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Gardenshare Review
A report of user experience with Gardenshare prototype

Gardenshare is an app designed for iPad Mini used to support community gardening within cities. The prototype was created in Axure and shared using Axure Share with the interviewees. To receive feedback I used three techniques in the following order; personas, moderated usability testing, and a short survey.

I began by thinking of 5 personas who are likely to download apps from the app store, but not specifically Gardenshare. I concluded with: a millenial, a mother, someone who just came out of education and is trying to find meaningful work and hobbies (new adult) and a 50+ working man. I requested people fitting these profiles to go through the app giving feedback and asking questions. I'd like to have asked 5+ people within each category but had to suffice with 1. After this exercise they would fill out a short survey.

First impressions included words like "wow". Users commented on feeling relaxed and engaged by the pop ups and interactivity of the app i.e. drag squares which were a favourite. The white space worked well against detailed features like pop up in ad section creating responses such as "oh" and "cool". I was surprised to find users were not annoyed by the amount of pop up features, though 2 were confused that the white "done" tick was a lightbox and had to be clicked off rather than disappear. One user noted many changes, specifically zoom, changing drag squares to images. User also said some buttons were not tempting enough.

All users commented on being confused about the use of the Pin Board feature. Being a metaphor for a literal pin board, I assumed the user would connect the dots however being used to the standard (facebook, twitter, instagram) feed users did not understand this feature is more brief, and conversations are to be contained within messages as opposed to comments. Despite being a bright red button no one was specifically drawn toward the group chat button and out of 4 personas, only the millennial understood how to open messages. No one knew G stood for group chat.

In survey, all users rated visual design as 5/5, and 75% rated their experience as positive. As users are willing to overlook functionality for good visual design, I think the app is on the right track. 50% voted 3 on the likert scale of 5 relating to finding functions confusing insinuating I should have wizards within other pages.

survey: https://www.surveymonkey.co.uk/r/DNPYGR7

app: https://dw3v3b.axshare.com