

Simply Local

North Carolina



Matthew Eastman

Executive Summary

The Simply Local prototype was created to supplement the [Simply Local grant proposal](#) for the Institute of Emerging Issues hosted by NC State (Appendix A). The Simply Local mobile prototype is intended to empower locally communities with a communication tool that enhances local entrepreneurship, and increases consumption of locally produced foods. This will stimulate local economy, and raise the standard of living in the places imply Local is implemented.

[Institute of Emerging Issues Grant Video – Featuring Prototype.](#)

Prior to this prototype test and grant proposal, Simply Local research teams [conducted local food desert research](#) in North Carolina, analyzed features within previous Local food network platforms, and collaborated with other local food initiatives such as the 10% Campaign (Appendix B). Simply Local has adopted the 10% campaigns existing missions to redirect 10% of North Carolina' Food Spending to local establishments, which would generate 3.5 billion annually for North Carolinas local economy.

The following prototype test was conducted through the Solidify app platform with a hand-selected participant sample designed to represent the local community in Burlington, North Carolina. Our usability test included two sections, the first to assess initial interactions with the interface, and the second to monitor the participants ability to perform task within the interface.

Research Questions:

1. How do participants initially interact with the interface without any instruction? What pages and features are they drawn too?
2. Search for patterns in the flow of clicks from one page to another in map, profile, and menu pages.
3. Was the map or profile selected more often from the landing page?
4. Are the buttons on the interface clearly defined? Is the “flip button understood?
5. Are the map filter features used? Are they helpful?
6. How is the point system received in the eyes of the user?
7. What task functions of the prototype test were not understood and/or completed?
8. What a features of the interface need to be more intuitive? Is there a need for tutorial?

Primary Findings

Button Design

- 2/5 participants used the “flip” button properly and the average of completing the task associated was 47 seconds. Participants more often clicked on the flip button thing it was a refresh button.
- 5/5 participants choose to view the map page first from the landing page. Some participants had trouble distinguishing buttons on landing page as well.
- The “I” information button was used intuitively by all participants.
- 2/5 participants mistaken user profile picture as a profile button.
- 2/5 participants did not recognize the upload button.

Features

- 0/5 participants used the “flip” button intuitively, thus participants were unable to find the restaurant menu. Participants suggest the menu should be on the company profile page.
- The main menu was used intuitively by all users to locate the map, user profile, the “feed”, the sign up page and reward history page.
- The ‘feed’ feature was not fully understood. 3/5 participants associated picture sharing with the “feed” page.
- User profile page was found through the main menu 90% of the time. The accordion-like deals feature was only used 35% of the time.
- Participants suggest putting company menu’s on the same page as the company profile.
- Participants suggest using a video tutorial to inform users about the reward history and point system.

Map

- 6/6 used the map filter buttons and gave positive feedback that the filters helped them locate food more easily.
- Participants were able to find a local restaurant close to them in under 10 second average.
- Red deal pins/filters were selected most often from the main map page (31%), Green Eat pins/filters were second with (24%) and yellow shop pins/ filters were the least selected (6%)
- Click flow analysis indicated once viewers clicked one filter, they were more likely to click the other two filters.
- Click flow pattern generally moved from the right to the left on the filter panel. Example Main map → deal filter → deal pin → eat filter → eat pin → shop filter → shop pin
- Red deal pins were selected the most often on its filtered map with an 88% click rate. Eat and shop only had 57% and 50% on their respective filtered maps.

Methods

Sample Participants

Participants were selected to represent our target users with moderate/high technological abilities in the local food community. The (6) test participants were selected on-site of local food establishments in Burlington, NC, during lunch hours and dinner hours

- *Survey Locations*
 - The Burlington Company Food Shops (11am-2pm)
 - Pandora's Pies Pizza (5pm-7: 30pm).

Our selected sample was designed to represent our target users with moderate/high technological abilities. The sample chart below ranks the participant's involvement in the categories of social media use, mobile apps use, and participation in the local food community.

Participants level of involvement			
Participants	Local food	Mobile apps	Social Media
#1	High	High	High
#2	High	Low	Low
#3	High	Moderate	Moderate
#4	Moderate	High	Moderate
#5	Low	High	High
#6	High	High	High

Materials

A High-fidelity Simply Local prototype was created through [Solidify prototype testing platform](#), as well as two testing sessions, the Free-Browse test and the Instruction Task test (Appendix C,D). Both of these testing sessions were conducted using an Iphone 4s. Pre-Test and Post-Test surveys were conducted in an iPad Air with each participant using [the Survey Monkey Platofrm](#). Below are the links to each survey and usability test (Appendix E,F). A video Camera was set up out of view of the participants to record the interaction with the interface and their comments. Monitors used recording applications on their phone to record comments as well.

Pre-Browse and Instructional Task Tests

The 1st test section was a free browse test intended to give participants unlimited time to explore the interface. The free browse section provides insight on the features participants are naturally drawn to, how they got to those pages, and where they were likely to click next in the interface.

The second test section was the *Instructional Task* section where participants were prompted with a set of specific task to complete within the application to monitor the participant's ability to easily and quickly carryout basic

Simply Local Prototype Testing

app functions. Creating two separate test sections allowed for us to collect and analyze data separately using features on the Solidify platform. The test questions can be viewed at the URLs below or in the appendix. (Appendix E)

Free Browse - <http://www.solidifyapp.com/p/p591cc16652e13890>

Instructional Task - <http://www.solidifyapp.com/p/p01d050765db434e4>

Steps for Test Monitors

Test moderators will observe and ask users to think out loud as they use the interface. Monitors will give a brief description of the objectives of the testing for the interface and read the instructions stated within the survey monkey link. Monitors will have no other contact with the Users unless the user has a question about the instructions. Monitors are free to ask open-ended questions following the answers of the user.

1. *Set up & Pre-survey* - Test Monitors will approach a random sample of local food consumers outside the Burlington Food Co-op. Monitors will give a brief summary of mobile app testing objectives and ask the testing candidate to sign a release waivers (Appendix H). Monitors will inform participants this test is being recorded on video and audio recording devices. After the release waiver is signed, the monitor will walk participants through completion of the Pre-Survey (Appendix E) on the iPad Air, test monitors will begin conducting the free-Browse test according to the instructions on the Survey Monkey (Appendix G). Before the Pre-survey participants are read the Scenario Story below:

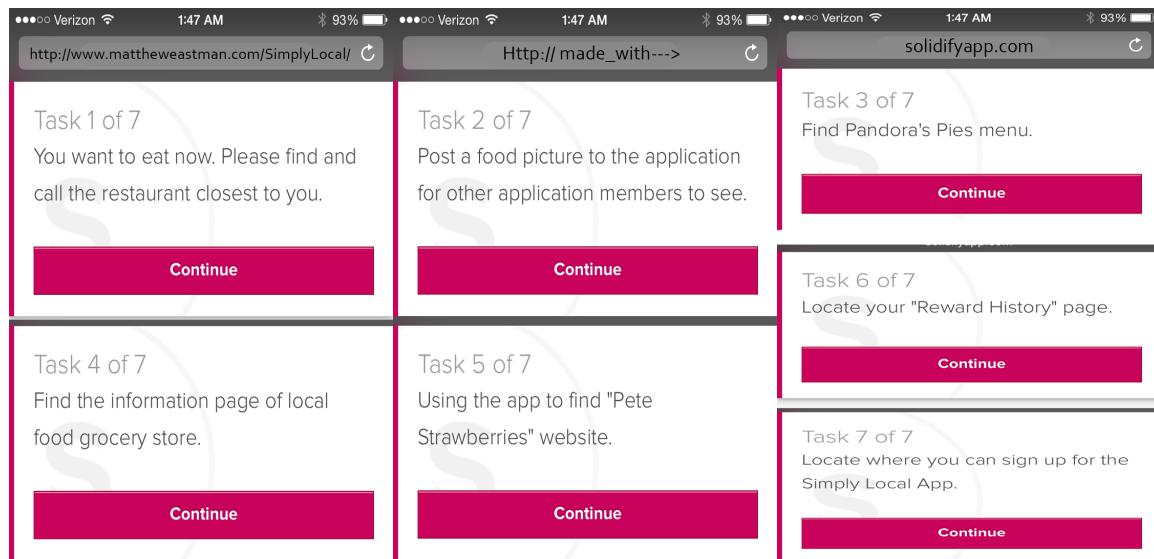
Scenario Story

"It's lunchtime on a weekday. You only have 30 minutes for lunch so need to find something quick but you're tired of eating unhealthy, fast food. One of your friends hands you their phone and tells you to check out this new application he downloaded. Your friend tells you he has a membership through the application called "Simply Local" and that the application helps him find local food fast, and that it also helps discounts at local restaurants." You then open the application and explore the interface for yourself."

2. *Free Browse* - Test Monitors will then give testing participants the iPhone 4s with the free browse prototype application launched. Monitors remind participants to use the mobile interface as they wish and explain their experience outlook out loud as they actively are using the interface. Monitors observed and took notes of the user's interface experience on the iPad Air and Survey Monkey note section for test monitors.
3. *Instructional Task* - After test participants conclude free browsing the interface, test monitors will close the free-browse prototype and open the Instructional task prototype application on the iPhone 4s and read the brief introduction and instructions on the Survey Monkey on the iPad. Test monitors will continue to take notes on the iPad within the Survey monkey

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platform to keep all notes and data in one place.

- During instructions Monitor will observe and record:
 - How long it takes to complete?
 - How many actions were performed before users complete the action?
 - Where were miss clicks performed?
 - Record any comments or suggestions made by participants.



Post Testing survey

After completing both the free browse and instructional task test monitors will hand participants the iPad Air with the Post Survey launched on the same Survey Monkey used throughout the tastings. The Post Survey is used to examine the participants experience with the prototype interface. The survey questions can be viewed at the URL below or in the appendix (Appendix G).

Surveys - <https://www.surveymonkey.com/s/65TCVV9>

Monitors recorded notes for each individual test participant during interface testing (Appendix I-N).

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Results

The Pre-Browse section help our team depict the natural click flow between the four major pages within the application – The Landing Page, Main Menu, Profile Page and Main Map.

1- Previous page	0 Current Page	1 Next page
N/A	Landing Page 8.sec.	Main Map - 61% Profile - 9%*
Profile page - 34% Map page - 24% Company Profiles- 13% Feed page - 13% Remaining (21) - 14%	Main Menu 4.2sec.	Profile - 26% Map - 22% Feed - 20% Sign up page - 10%
Main menu - 90% Landing page - 10%	Profile Page 6.6 sec.	Main menu - 50% Used accordion - 35% 5% clicked on company Flip button - 5%
Landing Page - 45% Main Menu - 37%	Main Map 8.1 sec	Deal pin - 17% Eat pin - 17% Deal filter - 14% Main menu - 14% Eat filter - 7% Shop - 3% Shop - 3%
Main Map - 50% Eat filter - 13% Shop filter - 13% Deal pin - 12% Eat pin - 12%	Deal Map 8.8sec.	Deal Pin- 88% Back to main map - 12%
Deal pin - 29% Main map - 29% Shop pin - 29% Eat pin - 14%	Eat Map 2.6 sec.	Eat Pin - 57% Deal pin - 15% Deal filter - 14% Main menu 14%
Eat Pin - 50% Deal Pin - 17% Shop Pin - 17% Main map pin - 16%	Shop Map 3.1 sec.	Shop Pin -50% Deal pin - 17% Deal filter -17% Eat Pin- 16%

Simply Local Prototype Testing **Free Browse Section Results**

Landing Page

Our research suggested that the map was the most often selected element on the landing page (appendix – Freebrowse landing. All participants, except for participant number 2 selected the map button on the landing page in the free browse section. The average time on the landing page averaged 10 seconds, which is slightly longer then other pages. Some participants had trouble distinguishing the landing page buttons and this contributed to the delayed response.

Participant's 1 st Click
1 – Map
2 – Map
3 - Profile
4 - Map
5 - Map
6 - Map

Main Menu

The Main Menu was the most used button in the prototype and used by 100% of participants. The Main menu was used through the prototype testing period with 25 different entry pages. The most common entry pages were the profile page (34%), The map (24%) and feed pages (13%). These three pages where also the most pages selected from the main menu with profile page at 26%, Map at 22% and Feed at 20%.

Profile Page

The profile page was found the main menu page 90% of the time. The accordion feature was only used 35% of the time, the flip button and selecting a company from the accordion was only used 5% of the time.

Map

The map analysis is broken into 4 sub-categories. The 1st is the main map that include pins form all three-filter options. The other three maps are the filter pin options exclusively. Overall, the Deal pin (17%) and Deal filter (14%)where the most selected of the three category on the main map, with a 31% percentage of selection. The Eat pin (17%) and Eat filter (7%) were second with a total of (24%) and Shop pin was third with only 6% selection from the main map page.

All of the filtered maps are widespread in their entry points, each with all 4 possible map entry points (Main, Deal, Eat, Shop). The Deal filtered map was most successfully in getting users to select a deal pin (88%), the Eat filter was second (57%) and the shop pin was third (50%). The Deal pin was still selected within the Eat and Shop categories (15%, 17%). The table suggests that once one filter is selected, the user is more likely to look at the other filter selections.

Simply Local Prototype Testing

Instructional Task Section Results

The instruction section examined user interaction with the interface doing basic functions within the application. Below is the quantitative and qualitative data during the task section.

Task	Completion Data	Completion & Issues
Task 1: <i>Find a restaurant closest to you.</i>	<i>Completed 5/5 Avg. Clicks – 5* Avg. Time – 8sec</i>	- Participant 5 - didn't know where her current location was on map. - Participants 3 & 5 – Confused company picture for profile button. - Participant 3,4 – Used Eat filter to locate.
Task 2: <i>Post a food picture to the application.</i>	<i>Completed 3/5 Avg. Clicks – 6 Avg. Time - 27sec</i>	- Participant 3 – did not understand where on the app they would post a picture. Did not understand the “feed” page. - Participants 4,5 – did not recognize the upload button right away. - Participant 6 - associated the feed page with picture sharing but did not recognize icon.
Task 3: <i>Find restaurant menu.</i>	<i>Completed 2/5 Avg. Clicks – 19 Avg. Time - 47sec</i>	- Participant 1,4 only clicked on flip button until after all options were tried. None of the participants identified the flip button as a way to navigate to the menu. - Participant 3,5 - expected menu to be on same page as producers profile
Task 4: <i>Find the Information page of store.</i>	<i>Completed 5/5 Avg. Clicks – 6.5 Avg. Time - 12sec</i>	-All Participants identify the “i” button as the information button. - All Participants accept for Participant #1 did use map filters to find a “grocery store”. They did not associate the “shop” filter on the map with “grocery store”.
Task 5: <i>Find specific restaurants website.</i>	<i>Completed 4/5 Avg. Clicks – 5* Avg. Time - 16sec</i>	- Participant 4,6 recall seeing the website button on producer page, they use the map to find in minimal clicks. - Participant 3 – give up once they are unable to locate the restaurant on the map. They did not use map filters.
Task 6: <i>Locate Reward History Page.</i>	<i>Completed 5/5 Avg. Clicks – 3 Avg. Time - 8sec</i>	- All participants excluding outliers were able to locate the reward history page, and did so in minimal clicks. - All Participants used main menu to locate “Reward History Page”. - None of the participants used the “flip button within there own profile page to locate the “Reward History”.
Task 7: <i>Locate where to sign up for the app.</i>	<i>Completed 5/5 Avg. Clicks – 4 Avg. Time - 16sec</i>	- All participants excluding outliers were able to locate the sign up link, and did so in minimal clicks.

*Participant 3 – is considered an outlier because she had never used a smart phone and had never used a mobile application.*Participant 5: Task 1 – Misunderstood task question.

Part - Clicks	Task #1	Task #2	Task #3	Task #4	Task#5	Task #6	Task #7
#1	Complete - 4	Complete - 4	Complete - 14	Complete - 4	Complete - 27	Complete - 3	Complete - 3
#2	Complete - 4	Incomplete	Incomplete	Incomplete	Incomplete	Incomplete	Incomplete
#3	Complete - 3	Incomplete	Incomplete	Complete - 6	Incomplete	Complete - 3	Complete - 3
#4	Complete - 3	Complete - 8	Complete - 21	Complete - 5	Complete - 5	Complete - 3	Complete - 3
#5	Complete-12	Complete - 6	Incomplete	Complete -12	Complete - - 5	Complete - 2	Complete - 6
#6	Complete - 4	Incomplete	Incomplete	Complete - 5	Complete - 5	Complete - 3	Complete - 3

Conclusion

The Simply Local prototype was tested on six carefully selected individuals in Burlington NC, that were meant to represent the local community in the area. Solidify prototype software was used to record the data from two separate testing sections – the “Free Browse” and “Instructional Task” section.

The “Free Browse” section allowed for us to analyze click flow patterns and users first experience with the interface. This test section indicates the map was chosen on the landing page significantly more than the profile page. Further considerations to remove the profile option all together and instead send users straight to the map is suggested. This test section also provided insight on the usefulness of the map filter option and the positive experience with clicking the filter options. A clear click pattern emerged indicating users are more likely to click all the filters, from right to left (deal filter → eat filter → shop filter).

Once clicked onto the main map, Deal-oriented objects were selected most often (31%), followed by eat (24%) and then shop pins (6%). Consideration to remove the shop pin or create more traffic to the shop pin is suggested.

The instructional task section provided users with a set of task within the application to test the functionality of the interface with specific task. The main menu button was used throughout the interface to navigate to the map, profile, and reward history page, sign up page and the feed page. However, other buttons such as the upload, accordion, and “flip” button were not used intuitively. The flip button was only used correctly 2/5 times and had a 47 second average completion rate.

Future prototypes should consider the need to address the point system and membership system within the application. All participants had questions about the number associated with the profile picture. The reward history and feed function were also not fully comprehended at times.

More Information : <http://www.MatthewEastman.com/SimplyLocal>

Simply Local Prototype Testing

(Appendix A)

Abstract for Emerging Issues Grant

SECU Emerging Issues Prize for Innovation

Abstract

The Simply Local platform modernizes the way local communities interact and conduct business by marrying a grassroots cooperative business model with modern communication technologies. The Simply Local platform is designed to empower the locally community and combat nationwide local food issues such as food deserts, obesity, affordability, and healthy food marketing to our youth. The Simply Local business plan and interface encompasses what it means to be "local" by benefiting all stakeholders in the local community.

The Simply Local interface includes a mobile application designed to help consumers quickly locate local food, and a website designed to advocate environmental responsibility and stimulate local entrepreneurship in North Carolina. The \$50,000 emerging issues prize will be used to design and develop the interface, conduct usability research, fund the Simply Local environmental student ambassador program, and implement the network within a test group. These network test groups - made up of two local food cooperative businesses in Burlington, North Carolina, and statewide local food organization, the 10% campaign - will allow our team to monitor and modify the Simply Local platform before implementing the network statewide.

The Simply Local team is made up of Elon University interactive media graduate students equipped with skills in design and development for web and mobile interfaces, allowing for a significant decrease in overall cost of the project. Prior to this proposal, our team conducted food desert research, analyzed local food networks, and performed prototype testing of the Simply Local platform. We are now seeking funds to begin development and implementation to the test group previously discussed.

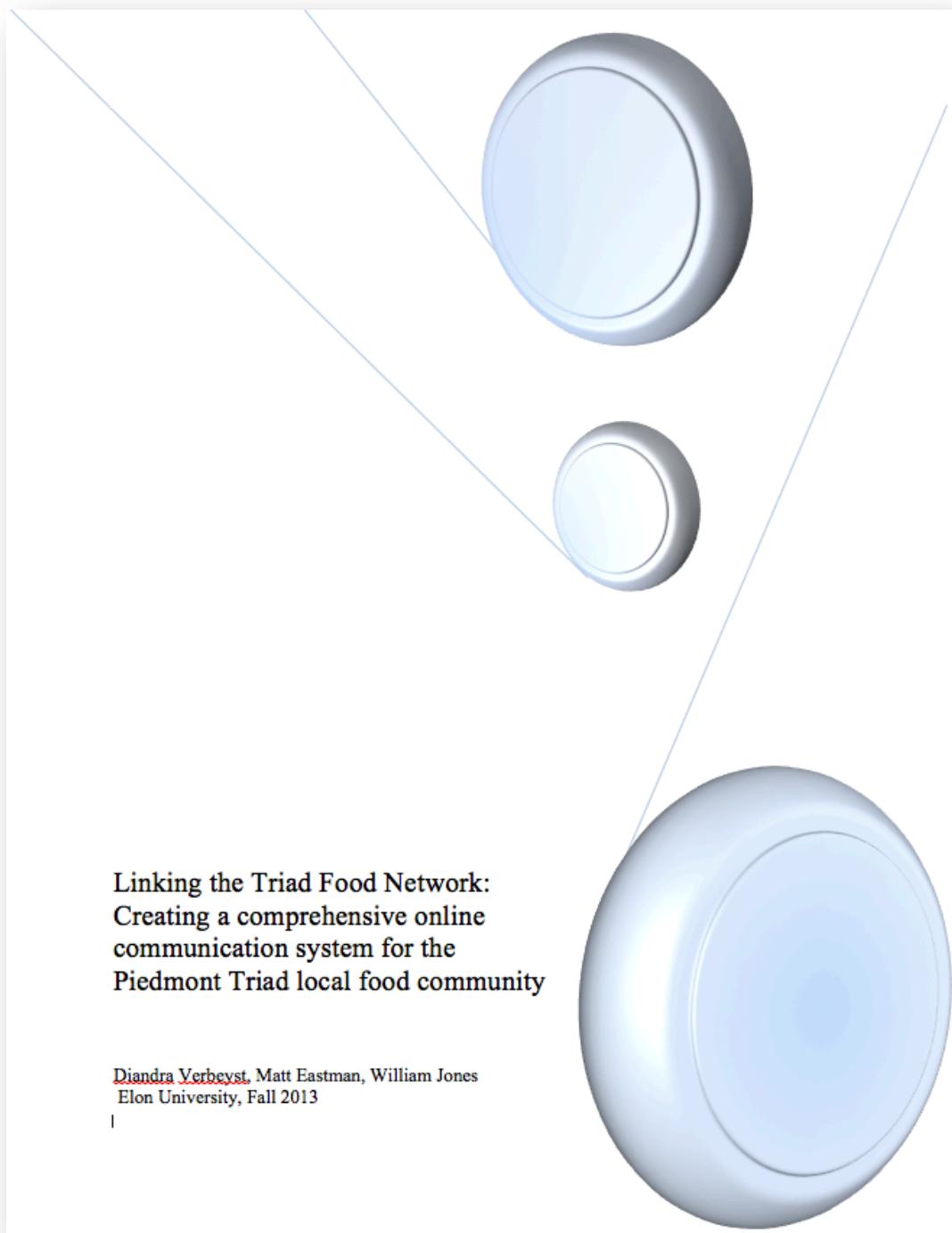
Simply Local has adopted the 10% campaign's existing mission to redirect 10% of North Carolina's food spending to local establishments, which would generate \$3.5 billion annually for the local economy and raise the standard of living in North Carolina.

Simply Local Video - <http://youtu.be/lbgKg0tM7rE>

Simply Local Prototype Testing

(Appendix B)

Prior Simply Local Research



Simply Local Prototype Testing

(Appendix C)

← Back to Dashboard

(Free Browse) Simply Local Prototype 2.0

Self-Directed Feedback Prototype

Summary Page Stats Testers Edit Export Delete Share Preview

1 100% Viewed | 35% Exited | 11.7s Avg Time on Page

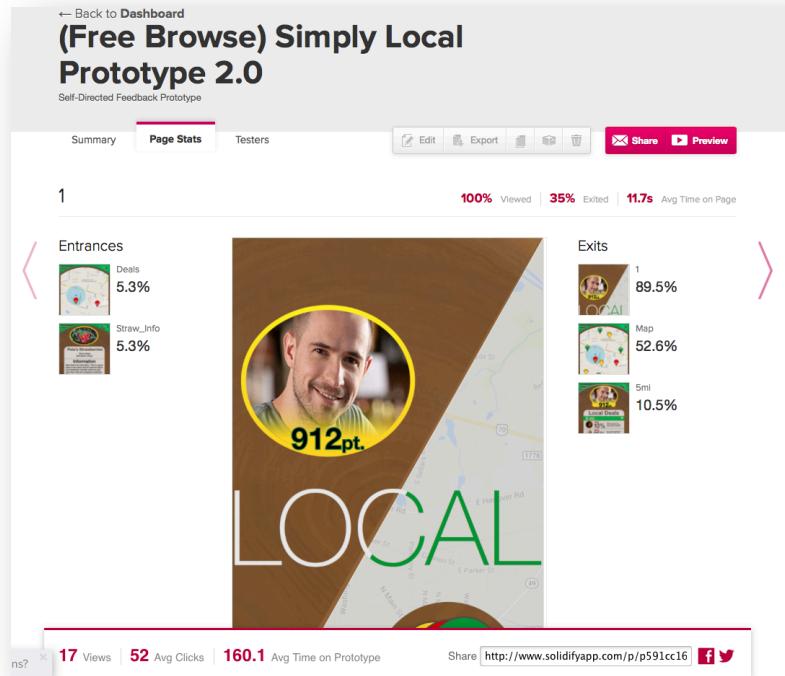
Entrances Exits

Deals 5.3% LOCAL 89.5%

Strw_Info 5.3% Map 52.6%

912pt. 5mi 10.5%

17 Views | 52 Avg Clicks | 160.1 Avg Time on Prototype Share <http://www.solidifyapp.com/p/p591cc16> f t



(Appendix D)

(Interface Instruction) Simply Local Prototype 2.0

Question Directed Reports

Summary Testers Edit Export Delete Share Preview

Directives

1 You want to eat now. Please find and call the restaurant closest to you. 7 responses, 53.8 seconds, 5.9 clicks 71%

2 Post a food picture to the application for other application members to see. 6 responses, 62.4 seconds, 6.2 clicks 50%

3 Find Pandora's Pies menu. 6 responses, 107.8 seconds, 13.5 clicks 17%

4 Find the information page of local food grocery store. 6 responses, 61.9 seconds, 7.2 clicks 83%

5 Using the app to find "Pete Strawberries" website. 6 responses, 55.6 seconds, 7.7 clicks 67%

Click Flows for Directive 1

Tester 1



Tester 2



Simply Local Prototype Testing

(Appendix E)

Pre-Survey

1. Name

Name

Email Address

* 2. How often do you...

	Multiple times a day.	Daily.	2-6 times a week.	Weekly.	Monthly.	Never.
Do you eat local food?	<input type="radio"/>					
Do you use social media?	<input type="radio"/>					
Do you post or share food pictures to social media?	<input type="radio"/>					
Do you use mobile applications?	<input type="radio"/>					
Do you use mobile applications to locate food?	<input type="radio"/>					
Do you use mobile applications to locate special deals?	<input type="radio"/>					

* 3. Rate whether you agree or disagree to the statements below.

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
It is difficult to find local food near by.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local food is more expensive than I would like it to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating local is more difficult than I would like it to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 4. Rank the reason's why you like to eat local the most.

- Because it's healthy.
- Because it supports local economy.
- Because it's more delicious.
- Because it's more convenient.
- Because I dislike corporate food companies.

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Simply Local Prototype Testing

(Appendix F)

Post Survey

* 6. Describe your experience completing these tasks.

	Extremely difficult	Somewhat difficult	Neutral	Somewhat easy	Extremely easy	N/A
Locating local food using the map.	<input type="radio"/>					
Locating local food using the user profile.	<input type="radio"/>					
Locating "special deals".	<input type="radio"/>					
Post a picture of yourself eating at a restaurant within the application.	<input type="radio"/>					
Locating information about local food restaurants and grocery stores.	<input type="radio"/>					
Locating a restaurants menu through the application.	<input type="radio"/>					
Signing up to the network through the application.	<input type="radio"/>					
Overall, how was your experience navigating through this interface?	<input type="radio"/>					

* 7. Evaluate the following statements.

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree	N/A
I would use this application to locate local food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would save money by using this application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend local restaurants to this application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would post pictures or local food information within the application.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would share this application with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Do you want you want to be notified when the application is launched? Leave your e-mail below.

Email Address

[Back](#) [Done](#)

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Simply Local Prototype Testing

(Appendix G)

Simply Local Prototype 2.0

Free Browse and Interface Instruction

Free Browse Testing

Test Monitor:
Before we begin the Pre-browse section test monitor's will read an introduction scenario story.

Scenario Story
"It's lunchtime on a weekday. You only have 30 minutes for lunch so need to find something quick but you're tired of eating unhealthy, fast food. One of your friends hands you their phone and tells you to check out this new application he downloaded. Your friend tells you he has a membership through the application called "Simply Local" and that the application helps him find local food fast, and that it also helps discounts at local restaurants." You then open the application and explore the interface for yourself.

Test Monitor:
Hand participants the iPhone 4s testing device with the free browse prototype app open that is saved to the iphone homescreen.
Free Browse Link - <http://www.solidifyapp.com/p/p591cc16652e13890>

Remind the participants they can roam the interface for as long as they wish and to explain their interaction with the interface out loud. Focus on record notes of participant comments during interaction with the interface. The Solidify prototyping software will record the flow of clicks and the duration on each page so there is no need to record where the participants are clicking.

Reminders
*Allow the user to use the interface without interjecting. Answer any questions concerning the functionality of the test.
***Reframe from answering any questions about the user interface**, as this would affect the application instruction section of the usability test.

Interface Instruction Session

Test Monitor:
Once the free browse test concludes assist participants in closing the free browse prototype application and launch the interface instructional -
<http://www.solidifyapp.com/p/p01d050765db434e4>

The solidify platform will record the participants interaction with the application in this section. The interface instruction prototype will give the following instructions within the application.

Interface Instructions

1) Call a restaurant.
2) Post a food picture to the application for other app members to see.
3) Find Pandora Pie's menu.
4) Find the information page for a local food grocery store.
5) Use the app to find "Pete Strawberries" website.
6) Locate your "Reward History" page.
7) Locate where you can sign up for the simply local app.

Continue to take notes in the comment section below. close the interface instruction prototype when compiled and Continue to the next page for the post survey.

5. Test Monitor Record Comments Here.

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(Appendix H)

INFORMED CONSENT FORM Elon University

Title of Project: **COM560A Group Research Projects for Class**

Principal Investigator: Qian Xu
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Offce: (336) 278-6454|E-Mail: qxu@elon.edu
Co-Investigator: Matthew Eastman
Interactive Media Student
Cell: (813)394-7500| meastman@elon.edu

1. Purpose of the Study: The purpose of this study is to gather information about Elon students' and Elon community members' uses and evaluation on a number of various media interfaces in their daily life. The study has been designed as part of a graduate course project in interactive media strategies (COM560A) and will therefore reflect a number of different research questions being examined by multiple subgroups of students. This project is designed to give practical experience to students in usability test for communication media. This project will look into the uses and effects of communication media on users.
2. Procedures to be followed: You will be asked to first interact with some media and then answer a few questions raised by the student researchers or fill out an questionnaire.
3. Discomforts and Risks: There are no risks in participating in this research beyond those experienced in everyday life.
4. Benefits: There are two potential benefits to participation: (a) You might learn more about yourself by participating in this study. You might have a better understanding of how important communication is to you; and (b) This research might provide a better understanding of how use of media affects college students. This information could help plan programs and make student services better.
5. Duration: It will take about 30 minutes to complete the study.
6. Statement of Confidentiality: Only the person in charge and the student researchers will know your identity. All data related to this study will only be accessible to the principal investigator and the student investigators for this

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study and will be kept in locked closets and/or secured computers of the investigator and student investigator desks, in Elon university offices.

7. Right to Ask Questions: You can ask questions about this research. Contact Qian Xu at 336-278-6454 with questions. You can also call this number if you have concerns about this research, or if you feel that you have encountered any problem in the study.
8. Compensation: There is no compensation involved in this study.
9. Voluntary Participation: You do not have to participate in this research. You can end your participation at any time by telling the person in charge. You do not have to answer any questions you do not want to answer. Refusal to take part in or withdrawing from this study will involve no penalty or loss of benefits you would receive otherwise.

You must be 18 years of age or older to consent to participate in this research study. If you consent to participate in this research study and to the terms above, please sign your name and indicate the date below.

You will be given a copy of this consent form to keep for your records.

Participant Signature

Date

Investigator Signature

Date

(Appendix I)

Test Participant #1

Name: Katheryn Giles

Katherine is an ideal consumer and user for the Simply Local application. Katherine is a 23 year-old female graduate student that is tech-Savvy and uses social media multiple times a day and mobile applications on a weekly basis. This participant indicated she eats local and uses mobile applications to locate deals multiple times a week. She strongly agrees eating local is more expensive then she would like it to be and eating local is more difficult then she would like it to be. Her dislike for corporate food companies and supporting local economy are her two top ranked reasons for eating local.

Pre-Survey : Participant #1

PAGE 2

Q1: Name	
Name	Kathryn Giles
Email Address	Grassyknoll22@gmail.com
Q2: How often do you...	
Do you eat local food?	2-6 times a week.
Do you use social media?	Multiple times a day.
Do you post or share food pictures to social media?	Monthly.
Do you use mobile applications?	Multiple times a day.
Do you use mobile applications to locate food?	Weekly.
Do you use mobile applications to locate special deals?	2-6 times a week.
Q3: Rate whether you agree or disagree to the statements below.	
It is difficult to find local food near by.	Agree
Local food is more expensive than I would like it to be.	Strongly Agree
Eating local is more difficult than I would like it to be.	Strongly Agree
Q4: Rank the reason's why you like to eat local the most.	
Because it's healthy.	3
Because it supports local economy.	2
Because it's more delicious.	4
Because it's more convenient.	5
Because I dislike corporate food companies.	1

Simply Local Prototype Testing

Free Browse Test: Participant #1

Clicks to map first and uses map filter options immediately. Uses Menu to navigate with 9 visits in 88-second free browse section. Uses user profile to browse local establishments in area and clicks to view producer profile pages. Doesn't use or view Flip button, reward page, or post to feed.

Interface Instruction Test : Participant #1

Clicked on map First to complete all task except for the final task to "sign up with app" where she used profile page. Used minimal amount of clicks (less than 5) for all task except for task to find a local producer's menu.

Did not recognize the "I" Information button as way to go to distributor page
When clicked on the map pin right away, But then later did use the I button on map pin. When on producer profile information page click on website and profile "I" button before using "the Flip" button. Never recognizes profile button on map pin as a way to navigate to producer profiles.

Post- Survey : Participant #1

Overall described the application was extremely easy to navigate through the application features and strongly agreed she would use and share this application.

"Great format and easy to use. I think there should be some reconsideration with the colors used also making buttons more visible. I think this app would do really well in any community."

PAGE 5: Post Survey

Q6: Describe your experience completing these tasks.

Locating local food using the map.	Extremely easy
Locating local food using the user profile.	Extremely easy
Locating "special deals".	Extremely easy
Post a picture of yourself eating at a restaurant within the application.	Somewhat easy
Locating information about local food restaurants and grocery stores.	Extremely easy
Locating a restaurants menu through the application.	Neutral
Signing up to the network through the application.	Extremely easy
Overall, how was your experience navigating through this interface?	Extremely easy

Q7: Evaluate the following statements.

I would use this application to locate local food.	Strongly Agree
I would save money by using this application.	Strongly Agree
I would recommend local restaurants to this application.	Strongly Agree
I would post pictures or local food information within the application.	Strongly Agree
I would share this application with friends.	Strongly Agree

Q8: Do you want you want to be notified when the application is launched? Leave your e-mail below.

Email Address

Simply Local Prototype Testing

(Appendix J)

Test Participant #2

Name: Laurinda (asked to conceal last name)

Laurinda is middle-aged teacher at a local elementary school and an active member/share owner with her local communities food co-op in her local community. Laurinda does not have a smart phone and is not the typical Simply Local user because of her lack of ability in mobile application use and social media. However, her input will be valuable in making the application usable for everyone.

She strongly agrees it is difficult to locate local food but disagrees that it is more to eat local then she would like. Her main reasons for eating local are it's a healthier option and it supports local economy.

Pre-Survey : Participant #2

Q1: Name	
Name	laurinda krotish
Email Address	laurinda_krotish@abss.k12.nc.us
Q2: How often do you...	
Do you eat local food?	Weekly.
Do you use social media?	Never.
Do you post or share food pictures to social media?	Never.
Do you use mobile applications?	Never.
Do you use mobile applications to locate food?	Never.
Do you use mobile applications to locate special deals?	Never.
Q3: Rate whether you agree or disagree to the statements below.	
It is difficult to find local food near by.	Strongly Disagree
Local food is more expensive than I would like it to be.	Neither Disagree Nor Agree
Eating local is more difficult than I would like it to be.	Disagree
Q4: Rank the reason's why you like to eat local the most.	
Because it's healthy.	1
Because it supports local economy.	2
Because it's more delicious.	4
Because it's more convenient.	5
Because I dislike corporate food companies.	3

Simply Local Prototype Testing

Free Browse Test: Participant #2

Laurinda thoroughly explored the interface and all of its features. First, clicking on the map from the drop page and then using the menu as her main navigation tool through her free browse test. The Local Deals option in the menu was the 1st option explored from the menu. Laurinda used the map filter options as well as the food locator options on the profile page. She was very interested in what the numbers on the picture meant. She clicked on the profile picture on the profile page and the word “eat” on the map filter bar thinking they were buttons.

She reported to understand the map filter buttons and their functions. But did not understand “The feed” and the “Reward History” features. After the free browse section she stated, “I like the interface. It is pretty easy to navigate.”

"I like the interface. It is pretty easy to navigate."
- Laurinda

Interface Instruction Test : Participant #2

This participant struggled during the interface Instruction section. Only completing the first task “You want to eat now. Please find and call a restaurant.” She did not understand the concept of posting a food picture to the application. She did not want to spend much time or energy completing these tasks and gave up within 10 clicks for each task.

Though she used the “Flip” button and the “I” information in the free-browse test, she did not use these buttons to locate a producer’s menu or to find more information about producers.

Her overall lack of experience with mobile applications played a significant role in this testing section. After this portion of the test she seemed to be less optimistic about her involvement as a participant.

Post- Survey: Participant #2

Participant #2 reported to find it extremely difficult to use the local food map, the user profile, sign up for the application, and overall navigation. But in contrast, found it somewhat easy to locate special deals and locate information.

Though she struggled to complete the task in the information section, she still strongly agreed she would use the application, recommend it to friends and save money by using Simply Local. She did not comment on her likelihood of posting picture to the application because she did not understand the concept.

Simply Local Prototype Testing

Q6: Describe your experience completing these tasks.

Locating local food using the map.	Extremely difficult
Locating local food using the user profile.	Extremely difficult
Locating "special deals".	Somewhat easy
Post a picture of yourself eating at a restaurant within the application.	N/A
Locating information about local food restaurants and grocery stores.	Extremely easy
Locating a restaurants menu through the application.	Extremely easy
Signing up to the network through the application.	Extremely difficult
Overall, how was your experience navigating through this interface?	Extremely difficult

Q7: Evaluate the following statements.

I would use this application to locate local food.	Strongly Agree
I would save money by using this application.	Strongly Agree
I would recommend local restaurants to this application.	Strongly Agree
I would post pictures or local food information within the application.	N/A
I would share this application with friends.	Strongly Agree

Q8: Do you want you want to be notified when the application is launched? Leave your e-mail below.

Email Address laurinda_krotish@abss.k12.nc.us

Simply Local Prototype Testing

(Appendix K)

Test Participant #3

Name: Eric Henry

Middle aged, Eric Henry is an ideal distributor, consumer and investor for the Simply Local Application. Eric is extremely involved in the local community as a CEO of a sustainable textile company and on the board of several locally focused organizations and business in his local community. Eric uses social media and mobile applications daily, but only uses mobile applications to locate food monthly.

Eric strongly disagrees it is difficult to find local food and that it is more expensive than he would like it to be. His biggest reasons for eating local is supporting his local economy and because it is a healthier option.

Pre-Survey : Participant #3

Q1: Name	
Name	Henry
Q2: How often do you...	
Do you eat local food?	Multiple times a day.
Do you use social media?	Daily.
Do you post or share food pictures to social media?	Monthly.
Do you use mobile applications?	Daily.
Do you use mobile applications to locate food?	Monthly.
Do you use mobile applications to locate special deals?	Weekly.
Q3: Rate whether you agree or disagree to the statements below.	
It is difficult to find local food near by.	Strongly Disagree
Local food is more expensive than I would like it to be.	Strongly Disagree
Eating local is more difficult than I would like it to be.	Disagree
Q4: Rank the reason's why you like to eat local the most.	
Because it's healthy.	2
Because it supports local economy.	1
Because it's more delicious.	3
Because it's more convenient.	4
Because I dislike corporate food companies.	5

Simply Local Prototype Testing

Free Browse Test: Participant #3

First went to user profile from the drop page and then immediately went to menu. He used the menu button 8 times in 66 seconds to explore the user profile and then the reward history. On the reward history page he clicked the 912 bubbles within the reward chart and then the Reward History title “to see what it did”. Eric then explored the map and its filter options, before selecting the red pin and the “I” information of the pin selected. He acknowledged the “I” as the information button. The local feed was the last feature explored. He clicked on and acknowledged the purpose of the upload button for the Feed. The flip button was never clicked, and distributor information pages were not explored.

Interface Instruction Test : Participant #3

Eric “did not see a way” to post a picture to the application after three clicks of looking at the profile page and menu. Eric used the map and “I” button on a producer pin to complete the task of finding a menu. Then clicked website on the producers profile page before pushing the “I” button on the producer profile page. At this point he gave up and did not identify the flip button.

Eric was also unable to locate a specific local producer. He did not look past three clicks on the map, explaining “I’m having to guess on the map, not sure where it is”. Eric explains a need to be able to locate specific establishments, not just the ones closest to his location.

Closing Comment
Cool. I think it's a really good idea for an app. And I enjoy the interface."

Post- Survey: Participant #3

Eric explained his overall experience with the interface as enjoyable and was excited to see how it could be implemented in his local community. In the post test survey Eric reports locating local food and deals using the map and user profile was Somewhat easy, and locating information about restaurants was extremely easy. Eric reported posting pictures as somewhat difficult and locating a restaurant’s menu as extremely difficult.

Simply Local Prototype Testing
(Appendix L)

Q1: Name

Name	ted russell
Email Address	trussell6@elon.edu

Q2: How often do you...

Do you eat local food?	2-6 times a week.
Do you use social media?	Mulitple times a day.
Do you post or share food pictures to social media?	Monthly.
Do you use mobile applications?	Daily.
Do you use mobile applications to locate food?	2-6 times a week.
Do you use mobile applications to locate special deals?	Never.

Q3: Rate whether you agree or disagree to the statements below.

It is difficult to find local food near by.	Disagree
Local food is more expensive than I would like it to be.	Neither Disagree Nor Agree
Eating local is more difficult than I would like it to be.	Disagree

Q4: Rank the reason's why you like to eat local the most.

Because it's healthy.	2
Because it supports local economy.	1
Because it's more delicious.	3
Because it's more convenient.	5
Because I dislike corporate food companies.	4

Simply Local Prototype Testing

PAGE 5: Post Survey

Q6: Describe your experience completing these tasks.

Locating local food using the map.	Extremely easy
Locating local food using the user profile.	Somewhat easy
Locating "special deals".	Extremely easy
Post a picture of yourself eating at a restaurant within the application.	Somewhat easy
Locating information about local food restaurants and grocery stores.	Extremely easy
Locating a restaurants menu through the application.	Somewhat easy
Signing up to the network through the application.	Somewhat easy
Overall, how was your experience navigating through this interface?	Extremely easy

Q7: Evaluate the following statements.

I would use this application to locate local food.	Agree
I would save money by using this application.	Agree
I would recommend local restaurants to this application.	Agree
I would post pictures or local food information within the application.	Agree
I would share this application with friends.	Agree

Q8: Do you want you want to be notified when the application is launched? Leave your e-mail below.

Email Address

trussell6@elon.edu

Simply Local Prototype Testing

(Appendix M)

Test Participant #5

Name: Jenny Thompson

Jenny is a 23-year-old graduate student that is not heavily involved with the local food community (only eating local monthly) but is the ideal type that could use the application as an introductory tool into the local food community. Her daily use of social media and mobile applications suggest she is tech-savvy enough to use and understand the application.

She indicated that she never uses mobile applications to deals and she only uses mobile applications to locate food on a monthly basis. She agrees local food is more expensive than she would like it to be and her reasons for eating local are it supports local economy and because it's more delicious.

Pre-Survey: Participant #5

Q1: Name	
Name	Jenny Thompson
Email Address	Jthompson44@elon.edu
Q2: How often do you...	
Do you eat local food?	Monthly.
Do you use social media?	Multiple times a day.
Do you post or share food pictures to social media?	Never.
Do you use mobile applications?	Multiple times a day.
Do you use mobile applications to locate food?	Monthly.
Do you use mobile applications to locate special deals?	Never.
Q3: Rate whether you agree or disagree to the statements below.	
It is difficult to find local food near by.	Disagree
Local food is more expensive than I would like it to be.	Agree
Eating local is more difficult than I would like it to be.	Neither Disagree Nor Agree
Q4: Rank the reason's why you like to eat local the most.	
Because it's healthy.	3
Because it supports local economy.	1
Because it's more delicious.	2
Because it's more convenient.	4
Because I dislike corporate food companies.	5

Free Browse Test: Participant #5

Jenny only browsed the interface for 20 seconds. During this time she clicked the map first from the drop page. She explored the map briefly and then licked the menu button before concluding her free browse section.

Interface Instruction Test : Participant #5

Simply Local Prototype Testing

Jenny was able to complete 6 out of the 7 tasks in a short amount of time. Jenny clicked profile to post a picture, but then quickly redirected to the feed and identified the upload button. She was unable to identify the menu once she was on the producer profile page, she did not use the flip button. Jenny explained she was expecting to see the menu on the profile page right away and shouldn't have to look for it. She identified the "I" button as the information button and was able to quickly identify reward history and signing up with the application using the menu.

Post- Survey : Participant #5

Jenny reported navigation through the interface was somewhat easy in all areas except for locating information about producers, which was labeled as somewhat difficult. Jenny indicated she would not use this mobile application to locate food or post pictures to this application. However, she did agree she would recommend this application to restaurants.

Q6: Describe your experience completing these tasks.	
Locating local food using the map.	Somewhat easy
Locating local food using the user profile.	Somewhat easy
Locating "special deals".	Somewhat easy
Post a picture of yourself eating at a restaurant within the application.	Neutral
Locating information about local food restaurants and grocery stores.	Somewhat difficult
Locating a restaurants menu through the application.	Somewhat easy
Signing up to the network through the application.	Somewhat easy
Overall, how was your experience navigating through this interface?	Neutral
Q7: Evaluate the following statements.	
I would use this application to locate local food.	Disagree
I would save money by using this application.	Neither Disagree Nor Agree
I would recommend local restaurants to this application.	Agree
I would post pictures or local food information within the application.	Disagree
I would share this application with friends.	Neither Disagree Nor Agree

Simply Local Prototype Testing

(Appendix N)

Test Participant #6

Name: Emma Howie

Emma is a 24 year-old marketing manager for a restaurant and she is avid local food consumer, social media user and mobile application user. She indicates she eats local food daily, and that she uses social media and mobile applications to locate local food multiple times a day. Emma is a good example of an early adopter that may use the application because of her experience with using mobile applications to locate local food.

Emma does not agree local food is difficult to find and that eating local is more difficult than she would like it to be. However she does agree it is more expensive than she would like it to be. Her top two reasons for eating local are because it's healthy and delicious (she ranks backwards her choices backwards below).

Pre-Survey : Participant #6

Q1: Name	
Name	Emma Howie
Email Address	emma.m.howie@gmail.com
Q2: How often do you...	
Do you eat local food?	Daily.
Do you use social media?	Multiple times a day.
Do you post or share food pictures to social media?	Multiple times a day.
Do you use mobile applications?	Multiple times a day.
Do you use mobile applications to locate food?	Multiple times a day.
Do you use mobile applications to locate special deals?	Multiple times a day.
Q3: Rate whether you agree or disagree to the statements below.	
It is difficult to find local food near by.	Disagree
Local food is more expensive than I would like it to be.	Agree
Eating local is more difficult than I would like it to be.	Disagree
Q4: Rank the reason's why you like to eat local the most.	
Because it's healthy.	5
Because it supports local economy.	3
Because it's more delicious.	4
Because it's more convenient.	2
Because I dislike corporate food companies.	1

Simply Local Prototype Testing Free Browse Test: Participant #6

Emma went to the map first from the drop page and recognized the filter options immediately. However, she clicked on the word "Deal" on the filter bar multiple times before clicking the red deal button. The red pins where the first pins clicked because she identified these as a way to save money. She presses the arrow GPS button on the map page but isn't quite sure what it does.

She uses the menu button to find her profile and feed. She never uses the flip button or the information buttons, or looks at the reward history page.

Interface Instruction Test : Participant #6

Emma completed 5/7 task in minimal amount of clicks. The two task she was unable to complete were the post a food picture to the application and find menu of a local producer.

She did not understand why she would need to post a picture to the application and did not recognize the "feed" as the page to share photos and information. She did not use the flip button or find the menu on a producers profile page. When searching for the menu, she repeatedly selected the already selected pin several times thinking it would unselect the pin selected. She eventually used the producer logo on the map pin to go to the producer profile. She then clicked the "I" information and was confused to why the menu wasn't on the information page and she insisted it should be located here. She went back to the menu and selected the flip button out of frustration before giving up. She referred to the flip button as a refresh button.

Emma selected the points underneath the profile picture and the local deals title expecting to see additional information. She used the map filter as well.

"It could be more intuitive, all information relative to
the location should be under the "I."

Emma Howie

Post- Survey: Participant #6

Emma had mixed reviews about her experience with the interface. However she agreed she would use, recommend, share and post pictures to this application.

Simply Local Prototype Testing

Q6: Describe your experience completing these tasks.

Locating local food using the map.	Somewhat easy
Locating local food using the user profile.	Neutral
Locating "special deals".	Neutral
Post a picture of yourself eating at a restaurant within the application.	Extremely difficult
Locating information about local food restaurants and grocery stores.	Somewhat difficult
Locating a restaurants menu through the application.	Neutral
Signing up to the network through the application.	Somewhat easy
Overall, how was your experience navigating through this interface?	Somewhat difficult

Q7: Evaluate the following statements.

I would use this application to locate local food.	Agree
I would save money by using this application.	Agree
I would recommend local restaurants to this application.	Agree
I would post pictures or local food information within the application.	Agree
I would share this application with friends.	Agree