

# Second Usability Study

User Interface Evaluation and Design

Section 8

# Table of Contents

<b>Recommendations from First Usability Study</b>	10
<b>Criteria</b>	11
<b>Profile Features</b>	13
Prototypes	13
Profile Features Videos	13
Usability Plans	13
Hypotheses	13
Experiments	14
Script	15
Changes from Previous Plan	17
<b>Activity Features</b>	18
Prototypes	18
Activity Features Video	18
Usability Plans	18
Hypotheses	18
Experiments	19
Script	20
Changes from Previous Plan	22
<b>Message Features</b>	23
Prototypes	23
Message Features Video	23
Usability Plan	23
Hypotheses	23
Experiments	24
Script	25
Changes from Previous Plan	26
<b>Setting Features</b>	27
Prototypes	27
Setting Features Video	27
Usability Plans	27
Hypotheses	27
Experiments	27
Script	28
Changes from Previous Plan	29

<b>Raw Data</b>	30
Profile Features	30
Pre-Constructed Cover Sheet (whole team)	30
Participant 1	31
Cover Sheet	32
Participant Details	32
Transcript and Codes	32
Participant 2	33
Cover Sheet	33
Participant Details	33
Transcript and Codes	33
Participant 3	34
Cover Sheet	34
Participant Details	34
Transcript and Codes	34
Participant 4	36
Cover Sheet	36
Participant Details	36
Transcript and Codes	36
Participant 5	38
Cover Sheet	38
Participant Details	38
Transcript and Codes	38
Participant 6	39
Cover Sheet	39
Participant Details	39
Notes	39
Transcript and Codes	39
Participant 7	40
Cover Sheet	40
Participant Details	40
Notes	40
Transcript and Codes	40
Participant 8	41
Cover Sheet	41
Participant Details	41
Notes	41
Transcript and Codes	41

Participant 9	43
Cover Sheet	43
Participate Details	43
Transcript and codes	43
Vignette	45
Recommendations	45
Activity Features	46
Pre-Constructed Cover Sheet (whole team)	46
Participant 1	48
Cover Sheet	48
Participant Details	48
Notes	48
Transcript and Codes	48
Participant 2	50
Cover Sheet	50
Participant Details	50
Notes	50
Transcript and Codes	51
Participant 3	53
Cover Sheet	53
Participant Details	53
Notes	53
Transcript and Codes	54
Participant 4	56
Cover Sheet	56
Participant Details	56
Notes	56
Transcript and Codes	56
Participant 5	58
Cover Sheet	58
Participant Details	58
Notes	58
Transcript and Codes	58
Participant 6	60
Cover Sheet	60
Participant Details	60
Notes	60
Transcript and Codes	60

Participant 7	62
Cover Sheet	62
Participant Details	62
Transcript and Codes	62
Participant 8	64
Cover Sheet	64
Participant Details	64
Transcript and Codes	64
Participant 9	66
Cover Sheet	66
Participant Details	66
Transcript and Codes	66
Participant 10	68
Cover Sheet	68
Participant Details	68
Transcript and Codes	68
Participant 11	70
Cover Sheet	70
Participant Details	70
Transcript and Codes	70
Participant 12	72
Cover Sheet	72
Participant Details	72
Transcript and Codes	72
Participant 13	74
Cover Sheet	74
Participant Details	74
Transcript and codes	74
Vignette	76
Recommendations	77
Message Features	78
Pre-Constructed Cover Sheet	78
Participant 1	79
Cover Sheet	80
Participant Details	80
Transcript and Codes	80
Participant 2	83
Cover Sheet	83

Participant Details	83
Transcript and Codes	83
Participant 3	86
Cover Sheet	86
Participant Details	86
Notes	86
Transcript and Codes	86
Participant 4	88
Cover Sheet	88
Participant Details	88
Transcript and Codes	88
Participant 5	90
Cover Sheet	90
Participant Details	90
Notes	90
Transcript and Codes	90
Participant 6	94
Cover Sheet	94
Participant Details	94
Notes	94
Transcript and Codes	95
Participant 7	100
Cover Sheet	100
Participant Details	100
Transcript and codes	100
Vignette	102
Recommendations	103
Setting Features	104
Pre-Constructed Cover Sheet (whole team)	104
Participant 1	105
Cover Sheet	105
Participant Details	105
Notes	105
Transcript and Codes	106
Participant 2	108
Cover Sheet	108
Participant Details	108
Notes	108

Transcript and Codes	109
Participant 3	111
Cover Sheet	111
Participant Details	111
Notes	111
Transcript and Codes	112
Participant 4	114
Cover Sheet	114
Participant Details	114
Transcript and Codes	114
Participant 5	115
Cover Sheet	116
Participant Details	116
Transcript and Codes	116
Participant 6	118
Cover Sheet	118
Participant Details	118
Transcript and Codes	118
Participant 7	120
Cover Sheet	120
Participant Details	120
Transcript and Codes	120
Participant 8	122
Cover Sheet	122
Participant Details	122
Transcript and Codes	122
Participant 9	124
Cover Sheet	124
Participant Details	124
Transcript and Codes	124
Participant 10	126
Cover Sheet	126
Participant Details	126
Transcript and Codes	126
Participate 11	129
Cover Sheet	129
Participate Details	129
Transcript and codes	129

Vignette	131
Recommendations	131
<b>Report</b>	132
Qualitative Data Analysis	132
Criteria	132
Key Hypotheses	132
Key Vignettes	133
Profile Features Vignette	133
Activities Features Vignette	133
Message Features Vignette	134
Settings Vignette	134
Holistic Vignette	135
Overall Recommendations	136
<b>Appendix - Design Process</b>	137
Profile Features	137
Profile Creation	137
Depth First Search	137
Evaluation	138
View Profile	140
Breadth First Search	140
Depth First Search	141
Evaluation	142
Edit Profile	143
Breadth First Search	143
Depth First Search	144
Evaluation	146
Activities Feature	147
List of Activities	147
Design Searches	147
Evaluation	149
Creating an Event	151
Evaluation	152
Joining a Date	153
Evaluation	154
Message Features	156
Overview of Created and Joined Dates	156
Depth First Search	156



Evaluation	158
View Date Requests	159
Depth First Search	159
Evaluation	160
Messaging	161
Depth First Search	161
Evaluation	162
Setting Features	163
Setting Screen	163
Evaluation	164
Notifications	166
Breadth First Search	166
Depth First Search	166
Description	166
Maximum Search Distance	167
Breadth First Search	167
Depth First Search	167
Description	168
Location	169
Description	169
Logout	170
Breadth First Search	170
Description	170

# Recommendations from First Usability Study

Label	Recommendations	Support
A	<p>Some of the design choices are not synchronized, or are confusing from team to team.</p> <p>We recommend establishing a universal design to unify design on all pages and to make sure all required features are there.</p>	<p><i>“At one moment I wanted to go to the previous screen but there was no back button. There wasn’t a menu that I can use to navigate.”</i></p>
B	<p>The personal profile seems tedious to set up.</p> <p>It should only require basic information to set up, and the users can add more or make it pretty at their leisure.</p>	<p><i>“Do I have to do all six [profile photos]? I don’t like that!”</i></p> <p>Many interviewees were displeased with the fact that they had to upload 6 photos.</p>
C	<p>Users want to be able to see who they will be going on a date with.</p> <p>We recommend making it easily accessible in the view-date feature.</p>	<p><i>“Why can’t I view someone’s profile easily?”</i></p>
D	<p>The dating events seem to have some confusion.</p> <p>We should consider some iterative designs to make sure they are simple, clear, and easily accessible to our users.</p>	<p><i>“I would not be opposed to having a small bio from each person in there”</i></p> <p>-See also the Messaging and Holistic Vignettes.</p>
E	<p>Add more contrast between the activity details and the surrounding information.</p>	<p>Some users either never noticed or took a long time to notice some of the smaller</p>

	Increase the size of the price, distance, and activity name.	details, including the activity price and distance from the user's current location.
F	<p>The location of the controls is unfamiliar.</p> <p>We recommend having a standardized menu or controls that are consistent throughout the entire application.</p>	Many interviewees noticed and commented that the controls were placed in unfamiliar locations.
G	More settings should be added for users to customize their experience, which could change how fast the settings can be found.	All participants were able to quickly find the notifications setting, but some would be less likely to use the app without more customization options.
H	Add clarifying labels and intuitive structures.	Users were confused with things like the date (mm/dd/yy vs dd/mm/yy) or how many pictures are required.
I	Have premade "interest" tags for the profile, but make it clear that customs can be made.	This will avoid confusion and inspire creativity. Some interviewees asked about the tags and whether they could put whatever they want or not.

# 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]

# Profile Features

## Prototypes

### Profile Features Videos

Profile Features Video 1: [https://youtu.be/IGlX8WafC\\_Y](https://youtu.be/IGlX8WafC_Y)

Profile Features Video 2: <https://youtu.be/CFshmSqCUBw>

## Usability Plans

### Hypotheses

1. The user will like the layout of the profile screen.
2. The user will know how to view different photos.
3. The user will know how to view full bios and tags.
4. The user will know how to navigate back to the main profile screen.
5. The user will find where to add photos.
6. The process for adding/cropping photos will be intuitive and familiar to the user.
7. The user will see edit options on their profile information, and be able to edit everything with ease.
8. The user will know how to create a new profile from the sign in page.
9. The user will not get confused by the date for the birthday.
10. The user will not feel overwhelmed by the number of photos.
11. The user will not be confused by the dropdown box to select tags.
12. The user will like the colors and be able to read the text.
13. The user will be able to understand the controls without an explanation. The navigation items will make sense to the user.
14. The user will understand the symbols and terms used throughout the app.

## Experiments

Label	Experiment	Hypothesis
A	Ask the user how they feel about the layout of the profile screen	1
B	Ask the user to scroll through the pictures	2
C	Ask the user to look at other tags	3
D	Ask the user to look at the complete bio	3
E	Ask the user to go back to the main profile screen	4
F	Ask the user to navigate to where they can add a new profile photo	5
G	Have the user add a profile photo and ask them how it compares to what they are used to.	6
H	Ask the user if they know how to edit all of their profile information.	7
I	Have the user perform an edit to each item on their profile, and ask them if they ran into any difficulty doing so.	7
J	From the sign in page have the user begin creating a new account	8
K	Ask the user to go through the first page of creating a profile	9

L	Ask the user to complete the second page of the sign up, watching for confusion about uploading pictures	10
M	Ask the user to select a tag to describe themselves	11
N	Ask the user what they think of the colors and text	12
O	After showing the paper prototype to the user, ask if it felt cohesive and consistent. Ask if they understood the controls.	13. 14

### Script

Step	Instruction	Experiment(s)	Interpretation
1	Greet the user and give them the relevant information about the app.	--	--
2	Begin with the sign in page and ask them to begin creating an account	J	If the user easily identifies where to go to create an account, then it is a success
3	Ask the user to begin filling in the information on the first page	K	If there is no confusion or hesitation about how to fill in the information, then it is a success
4	Ask the user to continue through signup. Specifically ask how they feel about uploading pictures and if it is clear	L	If the user understands how to upload pictures and that only one is required, then the design is a success
5	Ask the user to continue through signup. Ask for thoughts on the dropdown displaying tags.	M	If users like the dropdown style and can have no trouble selecting tags, it is a success

6	Direct the user to view another profile. Ask about their thoughts on the general layout	A	If they like the organization then it is a success. If they feel it is crowded or hard to read, then it fails
7	Ask the user to browse through the profile's pictures	B	If they don't recognize the images as being swipe-able, then the design fails
8	Ask the user to look at the complete list of tags	C	If the user is able to quickly do this then it succeeds
9	Ask the user to return to the main profile page	E	If the user can do this, then it succeeds
10	Ask the user to look at the full bio	D	If the user can quickly do this, then it succeeds
11	Ask the user to return to the main profile page	E	If the user can do this, then it succeeds
12	Ask the user to navigate to where they can add a new profile photo	F	If the user can find where to upload new photos easily then it succeeds
13	Have the user add a profile photo and ask them how it compares to what they are used to.	G	If the user likes the process and it feels intuitive and familiar then it succeeds
14	Ask the user if they know how to edit all of their profile information.	H	If the user can point out where to go to edit specific fields then the design succeeds
15	Have the user perform an edit to each item on their profile, and ask them if they ran into any difficulty doing so.	I	If the users can actually walk through the steps without any trouble then the design succeeds
16	Ask the user if they like the colors	N	If they like the colors, then the design succeeds



17	To finish, ask if the app looks consistent. Ask for any suggestions on how to improve the UI.	O	If the navigation menu items are clear and intuitive, the design succeeds. Record any suggestions they have for the overall UI.
18	Ask the user for final thoughts and thank them for their time	--	Take down any final input on how the design can improve

### Changes from Previous Plan

Our usability plan changed from the last study as we began focusing on specific issues we found. For example, we spent time specifically on uploading pictures to ensure there was no confusion or anxiety about the number that needed to be uploaded. We also eliminated confusion about entering a birthdate. Our usability plan this week also focused much more on editing a profile since that section is now rendered in much higher fidelity. As such, much of our usability plan focused on what issues would surround this section as it is much more fleshed out than in the previous study.

# Activity Features

## Prototypes

### Activity Features Video

Activity Features Video: <https://youtu.be/9HqXbLiXX38>

## Usability Plans

### Hypotheses

1. The user will quickly find a list of all available activities in the area after logging in.
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 for an activity without difficulty.
6. The user will be able to 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.
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.

## 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 their date.	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 events currently listed.	9
K	Ask the user what they think of the colors and text	10
L	After showing the paper prototype to the user, ask if it felt cohesive and consistent. Ask if they understood the controls.	11, 12

## 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	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. If the user takes longer than 10 seconds to log in, ask which part of the process was most confusing
5	Ask the user to find an activity that fits their interests	B	Observe their efforts in navigating the app. If they take more than 5 seconds to find out how to navigate the list, record their actions
6	Ask the user to specifically find a certain activity, for example, movies	C	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
7	Ask the user to get more details about a specific activity, and then navigate back to the list of activities.	D	If the user cannot find how to get more details of an activity, record what they attempted instead of clicking and ask how they would prefer the design.

			If the user cannot return to the list, record what they try and ask how they would prefer to navigate back.
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 to 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 an event 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.
15	Ask the user if they like the colors.	K	If they like the colors, then the design succeeds.
16	To finish, ask if the app looks consistent. Ask for any suggestions on how to improve the UI.	L	If the navigation menu items are clear and intuitive, the design succeeds. Record any suggestions they have for the overall UI.

## **Changes from Previous Plan**

From the first usability study for this one a lot of things changed, like the new format of everything. The people we interviewed were more open and the interviews were easier to do because we already knew how to conduct them.

With the video and showing how the things will work, the interviewees were able to do the requested tasks very easily. They really like the design. This usability study was easier to finish because we already know how to create it. We were prepared to do better. The transcription, the hypotheses, and codes are better written and identified.

# Message Features

## Prototypes

### Message Features Video

Message Features Video: <https://youtu.be/vo1l5EASTuc>

## Usability Plan

### 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.

## 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



## Script

Step	Instruction	Experiment(s)	Interpretation
1	Present the prototype for the main 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	The user should scroll through the list to find the dates. If they do not see the label, it needs to be made more clear.
3	Ask the user to get more details about the 2nd 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	Take the user back to the main screen and ask them to send a message to the first person in their inbox.	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	Take the user back to the main 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 to look at two of the requesters profiles.	G	If the user cannot navigate back to the pending requests page, the design needs improvement.
7	Ask the user to accept or decline two requests.	H	If the user cannot figure this out, the design fails.

8	Ask the user if they like the colors	I	If they like the colors, then the design succeeds
9	Thank the user for their time.	J	If the navigation menu items are clear and intuitive, the design succeeds. Record any suggestions they have for the overall UI.
10	Thank the user for their time	--	--

### Changes from Previous Plan

Most of the changes revolved around simplifying our plan from the previous iteration. Last time, our usability plan was way too complicated to implement with a storyboard, and our experiments were created with having a specific interactive prototype already in mind. This time, we had much better expectations of what we could actually do for experiments. We also tried to tailor it better to the features of the UI that we are in control of.

# Setting Features

## Prototypes

### Setting Features Video

Setting Features Video: <https://youtu.be/-xOgyEdxaEE>

## Usability Plans

### Hypotheses

1. The user will easily and quickly be able to navigate to the Settings screen.
2. The user will easily and quickly be able to enable/disable message notifications
3. The user will easily and quickly be able to enable/disable event notifications
4. The user will easily and quickly be able to adjust the maximum search distance.
5. The user will be annoyed by having to set their location manually (most location-based apps use the phone's Location Services feature to determine user location.)
6. The logout button will be straightforward to the user.
7. The Delete Account button will be straightforward to the user.
8. The user will like the colors and be able to read the text
9. The user will be able to understand the controls without an explanation. The navigation items will make sense to the user
10. The user will understand the symbols and terms used throughout the app.

### Experiments

Label	Experiment	Hypothesis
A	Ask the user to navigate to the Settings screen.	1
B	Ask the user to disable message notifications. Later, ask them to enable message notifications again.	2, 3
C	Ask the user to set the search distance to 25 miles.	4, 5

D	Ask the user to set their location.	4, 5
E	Ask the user to log out.	6
F	Ask the user how they would delete their account. Don't ask them to actually do it, though.	7
G	Ask what the user thinks about the colors	8
H	After showing the paper prototype to the user, ask if it felt cohesive and consistent. Ask if they understood the controls.	9, 10

### Script

Step	Instruction	Experiment(s)	Interpretation
1	Greet the user and explain what is to be studied	--	--
2	Present the paper prototype and ask for first impressions	A	Record results, look for likes and dislikes
3	Inform the user that the notifications are off, they should be turned on	B	Time the user and record any comments
4	Ask the user to set the current location	D	See how long it takes to set the location and record any comment
5	Ask the user to adjust the search distance	C	See if the control helps the user, look for any sign of frustration to set the wanted distance

6	Ask the user to logout and log back in	E	See if the user is able to do so and record how long it takes for the user to find the option to logout and complete that process
7	Ask the user to delete the account and confirm or cancel the process. Ask for impressions	F	Record results, look for likes and dislikes
8	Ask the user if they like the colors	G	If they like the colors, then the design succeeds
9	To finish, ask if the app looks consistent. Ask for any suggestions on how to improve the UI.	H	If the navigation menu items are clear and intuitive, the design succeeds. Record any suggestions they have for the overall UI.
10	Thank the user and allow the participant to leave.	--	--

### Changes from Previous Plan

With the last usability plan and test, we did not have very many features on our settings page. This round we were able to explore in-depth what type of features should and should not be on the settings page. As an example, in our first usability test we only had the ability to turn notifications off and to change the location slider. This round of usability testing, we were able to test out different functions such as logging out of your account, changing your locations, and deleting your account.

# Raw Data

## Profile Features

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

Hypothesis	Tags
The user will like the layout of the profile screen	Mo_AESTHETIC
They will know how to view different photos	S_VIEWPICS
They will know how to view full bios and tags	S_VIEWINFO
They will know how to navigate back to the main profile screen	Ma_PROFILE
They user will find where to add photos	Ma_FIND
The process for adding /cropping photos will be intuitive and familiar	F_PHOTOS
The user will see edit options on their profile information	V_EDIT
The user will be able to edit everything with ease	E_EDIT
The user finds the format for inputting their birthday to be familiar and intuitive.	S_BIRTHDAY
The user will not feel overwhelmed by the number of photos	S_PHOTOS
The user will not be confused by the dropdown box to select tags	S_SELECTIONS

The user will like the color scheme	Mo_COLOR
The user will quickly learn how their profile features work on the app	L_TIME

## Participant 1

### Cover Sheet

Details: Casual Dater, isn't trying to get into a serious relationship. Just looking for fun dates.

Overall: There was confusion in editing the profile pictures. There was slight confusion in viewing pictures and editing the bio.

Tags: S\_VIEWPICS, V\_EDIT, Ma\_FIND

Quotes: "I would try to tap my photo to edit it but I would like to see an icon or a label to clarify that is how you would edit my photos"

"I guess I would tap "add more" to add more tags but I wouldn't think that I could remove tags that way too. I think using the word edit would explain it better."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Isn't trying to get into a serious relationship. Just looking for fun dates.

### Transcript and Codes

"I don't know how to view someone's photos. I just see the one here. I wouldn't know to slide through them to see all of them. Maybe if you included an arrow I could tell better"

**S\_VIEWPICS**

"I guess I would tap "add more" to add more tags but I wouldn't think that I could remove tags that way too. I think using the word edit would explain it better." **V\_EDIT**

"I don't know how to edit the bio. I don't see anything here to tap to take me to edit it. I would probably look in the settings for a place to edit the bio." **V\_EDIT**

"I would try to tap my photo to edit it but I would like to see an icon or a label to clarify that is how you would edit my photos" **Ma\_FIND**



## Participant 2

### Cover Sheet

Details: Deal Chaser, Not interested in dating, but would consider going on dates when bored.

Overall: Was not a fan of the color scheme and thinks that editing could be better explained.

Tags: Mo\_COLOR, E\_EDIT, V\_EDIT

Quotes: "I really think you guys can do better with the color scheme.",  
"I think a pencil icon should be used to denote you can edit a certain field.",  
"I like that when you're creating your profile it tells you how many steps there are."

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: He isn't interested in dating right now. He wants to focus on school but when he is bored he would consider going on a date.

### Transcript and Codes

"These colors look like they were picked by Karen to put on her cooking blog. I really think you guys can do better with the color scheme." **Mo\_COLOR**

"I think a pencil icon should be used to denote you can edit a certain field. That what I see other apps doing and it just makes sense." **E\_EDIT**

"These nothing anywhere to show me where to edit the bio. I wouldn't guess that taping it would allow me to edit it without anything telling me that I can." **V\_EDIT**

"I like that when you're creating your profile it tells you how many steps there are. I hate creating profiles and sometimes you just don't know how long it'll take."

## **Participant 3**

### **Cover Sheet**

Details: Casual Dater, just beginning college and not looking for anything serious. Still wants to go out and have fun.

Overall: Liked the app with the exception of the color scheme and editing pictures.

Tags: Mo\_COLOR, V\_EDIT, Ma\_FIND

Quotes: "Oh yeah, I like these other colors way better"

"Wait, where do I change the picture, do I just tap it?"

"Oh, if you swipe through then you get this one [icon to add pic]. What if they never scroll through their pictures and don't find it?"

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Just beginning college and not looking for anything serious. Still wants to go out and have fun.

### **Transcript and Codes**

Began with profile creation. User was able to walk through without any prompting or difficulty. When prompted for thoughts they said "Yeah it looks good. It's super simple and I like that it's only three steps. When viewing another profile, they were able to view photos, tags, and bio's without any difficulty or guidance. When prompted again for thoughts they said "I like it. Everything here looks good. It's easy to see everything". Editing the profile was more difficult.

#### **E\_EDIT, Ma\_FIND – trouble editing and finding icon to edit pics**

When asked to edit a picture, they struggled for a bit before eventually scrolling through the pictures and finding the add-photo icon. During the time they were searching they said "Wait, where do I change the picture, do I just tap it?". When they located the icon they said "Oh, if you swipe through then you get this one [icon to add pic]. What if they never scroll through their pictures and don't find it? This part should change. Maybe add something by the pictures to change it" Once the icon was located, the process of changing the picture went smoothly. They could also easily find where to edit the tags and bios.

**Mo\_COLOR – preferred alternate color scheme**

When shown an alternate color scheme they said “Oh yeah, I like these other colors way better”.

## **Participant 4**

### **Cover Sheet**

Details: Serious dater, in their last year of college. They know what they are looking for in a partner and are interested in a serious relationship.

Overall: Was confused by adding a picture, and had trouble distinguishing the yellow from the cream background. Preferred alternate color scheme

Tags: Mo\_COLOR, E\_EDIT, Ma\_FIND, S\_PHOTOS

Quotes: "It's weird that you have to go through the pictures to see the edit button. There should be a button below the pictures to edit them"

"Is there something there to edit the tags? \*looks closer\* Oh! Yeah, I can barely see that. Yellow on white is a bad color combo".

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: In their last year of college. They know what they are looking for in a partner and are interested in a serious relationship.

### **Transcript and Codes**

#### **S\_PHOTOS – would like be told max number of pics**

Began with profile creation. User was able to go through without trouble. When looking at uploading pictures they said "Some text by 'Upload photos' to say '(Max six)' would be nice. Just so you know how many you can put up so you aren't surprised when you run out".

#### **Mo\_COLOR**

Moving through viewing a profile there were no problems. They liked the layout, but not the color scheme. They liked the contrast in the other option.

#### **Mo\_COLOR, E\_EDIT, Ma\_FIND- couldn't see because of the color, couldn't find the button to edit, couldn't find the button to edit tags**

When editing the profile, they ran into trouble finding the button to change the pictures. When they found it they said "It's weird that you have to go through the pictures to see the edit button. There should be a button below the pictures to edit them". When they

were asked to edit their tags they said “Is there something there to edit the tags? \*looks closer\* Oh! Yeah, I can barely see that. Yellow on white is a bad color combo”.

## **Participant 5**

### **Cover Sheet**

Details: Deal Chaser, not really interested in dates, but very interested in getting deals for fun activities.

Overall: Was confused by adding pictures, but thought everything else was clear

Tags: E\_EDIT, Ma\_FIND

Quotes: “Do I tap the picture to change it?.. Give me a hint. \*scrolls through pictures\* Oh, there’s a button here.”

### **Participant Details**

Target Audience Segment: Deal Chaser

Details or Reasoning: Not really interested in dates, but very interested in getting deals for fun activities.

### **Transcript and Codes**

Began with creating profile. User had no problems and no questions. For both creating and viewing a profile they easily navigated and said “I like it. It’s simple and easy”

#### **E\_EDIT, Ma\_FIND – could not find button to add pictures**

When asked to edit profile pictures they said “Do I tap the picture to change it? \*a minute later\*.. Give me a hint. \*scrolls through pictures\* Oh, there’s a button here.” Once shown where the button was to edit, they were able to walk through the rest of the steps with ease.

#### **Mo\_COLOR**

User preferred the original color scheme. “It’s more masculine”.

## Participant 6

### Cover Sheet

Details: 27, Male

Overall: The user didn't understand how to add photos until after some considerable effort in interacting with the app.

Tags: Mo\_COLOR, V\_EDIT, Ma\_FIND, L\_TIME, E\_EDIT

Quotes: "I don't see where I can add a photo"

### 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 have a profile made now, and they need to edit it.

### Transcript and Codes

*How do you like the color scheme?*

I like it, it feels friendly, it looks nice. Mo\_COLOR

*Can you see how to edit your information?*

Yeah, I see edit options for my bio, tags, and events. V\_EDIT

*Can you add a new profile photo?*

I don't see where I can add a photo. I tapped on profile and it didn't do anything.

Oh, I can swipe through the photos and see more. Ah, there it is, so I tap that.

(continued through the process to add a photo very quickly.) Ma\_FIND, E\_EDIT

*Do you feel like this took a long time to learn how the app works?*

No, it didn't take too long, I'm pretty smart, I figured it out. L\_TIME

## Participant 7

### Cover Sheet

Details: 26, Male

Overall: User had no problems with the app, but slowed down when asked to add a new photo.

Tags: Mo\_COLOR, E\_EDIT, L\_TIME, Ma\_FIND

Quotes: "I knew where to look to add new photos, but if there was something easier to see, I could have found it quicker."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Hasn't had much luck with dating lately, just wants to take it easy and keep things simple in life.

### 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 have a profile made now, and they need to edit it.

### Transcript and Codes

*How do you like the color/layout?*

I like the background gradient, it's better than just a flat boring color. **Mo\_COLOR**

*Can you edit the information?*

The process for editing my information makes sense. **E\_EDIT**

*Do you feel like this took a long time to learn how the app works?*

It did not take long to learn, no. **L\_TIME**

*Was there anything confusing or anything that made you hesitate.*

It was odd that some things were not responding to my taps. *(some elements are not yet programmed to be interactive.)* I knew where to look to add new photos, but if there was something in the corner easier to see, I could have found it quicker. **Ma\_FIND**



## Participant 8

### Cover Sheet

Details: 24, Male

Overall: User felt the colors made the app feel like it was for women, and not men. User thinks that tapping any photo should bring up the photo–edit page.

Tags: Mo\_COLOR, V\_EDIT, Ma\_FIND, L\_TIME

Quotes: “I wouldn’t have guessed to look there right away.”

“It took me a second to find the add photos option.”

“[the color scheme] feels really feminine... as a dude, I don’t relate to the colors”

### 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 have a profile made now, and they need to edit it.

### Transcript and Codes

*How do you like the color scheme?*

It looks good, but it feels really feminine. Like, as a dude I feel like I don’t relate to the colors at all. I would expect this to be for girls at first glance. [Mo\\_COLOR](#)

*Can you see how to edit your information?*

Yeah, I can see options to edit everything but the photos. [V\\_EDIT](#)

*Can you add a new profile photo?*

I would guess that tapping on the photo would let me edit photos? Oh, the last photo is where the edit option is, I wouldn’t have guessed to look there right away. [Ma\\_FIND](#)

*Do you feel like this took a long time to learn how the app works?*

It didn't take that long, everything felt familiar but it took me a second to find the add photos option. [L\\_TIME](#)

## Participant 9

### Cover Sheet

Details: 29, Female, Young professional

Overall: She was able to complete each task easily and like the different options, such as being able to add up to six photos. She thought the view full bio and tags was a little hard to see. Was also a little confused by the filler text.

Tags: S\_BIRTHDAY, S\_PHOTOS, S\_SELECTIONS, S\_VIEWINFO, S\_VIEWPICS, Ma\_FIND, F\_PHOTOS, E\_EDIT

Quotes: "No, I can add as many as I want."

"I don't know what these mean because it is filler text"

"It's just isn't super visible"

### Participate Details

Target Audience Segment: Casual Dater

Details or reasoning: She thinks dating apps are more for casual relationship and says it is easier to meet new people on an app but doesn't expect to find a serious relationship online

### Transcript and codes

Interviewer: How would you set up a profile?

Participate: I would login then fill out my name, email, password, and birthday

I: How would you fill in your birthday?

P: I would expect a drop down and then scroll to my birthday **S\_BIRTHDAY**

P: I would then go to the next page and add three photos.

I: Why would you add three photos?

P: Because I feel like you need to give more than two, but six photos is too much for me

I: Do you think you have to add all six photos?

P: No, I can add as many as I want. **S\_PHOTOS**

I: What would you do on this screen?

P: I don't know what these mean because it is filler text **S\_SELECTIONS**

I: How would you look at another person's profile?

P: (Clicked on the profile icon on the nav menu)

I: How would you view all tags?

P: (Had to think about it for a minute, but then) I would put the see all. (She thought the text was small and didn't stand out at all) **S\_VIEWINFO**

I: How would you view full bio?

P: (Clicked on read more link) It's just isn't super visible **S\_VIEWINFO**

I: How would you look at more picture?

P: I would swipe through the different pictures **S\_VIEWPICS**

I: If you edited your profile, how would you add a new photo?

P: (Clicked on the + icon) I would click my photos and whichever one I wanted

**Ma\_FIND, F\_PHOTOS, E\_EDIT**

## Vignette

Travis decides to join the new dating app he has heard about. He downloads it and creates a new profile. He's happy with how easy it is! He goes through the three easy steps, only getting hung up on wondering how many pictures he can really upload. After putting up six and not being given the choice to upload more, he moves on to looking at other people's profiles. He browses through the pictures, looks at bios and tags, and decides his profile could use a few changes. He goes to his profile section and changes a few tags and adds a line to his bio. He decides to change a few pictures but can't find where the edit button is. He looks around, tapping pictures but doesn't get any results. Eventually he swipes past his last picture and sees an edit/add button. He presses it and is then easily able to swap out a few pictures.

## Recommendations

Hypothesis	Recommendations	Reason
The user will like the color scheme	Change the color scheme	Most users preferred the second color option. Some felt this way because of aesthetics, and others because there was better contrast and the script was easier to see.
The user will find where to add photos	Add a static edit button that the user can easily see	Finding the button to edit is not intuitive. If there was a static button below the photos the user would find it more easily.

## 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 event (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_EVENT: 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 event 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 event without difficulty.(Efficiency)</p> <p>(cont)</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> <p>C_CHECK: They can with one click check the person profile.</p>

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: User will like the finer details of the application.

## **Participant 1**

### **Cover Sheet**

Details: 17, Student, Musician and Producer, Experienced-User(Grade 0 - 10) : 8

Overall: Participant knows 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\_EVENT, L\_SEARCH, L\_CREATE, L\_EINFO, L\_FINAL.  
M\_MORE, E\_SEARCH, C\_PEOPLE, C\_ACC, C\_REJECT, C\_CHECK, V\_DETAIL

Quotes: “Looks great, actually I like the colors, and I like the visuals”

“I think it is too big, I want to see a little bit more list in the beginning”

“If it works like that it will be a great app, remember to maintain the simplicity if you add something else”

### **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: Hello my friend, again thank you very much for coming and answering some questions, I'm very grateful for that.

I will ask some questions please be honest and tell me everything.



P: Okay, Mario let's go.

I: The questions are about design again we made modifications and we want to know if you noticed that.

I: 1. Compared to last time you saw the list of activities, is the layout more appealing?

P: Looks great, actually I like the colors, and I like the visuals, oh look all the icons and the color are very well, cleaner like a very good app, this is a good design.

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

P: I think it is too big, I want to see a little bit more in the beginning but still looking good, proportional could have like four on the beginning and you can start to scroll, will be great, just make these a little smaller. (**M\_ACT**)

I: 3. On a scale of 1 to 10, how easy does it look to create an event?

P: Ok, I like it. I give you a 9, I don't know what could be better, but I think the position of the things make me a little bit confused. (**L\_CREATE**)

I: 4. (if difficult) What might make it easier?

P: Just the position I don't like so much, and the buttons, the design could be a little bit improved.

I: 5. On a scale of 1 to 10, how easy does it look to apply to an event?

P: It's easy, 10 I see all the things required just click here and here and done, I like it. The simplicity is very thoughtful and can be easily handled with just a few clicks.

I: 6. What do you think of the overall color scheme?

P: I like it, but I don't know if adding some more variations of the color could give us a more modern design, not just two colors like I see. (**V\_DETAIL**)

I: Are the Icons easy to read/identify?

P: Yes, that's the normal standards icon so I think everybody knows right. (**F\_PRES**)

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

P: I liked the video, and how you guys show us how to work. If it works like that it will be a great app, remember to maintain the simplicity if you add something else. (**F\_PRES**)

## **Participant 2**

### **Cover Sheet**

Details: 23, Student and Software Developer, BYU IT Department (Email Administrator), Experienced User (Grade 0- 10) :10

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\_EVENT, 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: "I really enjoy the colors, very smoothly and with the pictures and icons, now looks like a real deal."

"It's so easy, few steps, not more than a minute to finish the entire process, but I notice you don't have a back button if you make some mistake."

"Your video is great I loved, everything looks great"

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: They are students at BYU, and majoring in Software Engineering. They work in the IT department at BYU 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: How are you my friend again thank you very much for participating in my research here.

I will be fast and please be honest.

P: Perfect, I like that.

I: The questions are about design and you need to go ahead and tell me what things I missed on this design and what is good.

I: 1. Compared to last time you saw the list of activities, is the layout more appealing?

P: Wow, this is a huge evolution from the other, the other one was a ugly color with no pictures, now I can see where this app go, off course is more appealing, it's incredible, I really enjoy the colors, very smoothly and with the pictures and icons, now looks like a real deal.

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

P: Probably a smaller window of events will be more pleasing since the proportional of each phone change, the picture is just to give you an idea what the event is so to have the details you actually need to enter inside or to create, so put that thing a little small ok ?( **M\_ACT**)

I: Ok, I noticed that too, perfect.

I: 3. On a scale of 1 to 10, how easy does it look to create an event?

P: 10, it's so easy, few steps, not more than a minute to finish the entire process, but I notice you don't have a back button if you make some mistake. How do I go back to fix that, I need to enter again and edit my event. Oh it's here sorry, make that more visible.

I: Yes, we need to do that.(**L\_CREATE**)

I: 4. On a scale of 1 to 10, how easy does it look to apply to an event?

P: Again perfect 10, simpler is better always, I like some few clicks you can apply for the event and wait for the answer.

I: 6. What do you think of the overall color scheme?

P: I kind of like it but I will give a 7 to 8 because it is a work in progress so make sure the events in the page are a little smaller, refine a little bit more the colors, I believe more gradients of that colors will be great. **(V\_DETAIL)**

This is not too great but it's ok, I like the idea of more contrast of the same color.

I: Are the Icons easy to read/identify?

P: For me yes, it's kind of the same as other apps I use, it's very intuitive and easy to see. **(F\_PRES)**

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

P: Your video is great I loved, everything looks great, again add the back button, this is not so intuitive for others, I know how I can do things easily, just remember to simplify things, users sometimes are a little slow to grab the things, the learn process of some people are different from others. Make sure you do a job for all types of people. **(F\_PRES)**

## **Participant 3**

### **Cover Sheet**

Details: 22, Student, Assistant Dentistry, Experienced User (Grade 0- 10):14

Overall: Not a very experienced user on these kinds of apps, they are not a great computer user as well. They just know the necessities for their studies.

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\_EVENT, M\_MORE, E\_SEARCH

Quotes: "That's awesome, so different and looks great"

"It's very easy just to scroll down here and see everything"

"With the video showing everything, how the things work, I don't have any more doubts I will use your app."

### **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: Hello again I don't want to take too much of your time because I know you are a busy guy so let's do this. Are you ready?

I will be fast and please be honest.

P: Hey, don't worry I reserved some time for you.

I: 1. Do you remember the last time? so Compared to the last time you saw the list of activities, is the layout more appealing?

P: Hey, that's awesome, so different and looks great, of course it is more appealing with the pictures and everything, I will use that app, it's beautiful.

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

P: I kind of like it, really, it's very easy just to scroll down here and see everything, it's like Facebook or other apps, the size is good for me. (**M\_ACT**)

I: 3. On a scale of 1 to 10, how easy does it look to create an event?

P: Ok, how can I start, I click here right and after that click here, it's easy, now I need to fill out these things, and the description. Look for me. I don't have too much experience. I sometimes mess things, but I will give 7. (**L\_CREATE**)

P: (if difficult) What might make it easier?

Maybe less options, I'm kidding, the problem is me, I just need more time to figure out everything. The app is great and it looks easier for all.

I: 4. On a scale of 1 to 10, how easy does it look to apply to an event?

P: Ok, how do I do that, I see the search here, I will make a search and select an event and apply, just that? Easy, nice 10 for easier. Hehehehe

I: 6. What do you think of the overall color scheme?

P: I don't like those specific colors. I believe it is not too much modern colors but overall looks great, I just don't like the colors, I believe is not the idea you want to pass.

I: Can you explain a little better?

P: I know some colors make reference for some humor being and these are not the best for this situation, this app could pass a little more about passion, and freedom I can see that with those colors.

I: About the Icons, easy to read/identify?

P: I saw these kinds of icons in other apps so yes, it is but you could put the name for people to make sure I don't know.(F\_PRES)

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

P: With the video showing everything, how the things work, I don't have any more doubts I will use your app.(F\_PRES)

## Participant 4

### Cover Sheet

Details: 21, Student, Experienced-User(Grade 0 - 10): 7

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: "There are only two buttons to push. It'd be hard to get lost in the process."  
"I like the orange and blue. They look like relaxing colors."

### 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 details we put in. They thought that the visual aesthetic had improved, and that the application looked simple enough to use. They were glad that pictures were added to the activities.

### Transcript and Codes

I: Compared to last time you saw the list of activities, is the layout more appealing?

P: Yes, it looks a whole lot better (**M\_ACT**). I'm glad you guys put in pictures. The size of the titles is the perfect size (**F\_PRES**). The color in the background is nice as well (**V\_DETAIL**).

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

P: I think so, but I think I'd like to see more events on the page instead of just two.

I: On a scale of 1 to 10, how easy does it look to create an event?

P: A 9. There's only like 3 buttons you have to click and they are very self explanatory (**L\_EINFO**).

I: (if difficult) What might make it easier?

P: I honestly can't think of how you could make it easier.



I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: A 10. There are only two buttons to push. It'd be hard to get lost in that process  
**(M\_EVENT)**.

I: (if difficult) What might make it easier?

P: It's not difficult **(L\_FINAL)**.

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

P: I like the orange and blue. They look like relaxing colors. The tan makes it easy to see the words.

I: Are the Icons easy to read/identify?

P: Yeah, I can tell what the icons are. They do seem a bit on the small side though.

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

P: Nope. I don't really have much else to say.

## Participant 5

### Cover Sheet

Details: 19, Student, Chick-fil-a employee, Experienced-User(Grade 0 - 10): 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: "I think it looks more user friendly. The colors are definitely better, and it looks more like something I might actually."

"I definitely like the layout better. Though I do think it'd take me forever to scroll through the activities since it isn't showing too many at a time."

### 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, but that it could use some improvement. They didn't like the colors all that much. They felt that it was simple to use the application.

### Transcript and Codes

I: Compared to last time you saw the list of activities, is the layout more appealing?

P: I think it looks more user friendly (**M\_ACT**). The colors are definitely better, and it looks more like something I might actually use (**F\_PRES**).

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

P: I definitely like the layout better. Though I do think it'd take me forever to scroll through the activities since it isn't showing too many at a time.

I: On a scale of 1 to 10, how easy does it look to create an event?

P: That's a 10. You don't have to input much information, and it's only a few button clicks (**L\_EINFO, L\_FINAL**).

I: (if difficult) What might make it easier?

P: I don't know.

I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: 9. I get how you do it (**M\_EVENT**). Though you should have added the event description, what are we doing at the activity?

I: (if difficult) What might make it easier?

P: Add that event description.

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

P: It's a 6, if we are still doing numbers. Too much monotone, not enough contrast. I might like a more rich color palette (**V\_DETAIL**).

I: Are the Icons easy to read/identify?

P: Yeah, they are icons I'm familiar with so I get what they are. 10 out of 10.

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

P: no, I have nothing else to say.

## Participant 6

### Cover Sheet

Details: 20, Paralegal, Insurance Law Firm, Experienced-User(Grade 0 - 10): 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: "I like how it's not overbearing, the white of the borders definitely draws the eye. The blue is a nice contrast."

"The icons were easy to identify, it might be easy to confuse the Profile icon for Contacts."

### 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 weren't a big fan of the colors though.

### Transcript and Codes

I: Compared to last time you saw the list of activities, is the layout more appealing?

P: Yes. It gives a proper amount of space for each event and it's not overcrowded and it looks user friendly (**M\_ACT, F\_PRES**).

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

P: Yes, I like how it's not overbearing, the white of the borders definitely draws the eye. The Blue is a nice contrast.

I: On a scale of 1 to 10, how easy does it look to create an event?

P: Maybe a 9.5. It looks like a simple process to learn (**L\_EINFO, L\_FINAL**). There's not a lot of minut details.

I: (if difficult) What might make it easier?

P: It wasn't, so nothing?

I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: I'd say it's a 10. There's only like two steps.

I: (if difficult) What might make it easier?

P: It's two steps, I don't think it can get easier **(M\_EVENT)**.

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

P: It wouldn't be my first choice, but it's okay. Blue plus white make a nice contrast **(V\_DETAIL)**.

I: Are the Icons easy to read/identify?

P: The icons were easy to identify, it might be easy to confuse the Profile icon for Contacts.

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

P: It looks efficient.

## Participant 7

### Cover Sheet

Details: 22, Student, Communications Major, Experienced-User(Grade 0 - 10): 6

Overall: Understood the app, however isn't 100% pleased with how it looks. Thought the visual aspects could be simplified. They are not a frequent user of dating apps anymore.

Tags:M\_ACT, M\_EVENT, F\_PRES, E\_SEARCH

Quotes: "The design is fairly amateurish.",  
"The visual focus should ... be the people."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: They are a 22 year old communications major at BYU-Idaho. They are currently in a solid relationship, but are always looking for new things to do. Has had some experience with dating apps in the past, but felt like that wasn't the avenue to find a serious relationship.

### Transcript and Codes

I: How appealing is this layout? What do you like, and what don't you like?

P: It's okay. I like the big pictures, given that you can find good pictures, that could be really beneficial. I do think there's a lot of unused space, and that the design is fairly amateurish.

I: What would you suggest to do to address those issues?

P: I think the dollar signs and the "miles away" seem out of place (**F\_PRES**). It looks like they were just put in as an afterthought. I'd take more time trying to connect it with the other parts of each section.

I: How might you find an event which interests you?

P: I would probably just scroll through (**M\_ACT**). Although, it does look like there's supposed to be a filter button here (**E\_SEARCH**). Would that filter the events?

I: Would it make sense if it did?

P: Yeah, I think that could help. Maybe a search option too.

I: Okay, so let's say that Heber Hatchets caught your eye, and you want to set up an event. What would you do?

P: I'd probably click on the photo to see more **(M\_EVENT)**... Okay, and then press Create Event... Confirm... Okay. That seems like a lot of steps. And none of the pages really added any value. They all seemed to say the same thing.

I: What do you think of the colors?

P: I'm not particularly sold on them. When I think about a dating app, I think really simple, barely any color. The visual focus on a dating app should probably be the people, don't you think? Not really fancy colors and graphics.

## Participant 8

### Cover Sheet

Details: 22 , Student, Experienced-User(Grade 0 - 10) : 6

Overall: Felt good about the app. It was understandable and easy to navigate, given some time. They are not incredibly tech savvy, and never really took dating apps too seriously.

Tags:M\_ACT, F\_PRES, M\_EVENT

Quotes: "I don't want to go back and forth... maybe a map?"  
"I guess I don't really know what to do now."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: They are a 22 year old student at BYU-Idaho. They thought that dating apps were fun, and a great way to meet new people, but don't use them anymore. They saw them as more of a causal experience. They don't consider themselves to be a tech wizard.

### Transcript and Codes

I: What are some negatives and positives about this screen?

P: It seems pretty clear to me (**M\_ACT**). There's these sections divided up, and there's the name, a picture, and some info. But I guess I don't really know what to do now. Do you just click on the pictures? Oh yeah, that works.

I: What kinds of things would make it easier to understand what you need to do next?

P: Maybe like instructions, or a tutorial? A bunch of apps have a little tutorial the first time you open it, which can get kind of annoying...

I: What do you think of the event's page? Is that information useful to you? Would you want more info?

P: Yeah, I think it's okay. Since I know what Heber Hatches is, that description of an authentic lumberjack experience doesn't really tell me what it is, but I guess it's kind of funny. I like seeing price, location, and hours (**F\_PRES**), but I don't want to have to go back and forth between this page and google maps to try and find it. Maybe a map to show the location?



I: Good ideas. Now, could you press create an event, and now the confirm button?  
Perfect. What do you think of that process?

P: Really straightforward, and the buttons are huge, so I don't have to waste any time looking for the confirm button, or anything.

I: What do you think of the colors used throughout the app?

P: I don't have any problem with them. They didn't bother me at all(**V\_DETAIL**).

I: Anything else you noticed, either good or bad?

P: No, it all looks pretty easy to figure out (**M\_EVENT**).

## **Participant 9**

### **Cover Sheet**

Details: 21, Student, Graphic Design Major, Experienced-User(Grade 0 - 10) : 6

Overall: They felt like there was still a fair amount of design work to be done. They see that there's a lot of fluff, not as much substance. They are skeptical of dating apps, because of the culture that's often associated with them.

Tags:M\_EVENT, L\_FINAL

Quotes: "This... could all be condensed..."  
"This page seems empty."

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: They are a 21 year old BYU-Idaho student, and a graphic designer. They love to go out and do things, but they're not a fan of the culture that's grown around dating apps. They much prefer a more serious and real experience.

### **Transcript and Codes**

I: What do you think of the layout of the app?

P: It's kind of weird. There's uneven spacing here at the top, and the tiny bit of margins around the pictures throws me off a bit, I think you could either get rid of that spacing, or add a bit more to make it look better.

I: What do you think of the size of the different events?

P: I guess they are kind of big, maybe too big.

I: If you wanted to set up an event at Heber Hatchets, what would you do?

P: Select it, which takes me to this page... This page seems empty, and the description doesn't really tell me what I'd be doing. Maybe you could have more photos here, and a better description. There's a link to reviews, but I kind of wish I could see the rating right here. Like a star rating or something.

I: Please continue creating an event.

P: Okay... Oh, I have another page I have to go through (**M\_EVENT**). And there's no new information here. I think this and the previous page could all be condensed into one page, since the other was so empty (**L\_FINAL**).

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

P: These colors go well together, but I don't think they were used right. I'm not a huge fan of the background. I don't see solid background colors used as much anymore (**V\_DETAIL**).

I: And how about the icons?

P: They look fine, all simple and easy to make out, and I think they match the labels.

## **Participant 10**

### **Cover Sheet**

Details: 28, Student, Software Development Major, Experienced User (Grade 0- 10) :10

Overall: The participant likes the feel and look of the application. The colors look nice but also remind them of the Boy Scouts. They think it would be nice to have more events on the page at once.

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

Quotes: "The color scheme looks nice, but are you worried the boy scouts might get upset?"

"I mean it's like what 3 clicks from the front page? Seems simple enough to me."

### **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 setting up a date.

### **Transcript and Codes**

I: Good morning Participant 10 how are you doing?

P: I'm doing alright if a little tired. What's up?

I: Same as always. Anyway, I am hoping to get your input on the improved design of the app I showed you last week

P: Sure sure. Same as last time? You ask me questions after showing me the pictures?

I: Yes To start with here is the new design.

P: -looks through the pictures one at a time.-

I: Compared to last time you saw the list of activities, is the layout more appealing?

P: Well it looks a lot cleaner and I don't see any of those horrid pink colors on the screens anymore. In fact The color scheme looks nice, but are you worried the boy scouts might get upset? It does look similar to their uniform colors after all.

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

P: Everything but the first screen looks ok I guess. I mean only two events visible at a time seems a little small especially when there isn't even a description till you get to the events within the event. Otherwise yea its good

I: On a scale of 1 to 10, how easy does it look to create an event?

P: I mean with the video it looks super simple, add a date and time and your golden. I actually like the added Private mode, good way to make sure it's just your friends.

I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: I mean its like what 3 clicks from the front page? Seems simple enough to me.

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

P: So yea the color scheme is way better now, but like I said it reminds me of the boy scouts.

I: Are the Icons easy to read/identify?

P: Yea seems simple enough, click the picture for the info Click create to make an event and click apply to join, where is the back arrow though?

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

P: Maybe add a filter and back button. Or at least make it obvious I need to use the built in back button on my phone rather than one built into the screen.

I: Thank you for your time, I'll pass along your input. Have a wonderful day.

## **Participant 11**

### **Cover Sheet**

Details: 20, Student, Psychology Major, Experienced User (Grade 0- 10) :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: "Like I said the two at a time on the first page kind of sucks."  
"Looks WAY easy"

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Participant is a 20-year-old BYUI 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: Good morning Participant 11 how are you doing?

P: I'm alright, let's just get this over with.

I: alright, to start with here is the new design.

P: -looks through the pictures one at a time.-

I: Compared to last time you saw the list of activities, is the layout more appealing?

P:Less information then you said there would be on the first page, and only being able to look at two at a time sucks but overall, looks good enough I guess.

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

P: Like I said the two at a time on the first page kind of sucks.

I: On a scale of 1 to 10, how easy does it look to create an event?

P: Seriously? Looks WAY easy, you might actually be able to fit more info on one page if you tried. Just sayin. So I guess whichever is easier? 10 maybe?

I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: 10, so long as that means easy.

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

P: Eh it's ok. Doesn't necessarily scream dating app, but that's a plus in my book.

I: Are the Icons easy to read/identify?

P: Yea.

I: do you care to elaborate more on that?

P: I mean it's all the same buttons or link methods I've seen before.

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

P: Nope, still not likely to use it.

I: Thank you for your time, I'll pass along your input. Have a wonderful day.

## **Participant 12**

### **Cover Sheet**

Details: 22, Student, Humanities Major, Experienced-User (Grade 0- 10): 4

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 seems to make sense so maybe an 8 or 9."

"The Colors mesh well, giving good definition to each other"

### **Participant Details**

Target Audience Segment: Serious Dater

Details or Reasoning: Participant is a 22-year-old BYUI 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: Good morning Participant 12 how are you doing?

P: I'm doing well, how about you?

I: I'm doing alright. Are you ready to begin?

P: Sure.

I: to start with here is the new design.

P: -looks through the pictures one at a time.-

I: Compared to last time you saw the list of activities, is the layout more appealing?

P: There are a lot fewer pages than you showed me last time and they are more similar than before. It makes it look a lot better. I'm really glad you have a private button set up too.

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

P: I like it, the pictures don't give a lot of detail but you can see them easy enough (interview note the participant wears glasses. )

I: On a scale of 1 to 10, how easy does it look to create an event?



P: Uh let me check, - Participant proceeds to watch the video again- Yea seems to make sense so maybe an 8 or 9.

I: On a scale of 1 to 10, how easy does it look to apply to an event?

P: That was the thing right after the event listing thing right? Yea it seemed pretty easy.

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

P: The Colors mesh well, giving good definition to each other They are mild enough that you shouldn't have any clash with the photos that get added for events so yea I think I like it.

I: Are the Icons easy to read/identify?

P: Um one sec -participant watches the video again- Yea most of them are labeled pretty well. The ones at the bottom are just normal phone buttons. Was there a back button though? I don't remember seeing one.

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

P: Maybe a recommended section on the events? I saw the private but didn't see a way to see if people you have been out with before are going again so yea.

I: Thank you for your time, I'll pass along your input. Have a wonderful day.

## **Participate 13**

### **Cover Sheet**

Details: 29, Female, Young professional

Overall: Felt creating an event and joining an event was smooth. She thought everything she would need was visible, however, was a bit confused by whether or not the date went through or not.

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

Quotes: "It means that I don't know for sure if I am going on the date or not but I need to be confirmed somehow."

### **Participate Details**

Target Audience Segment: Casual Dater

Details or reasoning: She thinks dating apps are more for casual relationship and says it is easier to meet new people on an app but doesn't expect to find a serious relationship online.

### **Transcript and codes**

Interviewer: How would you find an activity you are interested in?

Participate: I would scroll down and look at the different activities posted. M\_ACT

I: Let's say you were interested in Heber Hatchets. What would you do?

P: I would click on it and expect it to give me more details.

I: What do you see on this screen?

P: I can see specific details about this event. L\_EINFO, L\_FINAL

I: How would you create an event?

P: (Click on create event button) It's easy because everything you are asking me to do is right in front of me!

I: What would you do after clicking on create an event?

P: I would either click on public or private, number of participates, and time of event.

I: How would you join an event?

P: I would scroll through the events and see which one was most interesting

I: Let's say you were most interested in Heber Hatchets, what would you do?

P: (Clicked on Heber Hatchets)

I: How would you join that event?

P: I would click on apply

I: What does apply mean to you?

P: It means that I don't know for sure if I am going on the date or not but I need to be confirmed somehow. M\_EVENT

## **Vignette**

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

Support Participates: 2, 5, 6, 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: "Like I said the two at a time on the first page kind of sucks."

"I think it looks more user friendly... and it looks more like something I might actually use"

"It gives a proper amount of space for each event and it's not overcrowded and it looks user friendly."

"Looks WAY easy"

"The color scheme looks nice, but are you worried the boy scouts might get upset?"

"I mean it's like what 3 clicks from the front page? Seems simple enough to me."

### **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.

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

Support Participates: 8, 12

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

Quotes: "I guess I don't really know what to do now..."

"Yea seems to make sense so maybe an 8 or 9."

"The Colors mesh well, giving good definition to each other"

## Recommendations

Hypothesis	Recommendations	Reason
The user will quickly find a list of all available activities in the area (Mapping)	Add a filter button.	In order to more quickly find activities a person wants to see.
The user will be able to navigate the updated list of activities with ease. (Efficiency)	More visible activities on one page at a time	People felt like two was too few to see at any time while looking for things to do.
The user will enjoy the physical design, colors, and detail of the application. (Visibility)	Different Color Scheme	Many of the people felt that the colors should be more modern, with more contrast.

# Message Features

## Pre-Constructed Cover Sheet

Hypothesis	Tags
The user will feel that the app has a consistent appearance.	_CONST
The user will be able to find where to view the dates they have joined/planned.	VIEW_DATES
The user will be able to find and read all of the details of a date they have joined/planned.	DATE_DETAILS
The user will know which date is a group date and which is an individual date.	DATE_TYPE
The user will be able to find the messaging feature and read a message sent to them.	READ_MESS
The user will be able to send a message to another user who has a conversation with them.	SEND_MESS
The user will be able to find where to view requests to join their planned date.	VIEW_REQUESTS
The user will be able to view the requester's profile and then navigate back to the pending request.	REQ_PROF
The user will know how to accept/decline someone's request to join their date.	_RESPOND
The user will like the colors and be able to read the text	_COLORS
The user will be able to understand the controls without an explanation. The navigation items will make sense to the user	_CONTROLS

The user will understand the symbols and terms used throughout the app.	_LABELS
---	---------

## **Participant 1**

### **Cover Sheet**

Details: 22, Male

Overall: Had a difficult time completing the tasks and thought the app was confusing. He started getting frustrated and stated he was annoyed. He thought accepting or rejecting a date was easy.

Tags: \_COLORS, VIEW\_DATES, VIEW\_REQUESTS, DATE\_DETAILS, READ\_MESS, REQ\_PROF, \_RESPOND

Quotes: "I did not understand why it says pending requests on the top."

"This was confusing because all I saw was the pending requests on the top. I clicked it but nothing happened. You just stared at me so I swiped left to go back but nothing happened. I then saw the arrows on the top and went back twice. I didn't want to post a date so I clicked view dates. I then saw that I had the choice of viewing both."

"No, this is getting annoying."

"Yes, that was easy."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Dates more for fun than to meet someone special

### **Transcript and Codes**

Me: Hi, today we will be conducting a usability for a dating app. The app is yet to be finalized. This test is more for us to understand where we are doing good and where we are to continue making refinements. In other words, do not be shy to speak up if you do not understand the question or do not understand how to complete the task.

Q: At first glance what do you think of the app?

A: It looks like any other app.

Q: Do you think it looks attractive?

A: Not really, the colors do not really help. It looks pale. (**\_COLORS**)



Q: Can you locate the dates page?

A: Yes. **(VIEW\_DATES)**

Q: How did you manage to do this?

A: I noticed that there is a heading on the top which reads "Activities".

Q: Did you try to view all of the activities?

A: Not really. I did notice that there was an orange bar sticking out on the bottom so I tapped it but nothing happened.

Q: Can you check if there are more activities on this screen?

A: I swiped down and you pulled the page up. There were more activities displayed.

Q: Can you locate the dates that you have either planned or joined?

A: This was confusing because all I saw was the pending requests on the top. I clicked it but nothing happened. You just stared at me so I swiped left to go back but nothing happened. I then saw the arrows on the top and went back twice. I didn't want to post a date so I clicked view dates. I then saw that I had the choice of viewing both.

**(VIEW\_REQUESTS)**

Q: Can you view the details of a date that you have either joined or planned?

A: Yes, I just clicked on dates accepted. I didn't find anything labeled planned.

**(DATE\_DETAILS)**

Q: Can you tell the difference between an individual date and a group date?

A: Yes, however, I noticed that some do not say anything in that regard.

Q: Can you find the messaging feature?

A: Yes, however, I couldn't find it at first. I clicked on the date to where you can see the person's picture thinking it would be there but I wasn't. I then clicked to view their profile but didn't see it there either. I was getting stressed. After some time, I noticed that there are icons on the bottom and one of them says messages. **(READ\_MESS)**

Q: Can you read a message that has been sent to you?

A: Yes, I did not understand why it says pending requests on the top.

Q: Can you send a message to any of these users?

A: Yes? I clicked on a person's message and you brought up a messaging box where I can type a text. Nothing happened when I clicked it. You just went to the next screen.

Q: Can you find the date that they have requested to join?

A: No, I think that there is something missing.

Q: Can you find the requester's profile?

A: No, this is getting annoying.

Q: Can you navigate back to the pending request?

A: I went to the view dates page but there is no way that I'm going to look for that person's date. There is not a way to know who requested it without viewing each individual date. **(REQ\_PROF)**

Q: Can you either accept or decline a request?

A: Yes, that was easy. (**\_RESPOND**)

Q: Do you like the colors?

A: As I said when we started, they aren't that attractive. The pages that have more color look better than those with just the two shades of orange.

Q: Is it easy to read?

A: Yes.

Q: Did the controls make sense to you.

A: Yes.

Q: Did you understand the symbols and and terms used?

A: Yes.

## **Participant 2**

### **Cover Sheet**

Details: 23, female

Overall: Was able to accomplish the tasks without much difficulty. The controls and symbols all made sense, however, she there were some things in the design she expected to work differently.

Tags: VIEW\_DATES, DATE\_DETAILS, DATE\_TYPE, READ\_MESS, SEND\_MESS, VIEW\_REQUESTS, REQ\_PROF, \_RESPOND), \_COLORS, \_CONTROLS, \_LABELS

Quotes: "Yes and no. Most of them aren't labeled. I guess it depends on whether I am on the pending or accepted dates page."

"Yes? I suppose I can select any from the dates pending page. I clicked on the pending requests option on the top but nothing happened."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Doesn't really go on dates. Feels more comfortable hanging out.

### **Transcript and Codes**

Me: Hi, today we will be conducting a usability for a dating app. The app is yet to be finalized. This test is more for us to understand where we are doing good and where we are to continue making refinements. In other words, do not be shy to speak up if you do not understand the question or do not understand how to complete the task. I will be taking notes.

Q: At first glance what do you think of the app?

A: It looks good.

Q: Do you think it looks attractive?

A: For what it is, sure.

Q: Can you locate the dates page?

A: I see a dates pending and a dates accepted option but not one for both. Which do you want me to choose? **(VIEW\_DATES)**

Q: Clarification: Can you locate the pending dates page?

A: Yes.

Q: Did you notice that there are more dates than what the screen shows?

A: No. I didn't think to check.

Q: Can you locate the dates that you have either planned or joined?

A: No, I only see pending and accepted. **(DATE\_DETAILS)**

Q: Clarification: Can you find the dates that you have accepted?

A: Yes.

Q: Can you view the details of a date that you have accepted?

A: Yes.

Q: Can you tell the difference between an individual date and a group date?

A: Yes and no. Most of them aren't labeled. I guess it depends on whether I am on the pending or accepted dates page. **(DATE\_TYPE)**

Q: Can you find the messaging feature?

A: I didn't find the option on the pending dates screen. I did find it when I checked in the accepted dates. There is also an icon on the bottom but you didn't do anything about it. **(READ\_MESS)**

Q: Can you read a message that has been sent to you?

A: Yes, for some reason the icon worked this time. **(READ\_MESS)**

Q: Can you send a message to any of these users?

A: I suppose so. It didn't let me type. I guess it is not necessary to actually type something like if you just want us to find the page more than actually typing something. **(SEND\_MESS)**

Q: Can you find a date that anyone has requested to join?

A: Yes? I suppose I can select any from the dates pending page. I clicked on the pending requests option on the top but nothing happened. **(VIEW\_REQUESTS)**

Q: Can you find the requester's profile?

A: Yes. (**REQ\_PROF**)

Q: Can you navigate back to the pending requests?

A: Yes.

Q: Can you either accept or decline a request?

A: Yes. (**\_RESPOND**)

Q: Do you like the colors?

A: No. (**\_COLORS**)

Q: Is it easy to read?

A: Yes.

Q: Did the controls make sense to you.

A: Yes. (**\_CONTROLS**)

Q: Did you understand the symbols and and terms used?

A: Yes. (**\_LABELS**)

## Participant 3

### Cover Sheet

Details: 27, male

Overall: Was able to locate most things. He was not a fan of the app and commented the screen was not labeled well enough.

Tags: VIEW\_DATES, DATE\_DETAILS, DATE\_TYPE, READ\_MESS, SEND\_MESS, VIEW\_REQUESTS, REQ\_PROF, \_RESPOND, \_COLORS, \_CONTROLS, \_LABELS

Quotes: "There is not a page that is labeled planned or joined."

### Participant Details

Target Audience Segment: Serious Dater

### Notes

### Transcript and Codes

Me: Hi, today we will be conducting a usability for a dating app. The app is yet to be finalized. This test is more for us to understand where we are doing good and where we are to continue making refinements. In other words, do not be shy to speak up if you do not understand the question or do not understand how to complete the task. I will be taking notes.

Q: At first glance what do you think of the app?

A: It looks like an app (laughs).

Q: Do you think it looks attractive?

A: No.

Q: Can you locate the pending dates page?

A: Yes. (**VIEW\_DATES**)

Q: Can you locate the dates that you have either planned or joined?

A: No, there is not a page that is labeled planned or joined. (**DATE\_DETAILS**)

Q: Can you view the details of a date that is pending?

A: Yes. (**DATE\_DETAILS**)

Q: Can you tell the difference between an individual date and a group date?

A: Yes. (**DATE\_TYPE**)

Q: Can you find the messaging feature?

A: Yes, I see the icon on the bottom. (**READ\_MESS**)

Q: Can you read a message that has been sent to you?

A: Yes.

Q: Can you send a message to any of these users?

A: Ok. Let's suppose I typed something. (**SEND\_MESS**)

Q: Can you find the date that they have requested to join?

A: No. (**VIEW\_REQUESTS**)

Q: Can you find the requester's profile?

A: No. (**REQ\_PROF**)

Q: Can you navigate back to the pending request?

A: I see the page that has all of the dates pending.

Q: Can you either accept or decline a request?

A: Yes. (**\_RESPOND**)

Q: Do you like the colors?

A: Not for a dating app. (**\_COLORS**)

Q: Is it easy to read?

A: Yes.

Q: Did the controls make sense to you.

A: Yes. (**\_CONTROLS**)

Q: Did you understand the symbols and and terms used?

A: Yes. (**\_LABELS**)

## Participant 4

### Cover Sheet

Details: Early 20, male

Overall: Was confused by the labeling and thought some controls were inconsistent. Thought sending a message was clear. Wasn't a fan of the color choice.

Tags: \_CONST, VIEW\_DATES, DATE\_DETAILS, DATE\_TYPE, READ\_MESS, SEND\_MESS, VIEW\_REQUESTS, REQ\_PROF, \_RESPOND, \_COLORS

Quotes: "Some of the navigation menu items seem a little inconsistent, and it can be hard to know sometimes where a specific action will lead me next."

"I don't really see any labels that tell me whether a specific activity is a group date or not."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Male, early twenties, casual dater, technology related field of study

### Transcript and Codes

Q: Can you navigate from the main screen to the place where you view all dates that are planned or joined?

A: "I would either click view dates or events to get to the dates planned or joined."

**(VIEW\_DATES)**

Q: Can you find more details about a specific date that you have joined/planned?

A: "So the mini golf I'm guessing is a group date, the dinner would be an individual date, it doesn't specify or have labels about being a group date or not." **(DATE\_DETAILS)**

Q: Identify a date that is a group date and a date that is an individual date.

A: "I don't really see any labels that tell me whether a specific activity is a group date or not." **(DATE\_TYPE)**

Q: Can you navigate to the messaging feature and read the first message in your inbox?

A: "Let's see here... Oh. I can click on messages, then I will click on the first message in the messaging menu." **(READ\_MESS)**



Q: Will you send a message to someone who has sent you a message?

A: "Sure! I am guessing that I can tap on this box that says "type message here" and it would bring up the keyboard. Then I would hit the "Send" button." (**SEND\_MESS**)

Q: Can you navigate to the pending date requests and open a request?

A: "Hmmm. I can click on this pending request tab right? I would click on that to bring me to the pending date requests menu." (**VIEW\_REQUESTS**)

Q: Will you view at least two of the requester's profiles?

A: "Yeah I can do that, I see one profile, but where is the other one?" (**REQ\_PROF**)

Q: Can you accept or decline two requests?

A: "Yes I can accept or decline one request, I just don't see another profile to make a decision on." (**\_RESPOND**)

Q: Do you like the color scheme of the application?

A: "Yes and no. I am not a fan of yellow or the blue. The colors feel a little overwhelming. Personally, I would recommend going with something a little more subtle like a blue and gray." (**\_COLORS**)

Q: Does the app look consistent?

A: "Consistently colorful. Some of the navigation menu items seem a little inconsistent, and it can be hard to know sometimes where a specific action will lead me next. As for the UI, the main screen seems very empty to be a home screen. It seems that there is too much white space around view dates and post dates." (**\_CONST**)

## **Participant 5**

### **Cover Sheet**

Details: 20, female

Overall: She had some difficulty finding things but suggested an idea on how to solve her confusion.

Tags: VIEW\_DATES, DATE\_DETAILS, READ\_MESS, VIEW\_REQUESTS, \_RESPOND

Quotes: "Where would you go if you wanted to browse other people's dates to request them will not be covered later."

"Probably a different color shade or something. If you haven't read them."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Self Assessed

### **Notes**

Combine view dates and following screen. Cool to have an option for the person who's requesting a date to send a message when they request to join. Different shade for unread messages versus read ones. Separate one on one dates from group dates. Activity descriptions (what you're doing, dress code, date length) tap photo to access? Colors are professional, but unexciting, brighter?

### **Transcript and Codes**

Participant: I see. The activities.

Engineer: Oh yeah, the activities screen. You can do what actions. Okay, real quick.

Thesis of the dating app is to help people date based on having activities they enjoy.

Okay, so unlike with most of the dating apps. I've seen where you like swipe through a bunch of faces in this one. You're supposed to set up a date.

Engineer: And then other people will find your date and join it. And then you see faces and you can accept or reject them and set up the details of the date, but the idea is to have like a date plan when you

Participant: That's really cool.

Engineer: When a contact

Participant: That will you avoid. People who just want to click on your face from a

Engineer: Little bit of that. Also, it makes the. Um, he's he's planning to target the like commercial aspect of it. Towards businesses like pay him to promote their

Participant: Oh I see, like,

Engineer: Like he'll go to Hebrew hatchets and say hey you should sponsor some dates on here.

Participant: Or

Engineer: Activity right at the front.

Participant: Have you considered a trampoline park date because bounce city will give you 15% off.

Participant: Got it.

Engineer: Precisely so it's like a mixture of Groupon and mutual

Participant: Excellent.

Engineer: Anyway, so here you can post a date and view dates.

Participant: Yes.

Engineer: If we click on the view dates it comes up with this screen. Our dates pending and our dates accepted.

Participant: Okay.

Engineer: From there, we move on, let me make it a little bit bigger, maybe and then here is our dates pending section. It's got the list of dates that you've posted and you're waiting for a partner. I'm a little, little notification bar for your pending requests for people who've asked to join your dates. Hmm, um, we've got forward and back buttons navigation. What are your thoughts, thus far.

Participant: A first question I'm sure you'll get to this, but where would you go if you wanted to browse other people's dates to request them will not be covered later.

Engineer: I'm in our next prototype. Okay, so our team is only responsible for a couple of the different features. Hmm. Um, so the the features that I go over with you. Were we're, we're, like, in charge of and looking for data on the features. I'm not going over with you. We are not in charge of in are not looking for data on

Participant: Okay, this point. So, what specific kind of feedback are you looking for, like, a statics or like rock climbing is a stupid date.

Engineer: Not, not information on the filler data. This could be Laura maps and for all I care. But on the ascetics on how things are laid out like if you think that these posts to date and then view dates pending view dates accepted should all just be on this screen. That could be an opinion might have. Things about the interface itself how it looks, how you navigate it.

Participant: Okay. So, having not used the app for real, or experienced anything with it. Is that if I were. An app user, I would prefer to be able to. Click on and look at because it's like when you post something on Facebook and you just want to go on and look and see if anyone's responded so you click on Facebook and then immediately click the bell at the bottom of the screen.

Engineer: Or go straight to the notifications.

Participant: Yeah, but like, like, go back to the other page. The first one I think I'd have

Engineer: Over here in the post debut dates.

Participant: Yeah, I think.

Participant: I think I'd have just the three buttons. I think I'd have. Post dates view dates pending and view dates accepted. Okay.

Participant: Especially because then you know maybe you just want to get on the app to, like, make sure that you understand all of the plans about the date, while you're on your way to the date or whatever, you know, **(DATE\_DETAILS)**

Participant: But I think it's a really cool idea.

Engineer: Um, oh, it wasn't done. Okay. And then once you click on this date over here or you can click on pending requests, it'll start going through the requests for you.

Okay. And it'll be a screen something like this. Picture of them their name, age where they're at option to view their full profile.

Participant: Okay. I like that.

Engineer: accept or decline, um, any thoughts there.

Participant: Hmm. I don't know how. Much a feature like this would be used or not, but it might be cool to have like an option for the person who's requesting the date to like say something. You know, like it has their face and then, oh my gosh, I love rock climbing.

Have you ever been to point of the mountain. I don't know. **(RESPOND)**

Engineer: Oh, okay. Um,

Participant: And it can have like a character limit like Twitter, you know. We don't get this huge paragraph, just like us.

Engineer: Would be a thing. Okay, so can I do that. Okay, so then at the bottom. We've got our little menu bar. A little easier to see if you click on the messages button will be easier on this one messages button down here, it brings up this whole page which has your messaging history.

Participant: Okay. I like that guys squished picture.

Engineer: This one. This one's a little scripts to

Participant: Mm hmm.

Engineer: What are your thoughts on those. On this guy. And then if you jump to the net. If you were to click on this lady, you would get to your like actual messages.

Participant: I think that's cool. Yeah. Yes, it's just like your standard messaging thing, the most recent ones are at the top. Mm hmm. Probably a different color shade or something. If you haven't read them. **(READ\_MESS)**

Engineer: Just save red ones like the color.

Participant: Yeah.

Engineer: Different shade for not read verses read

Participant: Yeah, exactly. Also, I'd recommend diversifying what you're saying.

Engineer: You don't think that we should just say Laura map. Some folks that I met to everyone.

Participant: You know, actually. Now that I've heard it out loud. Every time. In fact, I think that in this app, you should just make it so that people can't type anything besides some galore sit or net

Participant: Like you know whatever you type on your keyboard. That's what pops up.

Engineer: With a great app design. Or just love trying to communicate. And the last one, our activity details. So, you're looking you're looking at dates and you're like huh rock climbing. That sounds like fun.

Participant: Mm hmm.

Engineer: Click rock climbing.

Participant: Yeah. Oh, and then it has the

Engineer: Has some more details on the participants. These are the specifically. This isn't looking for data. Other people is create at created this is the dates that you have created. But like in this one participants are down and Alyssa. They are drawing dates.

## **Participant 6**

### **Cover Sheet**

Details: 18, female,

Overall: She did not think the address was very clear and thought some items were out of place on the app.

Tags: VIEW\_DATES, DATE\_TYPE, DATE\_DETAILS, READ\_MESS, VIEW\_REQUESTS, \_RESPOND, \_COLORS

Quotes: "Her general area. That was not clear. I think it was trying to get like an entire you know address or something. But it was just like incomplete. You guys were just filling in an address, maybe I don't know to make that more clear."

"Well, I just think it's a little out of place for this sort of, I don't know. Um, yeah, I feel like it's just a little bit confusing to have it here."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Mostly wants to make friends, not get into a relationship.

### **Notes**

Wants a picture bank for creating activities. When someone wants to join a date, it needs to say which date they want to join. Make it clearer that the age is not part of an address on accept date request page. Wants the notification bell to be on the right of the messages icon. Doesn't like having pending requests in the messaging section. Include name with the picture in messaging, as first line of text. Times and seen/read notifications for messages + setting to turn off, low priority. Identify the page you're on, dates pending/dates requested are very similar right now. Make sure location on date info page includes address. Make participants link to the profile page. Optional event description, maybe tags? Messages should be more clearly linked to a specific date instead of just a person. Make the leave button harder to do on accident, confirmation screen? Colors are professional looking, but don't necessarily go together.

## Transcript and Codes

Engineer: Okay. Can you see this

Participant: Activities post today due dates. It's kind of small.

Engineer: I can, is that you're looking at it on a phone and it's shrinking it down from phone size.

Participant: It says is that home. Hardy.

Engineer: I'm impressed. It's, it's home.

Participant: Settings.

Engineer: Yeah. And then I think the middle one is profile. So here is the activity section. Where you can either post a date or view the dates that you've already got scheduled.

Participant: Yeah.

Engineer: If you click View dates. It takes you to this where you can select the dates that you're waiting for someone to accept and the dates that are confirmed and you go buddy for

Participant: Okay, so question. Does this also count as like. Dates that other people are trying to get with you. It Would that also be indeed spending. (VIEW\_DATES)

Engineer: No, that would be, I'm in a different section of the app beta pending is dates that you've posted and you're waiting for someone else to join.

Participant: Got it. Okay. Okay.

Engineer: Um, so in here. We've got the list of dates pending. A lunch date for the 23rd at 11pm you and someone else dinner date for the 22nd, you

Participant: Like I like the individual and group day kind of thing. And I like the pictures but you should, if to make it easier. You should just have like a picture bank right that people can choose pictures from and it can just be like. I don't know, like in a mode, like you know how the MO. Geez, you can like search these emojis. But there's also like different sections. Right, if you did that with pictures, that'd be really nice. So that, you know, people wouldn't have to go on to Google, then like save the picture or like copy the picture and then like, put it in the thing right. (DATE\_TYPE)

Engineer: Yeah.

Participant: If sense. I don't know.

Engineer: Any, anything else about what we've gone through so far.

Participant: No, I like this. I like how it looks. I like the simplicity of it.

Engineer: Yeah, I think it has some room to grow to. Just look a little bit more professional. But that's just because my team isn't graphic designers were

Participant: Yeah.

Engineer: Um, okay. And then if you click on pending requests. On the actual pending request up top.

Participant: Mm hmm. Okay.

Engineer: So that, that's right here on your activity screen.

Participant: Yeah.

Engineer: Click there are tab there it will take you to the person who wants to join your date.

Participant: I should tell you which date they want to join.

Engineer: That would be a good good plan.

Participant: Because right now, it's like they want to join your date, but it's like, wait, but I have four dates posted. So which they do they want to hop on to **(DATE\_DETAILS)**, **(VIEW\_DATES)**

Engineer: Like the color your job. Okay. Do I have a better images. Okay, here it is a little bit zoomed in on just

Participant: And I like that you know. You pop up. For the dating app. But the end the that's supposed to be an address right the 21 Los Angeles, California.

Engineer: No 21 is her age, Los Angeles is

Participant: Her general area. That was not clear. I think it was trying to get like an entire you know address or something. But it was just like incomplete. You guys were just filling in an address, maybe I don't know to make that more clear. You might want to put the on its own line like have it go like, you know, Amy, like, you know, Amy. Los Angeles, California. **(RESPOND)**

But I don't know. It was just a little unclear. But it does make sense. Now that you say it.

Engineer: Um, let's see. Okay, so now we're gonna jump over to the messaging on. These pictures are a little bit bigger. We've got the messages here.

Participant: I love that they're all the same. And it looks like they're in Latin, or some other weird language that is. What?

Engineer: It's so warm. It's, um, it's a pretty standard like placeholder text written in Latin. I have no idea what it's talking about but

Participant: Is it is it just because it looks like you know words but like it's also kind of big

Engineer: So, so, yeah, it's it's long and it is actual language. And so it has patterns and it'll like it's best used to demonstrate a font.

Participant: Oh, got it. Yeah.

Engineer: Get the person distracted by what the font, what what the beautiful thing is saying where you just wanted to, you know, yeah pages laid out, stuff like that.

Participant: So the notifications should be on the other side. I don't know. Actually, it doesn't matter. Just like in every app. I see the notification bells on the other side. And it looks just a little bit off. You know what I mean, it just looks slightly wrong. Oh, I thought that was like some sort of like factory or like apartment building. I was a little confused. Cuz it was those Molly didn't realize what it was. So the pending requests still for pending on dates.

Engineer: Do you think that should only be present in the other part of the app or

Participant: Well, I just think it's a little out of place for this sort of, I don't know. Um, yeah, I feel like it's just a little bit confusing to have it here because this section is kind of



just about, you know, talking to each other and not really about the actual, you know, pending dates. And then another thing. One is, um, so I'm assuming this is like you know when you first open up you know messages on your actual iPhone and it and it's like the person and then. The, the message right next to it. It's a little right and then you click on the message to see the entire thing or is this like, hey, I want to do this date with you and it would be fun to do that date with you.

Engineer: Yeah, so here you would click on the message and it brings up your actual messaging history with them.

Participant: Okay, so, so the Lord if some is holding a place for the message. Okay, you should also have their name. On the previous page instead of just a picture. You should have the name as well as the picture of the person (**READ\_MESS**)

Engineer: What do you think the best place to put that would be

Participant: Probably honestly app. So where all the rest of the text is but like above the text that's sort of like a title. Right. So like right above where it actually says warm Epsom. But like slightly bigger or like in a bold font like just make the name stand out a little bit more than the actual message.

Engineer: Okay, we talked about fixing that looks like we haven't actually gotten to that yet so these messages were sent

Participant: Yeah and if possible, you should add if they were seen or read through but that that's not a big need. It's just something that people like. And if you do that, you should also add a setting to turn that off because some people don't like that. But none of that's necessary. That's all. Just from normal, you know, texting.

Engineer: Cool. Okay. And then our last piece of the puzzle. Over here. So, this is the dates that you have Confirmed

Participant: You wouldn't learn. Oh, so this is like, Oh, we're definitely going on the state.

Engineer: Here you've got posted a new dates dates, except the pending, which we already looked at and then dates accepted as what we're looking at now.

Participant: You should put that title at the top right you can say, you know, this is dates pending or this is dates accepted also the pending. I don't know. The pending request can be doing whatever but um I just because it might get a little confusing because the screens are so similar. Right. So if someone accidentally clicks on, you know, dates, pending and things. Oh, I have a date, then that's so cool. Then they go. You know, it might just become a whole confusing thing. So you should have like the title of like pending or, you know, except it at the top, so that people know that this is getting accepted.

Engineer: That is good stuff. Okay. Um, yeah, so you you open this up, um, you can click on your date. It gives you some brief bio right there for the date and then. If you go into it. It's got your image. Um, where it is when it is who

Participant: Would that location have like a specific um yeah address or would it just, yeah. Okay. Date time participants. So, what you should do is you should have participants and like so if it's like a group date. You can click on the name and it'll just take you to their profile. Cuz I'm personally if I was in a group date. I'd want to kind of, you know. I don't know. I just a personal preference. You should also have some more information like kind of like. How you should dress because I know about rock climbing is kind of obvious, but it was like Blink is some sort of restaurant that you've never been to before you might not realize that it's supposed to be like a fancy sit down restaurant and you should be wearing something like

Engineer: It might be kind of fun to make it customizable, so like, make sure you're wearing a sombrero Mexican or something like that.

Participant: Yeah, that's cool. I enjoy that. That'd be fun. Yeah, you should also make it optional to have a description about the actual thing, right. So like if you're going on a group date to a restaurant, you know, you can say this is just supposed to be something sort of fun. You know, it's not going to be some sort of serious, you know, I don't know. Just some sort of description on what you expect, or the date to be like, or like what you want out of it or not, not what you want out of it. But just like what you want. I don't know. I'm not making any sense but it's fine.

Engineer: Um, one last note about this. Um, we're thinking that the only show leave or delete depending on whether you posted the date or joining today after it was posted

Participant: Yes, definitely. You should also make that. Is the message going to be like some sort of group message if it's like a group date.

Engineer: Yeah, so the message will just take you to the messages which will be linked to the date.

Participant: Got it. Okay. Um, so I believe delete button is so big. You should have some sort of, you know, second screen like, Are you sure you want to do this right so that you know someone doesn't accidentally hit that like holding their phone or something. And then they're just like out of the date. And then the other person is just like offended. They're like, why did they leave.

Engineer: Believe. On accident.

Participant: Yes.

Engineer: I'll do confirmation screen.

Participant: Yes, um. Cool.

Engineer: Okay, um, that's all the stuff we're designing any other thoughts, just in general.

Participant: The color scheme is you know it's it's professional looking, but the colors aren't super, don't go super well the other like the orange and the blue is a little bit weird, but it's fine. Like, it looks totally fine. It's just a little bit weird..

Participant: No, I use this app, if I was actually, you know, wanting to go on dates, because this just seems cool. This just seems like a you know what, this seems like it seems like a great way to meet new people and it doesn't even have to be like dates. It can just be like, hey, I want to go do this thing and I want someone to come with me. Who wants to come and so it doesn't even have to be like a day kind of thing, which is cool. (**\_COLORS**)

Engineer: Yeah, it can be really low pressure dates.

Participant: Yeah. Anyway, I think it looks really awesome. And I'm impressed because I couldn't do this. Well, I might be able to. But I just, I wouldn't want to

Engineer: It's a fun class.

Engineer: Well, I'll let you go.

## **Participate 7**

### **Cover Sheet**

Details: 29, Female, Young professional

Overall: She thought everything was pretty straightforward. She was confused about the pending requests. The messages were familiar to other messaging apps. Thought there should be a way to send a direct message after accepting a date.

Tags: VIEW\_DATES, VIEW\_REQUESTS, \_RESPOND, READ\_MESS, SEND\_MESS

Quotes” : I guess I would think both. I don’t know though.”

“Wait, there isn’t a screen afterwards allowing me to just start a message with them? I see a message icon at the bottom but that seems more like I can message anyone. Do you have to find them from all the people I’ve messages? I have to search for everyone in the app?”

### **Participate Details**

Target Audience Segment: Casual Dater

Details or reasoning: She thinks dating apps are more for casual relationship and says it is easier to meet new people on an app but doesn’t expect to find a serious relationship online.

### **Transcript and codes**

Interviewer: How would you look at dates that you’ve requested to join or are pending?

Participate: I am not sure.

I: Are the pending events ones that haven’t been decided by you? Or do you think they are events that you’ve applied for but haven’t been decided yet?

P: I guess I would think both. I don’t know though. VIEW\_DATES

I: How would you look at dates pending?

P: (Clicked on dates pending) VIEW\_REQUESTS

I: How would you accept or reject a date?

P: I would click on accept or reject. \_RESPOND

I: Now, if you wanted to message them where would you go?

P: Wait, there isn't a screen afterwards allowing me to just start a message with them? I see a message icon at the bottom but that seems more like I can message anyone. Do you have to find them from all the people I've messages? I have to search for everyone in the app? READ\_MESS

I: Where would you go for the message?

P: (Clicked on the message icon)

I: Let's say you wanted to look at your most recent messages, how would you look into them?

P: I would click on the top message. READ\_MESS

I: If you wanted to send them a message how would you do that?

P: (Clicked on the message area and pretended to write a message and then send it)  
SEND\_MESS

## **Vignette**

Tommy is confused by the design. He liked the idea of this app and wants to use it, but he doesn't feel like there is enough information for him to accept or reject a date. He also isn't sure what all the menu items mean, but he can easily find the message menu item. The messaging feature of this app feels familiar to him. He also isn't sure he likes or understands the color choices.

Quotes: "I did not understand why it says pending requests on the top."

"There is not a page that is labeled planned or joined."

"I don't really see any labels that tell me whether a specific activity is a group date or not."

## Recommendations

Hypothesis	Recommendations	Reason
The user will like the colors and be able to read the text	The color scheme needs to be adjusted	5 out of the 6 participants said that the app was unattractive, and 4 of them cited the color scheme specifically
The user will be able to understand the controls without an explanation. The navigation items will make sense to the user. The user will understand the symbols and terms used throughout the app.	Menu structure should be revised	Several participants made suggestions relating to how the menus are laid out
The user will be able to find and read all of the details of a date they have joined/planned. The user will be able to send a message to another user who has a conversation with them. The user will know how to accept/decline someone's request to join their date.	Information available needs to be revised in messaging, date viewing, and date accepting screens.	Participants 5 & 6 felt like not enough or not the right information was available on several of those screens.

## Setting Features

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

Hypothesis	Tags
The user will easily and quickly be able to navigate to the Settings screen.	E_NAVIGATE
The user will easily and quickly be able to enable/disable message notifications	E_MESS_NOTI
The user will easily and quickly be able to enable/disable event notifications	E_EVEN_NOTI
The user will easily and quickly be able to adjust the maximum search distance.	E_DISTANCE
The user will be annoyed by having to set their location manually (most location-based apps use the phone's Location Services feature to determine user location.)	MO_LOCATION
The logout button will be straightforward to the user.	F_LOGOUT
The Delete Account button will be straightforward to the user.	F_DELETE
The user will like the application and its interface.	MO_LIKED



## **Participant 1**

### **Cover Sheet**

Details: Age 20, Male, BYU-I Student, Single, Casual Dater and Deal Chaser

Overall: The user liked the simplicity of the screens, but they also thought more settings would be nice. They thought that it might be difficult to read the tip on the splash screen if the app loads too fast. They thought a dialogue for the logout would help prevent users from logging out on accident.

Tags: E\_NAVIGATE, F\_LOGOUT

Quotes: "I don't know if I could read the tip fast enough if the app loaded fast."  
"I think if you were going for simplicity, you nailed it, but I would add more 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 participant was presented the screens of the app to simulate using the app. The interviewer changed the screens according to the directions of the participant.

## Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to use the same dating and events app as last time for this experiment. We are going to simulate you using the system. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions. Here is the splash screen. What do you like about it?</p> <p>Participant: I like it. It's pretty simple. I like the logo. I don't know if I could read the tip fast enough if the app loaded fast. It looks really clean though. I like the colors. The shadow effect looks cool.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: Nothing. I think it looks good.</p> <p>Interviewer: Here is the settings page. What do you like about it?</p> <p>Participant: It looks really good. It looks like the settings in an app that I would use. It's simple. I like how it's organized.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I think if you were going for simplicity, you nailed it, but I would add more settings. Not sure what though.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: I would tap the switches next to messages and events (took about a second to answer). Pretty easy.</p> <p>Interviewer: Set the current location to our current address.</p> <p>Participant: I would press Change My Location. Then I would press the search bar. I would type our current address in and hit enter.</p>	<p>E_NAVIGATE: Can't read if the app loads too fast?</p> <p>E_NAVIGATE: More settings</p>

Interviewer: This dialogue shows now (shows the address dialogue).

Participant: Then I would press Change My Location (took no more than twenty seconds).

Interviewer: Set the search distance to 25 miles.

Participant: I would slide the slider to the left until the 50 miles said 25 miles (took about a second to answer).

Interviewer: It's the distance that you search for activities or events. Log out of the application.

Participant: I would press the logout button (took about a second to answer).

Interviewer: We are back in the settings page again. Delete your account.

Participant: I would press the Delete Account button (less than a second to respond).

Interviewer: This dialogue slides down.

Participant: I would press delete (took about a second to respond).

Interviewer: What are your overall impressions?

Participant: It seems good. It gets the job done. I would add more settings if you can. I like the dialogue that comes up before you delete your account. I think it might be good for the logout button too so you don't accidentally logout.

Interviewer: Thank you for time.

E\_NAVIGATE,  
F\_LOGOUT: User might accidentally logout

## **Participant 2**

### **Cover Sheet**

Details: Age 21, Female, BYU-I Student, Single, Casual Dater

Overall: The user liked how simple the splash page and settings pages were. She thought the settings page felt natural. She did not have any trouble with using either page, but did not like the gradient on the splash screen or the yellow color and the Playfair Display font.

Tags: E\_NAVIGATE

Quotes: "It would look better with a basic color. Times New Roman is the worst font."  
"I just hate that yellow. I would change the top font where it says settings. That font looks so outdated."

### **Participant Details**

Target Audience Segment: Casual Dater and Deal Chaser

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

### **Notes**

The participant was presented the screens of the app to simulate using the app. The interviewer changed the screens according to the directions of the participant.

## Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to use the same dating and events app as last time for this experiment. We are going to simulate you using the system. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions. Here is the splash screen. What do you like about it?</p> <p>Participant: It's simple. The logo's clean and it gives me little tips about the settings.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: The font. I don't like the colors. Definitely the font. It would look more sleek if you didn't use a gradient. It would look better with a basic color. Times New Roman is the worst font. Thanks for coming to my TED talk. I would do a darker shade of blue with white instead of yellow.</p> <p>Interviewer: Here is the settings page. What do you like about it?</p> <p>Participant: I like how each setting is in its own little square box. It's really simple and self-explanatory.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I just hate that yellow. I would change the top font where it says settings. That font looks so outdated.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: You just tap either messages or events for whichever notification you want (took less than a second to answer).</p> <p>Interviewer: Set the current location to our current address.</p>	<p>E_NAVIGATE: User thought that different tips would show?</p> <p>E_NAVIGATE: Different font</p> <p>E_NAVIGATE: Different colors</p> <p>E_NAVIGATE: Different font and colors</p>

Participant: You would press Change My Location and type in the address.

Interviewer: It is on this screen (shows location screen).

Participant: You press Search a Location and type the address from there.

Interviewer: It shows this when you finished searching your location (shows address dialogue).

Participant: You would click Choose as my Location (took less than twenty seconds total to answer).

Interviewer: Set the search distance to 25 miles.

Participant: You just drag the slider down (took less than a second to answer).

Interviewer: Log out of the application.

Participant: Press logout (took less than a second to answer).

Interviewer: We are back in the settings page again.

Delete your account.

Participant: Press Delete Account.

Interviewer: This dialogue slides down (shows delete account dialogue).

Participant: Press DELETE (took less than five seconds total).

Interviewer: What are your impressions of the settings page?

Participant: It looks fine. It's pretty straightforward and simple. It feels natural.

Interviewer: Thank you for time.

## **Participant 3**

### **Cover Sheet**

Details: Age 26, Female, Married, Deal Chaser

Overall: The user was overall impressed by the app and liked it's simplicity. She thought it was too formal for the purpose of the app. She also pointed out some quality of life additions such as feedback when saving the user's location and a dialogue for logging out.

Tags: E\_NAVIGATE, MO\_LOCATION, F\_LOGOUT

Quotes: "The font is a little too formal. It should definitely be sans serif. It looks more like a corporate app."

"It has a very formal feel overall and that's not what you're trying to sell."

"It would probably tell me that it saved it for me."

### **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.

### **Notes**

The participant was presented the screens of the app to simulate using the app. The interviewer changed the screens according to the directions of the participant.

## Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to test a prototype that my team is currently working on. This is a dating app in which people can set up dates or events and then invite others to join them. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions. Here is the splash screen. What do you like about it?</p> <p>Participant: I like the fading of the dark to the lighter blue. I like the yellow. The font is a little too formal. It should definitely be sans serif. It looks more like a corporate app. That's the vibe I'm getting. Some apps have the splash screen for way too long. Sometimes when I tap, I am confused when it doesn't do anything if I am a new user.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: It has a very formal feel overall and that's not what you're trying to sell.</p> <p>Interviewer: Here is the settings page. What do you like about it?</p> <p>Participant: I really like the way it's set up. It's very clear. I also like the search distance. I like the icons at the bottom.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I think it's fine. I think it looks good. It's very to the point. Again, at the top, the top font is a little too formal. I think a sans serif would be a little better.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: I click on the switch. I think that's it.</p> <p>Interviewer: Set the current location to your current address.</p> <p>Participant: I would click on Change My Location.</p>	<p>E_NAVIGATE: Blue color scheme combined with serif font is too formal</p> <p>E_NAVIGATE: splash screen confusing?</p> <p>E_NAVIGATE</p> <p>E_NAVIGATE</p>



<p>Interviewer: Here is where that took you (shows Location screen).</p> <p>Participant: Now I would type in my address and click on it when it shows up under the search, and I'm guessing the red pen would move to my address and I would have a selection to save.</p> <p>Interviewer: Here is the screen after clicking on the address (shows location dialogue).</p> <p>Participant: I would click Choose as my Location. <b>It would probably tell me that it saved it for me.</b></p> <p>Interviewer: Set the search distance to 25 miles.</p> <p>Participant: I would probably just take the switch and move it to the left until I see the increment on the right change to 25 miles.</p> <p>Interviewer: Log out of the application.</p> <p>Participant: There's a button that says logout. <b>I press it and it says, "Are you sure you want to logout?" And I press yes.</b></p> <p>Interviewer: We are back in the settings page again. Delete your account.</p> <p>Participant: I would press the black button to delete my account. I like that it's black so I don't press it on accident.</p> <p>Interviewer: This dialogue is shown (shows delete account dialogue).</p> <p>Participant: I would press the red DELETE.</p> <p>Interviewer: What are your impressions of the settings page?</p> <p>Participant: It's very straightforward. I think it's very functional, very usable.</p> <p>Interviewer: Thank you for time.</p>	<p>MO_LOCATION: No feedback after saving address</p> <p>F_LOGOUT: No dialogue confirming logout</p>
---	---

## Participant 4

### Cover Sheet

Details: Age 22, Female, Single, Serious Dater

Overall: The user felt the setting page in the app had an easy flow. They felt it would have been nice to have more things to change in the settings but was unsure what more you could add. They also were not the biggest fan of the color scheme.

Tags: E\_NAVIGATE, F\_DELETE

Quotes: "Why is the app these colors"  
"Should I log out or delete my account?"

### Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: She is very interested in meeting new people. She wants a relationship that is serious and one that she feels can lead to something really special.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to use the same dating and events app as last time for this experiment. We are going to simulate you using the system. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions.</p> <p>Here is the splash screen. What do you like about it?</p> <p>Participant: I like that it is eye catching. I am not sure what the purpose of the tip is...</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I don't understand why there is a tip on the splash screen.</p>	<p>E_NAVIGATE: Splash Screen Tip</p>

<p>Interviewer: Here is the settings page. What do you like about it?</p> <p>Participant: I like the overall layout of it, it seems very simple and familiar to other setting pages that I have used before.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I don't like the colors.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: I am just going to slide the little dot by the notifications to turn the notifications on.</p> <p>Interviewer: Set the search distance to 25 miles.</p> <p>Participant: I am going to use the slider and draw it down until it says 25 miles.</p> <p>Interviewer: Log out of the application.</p> <p>Participant: I will click log out.</p> <p>Interviewer: We are back in the settings page again. Delete your account.</p> <p>Participant: I will click delete my account</p> <p>Interviewer: What are your impressions of the settings page?</p> <p>Participant: I like the overall layout of the app. One thing that I noticed was I was wondering how specific the location slider would be? Will it change in variables of 5 or will it change in variables of one?</p> <p>Interviewer: Thank you for time.</p>	<p>E_NAVIGATE: Colors</p> <p>E_NAVIGATE: Distance Slider</p>
---	--

## Participant 5

### Cover Sheet

Details: Age 20, Male, Single, Casual Dater

Overall: The user liked the colors and typography choice of the app. They felt the app was well organized and laid out.

Tags: E\_NAVIGATE, E\_MESS\_NOTI, MO\_LIKED

Quotes: "I don't like that there is not a title for the app"

"I feel like there are a lot of little buttons and that might get confusing or distracting."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: He just got off his mission and is interested in dating so that he can get to know people and make new friends. He is not looking for anything serious.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to use the same dating and events app as last time for this experiment. We are going to simulate you using the system. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions.</p> <p>Here is the splash screen. What do you like about it?</p> <p>Participant: I love the colors, I feel like it pulls me in and it's really eye catching. I think maybe the splash screen won't last long enough for me to read the tip?</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I don't like that there is not a title for the app.</p>	<p>E_NAVIGATE: Colors</p> <p>E_NAVIGATE: Lack of Title</p>

<p>Interviewer: Here is the settings page. What do you like about it?</p> <p>Participant: Again, I really like the colors. I like the contrast of the gold and blue. I like the spacing of everything and the typography. It looks very professional.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I feel like there are a lot of little buttons and that might get confusing or distracting.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: I am just going to flip this little switch on the notifications for messages and events and turn them on.</p> <p>Interviewer: Set the search distance to 25 miles.</p> <p>Participant: I am going to drag the slider down so that it reads 25.</p> <p>Interviewer: Log out of the application.</p> <p>Participant: I will click log out of my account.</p> <p>Interviewer: We are back in the settings page again. Delete your account.</p> <p>Participant: I will click delete my account.</p> <p>Interviewer: What are your impressions of the settings page?</p> <p>Participant: Overall I think it is very well thought out and organized. I would like to see other functions of the app.</p> <p>Interviewer: Thank you for time.</p>	<p>E_NAVIGATE: Buttons</p> <p>E_MESS_NOTI: User was able to complete this quickly</p> <p>MO_LIKED: User was impressed</p>
---	---

## Participant 6

### Cover Sheet

Details: Age 28, Female, Married, Deal Chaser

Overall: Overall the user liked the layout and design of the app. She liked how straightforward everything was.

Tags: E\_NAVIGATE, MO\_LIKED

Quotes: "I like it. I like that everything I expect to be on a settings page is there. "  
"I don't like the way the Settings is written at the top, I think the letters need to be spaced out"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: She is married and is more interested in the events and activities than the meeting people.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello. We are going to use the same dating and events app as last time for this experiment. We are going to simulate you using the system. When I instruct you to do something, tell me the steps you would take in order to complete them. Also tell me anything that deters or helps you complete the actions.</p> <p>Here is the splash screen. What do you like about it? Participant: I like that it's simple.</p> <p>Interviewer: What do you not like about it? Participant: I feel like the yellow words are a little hard to read.</p> <p>Interviewer: Here is the settings page. What do you like</p>	<p>E_NAVIGATE: Yellow Words Hard to Read</p>

<p>about it?</p> <p>Participant: I like that there are not too many bells and whistles and it's straightforward.</p> <p>Interviewer: What do you not like about it?</p> <p>Participant: I don't like the way the Settings is written at the top, I think the letters need to be spaced out.</p> <p>Interviewer: Notifications are turned off. Turn them back on.</p> <p>Participant: I'll just slide the little buttons.</p> <p>Interviewer: Set the search distance to 25 miles.</p> <p>Participant: I will move the slider down to 25 miles.</p> <p>Interviewer: Log out of the application.</p> <p>Participant: I will hit log out.</p> <p>Interviewer: We are back in the settings page again.</p> <p>Delete your account.</p> <p>Participant: I will hit delete.</p> <p>Interviewer: What are your impressions of the settings page?</p> <p>Participant: I like it. I like that everything I expect to be on a settings page is there.</p> <p>Interviewer: Thank you for time.</p>	<p>E_NAVIGATE: Changes Spacing on Header</p> <p>MO_LIKED: Overall Impression was Positive</p>
---	---

## Participant 7

### Cover Sheet

Details: Age 20, BYU student, Single, Casual Dater

Overall: The user really liked the layout and color scheme of the app

Tags: E\_NAVIGATE, E\_MESS\_NOTI, MO\_LOCATION, MO\_LIKED

Quotes: "It's really nice, has a neat and orderly feel to it."

"I really like the settings page layout"

"Why is there a get location option? Can't most phones just send the app location data already?"

"It's really cool, it kind of seems too formal for its use though."

### Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: The interviewee is single and goes on dates often, they really enjoy the aspect of hanging out and meeting new people.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello, we will be using the same app from last time. We have created a digital prototype for you to simulate the system. When I ask you to do something just tell me the process on how to do it.</p> <p>This is the splash screen, what do you think about it?</p> <p>Participant: It's really nice, has a neat and orderly feel to it.</p> <p>Interviewer: Here is the settings page. How do you like it?</p> <p>Participant: I really like the settings page layout. It looks like it has pretty much anything you would need in a settings page.</p>	<p>E_NAVIGATE: Feels neat and orderly</p> <p>E_NAVIGATE: Really likes the setting page, seems complete</p>



<p>Interviewer: Alright, currently the notifications are disabled. How would you turn it on?</p> <p>Participant: Simple, just click that toggle button.</p> <p>Interviewer: I want you now to set your location.</p> <p>Participant: Why is there a get location option? Can't most phones just send the app location data already? I guess I just click set location.</p> <p>Interviewer: Alright, so what are your impressions of the app?</p> <p>Participant: It's really cool, it kinda seems too formal for its use though. I think it might be because of the font</p>	<p>E_MESS_NOTI: Turning on notification is simple</p> <p>MO_LOCATION: Confused as to why set location is not default</p> <p>MO_LIKED: Kinda too formal due to font</p>
--	--

## Participant 8

### Cover Sheet

Details: Age 20, BYU-I student, Married, Deal Chaser

Overall: The layout of the application is simple and easy to navigate

Tags: E\_NAVIGATE, MO\_DISTANCE, MO\_LIKED

Quotes: "I like the simplicity of it"

"I don't think I'll be able to read the tip in the time it loads"

"Is the search distance for people or places to go?"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: The interviewee is married and is looking for ways to find more activities to do with their spouse, while on a budget.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello, we will be using the same app from last time. We have created a digital prototype for you to simulate the system. When I ask you to do something just tell me the process on how to do it.</p> <p>This is the splash screen, what do you think about it?</p> <p>Participant: It is very neat. I don't think I will be able to read the tip in the time it loads though.</p> <p>Interviewer: Here is the settings page. How do you like it?</p> <p>Participant: I like the simplicity of it.</p> <p>Interviewer: Alright, I would like you to change the search distance.</p> <p>Participant: Alright. Done. By the way, is the search distance for people or places to go?</p>	<p>E_NAVIGATE: It is simple and easy to use</p> <p>E_DISTANCE: Search distance can be slightly</p>

Interviewer: Both	unclear
Interviewer: Alright what is your overall opinion of the app thus far?	
Participant: It's nice. I would probably use it to go find activities with my husband	MO_LIKED: Really likes it and would probably use

## Participant 9

### Cover Sheet

Details: 20, BYU-I student, Single, Deal Chaser

Overall: The design is very nice, but some of the yellow is hard to read

Tags: E\_NAVIGATE, F\_LOGOUT, MO\_LIKED

Quotes: "I really like the color scheme"

"The yellow can be a little hard to read in the front, especially for the tip"

"That's nice I can login with Facebook and Google"

### Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: The interviewee is married and is looking for ways to find more activities to do with their spouse, while on a budget.

### Transcript and Codes

Transcript	Codes
<p>Interviewer: Hello, we will be using the same app from last time. We have created a digital prototype for you to simulate the system. When I ask you to do something just tell me the process on how to do it.</p> <p>This is the splash screen, what do you think about it?</p> <p>Participant: I really like the color scheme, but the yellow can be a little hard to read in the front, especially for the tip</p> <p>Interviewer: Here is the settings page. How do you like it?</p> <p>Participant: I like it, it is very clean and professional.</p> <p>Interviewer: Can you tell me how to logout and then log back in.</p> <p>Participant: Alright so you just hit the log out button. Then</p>	<p>E_NAVIGATE: The yellow can be hard to read</p> <p>E_NAVIGATE: Has a clean and professional feel to it</p>

you log in from the login page. That's nice I can login with facebook and google

Interviewer: Alright what is your overall opinion of the app thus far?

Participant: I really like it, besides you know the yellow font thing, maybe a darker shade of yellow.

F\_LOGOUT: simple logout functionality. Using a google and facebook login is a plus

MO\_LIKED: Really likes it and change the font color to a darker shade

## **Participant 10**

### **Cover Sheet**

Details: 17, High-Schooler, Male, Casual Dater

Overall: Most tasks were not difficult but the participant felt like some of the text was too small to read.

Tags: E\_NAVIGATE, E\_MESS\_NOTI, E\_DISTANCE, MO\_LOCATION, F\_LOGOUT, F\_DELETE

Quotes: "It's kinda weird that the font at the top is different from the rest."

"I would go to the "Change my location" that's in very, very small, hard-to-read text."

"Um ... uh ... Oh. I would hit "Choose as my location." It's hard to see this cuz it's so little."

### **Participant Details**

Target Audience Segment: Casual Dater

Details or Reasoning: Participant is in high school, not yet looking for a serious relationship.

## Transcript and Codes

Transcript	Codes
<p><b>Interviewer (I):</b> This is the same app as before, but with a higher-fidelity model. The first thing you'll see when you open the app is this splash screen. What do you think of it?</p> <p><b>Participant (P):</b> Wow (sarcastically). I now know how to change my notification settings.</p> <p><b>I:</b> Now we go to the settings screen. Overall, what do you think of it? The colors, the font choices?</p> <p><b>P:</b> It looks OK, I guess. It's kinda weird that the font at the top is different from the rest. I also like how easy it is to delete my account (sarcasm).</p> <p><b>I:</b> How would you turn on notifications for messages?</p> <p><b>P:</b> I would go up there [points to Notifications group] and hit the slider that's labelled "messages."</p> <p><b>I:</b> OK. How would you turn on notifications for events?</p> <p><b>P:</b> I would do the same thing, but with "events."</p> <p><b>I:</b> Now, how would you set your location?</p> <p><b>P:</b> I would go to the "Change my location" that's in very, very small, hard-to-read text. It might be easier to see if it was on an actual phone screen, though, so ...</p> <p><b>I:</b> Alright, here we are at "location." This is the first screen that you'll see, and it has the currently-set location. So, how would you search for a location?</p> <p><b>P:</b> I'd go to the search bar and then search a location.</p> <p><b>I:</b> There's a drop-down selection once you start typing [shows drop-down selection]. Then you would click out of that, and you'd get this screen [shows screen with "choose this as my location"]. So if that's the location you want, how would you set it as your location?</p>	<p>E_NAVIGATE: Annoyed by the tips on load (or that particular tip, anyway)</p> <p>Use the same font on everything? F_DELETE: Too easy to delete a user account?</p> <p>E_MESS_NOTI</p> <p>E_MESS_NOTI</p> <p>MO_LOCATION: "Change my location" text may be too small.</p> <p>MO_LOCATION: Search bar is easy to find. Only took a second.</p>

**P:** Um ... uh ... Oh. I would hit "Choose as my location." It's hard to see this cuz it's so little.

**I:** OK. The next thing is, how would you set the search distance, because it's really short right now, only 3 miles. So, how would you increase the search distance?

**P:** I'd grab onto that yellow ball [indicates distance slider] and slide it across the screen.

**I:** [switches to screen with distance set to 300 miles]

**P:** Really? 300 miles? Do you think I'd look that far for love?

**I:** I dunno, maybe you're desperate. How would you log out?

**P:** I would hit the logout button.

MO\_LOCATION: There was quite a bit of hesitation. "Choose as my location" text may be too small.

E\_DISTANCE: No hesitation. It was easy to understand how to use.

E\_DISTANCE: 300 miles may be too high of a max distance.

F\_LOGOUT



## Participate 11

### Cover Sheet

Details: 29, Female, Young professional

Overall: Was able to accomplish every task and found every button easily. Said the design was straightforward.

Tags: E\_NAVIGATE, E\_MESS\_NOTI, E\_EVEN\_NOTI

Quotes: "I would just slide this... Probably how far events are"

### Participate Details

Target Audience Segment: Casual Dater

Details or reasoning: She thinks dating apps are more for casual relationship and says it is easier to meet new people on an app but doesn't expect to find a serious relationship online.

### Transcript and codes

Interviewer: How would you find the settings?

Participate: (Clicked on the settings icon on the navigation menu) **E\_NAVIGATE**

I: How would you enable/disable message notifications?

P: I would toggle this on and off **E\_MESS\_NOTI**

I: How would you enable/disable event notifications?

P: Again, toggle on and off **E\_EVEN\_NOTI**

I: How would you change the maximum search distance?

P: I would just slide this

I: What do you think maximum search distance means?

P: Probably how far events are **E\_DISTANCE**

I: How would you change your location?

P: I would go and put my address in and then accept the new location **MO\_LOCATION**

I: How would you logout?

P: (Clicked on the logout button) **F\_LOGOUT**

I: How would you delete your account?

P: (Clicked on the delete account button) **MO\_LIKED**

## Vignette

Overall the usability testing went smoothly. We were able to receive constructive feedback about our app design. Some of the more notable feedback received included changing the color scheme and typography to make an overall modern look. We also received more feedback on what should and should not be on the setting page.

## Recommendations

Hypothesis	Recommendations	Reason
A	Add more settings.	The settings page looks a little bare and more settings will allow users to customize their experience.
A	Shorten the tip for notifications or make the splash screen appear for at least a few seconds so the user can read it.	Participant 1 thought they would not be able to read the tip fast enough if the splash screen loaded too fast.
A	Consider changing the color choices and the font Playfair display to something more modern and less professional.	Participant 2 thought the yellow was ugly and the Playfair Display was outdated. Participant 3 thought the colors and Playfair font felt too formal, which is not desired.
E	Add feedback when the user saves settings such as the location.	Participant 3 expected the app to tell them that their location was saved after changing it.
F	Add a dialogue that slides down after logging out to confirm if the user wants to logout.	Participant 1 and 3 thought they might accidentally press the logout button.

# 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
Users can get to the deals they need quickly, (less than thirty seconds to find them, they can take their time choosing one out). The user will feel the app is effective.	Supported. The general layout of the app (post profile creation) is streamlined to get to the activities selection page.
Users can successfully navigate through the program and will feel confident using it.	Mostly supported. The users in all studies tend to be able to navigate successfully. They would like some improvements in the quality of the app though.
Users can readily identify the controls and will feel confident navigating the application.	Refuted. Users polled for the settings felt that the controls were mostly identifiable but still have some issues.
Users can quickly locate what they are looking for. They will feel successful utilizing the app.	Mostly supported. Users can find what they are looking for, but some of the time it is because they are stumbling into it.
Users feel confident with the app. They will want to continue using it in the future.	Mostly supported. Users feel they do get what they need done, but the app still feels a little clunky.

## **Key Vignettes**

### **Profile Features Vignette**

Travis decides to join the new dating app he has heard about. He downloads it and creates a new profile. He's happy with how easy it is! He goes through the three easy steps, only getting hung up on wondering how many pictures he can really upload. After putting up six and not being given the choice to upload more, he moves on to looking at other people's profiles. He browses through the pictures, looks at bios and tags, and decides his profile could use a few changes. He goes to his profile section and changes a few tags and adds a line to his bio. He decides to change a few pictures but can't find where the edit button is. He looks around, tapping pictures but doesn't get any results. Eventually he swipes past his last picture and sees an edit/add button. He presses it and is then easily able to swap out a few pictures.

### **Overview**

There was confusion in editing the profile pictures. There was slight confusion in viewing pictures and editing the bio. Users had trouble distinguishing the yellow from the cream background. Preferred alternate color scheme

### **Quotes**

"I would try to tap my photo to edit it but I would like to see an icon or a label to clarify that is how you would edit my photos"

"I guess I would tap 'add more' to add more tags but I wouldn't think that I could remove tags that way too. I think using the word edit would explain it better."

### **Activities Features Vignette**

Vanessa is a 22 year old student at BYU-Idaho. She thought that dating apps were fun, and a great way to meet new people. She saw this as a causal experience. She doesn't consider herself to be a tech wizard.

### **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**

"Like I said, the two at a time on the first page kind of sucks."

"I think it looks more user friendly... and it looks more like something I might actually use"

“It gives a proper amount of space for each event and it’s not overcrowded and it looks user friendly.”

“Looks way easy.”

“The color scheme looks nice, but are you worried the boy scouts might get upset?”

“I mean it's like what 3 clicks from the front page? Seems simple enough to me.”

## **Message Features Vignette**

Tommy is a Freshman at BYU-I and is working on his general education requirements. He thinks he might want to go on a mission. He would like to date, but is not sure how to go about doing it. He has stumbled on the application and likes the idea as it makes it easier to ask a girl on a date or join an activity.

### **Overview**

Tommy is confused by the design. He liked the idea of this app and wants to use it, but he doesn’t feel like there is enough information for him to accept or reject a date. He also isn’t sure what all the menu items mean, but he can easily find the message menu item. The messaging feature of this app feels familiar to him. He also isn’t sure if he likes or understands the color choices.

### **Quotes**

“I did not understand why it says pending requests on the top.”

“There is not a page that is labeled planned or joined.”

“I don’t really see any labels that tell me whether a specific activity is a group date or not.”

## **Settings Vignette**

Bob is playing with the settings feature. As he does this, he is trying to set the app up to his individual preferences. Bob feels he is a bit distracted by the app color choice and is wondering if there is a way to change the color scheme. Bob accidentally presses the back button after changing a few other settings and loses his work. He gets right back to it, but feels the settings feature has too few options for him. He’s worried about accidentally tapping something like “logout” without a warning first.

## **Overview**

Overall the usability testing went smoothly. We were able to receive constructive feedback about our app design. Some of the more notable feedback received included changing the color scheme and typography to make an overall modern look. We also received more feedback on what should and should not be on the setting page.

## **Quotes**

“The settings page looks a little bare and more settings will allow users to customize their experience.”

## **Holistic Vignette**

Harry downloads the new date planning app that he’s heard about. He creates his profile but feels the controls are a bit iffy. Has some trouble understanding what everything is saying but manages because he knows his apps. He goes to the activities and is pleased to find it quickly. Upon selecting an activity he goes to the messaging part to set up the date. Harry finds the messenger a bit clunky but gets the job done. He goes to settings to see if he can adjust a few things to make the app easier and more enjoyable to use. He leaves a three star app review.

## **Overview**

Users find the app to be clunky and that it needs to be reworked a bit. Users are unsure if they changed all the right settings. App did it’s job, but it could use some quality of life updates.

## **Quotes**

“Good app. Did it’s job, but could be more efficient and usable.”

## Overall Recommendations

Recommendations	Support
Change the color scheme	Most users preferred the second color option. Some felt this way because of aesthetics, and others because there was better contrast and the script was easier to see.
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.
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.
Menu items need to be a bit more recognizable.	The navigation menu has been confusing to a few users.
Make sure there is a pop-up dialogue box to ensure big decisions (e.g. logout 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.
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.
Give users more information when viewing a 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.
Add a screen after joining a date to make it more clear the user who created the date has the ability to accept or reject the date.	There is currently no explanation when users join a date that they will either be accepted or rejected
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.



# Appendix - Design Process

## Profile Features

### Profile Creation

### Depth First Search

# Lorem

Lorem ipsum dolor sit amet

Don't have an account? [Sign up](#)

Email/phone

Password

Login

## Profile Setup

① ② ③

Name

Email

Password

Confirm Password

Birthday

month ▼

day ▼

year ▼

Next

Profile Setup

1

2

3

Gender

Male ☐ Female ☐

Upload Photos (up to 6)

+

+

+

+

+

+

Write a bio

0 / 245 max char

Next

Profile Setup

1

2

3

What are you interested in?

Search or add

Lorem

×

Lorem

×

Lorem

×

Lorem

×

Finish

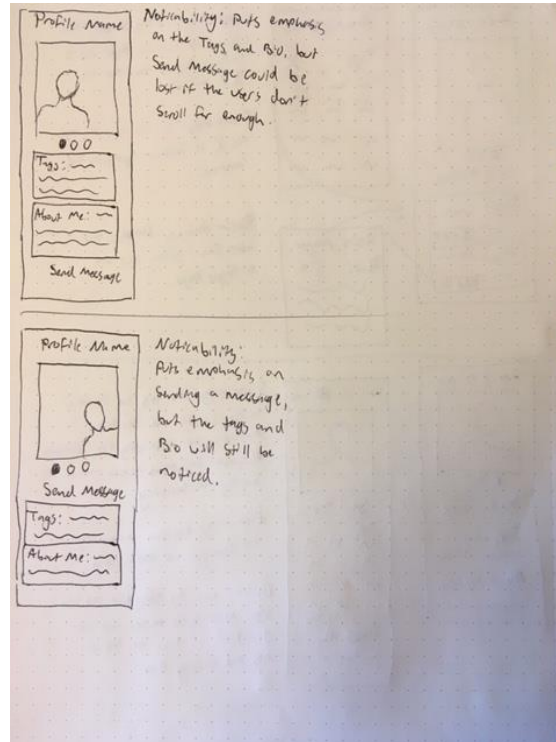
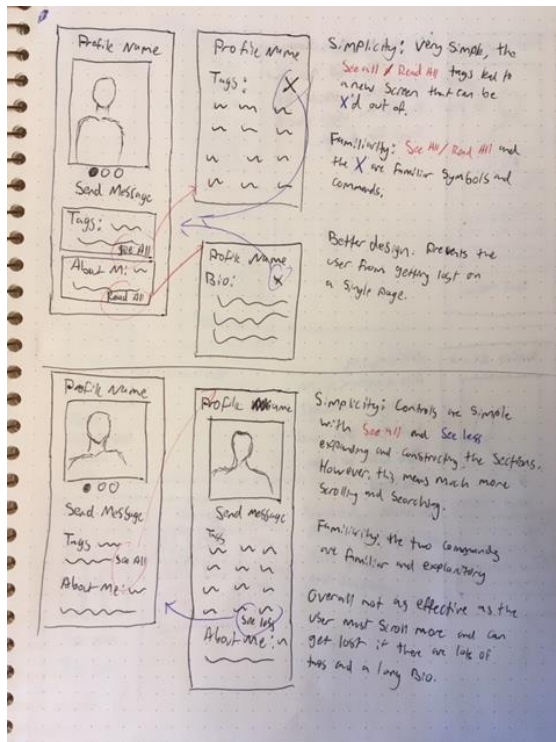
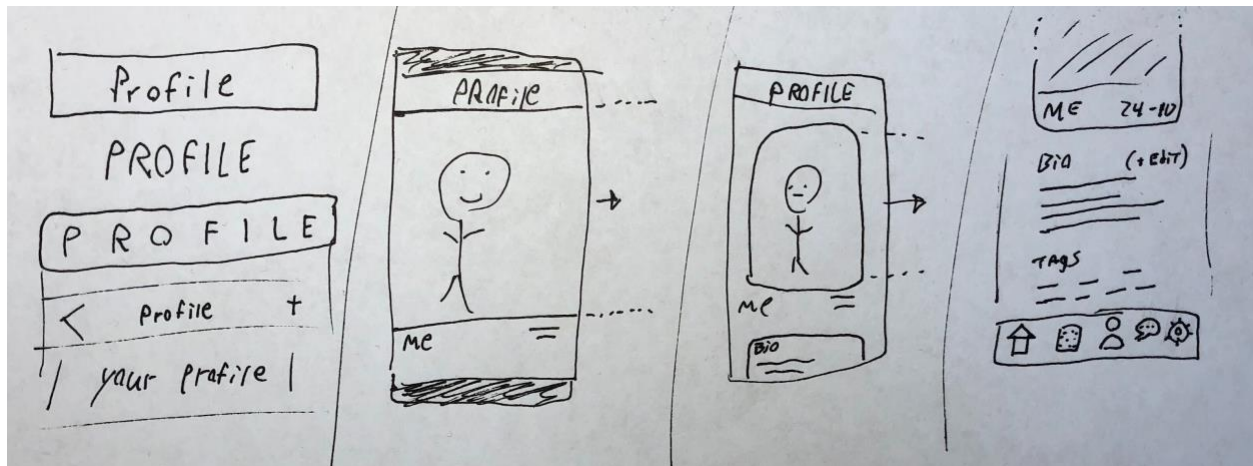
## Evaluation

The user will know immediately how many pictures they can add instead of waiting for the limit to appear, but still know that anything past the first is optional. It also shows a max limit on characters so spammers and trolls cannot overload a buffer or crash because of lack of memory.

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Creating a profile will help users accomplish this
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	Creating a profile will help users accomplish this
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 design is simple and engaging
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 process for creating a profile is simple and straightforward.
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	Creating a profile will help users accomplish this
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	Creating a profile will help users accomplish this
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 process is similar to creating a profile in other apps and doesn't waste their time.


## View Profile

### Breadth First Search



## Depth First Search

Daniel Strickland



●○○○○

Send a Message






Tags

Hiking Rock Climbing Swimming


see all

Bio

Hi I'm Daniel! I love to do outdoor activities and make new friends. I'm looking for someone... read more



Daniel Strickland



○○○○●

Send a Message






Tags

Hiking Rock Climbing Swimming

see all

Bio

Hi I'm Daniel! I love to do outdoor activities and make new friends. I'm looking for someone... read more



Daniel Strickland

Tags

×

Hiking Rock Climbing






Swimming Volleyball

Church Backpacking

Student Taco Connoisseur

Bilingual CompSci

Praying for an A








Daniel Strickland

Bio

×

Hi I'm Daniel! I love to do outdoor activities and make new friends. I'm looking for someone to come with me when I go out to enjoy nature, but is just as willing to stay in and watch a movie.



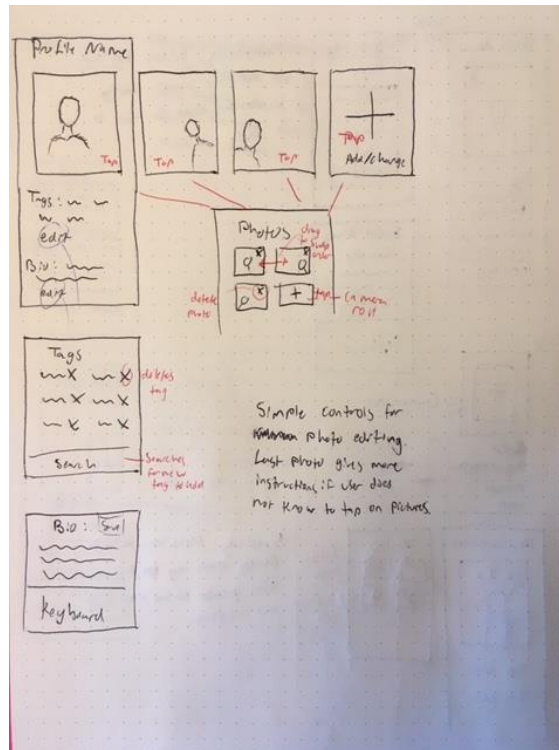
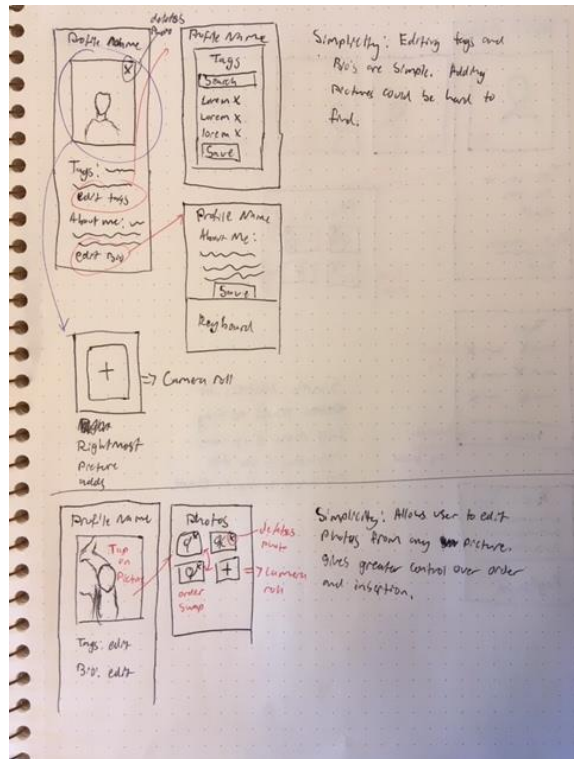
## Evaluation

Not much needed to change according to users. It is just a little more in line with what a finished product will look like.

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Users can view other profiles easily
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The profile page is easy to find on the bottom navigation
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 design is straightforward and contains basic information about 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 user will be excited as they view the profile screens of other users
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	They will have an basic understanding of who they are going on a date with
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	Viewing a profile will help them know if they are interested in the other user
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 design is simple and straightforward. If the user wants to look at more information, a dialog appears containing a longer biography and more interest tags

## Edit Profile

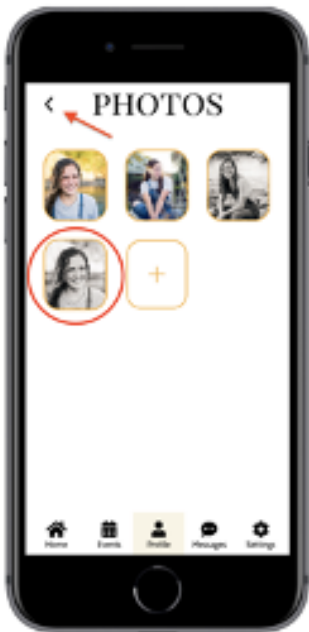
### Breadth First Search



## Depth First Search







## Evaluation

When the user views their own profile, they can see “edit” options on their info. To edit their photos, they swipe through their photos to the end until they see an “add/change photos” screen. Tapping on that brings them to a page showing thumbnails of their photos. Here they can select existing photos to edit the cropping or replace them, and add new photos up to a total of five. Adding a new photo opens up the user’s photo albums app on their phone to select an image. Once added, the user can return to their profile to see the new image in the “carrousel”.

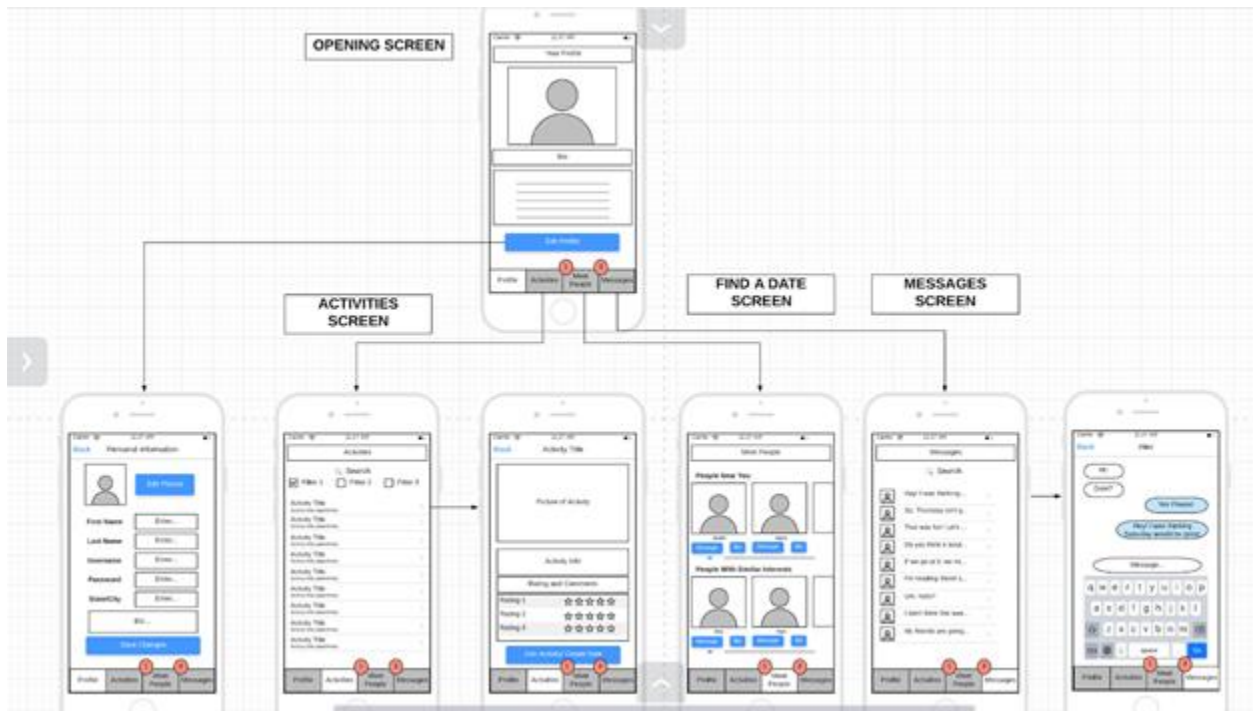
Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	-- Doesn't apply to editing profile
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can edit a profile while viewing their own profile screen
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 design is straightforward and contains basic information about users
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 has the ability to update their profile page as they continue to use the app
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	-- Doesn't apply to editing profile
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	-- Doesn't apply to editing profile
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	Editing a profile can be found on the user's profile screen and this is consistent throughout the app

# Activities Feature

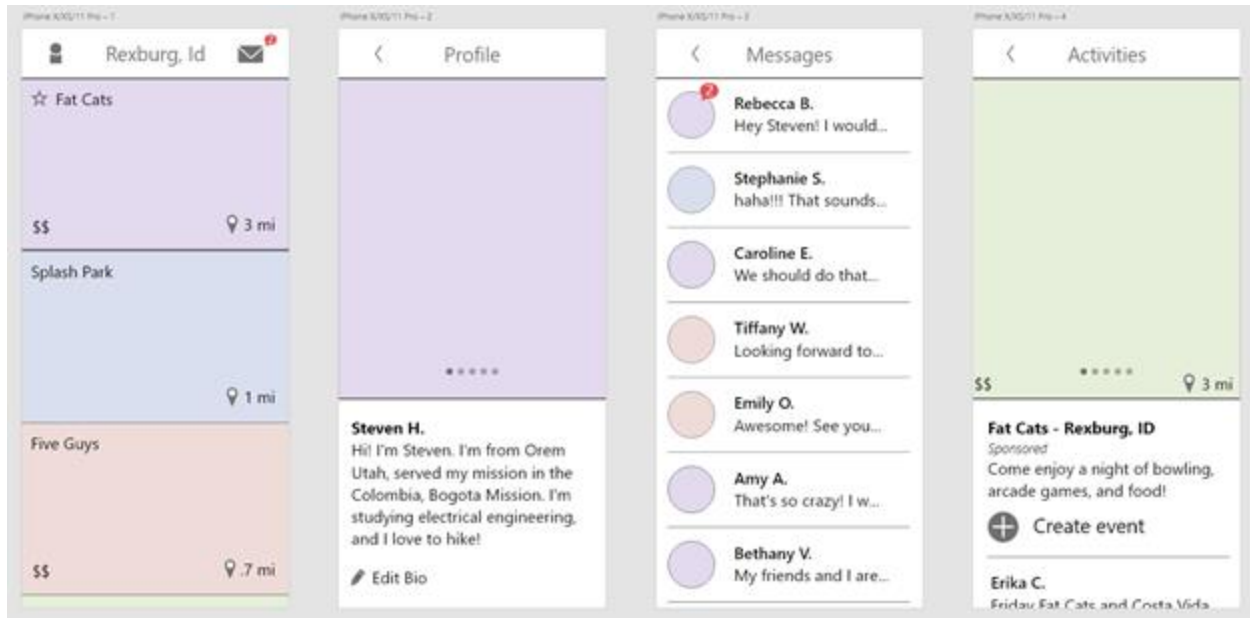
## List of Activities

## Design Searches

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 had 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 were desired. This, combined with feedback from the stockholder, had us modify only slightly from our larger sized photos as base event pictures surrounded by blue outlines with gold buttons.



## Evaluation

The feedback was to show more options on the screen, rather than hiding it all away in other options. The menu has been moved toward the bottom of the screen to be easier to reach. The contrast between the price indicators and distances and the background has increased without being too invasive.


Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	This design allows users to scroll through the different events available to them
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can view different date options before creating or joining a date
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 user can see basic information on this page and then click for more details
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 design has a large image which helps users get excited about the different events
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	From this screen, a user can join or create 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	-- Doesn't apply to list of activities page
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	All activities are consistently designed with an image, price, and distance which allows users to see

(cont.)		basic information before clicking for more details
---------	--	--

## Creating an Event

### Activity Information

#### Heber Hatchets



Put on your best flannel, comb your beard, and get ready for an authentic lumberjack experience with us.

Price: \$10.99 for an hour of throwing

Hours: 10 am - 8 pm (Mon - Sat)

Location: 153 N 2nd E St, Rexburg, ID 83440

[See Similar](#) (538 Reviews)

Create Event

### Create Event

#### Event Details

Public

Private

\* Privately created events will only allow your contacts to be able to join

Number of Participants:

Time of the Event:

#### Event Information

Price: \$10.99 for an hour of throwing

Hours: 10 am - 8 pm (Mon - Sat)

Location: 153 N 2nd E St, Rexburg, ID 83440

Confirm

Home

Events

Profile

Messages

Settings

Home

Events

Profile

Messages

Settings

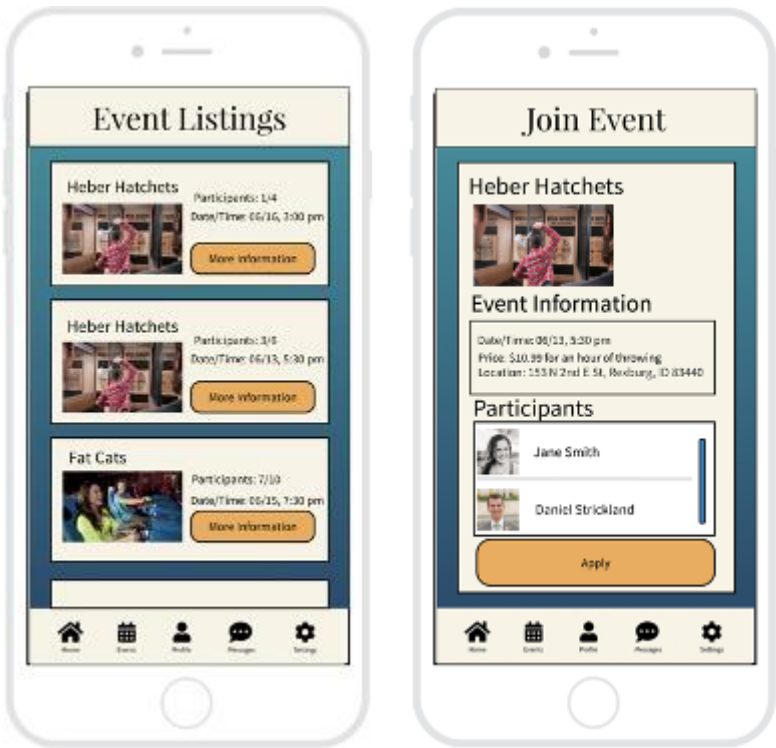
## Evaluation

In the feedback, many of the users were mostly concerned about controlling who is allowed to join the events they create. It was suggested that it be made possible for the users to create events that are both public and private, depending on whether the user wanted only their known contacts to be able to participate, or if they wanted new people they didn't know to be able to participate.

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Users can view more details about the date and then created an event
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can follow the steps to create an event
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 buttons are clear and easy to identify in this design
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 view details about the date to get excited
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	Users can confirm after they've created it
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 can confirm the date and later see it posted on the overview page (Message Features)
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	All creating events screens have the same content and design



Joining a Date



## Evaluation

In the feedback, it was suggested that the buttons were better organized. One of the changes made in this screen was to have the 'Apply' button included in the screen with the event information.

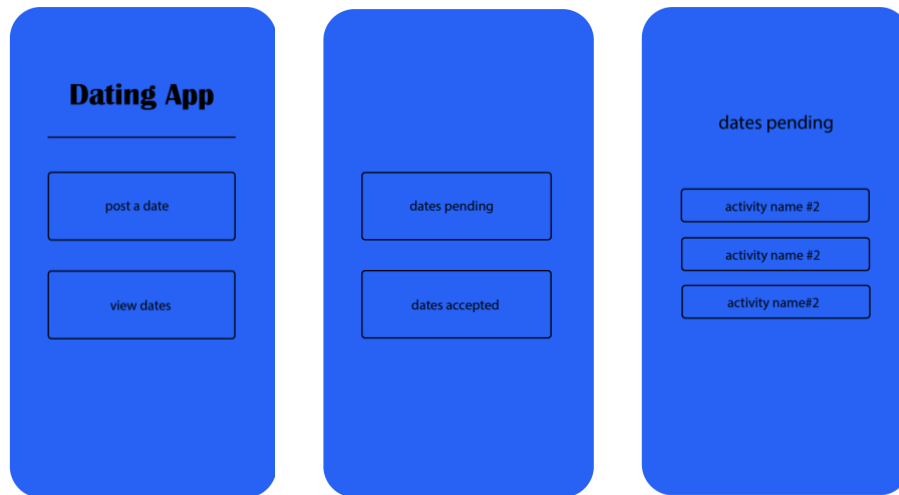
Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	The user can scroll through different activities and find a date to join, they can also view more information about their desired date
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	There is a button on each activities that gives them more information and allows them to join a date
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 buttons are clear and easy to identify in this design
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 view details about the date to get excited
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 can apply to the date and wait for the other user to accept it
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 can apply to the date and later see it posted on the overview page (Message Features)
The user should be able create a consistent mental model of where everything can be accessed in the app. The app's UI and	Priority 2	All joining events screens have the same content and design

functionality should not be constantly changed.		
---	--	--

# Message Features

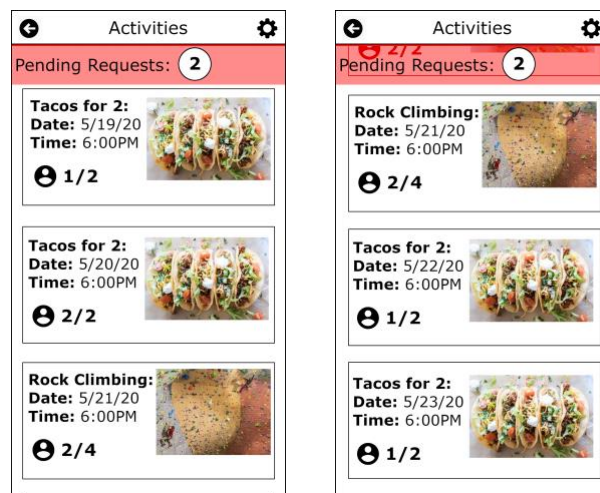
## Overview of Created and Joined Dates

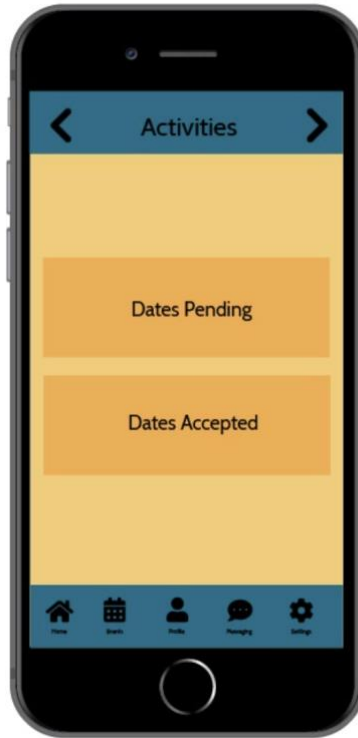
As we have been learning how to create and improve prototypes, we have had to do exactly that in designing the dating app. During week 6, we sketched a variety of prototypes in which we displayed different functions or tools which the app would contain. However, within the next three weeks we edited those prototypes in order to improve their user interface as well as the user's experience. As you can see below, the first version was plain and pretty much boring. On the other hand, the second version looks more alive and appealing. It follows a color scheme, has a navigation menu, arrows, pictures, and labels. It's typography also follows a pattern in which two different fonts are used and its size varies from one heading to another.



## Depth First Search

Several changes were also made to the following prototype. Most of the changes made to the first of these was matching its font and colors. Along with this, the back arrow and settings icon were either moved, deleted, or changed.



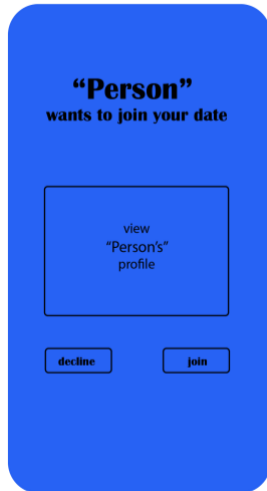


## Evaluation

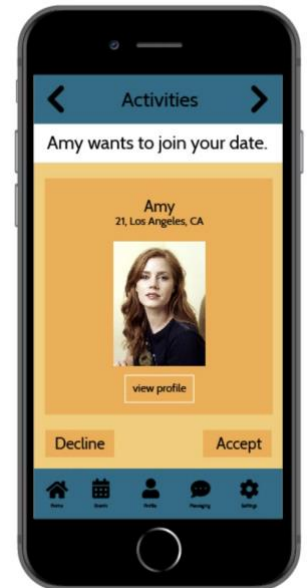
Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	The user can view different dates pending or accepted
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can first view a list of dates and then see their pending requests
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 buttons are clear and easy to identify if this design
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 who is interested in their date and accept or reject the 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 can see all the posts they have joined or created
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	Users can see all posts they have joined or created
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 screen for viewing pending dates and dates accepted is consistent

## View Date Requests

### Depth First Search



We liked the design that we originally had of accepting a date request, and our changes merely implemented a higher quality of work, with the color scheme and new standards included.



## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Users can accept, reject, or view the profile of the other user
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can accept or reject by looking at their pending requests
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 buttons are clear and easy to identify if this design
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 be confident they have control over accepting or rejecting other users
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	Users can see all the posts they have joined or created
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	Users will be notified when their request has been accepted
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	This screen allows users to reject, accept, or view profile to get information and is consistent every time a user goes to this screen

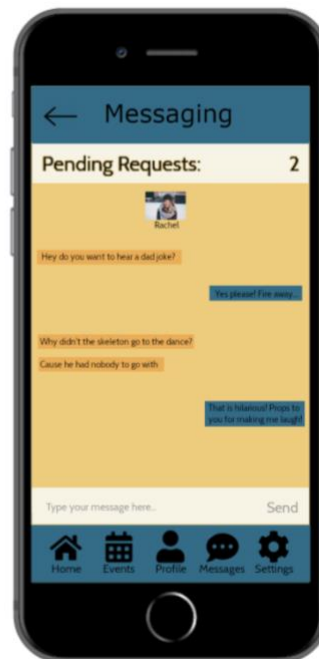
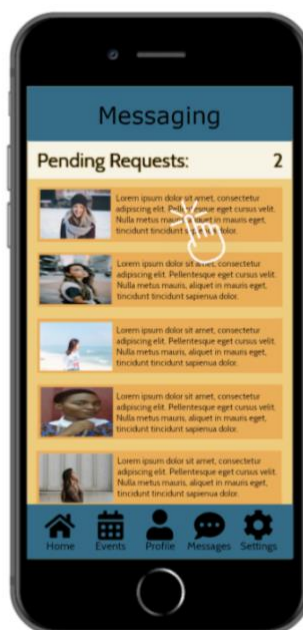


## Messaging

### Depth First Search



Changes to the messaging section of the app focused around conforming it to the new style guide standards and increasing fidelity. In addition, the pictures were enlarged, so that identifying the person you are messaging would be easier. For the same reason, we elected to have the picture be at the top of the messaging history. We also decided to have the new messages fill in from the top to the bottom, in order to fall in line with normal messaging conventions better.



## Evaluation

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	-- Doesn't apply to messaging screen
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	The user can find the messaging feature through the bottom navigation
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 messaging feature is similar to other messaging UI
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 communicate with the other user they plan to go on a date with
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	After the user has accepted a date they can message each other
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	After the user has accepted a date they can message each other
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 UI is familiar and consistent with messaging features on other apps

# Setting Features

## Setting Screen



## Evaluation

This is the new main settings screen. The colors and style have been changed to the style of the app's style guide sent out by the Admin team to make sure the settings screen is styled the same as all other screens.

This design supports the recommendation of Label A, which says, "We recommend establishing a universal design to unify design on all pages and to make sure all required features are there." A back button is also added in the top-left of all settings screens as some users were confused that there was not a back button. This supports the same recommendation.

There is a persistent, standardized navigation menu provided by the admin team at the bottom of each settings screen. This is to support the recommendation of Label F, which says, "We recommend having a standardized menu or controls that are consistent throughout the entire application."

More settings options were also added. The notifications options to turn on and off notifications has been split into message notifications and event notifications. The slider for notifications was removed as it would be very confusing to have a different volume for notifications and a simpler option is to just use a switch which supports the recommendation for Label H, which says, "Add clarifying labels and intuitive structures."

A maximum search distance option has been added so that users can choose the maximum distance of the activities they see so their experience is customized more. Users are also given the ability to change their location using an interactive map. They can also logout and delete their accounts. These added settings support the recommendation for Label G, which says, "More settings should be added for users to customize their experience, which could change how fast the settings can be found."

Criteria	Priority	Evaluation
The user should be able to quickly create and post a date, or find a date.	Priority 1	Users can change information such as location to help them find the right events
The user should find it easy to use different utilities in the app, such as posting a new date.	Priority 1	Users can find the settings on the bottom navigation
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	There are toggle buttons, a slider, and labeled buttons which allow the user to interact with every item on this screen
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 has the option to change their notifications so they can be alerted when they have a new message or date
The user should be confident that their date requests will stay posted and be visible to other users of the app.	Priority 1	--Doesn't apply to settings
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	--Doesn't apply to settings
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 user can click on the different items and adjust their settings

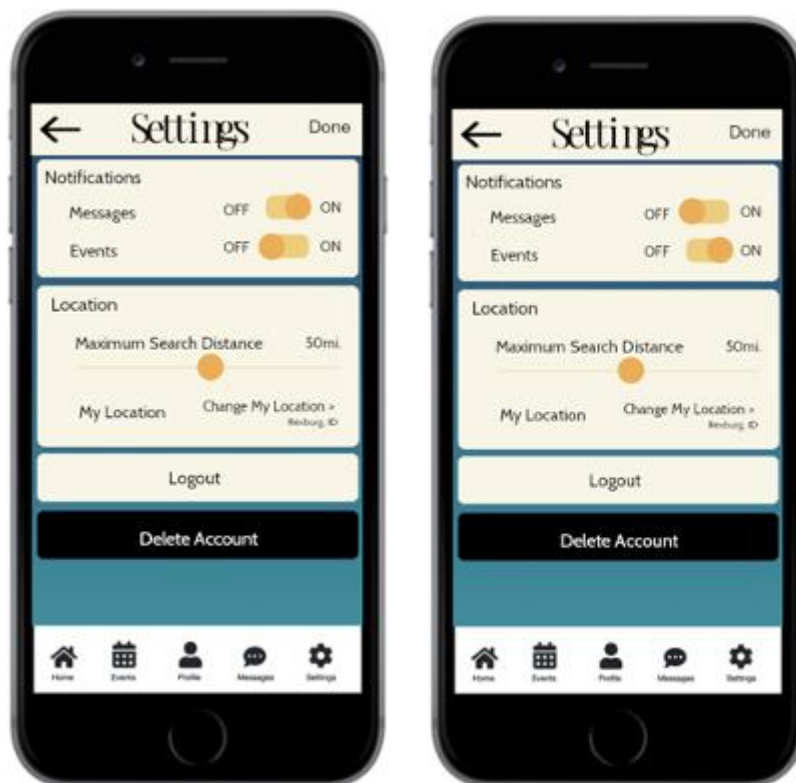
## Notifications

### Breadth First Search

We brainstormed different things like what features to include on the settings page. We brainstormed having the ability to change the profile and put that on the settings page but ended up not following through with that. Depth-First: our real design process started when we began looking at things with a depth-first perspective. Depth First Search

### Depth First Search

We started looking at the finer details such as color and typography. We played around with which color we wanted to be the accent. One thing we tried was making the little switch function to turn off notifications blue and yellow, but we ended up going with the two different shades of yellow.



### Description

The user can tap the notification switches to turn off and turn on notifications as shown here.

## Maximum Search Distance

### Breadth First Search

We brainstormed having different location features. We ended up having a feature on the settings page that would allow the user to change their location and another feature that would allow the user to change their search distance based on how far they were willing to travel for events.

### Depth First Search

Another thing that we changed was the slider. We had those numbers changing every one integer, but we ended up changing it so the slider moved in 5 integers. This way if a user wanted to decrease their search location from 50 to 25 they would just have to drag the bar down 5 times.



**Description**

The user can move the slider under the Maximum Search Distance to edit their maximum search distance for activities. The value above the slider changes to indicate the number of miles away the user has chosen. The user's selected current location is displayed next to "My Location." Clicking on the "Change My Location" label will take the user to the next screen.



## Location



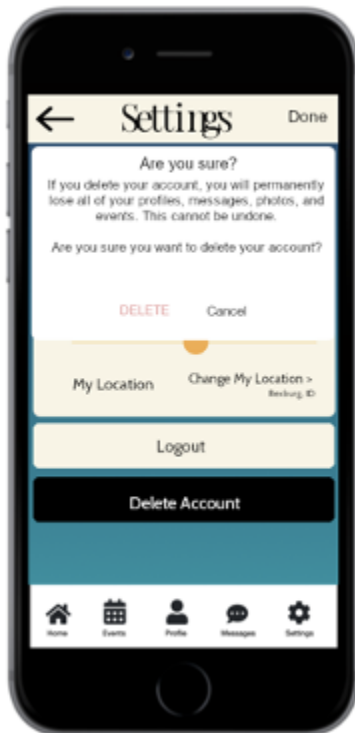
## Description

The first screen is where the user will be when they click “Change My Location.” By clicking on the text box, the keyboard is brought up and the user can search for a location (screen 2). They can then click on options that show up under the search bar to open a location (screen 3). Clicking on “Choose as my location” will save the location as their current location and will bring them back to the main settings page.

## Logout

### Breadth First Search

We also brainstormed different ideas with the splash screen, we thought of fun ways that we could make it unique and one of those ways was adding a tip at the start of the splash page.



### Description

Clicking on Logout will sign the user out of their account and bring them to the sign in page. Tapping Delete Account will bring up this dialogue box. Clicking “DELETE” will delete the user’s profile and clicking “Cancel” will close the dialogue without deleting the user’s account.