User Testing Protocol - DawgRide

Primarily, Ashwin conducted 5 user tests. Thea updated the questions following integrating the feedback into our product and conducted two more user tests.

Questions Version 1(Ashwin):

Key Workflows user needs to accomplish
- Reserve NightRide
- Joining the queue for the safe campus service
- Report unsafe area
- Learn more about the app

What do we want to learn about how users go through these tasks? How will we get this info…
- Are they able to intuitively know where to click?
- Do they know where they schedule a safe campus ride vs a nightride
- Does it make sense to have both services on the same app?

What questions will you ask
- Can you find out what shuttle you need to get on for a destination? When is it coming? Where do you have to go to get on the shuttle?
- How would you know where the shuttle/night walk is right now?
- Book a Safe Trip ride
- "Can you report an unsafe area on the safety tab?"
- General feedback
- How does our application differ from the classic method of scheduling a safecampus ride (etc)
- What situations would you use our app in vs the existing service

How do we know the user successfully completed the end-to-end task
- Nearest bus is highlighted and ETA popup displays
- ETA popup updates and prompt bubble notifies user their ride is on the way
- Unsafe area is highlighted and synchronized across all devices
- User interacts with content and reports findings

Who should we test with?
- UW students who frequently use these services
    - Grad students often have evening classes
    - Students at the IMA at night who take the shuttle back home
    - Cold recruiting at stops?

With "roadmaps" - get an idea on what to do next?

User 1 - Aarohi

- Started with reserving the night ride
    - Scrolled around the map for a bit first (got a sense of the zones and app)
    - Confused with what the filter button does at the top left
        - Could this be removed?
    - Intuitively scrolls up on the enter pick up information page
    - Selects stop by clicking drop down menu
    - Clicks search after to get results
    - Scrolls around and understands that the highlighted shuttle is the one coming to the pickup location.
    - At the end, tries to cancel the ride but button not responsive
        - Maybe on clicking the X, take them back to the home page
- She was able to know how to select a nightride vs a safecampus ride
- "Does it make sense to have both on the same map"
    - Yes because they are both related to transportation of students from point a to b in a safety context.
- "Can you report an unsafe area on the safety tab?"
    - Clicks on the safety tab
    - First tries selecting a place on the map
    - Upon no feedback, clicks on the create a report button
    - Knows when to submit their details
    - Clicks unsafe area instantly -> followed with next
    - Selects the area
    - Tries clicking on the area to read the description about the report.
        - Something feasible to implement?
    - Some good feedback - have to be official to report but makes sure everyone can see the unsafe areas anyway.

User 2 - Udith

- Heads into reserving a ride immediately - no exploration of the map and buttons around.
    - Selects location, clicks search, and sees the information. Knows the shuttle highlighted is the one he needs to get on.
    - Also tries to cancel after seeing the information he needs.

- Goes over to the safecampus tab and again submits information and is able to join the queue.
- Took a while to find the safety tab - thought the filter button on the ride screen would be used to filter out safe/unsafe areas.
- Eventually found the safety tab and was able to report unsafe area pretty quickly
- feedback : different colors for the selected shuttle and unsafe area is good. Add names of tab below the icon in the navbar.

User 3 - Joe

- Joe was able to reserve a ride with ease - he did try to zoom in and out of the map.
    - He could tell what shuttle he was supposed to get on and interpret information about this shuttle
    - Joe like the static shuttle times feature also - just gave you a little more information to make your decision.
    - Joe was able to join the queue for safecampus as well. He would have liked if we could track the safecampus car - similar to the shuttle.
    - As for reporting an unsafe area, joe was able to locate the safety button on the nav bar but would have preferred a name to the tab. Once he was on the tab - he could report an unsafe area quickly.
    - As for how this differs from the classic experience, it helps the user make an informed decision and plan their commutes way better. For safecampus, it alleviates the workload of an officer because they do not have to handle the queue of safecampus anymore. Potential expansion is to make a driver side interface planning pickup/drops.

User 4 - Varun

- Varun went over to the info tab first and read more about the service. To read up about safetrip, he clicked the safetrip tab but got directed to scheduling a safe trip ride. Also, one of the + buttons seems to be on the wrong card. He pointed this out.
- Varun was able to reserve a safetrip smoothly and had no problems telling what shuttle he had to get on and interpreting the information about this shuttle
- He was also able to join the queue effortlessly. He liked the information about the ETA and the position in the queue
- He prefers to use apps over speaking to someone to reserve a safetrip and hence liked the premise behind the app.
- Varun had a little difficulty locating the safety tab, but once he was able to do so, he got the reporting feature in a couple seconds. (Varun also has prior experience with figma)

<u>Questions Version 2 (Thea):</u>

Are you intuitively able to intuitively know where to click for:
- Viewing the nightride distance and queue
- Joining the queue for the safe campus service
- Learning more about the app (safety comes after next update)

Do you know where to schedule a safe campus ride vs a nightride?

Does it make sense to have both services on the same app?

Can you find out what shuttle you need to get on/where to get on/when it is coming?

How would you know where the shuttle/night walk is right now?

Do you know how to book a SafeTrip ride?

Do the icons make sense to you?

Do you think the map is easily readable?

How does our application differ from the classic method of scheduling a SafeTrip ride or accessing information about NightRide?

Do you have any general feedback for us?

<u>Interview 1: Jamie, age 22, UW undergraduate student</u>

Q: Are you intuitively able to intuitively know where to click for:
- **Viewing the nightride distance and queue**
- **Joining the queue for the safe campus service**
- **Learning more about the app (safety comes after next update)**

- Yes, the location of this information is clear once I click on the form, and the queue status is easy to find.

- No, I had a bit of an issue because that part has not been created yet, but I was able to enter my ID.
- I was able to easily get to the information tab.

Q: Do you know where to schedule a safe campus ride vs a nightride?
Yes, the options for both services are clearly separated and labeled.

Q: Does it make sense to have both services on the same app?

Even though NightRide service does not do as much as SafeTrip service, it is helpful to see the distance and schedule for the bus routes. The information tab is also very helpful, so I would say yes.

Q: Can you find out what shuttle you need to get on/where to get on/when it is coming?

I select my location on the "enter pickup location" tab and select my location and it will navigate to that. It would be nice to tie this into Google maps at some point so I could get directions to it.

Q: How would you know where the shuttle/night walk is right now?

I would click on the bus icon and look at the ETA on the pop-up.

Q: Do you know how to book a SafeTrip ride?

I do, the tabs seem fairly intuitive. Once it is more finished it will probably make more sense though.

Q: Do the icons make sense to you?

I thought the safety icon was for information also, but I am not sure about what other icon might make sense there. Otherwise they made sense. I also think that the icons for the safety map should possibly be changed once you add in tabs.

Q: Do you think the map is easily readable?

Yes and it is nice to look at, but some explanation that clicking on the dots will list the stops/clicking on the bus will help you see its distance/occupancy might be helpful.

Q: How does our application differ from the classic method of scheduling a SafeTrip ride or accessing information about NightRide?

It seems much easier and more accessible to students than having to call or just guess how close a ride service is.

Q: Do you have any general feedback for us?

I am not sure how to get out of a tab once I get into it, so the ability to go back might be helpful and updating the safety map. Overall, it seems super helpful though!

Interview 2: Brayden, age 21, UW undergraduate student

Q: Are you intuitively able to intuitively know where to click for:
- **Viewing the nightride distance and queue**
- **Joining the queue for the safe campus service**
- **Learning more about the app (safety comes after next update)**

- Yes, it is pretty clear where to find this information, and the queue status is visible.
- No, I wasn't sure if I had successfully joined the queue or if I needed to take an extra step.
- Yes, I felt like information about both services was pretty easy to find. A bit more of a tutorial for navigating the maps and the app might be beneficial though.

Q: Do you know where to schedule a safe campus ride vs a nightride?
- Yes, that is clear.

Q: Does it make sense to have both services on the same app?
- Yes, it's convenient to access both from one place because some students get confused about the difference.

Q: Can you find out what shuttle you need to get on/where to get on/when it is coming?
- Yes, I can. However I have to go to Google Maps for directions, which is not ideal.

Q: How would you know where the shuttle/night walk is right now?
- I would look at the Night Walk map and click on the bus.

Q: Do you know how to book a SafeTrip ride?
- Yes, I go into the SafeTrip tab and enter my pickup information.

Q: Do the icons make sense to you?

- For the safety map not so much, otherwise it's pretty easy to tell the difference.

Q: Do you think the map is easily readable?
I think so, at least for SafeTrip and NightRide!
Q: How does our application differ from the classic method of scheduling a SafeTrip ride or accessing information about NightRide?

Usually you have to call for safetrip and just wait until they eventually get there, this service actually has a queue and you can see where the vehicle is. For nightride, you sort of have the bus schedule and no location tracker. This app makes accessing those resources much easier.

Q: Do you have any general feedback for us?

You might want to include the actual nightride schedule in the app, because even if the cars are visible on the map, knowing the general time via schedule still might be helpful. Otherwise, it was super good!