can do that. (goes through the process without any problems)

I: How intuitive was it to create a date?

P: Well if I can do it, I think anyone can really. It's not that hard. (**L\_EINFO, L\_FINAL**)

I: Is there any other information you think you would like to specify for an event you created?

P: I think everything I need is there. I can't think of what else I could add.

I: Can you demonstrate how to join in a date?

P: Sure. (goes through the process without any problems)

I: How intuitive was it to join in a date?

P: I mean I got it easily, so good I guess? (**L\_EINFO, M\_EVENT, L\_FINAL**)

I: What do you think of the overall color scheme?

P: I like it a lot more. I like how you don't have the events having a white border anymore. I think the colors are well balanced and proportioned just right. I think I would make the name of the events (ex: Fat Cats) a bit thicker so that they don't blend into the background so much. (**V\_DETAIL**)

I: What do you think each of these icons at the bottom would do?

P: Home should take you home, dates is basically your whole calendar, join probably takes you to that join events page, you send people messages in messages, and in setting you set up your settings.

I: Do you have any other comments about the 3 features of the app you just saw?

P: No

## **Participant 5**

### **Cover Sheet**

Details: 19, student, Chick-fil-A worker, experience level: 6

Overall: Isn't too interested in a dating app, but thought that it looked well put together. Thought that it would be better as an activities app.

Tags: M\_ACT, M\_EVENT, L\_EINFO, L\_FINAL, F\_PRES, V\_DETAIL

Quotes: "It made sense. You have the same description on two pages, maybe you should do something different with that."

"Well depending on what the event is, like maybe participants need to bring something. You should have an 'Additional Comments/Details' section."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: They are 19-year-old soon to be college students. They are planning on going into a physical therapy major. They are excited to live the college life and to be able to go on a ton of dates and meet new people.

Notes: They thought that the application had improved a whole ton. They said that it felt like they were using an actual app. He felt like overall it was pretty easy to understand and to use the application.

### **Transcript and Codes**

I: How intuitive does it feel to interact with the list of dates?

P: It feels good to interact with, very simple. It has enough details to make sense.

**(M\_ACT, F\_PRES)**

I: Do you think the elements (the events on the page and so on) are proportioned well?

P: They are proportioned well. I do think that your dollar signs aren't specific enough though.

I: Can you demonstrate how to create a date

P: Alright, we'll do Heber Hatchets... (goes through the process without too many problems, though did get confused at the idea of creating events)

I: How intuitive was it to create a date?

P: It made sense. You have the same description on two pages, maybe you should do something different with that. (**L\_EINFO, L\_FINAL**)

I: Is there any other information you think you would like to specify for an event you created?

P: Well depending on what the event is, like maybe participants need to bring something. You should have an 'Additional Comments/Details' section.

I: Can you demonstrate how to join in a date?

P: Yeah. (goes through the process without any problems)

I: How intuitive was it to join in a date?

P: Yeah, it was pretty intuitive. (**L\_EINFO, L\_FINAL, M\_EVENT**)

I: What do you think of the overall color scheme?

P: There's a lot of blue, but I like that. The pink is classic for dating. The colors don't take away from anything, and I think that they are good. (**V\_DETAIL**)

I: What do you think each of these icons at the bottom would do?

P: Settings obviously are like other settings you see. Though for a dating app I'm not sure why you would need settings? Maybe if you wanted to update your own profile maybe. Messages are obviously for messaging someone specifically. Join is for when you want to join a group. Dates are for dates you have already joined and you can check the details and all that. And then the Home takes you home I guess. You guys should add a profile button instead of settings.

I: Do you have any other comments about the 3 features of the app you just saw?

P: No, I've said everything.



## Participant 6

### Cover Sheet

Details: 20, Paralegal, Insurance Law Firm, experience level: 8

Overall: Liked the app and the way it is set up. Wouldn't mind using it. Might possibly like it better just to find activities in the area

Tags: M\_ACT, M\_EVENT, L\_EINFO, L\_FINAL., F\_PRES, V\_DETAIL

Quotes: "Maybe if something needs to be brought you can have an additional info or request section or something like that."

"I like the colors, they are very bright and happy, different from most dating or event sites. It's unique. I like how the whites and the blues are proportioned."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: They are a 20 year old with a degree in Paralegal studies. They have dated before, but aren't too interested in finding a relationship at the moment.

Notes: They liked the way that the application changed. They felt that the application was user friendly, and that it wasn't difficult to use. They thought that there could still be some improvements overall, but that it looks professional.

### Transcript and Codes

I: How intuitive does it feel to interact with the list of dates?

P: Yeah, it looks like you can easily look at the events and see their details. You have all the important information. **(M\_ACT, F\_PRES)**

I: Do you think the elements (the events on the page and so on) are proportioned well?

P: Yeah, I like that the money sign and the miles are the same size, and that the title of the event is a bigger size.

I: Can you demonstrate how to create a date

P: Mm yeah. (goes through the process without any problems)

I: How intuitive was it to create a date?

P: It was very simple and easy, anyone could do it, even a new user. (**L\_EINFO, L\_FINAL**)

I: Is there any other information you think you would like to specify for an event you created?

P: Maybe if something needs to be brought you can have an additional info or request section or something like that.

I: Can you demonstrate how to join in a date?

P: Hm, Joe Black, I want to join that guy... (goes through the process without any problems)

I: How intuitive was it to join in a date?

P: It was very easy, though you should add a confirmation at the end. You should put 'Event Confirmed' in big bold letters. (**L\_EINFO, L\_FINAL, M\_EVENT**)

I: What do you think of the overall color scheme?

P: I like the colors, they are very bright and happy, different from most dating or event sites. It's unique. I like how the whites and the blues are proportioned. (**V\_DETAIL**)

I: What do you think each of these icons at the bottom would do?

P: Home goes to your home screen with all of the things you can do. Dates for the things you are going to. Join for joining a group or a date. Messages are self-explanatory. Settings I imagine are like any other settings.

I: Do you have any other comments about the 3 features of the app you just saw?

P: No, I think everything is pretty straightforward.

## Participant 7

### Cover Sheet

Details: 22, student, apartment assistant, experience level: 4

Overall: This participant doesn't consider himself super tech savvy, but he can usually find his way around new apps or programs. He enjoys the dates that can come from dating apps, however he doesn't see dating apps as a good way to find a serious relationship. The main menu buttons caused a little bit of confusion.

Tags: M\_DATE, L\_CREATE, E\_SEARCH

Quotes: "I...thought to click on the dates button, so that was a little confusing."

"So you have to apply, you can't just join? I guess that makes sense."

"...are Dates and Join the same?"

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: He enjoys going out and doing things with people. He's very sociable, and loves meeting new people. He appreciates technology, and is grateful that there are people out there who can figure it out and make life easier.

Notes: There was some confusion about the difference between the Dates button and the Join button, they seemed to serve almost the same function. Apart from that confusion, the interface seemed fairly simple, and he was able to figure it out with some time and testing.

### Transcript and Codes

I: How intuitive does it feel to interact with the list of activities?

P: It's really easy to just scroll through, and I assume that there would be many more activities than this, so people could scroll for longer. **(E\_SEARCH)**

I: Do you think the elements (the dates on the page and so on) are proportioned well?

P: Yeah, I think the sizes of everything are okay.

I: Can you demonstrate how to create a date?

P: Sure. I guess you click on the date button..? No, that doesn't do anything. Oh, clicking on Heber Hatchets opens this page, and I can create an event. Is that how to do it? **(L\_CREATE)**

I: Yeah, so if you click on that, then there's another page.

P: Oh, okay.... Confirm... I guess that wasn't too hard.

I: How intuitive was it to create a date?

P: When you said to create a date, I immediately thought to click on the dates button, so that was a little confusing.

I: Is there any other information you think you would like to specify for a date you created?

P: Maybe a day and time would be helpful to see really quick, so people could make a decision quickly. And maybe a picture of the person who made the post.

I: Can you demonstrate how to join in a date?

P: Is this join button going to work? It does. Apply? So, you have to apply, you can't just join? I guess that kind of makes sense. **(M\_DATE)**

I: How intuitive was it to join in a date?

P: It seems super simple, especially since the join button actually works.

I: What do you think of the overall color scheme?

P: I think it's fine.

I: What do you think each of these icons at the bottom would do?

P: Well, I think all their labels clearly explain them. Home is the homepage, dates is probably a list of dates you can join, join is to join... are dates and join the same? Messages and settings are clearly messages between people, and settings are just app settings.

I: Do you have any other comments about the 3 features of the app you just saw?

P: Not really, seems like a good start.

## **Participant 8**

### **Cover Sheet**

Details: 22, student, IT assistant, experience level: 7

Overall: She feels as if she has outgrown dating apps, and feels like they're great if you want to have fun, but if you're trying to find a boyfriend or girlfriend, then they're not great. She is fairly tech savvy, and loves social media. She's very creative and motivated. Transitions between pages and different sections of the app were very jarring and sudden.

Tags: M\_DATE, L\_FINAL, E\_SEARCH, V\_DETAIL

Quotes: "I don't think they gave me any new or interesting info."

"Tinder really established the swiping way to navigate a dating app. Maybe you could try that."

"I'm not sure if it even worked."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: She is designed oriented, very outgoing and great with people. She loves to do physical activities, especially dancing. However, she's also perfectly content with taking time to watch a movie or show with somebody. She's skeptical of dating apps because of the casual environment surrounding them, and she's looking for a bit more serious relationship.

Notes: She found an issue with some of the transitions between pages. When she created an event, she wasn't sure if she had really done it right, because it just jumped to a list of events.

### **Transcript and Codes**

I: How intuitive does it feel to interact with the list of activities?

P: Scrolling is fine. Did you try swiping? I know this is a different idea, but I think Tinder really established the swiping way to navigate a dating app. Maybe you could try that.

I: Do you think the elements (the dates on the page and so on) are proportioned well?

P: I think these things are a little big, especially since there's almost no info, it's just a picture and a title. Kind of boring.

I: Can you demonstrate how to create a date?

P: Clicking on one of these pulls up a page... and create event... and another page; confirm.... Did I do it? **(E\_SEARCH)**

I: How intuitive was it to create a date?

P: There's a lot of different pages, and I don't think they gave me any new or interesting info. Maybe some of that could be put in a popup, or just get rid of the confirm page altogether. **(L\_FINAL)**

I: Is there any other information you think you would like to specify for a date you created?

P: An easier way to see which one is mine. From what you're showing me, I'm not sure if it even worked.

I: Can you demonstrate how to join in a date?

P: Just click on this guy's event.... That event information thing is throwing me off. I think the text should align, and probably be bigger. There's a lot of empty space here... Apply, and... Okay, cool. There's a confirmation. **(M\_DATE)**

I: How intuitive was it to join in a date?

P: It's just pressing a couple buttons, nothing too crazy. **(M\_DATE)**

I: What do you think of the overall color scheme?

P: I think the button color is really good, I like the hot pink. I think it's okay on the light-blue part of the gradient background. The white on top of the pictures is kind of hard to read, but overall I like it. **(V\_DETAIL)**

I: What do you think each of these icons at the bottom would do?

P: I think the labels clearly state what each one does, so that's pretty easy to understand. I wish the join button was aligned with the rest of them, it seems different from the rest.

I: Do you have any other comments about the 3 features of the app you just saw?

P: No, I think it's an interesting idea.

## **Participant 9**

### **Cover Sheet**

Details: 21, student, apartment assistant, experience level: 6

Overall: She is not a consistent user of dating apps in general. She had a very talented eye for design, so pointed out a few weak points of the design of the app's various pages and functions.

Tags: L\_CREATE, L\_FINAL, M\_DATE, V\_DETAIL

Quotes: "Not a huge fan of the layout of this description text. There's so much unused space."

"Most apps I can think of don't really use complicated backgrounds."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: She is very adverse to dating apps because of the causal nature of them. She feels like dating apps tend to attract the wrong kind of people for her. She loves design, and enjoys physical activity like rock climbing, running, or dancing.

Notes: She identified a few issues that she had design-wise. Most notably, spacing and sizing of certain elements on several pages. She also brought up that the app features could be spruced up quite a bit, that they seem too boring currently.

### **Transcript and Codes**

I: How intuitive does it feel to interact with the list of activities?

P: I don't feel like scrolling is too intuitive. It's not complicated at all, but just scrolling up and down is kind of boring. Maybe if they were segmented into activity types, then clicking on that activity type opened up a list of related activities. That could be more intuitive.

I: Do you think the elements (the dates on the page and so on) are proportioned well?

P: No, not really. The pictures seem too big, and the text doesn't really fit where it is now.

I: Can you demonstrate how to create a date?

P: Yep... Not a huge fan of the layout of this description text. There's so much unused space, and I think the text should be a little bigger on this screen. The create event button is good... again, a lot of unused space on the event details page.

I: How intuitive was it to create a date?

P: Again, not too intuitive, just pressing buttons until it looks like I did something.

**(L\_CREATE, L\_FINAL)**

I: Is there any other information you think you would like to specify for a date you created?

P: Maybe when the date is. And with who.

I: Can you demonstrate how to join in a date?

P: Sure. Again, tons of unused space on this page, and that picture seems too wide, and not tall enough. Okay, clicking on the apply button brings me here, and this looks good. It's simple, and the words are big enough to read. Nice. **(M\_DATE)**

I: How intuitive was it to join in a date?

P: Again, not too intuitive, but I did like the final simple page.

I: What do you think of the overall color scheme?

P: I really like the pink buttons. I'm not sure what I think of the background color. The gradient throws me off a bit. Most apps I can think of don't really use complicated backgrounds. It's mostly just white or light gray. **(V\_DETAIL)**

I: What do you think each of these icons at the bottom would do?

P: Take me to my homepage, look at my dates, join a date, see my messages, and see my settings.

I: Do you have any other comments about the 3 features of the app you just saw?

P: I just think they could be touched up here and there, and they could be a lot better.



## Participant 10

### Cover Sheet

Details: 28, student studying Software Development, experience level: 10

Overall: The participant likes the feel and look of the application. The colors look nice. They still think it would be nice to have more activities on the page at once.

Tags: M\_ACT, M\_EVENT, L\_CREATE, L\_EINFO, E\_SEARCH, F\_PRES

Quotes: "I would still have loved to see more activities at once on the page"  
"I mean it's basically just hit the date button so yea not so hard."

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Participant is a 28-year-old BYU student majoring in software engineering. They enjoy geeky activities like D&D, renaissance fairs, and movies. They are interested in going on dates but have little to no real skill set up a date

### Transcript and Codes

I: 1. How intuitive does it feel to interact with the list of activities?

P: It feels pretty simple and familiar, I would still have loved to see more activities at once on the page but Otherwise yea its good. (**M\_ACT**)

I: 2. Do you think the elements (the events on the page and so on) are proportioned well?

P: On most of the pages for sure, Just the activated page could use to be smaller but that's about it. (**M\_EVENT**)

I: 3. Can you demonstrate how to create a date?

P: Sure (Participant proceeds to quickly go through what should have been the full creation of an event process) Yea see there's the completion page. (**L\_CREATE**)

I: 4. How intuitive was it to create a date?

P: Easy enough. Probably most people would just stumble onto the page as it is.

I: 5. Is there any other information you think you would like to specify for a date you created?

P: No it seems comprehensive enough, maybe after a few dates I could come up with something

I: 6. Can you demonstrate how to join a date?

P: Sure I think I saw that before. ( participant goes back to event page and clicks an event then goes through the Apply button) (**F\_PRES**)

I: 7. How intuitive was it to join a date?

P: I mean it's basically just hit the date button so yea not so hard.

I: 8. What do you think of the overall color scheme?

P: It's a lot nicer than before, feels more like a dating app.

I: 9. What do you think each of these icons at the bottom would do?

P: I mean they are labeled at the bottom so Home takes you to the first page, Date takes you to uh the dates you applied for? Join takes you to the page you have looked at? Or is it the date list page? Messages is messages you've seen, and then settings takes you to a settings page right?

I: 10. Do you have any other comments about the 3 features of the app you just saw?

P: Not really no, looks pretty good at this point.

## Participant 11

### Cover Sheet

Details: 20, student studying Psychology, experience level: 10

Overall: Participant likes the design better but still would rather not use the app. Little to no recommendations to add.

Tags: M\_ACT, M\_EVENT, L\_CREATE, L\_EINFO, E\_SEARCH, F\_PRES

Quotes: "Yea sure simple enough, I guess. Slide up down and hit pictures. "  
"Yea just hit the join button to see what's available"

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Participant is a 20-year-old BYU student who is a Psych major. They enjoy a variety of activities ranging from dancing and hiking to Video games and other geeky things. They aren't the most interested in dating but wouldn't mind an easier way to find fun events to go to.

### Transcript and Codes

I: 1.How intuitive does it feel to interact with the list of activities?

P: Yea sure simple enough, I guess. Slide up down and hit pictures. (**M\_ACT**)

I: 2.Do you think the elements (the events on the page and so on) are proportioned well?

P: Yea I guess. Easy to press at least. (**M\_EVENT**)

I: 3.Can you demonstrate how to create a date?

P: (Participant taps a few buttons then points at the information sections) I would but looks like I can't actually enter info. (**L\_CREATE**)

I: 4.How intuitive was it to create a date?

P: Easy enough but your prototype doesn't work fully. (**L\_CREATE**)

I: 5.Is there any other information you think you would like to specify for an event you created?

P: (Participant looks back at the Date page) Nope looks good to me.

I: 6.Can you demonstrate how to join a date?

P: (Participant quickly clicks the join button then clicks a date and hits the apply) Yeah that's good?

I: 7.How intuitive was it to join an event?

P: Yea just hit the join button to see what's available.

I: 8.What do you think of the overall color scheme?

P: Well it feels more like a dating app I guess. Still not using this thing.

I: 9.What do you think each of these icons at the bottom would do?

P: (Participant points at each button at a time) goes to the first page, goes to the dates page, Goes to available dates page, goes to message page, goes to settings.

I: 10.Do you have any other comments about the 3 features of the app you just saw?

P: Nope

## Participant 12

### Cover Sheet

Details: 22, student studying Humanities, experience level: 4

Overall: Participant likes the app and would love to use it later. The color's are better and all the buttons did what he thought they would, at least those that worked.

Tags: M\_ACT, M\_EVENT, L\_CREATE, L\_EINFO, E\_SEARCH, F\_PRES

Quotes: "So as long as I got it all then I think yea its easy to understand"  
"Yea it's alright by me. Easy to quickly swipe through"

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Participant is a 22-year-old BYU student majoring in Art history. They enjoy a lot of artsy activities like concerts, music festivals, and art museums. They are looking to try to find a more serious relationship.

### Transcript and Codes

I: 1.How intuitive does it feel to interact with the list of activities?

P: It swipes up and down. Does it do anything else? (no just links to activities) So as long as I got it all then I think yea its easy to understand. **(M\_ACT)**

I: 2.Do you think the elements (the events on the page and so on) are proportioned well?

P: Yea it's alright by me. Easy to quickly swipe through. **(M\_EVENT)**

I: 3.Can you demonstrate how to create a date?

P: Um hold on. ( proceeds to tap a button on the first page, goes back to activity and easily gets the date set up. **(L\_CREATE)**

I: 4.How intuitive was it to create a date?

P: I mean it made sense, big buttons help and all. **(L\_CREATE)**

I: 5. Is there any other information you think you would like to specify for an event you created?

P: No I can't think of anything.

I: 6. Can you demonstrate how to join a date?

P: Sure. (proceeds to go back to the activity page before noticing the join button and going to the date page and clicking on one and joining the page) Done. **(F\_PRES)**

I: 7. How intuitive was it to join a date?

P: Again pretty simple once I noticed the join button.

I: 8. What do you think of the overall color scheme?

P: It's a lot better, the colors mesh better rather than contrast and fit the feel better.

I: 9. What do you think each of these icons at the bottom would do?

P: Yea I think I get what they are for. Home, dates you've joined, dates to join, settings oh and messaging right?

I: 10. Do you have any other comments about the 3 features of the app you just saw?

P: Nope it looks great.

## Participate 13

### Cover Sheet

Details: 27, female, teacher, experience level: 9

Overall: Was able to successfully complete the tasks. Didn't personally like some of the options but wasn't able to change them due to prototype flaws. One example was the user didn't want four people on the date.

Tags: M\_ACT, L\_CREATE, L\_EINFO, F\_PRES, E\_SEARCH, M\_DATE, V\_DETAILS

Quotes: "I wouldn't want my date public. I wouldn't want four people to join my date but it looks like I can't change that"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Looking more for deals around town than dates.

### Transcript and Codes

I: What do you think this screen is?

P: A list of places I can go on a date. (**M\_ACT**)

I: If you were interested in Heber Hatches, what would you do?

P: I would click on Heber Hatches.

I: What does this screen look like?

P: It looks like more information on Heber Hatches.

I: What would you do next?

P: I would create a date. (**L\_CREATE**)

I: What would you do on this screen?

P: I would fill out information. I wouldn't want my date public. I wouldn't want four people to join my date but it looks like I can't change that. (**L\_EINFO**)

I: How would you join a date?

P: I guess I'd just pick one of these options. (**F\_PRES, E\_SEARCH**)

I: What would you do on this page?

P: I would apply to the date I guess. (**M\_DATE**)

I: What do you think about the colors and the design

P: It's a little weird because it's a prototype. I personally am not a fan of pink and teal but I think it is fine. (**V\_DETAIL**)



## Participant 14

### Cover Sheet

Details: 29, female, business professional

Overall: Was able to accomplish all of the tasks effectively and efficiently.

Tags: M\_ACT, L\_CREATE, F\_PRES, M\_DATE, V\_DETAIL

Quotes: "I would click create"

"Gives me details about the date and I can click to join this date"

### Participant Details

Target Audience Segment:

Details or Reasoning: Thinks online dating is a good way to meet people but doesn't expect a serious relationship to come from it. Would rather make new friends and meet new people online.

### Transcript and Codes

I: What do you think this screen is?

P: A list of activities (**M\_ACT**)

I: If you were interested in Heber Hatches, what would you do?

P: I would click on it.

I: What is this page?

P: It gives me details of Heber Hatches and tells me what time the date is at.

I: How would you plan the date?

P: I would click create. (**L\_CREATE**)

I: Where would you look if you wanted to join a date?

P: Probably join a date at the bottom navigation.

I: Let's say you were interested in this first date, what would you do?

P: I'd click on it.

I: What is this page?

P: Gives me details about the date and I can click to join this date. (**F\_PRES, M\_DATE**)

I: What do you think about the colors and design?

P: I like it more than the previous colors. I think it works for a dating app. And the design looks nice. (**V\_DETAIL**)

## **Vignette**

### **Title 1: App Addict**

Support Participates: 2, 4, 5, 6, 7, 10, 11

Overview: The user is quickly able to understand the app layout due to the simplicity and the familiarity they have with other apps and their iconography. They appreciate how straightforward and simple the entirety of the interface is.

Quotes: "No problems, to create, very fast, I can tell you is super intuitive, I think everyone who uses or not the phone could do it."

"Well if I can do it, I think anyone can really. It's not that hard."

"Settings obviously are like other settings you see... Messages are obviously for messaging someone specifically."

"It was very simple and easy, anyone could do it, even a new user."

"Well, I think all their labels clearly explain them. Home is the homepage, dates is probably a list of dates you can join, join is to join... are dates and join the same? Messages and settings are clearly messages between people, and settings are just app settings."

"It feels pretty simple and familiar, I would still have loved to see more activities at once on the page but Otherwise yea its good."

"Yea sure simple enough, I guess. Slide up down and hit pictures."

### **Title 2: Occasional Character**

Support Participates: 1

Overview: Whether due to lack of interest or lack of skill this user is a little wary of the app. They can navigate it well enough but are likely to miss or straight-up skip using some possible features for the app.

Quotes: "I can't see any problems with that."

### **Title 3: Technology Noob**

Support Participates: 3, 12

Overview: Don't know too much about technology, just basic things like the internet, messages, and some apps.

Quotes: "Ok let me try, need to select here first, right? Ok so I select the type of date, I need to fill out these things here right, and I just need to click the button here create right? And it's done? Just that?"

"It swipes up and down. Does it do anything else? (no just links to activities) So as long as I got it all then I think yea its easy to understand."

### **Title 4: Design Skeptic**

Supporting Participants: 8, 9

Overview: Weren't too blessed with some of the design decisions that went into creating the app.

Quotes: "Not a huge fan of the layout of this description text"

"I don't think they gave me any new or interesting info."

## Recommendations

Hypothesis	Recommendations	Reason
Users will become bored with the app	Add some transitions, or more dynamic lists of events, to show that the user's preferences and choices have consequences within the app itself.	There isn't much feedback to the user that their actions on the app are doing anything.
Users will better understand event details.	Add an 'Additional Information' field to the Create Event screen.	A few of the participants were worried that when creating an event, specific information like 'what to bring' wouldn't be included and could lessen the efficiency of the activity.

# Message Features

## Pre-Constructed Cover Sheet

Hypothesis	Tags
The user will feel that the app has a consistent appearance.	M_CONSISTENCY
The user will be able to find where to view the dates they have joined/planned.	M_VIEW_DATES
The user will be able to find and read all of the details of a date they have joined/planned.	M_DETAILS
The user will know which date is a group date and which is an individual date.	S_DIFFERENTIATE
The user will be able to find the messaging feature and read a message sent to them.	S_MESSAGE
The user will be able to send a message to another user who has a conversation with them.	S_SEND
The user will be able to find where to view requests to join their planned date.	MA_SWIPING
The user will be able to view the requester's profile and then navigate back to the pending request.	MA_PENDING
The user will know how to accept/decline someone's request to join their date.	L_CHOOSE
The user will like the colors and be able to read the text	MO_COLORS
The user will be able to understand the controls without an explanation. The navigation items will make sense to the user	L_DESIGN

The user will understand the symbols and terms used throughout the app.	F_SYMBOLS
The user will be able to know how many new date requests he has received in total.	F_NAVIGATE
The user will be able to know how many new requests have been made for each individual date.	MA_NEW_REQUESTS

## Participant 1

### Cover Sheet

Details: 24, male,

Overall: Had issues moving from one screen to the other. Was unpleasant.

Tags: F\_NAVIGATE, L\_DETAILS, S\_DIFFERENTIATE, L\_CHOOSE, M\_COLORS

Quotes: "This is taking (too) long. I can't believe this is what we unnoticeably go through when we interact with an app."

### Participant Details

Target Audience Segment: Casual Dater

Notes: The user had major issues using the app.

### Transcript and Codes

Q	Can you find the details of the dates you have joined/ planned?	
A	That was <b>difficult</b> . It doesn't make sense that I can only press the back button. It also doesn't make sense that the app would start there.	F_NAVIGATE_FAIL
Q	Can you differentiate an individual date to a group date?	
A	Yes. It is written out.	S_DIFFERENTIATE
Q	Can you find the page for the dinner date?	
A	Yes, I just clicked on it.	F_NAVIGATE
Q	Can you navigate back to the main screen, check your new message, and reply to it?	
A	<b>No</b> , I can only go to the dinner date.	F_NAVIGATE_FAIL
Q	Can you navigate to the pending date requests page?	



A	Yes, but it got frustrating. I honestly don't know how I got there. I started clicking everywhere and somehow it took me there.	F_NAVIGATE_FAIL
Q	How many people have requested to join a date?	
A	Six. I would have probably not noticed if it weren't for the red circles.	L_DESIGN_FAIL
Q	How many people have requested to join each individual date?	
A	Zero, three, one, two.	S_DIFFERENTIATE
Q	Can you identify the two individuals who have requested to join your dinner date?	
A	Yes? I mean yes. It was weird how I found the second person. It didn't make sense that I had to click on the left side. I mean, I only found it because I started clicking everywhere.	F_NAVIGATE_FAIL
Q	Can you either accept or decline the dates?	
A	No, this app really needs to be improved. I mean, I managed to accept one of them but I didn't get a chance to view the other profile once I was forced to accept the one that I already was on. It wouldn't let me decline.	F_NAVIGATE_FAIL L_CHOOSE_FAIL
Q	Do you like the colors?	
A	Yes, kind of. The gradient kind of interferes with what is being displayed.	M_COLORS_FAIL
Q	Does the app look consistent?	
A	Yes.	M_CONSISTENCY
Q	How can the app be improved?	
A	I felt that the app was broken. There wasn't much to do. It was frustrating.	M_IMPROVEMENT

## Participant 2

### Cover Sheet

Details: 21, female

Overall: Had some difficulty with navigating through the app due to prototype flaws.

Tags: F\_NAVIGATE, L\_DETAILS, S\_DIFFERENTIATE, L\_CHOOSE, M\_COLORS

Quotes: "Finish it. I wasn't allowed to view the texts, I mean the messages, until we finished."

### Participant Details

Target Audience Segment: Serious Dater

Notes: This interview went a lot faster than expected. Instead of trying to resolve any issue, the user continued on with the interview.

### Transcript and Codes

Q	Can you find the details of the dates you have joined/ planned?	
A	Yes. I just clicked on the back arrow.	F_NAVIGATE
Q	Can you differentiate an individual date to a group date?	
A	Yes,	S_DIFFERENTIATE
Q	Can you find the page for the dinner date?	
A	Yes, I just clicked on it.	F_NAVIGATE
Q	Can you navigate back to the main screen, check your new message, and reply to it?	
A	Yes and no. I went back to the planned dates page but the messages button didn't work	F_NAVIGATE_FAIL
Q	Can you navigate to the pending date requests page?	
A	No. I don't see an option to do so. I can only go to the dinner date page.	F_NAVIGATE_FAIL

Q	How many people have requested to join a date?	
A	I am guessing six. I only saw the red bubble on the bottom of the page.	L_DESIGN
Q	How many people have requested to join each individual date?	
A	I don't know. Wait, nevermind. I could see it now. I had to swipe right.	S_DIFFERENTIATE
Q	Can you identify the two individuals who have requested to join your dinner date?	
A	Yes, I clicked on the dinner date and then swiped right.	F_NAVIGATE
Q	Can you either accept or decline the dates?	
A	No, I was only allowed to accept Sally's request. I think I was intended to accept it so maybe that's why I couldn't decline.	F_NAVIGATE L_CHOOSE
Q	Do you like the colors?	
A	Yes, Something looks off on the last page though.	M_COLORS
Q	Does the app look consistent?	
A	Yes.	M_CONSISTENCY
Q	How can the app be improved?	
A	Finish it. I wasn't allowed to view the texts, I mean the messages, until we finished.	M_IMPROVEMENT_NON E

## Participant 3

### Cover Sheet

Details: 18, female

Overall: Was able to successfully complete all actions, but was confused with some prototype flaws.

Tags: F\_NAVIGATE, L\_DETAILS, S\_DIFFERENTIATE, L\_CHOOSE, M\_COLORS

Quotes: "You should fix it if that is where I am supposed to go."

### Participant Details

Target Audience Segment: Casual Dater

Notes: Pleasant interview. Didn't last long.

### Transcript and Codes

Q	Can you find the details of the dates you have joined/ planned?	
A	No ( she laughs). I see the dinner date but I'm guessing I have to go back. Ok, yeah, I see them.	F_NAVIGATE
Q	Can you differentiate an individual date to a group date?	
A	Yes. It is written out.	S_DIFFERENTIATE
Q	Can you find the page for the dinner date?	
A	Yes.	F_NAVIGATE
Q	Can you navigate back to the main screen, check your new message, and reply to it?	
A	No, I can't click on the messages icon. You should fix it if that is where I am supposed to go.	F_NAVIGATE_FAIL
Q	Can you navigate to the pending date requests page?	
A	Yes, I might have not thought of swiping right if it weren't for the circles on the top.	F_NAVIGATE

Q	How many people have requested to join a date?	
A	Six.	L_DESIGN
Q	How many people have requested to join each individual date?	
A	Three, one, and two.	S_DIFFERENTIATE
Q	Can you identify the two individuals who have requested to join your dinner date?	
A	Yes, they are Sally and Harriet.	F_NAVIGATE
Q	Can you either accept or decline the dates?	
A	No, I was only allowed to accept Sally's date.	F_NAVIGATE L_CHOOSE_FAIL
Q	Do you like the colors?	
A	Yes.	M_COLORS
Q	Does the app look consistent?	
A	Yes.	M_CONSISTENCY
Q	How can the app be improved?	
A	The messages icon didn't work when I was asked about but now I see a bubble on top of the messages icon. You can fix that. Everything else seems to work.	M_IMPROVEMENT

## Participant 4

### Cover Sheet

Details: 20

Overall: This user was confident in their ability to navigate through the application but became confused when controls for swiping were not as he expected. The participant saw that the screen indicated you could swipe left and right but found it was opposite of what was expected. They did not like that fact that they couldn't navigate throughout the whole application and on one screen none of the buttons would work.

Tags: E\_TIME, S\_DESIGN, M\_SWIPING

Quotes: "Because I see those dots at the top I am assuming I am going to swipe left to get to the next page... hmmm that does not work. Oh, I guess the swiping mechanism is set up backwards. Usually if you swipe left it will take you to the right bubble not the left."

### Participant Details

Target Audience Segment: Deal Chaser

### Transcript and Codes

Q	Can you navigate to where you can view all the dates you have joined or planned?	
A	"Yes, hmmm... I tried to hit the dates menu button but it didn't really do much.. Oh. I can tap on the back arrow to view all of the dates. I see we started on one particular date and we have to go back to view all of them."	
Q	Can you find one group date and one individual date in the list of joined or planned dates?	
A	"Yeah, it looks like Rock Climbing is a group date and that is scheduled earlier on in the week, and Dinner is an individual date that is scheduled later on in the week."	
Q	Can you find more details about the Dinner date on your list of dates joined or planned?	

A	“So I am guessing you just click on the Dinner date tab and... oh look at that, another menu pops up with someone who I have a date planned with. That is pretty cool”	
Q	Navigate back to the main screen and check for new messages, then please send a reply.	
A	“I am trying to get back to the main screen, but there is no way for me to navigate there. Some buttons do not work on this page but I would imagine I would click on the messages menu button to get there.”	E_TIME
Q	Navigate to the events screen and please navigate to the pending requests page.	
A	“Because I see those dots at the top I am assuming I am going to swipe left to get to the next page... hmmm that does not work. Oh, I guess the swiping mechanism is set up backwards. Usually if you swipe left it will take you to the right bubble not the left.”	S_DESIGN
Q	How many people total have requested to join your list of dates?	
A	“It looks like a total of 6 people have requested to join.”	
Q	How many people have requested to join the individual dates you have on your list of dates?	
A	“To me I can see about 3 total for individual dates”	
Q	Can you view the two different profiles of people who requested to join your dinner date?	
A	“Yes let me just click on the dinner date tab to see who has requested to join... okay yeah I see we have the same swiping mechanism to look through different profiles. That is nice, but the direction is off again.”	M_SWIPING
Q	Are you able to accept or decline the date requests?	
A	“It looks like I am only able to accept the second	

	profile for the date requests, but I get the idea that those buttons are there for me to decide if I want to accept or reject the request”	
Q	Do you like the colors for the dating app?	
A	“I do like the colors, they are pretty easy on the eyes and they go well together.”	
Q	Does the app look consistent? Do you have any suggestions on how to improve the UI?	
A	“The app does look consistent overall. It seems easy to recognize when we need to swipe because of the bubbles and the color scheme is consistent throughout the app. The only suggestion I would make is that the swiping needs to be more intuitive, fix the directional swiping and make it so users can at least navigate throughout the whole app without being stuck on one page.”	



## Participant 5

### Cover Sheet

Details: 27, female, teacher

Overall: User was confused by the button "Requests to Join". Thought she might be requesting to join that date but was confused because it wasn't on the Join section of the app.

Tags: M\_VIEW\_DATES, M\_DETAILS, L\_CHOOSE, S\_MESSAGE, F\_SYMBOLS

Quotes: I don't know. I see this button but I don't know what it means. The wording is confusing because I am thinking I will request to join this date. I don't know how to see who has requested to join my date.

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Looking more for deals around town than dates

### Transcript and Codes

I: What do you think Planned Dates means?

P: Probably dates that are officially happening. If I click on them then it shows me more details. (**M\_VIEW\_DATES, M\_DETAILS**)

I: How would you find people who've requested to join your date?

P: I don't know. I see this button but I don't know what it means. The wording is confusing because I am thinking I will request to join this date. I don't know how to see who has requested to join my date.

I: How would you accept or reject someone?

P: Just click accept or reject. (**L\_CHOOSE**)

I: How would you get to the messages?

P: I'd click on the message icon on the navigation menu. (**S\_MESSAGE**)

I: How would you look at messages with a specific person?

P: Click on the person I want to message. This seems pretty similar to any messaging app. I can send or receive a message easily. (**F\_SYMBOLS**)

## **Participant 6**

### **Cover Sheet**

Details: 29, female, business professional

Overall: Was able to accomplish all tasks quickly and without difficulty. Thought Date Requests were dates she had requested to join. And wasn't sure how to send a message because the design didn't have a text field.

Tags: M\_VIEW\_DATES, M\_DETAILS, L\_CHOOSE, F\_SYMBOLS

Quotes: "Probably like dates that are confirmed and dates that I have requested. Is that right?"

"I would click on the person. How can I send them a message? There isn't like a text field for me to start a message."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Thinks online dating is a good way to meet people but doesn't expect a serious relationship to come from it. Would rather make new friends and meet new people online.

### **Transcript and Codes**

I: What do you think Planned Dates means?

P: I think it means dates that I have planned (M\_VIEW\_DATES, M\_DETAILS)

I: What do you think the difference between Planned Dates and Date Requests mean?

P: Probably like dates that are confirmed and dates that I have requested. Is that right?

I: How would you find people who've requested to join your date?

P: I would click on the date

I: What is this page?

P: It gives me more details about the date

I: How would you accept or reject someone?

P: Click on this button and then accept or reject them. (L\_CHOOSE)

I: How would you get to the messages?

P: I would go to the message on the bottom navigation. (S\_MESSAGE)

I: How would you look at messages with a specific person?

P: I would click on the person. How can I send them a message? There isn't like a text field for me to start a message. (F\_SYMBOLS)

## Vignette

Tommy is happy he can control who goes on a date with him. He can see all of the people who have requested to join his date. He likes being able to see official dates and dates he needs to accept another person. The message feature is familiar to him and easy to find on the navigation. Overall, he is confident he can navigate through the app.

## Recommendations

Hypothesis	Recommendations	Reason
The user will know how to accept/decline someone's request to join their date.	Consider changing the button that says "Requests to Join" with a clearer label.	Some users did not know what to expect with that button. Were confused because of the wording.

## Setting Features

### Pre-Constructed Cover Sheet (whole team)

Hypothesis	Tags
The new color scheme will be more pleasant and fun.	A
The new splash screen is more inviting and visually appealing.	B
The new update profile button in settings and its location would be natural and satisfy the users' needs.	C
The different colors of the buttons at the bottom of the screen help the user to launch the proper action.	D
The new navbar style including the font style, size and color would please the user.	E
The new navbar is simpler and easier to interact with.	F
The new settings style, margins, colors and design would be more appealing to the user.	G
The new location control would be easier to understand and to interact with.	H

## Participant 1

### Cover Sheet

Details: 20, male, BYU-I Student

Overall: The participant liked the new color scheme. They thought the update profile button did not belong in the settings menu since there was already a profile icon in the bottom navigation bar. They also suggested ordering the navigation icons by home, messages, events, profile, and settings.

Tags: A, C, D, F, H

Quotes:

"I like the muted, softer, colored background and the brighter, more intense colors on top."

"Maybe that the update profile is in the settings. Maybe that should be in the profile menu and not in the settings menu."

"The only thing I would think to change is the order, like home, messages, events, profile, settings."

### Participant Details

Target Audience Segment: Casual Dater and Deal Chaser

Details or Reasoning: He does not go on dates very often, and is not looking for a serious relationship. He is much more likely to participate in activities or buy things that are free or at a low price.

Notes: The digital mockup from Week 10 was used for this interview.

### Transcript and Codes

Transcript	Codes
<b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about it?	

<p><b>Participant:</b> It's pretty good. I like the bubbles.</p> <p><b>Interviewer:</b> What do you like and not like about the colors of the app?</p> <p><b>Participant:</b> It's good. I like the muted, softer, colored background and the brighter, more intense colors on top.</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> Maybe that the update profile is in the settings. Maybe that should be in the profile menu and not in the settings menu. Other than that, I like the colored buttons. The log out is usually easier to miss, so this is good.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> It looks fine. The only thing I would think to change is the order, like home, messages, events, profile, Settings. Other than that, it looks good.</p> <p><b>Interviewer:</b> Locate the settings button on this page.</p> <p><b>Participant:</b> Right there at the end (found in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Uh, that one or that one (found in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> That one (found in about a second).</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> (Studies the settings and location screens).</p>	<p>A</p> <p>C: Update profile here unnecessary? D</p> <p>F: Suggested different order</p>
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**Interviewer:** Can you tell me what each setting does?

**Participant:** So, the little dial widens your radius of events that you look through. You can update your location if your phone doesn't automatically do that using change my location. The location screen lets you type your location in the white bar. Once you do that, you can press set new location to set the location as your location.

**Interviewer:** How would you use the nav bar to go back to the home page?

**Participant:** You press the house home button (found in about a second).

**Interviewer:** Thank you for your participation.

H: Good description of functions, familiar like google maps

## **Participant 2**

### **Cover Sheet**

Details: 21, Female, BYU-I Student

Overall: The participant found the settings page to be self-explanatory and simple. She disagreed with the hot pink and thought the logo was a little constrained, but she thought the colors worked nicely.

Tags: A, B, E, F, G, H

Quotes: "The only thing I don't like about it is the hot pink. It's a little too pink."

"I don't like how the logo is confined to a circle as well."

"It's self-explanatory and simple. The colors work nicely."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: She goes on dates occasionally, usually just to meet new people and find friends. Not looking for a serious relationship.

## Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about the splash screen and color scheme?</p> <p><b>Participant:</b> I like that it's pretty simple. It looks clean. The colors are nice. The only thing I don't like about it is the hot pink. It's a little too pink. I don't like how the logo is confined to a circle as well. That's it.</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> It's self-explanatory and simple. The colors work nicely.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I do like how the notification icon is highlighted.</p> <p><b>Interviewer:</b> Locate the settings button on this page.</p> <p><b>Participant:</b> I'd click the gear icon (finds in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> I'd click on the little human profile icon at the bottom (finds in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> I'd go to settings, then click on delete account, the black button at the bottom (found within about a second).</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my</p>	<p>A B</p> <p>A, G</p> <p>E, F</p>

location).

**Participant:** (Looks at each setting and screen).

**Interviewer:** Can you tell me what each setting does?

**Participant:** In the location box, you can set the max miles radius which is the maximum search distance by sliding it and you can slide it to 0 miles by sliding it all the way to the left or set it to 100 miles by sliding it all the way to the right. The change my location button changes the location where you search for activities. It brings you to the location screen. You search your location in the bar, then you tap the location that comes from the search and tap set new location to set your new location.

**Interviewer:** How would you use the nav bar to go back to the home page?

**Participant:** I would tap the home button (found in about a second).

H: Good description of functions, familiar like google maps

## **Participant 3**

### **Cover Sheet**

Details: 26, Female

Overall: The user liked the color scheme and font. They had almost no disagreements with any choice of style or layout and they felt that they could use the settings app with confidence.

Tags: A, B, D, E, G, H

Quotes:

"My one thing I would suggest is having the pink matching the pink up there."

"It's very approachable. I like the circles. Circles are round, inviting, and appropriate for the app you're making. I like the font. It is also approachable."

"I get lost a lot of times finding settings, but I don't think I would get lost here. It's very simple. I pretty much like everything about it."

### **Participant Details**

Target Audience Segment: Casual Dater and Deal Chaser

Details or Reasoning: She goes on dates with her husband, so she is obviously not looking for a relationship. They don't often have free time, but they look for free or inexpensive dates when they do.

## Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about the splash screen and the color scheme?</p> <p><b>Participant:</b> I like the color scheme and colors of the splash screen. It's very approachable. I like the circles. Circles are round, inviting, and appropriate for the app you're making. I like the font. It is also approachable.</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> I like the colors of the buttons. I like the layout. It's very direct, straightforward and I great for if I had trouble with my settings. I get lost a lot of times finding settings, but I don't think I would get lost here. It's very simple. I pretty much like everything about it.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I like it. Icons are really good. I think it looks really great. My one thing I would suggest is having the pink matching the pink up there (talking about the pink highlight on navigation bar and the pink on the settings page), but that might just be a personal preference. Honestly, it looks really good. I really like it.</p> <p><b>Interviewer:</b> Locate the button to update your settings.</p> <p><b>Participant:</b> Here it is (locates it in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Easy, right there (locates it in about a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your</p>	<p>A, B, G</p> <p>D G</p> <p>E: match the pinks?</p>

<p>profile.</p> <p><b>Participant:</b> There (locates it in about a second).</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> (Looks at the settings under Location as well as the other location screens).</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> Where it says location, that shows your current location. If I wanted to change that, I press change my location. If I wanted to change the radius of events I'm looking for from my location, I would change the slider. The location screen works like google maps, where I would type my location and press the set new location in pink.</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> I would just click on home at the bottom (took about a second).</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>H: Good description of functions, familiar like google maps</p>
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## Participant 4

### Cover Sheet

Details: 29, male

Overall: The user was impressed with the colors and overall design of the app. The user was able to easily complete tasks and navigate their way around the app.

Tags: A, B, C, E, F, H

Quotes: "I like the colors and the simple logo"

"I like how simple it is. It doesn't feel too crowded or like there is too much going on"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: The user is married and is looking for ways to save money on date nights. They like looking for different events and deals that any business have going on in the Rexburg area.

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about the splash screen and the color scheme?</p> <p><b>Participant:</b> I like the colors and the simple logo. I feel like it's missing the title, I mean I know you don't have one yet but it would be nice to know what the title is going to be and have the app seem more complete.</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> I like how simple it is. It doesn't feel too crowded or like there is too much going on.</p>	<p>A, B</p>



<p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I like the icons, I feel like it makes the app easy to use. I think I would have to know a little more about the apps purpose to understand all the icons like join for example. I am assuming that is to join a date?</p> <p><b>Interviewer:</b> Locate the button to update your settings.</p> <p><b>Participant:</b> Right here. Pretty straight forward. (took about one second).</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Here. (took about one second)</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> Here. (took about one second).</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> Here.</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> The current location is where you have your current location set. If you want to change that you would click here (change location button) and then type in a new address.</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> I would click on the home icon.</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>C</p> <p>E, F</p> <p>H</p>
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## Participant 5

### Cover Sheet

Details: 23, male

Overall: The user was pleased with the functionality of the app. They felt it was easy to navigate and find desired controls.

Tags: A, G, E, F, H, C

Quotes: "Love the colors! I think the colors make it look fun and professional, and it makes me want to stay on the app."

"I like the layout of the setting page and how straightforward it is. I don't like the three buttons stacked on top of each other, I feel like it looks too crowded or something."

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: This user is single and is looking for a steady relationship. They want to meet that special someone but they also want to be able to have fun going on all these dates.

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about the splash screen and the color scheme?</p> <p><b>Participant:</b> Love the colors! I think the colors make it look fun and professional, and it makes me want to stay on the app.</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> I like the layout of the setting page and how straightforward it is. I don't like the three buttons stacked on top</p>	A

<p>of each other, I feel like it looks too crowded or something.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I love the navigation bar and how simple it is. I don't think there is anything I dislike about it.</p> <p><b>Interviewer:</b> Locate the button to update your settings.</p> <p><b>Participant:</b> Here (took less than a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Here (took less than a second).</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> Here (took less than a second).</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> Right here (took less than a second).</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> I can change my search range based on my location and if I change locations I can change my location by pressing this button. Then it takes me to this screen and I type in my new address and click change address.</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> Click on the home icon.</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>G</p> <p>E, F</p> <p>C</p> <p>G, H</p>
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## Participant 6

### Cover Sheet

Details: 25, female

Overall: The user was able to move through the app without any complications. They found the style, colors and typography pleasing and enjoyed using the app

Tags: B, G, F, H

Quotes: "I like the splash screen. I wish there was a title for the app. "  
"Maybe [I don't like] all the different colors for the buttons, you could just pick two colors."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: The user is single but is about to leave on a mission so they really don't want to commit to anything serious right now. They would still like to meet people and go on fun dates.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about the splash screen and the color scheme?</p> <p>Participant: I like the splash screen. I wish there was a title for the app.</p> <p>Interviewer: Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p>Participant: I like the colors and the overall layout of this page. I</p>	<p>B:TITLE</p>

<p>think it looks clean and is pleasing to the eye. I don't think there is anything I dislike about it. Maybe all the different colors for the buttons, you could just pick two colors.</p> <p>Interviewer: What do you like and dislike about the navigation bar?</p> <p>Participant: I like that it's simple.</p> <p>Interviewer: Locate the button to update your settings.</p> <p>Participant: Right Here (took less than a second).</p> <p>Interviewer: Locate the button that allows you to edit your profile.</p> <p>Participant: Here (took less than a second).</p> <p>Interviewer: Locate the button that allows you to delete your profile.</p> <p>Participant: Here (took less than a second).</p> <p>Interviewer: Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p>Participant: Here.</p> <p>Interviewer: Can you tell me what each setting does?</p> <p>Participant: You can change your location and you can also change the range you are searching for.</p> <p>Interviewer: How would you use the nav bar to go back to the home page?</p> <p>Participant: Click on the home icon.</p> <p>Interviewer: Thank you for your participation.</p>	<p>G:BUTTON COLOR</p> <p>F</p> <p>H</p>
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## Participant 7

### Cover Sheet

Details: 22, male

Overall: The user really liked the splash page and color scheme better than last time. It was very simple for the user to navigate the app

Tags: A, B, C, G, H

Quotes:

"I really like the color scheme here"

"The settings page looks pretty simple to use"

"The design is also really nice"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: This user is a college student looking for deals as he is now integrating his college life with married life, so he is looking for ways to score deals for date night.

### Transcript and Codes

Transcript	Codes
Interviewer: Welcome, thanks for taking part in this test again. Here is the splash page, as you can see we have altered the design of the page. What are your thoughts on these changes? Participant: I really like the color scheme here. It feels less formal than the last one.	A, B
Interviewer: Here is the settings page, we also adjusted this one as well. What are your thoughts? Participant: The settings page looks pretty simple to use. There isn't a whole lot of complex stuff to do anyway. The design is also really nice.	G
Interviewer: I want you now to test out the new location control,	

by changing your location. Participant: Okay  Interviewer: So how intuitive do you think the location control is? Participant: It's pretty good. Pretty simple to use.  Interviewer: Thank you for your participation	H - takes at most a couple seconds
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## Participant 8

### Cover Sheet

Details: 24, male

Overall: The design is very good, but the colors are a tad bit bright. The nav bar is simple to use and makes sense.

Tags: A, B, E, F

Quotes:

"I like the design, but not a huge fan of pink"

"But it does look pretty fun"

"The nav bar makes sense it's a pretty simple tool"

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: This user is a college student looking that is down for normal dates, mainly just hanging out. He enjoys meeting new people.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Welcome, thanks for taking part in this test. We will be going over an app that we are designing that is a dating/meetup application. Here is the splash page for the application. What are your thoughts?</p> <p>Participant: I like the design, but not a huge fan of pink. But that's just me, I think that pink is just too bright of a color in general. But it does look pretty fun</p> <p>Interviewer: Today we will be mainly looking at the nav bar, first off what are your thoughts on its design?</p> <p>Participant: It looks pretty good, I mean it looks like a normal toolbar to me. Although I really do like the logos for each button.</p> <p>Interviewer: Can you tell me what each of these buttons do?</p>	<p>A, B</p> <p>E</p>



Participant: Yeah, (From left to right) this one is to go to the home screen, this one is for your events I'm guessing, this one is your profile page, then messaging, and settings..

F

## Participant 9

### Cover Sheet

Details: 23, male

Overall: He is impressed by the changes. Really likes the color scheme, but the buttons being different colors doesn't seem to look too good.

Tags: A, B, D, G, H

Quotes: "I really like the bubbly feel of the front page"

"Not really a huge fan of the buttons, the different colors kind of confuse me"

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: He is a person who really likes going on dates and really just enjoys social interaction. He is also somewhat versed in graphic design.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Welcome, thanks for taking part in this test. We will be going over an app that we are designing that is a dating/meetup application. Here is the splash page for the application. What are your thoughts?</p> <p>Participant: I really like the bubbly feel of the front page. It gives it a really fun feel to the app.</p> <p>Interviewer: So today we will be going over the settings page of the app. So here it is. What are your thoughts on the layout and overall design.</p> <p>Participant: It seems to be consistent to the rest of the app, which is good. I don't really like the color of the buttons over here, being different every time. Yeah, not really a huge fan of the buttons, the different colors kind of confuse me.</p> <p>Interviewer: Alright so that last thing that we are going to go over is</p>	<p>A, B</p> <p>D, G</p> <p>H</p>

that location control. I want you to test the location control setting that we have by changing your location.

Participant: Done. Not too bad.

Interviewer: Thanks for participating in this usability study

## Participant 10

### Cover Sheet

Details: 32, female

Overall: She is somewhat indifferent, she shared some valuable inputs despite the fact that she didn't look too interested in the app.

Tags: B, G, H, F

Quotes: "I like the design"

"The configuration seems simple and straightforward"

"They (the location controls) look good"

"you are kidding, right? (meaning the navbar is simple)"

### Participant Details

Target Audience Segment: Casual dater

Details or Reasoning: She is married with a two year old kid, not a big dater. She used to go to concerts, but it changed when she got married.

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about it?</p> <p><b>Participant:</b> I like the design, I don't like the color scheme, I am not a big fan of pink, I like the green color but I don't think it is right for the app, It makes it look boring.</p> <p><b>Interviewer:</b> What do you like and not like about the colors of the app?</p> <p><b>Participant:</b> I just told you</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page).</p>	<p>B: She didn't like the colors, this should have been another hypothesis, to gather more valuable data.</p>

<p>What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> The configuration seems simple and straightforward, the distribution of the elements is even. I find the font size too small. I find them hard to read.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I don't like the title color, I would have painted black just like the arrow</p> <p><b>Interviewer:</b> Locate the settings button on this page.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> They look good</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> Yes, each setting is pretty simple, this is to activate notifications for messages from other users, this is to get notifications for events, this is to set my location and a range of locations from activities I would be willing to participate in. The rest of the buttons are also pretty simple</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> you are kidding, right? (meaning it is simple)</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>G: We should have included negative hypothesis in order to gather more valuable information</p> <p>H</p> <p>F</p>
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## Participate 11

### Cover Sheet

Details: 30, female

Overall: She shows more interest in the app, she is knowledgeable in design, she provided valuable feedback.

Tags: B, G, E, D, F, H

Quotes: "I like circles and I like that it is simple"

"It is awesome, it is simple, I like the distribution, the colors, the font type."

"I like the colors, and contrast, the black arrow is simple to identify and to apply the action."

"It is completely obvious what each button does, I wouldn't need to ask you anything."

"The black arrow stands out so it is easy to see what I should do to go back."

"It looks perfect, It is simple and the important things are standing out, I wouldn't add or remove anything from that part of the screen."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: He is a person who really likes going on dates and really just enjoys social interaction. He is also somewhat versed in graphic design.

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about it?</p> <p><b>Participant:</b> I don't like the color pink, I like circles and I like that it is simple. I would change the pink to a more purple sort of color. I would not give the title so much presence but the logo instead.</p> <p><b>Interviewer:</b> What do you like and not like about the colors of the</p>	<p>B: She didn't like the colors either, this should have been another hypothesis, to</p>

<p>app?</p> <p><b>Participant:</b> I mentioned it already</p> <p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> It is awesome, it is simple, I like the distribution, the colors, the font type.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I like the colors, and contrast, the black arrow is simple to identify and to apply the action.</p> <p><b>Interviewer:</b> Locate the settings button on this page.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> It looks perfect, It is simple and the important things are standing out, I wouldn't add or remove anything from that part of the screen.</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> It is completely obvious what each button does, I wouldn't need to ask you anything.</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> I just told you, the black arrow stands out so it is easy to see what I should do to go back.</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>gather more valuable data.</p> <p>G</p> <p>E</p> <p>H</p> <p>D</p> <p>F</p>
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## Participate 12

### Cover Sheet

Details: 30, male

Overall: He is somewhat indifferent as well, he shared some valuable inputs, he stopped playing video games to participate in the interview and then resumed his game afterwards.

Tags: B, G, F, H

Quotes: "That sequence of the circles from small to big, the title stands out being in the big one."

"It is simple"

"Yes, I have no question about the functions of each of them"

"It is easy, yes"

"I find it pretty straightforward, it is simple to use, the distribution, the buttons, etc, are great."

### Participant Details

Target Audience Segment: Casual Dater

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Hello. Thank you for choosing to take part in this test. You will be testing a dating and social app focused around activities rather than dates. The part of the app you will be testing is the splash and settings pages. Here is the splash page (presents splash screen). What do you like and not like about it?</p> <p><b>Participant:</b> That sequence of the circles from small to big, the title stands out being in the big one.</p> <p><b>Interviewer:</b> What do you like and not like about the colors of the app?</p> <p><b>Participant:</b> I don't like the color combination, It seems to me that they are more suitable for a dippers brand.</p>	<p>B: he didn't like the colors, this should have been another hypothesis, to gather more valuable data.</p>

<p><b>Interviewer:</b> Here is the settings page (presents settings page). What do you like and dislike about how the page is laid out?</p> <p><b>Participant:</b> It is simple, I don't like when the app has too many settings, the most important things are there. I found the delete, update and logout buttons too big, I would do them smaller and with icons or images.</p> <p><b>Interviewer:</b> What do you like and dislike about the navigation bar?</p> <p><b>Participant:</b> I like it just like it is</p> <p><b>Interviewer:</b> Locate the settings button on this page.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to edit your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Locate the button that allows you to delete your profile.</p> <p><b>Participant:</b> Here it is (she is pointing the right spot)</p> <p><b>Interviewer:</b> Please look at the location settings (presents the user with the other location screens when they tap change my location).</p> <p><b>Participant:</b> I find it pretty straightforward, it is simple to use, the distribution, the buttons, etc, are great.</p> <p><b>Interviewer:</b> Can you tell me what each setting does?</p> <p><b>Participant:</b> yes, I have no question about the functions of each of them</p> <p><b>Interviewer:</b> How would you use the nav bar to go back to the home page?</p> <p><b>Participant:</b> It is easy, yes</p> <p><b>Interviewer:</b> Thank you for your participation.</p>	<p>G: He liked the design, but he would still change some buttons</p> <p>H</p> <p>F</p>
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## Participate 13

### Cover Sheet

Details: 22, male

Overall: Didn't have any problems with the design aside from an issue with the color scheme.

Tags: A, B, E, F, C, H

Quotes: "A little bit much on the pink, but it's alright."  
"I'll be able to figure out where stuff is."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Not seriously dating anyone

### Transcript and Codes

Transcript	Codes
<p><b>Interviewer:</b> Alright, welcome to the third usability study. This time, we have an interactive model for you to work with. So here, we have the loading screen. What do you think about that design?</p> <p><b>Participant:</b> It's simple. A little bit much on the pink, but it's alright.</p> <p><b>I:</b> OK. Go ahead and click on that to simulate finishing loading. Alright, this is the title screen. The title hasn't been chosen yet. What do you think of the design?</p> <p><b>P:</b> It's pretty simplistic. A lot like the title screen. Again, a bit heavy on the pink.</p> <p><b>I:</b> Alright, go ahead and click it again. [P taps screen to skip login, which is not covered in this study] This is the settings page. What do you think of the layout?</p> <p><b>P:</b> It's alright. I'll be able to figure out where stuff is.</p> <p><b>I:</b> So, what do you think of the navigation bar at the bottom?</p>	<p>A: Doesn't like the pink</p> <p>A; B: Splash isn't noteworthy</p> <p>E: "It's alright."</p>

<p><b>P:</b> It's simple. It seems like it would work.</p> <p><b>I:</b> OK. Now, where would you go to edit your profile?</p> <p><b>P:</b> I'd, uh ... go up here to "update profile," ... I guess.</p> <p><b>I:</b> Alright, so now, how would you update your location? Go ahead and do what you would do.</p> <p><b>P:</b> So I'd hit the "change my location" and then I'd scroll over to where I wanted my location to be. Click that, and confirm it, then...</p> <p><b>I:</b> OK, what if it's nowhere near your location, though?</p> <p><b>P:</b> Well, then I could search for it.</p> <p><b>I:</b> OK, so go ahead and tap on the "search." [P taps on the search bar] Go ahead and start typing in your address.</p> <p><b>P:</b> OK. [Begins typing. I waits for a few seconds]</p> <p><b>I:</b> OK. You don't need to type it out. So, let's say now you finished typing it out and that's the address you want, the one that's shown in the box.</p> <p><b>P:</b> Hmm.</p> <p><b>I:</b> OK, so now what?</p> <p><b>P:</b> "Set new location."</p> <p><b>I:</b> OK, so now, go ahead and use the navigation bar to go back to the home page. [P quickly finds and taps the "home" button on the navigation bar] OK. That concludes the experiment. Thank you for your time.</p>	<p>F</p> <p>C: Seems like there was a bit of trouble finding it.</p> <p>H: Figured it out quickly.</p> <p>H</p> <p>H: There was no trouble using this feature.</p>
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## Participate 14

### Cover Sheet

Details: 20, male

Overall: Doesn't like the appearance of the app. Thinks the color scheme is fine, but would use something different. Wants to see more of the app.

Tags: B, A, C, H, E

Quotes: "You don't even have a fake title. What's up with that?"

"What's the rest of the app look like?"

"I would use a different color, but it doesn't look bad."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Doesn't go outside, like ever.

### Transcript and Codes

Transcript	Codes
<p>I: Welcome to the third usability study. This time we have an interactive model for you to use. This is the load screen, it's what you'll see while it's loading. What are your thoughts on this design?</p> <p>P: Why does the white bar go off the screen? It looks really bad.</p> <p>I: I dunno. Go ahead and click it to simulate finishing loading. Here's the title screen. What are your thoughts on that?</p> <p>P: Am I supposed to be judging how terrible the graphical design is, cuz I'd just like to point out, I've seen uglier apps and immediately deleted them. Like, they're barely uglier, OK?</p> <p>I: OK.</p> <p>P: You don't even have a fake title. What's up with that?</p> <p>I: Go ahead and click on that, and just click it again. This is the</p>	<p>B: Does not like the appearance of the loading screen.</p> <p>B: Doesn't like the title screen either.</p>

<p>settings page. What do you think about the layout or anything else about the design?</p> <p>P: This isn't the first page! Why do I get shown this first every time? I feel like this shouldn't be the first page that I look at.</p> <p>I: Well, we're doing just the settings part.</p> <p>P: That's dumb. <b>What's the rest of the app look like?</b> Like, this is fine. I don't know if I would put it in this order, but, I guess that's fine. Like, everything is easy to understand.</p> <p>I: OK. What do you think of the color scheme that's used?</p> <p>P: The magenta looks fine off the blue background. <b>I would use a different color, but it doesn't look bad.</b></p> <p>I: OK, great. What would you do to update your profile?</p> <p>P: There's a button over here. It's labeled "update profile."</p> <p>I: OK, there you go.</p> <p>P: [Interviewer Name], this is the same thing you asked me the last time I came in here and did this. These are literally the same questions.</p> <p>I: Um, OK. ... What would you do to delete your profile?</p> <p>P: I'd hit the button that says "delete account." And then you'd select the ... [presses the button to confirm delete] I dunno, I think it might be ... too easy to delete?</p> <p>I: How are you gonna update your location? [P begins to use the "change my location" feature without comment] OK. So, say that's the address you wanted.</p> <p>P: [Continues the sequence for setting the location] Ta-daa!</p> <p>I: OK, now the last thing is to go back to the home page. How would you do it? [P taps the "home" button in the navigation bar] OK, there you go, that's it. Thank you for your time.</p>	<p>Annoyed that this only gives him a look at the settings.</p> <p>G</p> <p>A: Would use different colors</p> <p>C: Easy to locate</p> <p>Thinks that deleting account may be too easy</p> <p>H: The location feature is easy to understand.</p> <p>E: Navbar is easy to understand and use</p>
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## Participate 15

### Cover Sheet

Details: 17, male, High-Schooler

Overall: Didn't have any trouble using the app. Does not like the pink color that is being used. Had some issues with the loading and splash screens.

Tags: B, A, G, F, C, H

Quotes: "Why is the box in the middle going off the side?" (in reference to the loading screen)

"I don't like the purple. It's too bright."

"[The] hitboxes are terrible."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: He is still in high school and not seriously dating anyone.

### Transcript and Codes

Transcript	Codes
<p><b>I:</b> Alright, so welcome to the third usability study. This time, we have an interactive model of the app for you to work with. So, this is the loading screen. Do you have any thoughts about the design, what you like, what you don't like?</p> <p><b>P:</b> Why is the box in the middle going off the side?</p> <p><b>I:</b> I don't know. I think the title's supposed to go there, but the app doesn't have a title yet. Alright, do you have any other thing about that?</p> <p><b>P:</b> No, not really.</p> <p><b>I:</b> Alright, go ahead and click on the screen to simulate finishing loading. [P taps screen]. Alright, there's the title page. As you can see, the app hasn't been named yet. What do you think of the title page?</p>	<p>B: Does not like the design of the loading screen.</p>



<p><b>P:</b> [Sarcastically] There's some circles on it. That's nice. I like circles.</p> <p><b>I:</b> OK, great. Any thoughts about the color scheme?</p> <p><b>P:</b> I don't like the purple. It's too bright.</p> <p><b>I:</b> OK. Go ahead and click it again. [P taps screen] And again. Alright. Here we have the settings screen. What do you think of the layout of this screen?</p> <p><b>P:</b> I can tell what's going on. I can see everything and it makes sense to me.</p> <p><b>I:</b> OK. What do you think of the navigation bar on the bottom?</p> <p><b>P:</b> On the bottom?</p> <p><b>I:</b> Yeah, this. [Indicates the navigation bar]</p> <p><b>P:</b> Oh, that. That's the navigation bar. Sorry, I didn't know what you meant. Well, it looks like it can take me everywhere in the thing. It looks nice, I guess.</p> <p><b>I:</b> OK, now, if you wanted to update your profile, what would you do?</p> <p><b>P:</b> I'd hit "update profile."</p> <p><b>I:</b> What would you do if you wanted to delete your account?</p> <p><b>P:</b> I would just go in here and hit delete.</p> <p><b>I:</b> Alright, what would you do if you wanted to change your location?</p> <p><b>P:</b> I would hit "change my location." And it would ... be really weird because the hitboxes are terrible. And then I would just ... change location.</p> <p><b>I:</b> Alright, so, you can't really type anything in, but, say you finished typing it in and that was the address you wanted.</p> <p><b>P:</b> OK.</p> <p><b>I:</b> There's the changing my location thing. Now, how would you go back to the home page?</p> <p><b>P:</b> I would hit this button [indicates the "home" button on the</p>	<p><b>B:</b> Doesn't feel there's much to say about the splash screen.</p> <p><b>A:</b> Does not like the pink color</p> <p><b>G:</b> The settings screen "makes sense"</p> <p><b>F:</b> Didn't know what I was asking for</p> <p><b>C:</b> The button was easy to recognize</p> <p>No problem figuring out how to delete account</p> <p><b>H:</b> Thinks that some button hitboxes are a bit off.</p>
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taskbar] or I would hit the back button. I guess there are 2 options.

I: Alright, that's the entire experiment! Thank you for your time.

F: Navbar is  
easy to  
understand and  
use.

## **Participate 16**

### **Cover Sheet**

Details: 27, female, teacher, experience level: 9

Overall: Thought the settings were easy to understand and adjust information on. Was able to accomplish all of the tasks quickly and without trouble.

Tags: C, D, E, G, H

Quotes: "I'd click the settings button on the navigation menu."  
"Everything looks clean and clear."

### **Participant Details**

Target Audience Segment: Deal Chaser

Details or Reasoning: Looking more for details around town than dates.

### **Transcript and Codes**

I: How would you get to the setting screen? (C, D)

P: I'd click the settings button on the navigation menu.

I: What does turning notifications on or off mean to you?

P: It would be if I want to receive a notification outside of the app. But I assume I would still receive notifications when I am in the app.

I: How would you change your location?

P: I would click change and then go through the steps of changing my location. (H)

I: How would you update your profile?

P: Just click update profile. (C)

I: How do you like the colors and design?

P: Personally not a fan of bright pink and teal but it works fine in this app. I like the fonts. Everything looks clean and clear. (E, G)

## **Participate 17**

### **Cover Sheet**

Details: 29, female, business professional

Overall: Didn't encounter any struggles while completing the study. Thought everything was straightforward and easy to figure out.

Tags: C, D, E, G, H

Quotes: "It means whether I want to receive notifications outside of the app."  
"I would click change my location. Then go through the process."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Thinks online dating is a good way to meet people but doesn't expect a serious relationship to come from it. Would rather make new friends and meet new people online.

### **Transcript and Codes**

I: How would you get to the setting screen?

P: I would go to the bottom navigation. **(C, D)**

I: What does turning notifications on or off mean to you?

P: It means whether I want to receive notifications outside of the app.

I: How would you change your location?

P: I would click change my location. Then go through the process. **(H)**

I: How would you update your profile?

P: Click update profile. **(C)**

I: How do you like the colors and design?

P: I like the colors more than the previous design. I think it works well for a dating app.  
**(E, G)**

### **Vignette**

The updated design has been a success. Users feel more comfortable using the app and it feels more familiar. The pink color has proven to throw some people off. In the

coming weeks we plan to fine tune our design. Many small changes need to be made such as sizing of buttons, margins and making the layout of the app more clear to the user.

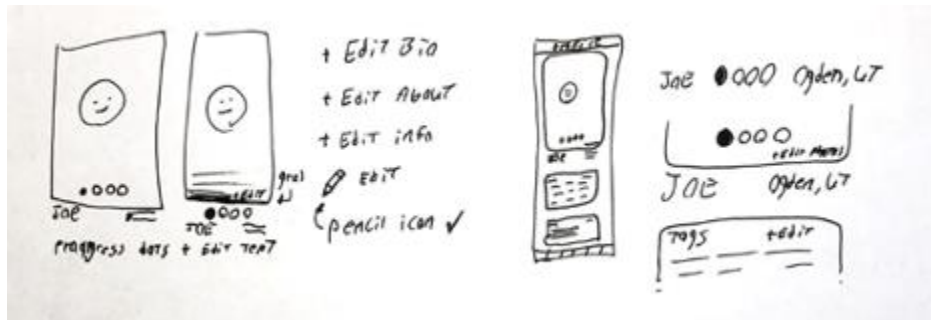
### Recommendations

Hypothesis	Recommendations	Reason
The new color scheme will be more pleasant and fun.	Change the hot pink of the logo, settings page, and anywhere it occurs to be the same color as the navigation bar pink when an icon is highlighted.	Participant 2 disliked the hot pink color and thought it could be toned down a bit. Participant 3 did not like how the hot pink on the settings page did not match the pink highlight color of the navigation bar at the bottom.
The new splash screen is more inviting and visually appealing.	Change the splash screen logo to be a little bigger.	Participant 2 thought the logo felt constrained and unappealing.
The new update profile button in settings and its location would be natural and satisfy the users' needs.	Remove the update profile button on the settings page.	Participant 1 did not think that this button belonged in the settings menu. It is better to have a universal and consistent location for the profile (the navigation bar at the bottom) than to have multiple locations that could confuse the user.

# Appendix: Design Process

## Profile Features

### Breadth First Search



- Single edit button at bottom of screen. Brings up option to edit bio, tags and pictures
- Separate buttons for each section. Edit pictures located by dots. Edit for tags and bio in respective sections.

### Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	--
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	--
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	Second design fills this better. They do not have to scroll through the page to find a single button. Each button will be by the element it edits.
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	--

The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	--
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	--
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	Second design fills this better as each edit button will be next to the element it changes, helping with mapping.

## Depth First Search



## Evaluation

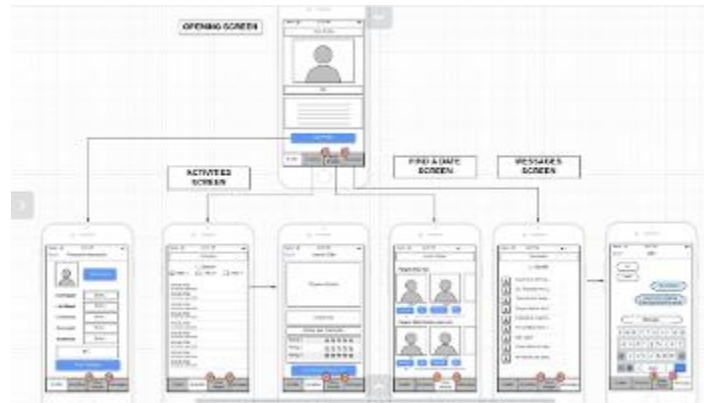
Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	--
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	--
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	Elements are aligned and it is easy to identify what buttons do.
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	--
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	--



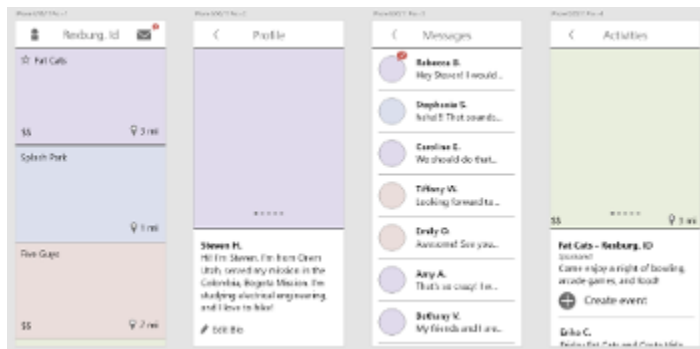
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	--
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	Button to edit pictures is outside photo to maximize contrast. Every option to edit is close to its respective element.

# Activities Features

## Breadth First Search



- Due to research and personal considerations, we as a group decided to use simple designs that would show off a decent amount of information. In many cases, we emulated other apps we have seen with similar goals. Different colors were chosen and looked at while we did simple storyboards.



- After showing the storyboards to multiple others we took down information. Things like a dislike of color and wants for filters and ways to reject people from events. This, combined with feedback from the stakeholder, had us modify only slightly from our larger sized photos as base event pictures surrounded by blue outlines with gold buttons. The Actually listed going groups gave smaller sections so that more of these groups could be seen at any given point .

## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Things are a little confusing in the beginning.
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The confusing menu and different drawings doesn't help too much so we don't meet this criteria in the beginning.
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	Criteria not met in the first drawings..
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	This one kind of meets the expectations.
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	This one kind of meets the expectations.
The user should be able to see when their data has been created and know when people are interested in the date they created.	Priority 2	It's there, but not too clear.
The user should be able to create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	Yes, but it's difficult, without the app being completed yet.

## Depth First Search



- This design has a clear emphasis on the picture associated with the activity, hoping to interest the user immediately with eye-catching visuals. However, it doesn't perform as well as it could due to the size and some contrast issues. The images take up a huge portion of the screen, so scrolling through a long list can be tedious and demotivating.
- In an effort to try and ease the issue with a lack of content on the screen at a time, the pictures were greatly reduced in size, and the textual content was shifted around. An issue that persists in this iteration is a lack of contrast towards the bottom of the screen. The white text on the light blue background causes some blurring and difficulty to read.
- Finally, changing up the color of the text to be a solid blue color, and adding a white background addresses the readability issues that were previously present. Reducing the size of the content allows for a bit more to be added. In this iteration, we're able to fit in more specific pricing.

## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	The process to create or find a date is very straightforward and easy to understand.
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	Each of the buttons are clearly labeled and easy to make out from the rest of the content.
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	Different portions of content are clearly delineated and easy to identify.
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	Some of the interfaces could possibly be lacking in interest.
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	Users are easily able to see other events and who created them, building trust.
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	Upon submitting an event application or creating an event, the user is presented with a confirmation screen, informing them that their action was successful.
The user should be able to create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	Action buttons are clearly stylized similarly, and the interface layouts are all consistent.

# Message Features

## Breadth First Search

“Dates accepted” and “dates pending” pages

- “Dates accepted” and “dates pending” names created confusion on our team.
- Merge the two pages.
- Presents the data in a not simple, and potentially confusing way.
- “Planned Dates” and “Dates requested” name change.
  - “Planned dates” does a great job of getting across what the page is. It makes more sense than “Dates Accepted” because a user could have a date that he created in this list.
  - “Dates Requested” isn’t a perfect title, but the two titles are separate enough to not cause confusion.

How to handle people joining dates and their notifications.

- Pop up notification saying they’ve been rejected
  - Very frustrating and discouraging
  - Very visible
- Notifications page
  - Unintrusive, visible, not very frustrating.
- Messages
  - Not very intrusive, but a confusing place to put the notification. New users might not look there.
- Create another page of “Updates” that has a list of all the dates a user has requested to join.

## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	--
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	--
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	A little confusion between planned dates and date request
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	The user is excited to see who wants to join their date
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	Users not sure what the other person will see if they reject
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	The user will be notified when a person requests to join their date
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	The app appearance is consistent with the other screens

## Depth First Search

### Notifications Page/New Date Update Page

- Should contain more than just rejections, it will also have a list of dates that the user is still waiting to receive an answer about.
- Makes looking at it more motivating.
- Adds a place to provide visibility for another set of data.
- If a user is rejected from a date, the date in the list will be replaced with “free time” and prompt the user to plan or join a different date.
- The user will know they no longer have plans that night. Takes away the uneasy anticipation of not knowing their plans.
- Less disheartening than telling them that they were rejected for a date.
- Notifications/Update Page will be connected to the Planned Dates and Dates Requested pages.
  - Makes the mapping simple, everything to do with dates you have planned is contained in one tab, on three adjacent pages.

## Evaluation

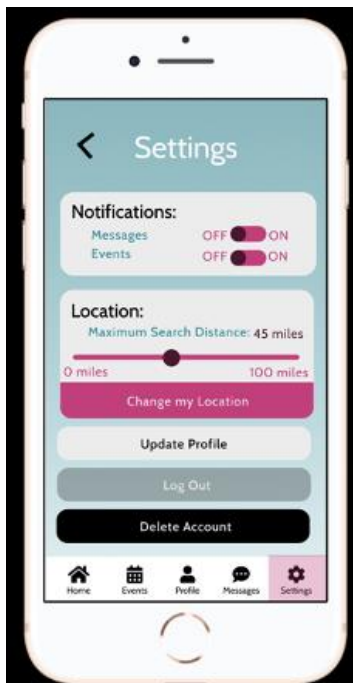
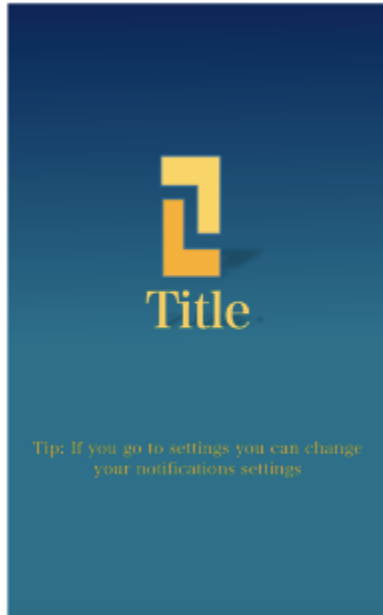
Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	--
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	--
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	More information is presented to clarify how the user can accept or reject a date request
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	The user can see a list of dates that they are waiting to receive an answer
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	The user will have a confirmation when they request to join a date



The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	The user will have a confirmation when they request to join a date. They will have a notification when other people have requested to join a date.
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	The app design is similar to the other screens

## Setting Features

### Breadth First Search

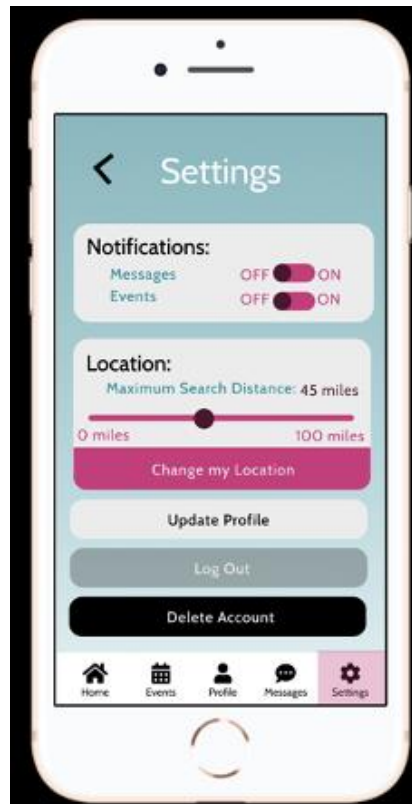
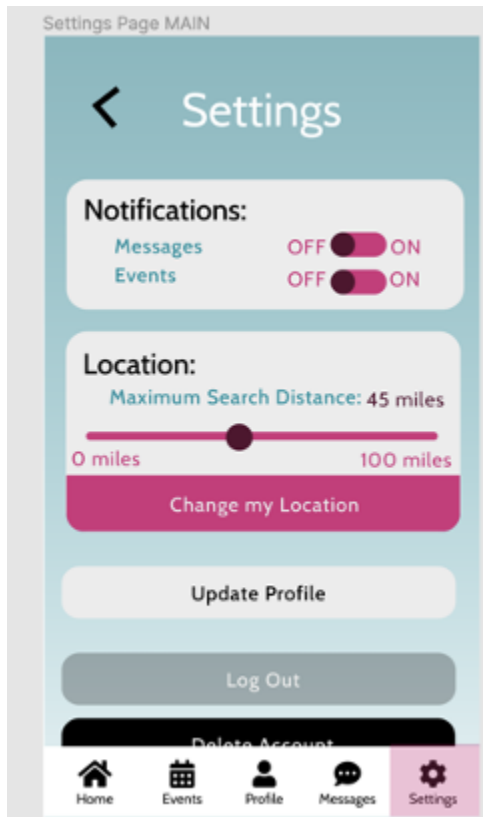


- The biggest thing we did with our breadth-first search was change the colors. We worked on changing the colors to a more modern and fun design. We also changed the typography to make it seem more modern and not so much like a business application.

## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	--
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	Change of colors made the app feel more familiar and fun to use.
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	Updated spacing and font choices made the app easier to navigate.
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	Change of colors and typography help the app appear more fun.
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	--
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	--
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	The navigation bar helps the user understand where they are in the app.

## Depth First Search



- The above example shows one depth-first search we did. We changed the spacing of the buttons. At first we thought about doing side by side buttons, and then we decided to do full length buttons and put them on top of each other. We also thought about having the update profile button with more spacing around it but ended up having even spacing for all three buttons.

## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	-
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	Adding the light pink highlight at the bottom of the navigation bar helps the user to quickly understand where they are at in the app.
The user should not be confused by the overall design and should not require a vast amount of knowledge to utilize the dating app.	Priority 1	The app is designed to be clean looking. We changed the spacing on the buttons to make it feel more familiar to the user.
Users should feel satisfied and excited about the dates they plan or find. Users should not get bored or frustrated by their experience with the app.	Priority 1	The app is minimal. We got rid of a couple features or buttons to make it so that there was not so much information that the user was overwhelmed.
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	-
The user should be able to see when their date has been created and know when people are interested in the date they created.	Priority 2	-
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and functionality should not be constantly changed.	Priority 2	The navigation bar is uniform with all screens of the app, which helps the user feel like they are using one consistent app.