

First Usability Study

User Interface Evaluation and Design

Section 8

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Design iterations

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

Key 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]

Executive Summary

Our vision is to create an aesthetically-pleasing mobile application for single adults to enhance their dating experience. The app allows users to organize/join single or group activity-driven dates in their local area.

The goal of the application is to promote communication and connection, produce a wholesome environment for people to meet new friends, highlight local attractions and activities, and help individuals build relationships as they spend time with others who have similar interests.

Feature Grouping

We divided all the features between the four groups. Listed below are the four groups and which features are a part of each group.

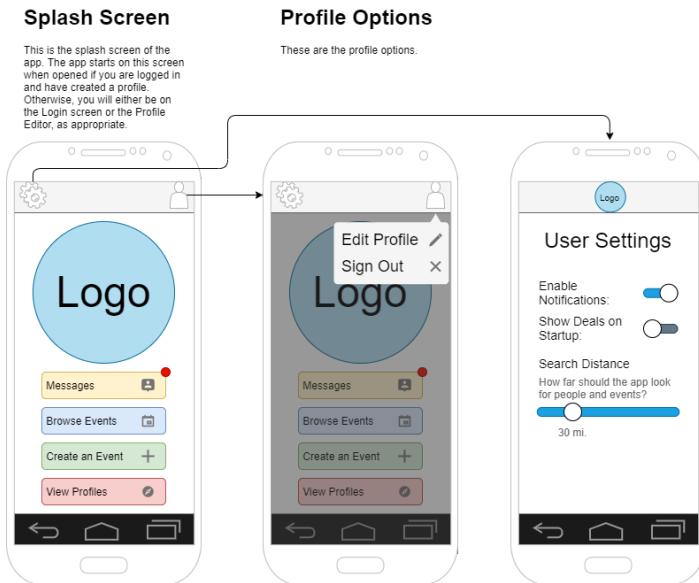
- Profile Features - Profile Creation, View Profile, and Edit Profile
- Activities Features - List of Activities, Create an Event, and Join an Event,
- Message Features - Overview of Activities, View Date Requests, and Messages
- Settings Features - Settings, Splash/Launch Page, and Misc Features

Splash/Launch Screen

The splash screen is the face of the app and gives the user an accurate representation of its inner workings. It presents the logo and a menu of options so the user can navigate to the feature that they would like to access.

How this design helps us achieve the executive summary

- First screen the users see after opening the app (could even be seen after logging in or creating an account)
- Allows user to navigate throughout the site in addition to the bottom navigation
- One suggestion would be to decrease the size of the logo because it is a bit overwhelming and doesn't need to be as big



Profile Creation

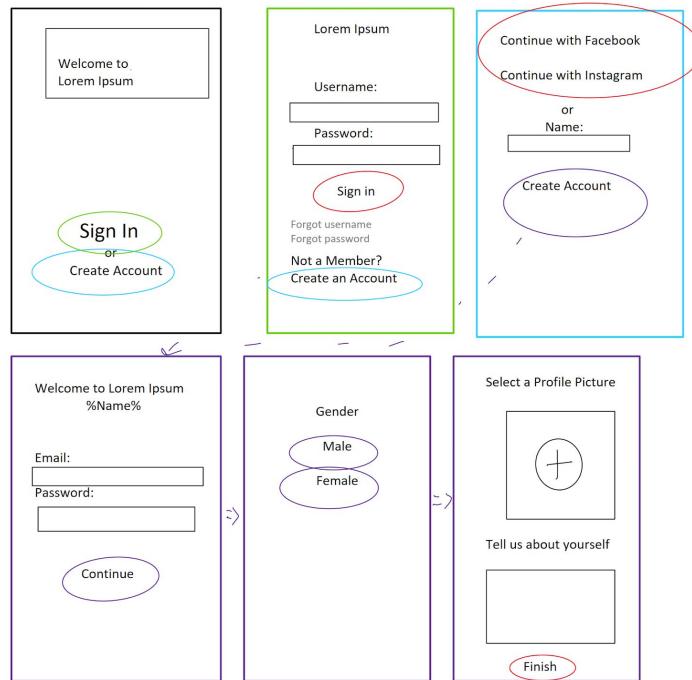
The profile creation feature will provide users an efficient way to set up a unique profile for themselves that other users can view. This will be accomplished through a step by step process promoting users to upload a profile picture and basic information about themselves.

How these designs help us achieve the executive summary

- Simple and quick profile creation
- Option to sign in with Google, Facebook, Instagram or other platforms
- Provide tags of activities you enjoy that will be displayed on profile
- Allow users to add a basic bio
- Give a visual indicator how many steps it takes to complete the profile and which step the user is on
- Add at least one picture (doesn't have to be a specific number but at least one)
- Some way to increase security for other users

The image shows four hand-drawn wireframes for a 'Profile Set Up' process, arranged horizontally. Each screen includes a circled step number (1, 2, or 3) in the top right corner.

- Step 1:** A registration screen with fields for First name, Email/Phone, and Password. It includes a 'Sign up' button and a 'Login' button with a blue border.
- Step 2:** A profile setup screen with fields for First name, Gender (Male/Female), and Birthdate (month/day/year). It also has sections for 'Upload Photos' (with three photo icons) and 'Write a bio' (with a large text input field). A 'Next' button is at the bottom.
- Step 3:** A continuation of the profile setup screen, showing the same fields and sections. A 'NEXT+' button is at the bottom.
- Step 4:** A search results screen titled 'What are you interested in?'. It features a search bar ('Type to search') and a list of items with checkmarks: 'Lorem', 'Lorem', 'Lorem', 'Lorem', 'Lorem', 'Lorem', 'Lorem', 'Lorem'. Below this is a section titled 'How far do you want to travel?' with options '0 miles' and '50 miles'. A '(Finish!)' button is at the bottom.

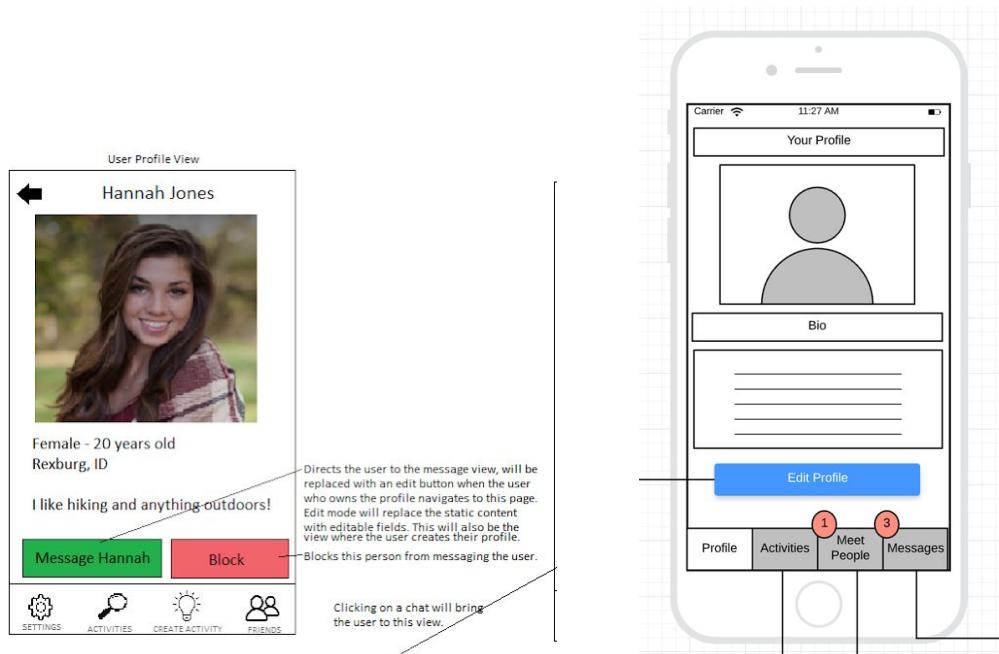


Profile Screen

The view profile page gives the opportunity to users to get to know a person before they go on a date with them. Name, pictures, a short bio, and interest tags help users connect to each other before they even meet.

How these designs help us achieve the executive summary

- Name is presented at the top
- Clear picture
- Interest tags displayed from profile creation
- Maybe a short bio
- Ability to block the user (This could be through messages, viewing profile, or viewing dates they have planned. Talk about this with your team.)
- Edit profile option



Edit Profile

The profile edit feature will allow users to personalize their profile and submit what they feel like is the most accurate representation of themselves. They are motivated to share who they are with pictures, some of their interests, and a short summary of themselves.

How these designs help us achieve the executive summary

- Be able to edit all information that is included on the profile
- Preview the edits
- Save edits

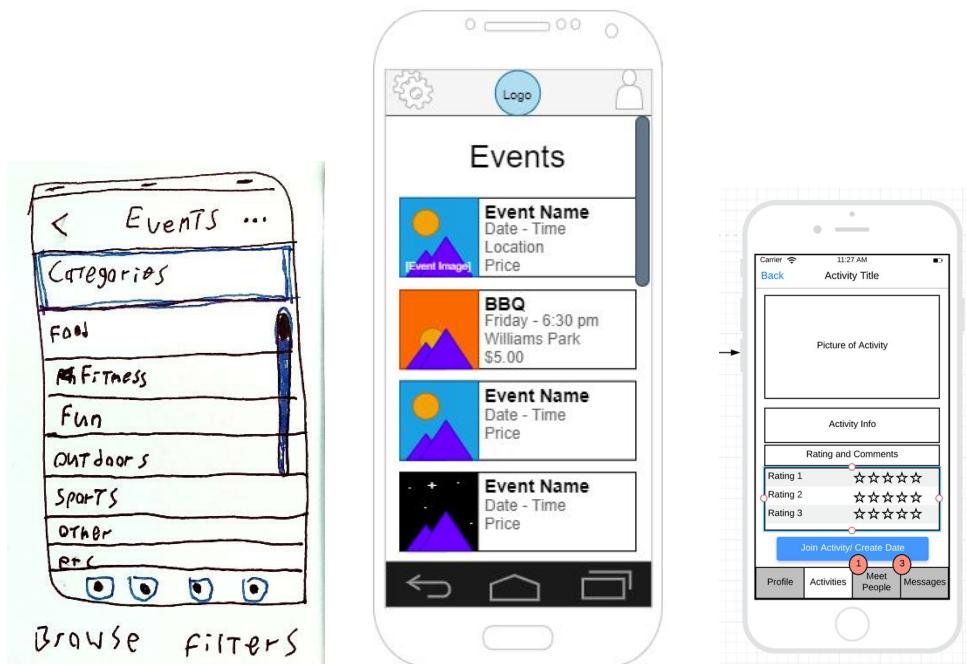


List of Possible Activities

The activity page enables users to get excited about searching and selecting fun activities at a great price on one convenient screen.

How these designs helps us achieve the executive summary

- Way to view different categories (such as food, sports, outdoors, and so on)
- List that scrolls up and down of different events, pictures, and brief event details
- A more detailed description of the date
- Ability to create a date if user is interested



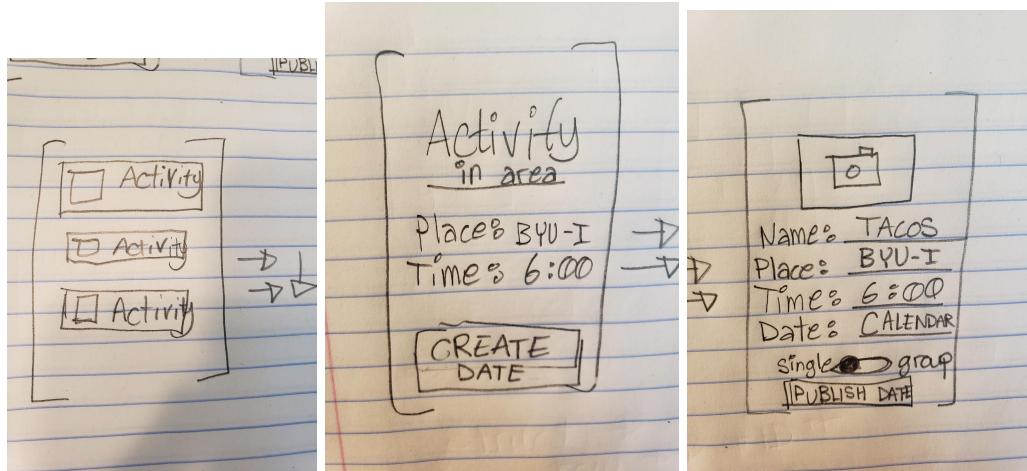
Categories > List of events in that category > Description and details for each event

Creating a Date

Creating an event will capture user's enthusiasm by allowing them to browse activities in their area. They will be directed to view promotions offered by various businesses and plan a fun and exciting date.

How these designs help us achieve the executive summary

- List of events
- View more details about the activity
- Way to publish a date



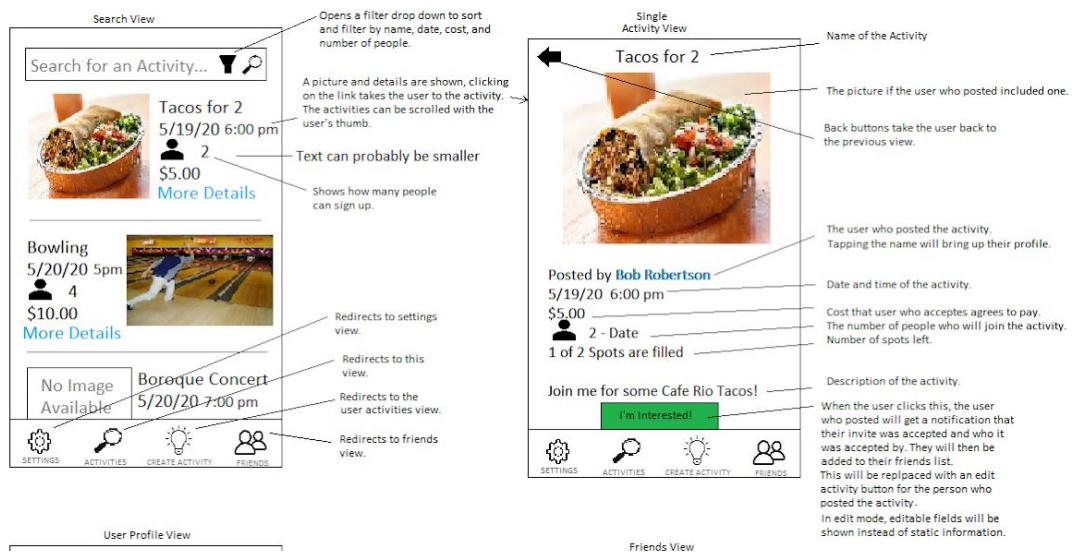
List of events > Details > Publishing the date

Joining a Date

The joining an event feature will present interested users with different events which others have created and allow them to request to join the date. Users will be able to browse all dates/activities that have been created, or they can filter out published events according to their personal preferences.

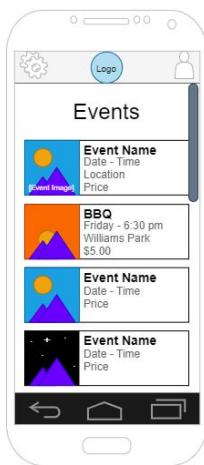
How these designs helps us achieve the executive summary

- Should be consistent with the creating an event view so it is familiar to users
- But some way to make sure users aren't confused on if they are joining an event or creating an event
- List of events to scroll through
- Brief details (such as event title, calendar day, time, how much money it will be, if it is a single date or group date, and so on)
- More detail description of the date with option to request to join the date

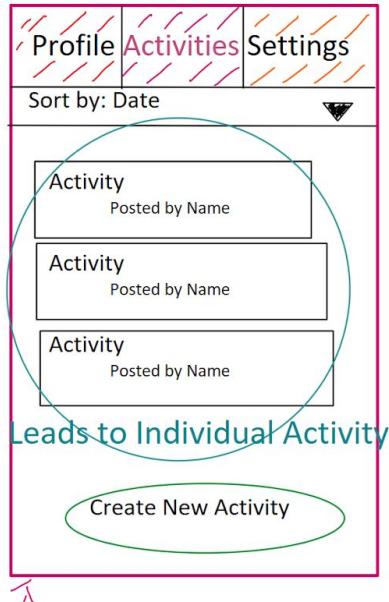
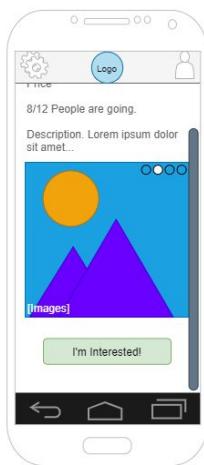


Event Browser

This is a list of all registered events near you. You can tap on an event for more details including a description and how many people are interested.

**View Event**

This is where you view a detailed description of an event. You can add yourself to a list of interested people, and you can invite others to the event if its creator has allowed this. There may be multiple images of the event (or none).



Overview of Committed Dates

The overview feature will notify users of upcoming dates and remind them of their previously committed dates, if they choose to enable reminders. This provides users with a straightforward schedule overview of their plans.

How these designs help us achieve the executive summary

- Separate dates you've created and dates you've joined
- List of dates with information (some ideas include event title, calendar date, time, amount of money, how many people in the date, and so on)
- Way to view pending requests
- Way to opt out of this feature if the user doesn't want to receive notifications

User Activities View

My Activities

	Tacos for 2
	5/19/20 6:00 pm
	1/2
	\$5.00
Edit	

	Bowling
	5/20/20 5pm
	3/4
	\$10.00
Message Group	

SETTINGS ACTIVITIES CREATE ACTIVITY FRIENDS

Profile	Activities	Settings
----------------	------------	----------

Pending requests: 1

Dates you've made:

Dates you've joined:

Tapping on the Activity brings the user to the single activity view to view the activity.

Shows how many people have joined/accepted this activity.

Users can edit activities they posted. Directs to the single activity view in edit mode, which will include options to save and delete the activity.

Directs to the instant message chat for the group.

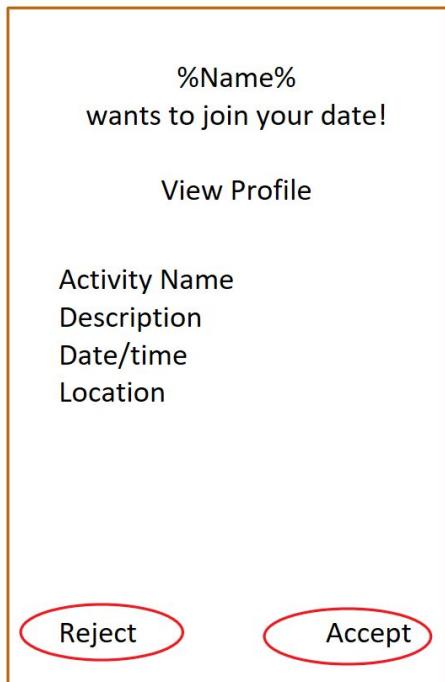
This view will be scrollable.

View Date Requests

This feature allows a user to see who has requested to join one of their published dates. The user can view the requester's profile and either accept or reject their proposal to go on the date.

How this design helps us achieve the executive summary

- Option to reject or accept a date
- View details about the date
- Option to view the user's profile
- Users can access this page anytime before the date



Messaging

The messaging feature will encourage users to get to know one another and coordinate details for their date once they have joined the date. This will be accommodated through a simple and convenient messaging interface.

How these designs help us achieve the executive summary

- List of messages with different users and their profile pictures
- Search for messages with a specific user

Friends View

In edit mode, editable fields will be shown instead of static information.

Messaging View

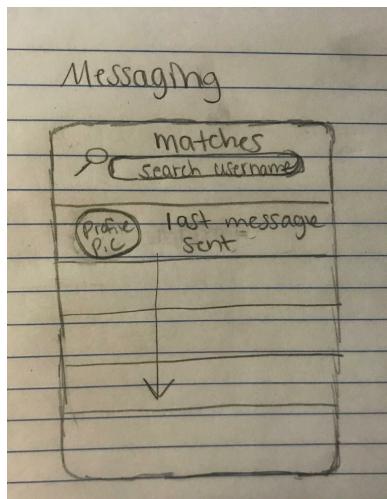
Name of person or group. Clicking here will access their profile.

Annotations for Friends View:

- If a message group includes multiple people, the name of the date is displayed with the last message.
- Can message a single person or multiple people.
- Friend's profile picture
- Friend's name
- Most recent message in the conversation
- This view is also scrollable.

Annotations for Messaging View:

- Thanks for the date last night. It was really fun! We should do something again sometime!
- I had fun too! Let's do a group date next time!
- Sounds great!
- Type message here.
- Send message.
- Send photo.

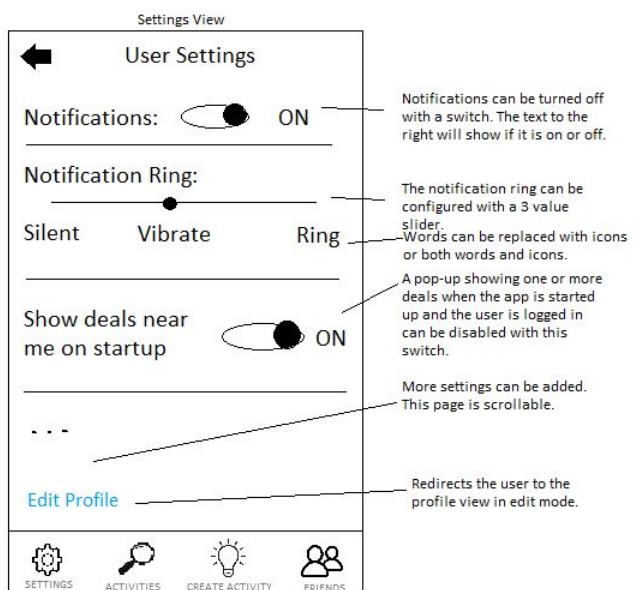


Settings

The settings feature allows the user to feel in control of the app and its notifications by presenting easy-to-read explanations of features and giving the user the ability to enable or disable a feature.

How this design helps achieve the executive summary

- Enable or disable notifications
- Other user settings that are necessary and useful



Profile Features

Storyboard Prototype

Profile Creation

The image shows a login screen with the word "Lorem" at the top. Below it is placeholder text "Lorem ipsum dolor sit amet". A "Sign up" button is located at the bottom right, which is circled in red. There are also fields for "Email/phone" and "Password", and "Login" and "Next" buttons.

John opens the application and sees the login page. John has never used the application and does not have an account. John sees “Sign up” and taps it.

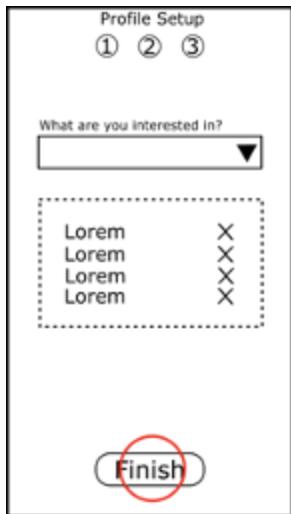
The image shows a "Profile Setup" screen. It includes steps ①, ②, and ③. The "Name" field contains "John Smith". Under "Gender", "Male" is selected. In the "Birthday" section, the date is set to "05 05 1995". At the bottom is a "Next" button, which is circled in red.

John notices that he is redirected to another page. John inputs the information respective to the prompt for the input control. John taps next after he has filled out all the input fields.



John notices he is redirected again. John notices boxes under the prompt “upload photos”. He taps three of the boxes and his device handles the photo uploads. Next John fills out the input that is prompting for a bio.

Then John taps next.



John is redirected to another page. John taps on the drop down field and selects a few pregenerated interests listed. After John is content with all the interests he selected. He taps “Finish”.

View Profile

Daniel Strickland X

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](#)

[Send a Message](#)

Daniel Strickland X

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](#)

[Send a Message](#)

Mariah pulls up the profile of a date she's interested in. She swipes through his pictures to see what he looks like.

After looking through his pictures she wants to see more of Daniels interests. She taps "See all" in the tags section to see some of the other tags he gave himself.

Daniel Strickland X

Tags

- Hiking
- Rock Climbing
- Swimming
- Volleyball
- Church
- Backpacking
- Student
- Taco Connoisseur
- Bilingual
- CompSci
- Waiting for Mrs. Right

Bio

Hi act I'm

[Send a Message](#)

Daniel Strickland X

Tags

- Hiking
- Rock Climbing
- Swimming

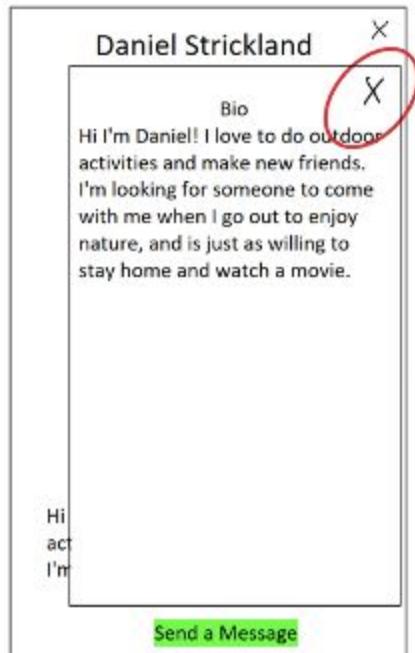
[See all](#)

Bio

Hi I'm Daniel! I love to do outdoor activities and make new friends. I'm looking for someone.... [Read more](#)

[Send a Message](#)

Mariah looks through his tags and sees quite a few things she likes as well! She hits the "X" to go back to the view of his whole profile.



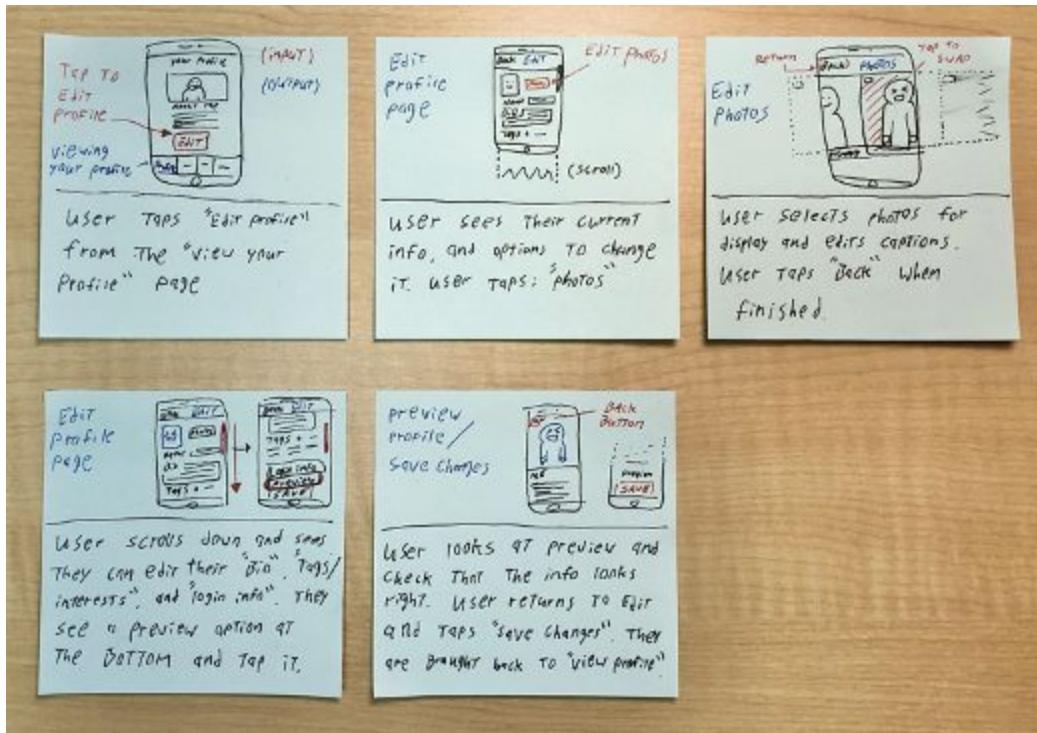
Mariah taps the "Read more" option so she can view the rest of Daniel's Bio. Mariah reads through Daniels Bio and hits the X to go back to the main profile.

Mariah now chooses to either send Daniel a message and discuss the date he posted, or keep browsing through activities.



Mariah now chooses to either send Daniel a message and discuss the date he posted, or keep browsing through activities.

Edit Profile



- User taps “Edit Profile” from the “view your profile” page.
- User sees their current info, and options to change it. User taps: “Photos”.
- User selects photos for display and edits captions. User taps “Back” when finished.
- User scrolls down and sees they can edit their “Bio”, “Tags/Interests”, and “Login Info”.
- They see a preview option at the bottom and tap it.
- User looks at the preview and checks that the info is right. User returns to “Edit Profile” and taps “Save Changes”. They are then brought back to the “View Your Profile” page.

Usability Plan

Hypothesis

- The user does not get bored setting up an account
- The user can upload photos
- The user knows how to go back and change profile photos
- The user knows how to add and remove tags/interests (both during and after account creation)
- The user can view tags and bios in other profiles
- The user knows how to view more pictures in someone's profile
- The user will know how to navigate to the "edit profile" page
- The user can easily edit their account info (login/password/location-settings)

Experiments

Label	Experiment	Hypothesis
A	Ask the user to go through the account creation process and have them verbalize their thoughts.	The user will be engaged and excited while creating a new account
B	Have the user pull up a full bio and view all the tags of a profile	The user knows how to view the bio and tags in someone's profile
C	Have the user attempt to create an account and upload three photos to their profile.	The user will create their profile and recognize the inputs to upload the photos.
D	Ask the user to switch which of their uploaded photos is their main profile photo.	The user will understand where to browse their photos and how to select which is their main.
E	Have the user add tags/interests and a bio during account creation, and while editing profile.	The user will add their interests with confidence in their choices.
F	Ask the user to browse through another person's profile pictures.	The user will easily find other's photos and focus on

		the images, not the interface.
G	Ask the user to navigate to where they can edit all of their profile information.	The user will find their way to the page without getting lost.
H	Ask the user to change their account password.	The user will find the settings and successfully change their account password without frustration.

Script

Step	Instruction	Experiment(s)	Interpretation
1	Greet user and explain what is to be studied	-	-
2	Ask user to begin account creation	A	Make sure the user knows where to start and observe excitement. If they are confused or bored, the experiment fails
3	Direct the user to upload three photos during profile creation	C	If the user struggles to upload at least 3 photos, the experiment fails
4	Have the user write a short bio	E	Observe how easily the user creates the bio. If they struggle, then it is a failure
5	Ask the user to add 3 of their own interests.	E	If the user struggles to add three of their own interests, the experiment fails
6	Ask the user to view all the photos of someone else's profile	F	See if the user is able to determine that pictures are

			scrolled through by swiping. If they cannot, the design fails
7	Ask the user to view all the interest and other information of the profile.	B	If the user cannot identify what buttons to push to expand the tags and bio section, the design fails.
8	Ask the user to navigate to where they can edit their profile.	G	If the user cannot navigate to the settings where they can edit their profile, the experiment fails.
9	Ask the user to switch which of their uploaded photos is their main profile photo.	D	If the user struggles to switch which of their uploaded photos is their main profile photo, the experiment fails.
10	Ask the user to add two more interests to their profile info.	E	If the user struggles to upload two more interests to their profile info, the experiment fails.
11	Ask the user to add another sentence to their bio	E	If the user cannot edit the bio, the experiment fails
12	Ask the user to update their account password.	H	If the user struggles to update their account password

Interpretation Guidelines

- Make sure the user knows where to start and observe excitement. If they are confused or bored, the experiment fails.
- If the user struggles to upload at least 3 photos, the experiment fails.
- Observe how easily the user creates the bio. If they struggle, then it is a failure
- If the user struggles to add three of their own interests, the experiment fails.
- See if the user is able to determine that pictures are scrolled through by swiping. If they cannot, the design fails.
- If the user cannot identify what buttons to push to expand the tags and bio section, the design fails.
- If the user cannot navigate to the settings where they can edit their profile, the experiment fails.

- If the user struggles to switch which of their uploaded photos is their main profile photo, the experiment fails.
- If the user struggles to upload two more interests to their profile info, the experiment fails.
- If the user cannot edit the bio, the experiment fails.
- If the user struggles to update their account password, the experiment fails.

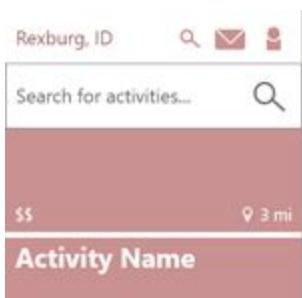
Activities Feature

Storyboard Prototypes

List of Activities

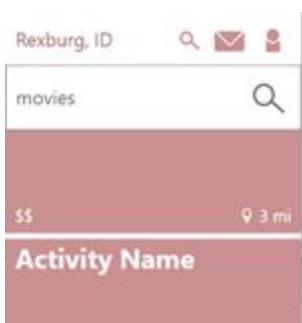


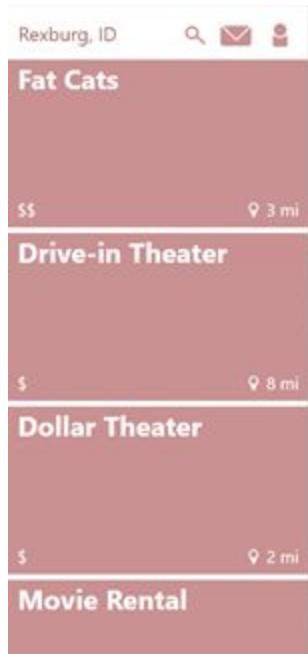
Bill enters his email and password and hits the Sign In button he is presented with the initial list of local activities.



Upon selecting the search option from the main menu, Bill is presented with a search area.

Bill types in "movies" into the search area.





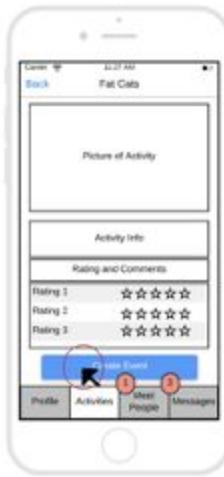
Typing in a search query and pressing the search button will then show Bill a refined list of activities matching the user's search query.

Bill is given a list of activities related to "movies."

Creating an Event



Bill searches through the list of activities until he finds one he is interested in and clicks on it.



After reading through the activity details, Bill decides he wants to create an event for this activity and hit the button at the bottom.



Bill wants to set this up as an event for himself and a single date. Bill clicks on the 'Search' button to find the person he wants to invite to the event/date.



Bill searches for a specific person he wishes to invite. Bill clicks the 'Add Date' button to add this person to the invite list for the event.



Bill can now click the 'Create Event' button which will create this event for himself and the person he invited.

Usability Plan

Hypothesis

- The user will quickly find a list of all available activities in the area
- The user will be able to easily utilize the app's search functionality
- The user will be able to navigate the updated list of activities with ease.
- 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.
- The user will be able to create an event for an activity without difficulty.
- The user will be able to understand how to control which individuals are able to join the event they create.
- The user will be able to add other users to their event without difficulty.
- The user will be able to easily find the apply button for any event.
- The user will go through a few of the listed events before choosing one.

Experiments

Label	Experiment	Hypothesis
A	Ask the user to access the app and log in	The user will quickly find a list of all available activities in the area
B	Ask the user to look specifically for activities involving a certain interest	The user will quickly find a list of all available activities in the area. The user will be able to easily utilize the app's search functionality.
C	Ask the user to use the filter to find the most expensive activity involving the aforementioned interest	The user will be able to navigate the updated list of activities with ease.
D	Ask the user to get more details about a certain activity, then return to the list.	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.

E	Ask the user to locate where to start creating an event.	The user will be able to create an event for an activity without difficulty.
F	Have the user attempt to set up an event for themselves and their date.	The user will be able to understand how to control which individuals are able to join the event they create.
G	Have the user attempt to set up an event for a group date.	The user will be able to understand how to control which individuals are able to join the event they create.
H	Have the user search for other users to add to their event.	The user will be able to add other users to their event without difficulty.
I	Ask the user to try applying for an event	The user will be able to easily find the apply button for any event
J	Ask the user to pick three of their favorite events currently listed.	The user will go through a few of the listed events before choosing one

Script

Step	Instruction	Experiment	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.

7 cont.			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 an event for.	E	Record feedback concerning correspondence between activities and creating events
9	Have the user look through the activity details and find where they can create the event.	E	Record how long it takes the user to locate where they can create an event
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 event.	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.

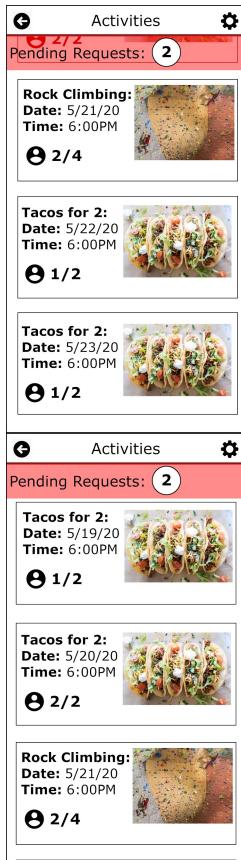
Interpretation Guidelines

- If the user takes more than 10 seconds to navigate to a feature, ask what could be more clear about the menu or design.
- If the user does not understand how to sign in, ask if they are familiar with similar designs and what would make more sense to them.
- If the user is not able to find the activities feature, the design is a failure and is unclear.
- If the user does not scroll through the list of activities, or does not understand that scrolling is possible, the design needs to be improved
- If a user asks questions about how to apply, ask what may have made it easier to understand.
- If a user picks events without going into the detailed page, ask why they didn't go into the deeper pages.
- Record how long it takes the user to locate where they can create an event

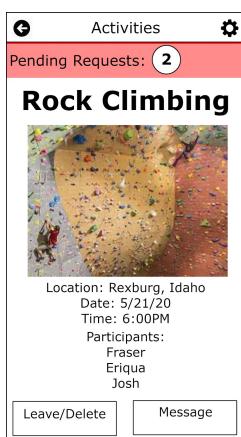
Message Features

Storyboard Prototypes

Overview of Created/Joined Dates



Swipe to view desired date

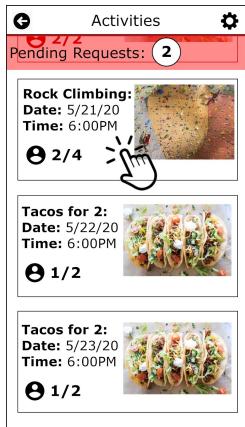


Stop scrolling when desired view date is found

Click on the desired date

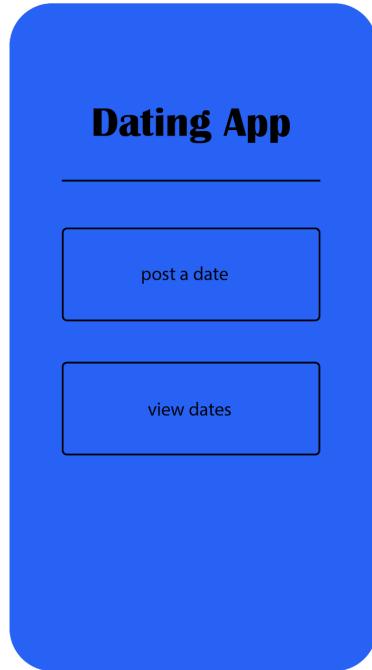
Rock Climbing



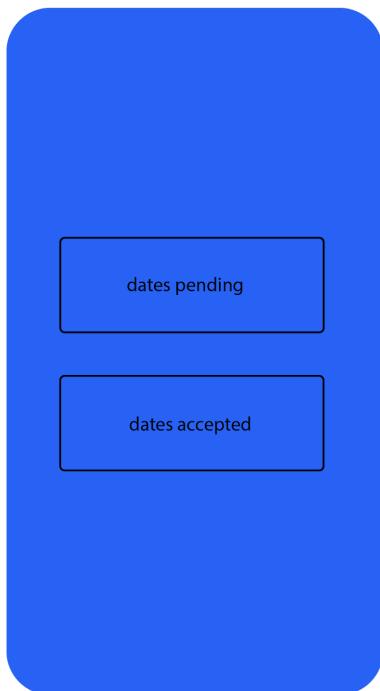


View detailed info of the date

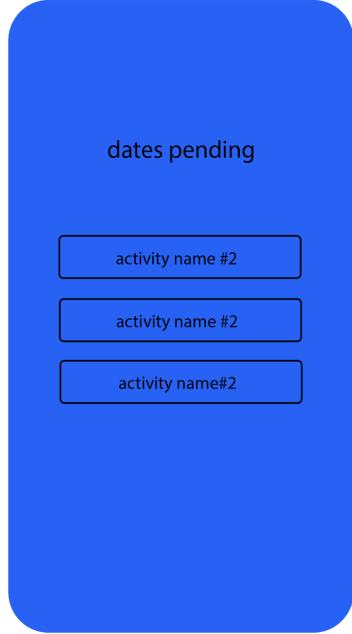
View Date Requests



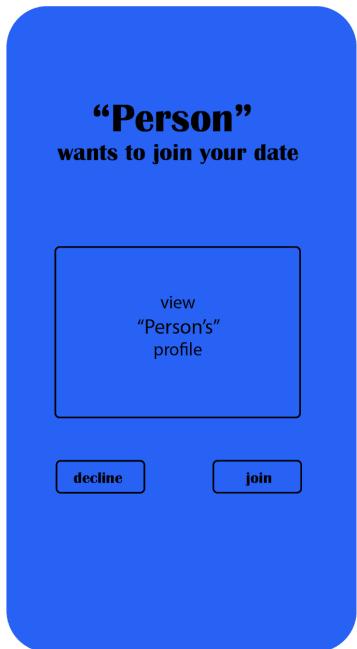
An initial screen, allowing someone the options of creating dates or viewing already.



When the user taps on view dates, they can either look at pending dates or accepted dates.

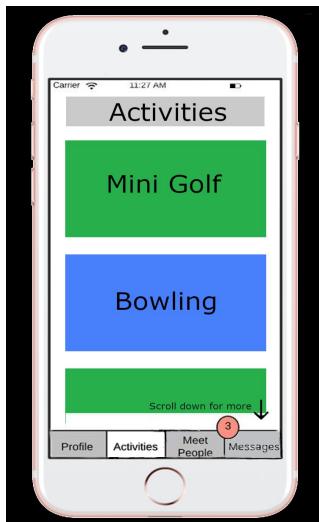


When they tap on pending dates, they'll be brought to a screen that lists each of the pending dates.

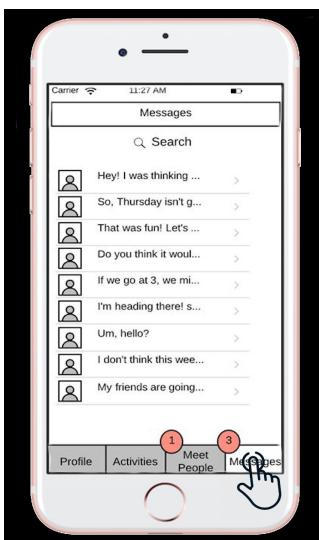


Tapping on a pending date will show people who are interested in the date. Tapping on the person's picture will allow them to view their profile, while the decline and join buttons do the obvious.

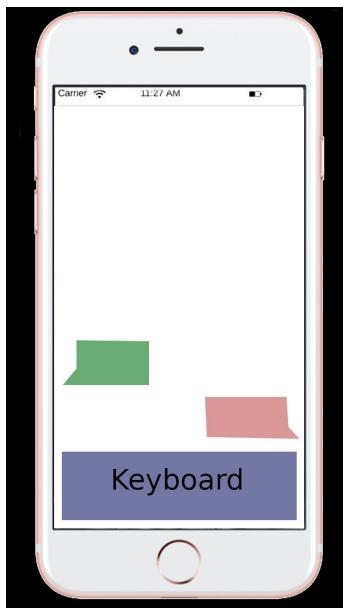
Messaging



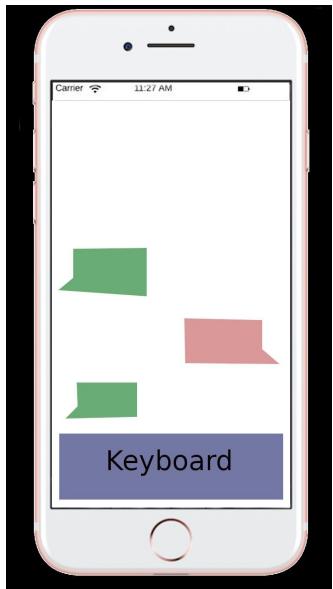
Danny White looks at the messaging tab and spots the notification for unread messages.



Danny clicks on the messaging tab, and is brought to the messaging interface.



Danny clicks on the message from his match and sends his message with the details for their upcoming date.



Danny receives a response from his date and finds comfort in knowing exactly what is happening on his upcoming date.

Usability Plan

Hypothesis

- The user will like the amount of detail for each activity for the activities in the list view.
- The user will like the organization of the activities view page (soonest date first).
- The user will like the pending requests notifications (for people trying to accept a date with you)
- The user will like seeing dates in the activities view for activities that the user created but has not yet been accepted by another user
- The user will likely be able to tell if they have any notifications from other users regarding messages
- The button for navigating to the messaging interface will be easy to press and will not require an abundance of precision
- When the user is looking for notifications on a menu item, it should be clear which notification belongs to a part of the menu
- When the user navigates to the messaging menu, they should be able to find their date quickly
- The user will be able to type out a message without too many miss-presses.
- The user will either join or decline a “join the date” request without any trouble
- The user can view all dates posted and their status (status being have or have not received a join request)
- The user will easily view the profile of those who have requested to join a date

Experiments

Label	Experiment	Hypothesis
A	Have the user scroll through the activity list view. Ask them if the amount of information on the list elements feels lacking.	The user will like the amount of detail for each activity for the activities in the list view.
	Ask user's what are the top 4 things that they need to be aware of for an upcoming date	See above
B	Ask user's to find a few activities by date and time	The user will like the organization of the activities view page (soonest date first).
C	Ask users if they would rather have the closest date at the top of a list or at the bottom.	See above
D	Ask users if they like the constant presence of the pending requests notification	The user will like the pending requests notifications (for people trying to accept a date with you)
E	Ask users if they want to see dates that they may not get a date for.	The user will like seeing dates in the activities view for activities that the user created but has not yet been accepted by another user
F	Have the user open the dating application and time them to see how long it takes to find messages from other users	The user will likely be able to tell if they have any notifications from other users regarding messages
G	Give the potential user the phone with the application open and ask them if they prefer to have a separate tab for messaging dates	See above

H	Allow the user to navigate through all of the different menus and observe them. After they are done, ask them about how easy it was to navigate to the messaging menu.	The button for navigating to the messaging interface will be easy to press and will not require an abundance of precision
I	Ask the user to rate a messaging interface they have used in the past in another dating app. Then ask them to rate your interface on the presented dating app.	See above
J	With all of the menu items appearing to have notifications, ask the user to point out how many notifications each tab has.	When the user is looking for notifications on a menu item, it should be clear which notification belongs to a part of the menu
K	Ask the user to navigate to the messaging menu and see if they can find a message from “John Doe”.	When the user navigates to the messaging menu, they should be able to find their date quickly
L	Ask the user to type out a message a few times.	The user will be able to type out a message without too many miss-presses.
M	Inform the user that he will be timed in completing the task of either accepting or rejecting a date.	The user will either join or decline a “join the date” request without any trouble.
N	Inform the user that he will be timed in completing the following task. Ask the user to read the details of the second posted date and its status. Follow up by asking if it is	The user can view all dates posted and their status (status being have or have not received a join request)

	easy to find and read the details of a given date.	
O	Ask the user to find the profile of an individual who has requested to join a date. Follow up by asking if the information provided has any meaning in finding someone with whom they can go on the date with.	The user will easily view the profile of those who have requested to join a date.

Script

Step	Instructions	Experiment	Interpretation
1	Ask user's what are the top 4 things that they need to be aware of for an upcoming date	M	
2	Have the user open the dating application		
3	Each tab should have notifications. Ask the user to point out how many notifications each tab has.	G	If the user is able to correctly answer where all the notifications belong, we know there is a clear representation of information being displayed to the user about important events.
4	Ask the user to navigate to the messaging menu and see if they can find a message from "John Doe". Record the time this takes	H & E	If the majority of users take more than 10-15 seconds to find the messages, we would say that the interface is not efficient enough After looking at the design, if the user says "no" then we would ask them how they would like to be notified of

			<p>messages when they do occur within the dating app.</p> <p>When we receive feedback from the test user, they should have positive responses such as “it was easy to find who I was looking for”.</p>
5	Ask the user to send a message to John saying “Can I pick you up at 6?”	I	If the user is able to repeatedly type out the same message, we know that the keyboard is working properly.
6	Ask them about how easy it was to navigate to the messaging menu. Record whether it was hard or easy	F	If the majority of users complain about how hard it was to press the button, we have a problem. If the users had an easy time navigating through the different menus, especially the messaging tab, we are on the right track.
7	Ask them if they prefer to have a separate tab for messaging dates	O	
8	Ask the user to rate a messaging interface they have used in the past in another dating app. Then ask them to rate your interface on the presented dating app.	F	If over 50% of users rate another dating apps messaging system higher than yours, the messaging system is lacking in some way.
9	Have the user to navigate to the pending dates menu		
10	Have the user read the details of the second posted date and its status. Record how long this takes.	K	If it takes the user less than 12 seconds to find and read the information requested, the design passes. If it takes

	Ask if it is easy to find and read the details of the date.		the user more than 16 seconds, it needs improvement.
11	Ask the user to view the profile of John Doe, who has requested to join a date. Ask if the information provided will affect their choice on whether to go on a date with this person	L	Determine whether it is easy or not to find someone's profile and if the information provided in their profile page has any meaning in deciding whether or not to accept or reject a request.
12	Ask the user to either accept or reject the date. Record how long this takes.	J	If it takes the user less than 6 seconds, the design passes. If it takes more than 10, the design needs revision
13	Have the user navigate to the activity list view. Ask them if the amount of information on the list elements feels lacking.	A	If 75% of the test users feel that the list elements are missing an important piece of quick access information, then it should be added to the list views, if above 50% then it should be considered. The 4 or 5 most enumerated important date information should be present in the list-view
14	Have the user search activities by date and time	B	Dates further out should take longer to find, Finding a closer date should be quicker If a majority votes one way, that way should be the implemented way
15	Ask users if they would rather have the closest date at the top of a list or at the bottom.	N	

16	Ask users if they like the constant presence of the pending requests notification	C	If a majority dislikes the constant presence, then it should be able to be swiped away or temporarily turned off with settings.
17	Ask users if they want to see dates that don't have a partner yet.	D	If a majority of people do not want to always view dates that may not happen, then a filter button should be added to filter out dates that have not yet been accepted

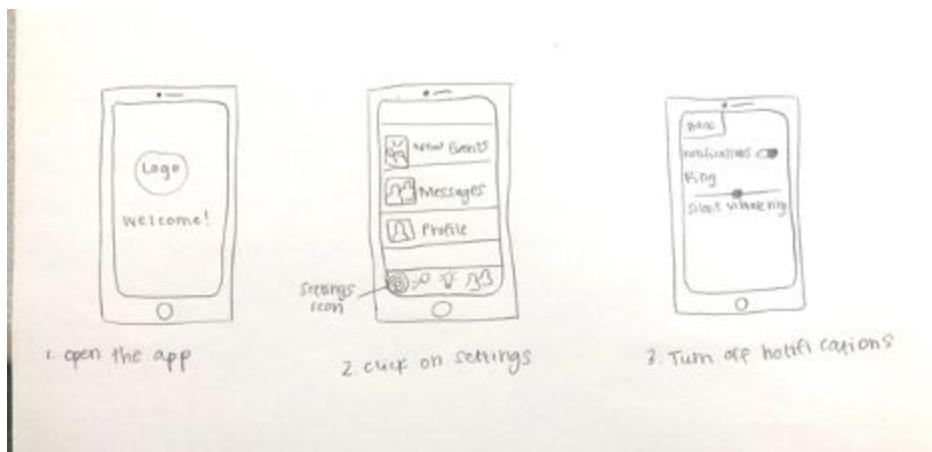
Interpretation Guidelines

- If 75% of the test users feel that the list elements are missing an important piece of quick access information, then it should be added to the list views, if above 50% then it should be considered.
- The 4 or 5 most enumerated important date information should be present in the list-view
- Dates further out should take longer to find, Finding a closer date should be quicker
- If a majority votes one way, that way should be the implemented way
- If a majority dislikes the constant presence, then it should be able to be swiped away or temporarily turned off with settings.
- If a majority of people do not want to always view dates that may not happen, then a filter button should be added to filter out dates that have not yet been accepted
- If the majority of users take more than 10-15 seconds to find the messages, we would say that the interface is not efficient enough
- After looking at the design, if the user says “no” then we would ask them how they would like to be notified of messages when they do occur within the dating app.
- If the majority of users complain about how hard it was to press the button, we have a problem. If the users had an easy time navigating through the different menus, especially the messaging tab, we are on the right track.
- If over 50% of users rate another dating apps messaging system higher than yours, the messaging system is lacking in some way.

- If the user is able to correctly answer where all the notifications belong, we know there is a clear representation of information being displayed to the user about important events.
- When we receive feedback from the test user, they should have positive responses such as “it was easy to find who I was looking for”.
- If the user is able to repeatedly type out the same message, we know that the keyboard is working properly.
- If the messages are sent, all is good.
- If the messages are still there when the messaging screen is reopened, all is good.
- If it takes the user less than 6 seconds, the design passes. If it takes more than 10, the design needs revision
- If it takes the user less than 12 seconds to find and read the information requested, the design passes. If it takes the user more than 16 seconds, it needs improvement.
- Determine whether it is easy or not to find someone’s profile and if the information provided in their profile page has any meaning in deciding whether or not to accept or reject a request.

Setting Features

Storyboard Prototype



Ben is wanting to change his setting on the app so that he does not get any notifications.

Usability Plan

Hypothesis

- The user will quickly find and recognize the settings icon with little effort from the splash screen and all other screens of the app.
- The user will like the presentation of the splash screen and will not find it frustrating.
- The user will be able to quickly navigate to the notifications setting.
- The user will be able to turn on/turn off notifications without questioning how the switch works and without frustration.

Experiments

Label	Experiment	Hypothesis
A	Ask the user to go to the Settings screen in the app.	The user will quickly find and recognize the settings icon with little effort from the splash screen and all other screens of the app.
B	Ask the user what they like and what they dislike about the splash screen. Ask them which design they would prefer after showing five comparable designs from the competition.	The user will like the presentation of the splash screen and will not find it frustrating.
C	Find notifications setting	The user will be able to quickly navigate to the notifications setting.
D	Turn notifications on/off	The user will be able to turn on/turn off notifications without questioning how the switch works and without frustration.

Script

Step	Instruction	Experiment(s)	Interpretation
1	Greet the user and explain the experiment	-	-
2	Show them the app and lead them to the splash page. Ask the user for their opinions of the logo and the page.	B	Record their results, look for what they like or dislike about the design
3	Lead them to the home page and ask them to go to the settings section	A	If the user is able to do so in 2-5 seconds we have a good design, anymore than that there is a problem. Look for any signs of struggle.
4	Ask the user to turn on notification settings	C	If the user is able to do so in 2 seconds we have a good design. Anymore than that is poor design
5	Ask the user to adjust the notification ring	C	Anymore than 5 seconds results in a flaw in the design.
6	Ask them if it was simple to find everything. Ask for what they liked and disliked.	B	Record their likes and dislikes. If more than 70% of user state that it was simple to find we have a successful design

Interpretation Guidelines

- If the user presses any other button instead of the settings, ask him/her what the difference is between the two controls. What motivates pressing the button, it was a matter of shape, location, size?
- If the user is not able to find the “turn on/off” notification setting, why is that? Is it about the location? Is the control unfamiliar to the user? How about the font size, switch size, tap area, how about the color?
- If the user is not able to find the ring slider in the settings, why is that? Is it about the location? Is the slider control unfamiliar to the user? How about the font size, slider size, swipe area, how about the color?
- Is the layout familiar to them? If not, why, what would they change?

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 Hypothesis

Hypotheses	Supported or Refuted
The user does not get bored setting up an account.	The Usability Study Data Vignette suggests the set up is simple but may require some things users may not want to give or are confused about, example providing 6 pictures. Refuted.
The deals are clearly laid out and the user will quickly find deals.	The Activities Vignette implies that the deals are laid out, but that more filtering needs to be present. Partially supported.
The user will be able to create or join an event for an activity without difficulty.	The Activities Vignette suggests the user struggles knowing how to create an event and thinks it may be nice to have more filtering. Partially Refuted.
The user will be able to understand how to control which individuals are able to join the event they create.	The Activities Vignette suggests users want to have some control over who will be joining their event and are sure how to accept or reject another user requesting to join their date. Refuted.
Users will quickly learn how to navigate the app.	The Holistic Vignette implies that the navigation is simple and easy to pick up. Supported.

The interface control design is commonly recognizable. Users will quickly adapt to inferred controls.	The Settings Vignette shows that sometimes the user will be looking for features that are not present, but the user thinks they should be a part of the design. Refuted.
Users will be motivated to find what they are looking for.	The Usability Vignette implies that the interface asks a lot of the user upfront. The user has an easier time after adjusting. Partially refuted.
The user will trust and enjoy the application.	The Holistic Vignette shows that users may struggle to find or create dates, but then are happy with the app after success. Supported.

Key Vignettes

Usability Study Data Vignette

Overview:

Mark installs it and starts to create his account. He sees the open textbox asking for his birthday. A little unsure, he hesitates and eventually decides to put in the month first. On to the second page, and he gets a little nervous and turned off when he sees he's got to upload 6 pictures! That's way too many. Maybe he can get away with just two or three? He uploads a couple that he feels good about and types out a quick bio.

He scrolls through the “interest” tags and selects a couple. He finalizes his account. He goes to view some profiles, swiping through pictures and reading their bios and tags. He sees some things he likes and decides to edit his own profile. Through the settings feature, he goes to edit his profile. He selects another picture to add, changes the order they appear, and then adds a few tags and a new line to his bio. He saves the changes and feels confident.

Quotes:

“How would I choose my pictures?”

“Wait, is it the month first or the day first? Maybe have something underneath like ‘day month year.’”

“Do I have to do all six? I don’t like that!”

Activities Feature Vignette

Overview:

Hannah is nervous about setting up a date with a complete stranger, but she likes the layout of the app and finds that the buttons are familiar. After searching and scrolling through the activities feature for a bit, she is able to find an activity that she wants to participate in. She tries to create her first date, but struggles to find how to publish it so someone will join. She also doesn't like the idea that any person can ask to join her event; she only wants to set up dates with people she already knows.

Hannah likes the idea of the app, but she thinks there should be more filtering available in the activities feature. What if someone doesn't have a car? What if someone can't afford much? They're not going to be interested in activities or dates that are 20 miles away or \$50.00 per person.

Quotes:

"Very simple and easy to find the events here."

"You know I'm not going to apply to go out with someone I don't know, right?"

"I expect to have a lot of control of who joins my event, mostly because I want to know who I'm going out with. I don't want to be stuck with a creepy [person] who I don't want there."

"What if I only want to see free or cheap activities?"

"It's kind of a difficult process. Too much work to join an event."

Message Features Vignette

Overview:

Sally is brand new to Rexburg and is looking for fun things to do. She heard about a new app that lets you set up dates based on activities, so she decided to give it a try.

After getting the app set up, Sally begins looking around for some dates she can join, however she is quickly confused by the many different formats the app seems to take. She also does not understand why some information is more easily available than other information. What are the names of these people she is setting up dates with? Why can't she see more about them before she decides to make a date? She also wants to know where these activities are happening. Confused and discouraged, she switches back over to Mutual.

Quotes:

"Why can't I view someone's profile easily?"

"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 would not be opposed to having a small bio from each person in there . . . because then you could look at it and be like: they like rock climbing, and they like this, this, and this. Okay! I'm down to go with them."

Settings Vignette

Overview:

Notable Nate is trying to navigate to the settings page. He is able to easily identify the icons, but when he gets to the settings page he is a little disappointed by how empty it is.

Quotes:

"Maybe on the notifications page, edit profile name, edit this, edit that, ability to block people, filters when searching, etc. Definitely have a block user, or something like that."

Holistic Vignette

Overview: overall average user

John eagerly downloads the activity app he's been hearing about. He begins by setting up his profile and snaps an awkward selfie for it. He opens up the activities page and immediately jumps in to find fun things to do. He is a little unsure how to join the date he was interested in, so he taps a few buttons and gets lucky. A new app page opens up and he is able to chat with Isabella, the lady who set up the date.

Quotes:

"I may have been nervous at first, but I pushed through and it wasn't bad."

Recommendations

Recommendations	Support
<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>
<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>
<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>
<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>
<p>Add more contrast between the activity details and the surrounding information.</p> <p>Increase the size of the price, distance, and activity name.</p>	<p>Some users either never noticed or took a long time to notice some of the smaller details, including the activity price and distance from the user's current location.</p>

The location of the controls is unfamiliar. We recommend having a standardized menu or controls that are consistent throughout the entire application.	Many interviewees noticed and commented that the controls were placed in unfamiliar locations.
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.
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.
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.

Raw Data

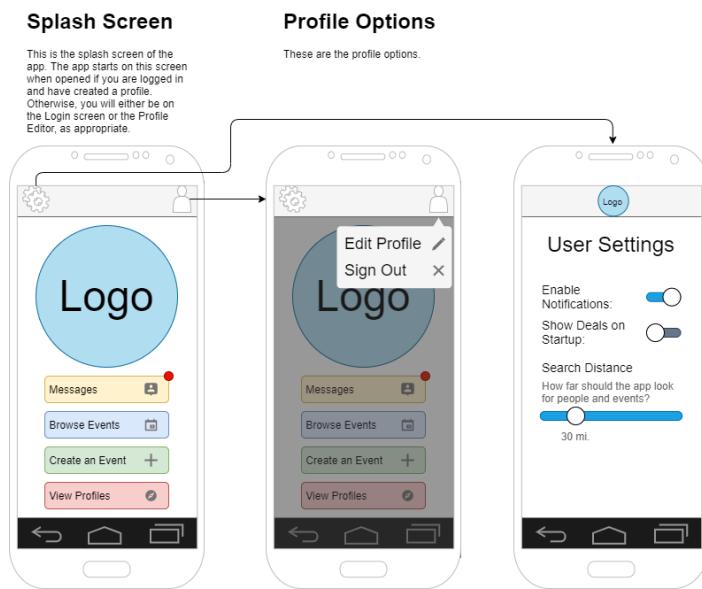
Included in the raw data section are all the original drafts from Milestone 5 and all information from the usability study from Milestone 7. Original storyboards from Milestone 6 are located in the content above.

Design Drafts

Milestone 5

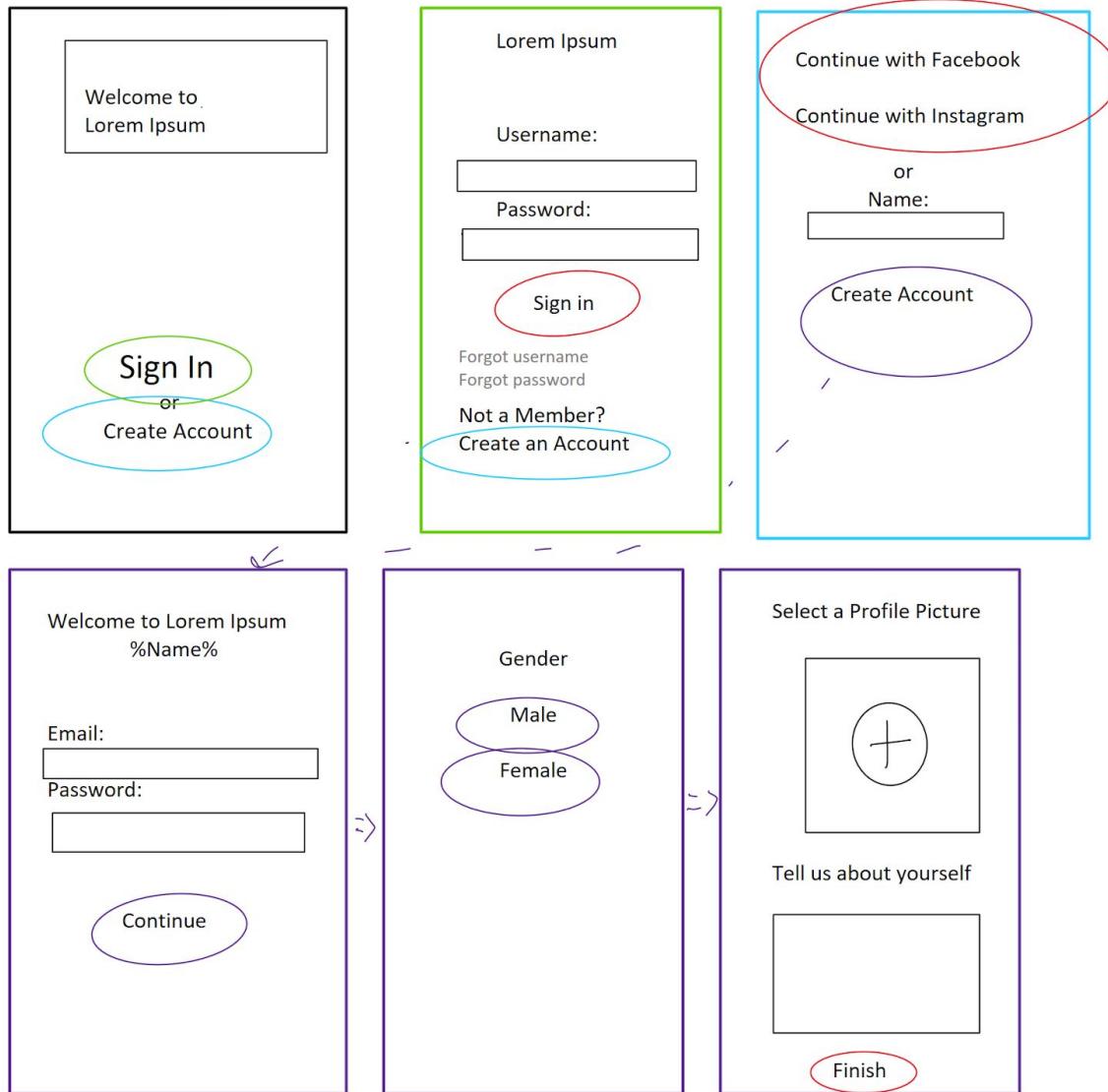
Splash/Launch Screen

The splash screen is the face of the app and gives the user an accurate representation of its inner workings. It presents the logo and a menu of options so the user can navigate to the feature that they would like to access.



Profile Creation

The profile creation feature will provide users an efficient way to set up a unique profile for themselves that other users can view. This will be accomplished through a step by step process promoting users to upload a profile picture and basic information about themselves.

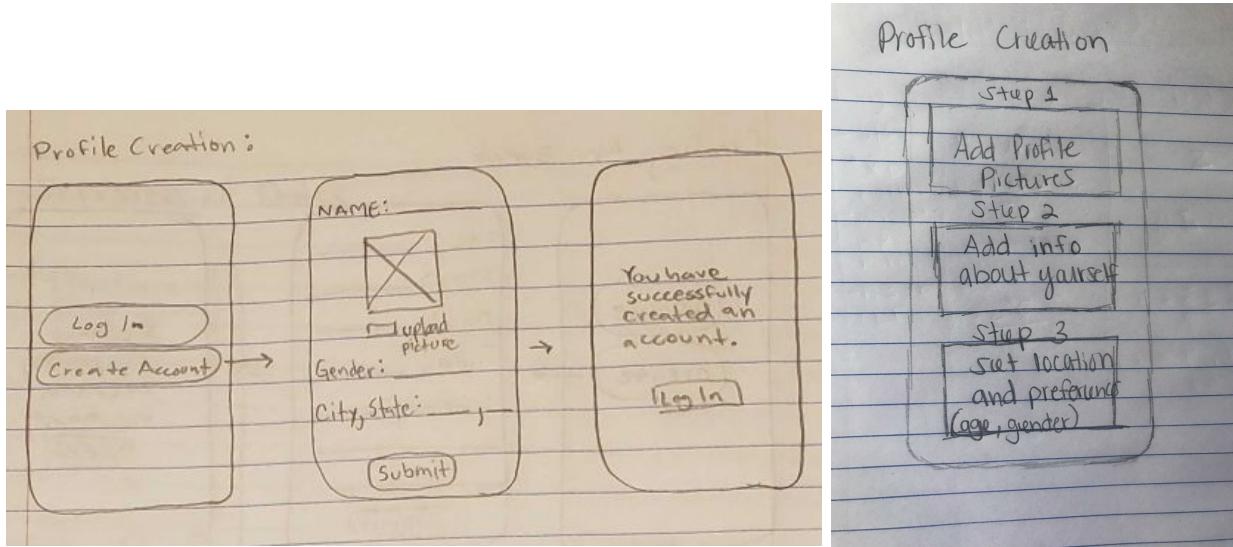


The wireframe consists of three panels:

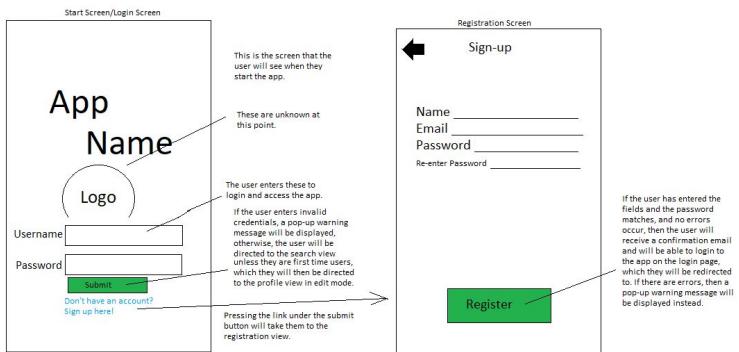
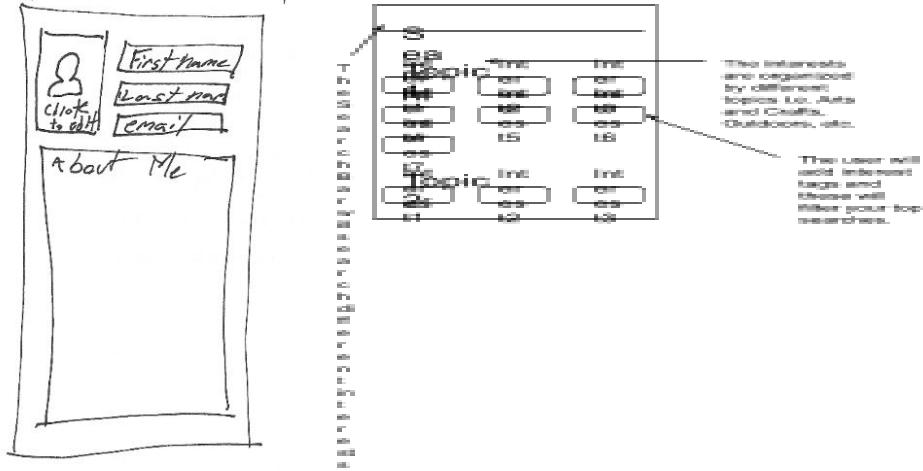
- Left Panel:** Features a circular logo with an orange and green geometric pattern. Below it are input fields for "Username or Email", "Password", "Gmail Log in", and "Facebook Log in". A "Sign up" button is at the bottom.
- Middle Panel:** Shows a large empty circular placeholder with the text "Put your Picture". Below it are fields for "Full Name", "Address", "Email", and "Phone". A note says "Status (maybe this could be a drop down menu with our options)" followed by a "Submit" button.
- Right Panel:** Displays a circular profile picture of a man. Below it are sections for "Your current Status" (with a "Change Status/Edit Profile" link) and "Last Events Checked". At the bottom are "Search for events" and "My Events" buttons.

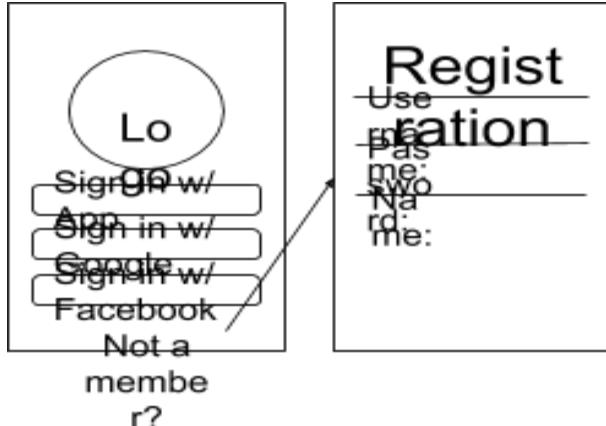
The hand-drawn wireframes illustrate a user flow:

- Login/Signup Screen:** Shows the word "Lorem" and a placeholder "Lorem ipsum dolor sit amet.". It includes fields for "Email/Phone" and "Password", and buttons for "Login" and "Finish".
- Profile Set Up Step 1:** Titled "Profile Set up ① ② ③". It has a "First name" field, gender selection ("Male" and "Female" radio buttons), and a "Birthday" date picker. A "Next" button is at the bottom.
- Profile Set Up Step 2:** Titled "Profile Set up ① ② ③". It includes a "Upload Photos" section with three photo placeholders, a "Write a bio" text area, and a "NEXT+" button.
- Profile Set Up Step 3:** Titled "Profile Set up ① ② ③". It shows a search interface with a "Type to search" field containing "Lorem" and a list of results also showing "Lorem" multiple times. It includes a "How far do you want to travel?" slider set to "0 miles" and a "(Finish)" button.



Profile Creation



**Login Screen 1**

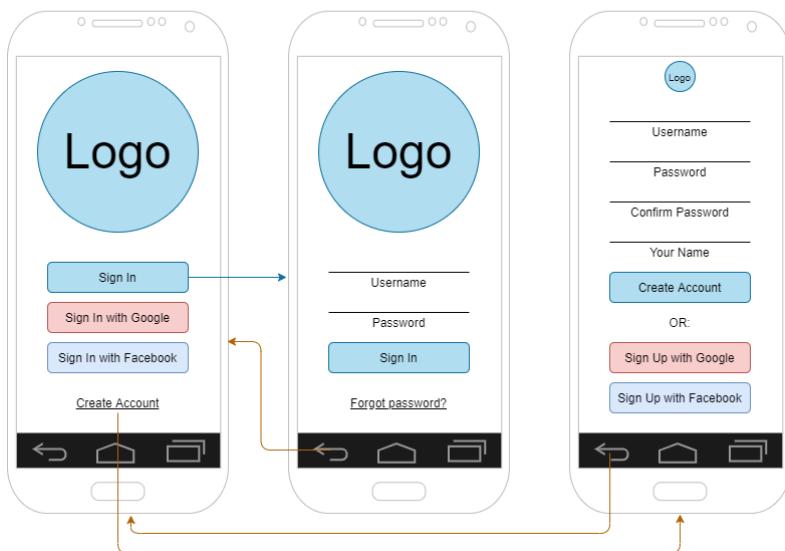
This will be the first screen you when you open the app after installing, or after logging out.

Login Screen 2

This is the login screen you see if you choose to sign in with an account created inside the app. If you choose to use one of the third-party authentication services, you will be directed to a page for that service instead.

Create Account

This is a standard account-creation screen. You can choose to create an account within the app or using a third-party authentication service.

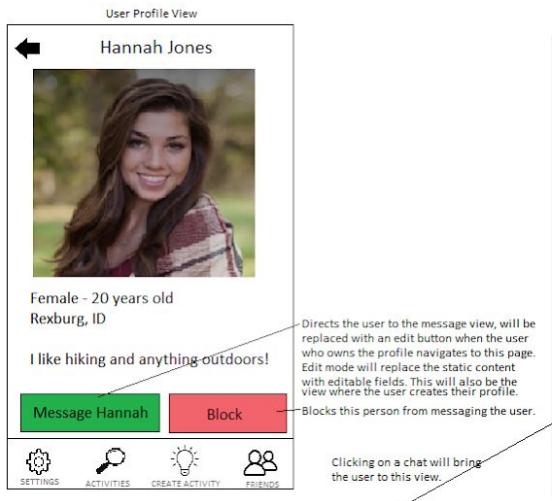


Analysis:

This design will be presented when the user first creates their account. This will present all the necessary steps needed for a user to create a complete profile for others to view.

View Profile Screen

The view profile page gives the opportunity to users to get to know a person before they go on a date with them. Name, pictures, a short bio, and interest tags help users connect to each other before they even meet.

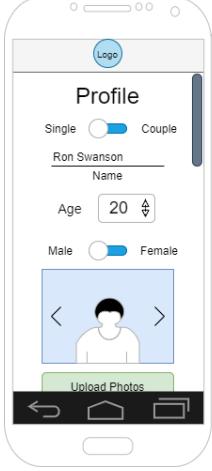


Edit Profile

The profile edit will allow users to personalize their profile and submit what they feel like is the most accurate representation of themselves. They are motivated to share who they are with pictures, some of their interests, and a short summary of themselves.

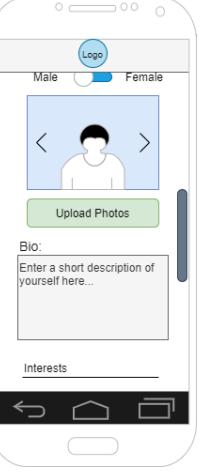
Edit Profile

This is the screen where you edit your profile. If you select "Couple," a second set of name and age selections is created in place of the gender selection. The order in which names are entered doesn't matter, either way works.



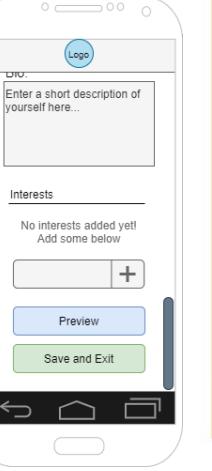
First-Time User

If you are a first-time user, you are sent directly to the Edit Profile screen. You must create a profile before you can access the app's other features.

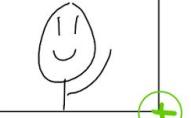


Interests

When you add an interest, it works like a standard tag selection system. You begin typing and a list of suggested tags appears. If there is no matching tag, you can create one.



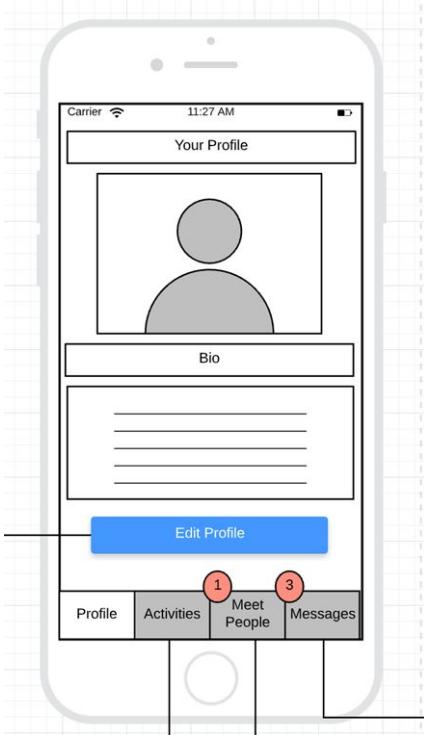
Profile Activities Settings

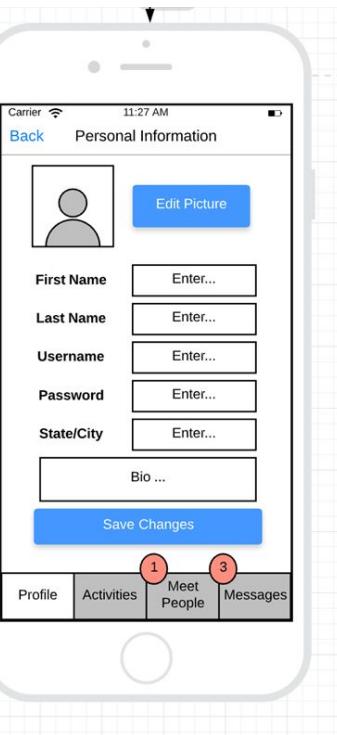
 + Add

Bio:
Lorem Ipsum...

Edit Bio

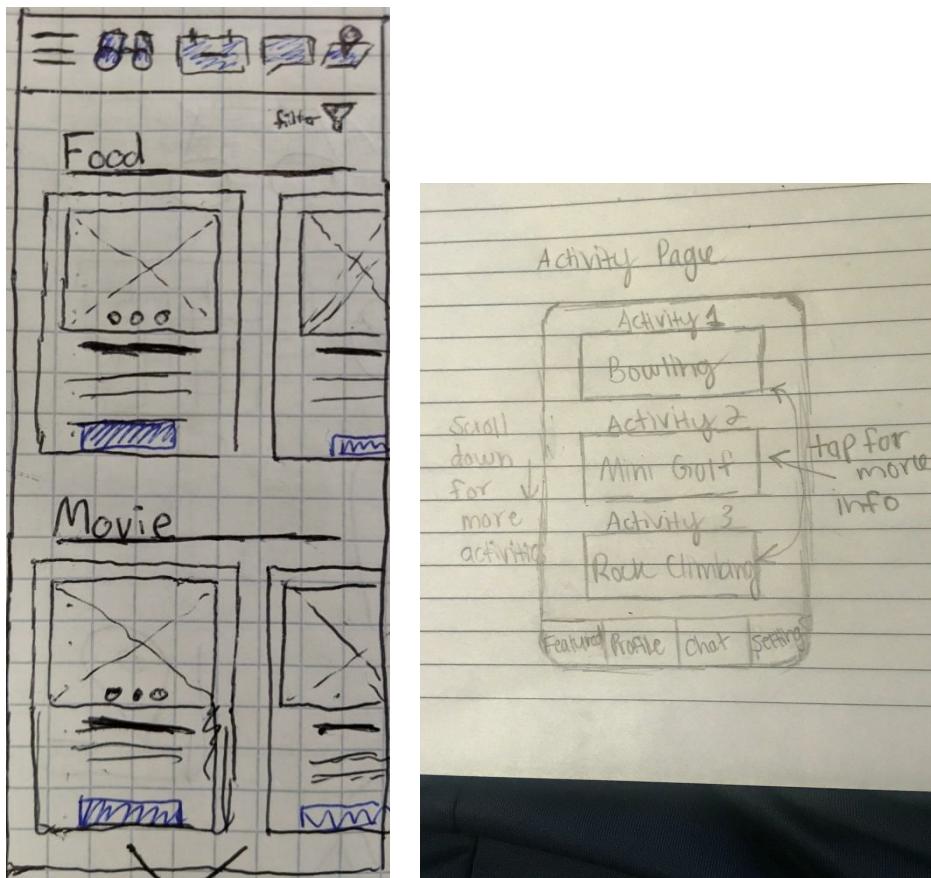
Other Settings...

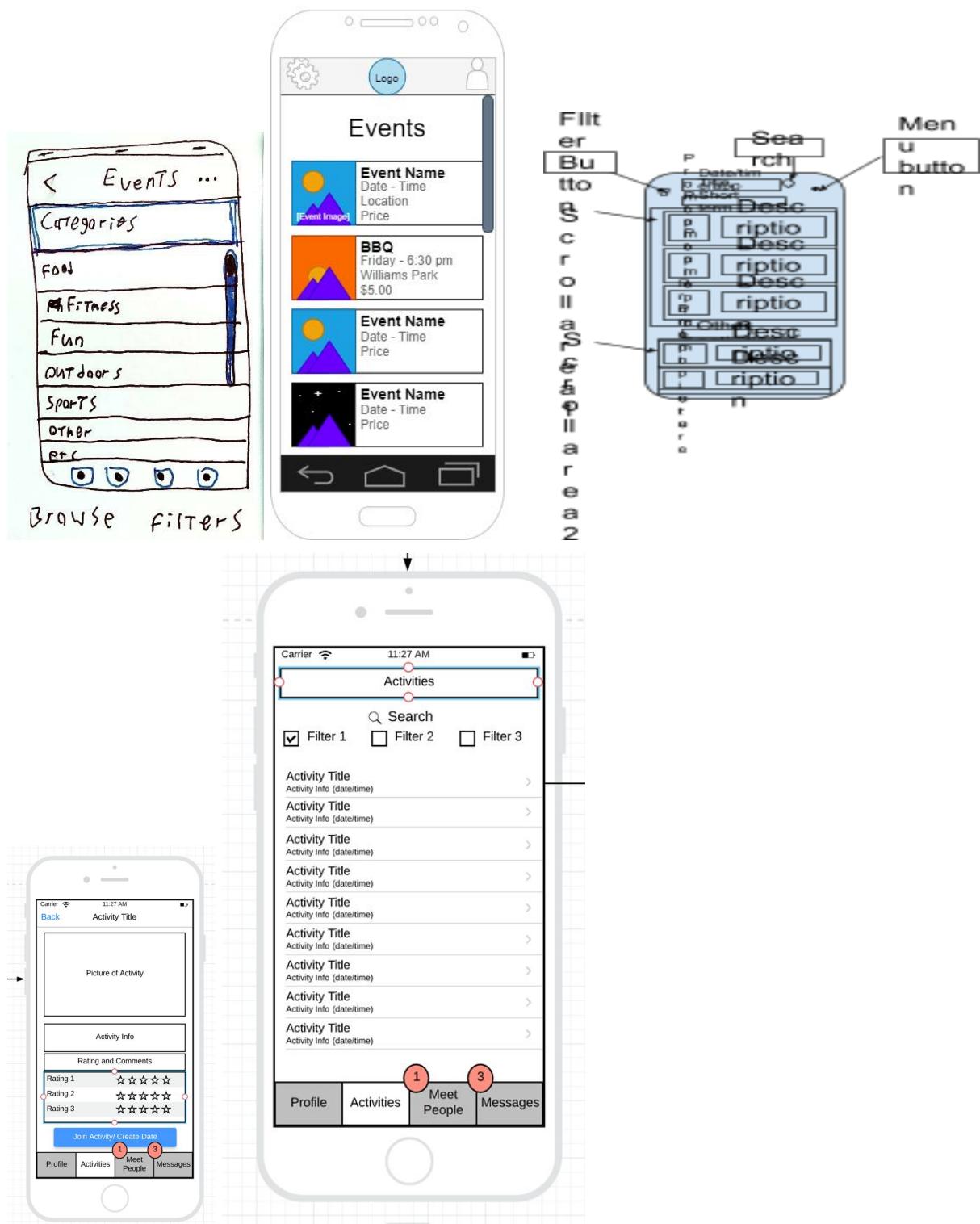




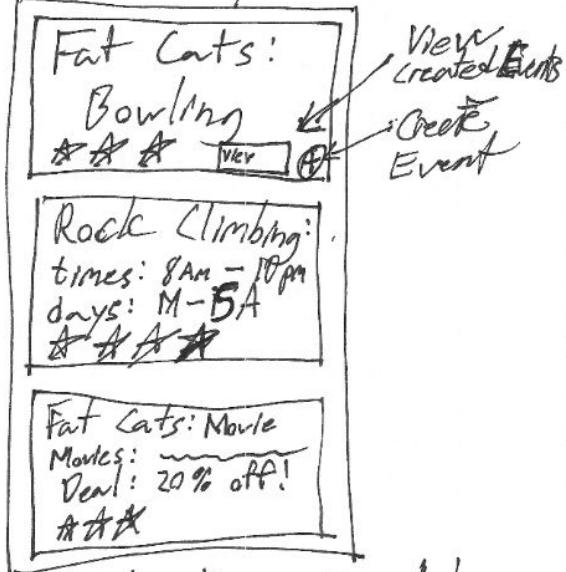
List of Possible Activities

The activity page enables users to get excited about searching and selecting fun activities at a great price on one convenient screen. (Note: These are not created events/dates. This is a list of possible activities and promotions in the area. There is no user attached to the activity.)

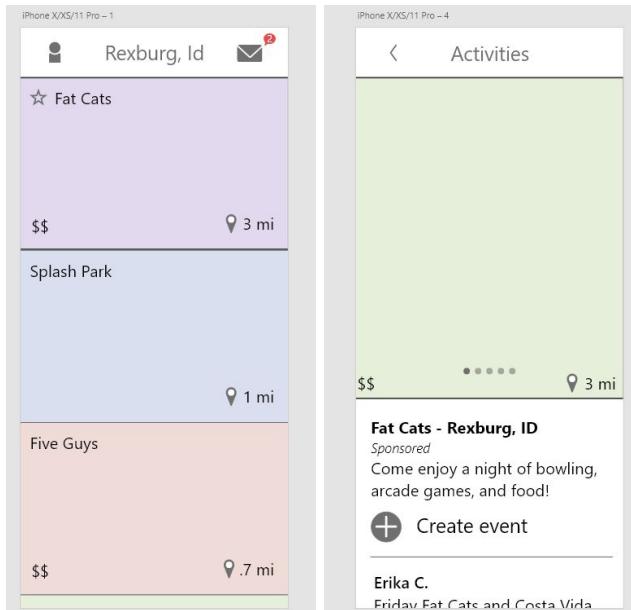
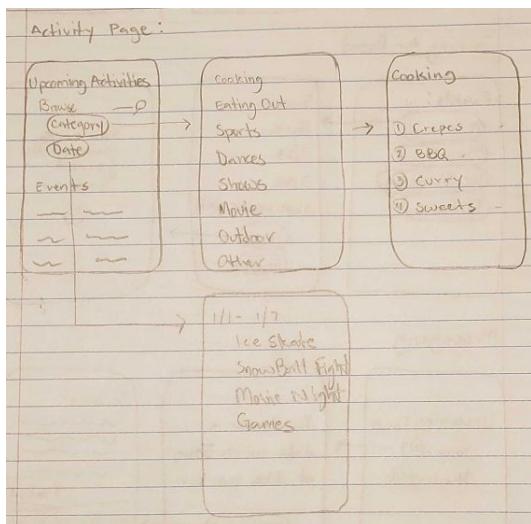




Activity Page



Activity Page Expanded



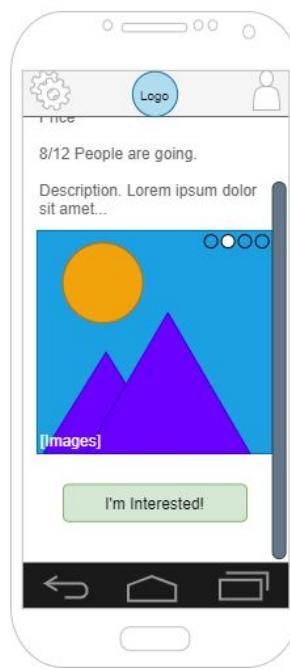
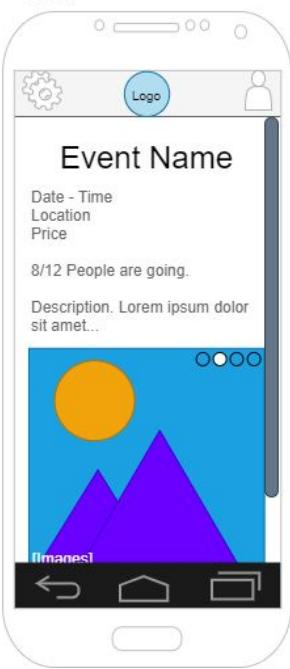
Event Browser

This is a list of all registered events near you. You can tap on an event for more details, including a description and how many people are interested.



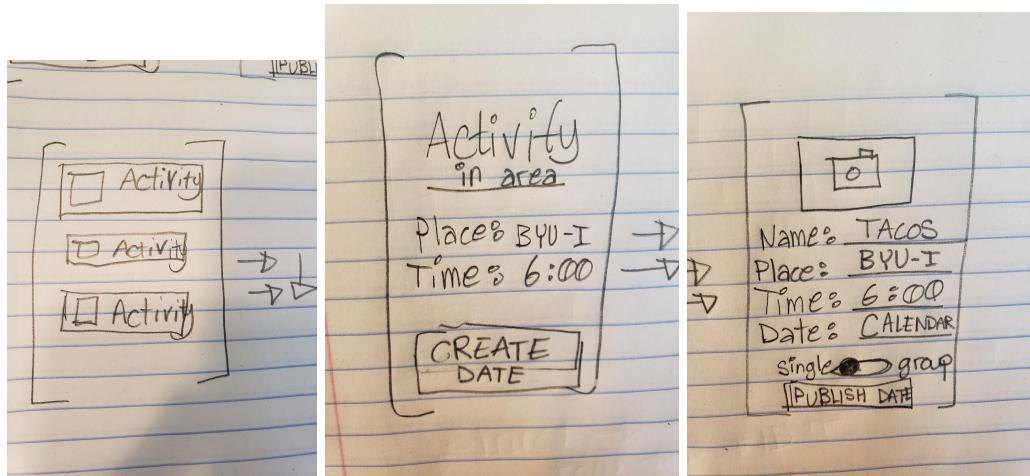
View Event

This is where you view a detailed description of an event. You can add yourself to a list of interested people, and you can invite others to the event if its creator has allowed this. There may be multiple images of the event (or none).

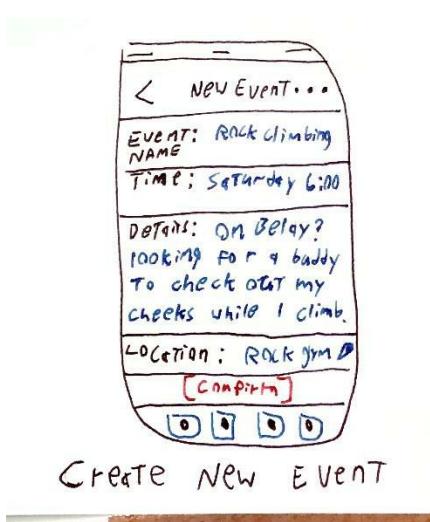


Creating a Date to Publish

Creating an event will capture user's enthusiasm by allowing them to browse activities in their area. They will be directed to view promotions offered by various businesses and plan a fun and exciting date.



Create an Event



Create New Event

NEW EVENT...

EVENT: Rock Climbing
NAME
TIME: Saturday 6:00

DETAILS: On belay?
looking for a buddy
to check out my
cheeks while I climb.

LOCATION: ROCK GYM
[Confirm]

Creating an Event

Mini GOLF

Pictures of activity
(auto scroll) . . .

Description (offer included)

Other information
(reviews, location)

\$12.00 price

Create Event

Based From
Rock Climbing

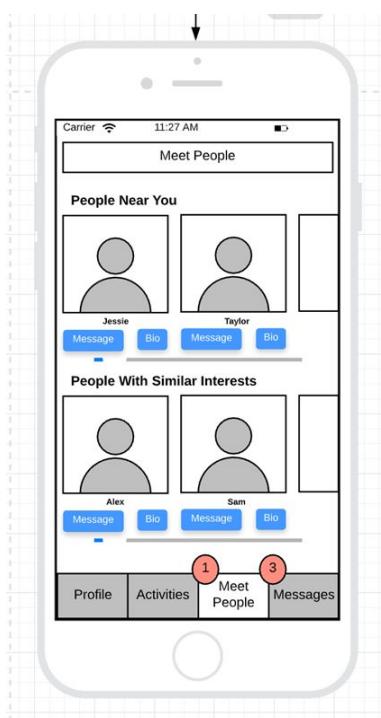
time: 11 AM

times: 8 AM - 10 PM

date:

Error If invalid date

Create Posting



Creating An Event

BROWSE

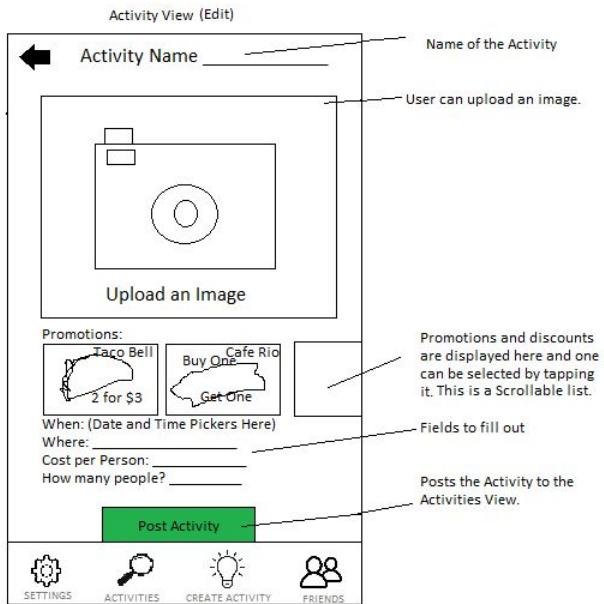
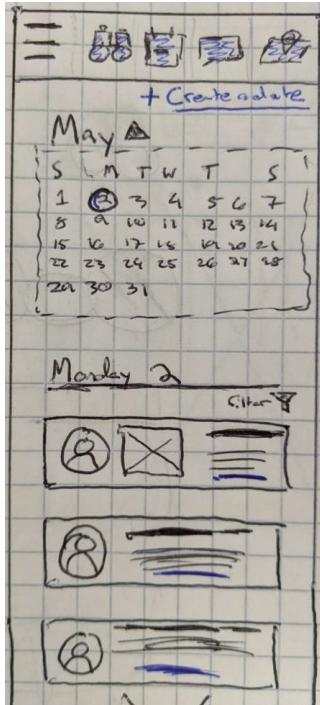
create

Title: _____
Place: _____
Day: _____
Time: _____
Summary: _____

(Submit)

You have successfully created an event

VIEW



This wireframe shows the 'Create a new Activity' screen with the following fields:

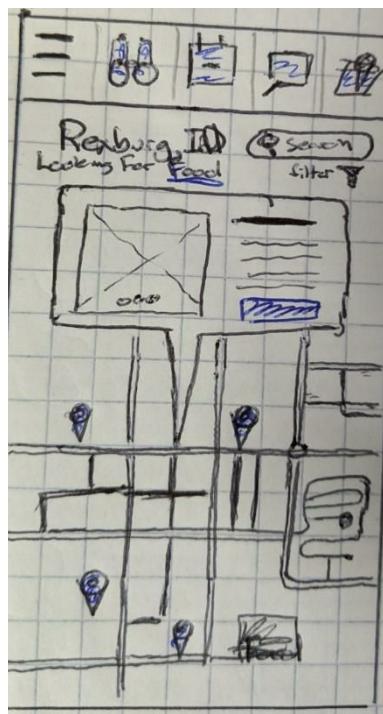
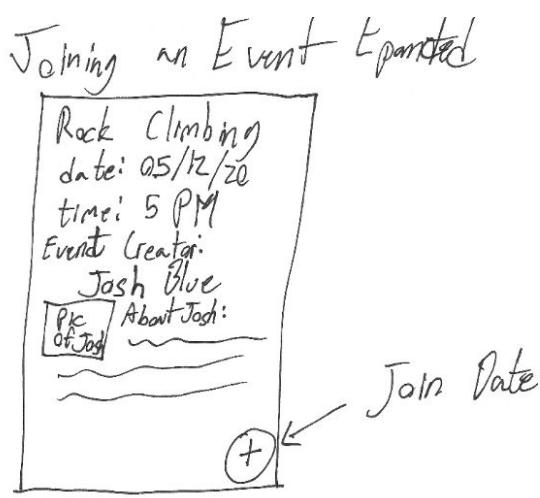
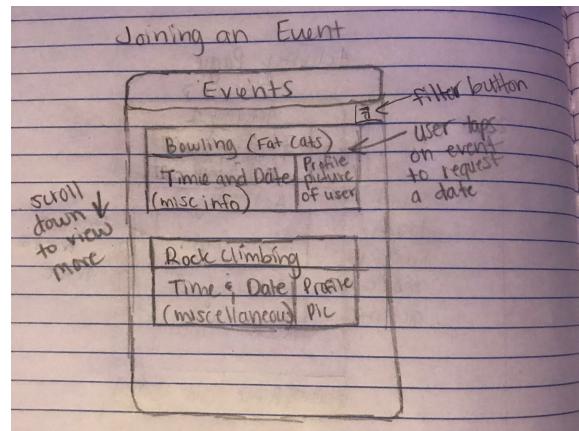
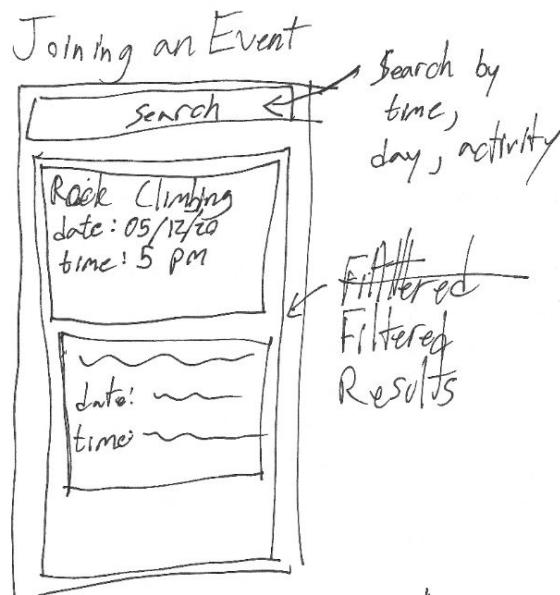
- Activity Title:** An input field.
- Description:** An input field.
- Date/Time:** An input field.
- Location:** An input field.
- Make a Date:** A button at the bottom, highlighted with a pink oval.

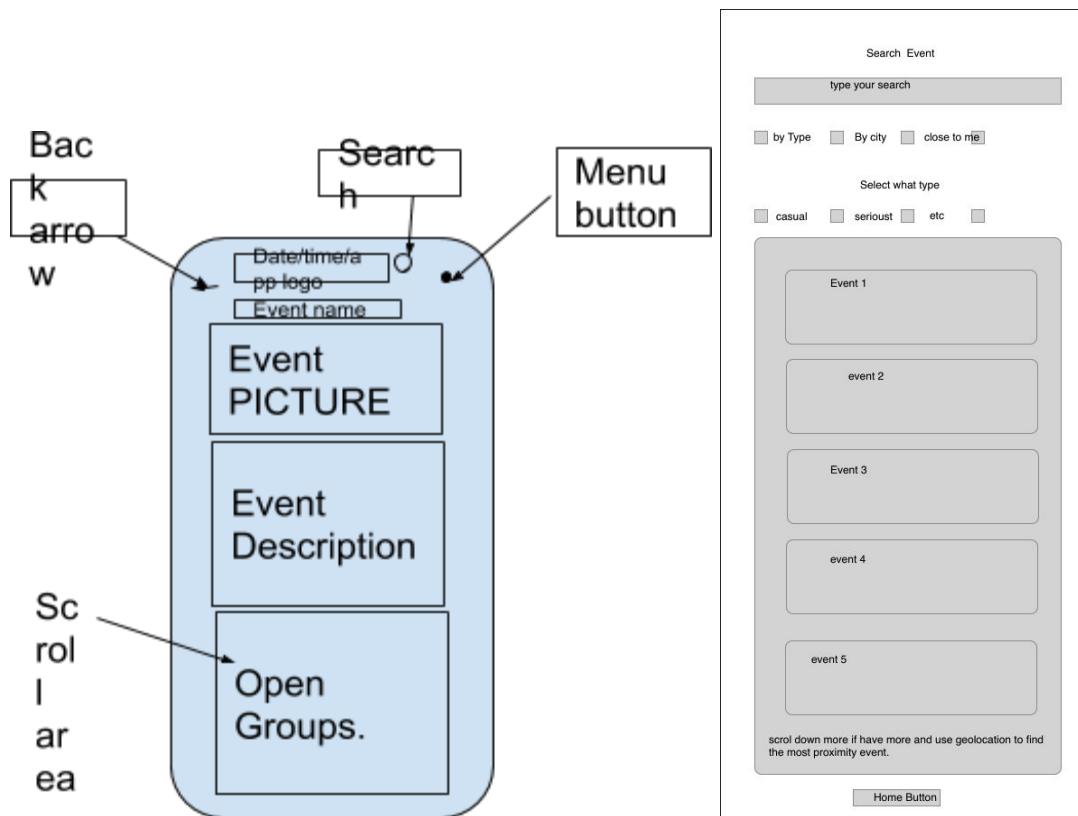
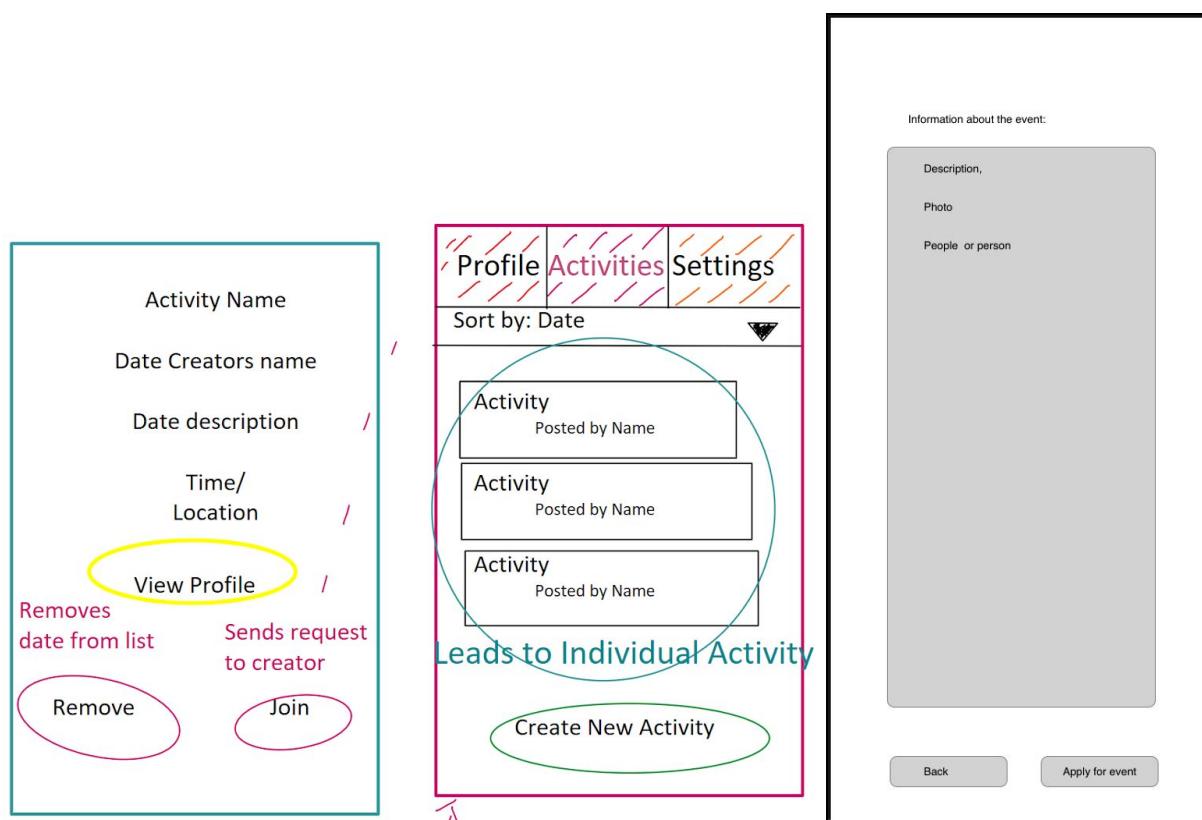
Analysis:

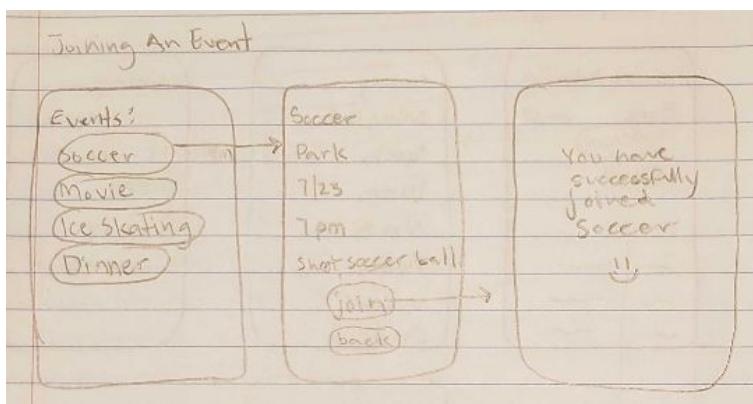
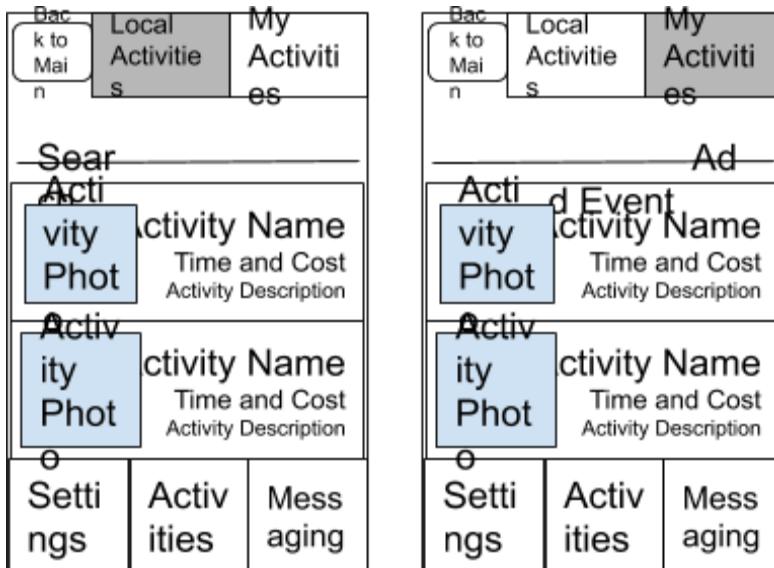
This allows people to get a visual representation of each activity when they first enter a page. After this users will be able to see a description about what is offered and other information such as where the activity is located. At the bottom the user will have a clear idea of how much it costs and the option to create an event.

Finding/Joining a Published Date

The joining an event feature will present interested users with different events which others have created and allow them to request to join the date. Users will be able to browse all dates/activities that have been created, or they can filter out published events according to their personal preferences.







Search View

Search for an Activity...

Tacos for 2
5/19/20 6:00 pm
 2
\$5.00 [More Details](#)

Bowling
5/20/20 5pm
 4
\$10.00 [More Details](#)

No Image Available [Bocce Ball Concert](#)
5/20/20 7:00 pm

[SETTINGS](#) [ACTIVITIES](#) [CREATE ACTIVITY](#) [FRIENDS](#)

Opens a filter drop down to sort and filter by name, date, cost, and number of people.

A picture and details are shown, clicking on the link takes the user to the activity. The activities can be scrolled with the user's thumb.

Text can probably be smaller.

Shows how many people can sign up.

Redirects to settings view.

Redirects to this view.

Redirects to the user activities view.

Redirects to friends view.

Single Activity View

Name of the Activity
Tacos for 2

The picture if the user who posted included one.

Back buttons take the user back to the previous view.

Posted by Bob Robertson
5/19/20 6:00 pm
 2 - Date
1 of 2 Spots are filled

The user who posted the activity. Tapping the name will bring up their profile.

Date and time of the activity.

Cost that user who accepts agrees to pay.

The number of people who will join the activity.

Number of spots left.

Description of the activity.

When the user clicks this, the user who posted will get a notification that their invite was accepted and who it was accepted by. They will then be added to their friends list.

This will be replaced with an edit activity button for the person who posted the activity.

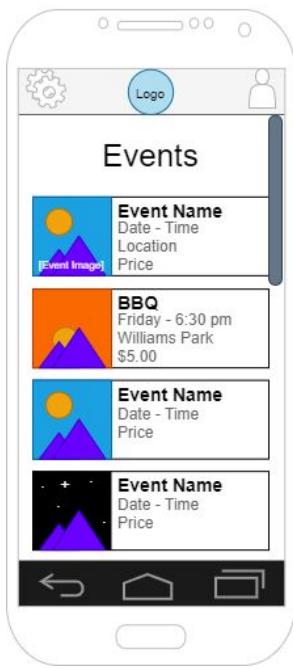
In edit mode, editable fields will be shown instead of static information.

User Profile View

FRIENDS View

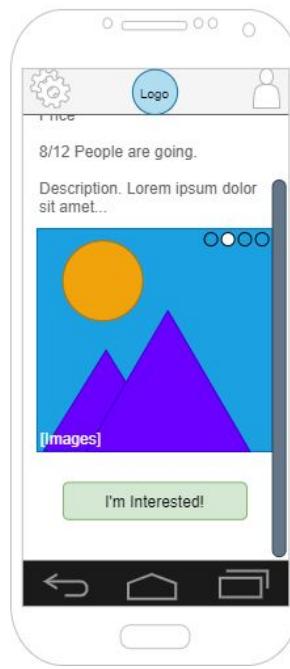
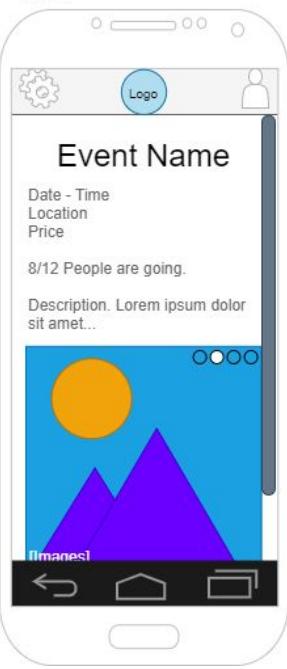
Event Browser

This is a list of all registered events near you. You can tap on an event for more details, including a description and how many people are interested.



View Event

This is where you view a detailed description of an event. You can add yourself to a list of interested people, and you can invite others to the event if its creator has allowed this. There may be multiple images of the event (or none).



Overview of Created/Joined Dates

The overview feature will notify users of upcoming dates and remind them of their previously committed dates, if they choose to enable reminders. This provides users with a straightforward schedule overview of their plans.

User Activities View

My Activities

- Tacos for 2**
5/19/20 6:00 pm
1/2
\$5.00
Edit
- Bowling**
5/20/20 5pm
3/4
\$10.00
Message Group

Annotations:

- Tapping on the Activity brings the user to the single activity view to view the activity.
- Shows how many people have joined/accepted this activity.
- Users can edit activities they posted. Directs to the single activity view in edit mode, which will include options to save and delete the activity.
- Directs to the instant message chat for the group.
- This view will be scrollable.

SETTINGS ACTIVITIES CREATE ACTIVITY FRIENDS

Overview of Dates/schedule

Upcoming Dates

Profile picture of date Activity date/time

user taps on upcoming date for more details

Profile Activities Settings

Pending requests: 1

Dates you've made:

Dates you've joined:

Overview of Dates

You have a date with John

Annotations:

List events are you participated or try to

This is a list will be check with events are you try to participate, and show the status if the person who create the event accepted you or not

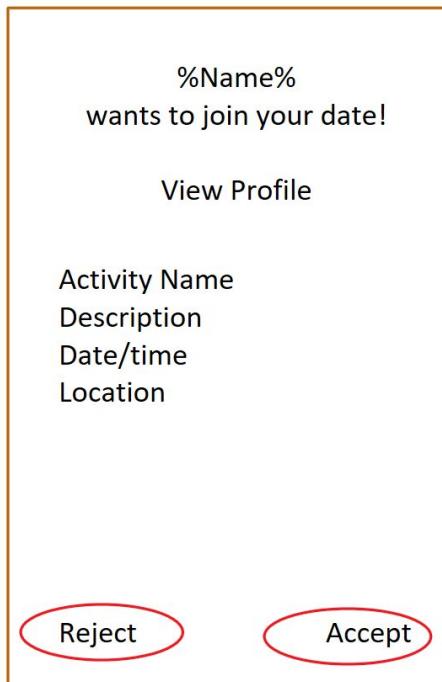
Home Search

Analysis:

The messaging feature will include the option to search for a specific user if you have matched with them. The layout of the screen will include a profile picture next to the latest message sent. Each section will be divided to represent the conversation between each match.

View Date Requests

This feature allows a user to see who has requested to join one of their published dates. The user can view the requester's profile and either accept or reject their proposal to go on the date.



Messaging

The messaging feature will encourage users to get to know one another and coordinate details for their date once they have joined the date. This will be accommodated through a simple and convenient messaging interface.



Messages Screen: This page shows the user a list of conversations they've had through the app, showing the user's profile picture, their name, and part of their message. If there's unread messages, there will be a small red notification icon.

In edit mode, editable fields will be shown instead of static information.

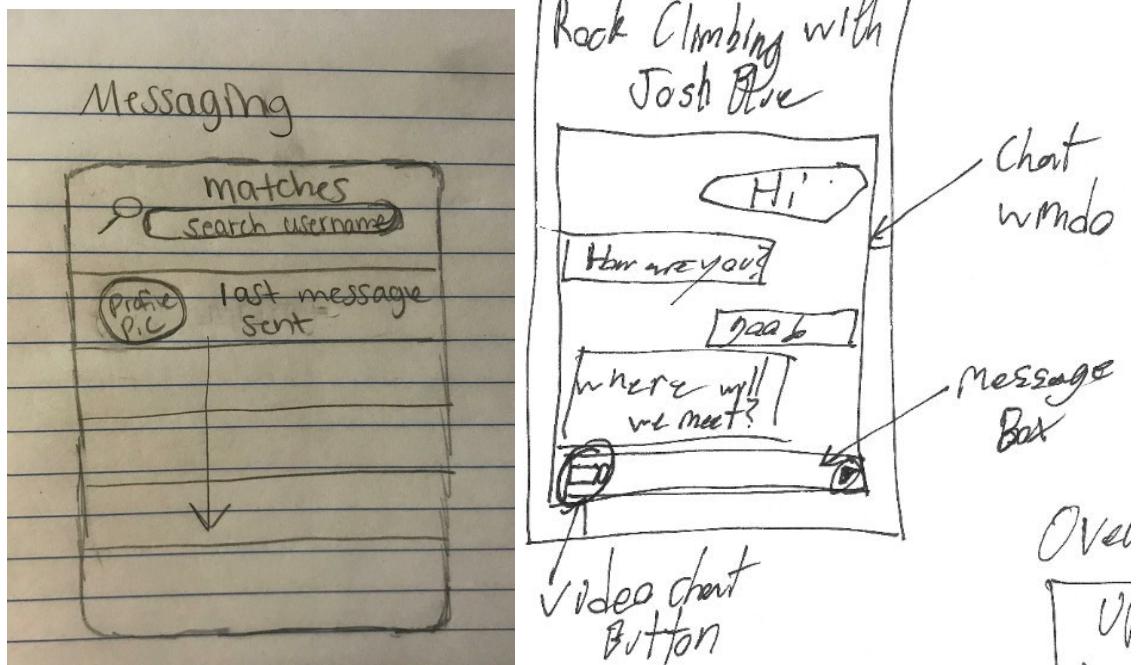
Friends View

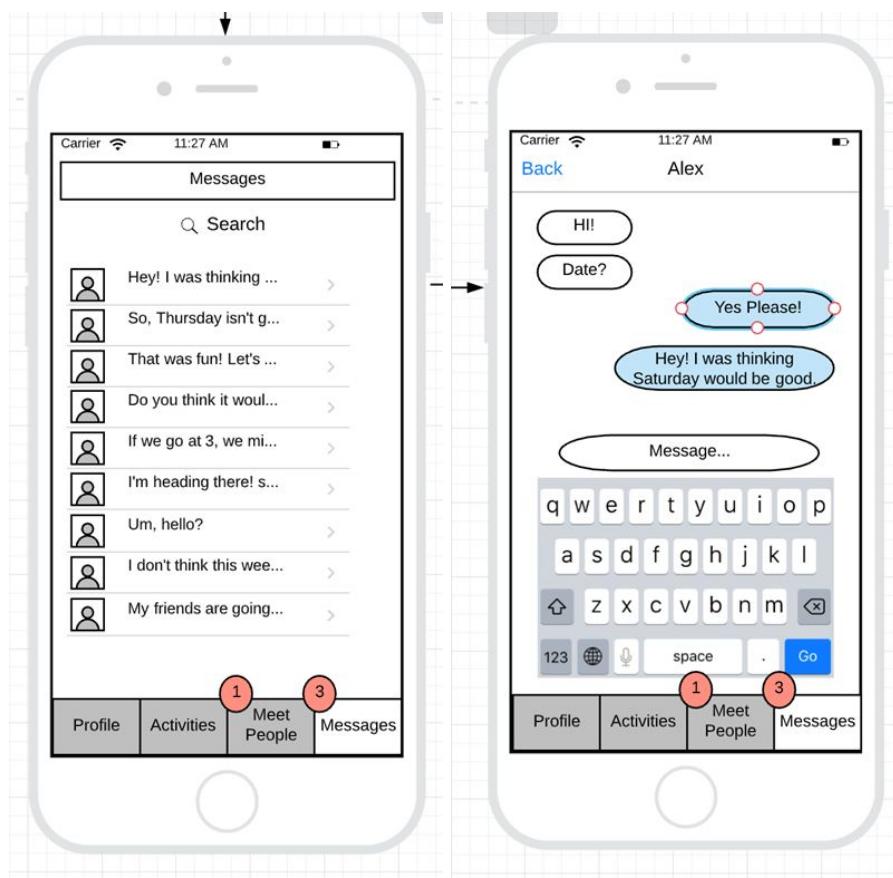
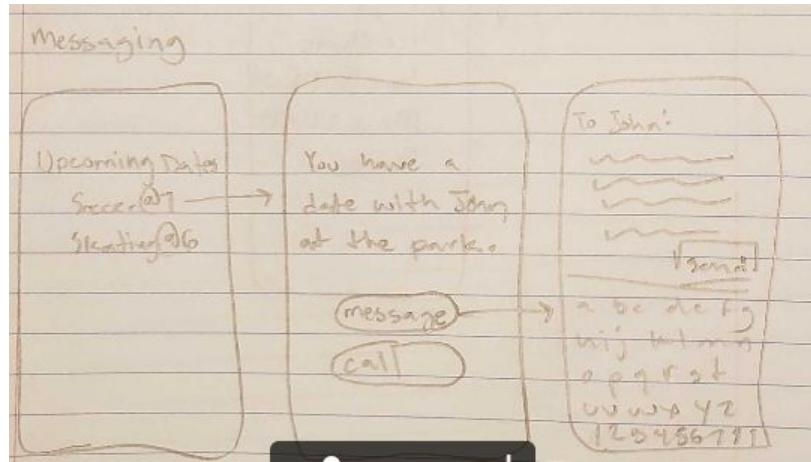
- If a message group includes multiple people, the name of the date is displayed with the last message.
- Can message a single person or multiple people.
- Friend's profile picture
- Friend's name
- Most recent message in the conversation
- This view is also scrollable.

Messaging View

- Name of person or group. Clicking here will access their profile.
- This view is scrollable.
- Type message here.
- Send message.
- Send photo.

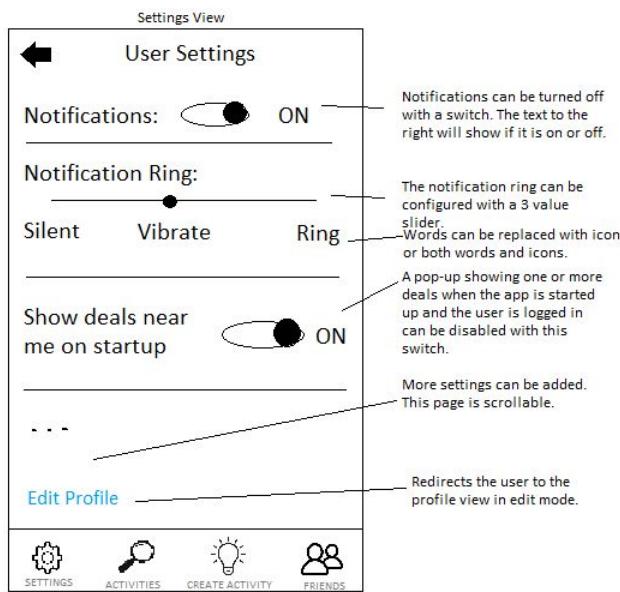
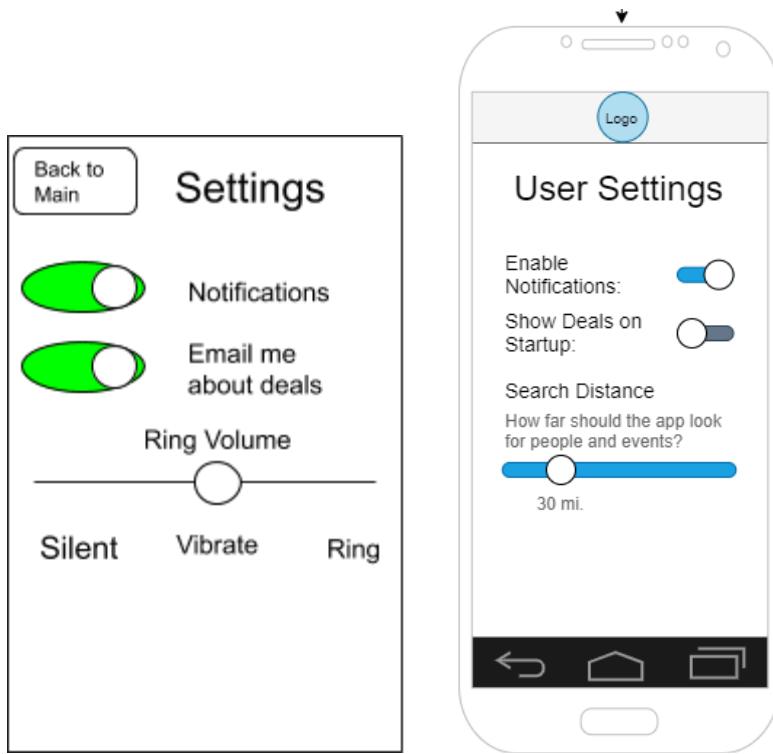
Messaging Feature





Settings page

The settings feature allows the user to feel in control of the app and its notifications by presenting easy-to-read explanations of features and giving the user the ability to enable or disable a feature.



Raw Data

Usability Study Data

Profile Features

Pre-Constructed Cover Sheet

Hypothesis	Tags
They will not get bored setting up an account	M_CREATION E_CREATION
They can upload photos	L_UPLOAD
They know how to edit their profile photos	L_EDITPICS
They can add and remove tags/interests (both during and after account creation)	L_EDITTAGS F_EDITTAGS
They can view tags and bios in other profiles	S_VIEW F_PROFILE L_PROFILE
They can look at additional photos in another profile	L_VIEWPICS S_VIEWPICS F_VIEWPICS
They can easily edit their bios and info	E_EDIT S_EDIT

Participant 1

Cover Sheet

Details: Male, 25 years old

Overall: The user had an easy time navigating the app and liked the simplicity.

Tags: M_Creation, E_Creation, L_EditTags, E>Edit

Quotes: "Are these[tags] just ones that I pick? Or do I make my own?"

Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Less focused on dates themselves and more about getting out and having fun. Not looking for any kind of relationship

Notes

Began with Profile Creation. User liked the countdown of pages until the profile was complete. "Yeah, I like that it's not long" They said the bio and profile pictures were clear, but with the tags, "Are these just ones that I pick? Or do I make my own?". User easily knew how to scroll through pictures, view tags, and view the full bio. With editing profile, the User was confused about how we go to that screen. "Wait, how did we get here?... oh, so its through settings, which you don't have drawn out." On editing the profile, they said "The drawing is hard to see what's what. I think if it looked like looking at someone's profile that would look good. Just with buttons to edit instead of seeing more." At the end the user stated "Yeah, it looks good, it's not super boring or anything and it's easy to follow"

Codes

Highlight	Label	Notes
This page is good, and yeah I can see the events here and the search bar there.	M_ACT, M_EVENT, L_SEARCH, E_SEARCH	He was very excited about that part.
This joining events draft is not so good, but at least I can identify how to join so it's ok for me.	L_SEARCH, L_CREATE L_EINFO, L_FINAL	The first two drafts he likes but the third one he said need to work more on that, but at least he saw the things and how they could be done.

Participant 2

Cover Sheet

Details: Female, 22 years old

Overall: The user can easily interface with the technology, but needs high motivation to be willing to use it.

Tags: M_Creation, E_Creation, L_Upload, S_View

Quotes: "How long does my bio have to be?"

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Trying to be more social. A little shy and wants to date and have fun with people they might like

Notes

Began with profile creation. User also commented on the numbers at the top "Oh! I like how I can see how many steps there are!" When asked to upload a picture the User stated "Do I have to do all six? I don't like that! I don't have that many good pictures I'd want everyone else to see... How long does my bio have to be?" Tags were not an issue. When viewing another profile, the user stated "I like how the bubbles underneath the pictures change" When viewing the bios and the tags they said "I don't know if I like the second screen. Maybe just a scrollly thing instead?" On editing the profile she stated "Its hard to tell with the drawings what buttons do what" When asked if she would prefer the a modified profile creation screen for edits, or modified view profile screen for edits she said "I think I like profile screen because then I can see what it looks like to other people" At the end the User said "It looks fun! I would use it"

Codes

Highlight	Label	Notes
"Oh! I like how I can see how many steps there are!"	M_Creation	User liked the page numbers showing what step they were on
"Do I have to do all six? I don't like that!"	L_Upload	Wasn't sure about how many pictures were required, and didn't like the idea of needing six
"I like how the bubbles underneath the pictures change"	F_Upload	User liked the indicators of what picture was being viewed and how many there were

Participant 3

Cover Sheet

Details: Male, 25 years old

Overall: The user mostly focused on the interface itself. The security and outline plays an important role.

Tags: E_Creation, E_Edit, L_EditTags, E_Edit

Quotes: "Is there a limit to how long the bio can be? Cuz that could crash your app if some troll comes in and puts a million characters in".

"Is this a dropdown menu? How long is this thing gonna be? If every time someone makes a new [unique] tag it adds it on this thing is going to be huge!"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Graduating soon and wants to find someone who they can marry. Very focused on the individual and less on the activity

Notes

Began with profile creation. User pointed out we are missing a page for username and password creation and authentication. When looking at the bio, the User said "Is there a limit to how long the bio can be? Cuz that could crash your app if some troll comes in and puts a million characters in". When looking at the tags they said "Is this a dropdown menu? How long is this thing gonna be? If every time someone makes a new [unique] tag it adds it on this thing is going to be huge!" On profile creation as a whole they said "the whole thing looks good but there are some things I'd change so people can't break it". On viewing the profile, they said "Yeah, everything looks good, it's easy to see what stuff does. I can follow it easily" When asked about editing the profile the User said "I think the profile page would be good. You just have buttons to edit instead of read more and look at the tags, and a button to do the pictures".

Codes

Highlight	Label	Notes
"Is there a limit to how long the bio can be? Cuz that could crash your app if some troll comes in and puts a million characters in"	E_Creation	User made a valid point that there should be a cap on word limits
"Is this a dropdown menu? How long is this thing gonna be? If every time someone makes a new [unique] tag it adds it on this thing is going to be huge!"	L_EditTags	User made another good point. Tags might need to be premade, with the option of adding customs, but customs are not added to future users premade tags
"I think the profile page would be good. You just have buttons to edit instead of read more and look at the tags, and a button to do the pictures".	E>Edit	User feels the view profile page would make a good template for editing a profile

Participant 4

Cover Sheet

Details: Female, 19 years old

Overall: The user wished for more learnability, with more things labeled and outlined.

Tags: L_Upload, S>Edit, L>EditPics

Quotes: "Maybe you have one or two squares and more appear after you upload a picture?"

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Getting ready for first semester of college. Excited to explore and have fun

Notes

Began with profile creation. When looking at the date they said "Wait, is it the month first or the day first? Maybe have something underneath like 'day month year'". When looking at the uploading pictures they said "Do you have to do all six? Maybe you have one or two squares and more appear after you upload a picture?" Viewing a profile was clear, and when asked about editing they said "I would like to see something like the setup page. I like seeing all the pictures and stuff. A page like that with the tags there too would be good"

Codes

Highlight	Label	Notes
“Wait, is it the month first or the day first? Maybe have something underneath like ‘day month year’”	E_Profile	Would be easier if day month and year were labeled in creation
“Do you have to do all six? Maybe you have one or two squares and more appear after you upload a picture?”	L>EditPics	User would like to see that there are not 6 pictures required.
“I would like to see something like the setup page. I like seeing all the pictures and stuff. A page like that with the tags there too would be good”	S>Edit	User likes the feel of the profile creation page and would like the edit page to resemble it.

Participant 5

Cover Sheet

Overall: Everything made sense and was clear enough. Just confused on how to edit photos.

Tags: L_EditPics

Quotes: "How would I choose my pictures"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: 27 years old, divorced. Doesn't want to waste time.

Notes

Gave him the story board for editing the profile, had him look over it imagining that he was using it as a real app. Asked him questions afterwards.

Codes

Highlight	Label	Notes
How does this whole tap to swap work? How would I choose the pictures?	L_EditPics	The storyboard was drawn too simple for a more complicated task. There were details that were implied that should have been more blunt.

Participant 6

Cover Sheet

Overall: Thought everything made sense, but hesitated on the photo swap part.

Tags: L_EditPics

Quotes: "Oh, I see how it works now"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: 27 years old, divorced. Doesn't want to waste time.

Notes

Gave him the story board for editing the profile, had him look over it imagining that he was using it as a real app. Asked him questions afterwards.

Codes

Highlight	Label	Notes
Wait, so I switch this photo with one on my phone? Oh, I see how it works now/	L>EditPics	It just took some time looking at what was going on in the storyboard for him to figure out how it worked. Understood after some time.

Participant 7

Cover Sheet

Overall: Cared less about what his profile looked like, and more about what else the app could do.

Tags: S_View

Quotes: "I wouldn't want to spend much time on my profile, I just want to find things to do in town."

Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: 25 years old. Looking for things to do, bored.

Notes

Gave him the story board for editing the profile, had him look over it imagining that he was using it as a real app. Asked him questions afterwards.

Codes

Highlight	Label	Notes
I would just want to get the profile made as quick as possible. I just want to find things to do in town.	S_VIEW	A deal chaser has their priorities on the other parts of the app. It is best to keep things simple enough for them in profile creation and editing, that they can spend more time finding activities.

Vignette

Overview: Mark is excited about this new dating app he's heard about. He installs it and starts to create his account. He sees the open text box asking for his birthday. A little unsure, he hesitates and eventually decides to put in the month first. On to the second page, and he gets a little nervous and turned off when he sees he's got to upload 6 pictures! That's way too many. Maybe he can get away with just two or three? He uploads a couple that he feels good about and types out a quick bio. He sees he's on the last page and pushes forward. He scrolls through the tags he can add and selects a couple and finalizes his account. He goes to view some profiles, swiping through pictures and reading their bios and tags. He sees some things he likes and decides to edit his. Through settings he goes to edit his profile. He selects another picture to add, changes the order they appear, and then adds a few tags and a new line to his bio. He saves the changes and feels confident.

Quotes: "How would I choose my pictures"

"Wait, is it the month first or the day first? Maybe have something underneath like 'day month year'"

"Do I have to do all six? I don't like that!"

Recommendations

Hypothesis	Recommendations	Reason
Users will hesitate when editing/adding photos.	Follow conventions established by similar apps. Add clear instructions.	Users will already be familiar with this process from using other apps. Make the process familiar to make learnability easy.
User will be unsure of instruction	Add clarifying tags and intuitive structures	Users were confused with things like the date (mm/dd/yy vs dd/mm/yy) or how many pictures are required
The User will not know how to edit fields	Clarify the edit mockup to show specifics. A page modeled after the profile or profile creation will do.	Users were not sure what buttons did what function.
Users will be confused by tags	Have premade tags, but make it clear that customs can be made	This will avoid confusion and inspire creativity

Activities Features

Pre-Constructed Cover Sheet

Variables	Tags
Mapping	M_ACT: Users will be able to find a list of activities easily. M_MORE: adding more users, or accept more requests/, the user will be able to do that in the event menu. M_EVENT: Users will have no trouble finding the apply button for events.
Learnability	L_SEARCH: Identify the search bar easily. L_CREATE: Find the functionality to create an event. L_EINFO: Able to easily and fast input all the information about the event he wants to create. L_FINAL: Finish everything in a few minutes and submit their event.
Efficiency	E_SEARCH: The activities find, able to navigate without any problems.
Control	C_PEOPLE: User can easily go to the part where they can find the people requesting him to join in the event. C_ACC: User can with one-click accept the person to join in their event. C_REJECT: User with one-click reject the person requesting to join in the event. C_CHECK: They can with one click check the person profile.
Familiarity	F_PRES: Enough info in the list of activities for the user to be interested in open and read more about.

Participant 1

Cover Sheet

Details: Student, 17 years old

Overview: Matheus knows a lot about meeting people apps, he is younger and wants to know new people every day, he notices is very simple to find activities, and the activities page is very well described, and not take too much time to identify the things to create an event, but he just notices the back button is little hard to find.

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

Quotes: "Very simple and easy to find the events here"

"You will change some of those buttons, right?"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Matheus is 17 years old, single, he is from Brazil, and he comes to the US to study at BYUI. He is studying music, with an emphasis on Violin, so he is already a musician working with that since he was in Brazil, producing videos and other materials. He looks to meet people who really will take part in his life, and make some real friends, he is a very committed person and he wants to do good things with the right person.

Notes

They looked familiar with that kind of app, and he just wants to have a simple way to identify the person, check his profile, and make things work fast for a date.

He is a very talented person in arts(music) so he loved to check the profile of the persons who like and have some talents in that area too. Because he is not a very proactive person, he wants suggestions for things to do, so the easiest is better for him. During the interview, he stays calm and smiles for all the ideas presented and he does a great job analyzing everything.

Codes

Highlight	Label	Notes
This page is good, and yeah I can see the events here and the search bar there.	M_ACT, M_EVENT, L_SEARCH, E_SEARCH	He was very excited about that part.
This joining events draft is not so good, but at least I can identify how to join so it's ok for me.	L_SEARCH, L_CREATE L_EINFO, L_FINAL	The first two drafts he likes but the third one he said need to work more on that, but at least he saw the things and how they could be done.

Participant 2

Cover Sheet

Details: Student, Software Developer, 23 years old

Overview: Cesar is a returning missionary who knows a lot about dating apps, and we love to make events and go meet new people, he is a software engineer major and he has some experience to produce apps and make the User Interface easily. The first presentation he likes, simple and efficient, he likes the icons on the listing activities very intuitively and the search is like another search in other apps, so this makes things easy. He likes the menu where it is but he likes the menu more01 than the other page he 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

Quotes: "The activities present in this way are the best way to present and very easy to find something you want."

"Menus changed here but this is the way a lot of other apps are so it's good too."

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Cesar Augusto 23 years old, single he is a student from Brazil. He is a student at BYU, a major Software Engineer. He works in the IT department at BYU as an Email Administrator and he is a stock market investor too. He likes to fight Muay Thai, and he likes rock and roll and goes to concerts and does a lot of outdoor activities. He wants a serious relationship, meets a real deal person for life, needs to be like him, like adventures and go and explore the world.

Notes

Cesar did a great job analyzing all the user interface, he suggests the position of the buttons, maybe some color changes, he understands that's just the first drafts, but he smiles all the time, and likes a lot of the idea to find people like him to do things he likes too. Professionally he was the best interviewee I have because he knows a lot about engineering pages of apps.

Codes

Highlight	Label	Notes
“menus changed here but this is the way a lot of other apps are so it’s good too.”	M_ACT, M_EVENT, L_SEARCH, E_SEARCH	He sees the changes from one design to another and he feels a little but it's ok because he identifies this is the way a lot of apps are.
The part he enjoys our app, and he sees that with innovation dating people according to common interests, with simplicity.	M_ACT, M_MORE, M_EVENT, M_MORE L_SEARCH, L_CREATE L_EINFO, L_FINAL E_SEARCH, C_PEOPLE C_ACC, C_REJECT: C_CHECK, F_PRES	He was happy with us, they liked our first drafts and he was excited to taste more in the future, the interview was funny.

Participant 3

Cover Sheet

Details: Student, 22 years old

Overview: John is not a very experienced user on these kinds of apps, he is not a great computer user too, he just knows the necessity for his studies.

Search for him is incredible, but he is a little confused about the creation and the menus in the created folder.

Tags: M_ACT, M_MORE, M_EVENT, M_MORE, E_SEARCH

Quotes: "Easy to search, it's an area suggestion could be good."

"I don't know where I can find the button to submit."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: John is 22 years old and is very focused on entering Dental School. He is doing pre-dental school at BYU and he studies very hard every day. He is doing some work at the clinics in Idaho Falls just as an assistant. He does more indoor activities and not take too long for that since he is preparing himself for the exams in a few months. At this point in his life, he wants just to know people, and meet sometimes, because his focus now is making his dream come through.

Notes

He is happy if this app works for him to find a person like him, studying a lot, just want to watch a movie together or play a game. He just wants to have fun sometimes. He likes the way we think about, to make things simple and fast. But he has some difficulties to find some things and to create an event.

Codes

Highlight	Label	Notes
"I don't know where the submit button is, I can't find it."	L_SEARCH, L_CREATE L_EINFO, L_FINAL	He has some difficulty finding the buttons and how to make an event. For him, it is just seen he probably just wants to join in some event, sometimes.
"I'm excited to have this kind of app, because I don't want serious commitment now. I just want some people to hangout sometimes and have fun. And this is perfect for that.	F_PRES	His overall looking for our design and app is good, he likes it, he tells us that his knowledge is good and easy, very graphical and it looks like other apps he used. But he dont have anything to add just to make it work because he is excited to use it.

Participant 4

Cover Sheet

Details: Student, 24 years old

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

Tags: M_ACT, M_EVENT, L_CREATE, F_PRES

Quotes: "The title of the activity is enough to get me interested, though if I saw a bargain it would definitely grab my attention."

"Yeah it's pretty straight forward, I just need to find a group I want to join, and I either get accepted or rejected."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Sheri is a 21-year-old at BYU. She's a dance major and loves dance. She spends most of her time at rehearsals, so she doesn't have much time to date, although she would like to a little bit.

Notes

She was overall very receptive of the app. She liked the design of the interface and thought that the idea was interesting. The activities are what jumped out at her the most, since they would allow her to find fun things to do as well as go on dates. She didn't think it was too hard to navigate the app and to be able to set up events or join them.

Codes

Highlight	Label	Notes
<p>“I like the color schemes. It’s easy to see at a glance what is available. I like that there is bits of information like the price and how far away it is right under the name of the activity.”</p>	<p>E_SEARCH F_PRES</p>	<p>She finds the app to be overall very well organized. She doesn’t see any problems with it.</p>
<p>“I expect to have a lot of control of who joins my event, mostly because I want to know who I’m going out with. I don’t want to be stuck with creepy guys who I don’t want there.”</p>	<p>L_CREATE L_EINFO</p>	<p>She definitely wants to have some control over who is joining her event, mostly so that she can accept people she thinks are okay, and reject the people she doesn’t want to go on a date with.</p>

Participant 5

Cover Sheet

Details: Student, 22 years old

Overview: Has used several dating apps, and utilizes technology a lot in her classes, work, and personally.

Tags: E_SEARCH, M_ACT, L_SEARCH, L_EINFO

Quotes: "All these buttons are familiar to me."

"What if I only want to see free, or cheap activities?"

"It seems pretty easy to figure out."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Sheri is a 21-year-old at BYU. She's a dance major and loves dance. She spends most of her time at rehearsals, so she doesn't have much time to date, although she would like to a little bit.

Notes

After spending a little bit of time looking over the interface as a whole, she was able to come to grips with the basics. Given the task to restrict her searches to just activities with movies, she quickly found her way to the search option and easily utilized it, producing the list of events that involved movies. She liked the simplicity of the design, as well as the info provided. She would, however, like to see more filter options, like filters for price or distance.

Codes

Highlight	Label	Notes
“All these buttons are familiar to me.”	M_ACT, L_SEARCH	Compared the icons with others which represent things in other apps, therefore was easily able to surmise what each button did.
“What if I only want to see free, or cheap activities?”	E_SEARCH	Liked to see the different details, especially in such a simple manner, however, was looking for a way to only see activities in a certain radius, since she doesn’t own a vehicle.
“It seems pretty easy to figure out.”	L_EINFO	Upon “opening” the app, quickly looked at each portion and then stated that it looked easy to understand.

Participant 6

Cover Sheet

Details: Student, 22 years old

Overview: Has used dating apps before, but not a frequent user of technology. Sees it as more of a useful tool rather than something to keep him busy.

Tags: E_SEARCH, L_SEARCH, L_EINFO, M_ACT

Quotes: "It's not very complicated. I like it."

"I'm guessing that's the profile? And that would be messages? (pointing to icons)"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Brian is a 22-year-old BYUI student who has yet to decide his career path. He has used dating apps in the past but hasn't found much success with them. He finds that dating apps are good at helping people meet and have fun.

Notes

He liked the overall simplicity of the design. Because of the presence of commonly used iconography, like an envelope for messages, or a silhouette for the profile. He was able to properly utilize the search option, though he noted that the magnifying glass icon looked a little out of place because it looked smaller than the other icons.

Codes

Highlight	Label	Notes
"It's not very complicated. I like it."	L_EINFO, M_ACT, E_SEARCH	Appreciated the simplicity of the app. One thing which keeps him from being too involved in technology is the complexity of a lot of programs and technologies.
"I'm guessing that's a profile? And that would be messages? (pointing to icons)"	L_SEARCH, E_SEARCH,	Easily identified the purpose of the menu buttons based on the icons used.

Participant 7

Cover Sheet

Details: Student, 21 years old

Overview: Doesn't often use dating apps, but is very comfortable with technology, using it in just about all aspects of her life. Primarily uses it to keep in touch with friends and family.

Tags: M_ACT

Quotes: "Oh, you can see the price. And the distance. Cool, I didn't notice that at first."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Samantha is a 21-year-old BYU student, majoring in graphic design and photography. She enjoys dance and physical activities, such as rock climbing. She's a huge movie buff. Not a huge fan of dating apps because of the culture that surrounds them.

Notes

Easily understood the interface due to familiarity with iconography. Had a bit of an issue with the navigation, saying that typically menu items are in the left-hand corner, or center aligned. She also mentioned that it was a little silly for the app to tell the user where they were since they hopefully know that already. She thought the price and distance indicators were a nice addition, but she didn't notice them at first.

Codes

Highlight	Label	Notes
“The icons on the right threw me off for a little bit.”	L_SEARCH, E_SEARCH, M_ACT	Is accustomed to menus and options primarily in the left, and towards the top. Suggested removing the city name, and moving the menu over.
“Oh, you can see the price. And the distance. Cool, I didn’t notice that at first.”	F_PRES	Didn’t spend much time analyzing the interface much before acting. Took a while to notice the different bits of information connected to each event. Thought it was a nice addition, but that it was unnecessary.

Participant 8

Cover Sheet

Details: Student, call center worker, 28 years old

Overview: Has tried dating apps in the past but felt they were lacking. Overall looks forward to the app and hopes it will come out soon.

Tags: M_ACT, L_SEARCH, L_CREATE, M_EVENT, E_SEARCH, C_PEOPLE, F_PRES

Quotes: "So when is this coming out?"

"It all seems straightforward, theoretically at least."

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Bryan is a 28-year-old BYUI student majoring in software engineering. He enjoys Geeky activities like D&D, renaissance fairs, and movies. He is interested in going on dates but has little to no real skill setting up a date.

Notes

The participant had no trouble understanding the instructions or the questions. When it came to lists of items he felt like swiping up on the list would be the most natural way to go through info on a phone, though he was curious if there was going to be a setting for if the phone was held sideways to get more info from the event before clicking on the event and adding whatever load times that would cause.

Codes

Highlight	Label	Notes
“Yeah I can follow those instructions.”	M_ACT, L_SEARCH, L_CREATE M_EVENT E_SEARCH	Had no trouble finding search bars on the mockups and pointing them out.
“As long as there will be enough actual information it shouldn't be too hard to decide.”	C_PEOPLE F_PRES	Didn't think there was enough info shown but figured it was because it was only a mock up.

Participant 9

Cover Sheet

Details: Student, 20 years old

Overview: He is not a big dating app user and likely wouldn't join a direct event but he does kind of like the idea of there being an app that would let him see more easily what's going on around him.

Tags: M_ACT, L_SEARCH, L_CREATE, M_EVENT, E_SEARCH, C_PEOPLE, F_PRES

Quotes: "You know I'm not going to apply to go with someone I don't know right?"

"The layouts are cool and all, but are you really going to use that color?"

Participant Details

Target Audience Segment: Casual Dater

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

Notes

Despite not being the most interested in the app he thought the layout looked good if a little weird how it seemed the three set ups followed a different pattern. He didn't much care for the pinkish color scheme and thought something else might be a better option in order to encourage people more. but didn't have any suggestion as to what to change. Overall he liked the design but wasn't sure he would use it.

Codes

Highlight	Label	Notes
"I doubt i would ever create an event but yea i think i could do it at least"	M_ACT L_SEARCH L_CREATE M_EVENT E_SEARCH	Not enthused by the idea of making the events but didn't see a problem with finding them.
"How much info will i have to put in? Because I don't want to put much in."	C_PEOPLE F_PRES	Wasn't certain how he felt about people being able to see his information and wanted to know more about that.

Participant 10

Cover Sheet

Details: Student, 22 years old

Overview:

He liked the feel of the design thinking it looked simple enough to him, though he would have liked to actually use a prototype if we'd had one. Only really didn't care for the color and was curious if they would be able to remember people in the app.

Tags:

M_ACT, L_SEARCH, L_CREATE, M_EVENT, E_SEARCH, C_PEOPLE, F_PRES

Quotes:

"Yea I don't think I would get lost in this."

"What if I wanted to go on a second date with someone and wanted to use the app to do it?"

Participant Details

Target Audience Segment: Serious Dater

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

Notes

He loved the design and liked how simple it was but had to ask many times for the interviewer to go back over exactly how to go through each step. Again he commented that he didn't like the pink color used and wondered if there would be an option to change the color. One thing he asked is if there would be a way to friend someone on the app to make it easier to invite them to other activities that might come up in the future.

Codes

Highlight	Label	Notes
"Yea it doesn't have too many buttons so i shouldn't get too lost."	M_ACT L_SEARCH L_CREATE M_EVENT E_SEARCH	Did ask a few times to have it gone over again but around the third time figured he would be able to use the app.
"What if I wanted to go on a second date with someone and wanted to use the app to do it?"	C_PEOPLE F_PRES	Believed it should be enough info but was more interested in how he would be able to add them as friends on the app.

Participant 11

Cover Sheet

Details: Student, Chick-fil-A worker, 19 years old

Overview: 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_SEARCH, L_CREATE, E_SEARCH, F_PRES

Quotes: "The most interesting thing is the title... It'd be nice if there was a picture."
"I want full control of who participates, mostly so that the event goes smoothly and so that people can't mess it up."

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Shawn is a 19-year-old soon to be college student. He is planning on going into a physical therapy major. He's excited to live the college life and to be able to go on a ton of dates and meet new people.

Notes

Overall, he wasn't too interested in the app, mostly because he would rather go on dates with people that he knows instead of a random person over the internet. He did like the set up of the app however. He likes the list of the activities the best mostly because he found it to be the more useful part of the app. Was a bit confused about the concept of creating events but understood the process.

Codes

Highlight	Label	Notes
“It’s kind of a difficult process. Too much work to join an event.”	M_EVENT L_CREATE L_EINFO L_FINAL	He thought that there was too many steps involved when creating an event. Suggested that the easier thing would be to ask out someone you know without the app.
“The most interesting thing is the title... It’d be nice if there was a picture.”	M_ACT E_SEARCH F_PRES	While looking at the list of activities, he commented that what grabbed his attention the most from the activities was just the title.

Participant 12

Cover Sheet

Details: Paralegal, 20 years old

Overview: 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, E_SEARCH, F_PRES

Quotes: "I think it would be a good idea to make your event open for either only your contacts or random people, just so that someone you don't know can't attempt to join." "A filter for special events like festivals. Local events?"

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Heather is a 20 year old with a degree in Paralegal studies. She's dated before, but isn't too interested in finding a relationship at the moment.

Notes

She liked the way the interface was laid out. She suggested that it might be too simple, however. Felt like there could have been more information for the activities on the list. Really liked the idea of filters, especially if there was a filter for special activities such as festivals and the like. Didn't have trouble navigating through the app or understanding how to use the features.

Codes

Highlight	Label	Notes
“I do like the color in the background, though it seems like it’s a bit too uniform? The events look interesting.”	M_ACT E_SEARCH F_PRES	She liked the look of the interface, though she thought that it was too simple and that it could be touched up a bit more.
“I feel like the naming convention was a bit off. The button says to create an event at the beginning and end of the whole process.”	L_CREATE L_EINFO L_FINAL	When creating an event she noticed that she clicked a button labeled ‘Create Event’ twice, once at the beginning of the process, and once at the end. She felt like that was a bit off.

Vignette

Title 1: App Addict

Support Participants: 2, 4, 5, 6, 8, 10, 12

Expert: 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: "Easy to search, it's an area suggestion could be good."

"Yeah it's pretty straight forward"

"All these buttons are familiar to me."

"It's not very complicated. I like it."

"So when is this coming out?"

"Yeah I don't think I would get lost in this."

"Yeah, it makes sense."

Title 2: Occasional Character

Support Participants: 1, 9, 11

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

Quotes: "very simple and easy to find the events here"

"You know I'm not going to apply to go with someone I don't know right?"

"I'm not sure why you might add someone else to the event. But other than that it makes sense."

Title 3:Technology Noob

Support Participants:3

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

Quotes: "I don't know where the submit button is, I can't find it."

Recommendations

Hypothesis	Recommendations	Reason
More contrast between the activity details and surrounding will help all users	Increase the size of the price, distance, and activity name. Add a solid/semi-transparent background behind the price, distance and activity name to increase color contrast.	Some users either never noticed or took a long time to notice some of the smaller details, including the activity price and distance from the user's current location.
Having A way to mark people as friends will help the user see their entries faster.	It is recommended that a feature to mark friends and have their events started or shown first would be helpful when applying to an event.	This would allow for an easy way to apply to go with someone you know who you may not have known was going, allowing for possible second and third dates.

Message Features

Pre-Constructed Case Outline

Tags	Variable	Hypothesis
E_TYPE	Efficiency	The user will be able to type out a message without too many miss-presses.
S_JOIN	Simplicity	The user will either join or decline a “join the date” request without any trouble
V_VIEWDATE	Visibility	The user can view all dates posted and their status (status being have or have not received a join request)
S_VIEWPROF	Simplicity	The user will easily view the profile of those who have requested to join a date
V_ACTIVITY	Visibility	The user will like the amount of detail for each activity for the activities in the list view.
V_ACTIVITY_DETAILED	Visibility	The user will like the amount of detail for each activity in the single activity view.
MA_ACTIVITY	Mapping	The user will like the organization of the activities view page (soonest date first).
V_DATEREQ	Visibility	The user will like the pending requests notifications (for people trying to accept a date with you)
MO_UNCDATE (Unconfirmed date)	Motivation	The user will like seeing dates in the activities view for activities that the user created but has not yet been accepted by another user
V_MESSAGES	Visibility	The user will be able to tell if they have any notifications from other users regarding messages
E_ICON	Efficiency	The button for navigating to the messaging interface will be easy to press and will not require an abundance of precision

MA_NOTIFY	Mapping	When the user is looking for notifications on a menu item, it should be clear which notification belongs to a part of the menu
E_MESSAGING	Efficiency	When the user navigates to the messaging menu, they should be able to find their date quickly
S_NAVIGATION	Simplicity	The user will like and easily be able to navigate throughout different portions of the app

Participant 1

Cover Sheet

Overview: There were some navigation issues. Also, the user had a tough time finding a specific user under the messaging tab because none of them had names. User enjoyed the interfaces which had correct navigation (creating/joined events).

Tags: E_MESSAGING

Quotes: "Who am I looking for again?"

"Why is their profile picture there and not the user's name? I remember people's names better than I do faces."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Mid twenties, single, mainly is focused on education and having fun with friends, has been on very few dates in the last couple semesters.

Notes

Some parts of the application did not have the necessary features of navigation represented in the storyboard, so this user was confused at how to complete some of the tasks required. They enjoyed the interface of created/joined events and found it super easy to follow. There was one point in the interview, where the user asked me why the interfaces were inconsistent. "Why isn't the navigation consistent?" Also when looking at the messaging tab, the user found it hard to differentiate users. (Would rather see peoples names instead of pictures)

Participant 2

Cover Sheet

Overview: Interviewee found similar aspects to other dating apps that they have used. Is generally not super tech savvy, but managed to complete the tasks with some struggle. Did not really like the idea of not being able to view a person's profile unless they joined/accepted a date.

Tags: S_VIEWPROF

Quotes: "Why can't I view someone's profile easily?"

"Is there no place to swipe through profile's like mutual?"

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Early twenties, single, looking for someone to spend the rest of their life with, started their last relationship through a dating app.

Notes

"This dating app design has some aspects that are similar to other apps that I have used." This interviewee was excited about the idea of creating and joining events of people who have similar interests. Did not really like the idea of not being able to view a person's profile unless they joined/accepted a date.

Participant 3

Cover Sheet

Overview: This user commented about the application not having the necessary navigation features (such as a back button for each individual section). Generally had a good idea of how the application was supposed to work. They did not have a hard time navigating the storyboards with proper navigation tools.

Tags: V_ACTIVITY

Quotes: "It is very easy to navigate through this section of the storyboards. Very straightforward."

Participant Details

Target Audience Segment: Casual Dater, Deal Chaser

Details or Reasoning: Early twenties, single, focused on school and an upcoming internship for a company, has been on a few dates ever since their first semester of school here at BYU-I

Notes

As before this user commented about the application not having the necessary navigation features (such as a back button for each individual section). This user was tech savvy so they generally had a good idea of how the application was supposed to work. They did not have a hard time navigating the storyboards with proper navigation tools.

Participant 4

Cover Sheet

Overview: Some of the mapping was off. It was a bit difficult for the user to find some stuff.

Tags: F_Navigation

Quotes: "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."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Mid twenties, single, focused more in school and work, occasionally goes on dates.

Notes

The navigation is not good. How do I go back? Is there a home button?

Participant 5**Cover Sheet**

Overview: The interview went pretty well. The participant managed to complete the task.

Tags: M_Overall

Quotes: "The app is designed so that I can only do what it wants me to do. It is good but perhaps there should be more freedom."

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Late teens, single, goes on dates more to have fun than to find a companion.

Notes

What if I want to message someone? Why do I have to accept their date to do so? Why can't I browse people's profiles?

Participant 6**Cover Sheet**

Overview: The participant did ok.

Tags: S_Layout

Quotes: "The layout changes a bit. It kind of threw me off for a bit."

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Mid twenties, single, looking to get married soon

Notes

When I try to do something not relevant to the previous question, the layout changes. It is confusing.

Participant 7

Cover Sheet

Overview: The user enjoyed the interface of the application, but had a couple comments for improvement.

Tags: V_ACTIVITY_DETAILED, S_NAVIGATION

Quotes: "I would not be opposed to having a small bio from each person in there ... cause then you could look at it and be like: they like rock climbing, and they like this this and this. Okay! I'm down to go with them"

"The only thing I would say is when you're making this, be sure it's not an endless stream of menus, and I would put lots of pictures in there to keep people engaged"

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Mid twenties, has lots of friends that are girls, hoping for a more serious relationship.

Notes

The user enjoyed the app interface and found it easy to navigate between different scenes. They also thought that view single activity page was lacking information about the person who would be their date, like a short bio. They agreed with all the hypotheses except about detailed information in the Activity view.

Participant 8

Cover Sheet

Overview: The user had a little trouble with different pieces of the app's functionality, but after trying out different interactions with the interface was able to figure out the functionality

Tags: V_ACTIVITY_DETAILED, S_NAVIGATION, MA_NOTIFY

Quotes: "Actually putting in an address"

"Add a name to the message view for people, not just a picture"

"A little unclear which notifications belong to which tab"

Participant Details

Target Audience Segment: Casual Dater

Details or Reasoning: Early twenties, looking for good dates to ask people out on.

Notes

The user had a little difficulty understanding what certain buttons/swiping motions would do in regard to maneuvering through the app, but overall though it would become more intuitive in time.

Vignette

Overview: Sally is brand new to Rexburg and is looking for fun things to do. she heard about a new app that lets you set up dates based around activities, so she decides to give it a try. After getting it set up, Sally begins looking around the app for some dates she can join, however she is quickly confused by the many different formats the app seems to take. She also does not understand why not all the information is more easily available. What are the names of these people she is setting up dates with? And why cannot she see more about them before she decides to make a date. She also wants to know where these activities are happening. Confused and discouraged, she switches back over to mutual.

Quotes: "Why can't I view someone's profile easily?"

"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 would not be opposed to having a small bio from each person in there ... cause then you could look at it and be like: they like rock climbing, and they like this this and this. Okay! I'm down to go with them"

Recommendations

Hypothesis	Recommendations
The user will like and easily be able to navigate throughout different portions of the app The user will like the amount of detail for each activity for the activities in the list view.	Layout and designs need to be better standardized
The user can view all dates posted and their status (status being have or have not received a join request)	Visibility is low in the initial prototypes, the information needs to be better presented.

Settings Features

Pre-Constructed Case Outline

Hypothesis	Tags
The first screen is simple	F_SIMPLE
All the controls are in a familiar place for the user to find in the first screen	F_CFAMILIAR
One or more controls are misplaced in the first screen	F_CMISPLACED
The first screen design is appealing	F_APPEALING
The Settings screen is simple	S_SIMPLE
All the controls are in a familiar place for the user to find in the settings screen	S_CFAMILIAR
One or more controls are misplaced in the settings screen	S_CMISPLACED

Hypothesis	Tags
The user will quickly find and recognize the settings icon with little effort from the splash screen and all other screens of the app (Efficiency, Familiarity, Visibility, Simplicity).	E_ICON: The user will not be able to find the settings icon easily. V_ICON: The user will think the settings icon is hard to find. F_ICON: The settings icon will not seem familiar to the user. S_SPLASH: The user will think the splash screen is too cluttered or too minimal.
The user will like the presentation of the splash screen and will not find it frustrating (Motivation).	M_SPLASH: The user will not like the splash screen or the logo.
The user will be able to quickly navigate to the notifications setting (Efficiency, Visibility).	E_SETTING: The user will not think the setting for the notification is intuitive. V_SETTING: The user will think the settings menu is too cluttered.
The user will be able to turn on/turn off notifications without questioning how the switch works and without frustration (Familiarity, Simplicity, Motivation).	F_SETTING: The user will not know how to turn on and turn off notifications. S_SETTING: The user will think that turning and turning off notifications is too complicated. M_SETTING: The user would be less inclined to use the app because the notification setting or the settings menu seems frustrating to them.

Participant 1

Cover Sheet

Overview: As he is an experienced software engineer, he immediately noticed some things that were not “right”, he pointed out missing buttons and the location of other controls that were not familiar to them

Tags: F_CMISPLACED, S_CMISPLACED

Quotes: “Where is the back button in the navigation bar”.

The settings and profile buttons are “kind of awkward”, specially the settings button

Participant Details

Target Audience Segment: Serious Dater

Details or Reasoning: Bruno is 26 year old, he is single and he likes to go out to parties very often. He recently moved to Barcelona from Cancun. Bruno is a software engineer specialized in mobile applications.

Notes

Action 1: See the first screen.

Answer 1: He mentioned that what we “identified as a splash screen with the logo and buttons is not actually such thing”. “That would be the start screen if you will”, he said. “The splash screen is actually a screen that appears very briefly while the app is loading”.

Question 2: What do you think about the design and layout of this screen [first screen]?

Answer 2: He mentioned that the location for the settings and profile buttons are “kind of awkward”, specially the settings button, this is usually the place where the back button is, but in a start screen the navigation usage is very rare. It is not uncommon to see a tab bar with 3 to 5 buttons for different functionalities.

Question 3: What do you think about the design and layout of this screen [settings screen]?

Answer 3: He liked the user settings but he pointed out some things, “where is the back button in the navigation bar” he said “how do I get out of here”.

Codes

Highlight	Label	Notes
“where is the back button in the navigation bar”	S_CMISPLACED	He smiles
The settings and profile buttons are “kind of awkward”, specially the settings button	F_CMISPLACED	He nods a bit
“where is the back button in the navigation bar”	S_CMISPLACED	He smiles

Participant 2

Cover Sheet

Overview: He was not fully engaged in the interview but still pointed out some valuable inputs. Such as the location of some controls

Tags:F_CMISPLACED, F_SIMPLE, S_SIMPLE

Quotes: "Very clear and simple".

"I would have taken those away".

"I think the settings screen is neat too."

Participant Details

Target Audience Segment: Deal chaser, Casual dater

Details or Reasoning: Walter has recently divorced, he has 2 boys and a girl, two of them teen agers and a young man. He likes to go out and enjoys music and events and spending time with family and friends. He is in his 40s. Walter works for Coca Cola and he is socially active.

Notes

Action 1: See the first screen.

Answer 1: Walter liked the start screen, he thought it was very clear and simple.

Question 2: What do you think about the design and layout of this screen [first screen]?

Answer 2: Curiously he also noticed that the settings and profile buttons were misplaced. "I would have taken those away", no suggestion about where he would expect them to be.

Question 3: What do you think about the design and layout of this screen [settings screen]?

Answer 3: "I think the settings screen is neat too".

Codes

Highlight	Label	Notes
“very clear and simple”	F_SIMPLE	He looks biased by his teen agers opinions
“I would have taken those away”	F_CMISPLACED	He looks biased by his teen agers opinions
“I think the settings screen is neat too.”	S_SIMPLE	Here he looks very distracted by his family.

Participant 3

Cover Sheet

Overview: She was engaged during the interview and provided valuable input. She is an example of a target user since her opinion was based on her experience with other applications she has used.

Tags: F_CMISPLACED, S_SIMPLE, F_APPEALING

Quotes: "I would expect to see a side menu with these two and other functions such as the ones I see here [edit profile, sing out], like the one whatsapp has"
 "I like it, it looks like a menu of a game I used to play"

Participant Details

Target Audience Segment: Deal Chaser

Details or Reasoning: Yamile is a married woman in her 30s and she has a 2 year old boy. She likes concerts but her husband not so much. She moved to Barcelona 3 years ago and she is very shy so she doesn't have many friends. She spends most of her time at home with her family but enjoys going out every now and then.

Notes

Action 1: See the first screen.

Answer 1: "I like it, it looks like a menu of a game I used to play"

Question 2: What do you think about the design and layout of this screen [first screen]?

Answer 2: Yamile did not like the settings button and the profile button in the first screen, "I would expect to see a side menu with these two and other functions such as the ones I see here [edit profile, sing out], like the one whatsapp has", "I would also consider moving the profiles button out of the list too" she said, referring to the last button on the first screen.

"This would come up handy to create some activities for young women" she said (she has been recently called to be young women president in her ward).

Question 3: What do you think about the design and layout of this screen [settings screen]?

Answer 3: The settings screen was "fine, simple" she said, no additional observations were added.

Codes

Highlight	Label	Notes
"I like it, it looks like a menu of a game I used to play"	F_APPEALING	She looks excited
"I would expect to see a side menu with these two and other functions such as the ones I see here [edit profile, sing out], like the one whatsapp has"	F_CMISPLACED	No comment
"fine, simple"	S_SIMPLE	No comment

Participant 4

Cover Sheet

Details: Male, 20 years old

Overview: The user thought the design was simple and fulfilled its purpose. They had no problems except the design was too basic and the setting below the notification setting was strange to them.

Tags: S_SPLASH, M_SPLASH, F_ICON, E_ICON, E_SETTING

Quotes: "There's images that give you a hint of where you're going. Everything has a purpose."

"I don't know what the ring means under notifications."

Participant Details

Target Audience Segment: Casual Dater, 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

Interviewer: Look at image 1. This is the splash screen that pops up to load the app before screen 2. What is your opinion of the logo?

Participant: The logo is minimalist. It does the job. That's the opening thing. Maybe if there's a sign in thing or something. I like it if it doesn't have much on it.

Interviewer: What is your opinion of the splash screen?

Participant: It's simple and non-intrusive. I like it.

Interviewer: Look at image 2. This is the main menu. Tell me how you would get to the settings page.

Participant: You would press the gear button. (Responded in less than 2 seconds)

Interviewer: What caused you to choose the gear icon to navigate to settings?

Participant: Almost every app uses the gear icon for settings. It's a universal symbol for settings.

Interviewer: Look at image 3. This is the settings page. How would you turn off notifications?

Participant: You would press the little slider next to notifications. (Responded in less than 2 seconds)

Interviewer: Let's restart the app and go to image 1. How would you turn the notifications off if they are on?

Participant: Once the splash screen loads and I'm in the main menu, I would hit the gear icon, which would take me to the settings page, and I would hit the switch next to notifications. (Responded in less than 2 seconds and took less than 10 seconds to answer entirely)

Interviewer: Was it simple to find everything?

Participant: Yeah. I don't know what the ring means under notifications. Is that the kind of sound it makes? It's hovering over vibrate. Does that mean if I set it to silent, it will also turn off notifications?

Interviewer: What do you like about the design?

Participant: There's images that give you a hint of where you're going. Everything has a purpose.

Interviewer: What do you not like about the design?

Participant: I can't think of anything.

Codes

Highlight	Label	Notes
The logo is minimalist. It does the job. That's the opening thing. Maybe if there's a sign in thing or something. I like it if it doesn't have much on it.	S_SPLASH, M_SPLASH	The logo is not very interesting and the splash screen could have more to it. Perhaps a sign-in?
Almost every app uses the gear icon for settings. It's a universal symbol for settings.	F_ICON, E_ICON	Gear is familiar as a settings icon.
I don't know what the ring means under notifications. Is that the kind of sound it makes? It's hovering over vibrate. Does that mean if I set it to silent, it will also turn off notifications?	E_SETTING	Strange way to turn notifications to vibrate?

Participant 5

Cover Sheet

Details: Female, 21 years old

Overview: The user thought the icons did not match their function. They did not have enough context. The logo was also boring to the user.

Tags: M_SPLASH, V_ICON, F_ICON

Quotes: "That's what the settings icon is represented as in most applications. What does the lightbulb mean? For messages, I would put it as a bubble icon instead of two people as the contacts. I would put a dashboard sign instead of the lightbulb."

"I feel like the lightbulb doesn't make any sense, there's no context."

Participant Details

Target Audience Segment: Casual

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

Notes

Interviewer: Look at image 1. This is the splash screen that pops up to load the app before screen 2. What is your opinion of the logo?

Participant: It's literally a circle with a logo in it. It looks fine. It looks clean.

Interviewer: What is your opinion of the splash screen?

Participant: It looks like it's going to be simple and not complicated. It's not going to take attention away from what's really important.

Interviewer: Look at image 2. This is the main menu. Tell me how you would get to the settings page.

Participant: You would click on the settings icon at the bottom left. (Took less than 2 seconds)

Interviewer: What caused you to choose the gear icon to navigate to settings?

Participant: That's what the settings icon is represented as in most applications. What does the lightbulb mean? For messages, I would put it as a bubble icon instead of two people as the contacts. I would put a dashboard sign instead of the lightbulb.

Interviewer: Look at image 3. This is the settings page. How would you turn off notifications?

Participant: I would switch the notifications switch to off. (Took less than 2 seconds)

Interviewer: Let's restart the app and go to image 1. How would you turn the notifications off if they are on?

Participant: I would tap settings, which would take me to settings. I would then tap the notifications switch from on to off.

Interviewer: Was it simple to find everything?

Participant: Yeah, I would say so.

Interviewer: What do you like about the design?

Participant: It's clean. It's simple and clear.

Interviewer: What do you not like about the design?

Participant: I feel like the lightbulb doesn't make any sense, there's no context. I would change the lightbulb to a dashboard icon. I would change messages to a speech bubble. I would change the new events icon to a calendar icon.

Codes

Highlight	Label	Notes
It's literally a circle with a logo in it.	M_SPLASH	Not a proper logo. It is boring.
That's what the settings icon is represented as in most applications. What does the lightbulb mean? For messages, I would put it as a bubble icon instead of two people as the contacts. I would put a dashboard sign instead of the lightbulb.	F_ICON	Icons could be more familiar.
I feel like the lightbulb doesn't make any sense, there's no context. I would change the lightbulb to a dashboard icon. I would change messages to a speech bubble. I would change the new events icon to a calendar icon.	V_ICON	Not enough context for the icons.

Participant 6

Cover Sheet

Details: Female, 25 years old

Overview: The user thought the design needed some work. The main problem they saw was there were no notification settings for things that they would need to have a setting for if they were to even use the app.

Tags: S_SPLASH, M_SPLASH, F_ICON, V_ICON, M_SETTING

Quotes: "It's very simple. It just says logo. It doesn't give any indication of what the app is for. I would be very confused what the app is for."

"It's a little bare. It needs a little more refinement and customization on the settings."

Participant Details

Target Audience Segment: 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

Interviewer: Look at image 1. This is the splash screen that pops up to load the app before screen 2. What is your opinion of the logo?

Participant: It's very simple. It just says logo. It doesn't give any indication of what the app is for. I would be very confused what the app is for. I like when an app's opening screen, I like when the logo bounces or the words fade. I really like effects like that. I would like to see that.

Interviewer: What is your opinion of the splash screen?

Participant: Very simple. It's a nice welcome screen. I think it's good to keep it simple on the opening screen, so I think it's in the right direction.

Interviewer: Look at image 2. This is the main menu. Tell me how you would get to the settings page.

Participant: I would just click on the gear icon. (Took less than 2 seconds)

Interviewer: What caused you to choose the gear icon to navigate to settings?

Participant: I'm looking at it and the settings icon for the most part, is universal. It's the same for other apps on my phone. I would probably change my profile settings somewhere else though.

Interviewer: Look at image 3. This is the settings page. How would you turn off notifications?

Participant: I would click on the button next to "notifications." (Took less than 2 seconds)

Interviewer: Let's restart the app and go to image 1. How would you turn the notifications off if they are on?

Participant: The splash screen would fade away, then I would go to the settings icon, then I would tap the button next to "notifications" and it would turn it off.

Interviewer: Was it simple to find everything?

Participant: Yeah. I think so. Definitely. When there's too many buttons, it can be confusing. This is not too confusing and not too simple, but it's not too complex. Right in the middle.

Interviewer: What do you like about the design?

Participant: I like the middle page because the main functions of the app are biggest and they have text with them. The more tool function things are smaller with just icons. I don't like when icons are paired with text all the time. I think that's unnecessary. It guides your eye to what you need.

Interviewer: What do you not like about the design?

Participant: I think it's fine. The ping pong paddle needs to go (laughs, referring to the search icon). I know it's just a mock up. I think it's good. Maybe on the notifications page, edit profile name, edit this, edit that, ability to block people, filters when searching, etc. Definitely have a block user, or something like that. That could be on the main friend thing too. It's a little bare. It needs a little more refinement and customization on the settings.

Codes

Highlight	Label	Notes
It doesn't give any indication of what the app is for. I would be very confused what the app is for.	S_SPLASH, M_SPLASH	The logo is not informative of what the app is for.
I like when an app's opening screen, I like when the logo bounces or the words fade.	M_SPLASH	Logo is boring
I'm looking at it and the settings icon for the most part, is universal. It's the same for other apps on my phone.	F_ICON	Universal icon.
I like the middle page because the main functions of the app are biggest and they have text with them. The more tool function things are smaller with just icons. I don't like when icons are paired with text all the time. I think that's unnecessary.	V_ICON	Text with the icons is unnecessary.

Vignette

Overview: Notable Nate is trying to navigate to the settings page. He is able to easily identify the icons, but when he gets to the settings page he is a little disappointed by how empty it is.

Quotes: “Maybe on the notifications page, edit profile name, edit this, edit that, ability to block people, filters when searching, etc. Definitely have a block user, or something like that.”

Recommendations

Hypothesis	Recommendations	Reason
Unfamiliar control location	Control relocation	3 out of 3 participants noticed the location of some controls were not familiar with them.
The user will quickly find and recognize the settings icon with little effort from the splash screen and all other screens of the app.	The settings icon and other icons do not need text. The other icons should be updated to reflect their appropriate functions as described by participant 2: "I would change the lightbulb to a dashboard icon. I would change messages to a speech bubble. I would change the new events icon to a calendar icon."	The settings icon was familiar to all participants, and as long as the icons are familiar (used in other similar apps). Participant 2 had a hard time distinguishing the other icons' functions.
The user will like the presentation of the splash screen and will not find it frustrating.	Possibly add a sign in as well as the splash screen. The logo obviously needs to be fleshed out, as it does not reflect what the app does. The logo could use an animation as well.	Participant 3 thought the splash screen was a little bare. All 3 participants mentioned that the logo was not very developed and boring. Participant 3 also mentioned that the logo would be more appealing if there was an animation involved.
The user will be able to quickly navigate to the notifications setting.	The notification setting is easy to find; however, more settings should be added for users to customize their experience, which could change how fast the settings can be found. The settings options are.	All participants were able to quickly find the notifications setting. Participant 3 would be less likely to use the app without more customization options.

The user will be able to turn on/turn off notifications without questioning how the switch works and without frustration.	The setting below the notifications setting is confusing and should be changed to something else.	Participant 1 stated that that part of the notification setting is confusing. The setting should be made more intuitive and similar to other similar apps.
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