

# Pilot Lab Usability Study

**memreprise**

Casey, Brent, Emily, Gray, Tristan

The top left corner features abstract organic shapes in shades of yellow and light blue, with a few small yellow and teal leaves scattered nearby.

# memreprise

where music and memories meet

The bottom right corner features abstract organic shapes in shades of yellow and teal, with a few small teal leaves scattered nearby.

# Our Team



**Casey**

BSCS '24, MSCS '24  
Full Stack Developer



**Brent**

MSLDT '24  
Designer, Developer  
Author, PM, Educator



**Emily**

BSCS '24, MSCS '24  
Design, Developer  
PM, Writer



**Gray**

MSCS '24  
Designer, Developer



**Tristan**

MSCS '24  
Designer, Developer

# Outline

**01**

**Initial Prototype Changes**

**02**

**Method**

**03**

**Results**

**04**

**Discussion**

The background features a light cream color with several abstract, organic shapes in shades of yellow and teal. Small, stylized leaves in teal and yellow are scattered across the top. The overall aesthetic is clean and modern.

01

# Initial Prototype Changes

No prototype changes were made  
in preparation for the test.



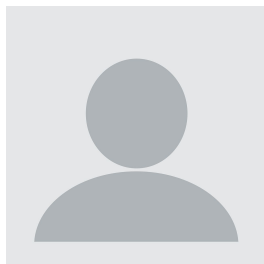
The background features abstract, organic shapes in shades of yellow, teal, and blue. Several stylized leaves in teal and yellow are scattered across the top right and bottom right areas.

02

Method

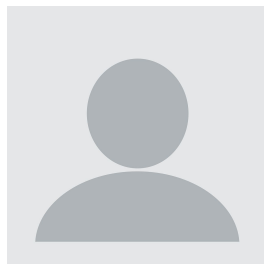
# Participants

Completed 5 interviews, synthesized 4 of them.



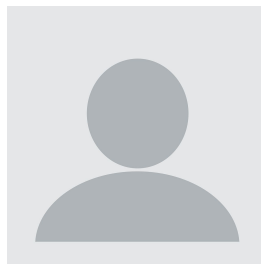
## **Lucas**

Sophomore at  
UCSC (Game  
Design &  
Education)



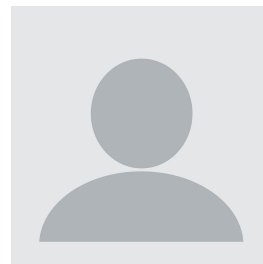
## **Bob**

Masters Student  
at Stanford  
(CCRMA)



## **Matthew**

Senior at  
Stanford (Civil  
Engineering)



## **Wanjun**

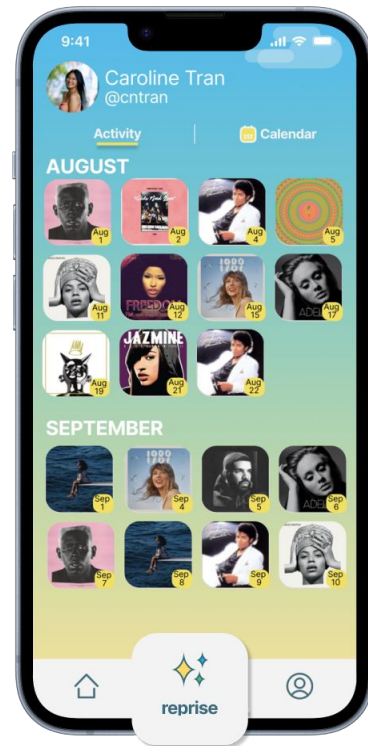
Stay-at-home  
mother





# Apparatus

- Expo Go
- Spotify Account + API
- iPhone Screen Recording



# Tasks

## **Task 0: Create an account and go through the tutorial.**

- Is the sign up process intuitive?
- Is the tutorial helpful?



# Tasks

## Task 1: Share a song by making a post.

- Is the process of sharing a post straightforward for users?
- Is Spotify integrated well with the app?
- Do users like the current tagging functions (emotion, activity, etc.)?  
What can be improved?



# Tasks

## Task 2: Discover music posted by other users.

- Is it easy to locate and browse music posted by other users?



# Tasks

## Task 3: Create a playlist from songs the user recently shared.

- Is it easy to locate and browse songs the user shared?
- Do users like the current filters (emotion, activity, etc.)? What can be improved?



# Procedure

- In-person, screen recorded testing.
- Users were given prompts for each task. Minimal guidance was given during the tasks.
- Users “thought out loud” and testers asked questions as needed.
- Testers recorded the duration of each task.
- Users were asked debriefing questions at the end.



# Test Measures

1. Task completion
2. Time to completion
3. App ratings and reasoning
4. Critical incidents



The background features abstract, organic shapes in shades of yellow, teal, and blue. Several stylized leaves in teal and yellow are scattered across the top right and bottom right areas.

**03**

# **Results**



# Results

## 1. Task completion

**4/4**

Share a song

**2/4**

Discover music

**4/4**

Filter songs

\*2 participants did not click “See More” to open playlists in the discover tabs



# Results

2. Average time to completion of task (min:sec).

**2:25**

Share a song

**1:11**

Discover music

**2:03**

Filter songs



# Results

## 3. Overall app satisfaction

**3.31/5**



# Results

## 4. Critical Incidents

### Lucas

- **Task 1: Sign-Up and Tutorial**
  - Non-scrollable "Sign Up" screen leading to text blocked by the keyboard.
  - Concerns about forgetting tutorial instructions due to information overload.
- **Task 2: Posting a Song**
  - Uncertainty about how to exit the tutorial.
  - Feedback on the oversized font in the search bar.
- **Task 3: Discover Feature**
  - Difficulty in navigating back from the "Feeling" tab.
- **Task 4: Creating a Playlist**
  - Confusion over the purpose of the "Profile" tab.
  - Unclear meaning and functionality of the "Reprise" feature.



# Results

## 4. Critical Incidents

### Bob

- **Task 1: Sign-Up**
  - Issue with password autofill during sign-up.
- **Task 2: Song Selection and Posting**
  - Initial difficulty in scrolling through recent songs from Spotify.
- **Task 4: Filtering posts**
  - Misalignment with his mental model regarding the placement of the "Reprise" filter.
  - Unexpected layout and functionality of the "Profile" tab.



# Results

## 4. Critical Incidents

### Matthew

- **Task 1: Tutorial**
  - Attempted to swipe beyond the last tutorial slide, indicating end-of-tutorial was not clear.
- **Task 2: Song Selection and Posting**
  - Confusion with the keyboard settings when writing caption (looking for emojis).
- **Task 3: Discover Feature**
  - Did not tap on "see more" text in discover tabs
- **Task 4: Filtering posts**
  - Repeated attempts to understand and use the "reprise" feature.



# Results

## 4. Critical Incidents

### Wanjun

- **Task 1: Sign-Up & Tutorial**
  - Was unclear about password requirements
- **Task 2: Song Selection and Posting**
  - Did not understand the purpose of the questions to relate the song to a drink.
  - The “What are you doing” question did not have a suitable answer to choose, so she chose a random one.
  - Explored all features – writing a comment, setting visibility, and posting.
- **Task 3: Discover Feature**
  - Found the discover tab very quickly.
  - Mentioned she wanted to search within the discover.
  - Did not see the “See More” button
- **Task 4: Filtering posts**
  - Did not understand the “reprise” feature.



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04

# Discussion



# Changes from the pilot



# Wider testing population for a longer period of time

Simulate the real use case of MemReprise



# UI Changes



# Confusing & Un-engaging Onboarding

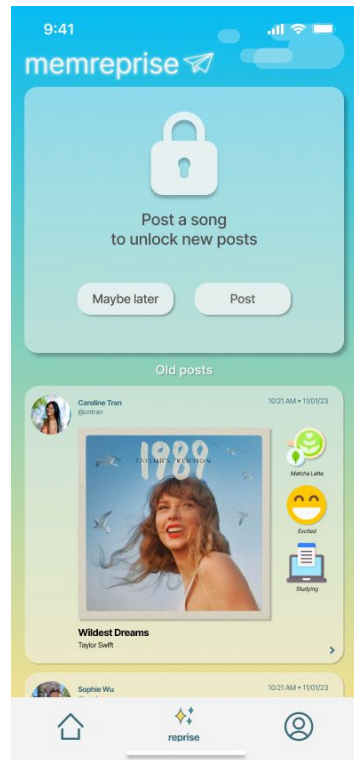
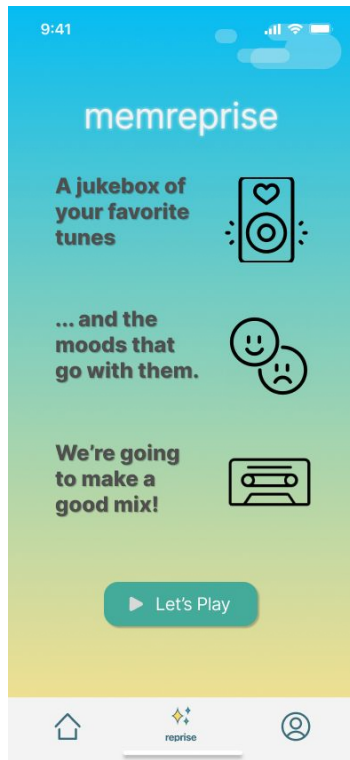
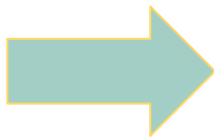
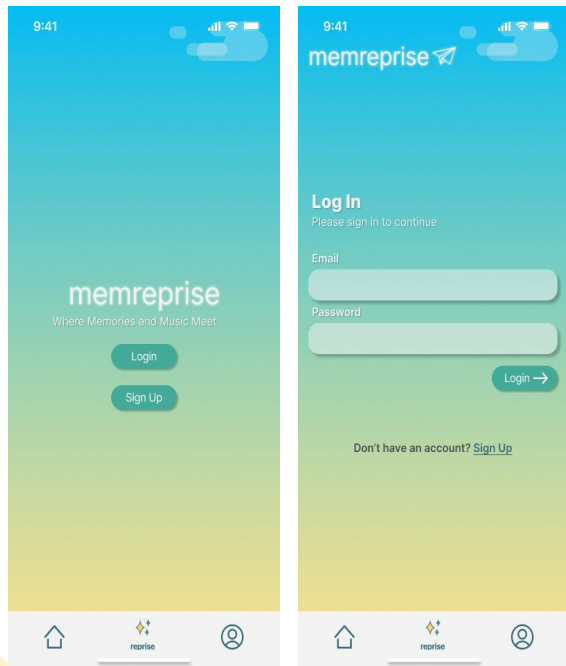
- Verbose
- Hard to recall
- Unclear when onboarding ends and how to exit it

## Proposed UI Solution:

- Add a fun splash page and in place of the log-in screen on user's first time opening the app.
- Move the sign-up experience until after a user has created their first post and is ready to publish it to their profile. Get the user to the joyful part first so they are motivated to complete the logistics!
- Have an interactive tutorial where popups inform the user what each function does as they use the app for the first time.

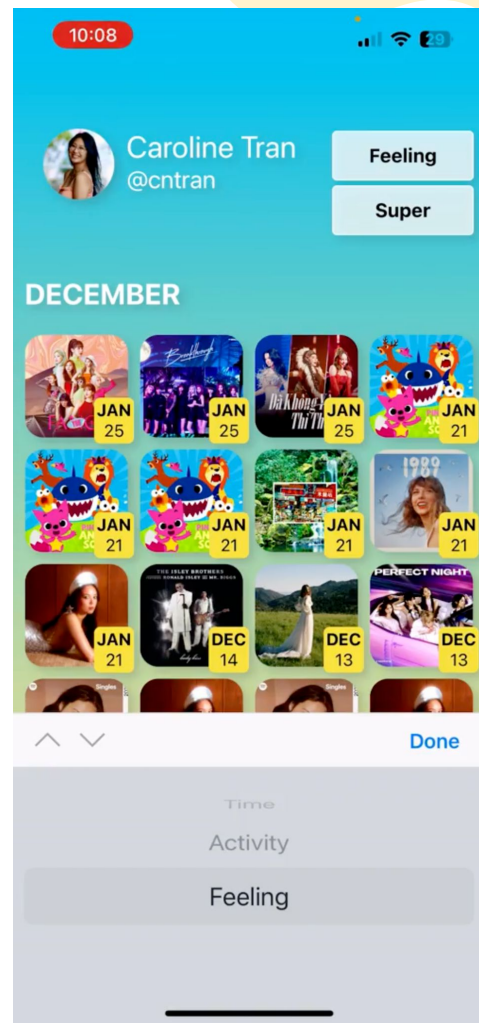


# Splash Page to Action Onboarding



# Unaligned mental models

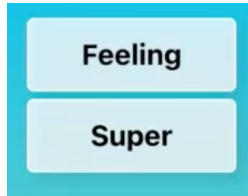
Task 4, Profile section, Reprise function



# Minor UI adjustments

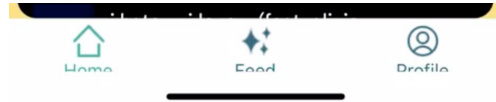
## Consistency

See more button text didn't seem like a button



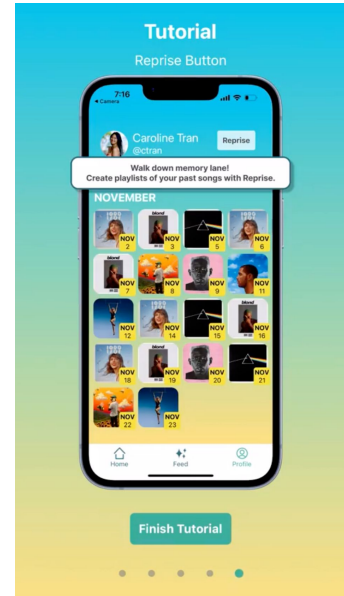
## Screen-size issues

Navigation bar getting cut off at the bottom



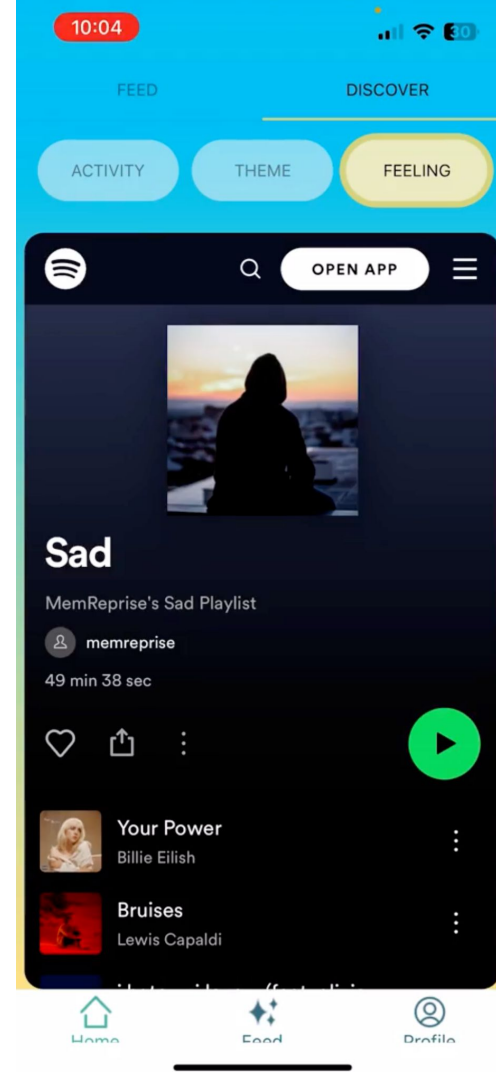
## Navigation difficulty

Confusion with finishing tutorial



# Positives

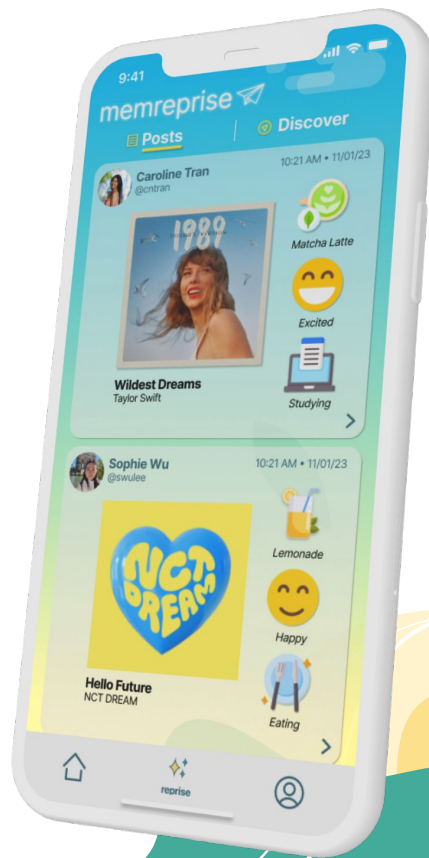
Spotify integration was seamless and easy to navigate





# Thanks

Do you have any questions?




# COLOR SCHEME FOR SLIDES



#ffd966



#fce08c



#fff3ce



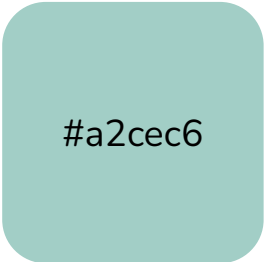
#1c2e50



#9ecaec



#44aa99



#a2cec6