

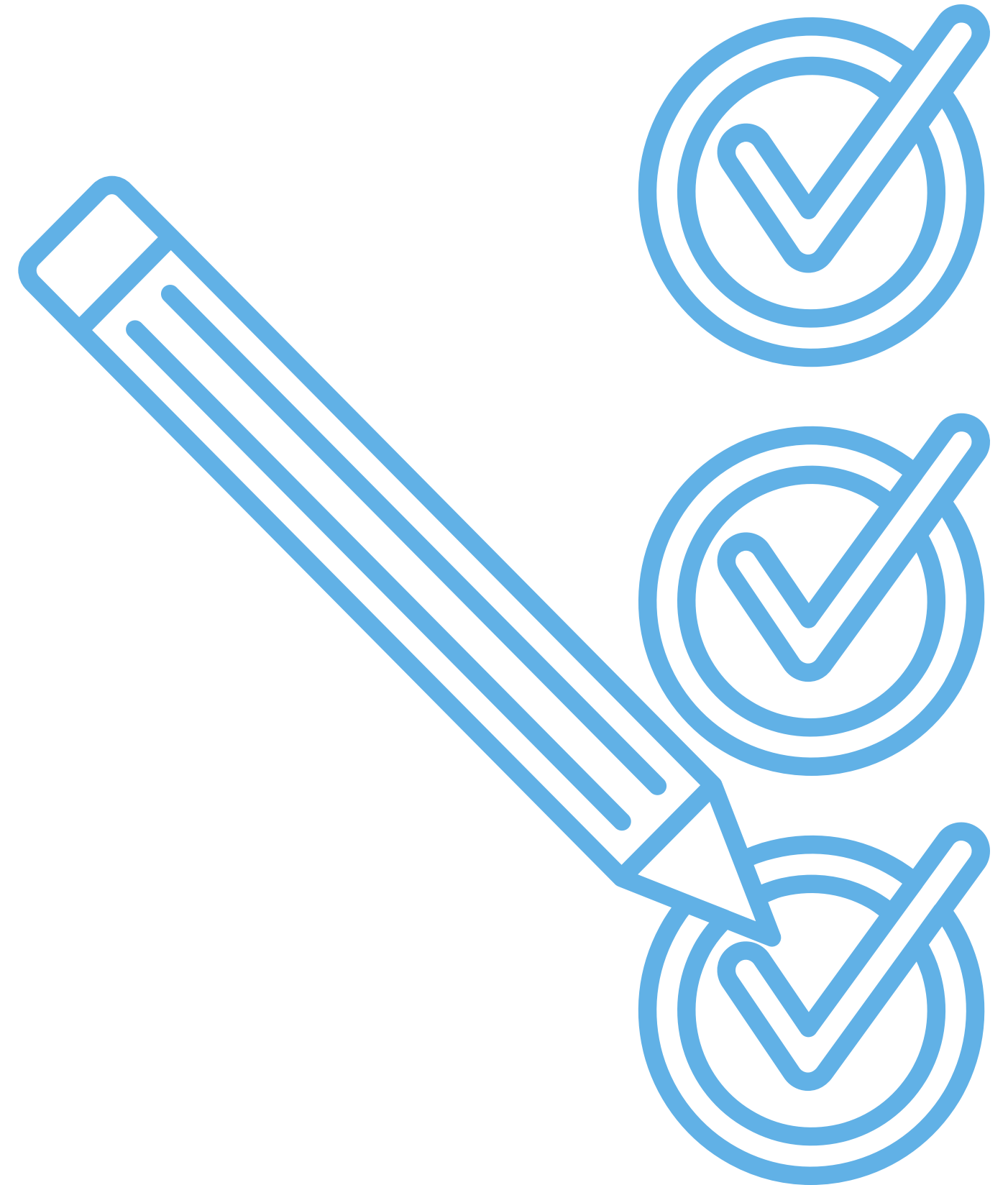
Group Assignment: 12

# Prototype Evaluation

As the beginning of the course suggested, design is an iterative process. Prototype testing is a step in the process that aims to acquire what the users feel about your app prototype.

## Group: 11

- DIVYAJEET SINGH
- MOHIT
- VINAYAK SHARMA
- DEEPANSHU ALURIA
- DEVESH KUMAR SHAW



# **PROBLEM** **STATEMENT**

Even today, men who've faced bullying, harassment, or violence often lack the resources to get justice. In society, they are labeled as "weak" and "not masculine". It is almost as if they are not "allowed" to speak up about their issues.

There is no safe space for men to open, feel comfortable, and seek mental help all in one place. There are no facilities for them to be able to report such issues, or interact with some people who might have faced issues similar to them

# **SOLUTION** **STATEMENT**

The solution: a platform where men can share their experiences with assault, bullying, violence and so on. Our platform, **OpenUp!** allows men to voice their stories and seek help from the concerned authorities.

The app provides a safe space for sharing their stories. Survivors would be able to connect to people with similar experiences. Professional mentors would offer guidance to them, while the supporters may support the survivors to report their issues to the authorities.

# **WHY PROTOTYPE EVALUATION?**

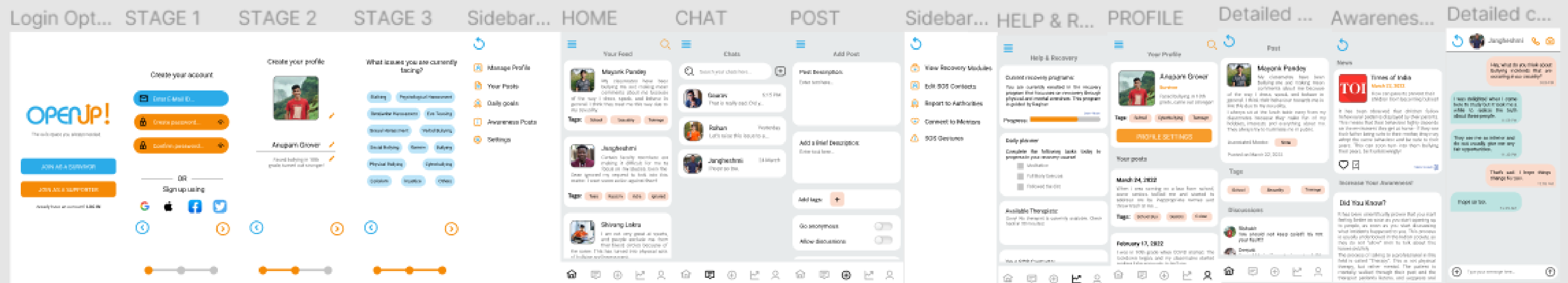
## **Why do we perform an evaluation of the prototype:**

- Evaluation of the prototype gives the user a hands-on experience of an upcoming product which is potentially designed for them
- The designer can find flaws in their design, go back to the drawing board and re-iterate over those flaws
- It is a step in the design process that involves the users – it is one of the most crucial step to gain insights about the usability of the app

## **Who is testing the prototype:**

- Our team picked a variety of potential users of the application and conducted evaluations with them
- These were mostly college-going students
- To make sure we got honest feedbacks, these were people who had never seen our prototype before

# HIGH FIDELITY PROTOTYPE



**FIGMA LINK:** [HiFi Clickable Prototpe](#)

# **OUR PROCESS**

**Our team generated a Google Form to conduct an evalutaion of the final High-Fidelity Prototype:**

- The participants of the evaluation were selected making sure that they had never seen the prototype or our app before
- Each team member conducted 2-3 individual 'Guerrilla' Testing of the application
- Method:
  - The participant was going through the application screees slowly, while speaking what they were thinking what they were feeling
  - The team member kept noting these points down, and in the end, segregated these notes into categories and filled the form accordingly

**USABILITY FORM LINK:** [OpenUp! Prototype Evaluation](#)

# **EVALUATION RESULTS**

## **Key of Annotations:**



**Key usability issues noticed by the app tester**



**Sequences to complete Task Flow**

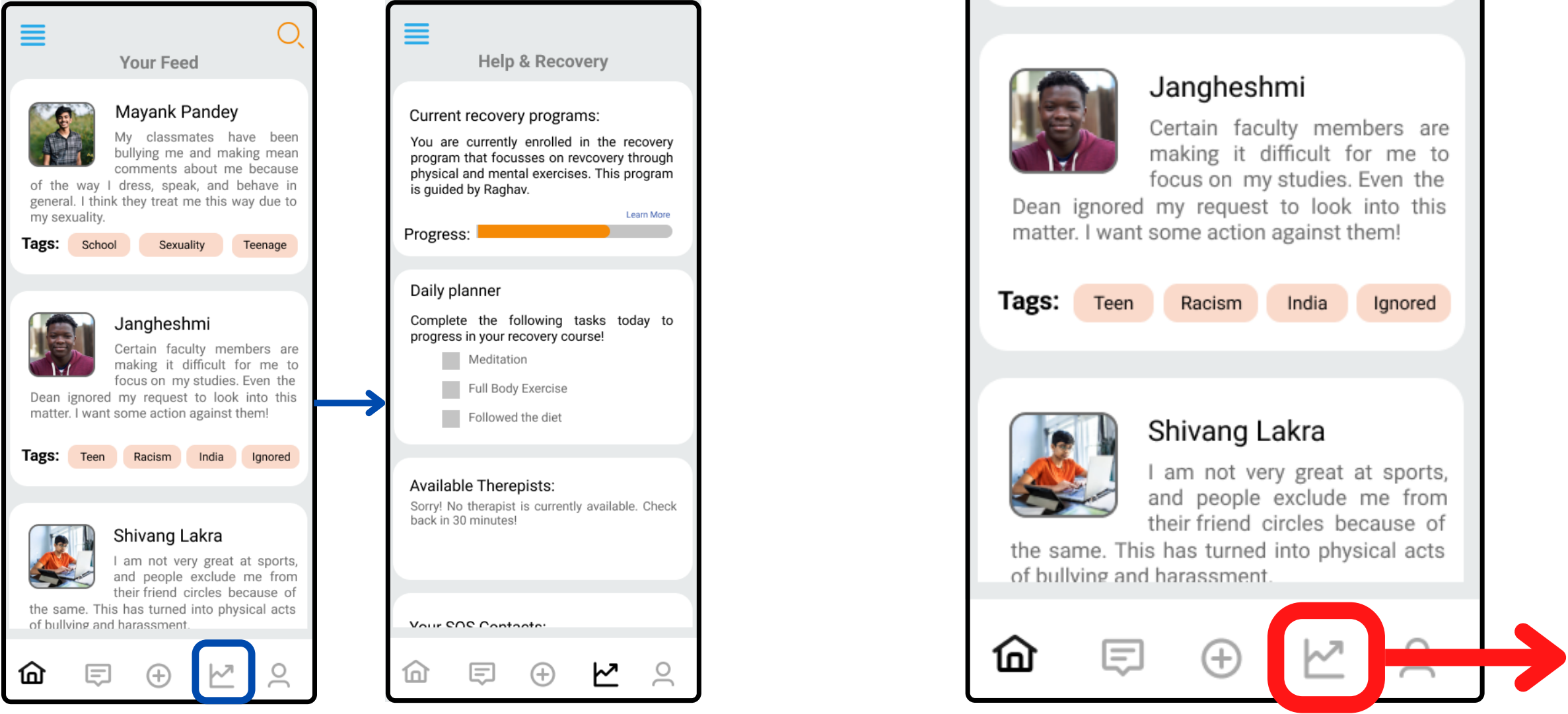


**Solutions/Improvements to identified problems**



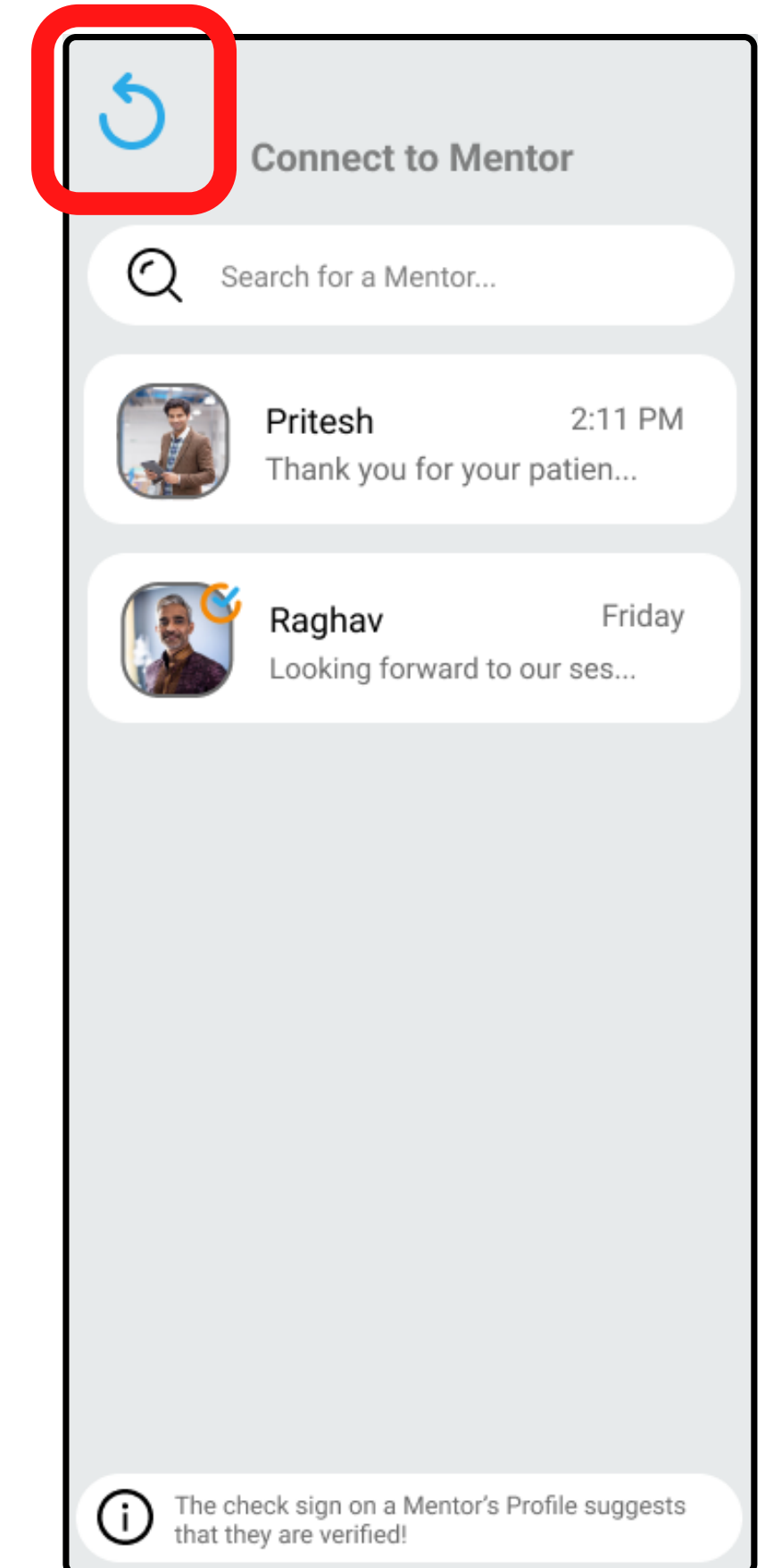
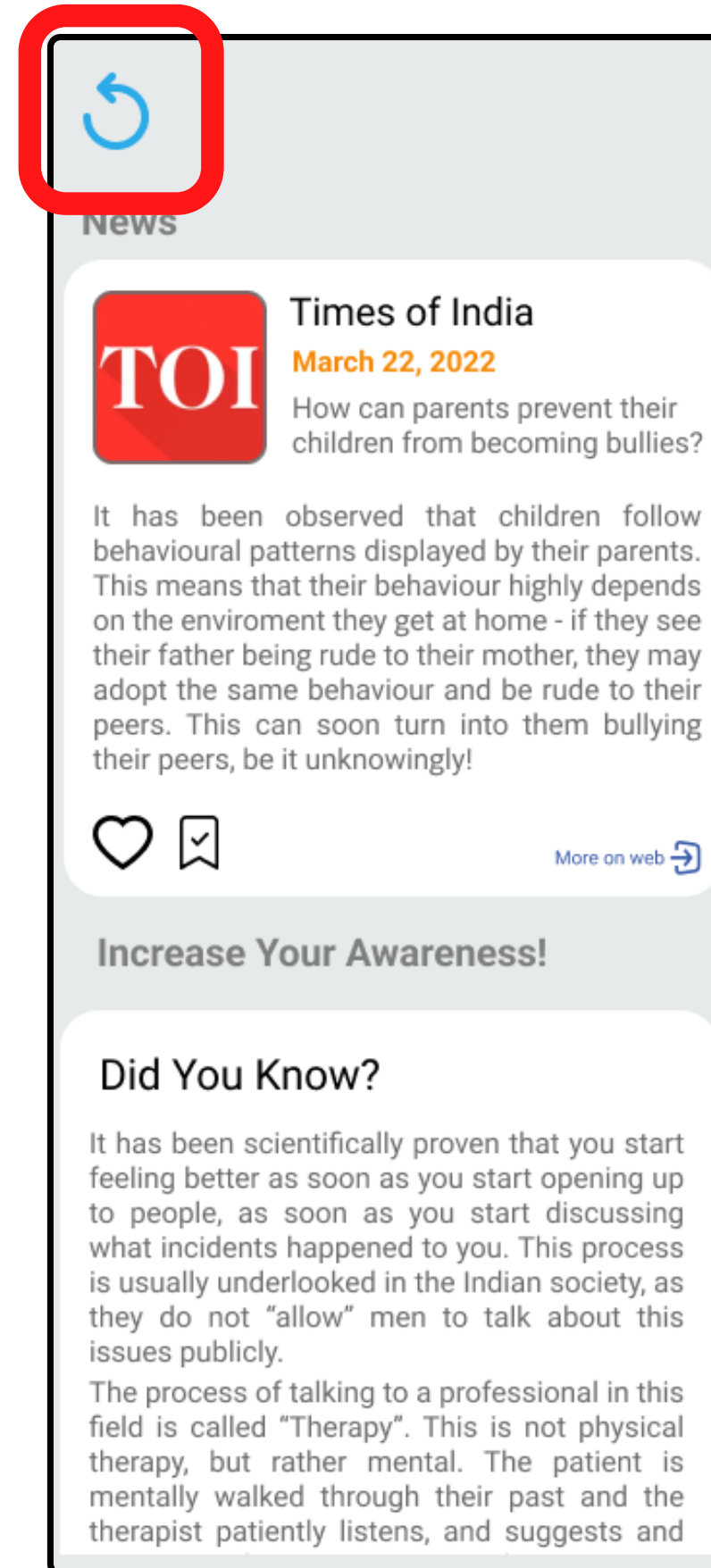
Task:  
Check your progress in the current Recovery Module

Sequence:  
Home → Help & Recovery



Lack of Affordance:  
Help and Recovery is an important and unique feature of the app, but the icon used for that page is not intuitive. It is not clear at first glance what the icon aims to achieve. It is confusing.

The icon for the Help & Recovery interface should be changed to something that the user can instantly relate to – something that resembles "Help and Recovery"



**Task & Sequence: None**

**Affordance Issue:**

Even though the Back button is consistent throughout the app, it is not really a good icon for back button. It looks like a "REFRESH" button, and hence, is not very intuitive.

The back button should be changed to a "Backward Arrow", to resemble an actual back button, like the one used in the MID-FI Prototype.

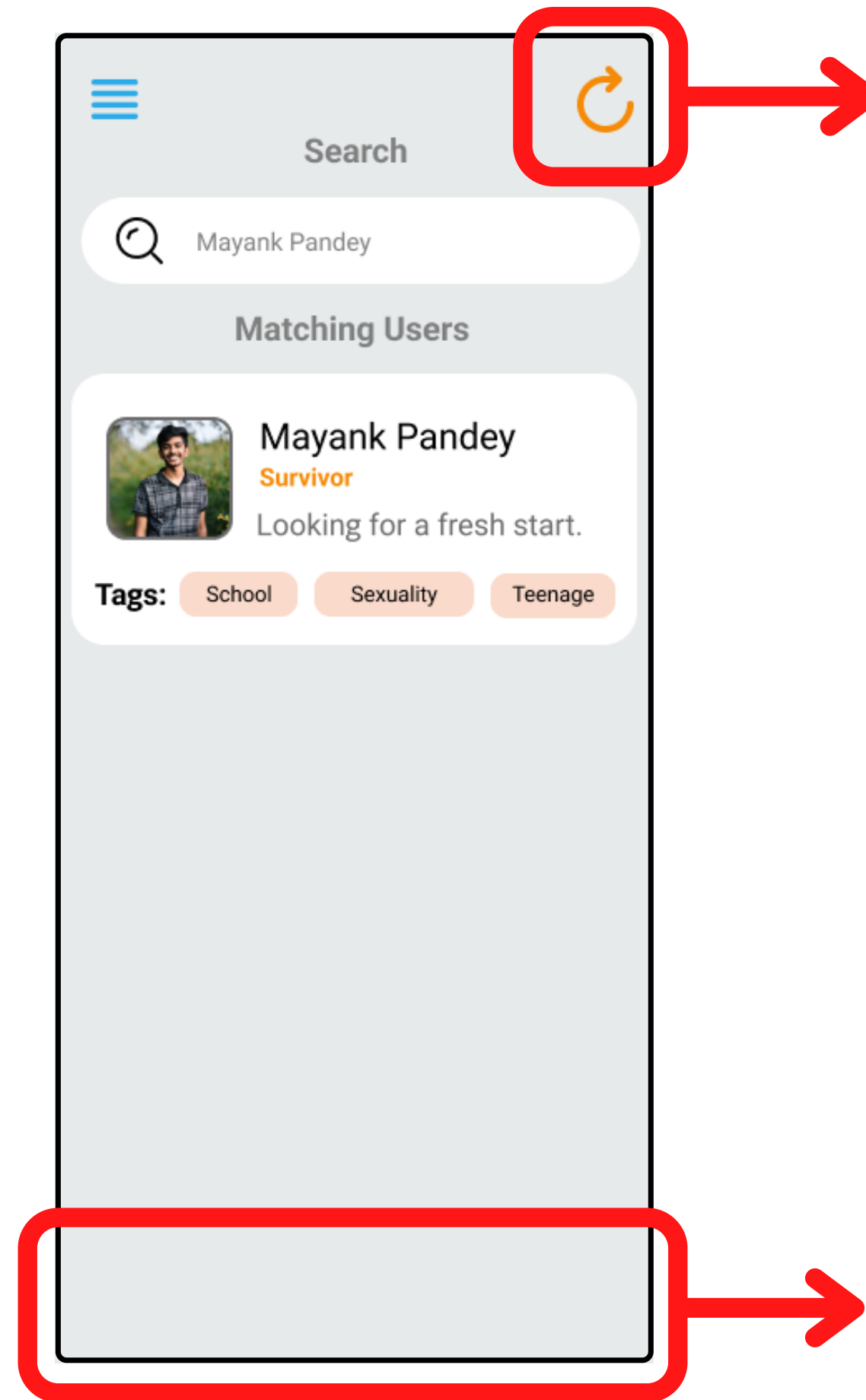
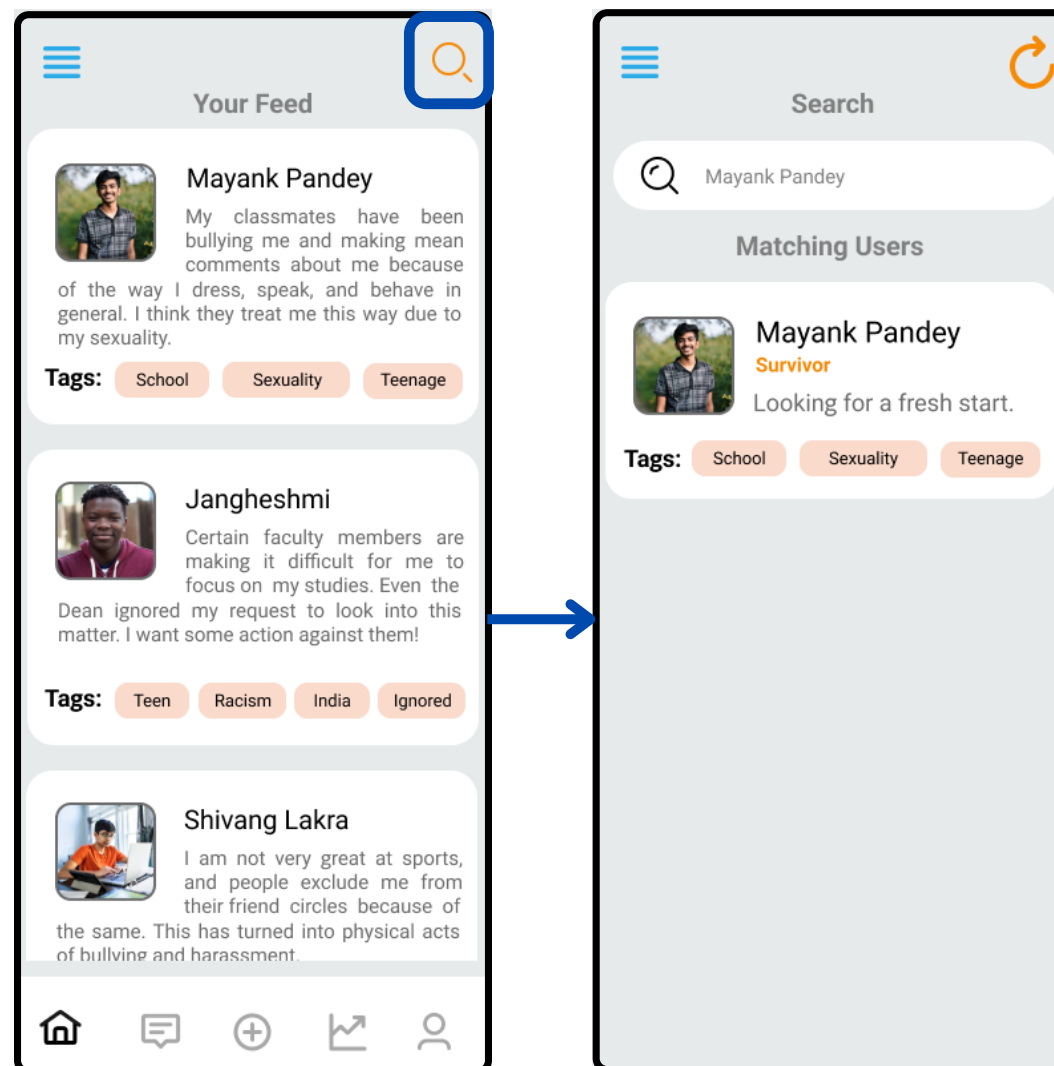


## Task:

Search the user "Mayank Pandey" through the Search interface on the prototype.

## Sequence:

Home → Search → Find his profile



## Major Inconsistency:

The back button is not on the left side, as found on other screens in the application.

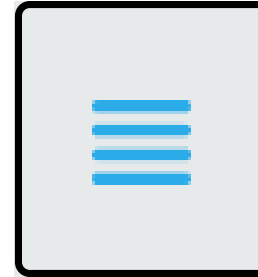
The back button should be shifted to the top-left corner on this interface as well.

## Lack of Navigability:

There is no Bottom Menu on this screen as found on other screens.

There should be the same bottom menu on this screen as well, so that the user can go back to Home.

Task & Sequence: None



**Major Inconsistency and Usability issue:**

- There are two different sidebar menus
- One of them is accessible ONLY through the Help & Recovery screen, while the other is accessible through almost every other screen

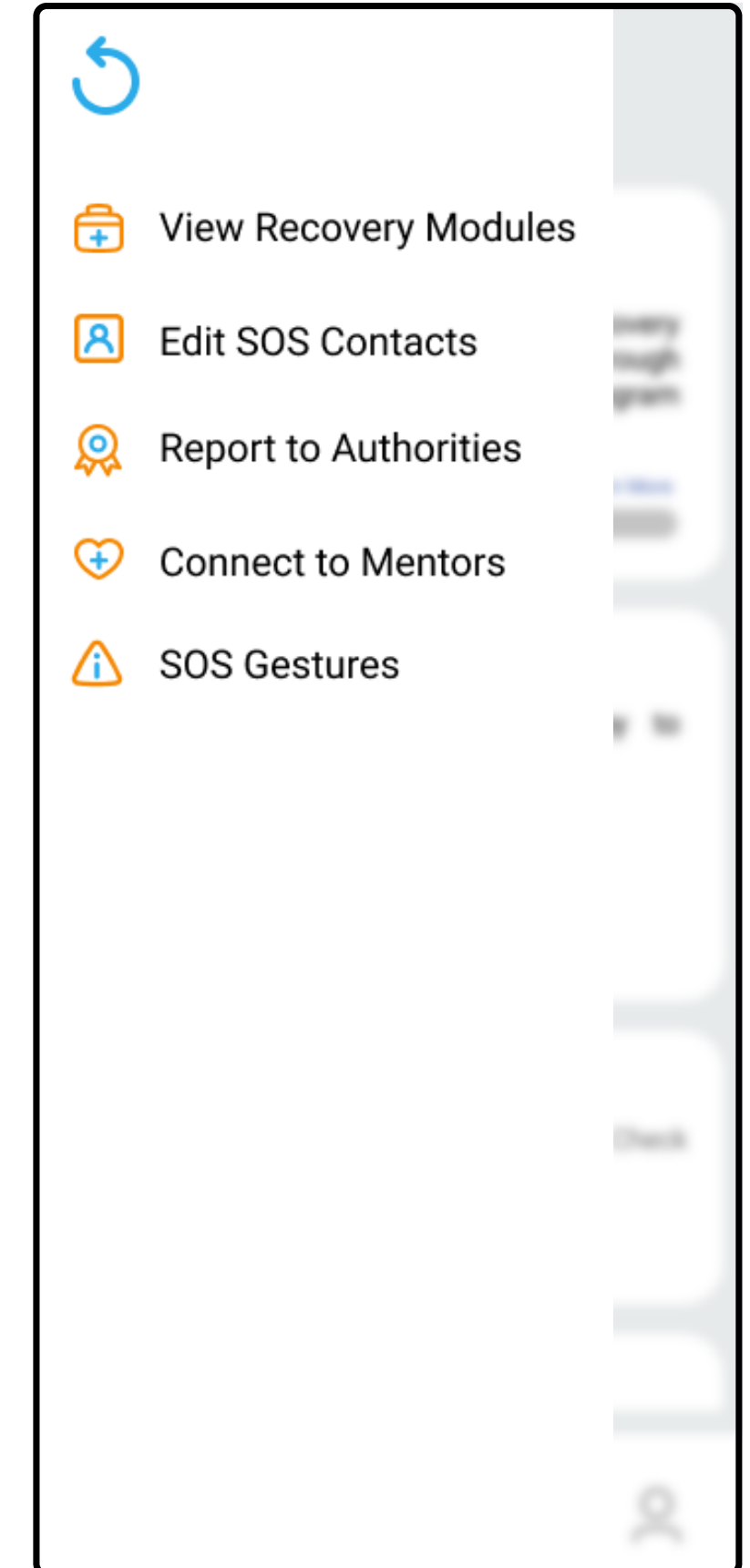
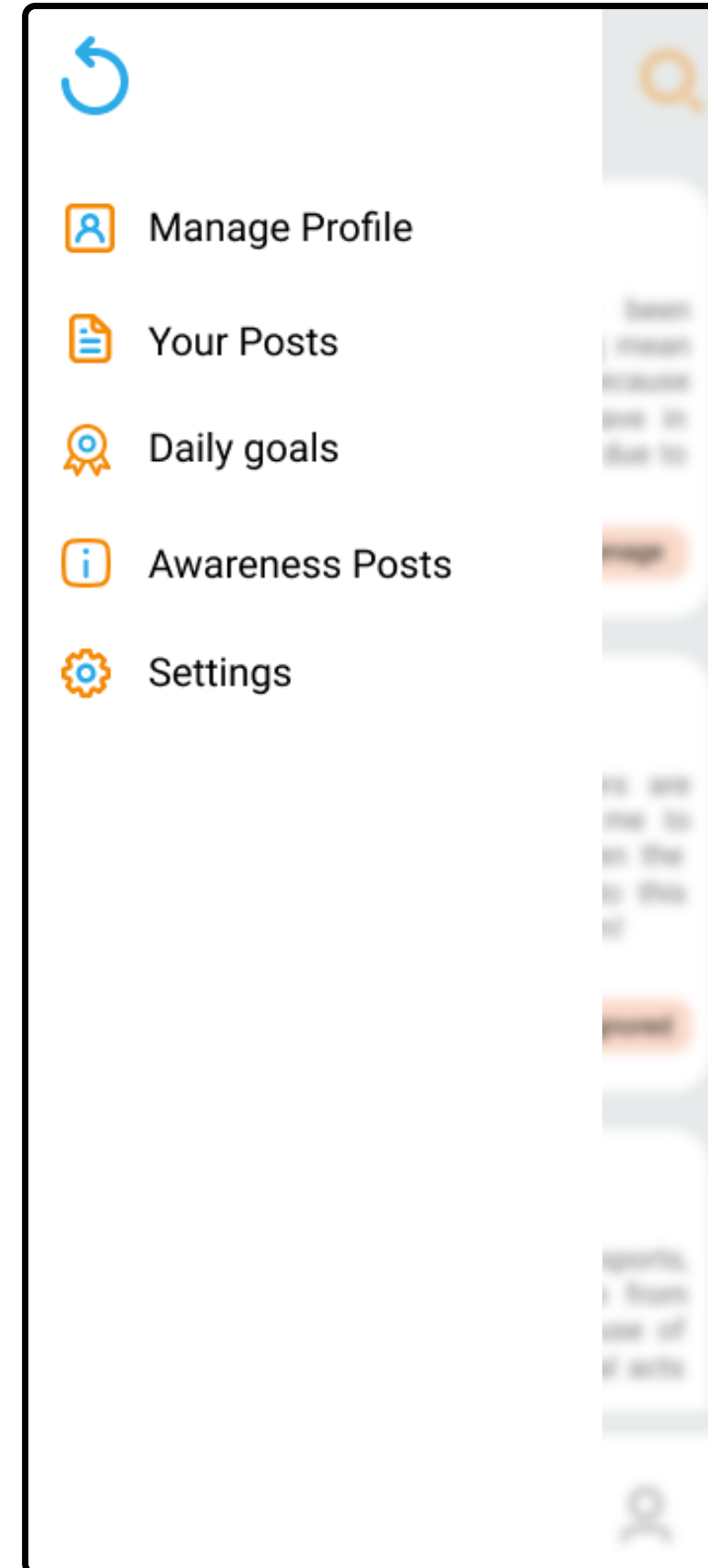
This creates a confusion in the user's mind, as both these menus have the SAME ICON, but different functionalities

**FIX #1**

We could change the icon of the two menus, so that it is clear that they are different menus

**FIX #2**

We could have the menu button placed ONLY on the home screen and on the Help and Recovery Screen, so that there is less room for confusion



### Task #1:

Go to the Chat Interface and open any conversation.

### Sequence #1:

Home → Chat → Click on a Chat Card

### Task #2:

Find a Mentor and Interact with them.

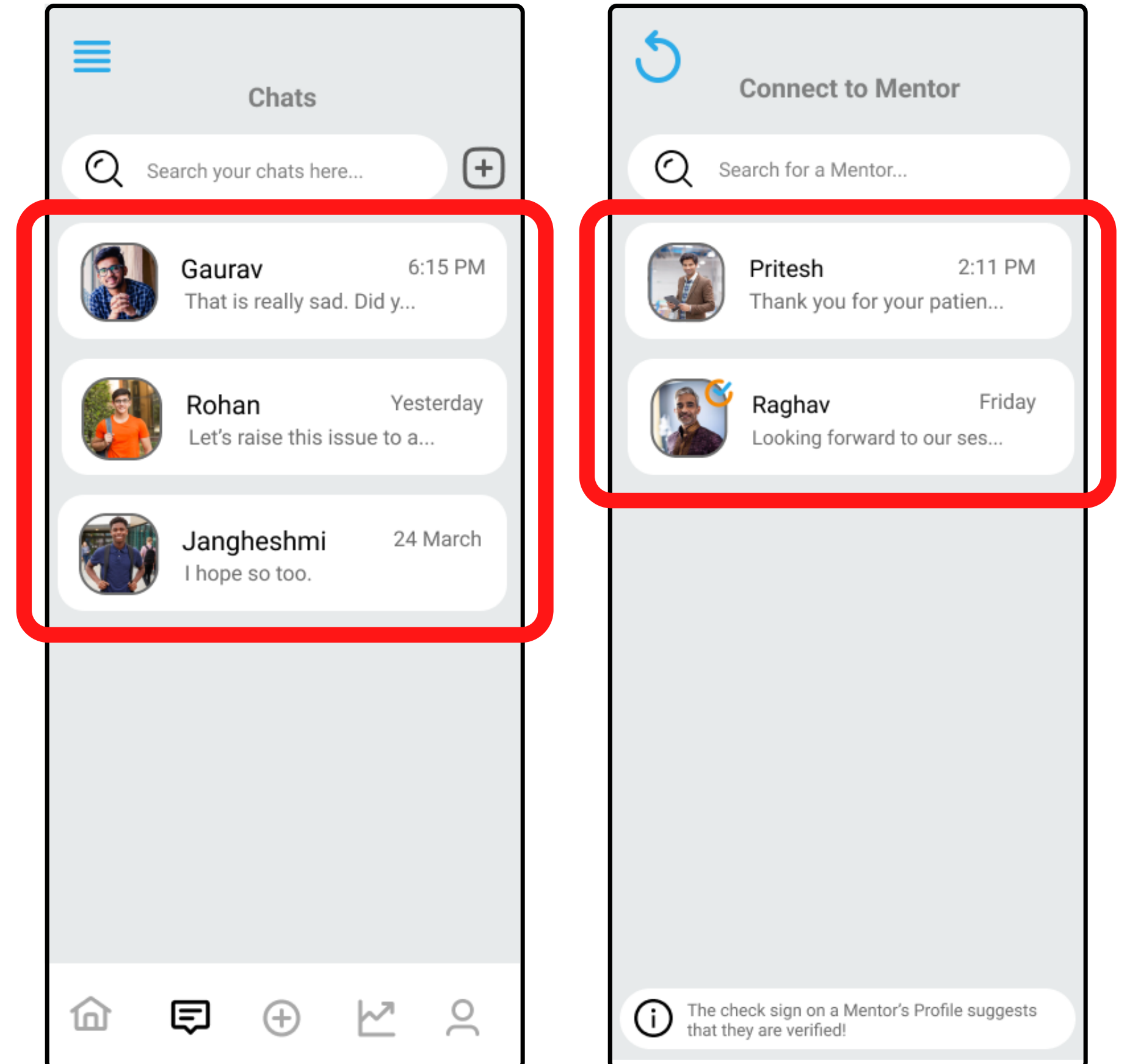
### Sequence #2:

Home → Help & Recovery → Side Menu → Connect to Mentors → Click on a Chat Card

\*Task Sequence Screenshots given on the next slide

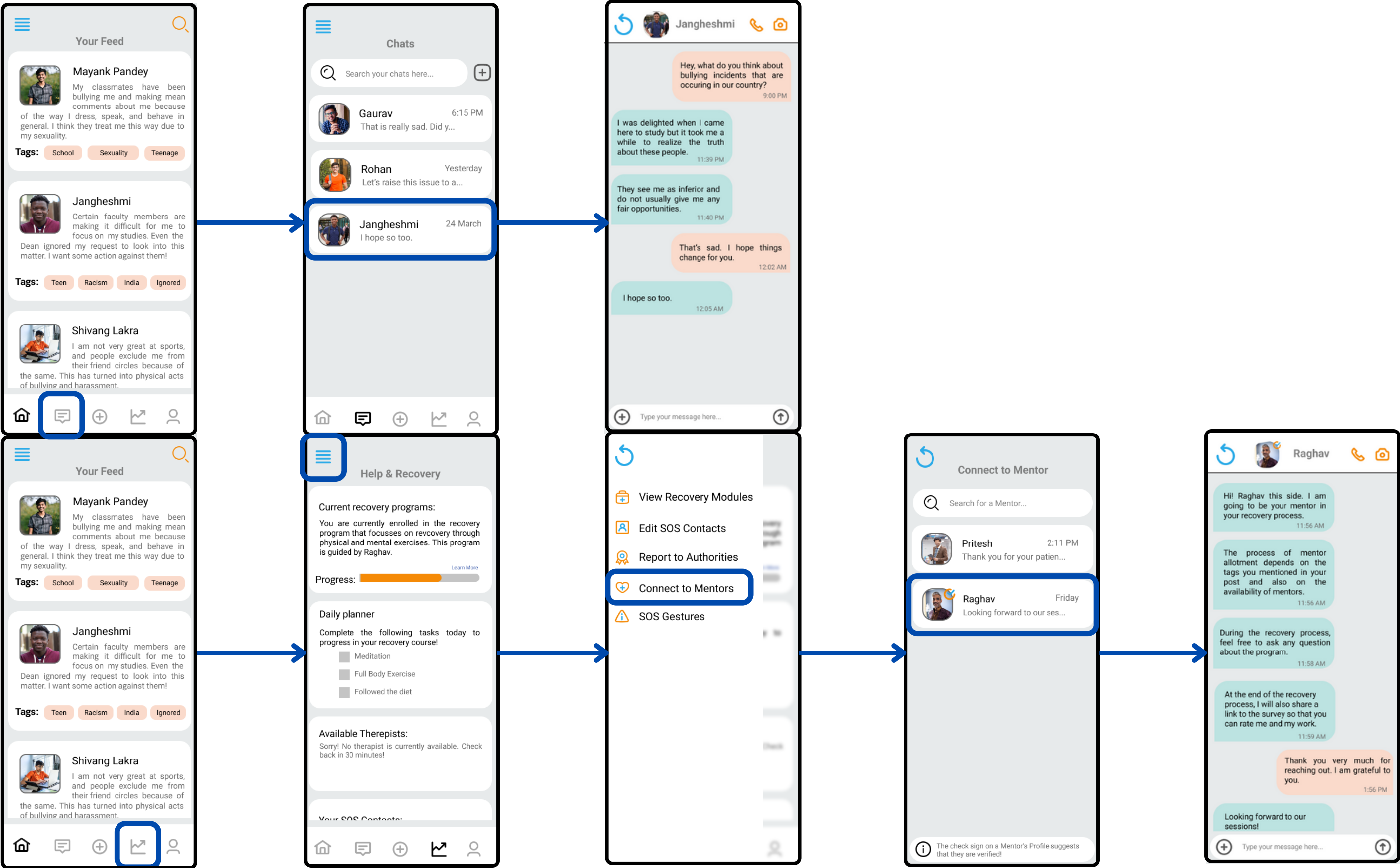
Both the interfaces are visually very similar, and perform similar functions. The user could be easily confused whether they are on the Mentors Interface or the Chat Interface.

These interfaces can be grouped into ONE, separated into TWO sections – Chat with Mentors and Other Users



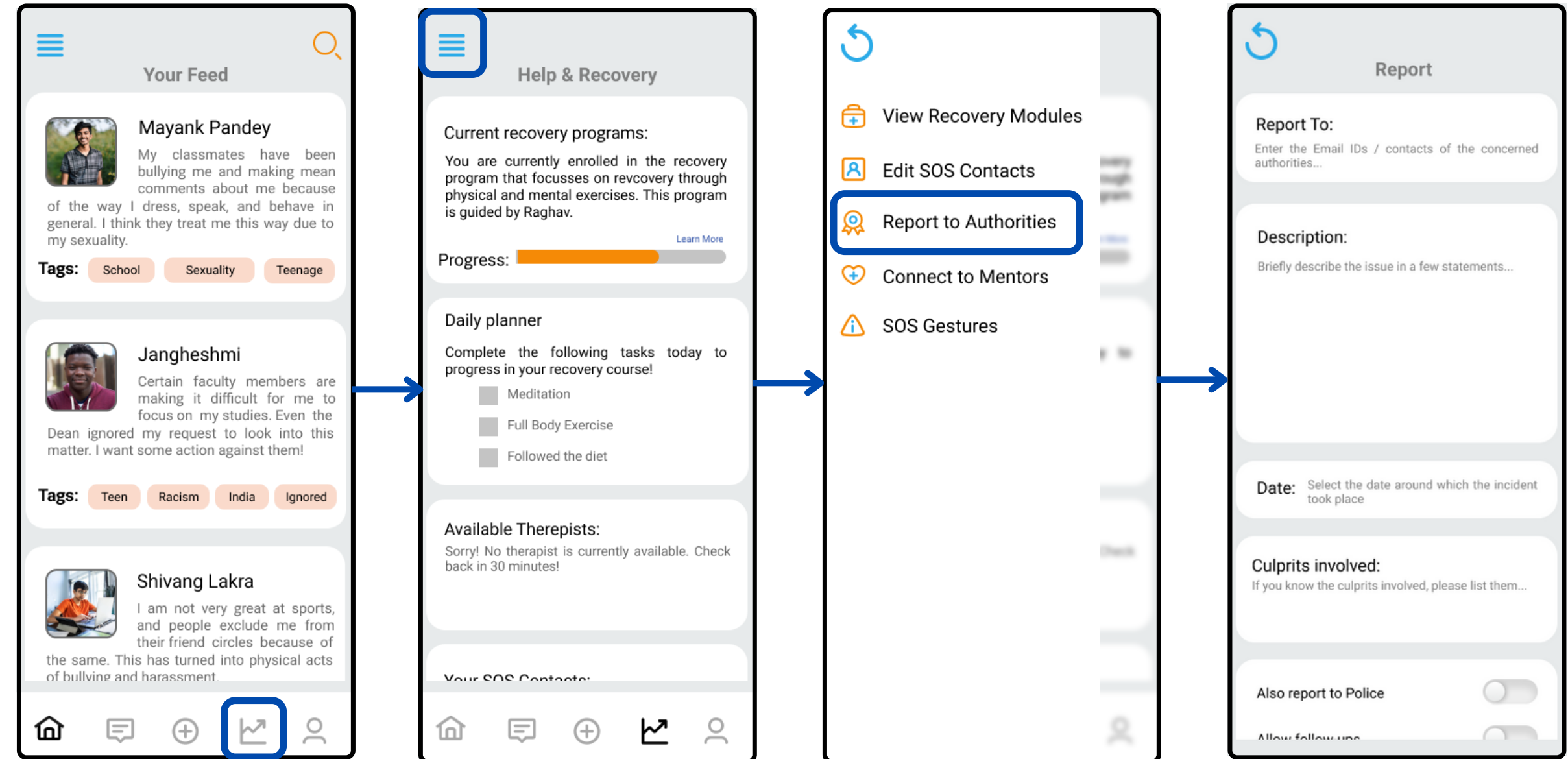
Task #1:  
Go to the Chat Interface and open any conversation.  
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Home -> Chat -> Click on a Chat Card

Task #2:  
Find a Mentor and Interact with them.  
Sequence #2:  
Home -> Help & Recovery -> Side Menu -> Connect to Mentors -> Click on a Chat Card



**Task:**  
**Report an Issue to the concerned Authorities**

**Sequence:**  
**Home → Help & Recovery → Side Menu → Report to Authorities**



**Usability Issue:**  
Even though the task sequence is easy to follow and fairly intuitive, the flow is deeply nested. The user feels that such an important feature should be easily reachable in as few clicks as possible.

We should try to change the flow so that "Report an Issue", which is a major feature of the app is more easily reachable, and can be accessed with as little effort as possible. We could achieve this by creating another tab for Report in the bottom menu.



# **INSIGHTS AND USER REVIEWS**

In a nutshell, here is what the users said

"The app could use a little bit more professional integration."

"It needs some tweaking in some of the icons and labels."

"Such deep task flows may confuse some users."

"The sidebar is a major issue that should be fixed, before public release."

"The HOME Page should be a little easier to reach, from every interface."

"The app is very beautifully crafted, and is highly consistent."

"The initiative and visual design of the app are both, very great."

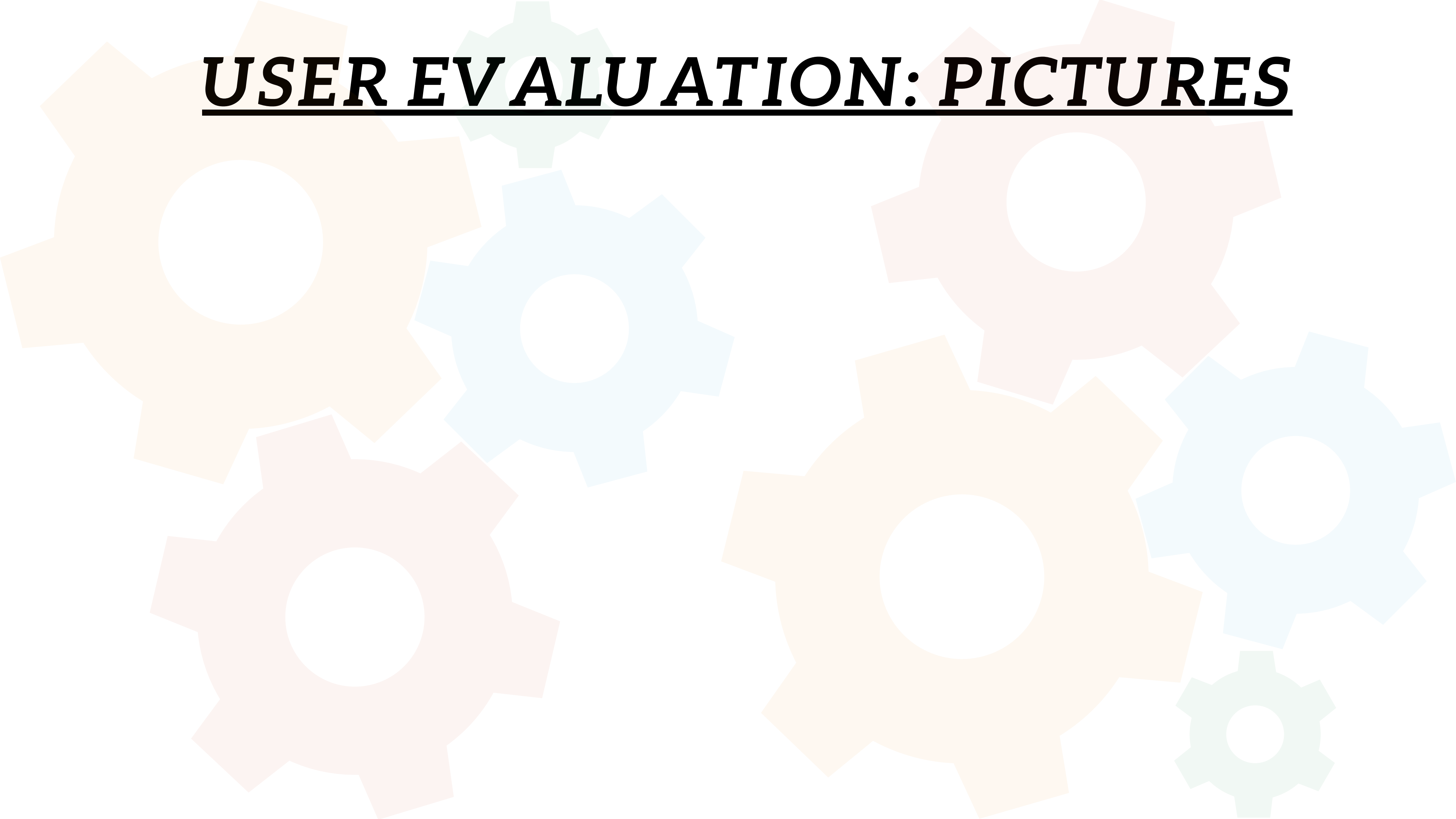
"The features are highly intuitive, and the goals are easily achievable."

"The color scheme is a mix of warm and cool, which is appealing."

"The title given on each screen really helps in efficient navigation."



# **USER EVALUATION: PICTURES**





# **CONCLUSION**

**The evaluation revealed some major and some minor flaws in the current design of our app:**

- The users made us realize that what is obvious for us might not be obvious for each user
- The design of our application is far from perfect and requires some updates and improvements
- They reinforced the idea that design is an iterative process, and that it is time for our team to go back to the drawing board, re-ideate on the features, their placement in the app and the intuitiveness of each of them

## **Benefits of the evaluation:**

We, along with the potential users, identified key flaws in the design, but also, their insights pointed us in the right direction to solve and fix the same.

# ***CONTRIBUTIONS***

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***Thank You***