

# Majestic 12

## Roommates App

User Evaluation

Testing: Round 1 April 25, 2016

UXUI 1271

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# Methodology

How we did it.

# Research Goals

- Evaluate usability for key tasks
- Appraise product viability
- Assess visual UI elements
- Identify pain points
- Generate targets for further iteration

# Protocol

- Recruited 3 ACC students, referred to as #1, #2, and #3
- 20 minute facilitated testing of working Invision Prototype on Iphone 5s
- Metrics recorded using 7 point Likert scale
- Interview questions asked to record demographics

# Executive Summary

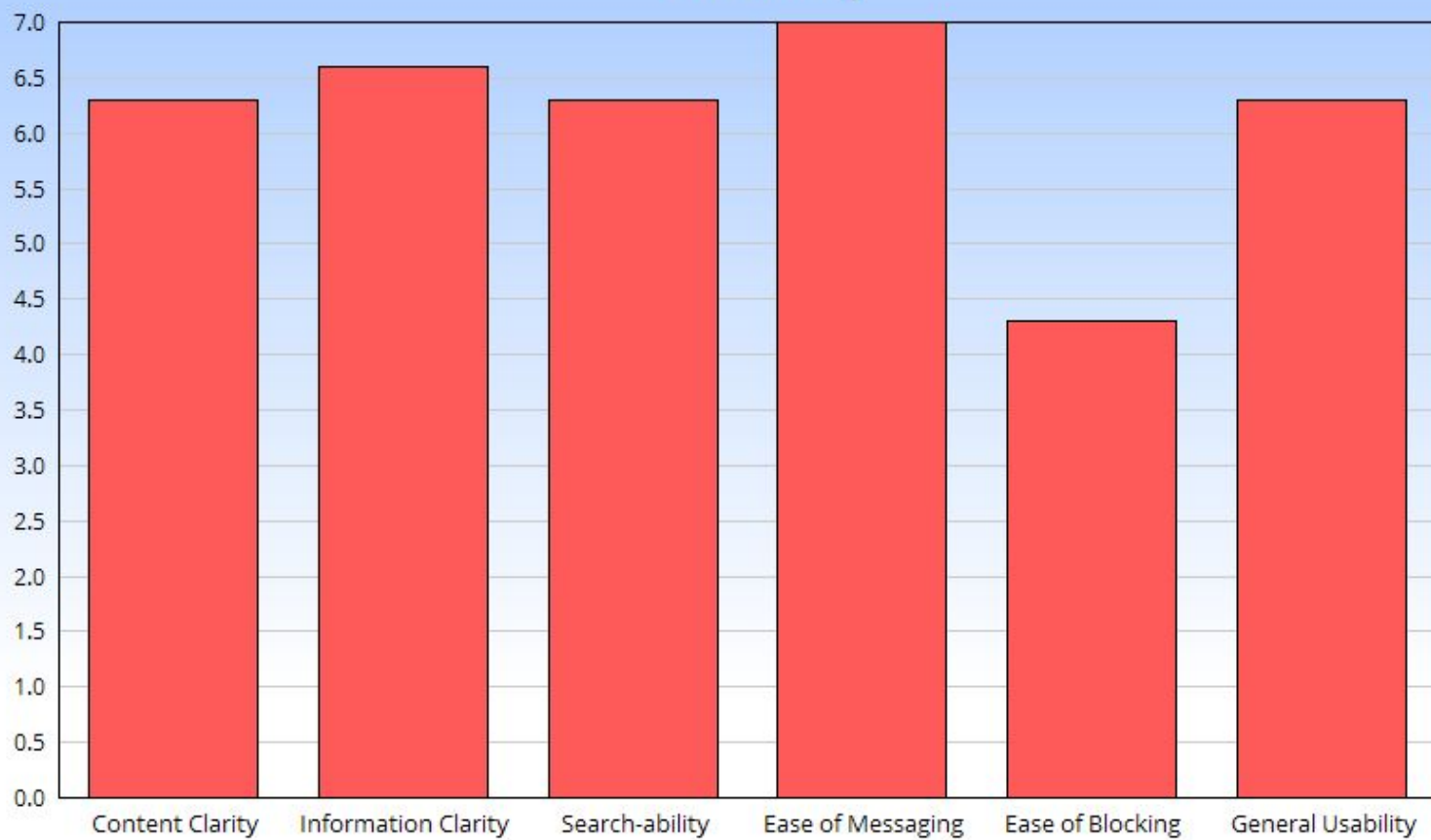
What we found.

# High Level Findings

## Wins

- Key functionality intuitive to first time user
- Smooth and easy login
- Straightforward messaging system
- Information well organized
- Well organized content layout
- Established face validity of product viability

### Functionality



# High Level Findings

## Opportunities

- Visual design distracting, especially colors
- Information about other users lacking
- Searching, browsing, and messaging identified as most valuable function -- currently less filtering options than needed
- Location of other users not available
- Users unable to find block feature

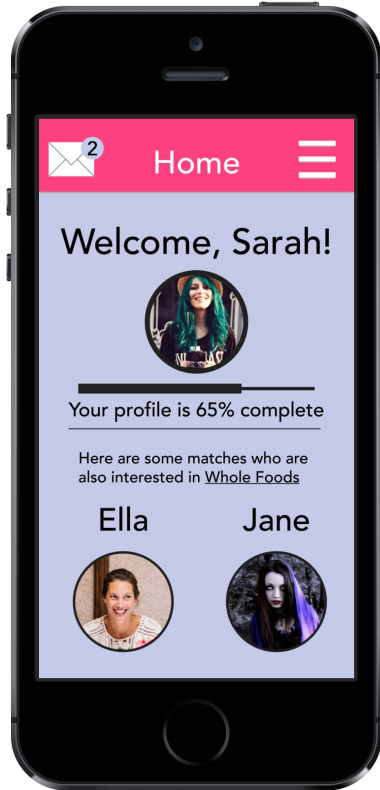
# High Level Findings

## Priority Fixes

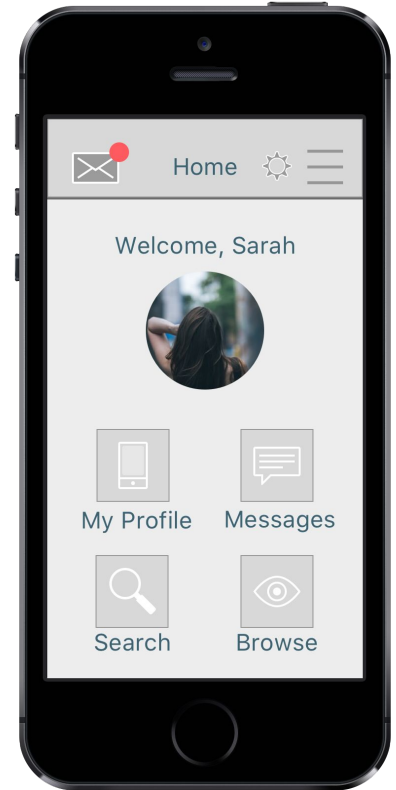
- Simplify text styles and move to neutral color palette
- Show information about gender, age, lifestyle, location, and other criteria prospective users need to know about other users
- Add more filtering criteria
- Make key features accessible from home screen
- Make block feature more accessible



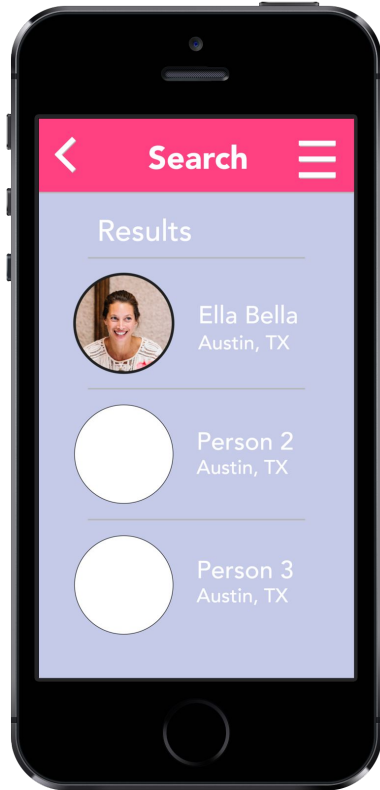
# Iteration 1 → Research → Iteration 2



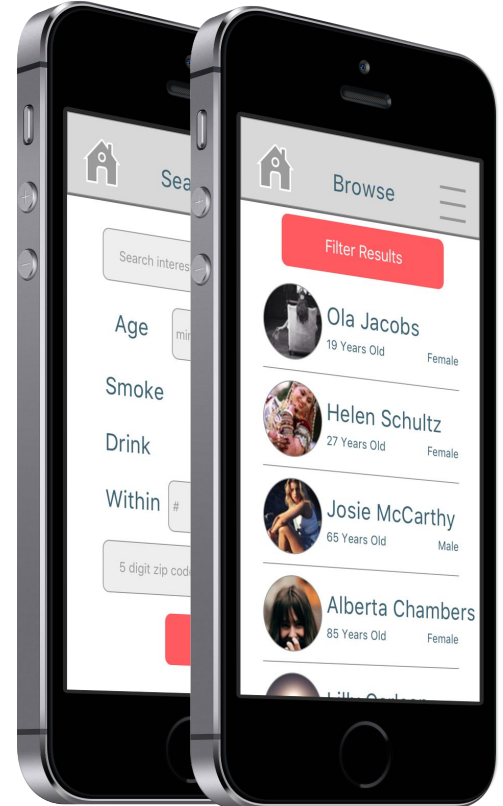
- Springboard
- Neutral color
- Focused options



# Iteration 1 → Research → Iteration 2



- Search/Browse
- Age and Gender or preview
- Lifestyle filters



# The Future

Where do we go from here?

- User interviews
- Differentiate between room seekers/open rooms/etc.
- Wider variety of search filters



# User Testing:

## User comments and first impressions

### USER IMPRESSIONS: SCENARIO #2

User	Expectation after sending a message?	Items missing from menu?	Other impressions
1	find someone else to message	age ranges missing in search result; zip codes	sending message was easy
2	look for additional roommates	"send" on send button	search field not buried
3	look at other profiles	where potential houses/apts are (zip codes)	none

# User Testing:

## User comments and first impressions

### USER IMPRESSIONS: SCENARIO #3

User	Ease of using “block” feature?	Unclear functions in block feature?	Things you expected to see that weren’t there?
1	block and back arrow look too similar	thought menu symbol would move page forward	no
2	feature difficult to find	went to profile first, then settings	block feature should be at bottom of profile page
3	nothing unclear	none	another block button on Jane's profile

# User Testing:

## Supporting Material

### DEMOGRAPHICS

User	Previous sharing experience	Job title	Income	Times moved last 5 years	Past search techniques
1	4 roommates in the past 2.5 years	student	\$25K	1	friends
2	1 roommate for 13 years; lived alone previously	admin	\$40K	0	personal connections
3	had difficulty finding roommates in past	childcare worker	\$15K	4	realtors, facebook, drive by

# Results from User Testing:

A	B	C	D	E	F	G	H	I	J	K
Test 1 PI	Role	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	TOTAL
1	User 1	5	6	4	6	7	7	5	6	5.857142857
2	User 2	5	6	3	7	5	7	1	6	5
3	User 3	4	7	6	7	7	7	7	7	6.857142857
Mean		4.666666667	6.333333333	4.333333333	6.666666667	6.333333333	7	4.333333333	6.333333333	5.904761905
		Visual appeal	Content clarity	Appeal of colors	Information clarity	Searchability	Ease of messaging	Ease of blocking	General Usability	