User testing proposal plan

For our ultimate user test, we're planning a significant event. We intend to host a celebration marking the conclusion of this semester, and more importantly, to conduct a user test for our app, Joehoe.

Joehoe is a social application designed to foster connections among individuals during their lunch breaks. It provides a platform where users can generate, explore, and participate in social events organized by their colleagues. This initiative stems from the recognition of the importance of taking breaks. Research indicates that stepping away from your desk significantly enhances productivity during work hours. Additionally, our goal is to cultivate a sense of community and bring people closer together.

When?
We aim to host the event on either the 15th, 16th, or 17th of January at 12 o'clock till 1. In the week leading up to these dates, starting from January 8th, we plan to intensively promote the event and gauge interest using various tools.

What?
Originally, we thought about arranging a pizza party to test our project and celebrate the semester's end. However, I envision enhancing this event by making it more expansive and interactive. My proposal includes urging our class to contribute a variety of ideas for activities during the event, aligning with the Joehoe app's concept. For example, if a classmate suggests playing board games, I would create an event in the app, enabling others to join and take part in the chosen activity. In the days leading up to the event, I would present a projection screen displaying all the events created by my classmates.

Who?
For this test, we have decided to exclusively involve our classmates. This choice stems from the familiarity we share within the group, which facilitates smooth planning and activity creation. The fact that we all know each other to some extent enhances motivation for participation in this user test. Additionally, we believe that our class, being a sufficiently large group, will provide substantial insights that are crucial for the success of this test.

How?
As mentioned before, the week before the event we will focus on promoting the event we are going to create. We will design posters and get everything ready for the event. The week before the event we will also start with organizing some of the activities.

The central focus is undoubtedly the pizza party, but the concept involves classmates contributing by creating additional events through the app. I'll share the website link with them, and upon arrival, they'll encounter a form where they can provide details about their proposed events. Subsequently, I'll verify and possibly enhance the data in the backend. Following this, I'll showcase the projection screen in a prominent location, allowing classmates to register for activities leading up to the event.

Upon the event's commencement, we will play the Joehoe jingle at 12 o'clock, serving as a signal for everyone to pause their work and transition to the event. Those who organized specific activities will kick off their respective events, and, of course, the pizza party will officially begin at that moment. This coordinated approach ensures a smooth and synchronized start to the various activities, creating an engaging and enjoyable atmosphere for all participants.

Why?

"Soft-launching" the app allows us to identify areas that may not be functioning seamlessly and gauge how well the app and its underlying concept resonate with end-users. This data will be instrumental in our analysis for the advice report that we plan to share with our stakeholders in preparation for the next group. It provides valuable insights into user experiences and enables us to refine and enhance the app based on real-world usage and feedback.

Costs

The main costs for this event are mainly the pizzas. Considering that around 20 people are usually at the location on a regular day, targeting a similar number for the event sounds good. To confirm, we can ask classmates to sign up on the projection screen, giving us a specific count of attendees. Once we have that, we can set a limit, say 2 slices per person, and with this approach, we'd need around 5 pizzas, using this as an example.