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ITMD 469-02

Homework 1

5/24/19

Early User and Assumption Testing

Description

Humans can be both complex and simple creatures. The behavior patterns of our users can be known if we start testing our assumptions of their behavior ridiculously early. For our first homework assignment, you will be repeating the in-class rapid design stage we did as a group; but you will be adding a few steps. This is a solo project. In this project it's more important to try to do all the steps, than it is to stress out about doing them 'right'.

Requirements

1. Define a target behavior
2. Identify a likely user
3. Prepare your assumption board
4. Prepare a paper mockup
5. Prepare a User Test
6. Perform User Tests

Rapid Design Report

Dream Recorder App Idea

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Define a target behavior

Records dream by speech or text once a day. Records at wake-up for best results.

Identify a likely user

- Demographic: Men and women ages 18-24, 25-34, 35-44
- Sleep schedule: Stable, morning-riser
- Motivation: Seeks self-improvement, therapy, psychological analysis, spiritual, creativity

Prepare your assumption board

See Appendix A.

Prepare a paper mockup

See Appendix B.

Prepare a User Test

See Appendix C.

Perform User Tests

See Appendix D.

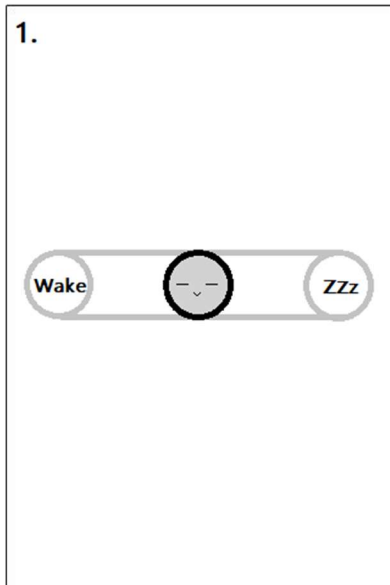
Appendix A

Assumption board

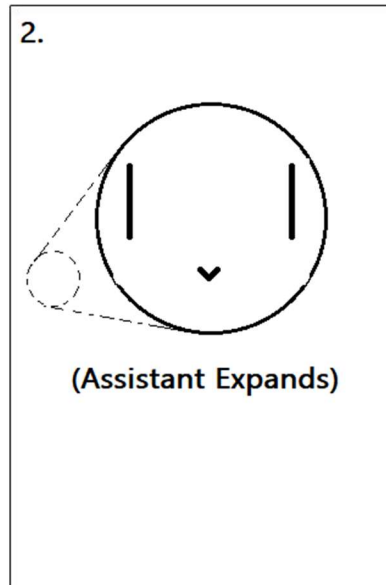
Assumption Board
<p>Assumption 1: I believe my users will prefer to record with speech instead of text.</p> <p><i>Test with:</i> # of speech-to-text entries vs. # of word-processor entries. <i>Validated if...</i> speech-to-text percentage is 80% or greater.</p>
<p>Assumption 2: I believe my users will record or modify recordings with text.</p> <p><i>Test with:</i> # of word-processor entries and modified speech-to-text entries vs. # of speech-to-text entries. <i>Validated if...</i> word-processor entries percentage is 20% or greater.</p>
<p>Assumption 3: I believe my users will primarily record with voice when waking-up because they will be too tired type.</p> <p><i>Test with:</i> # of wake-up voice entries vs. # of wake-up text entries. <i>Validated if...</i> wake-up voice entries percentage is 80% or greater.</p>
<p>Assumption 4: I believe my users will primarily record their dreams when waking up because they will forget their dream soon after.</p> <p><i>Test with:</i> # of wake-up entries vs. # of non-wake-up entries. <i>Validated if...</i> wake-up entries percentage is 80% or greater.</p>
<p>Assumption 5: I believe my users will view their dream recordings at least once.</p> <p><i>Test with:</i> # of entries with one view or greater vs. # of entries with no views <i>Validated if...</i> “one view or greater” entries percentage is 20% or greater.</p>
<p>Assumption 6: I believe my biggest product risk is the speech-to-text creating incorrect, poor, non-understandable recordings.</p> <p><i>Test with:</i> Alert user and ask “Y or N” whether recorded output is mostly accurate. <i>Validated if...</i> negative responses percentage is 20% or greater.</p>
<p>Assumption 7: I believe my users will record their dreams when they first wake up.</p> <p><i>Test with:</i> # of successful wake-up entries vs. # of unsuccessful wake-up entries vs <i>Validated if...</i> successful wake-up entries percentage is 20% or greater.</p>
<p>Assumption 8: I believe my can successfully follow the personal assistant’s instructions.</p> <p><i>Test with:</i> # of successful speech commands vs. # of unsuccessful speech commands. <i>Validated if...</i> successful speech commands percentage is 80% or greater.</p>
<p>Assumption 9: I believe my users will prefer speaking to a personal assistant.</p> <p><i>Test with:</i> # of users with personal assistant enabled # of users with personal assistant disabled. <i>Validated if...</i> personal assistant enabled percentage is 80% or greater.</p>

Appendix B

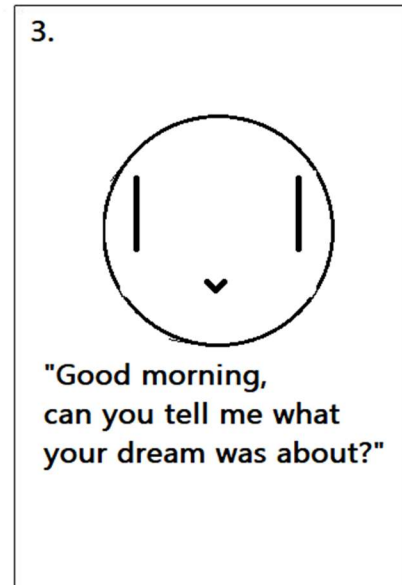
Paper mockup



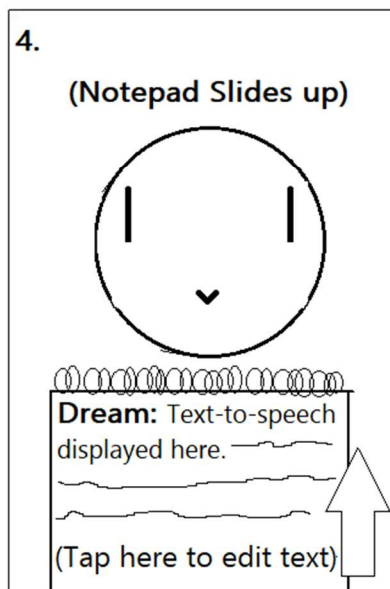
Alarm clock goes off.



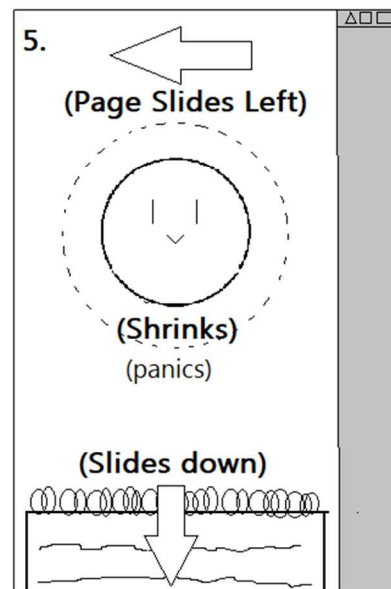
(Assistant Expands)



"Good morning,
can you tell me what
your dream was about?"



Speech-to-text recorded
on notepad in real-time.



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Appendix C

Prepare a User Test

Dream Recorder App User Test

Question 1: If you were asked to record your dreams at the beginning of each day, how would you do it along with your morning routine?

Question 2: (Screen 3) What would you do here?

Question 3: (Screen 4) What do you think you can do here?

Question 4: If you had the option to say your dreams out loud or write them down with the keyboard, which would you choose?

Question 5: How do you feel about saying your dreams out loud?

Question 6: How do you feel speaking to the virtual assistant?

Question 7: Would you be interested in viewing your past dreams?

Question 8: How often do you think you would view your past dreams?

Question 9: From the moment you wake up, how long can you recall your dream for until you forget it?

Question 10: (Screen 5) Can you show me how you would close out of this screen?

Question 11: Who do you know would like to use this product?

Question 12: How long do you think you would use this product for?

Appendix D

Perform User Tests

Interviewee #1 (JP)

Q1:

- Write it down in a dream journal.
- Write bulleted list, points of the dream.
- Write it during breakfast.
- Wouldn't be able to do it while showing or brushing teeth.

Q2:

- On first alarm, they clicked snooze.
- On second alarm, they clicked wake.
- Expected to talk to assistant, and for it to respond back intelligently.
- "If it was interactive, I would be able to tell it my dream and it would talk back to me."

Q3:

- "I could either tell it my dream and it writes it down, or I have to type it."
- They touched the notepad.
- They didn't think they could click anything else.
- "I feel like the little face should be interactive, and it should react to my dreams as if it was a good dream or bad dream or a sad dream. It would do a facial reaction."

Q4:

- They would want to say them out loud.

Q5:

- They believe speaking out loud makes it more convenient.
- They could be cooking or getting ready and also be talking.
- They would feel “very, very” comfortable talking to it in the morning.

Q6:

- They would feel comfortable and trust it.
- They would feel even more comfortable if it would react.
- They would want it to be human like.

Q7:

- Yes, they would be interested.

Q8:

- They would do it twice a week.

Q9:

- If they had a long, vivid dream, they could remember it through the whole morning.
- If it's a quick dream, they would only have a few minutes until they forgot it.

Q10:

- First try: Double tap home and slide “to side”, but they actually slid up.
- Second try: Tap button on side.

Q11:

- Friends, family, co-workers. Everyone.

Q12:

- If it's updated, they would want to use it possibly for the rest of their life.

Interviewee #2 (CM)

Q1:

- They would record it on his phone. Wants to type it.
- In the morning they don't like talking.
- Record when they first wake up. Maybe a few minutes after they wake up.
- Sometimes, they will remember parts of their dream. Wants to write it down then.

Q2:

- Assume they can say it out loud and it will be recorded.
- Thinks you can click on the notepad and select which parts of the text to edit.
- Scroll down the notepad. Doesn't see anything else.
- Scenario #1: If they were late, they would skip it.
- Scenario #2: If they didn't have a dream, they would skip it.
- Scenario #3: If they had an interesting dream, they would do as it asks.

Q3:

- They would want to swipe to close it.

Q4:

- They would write them with text. They are a fast texter.
- But if they were feeling lazy, then they would speak it.

Q5:

- They think saying it out loud makes it easier because its faster and natural.

Q6:

- They feel it is normal to speak to phones.
- They would feel comfortable for sure.

Q7:

- Yes, they do like looking at past dreams.

Q8:

- Wants to read it whenever it comes up in conversation.
- Likes sharing it with friends.
- At least once a week.

Q9:

- Remember it right after.
- Remembers some parts of it randomly during the day.

Q10:

- Slide it to the left.
- Press the home button.
- Maybe tap outside??

Q11:

- Knows friend [girl] who has dream journal.
- The girl doesn't journal or write a lot. Like to talk and share.

Q12:

- They have been recording their dreams since high school
- They still like recording their dreams [8 years later]
- Forever.

Appendix E

Minimum Viable Product

