Final usertest

For our very last user test, we would like to organize a soft launch of the app. During this soft launch, we will present a conceptual version of the app and demonstrate how the app can be used in practice.

This report is divided into two different studies. One study focuses on the login and registration for the upcoming event, while the other test pertains to the final event in which we present our concept to the class through a soft launch.

TL;DR
The soft launch of the projection screen sign-up test for an app called Joehoe aimed to engage classmates by organizing an event with various activities. Despite QR code sign-ups on the screens falling short of expectations, the subsequent event, including a pizza party and games, exceeded expectations. Teachers and students were impressed, highlighting the potential of Joehoe for social interactions and games. The conclusion emphasizes the positive reception and potential for the app in different environments, despite the initial challenge of attracting attention via the projection screens.

Research question
"How effective is the utilization of hallway projection screens for event sign-ups, and what alternative methods can be employed to enhance awareness and engagement during a soft launch of the Joehoe app, as observed in the final user test?"

Projection screen login test

For this soft launch, we are creating an event for which users can sign up. Normally, this can be done through the app and the projection screens scattered throughout the building. However, for this test, you can only sign up via the projection screens. On these screens, there are several events listed for which you can register on the agreed-upon day (Tuesday, January 16).

We are investigating whether it captures the attention of classmates if we place a TV in the hallway with the event prominently displayed. We also shared this in teams with an explanation stating that you could sign up via a QR code when you approach the screen. Unfortunately, the QR codes were only scanned a few times by friends. This was disappointing, but we also realized that this part of the test was a bit last-minute, and it's a significant step for a user to scan something randomly.
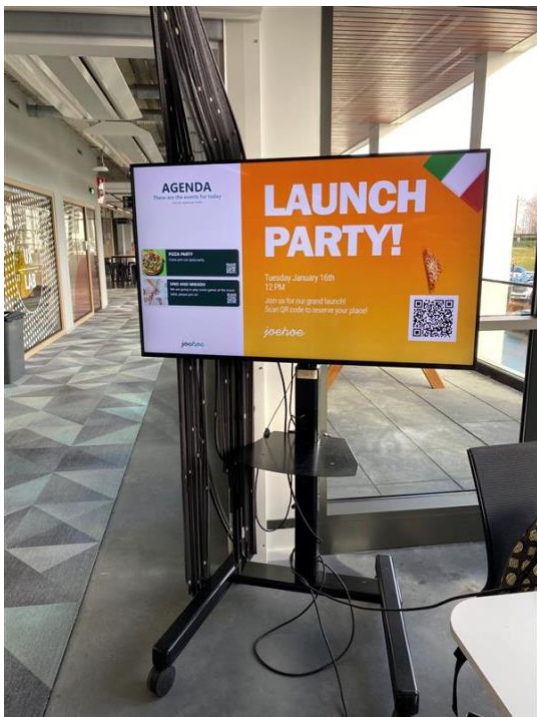
Conclusion

We hoped that the projection screen would attract classmates to scan, but unfortunately, it didn't work out. From this, we conclude that we should have devoted more attention to awareness and perhaps used different methods to attract attention instead of relying on chance.

Soft launch

Throughout the semester, a teacher gave us the idea to test our app by trying it out in real life. This advice got us thinking, and we iterated on this idea multiple times, eventually creating a comprehensive user test.

The goal
The goal of our user test is to convey our concept to our classmates, allowing them to experience the power of Joehoe. We aim to enthuse our classmates about our concept by organizing an exciting event with various activities. Additionally, we hope to connect with classmates to discover their input and opinions.

Execution
As mentioned earlier in this report, users could sign up on the projection screen for our user test scheduled for Tuesday, January 16. Depending on the number of sign-ups, we made various purchases with a budget provided by the school, capped at 300 euros.

After making the purchases, we set everything up, and precisely at 12 o'clock, we played our jingle. You could quickly see that there was a response. From that moment on, the event had started, and we hosted a pizza party.

During the event, our group interacted with classmates and teachers to gather their input and opinions on this test. Teachers, in particular, were impressed, stating that it was the first time they had seen students having lunch outside their tables. This was a significant compliment for us as it aligns with the core idea of Joehoe.

We also set up some games, and as a few people started playing, others quickly gathered around. Many people considered it a success because it changed the way they had lunch, facilitating more interaction with classmates than usual.

Conclusion

The projection screen and pizza party attracted more students than we initially thought. The 12 o'clock jingle and the pizzas contributed to a lively gathering where people enjoyed each other's company. We received feedback indicating that many students and teachers were pleased with the idea and its execution. They also recognized the app's potential when fully developed, envisioning its use for games and socializing with drinks after or during school hours. With the validation from both students and teachers, we can confidently conclude that the concept is not only appreciated but also has the potential for use in various environments.