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DOCUMENT:	Application UX Plan

WWWMEDIA

PROTOTYPE: **HTTPS://GITHUB.COM/B91961/ MUX1402_PROJECT3_MOUBARAK_JAMAL**

Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

An app that helps clients of 3w Media Marketing understand and manage the top 20 social network sites from their mobile device.

Description of Intended Audience

Owners and managers of businesses who need to stay up-to-date with all of their companies social networking needs.

Core Functionality

Allow users to access an application that is a gateway to their top 20 social networking sites and allows to share post ideas with their 3w Media Marketing account manager.

Feature Set

- displays info about 3w Media Marketing
- share post ideas
- top 20 social networks sites with
  - in-app access to each
  - log-in only once for each site
  - basic information about each site

Nice-to-Have

- settings screen to input log-in credentials
- option to save favorites in tabs
- select certain social network URL's to share

User Research

Screener Questionnaire

User Questionnaire

Used to qualify participants as surrogate or intended users (THIS NEEDS TO BE FILLED OUT WEEK 1)

Question [P = Person]	P1	P2	P3	P4	P5
What is the persons gender? (to get an even mix of male and female participants)	Male	Female	Male	Male	Male
What is your job title/profession? (helps identify participants that match your intended audience)	bar owner	bartender	bakery owner	bar manager	carryout owner
How proficient are you with a computer or phone? (identify novice or power users to match your intended audience)	novice	novice	power user	power user	novice
What model phone do you currently have? (to find existing iOS users as participants)	iPhone 5s	iPhone 5	Samsung S4	iPhone 5s	iPhone 4s
(If iPhone) How long have you owned your iPhone? (to avoid users in the honeymoon phase with their phone)	6 years	3 years	N/A	4 years	3 years
How often do you use your phone for other tasks? (doing things other than calling - like email, pics, notes, tweets)	always	always	always	always	not often
Are you familiar with finding and using apps? (to find participants qualified to accomplish basic tasks with apps)	yes, very	yes, very	yes, very	yes, very	no I usually ask for help
What type of apps do you find yourself using most? (games, social networking, note, sports, travel, etc.)	social networking	social networking	social networking	social networking	messaging for overseas
Would an app that does _____ be useful to you? (describe the functionality of YOUR app, to qualify participants)	not really, but maybe after I try it	depends on the features	If it makes accessing them easier	Yes that would be nice	would be good so I only need 1 app

Question [P = Person]	P6	P7	P8		
What is the persons gender? (to get an even mix of male and female participants)	Female	Female	Male		
What is your job title/profession? (helps identify participants that match your intended audience)	Graphic Designer	Student	Sales Manager		
How proficient are you with a computer or phone? (identify novice or power users to match your intended audience)	power user	power user	power user		
What model phone do you currently have? (to find existing iOS users as participants)	Samsung S3	iPhone 4s	iPhone 5s		
(If iPhone) How long have you owned your iPhone? (to avoid users in the honeymoon phase with their phone)	N/A	3 Years	3 Years		
How often do you use your phone for other tasks? (doing things other than calling - like email, pics, notes, tweets)	always	always	always		
Are you familiar with finding and using apps? (to find participants qualified to accomplish basic tasks with apps)	yes	yes, very	yes, very		
What type of apps do you find yourself using most? (games, social networking, note, sports, travel, etc.)	email, social networking	social networking	email, notes, travel, remote connectivity		
Would an app that does _____ be useful to you? (describe the functionality of YOUR app, to qualify participants)	not really. I like it how it is	If I can do the same things as now, sure.	I don't use social networks very often		

User Personas & Scenarios

Richard West Primary Persona

> "I want to make sure my employees are staying up-to-date with my companies Social Networking needs."

Richard generally has a very busy work schedule. He travels between his 5 business locations daily to check in with his management team and oversee operations. Social networking plays a large part in Richard's marketing strategy. It is his manager's responsibility to stay up-to-date with the marketing. While Richard is traveling from location to location he would like a way to quickly view the next locations social media pages quickly from his mobile device before he reaches that location.

Characteristics

Age: 45
Education: MBA
Job Title: Self Employed
Tech Competence: Average+
Tech Usage: Daily
Platform: Apple (Mac iOS)

Influencers

- A way check managers completion of duties
- An experience consistent with the desktop site
- A way to skip the need to login in each time
- A quick way to navigate multiple accounts

Pain Points

- Pulling his car over to use his laptop
- The time lost in his day pulling his car over
- The need to log into the portal each time

Scenarios

Goal:
log in to multiple social media sites

Method:
Richard pulls his car into a parking lot, and he pulls out his laptop and powers it on. Richard opens a web browser on his laptop computer, and navigates to the first social network saved in his favorites. The social media site will prompt him to log in using his username and password. This has become very time consuming and an inconvenience for Richard. Richard would like to remain logged in to each site and access them from the same location.

Goal:
view posts by his managers

Method:
Richard uses the same method to navigate to, and log into, the social network sites. Once logged in, Richard navigates to his companies profile and views the posts his managers created. He feels this is quick and easy to do in only a matter of a few steps and would hope to get the same functionality on his iPhone while on the road traveling from location to location.

Melinda Stevens

> "I would like to access all of the social networks I manage for work in one app so I can keep them separate from my personal accounts."

Melinda has a very busy work schedule. She manages 20 employees along with day to day operations including managing the social networks. Her time needs to be spent on the retail floor to make sure operations are running smoothly. Melinda would like to have a quick and easy way to create posts and answer questions from her mobile device so she can remain on the retail floor to assist her employees.

Characteristics

Age: 32
Education: B.S. Business Management
Job Title: Store Manager
Tech Competence: Average
Tech Usage: Daily
Platform: Apple (Mac iOS)

Influencers

- A way to create posts on her phone.
- An experience consistent with the desktop site
- A quick way to navigate all accounts in one app
- A way to skip the need to login in each time (So she does not need to log out of her personal accounts)

Pain Points

- Pulling her off of the retail floor to access accounts
- The need to access her desktop to manage the accounts
- The time lost in her day by having to go to her office

Scenarios

Goal:
log in to multiple social media sites

Method:
Melinda leaves the sales floor to go back to her office to use the desktop computer. She does not use her mobile device because she would have to log out of her accounts. She opens a web browser on her desktop computer, and navigates to the first social network saved in her favorites. The social media site will prompt her to log in using her username and password. This has become very time consuming and an inconvenience for Melinda. Melinda would like to remain logged in to each site and access them from the same location.

Goal:
make posts to multiple sites

Method:
Melinda uses the same method to navigate to, and log into, the social network sites. Once logged in, Melinda navigates to her companies profile and creates a post and responds to a customers question. She feels this is quick and easy to do in only a matter of a few steps and would hope to get the same functionality on her iPhone while on the sales floor where she is needed.

Competitive App Analysis
(Heuristics Evaluation)

Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs

Heuristics	HandleShare	Socialite
Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	This app keeps you informed about what you are doing throughout the entire time you are navigating through it. At the top of the screen it gives instructions of what you need to do.	No this app does not give you any feedback at any time. It has a message board feature that doesn't work. I can't believe this app cost $.99.
Match between app and the real world Does the app sense the user's environment and adapt the information display accordingly?	N/A	N/A
User control and freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Throughout the app it is very easy to navigate by selecting tabs. At one point it takes you out of the app in the how to tab and you need to reopen the app to get back to it.	The app has 5 tabs with 4 of the tabs just being a web view. The only way you exit any certain tab would be by selecting another tab.
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	The app does not eliminate these conditions. I feel that the app explains to you how to enter your social network handles in the second tab of the app but on the main page it does not give you that explanation which makes it very easy to make a mistake.	The app does not prevent these error prone conditions. You receive no confirmations on anything.
Consistency and Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	This app very clearly spells out the features without any misunderstandings. This is a very simple app which is explained how to navigate very good.	You do not wonder if any part of this app means anything besides what it does mean. The app is just 4 tabs with web views in each tab.
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	All of the objects in this app are completely visible with the actions clearly being spelled out with plain text that is not hidden.	Nothing except for company information is available. Most information received from this app is web based.

Flexibility and efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	This app is flexible by allowing the user to click on an icon on the main page and if they have not yet entered a handle they will be requested with an alert. This is another way to enter your handles along with the second tab.	There are no ways to reduce any steps of this app.
Aesthetic and minimalist design Screens should not contain information which is irrelevant or rarely needed	I actually enjoy the UI of this app. It gives you the basic information that you need to navigate throughout the app. On the main page of the app it has the tiled view with the icons for each social network. I actually enjoy this view a little better then my proposed table view.	On the info page there are two links that do nothing. The links are Message Board and "Please rate this app!".
Help users recognize, diagnose, and recover from errors Error messages should be expressed in plain language precisely indicating the problem and solution	If you try to share your handles from this app without having any saved information the app will give you an alert to select your handles you would like to share. This is very easy to understand.	This app does not give you any error reports nor does it let you generate an error.
Help and documentation Help should be focused on the user's task, list concrete steps to be carried out, and not be too long	The first time you open this app it has a visual page expelling the UI of this app. It also has an how to tab at the bottom of the page to further explain how to use the app.	In the info tab there is a video that explains "how to use" the app. It shows you how to use two different touch gestures in order to go back in history or to refresh the page. There are no navigation buttons.
Touch Usability Does the app utilize touch gestures efficiently to navigate the app	This app just uses the basic touch features to scroll in order to navigate throughout the app.	This app has two touch gestures that are described in the how to use section of the info tab. The first gesture is hold 2 fingers on the screen to go back in the web view history and the second gesture is to hold 3 fingers on the screen to refresh the page.
Mobility Does the web content appear native or loading time of content	Web content on this app does not appear native. When the app needs to load web content it leaves the app completely and goes to the apps browser window.	This entire app is pretty much web based. They do not do a good job making it look like they are still in the current app. The navigation header is just the one from the web view but it does keep the footer tab bar.

Usability Testing Plan
&
Discussion Guide

Usability Testing Plan

Purpose & Objective

To evaluate the app's intended flow and interactions, with an emphasis on the primary and secondary goals. The objective is to uncover any UX issues that might be present, and use these to direct the iteration process.

Roles

I alone will proxy the roles and responsibilities of the interviewer, note taker, and observer/videographer. There will be one role defined as participant.

Method

A controlled and testing method will be employed. This approach will utilize an indoor facility to observe user interactions while in a controlled environment state.

Metrics

- Completion Rates
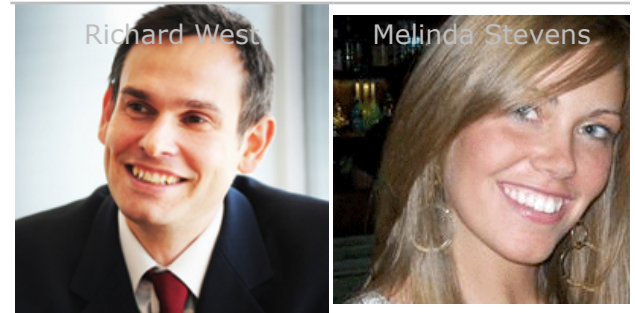- Page Views
- Errors
- Satisfaction Rating
- Usefulness

Equipment

- iPhone
- Notepad

Locations

- Mall
- Bakery
- Bar & Grill

User Profiles

Richard West

Melinda Stevens

Participant Count

6

An equal number of male and female participants will be used to actualize behaviors of my intended audience.

Discussion Guide

The step-by-step dialog of conducting usability tests

1	Introduction	"Hello my name is Jamal Moubarak, and I'm a student at Full Sail University currently enrolled in the Mobile User Experience course. My assignment is to create a usable iPhone application that fits the needs and wants of a particular user group. In doing so, it is very important to test the usability, or usefulness of my idea. Would you be willing to share a few minutes of your time to help me? I need to test whether or not my app is easy for users to accomplish a couple basic tasks, and enjoyable to use?"
2	Explain the Test Goals	"I need your help to determine if my app makes it easy for people to perform a couple basic tasks, like accessing a certain social network of your choice and creating post ideas for your social media manager."
3	Complete the Questionnaire	[SEE USER QUESTIONNAIRE] [ACTION: Ask participants to answer the screener questions to qualify them as users that most closely represent your intended audience. The app's intended audience is represented in the user personas]
4	Introduce the Test Scenario	"First, I'll ask you to complete a couple tasks using my app. Along the way I encourage you to THINK OUT-LOUD. This will help me to better understand what aspects of my app seem to be obvious or confusing and unclear. As the last step, I will ask that you complete a simple survey, consisting of 6 short questions inquiring about your experience using my app. Sound's easy? Ok, let's get started!"
5	Define the Tasks	VERB BASED TASKS Is it obvious how to access a social network site from the home page? Can you quickly find 3w Media's company information? Is it obvious how to create and share a post idea with your 3w Media account manager?

		SCAVENGER HUNT TASKS	
		Can you connect to the Facebook page? Can you locate and go to the information about our company? Can you compose a post idea and attempt to share it to Facebook? Can you find information about Facebook?	
		INTERVIEW BASED TASKS	
		What could make my app better in completing the task of connecting to multiple social networks in the same app? What would make my UI more usable? Is there anything I can do to add more information to my app? Would you use this app?	

6	**Complete Follow-Up Survey**◦ (completed by the user)	QUESTION	ANSWERS
		What is your overall impression of the app?	awesome - good - fair - poor
		Was the brand distinguishable from other app's like it?	yes - kinda - no - unsure
		How difficult was completing the basic tasks?	easy - fair - difficult
		Were the navigation cues easy to interpret?	yes - maybe - no
		What was confusing if anything?	navigating - organization - selecting - other - none
		Please give any other feedback that can help me make my app better.	- Text Field -
7	**Thank your Participants**	"Thank you very much for your time. You've helped make an app that much more usable!"	
8	**Report your Findings**◦ (week reflection video)	[SEE WEEK REFLECTION VIDEO]	