Prototype Results

Pro-forma test plan 1:

Rationale:

We intend to carry out user-based tests of the prototype to evaluate whether users can effectively and efficiently navigate to their profile page. This will be determined based upon a combination of time and errors. If the user spends time clicking on various unrelated options, it will indicate that the location of a user's profile does not align with their expectations. Similarly, if they take too long it will show that the the application is not intuitive and easy to pick up straight away.

Goal:

Evaluate whether users can navigate to the profile page within 30 seconds.

Steps to be executed:
1. Navigate to profile page.

Record Actual result:
> Pass:7 (46%)
> Fail:8 (54%)

Pass/Fail:
> Pass : If more than 90%
> Fail: If less than 90%

Evaluation:

Over half the users failed to navigate to the profile page within the assigned 30 second time limit, however all users were able to navigate to the profile page eventually. The 7 users that successfully passed the time constraint had no issues and behaved in the expected manner. Out of the 8 users that failed to achieve the desired constraint, 4 decided to get familiar and explore the application before attempting the task. After exploring the app, these users were able to perform just as well as the 7 passing users. Including 1 of the 4 exploring users, 4 failing users had never used adobe XD (the platform our prototype was built on) before, which caused a delay as entering text is not implemented which took users a moment to process. Only 1 user seemed to have difficulty navigating through the app to the profile page, which when questioned seemed to stem from the lack of readability of labels within the app. This can be easily approached by either increasing text size (or providing an option to change it) or introducing new icons that better represent the content they correspond to.

Pro-forma test plan 2:

Rationale:

We intend to carry out user-based tests of the prototype to evaluate whether users can effectively and efficiently navigate to an events page and discern the important information present. This will be determined based upon a combination of time and

errors. If the user spends too much time attempting to locate the event itself, it could mean that users may need additional means to arrive at the event page. Similarly, if they cannot discern the important information in the events page, it could mean we are not displaying the information in a useful and meaningful way to the users.

Goal:
Evaluate whether users can find an event and its associated details within 90 seconds.

Steps to be executed:
1. Finding cupcake baking event.
2. Identify buddies going
3. Identify any additional information related to the event.

Record Actual result:
Pass: 15 (100%)
Fail: 0 (0%)

Pass/Fail:
Pass : If more than 90%
Fail: If less than 90%

Evaluation:
All users successfully navigated to the desired events page and stated the correct information within the time limit. During this task we noticed that users that took a long time on the first task were able to navigate much easier to the correct location. This suggests that as users interact with the app it becomes easier to use and is learnt quickly. During this task it was realised that naming the buddies going to the event was difficult with adobe xd as it was not set up to display their names and you couldn't click on their profile picture icon to get that information. This was raised by 1 of the users during this task as is something that can be fixed in the future by adding a person name under their icon. Additionally one user expected a notification somewhere about a buddy going to the same event as them. Although this notification was displayed in the feed it was overlooked, which means that we need to develop a way for users to distinguish between notifications of people going to events, people looking to host an event, and any other posts we allow users to make.

Pro-forma test plan 3:
Rationale:
We intend to carry out user-based tests of the prototype to evaluate whether users can effectively and efficiently create a new event for other to express interest in. This will be determined based upon a combination of time and errors. If the user spends too much time clicking on various unrelated options, it will indicate that the location and contents of

creating events does not align with users perceptions, which makes it more difficult for users to use the app freely and without annoyances.

Goal:
Evaluate whether users can navigate to the create event page within 60 seconds.

Steps to be executed:
1. Navigate to create event page
2. Fill and create the event

Record Actual result:
Pass: 15 (100%)
Fail: 0 (0%)

Pass/Fail:
Pass : If more than 90%
Fail: If less than 90%

Evaluation:
All users successfully navigated and created a new event within the time limit. As users are getting more familiar with the structure of the app they are also navigating quicker throughout the application. All users recognised that this would be done through the menu rather than their feed page. This further adds to the belief that the application's navigational structure is easy to learn. One user was unsure and required clarification on what buddies wanted meant. This means that our wording could be improved further, however since no other user found this to be an issue it could be an outlining circumstance. We will test the wording in further testing sessions to confirm what is the cause of this miscommunication.

Pro-forma test plan 4:
Rationale:
We intend to carry out user-based tests of the prototype to evaluate whether users can effectively and efficiently navigate to their messages. If the user cannot find their messages quickly it removes one of the main features of the application, social connection. Without social connection the whole buddy system approach to the Bake Mate would be flawed and wouldn't be of interest to users.

Goal:
Evaluate whether users can navigate to the message page within 60 seconds.

Steps to be executed:
1. Navigate to message list
2. Find messages to Samantha
3. Find what you sent Samantha

Record Actual result:
        Pass: 15 (100%)
        Fail: 0 (0%)

Pass/Fail:
        Pass : If more than 90%
        Fail: If less than 90%

Evaluation:
All users successfully navigated and stated the desired information within the time limit. One user had issues with what content was actually said, but still stated the correct information. Other users in additional feedback suggested that it could be even further distinguished for who said what in the conversation. One user even provided an example of how the current messaging system would make it confusing if they are more than two people in the conversation. As our focus is to create a social environment group messaging is something we are looking to implement. In order to do this we could place the user's name and profile picture next to their message to indicate who said it. This will allow for clear communication within group conversations and within individual conversations.

Overall Evaluation and Future Direction

The first prior testing session was very successful. Tasks 2, 3, and 4 all passed with a 100% pass rate. Task 1 that failed with a 46% pass rate can also be considered a success when we take into account each of the failed user's actions. As discussed above only 7% (1 User) found the task to be actually challenging. The increase in time for the other users can be explained through their exploration of the application or by getting used to the platform before attempting the task. With that consideration task 1 can be seen as a success with a 93% pass rate.

As discussed the navigational structure of the application was easy to learn for all users. This was seen in how all the users time taken while interacting with the prototype converged to a similar time as they did more tasks. This means our current content structure is being used successfully, and if combined with a quick tutorial for first time users it can potentially speed up the learning.

Specific issues found within our prototype was about the content displayed. The creation of events was a key interested of ours. We designed it in a way to allow users to have as much freedom as possible by having few fields to fill out, in order to discuss conversations between the people going. However users expected to have fields for location, date / time, recipe, tags, and what to bring. This could be because people like to know what they are signing up for before committing to anything. In order to accommodate for this we are planning to find a method that allow for an event to be filled with details or require input from buddies. To do this

we may create a separate sort of post / event for each. This may freely allow users to create events and search for them as desired.

Creating various types of posts is something we are also looking into. In particular how we would go about differentiating each type of post. Things like notifications would have to look different than events. Since we only have one feed and no distinct notifications section this is something we are spending a lot of time on. Once we have a group decision we plan to do more user testing on this to determine how users respond to it or if they prefer another method.

Additionally users wanted to be able to create group conversations and easily discuss with others. As discussed early this was not implemented but is a key desire of ours. The feedback on this shows that it is something both we and the users feel the application needs. Like stated earlier we are thinking of ways to allows for the communication between individuals to go more smoothly than before (eg. name and picture next to message).

Finally based on feedback a search bar for messages, buddies and the feed are desired by the users. This is something we overlooked in this prototype because we couldn't do it properly within Adobe XD. We sacrificed this because it is something users always expect within an application like "Bake Mate" and if it wasn't present users would most likely make more of that, which they did. In future prototypes we plan to implement this feature.

For our next prototype we plan to first address the user feedback we received during our first user testing sessions. We will also be moving away from Adobe XD to create a more interactive prototype as opposed to the current walk through prototype. We plan to test our next prototype with more of a bigger focus on content over navigational aids.

Individual Notes and Performances
Pro-Forma Test Plan 1:
<30seconds
U6 – Navigated quickly and correctly (9s)
U7 – Navigated quickly and correctly (13s)
U8 – Navigated quickly and correctly (8s)
U9 – Navigated quickly and correctly (6s)
U11 – asked about who the profile she was logged in as was (23s)
U12 - Navigated quickly and correctly (10s)
U13 - Navigated quickly and correctly (7s)
>30seconds
U1 – Correct steps, but got familiar first (54s)
U2 – Hard to read entry fields, and difficulty navigating (114s)
U3 – Adobe xd confusion (48s)
U4 – confused first page for loading screen (33s)
U5 – tech issues, unfamiliar with menu button (52s)

U10 – Adobe xd confusions, explored application before going for task (66s)
U14 - Adobe xs confusions (33s)
U15 - explored app before attempting task (59s)

Pro-Forma Test Plan 2:
<90seconds
U10 – Already had been to page via exploring in task 1, unsure who is going but knew was at correct event (31s)
U11 – Quick navigation, had to look back when restating information (14s)
U1 - adobe xd issues, couldn't work out name of buddy (80s)
U2 - expected notification of buddy going to same event to bring up whole event (40s)
U3 - Recognised from previous task (16s)
U4 - scrolling issue on computer (adobe xd issue) (25s)
U5 - Evaluated and worked out clicking on feed notification (35s)
U6 - Navigated quickly and correctly (9s)
U7 - Navigated quickly and correctly (6s)
U8 - Navigated quickly and correctly (5s)
U9 - Navigated quickly and correctly (6s)
U12 - Navigated quickly and correctly (18s)
U13 - Navigated quickly and correctly (14s)
U14 - Slowly worked out where to go (34s)
U15 - Due to previous exploring knew where to go (27s)
>90seconds

Pro-Forma Test Plan 3:
<60seconds
U10 – surprised by autofill and attempts to change which can't currently do, unsure about what buddies wanted refers to (26s)
U11 – Looks on homepage than menu, surprised by autofill (23s)
U1 - similar menu bar from past experience (40s)
U2 - similar menu bar from past experience (40s)
U3 - Navigated quickly and correctly (18s)
U4 - Navigated quickly and correctly (16s)
U5 - realised wasn't in feed but menu (20s)
U6 - Navigated quickly and correctly (4s)
U7 - Navigated quickly and correctly (7s)
U8 - Navigated quickly and correctly (7s)
U9 - Navigated quickly and correctly (5s)
U12 - Navigated quickly and correctly (20s)
U13 - Navigated quickly and correctly (15s)
U14 - confusions with autofill (adobe xd confusion) (28s)

U15 - Navigated quickly and correctly (25s)
>60seconds

Pro-Forma Test Plan 4:
<60seconds
U10 – Found message quickly, read the message but was still unsure what she sent to Samantha (16s)
U11 – navigates and restates correctly and that Samantha sent no messages (16s)
U1 - Past experience from other apps (12s)
U2 - Time improvement may be due to familiarity with "Bake Mate" (21s)
U3 - Navigated quickly and correctly (8s)
U4 - Navigated quickly and correctly (8s)
U5 - Navigated quickly and correctly (12s)
U6 - Navigated quickly and correctly (18s)
U7 - Navigated quickly and correctly (21s)
U8 - Navigated quickly and correctly (14s)
U9 - Navigated quickly and correctly (12s)
U12 - Navigated quickly and correctly (9s)
U13 - Navigated quickly and correctly (10s)
U14 - Past experience in other apps (20s)
U15 - Navigated quickly and correctly (17s)
>60seconds

Interview Questions

Talk me through what you did
- All successful

Was there any fields of information missing from the Events page?
- Exact Recipe x3
- Address x6
- What to bring x5
- Date / time field x7
- Description tags x1
- Image uploading x1

Was everything where you expected/easy to navigate?
- Profile button in menu x4
- Buddy button needs to be easier to find x1
- Fine x10
  - After introduction

Was they layout / colour visually appealing?
- Fine x5
  - Animations
- Message section needs to be clear x2
  - Send new message missing
  - Group messages
- Wording need improvement x1
- Search bar x3

Any additional feedback
- Colour
  - Brown x1
  - Darker Blue x1
  - No Yellow x1
  - Fine as is x1
  - Customisable
- Other posts weren't events and needs to be clear
- Back arrow instead of back text
- Landing page needs to indicate a click is needed (to distinguish it from a loading screen)
- Search on a user's profile for specific posts
- Search bar for messages
- Upload / Share recipes
- Remove difficulty rating
- Age on a person profile
- Activity log for backtracking