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CS 447

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Individual Assignment 5

Project Topic: Our project focuses on the challenges of moving to a new place and having limited resources to meet people and become familiar with an area. We want to provide our user group access to information about their new home and resources to find roommates, friends, restaurants and activities to allow them to settle into their new home as quickly as possible.

Figma Link:

<https://www.figma.com/file/mRr4lnw0dkE1pm16LlMIW8/CS-447---G4-Prototype?node-id=0%3A1>

I. Participant and Session

My participant is a 22 year old college senior who will be attending graduate school for Speech Pathology in the fall. For the purpose of this study, I am using the name Addison to conceal our participant's identity. I felt that Addison offered valuable insight to our problem space and is a good representation of our user group since she is moving after graduation to a new place where she doesn't know many people. She wants to establish a life in her new home and thinks an application like this would be useful. We performed our usability testing at the participant's home during the afternoon of May 3rd 2022. We sat in her living room to perform the testing. The facilitator and I sat on one couch while the participant sat on the couch adjacent to us. This way we were able to watch her

navigate through the tasks while also taking notes without distracting her. It was a causal setting and made the participant comfortable which provided us with valuable feedback of how someone would interact with the application on their own.

II. Usability Testing Notes

Notes

Before we begin working through the tasks, we're gonna ask some general questions about you.

1. Where are you from?

Croton on Hudson, NY

2. How old are you?

- a. 22 years old

3. Do you have a job after graduation?

- a. Attending graduate school at Iona for Speech Pathology

4. Are you moving away from home after graduation?

- a. Yes → her graduate school is 45 mins away and she has clinical in the city so she needs to live near school and the city rather than commuting

5. How comfortable are you with mobile applications?

- a. Very comfortable → uses her phone in day to day life

- b. What are some applications that you typically interact with?

- i. Mainly interacts with social media applications such as Instagram, Tiktok and Snapchat

A. Task 1

We will now move onto the first task.

You are interested in making new friends in the area. You decide to create a profile within this app so you can start to explore the new area, make new friends, find potential roommate, etc

Please complete this task using the application now.

- Was unclear of the task at first
- Expressed some frustration
- Had trouble finding the profile icon → the icon symbol was not recognizable enough

“Once I realized that the profile icon was in the corner, it made sense but it wasn’t noticeable at first. It didn’t grab my attention on the homepage of the application.”

- Originally, navigated to ‘Roommates’ and ‘About the Area’ before realizing there was a profile icon in the corner
- Easily clicked through the remainder of the creating profile subsection
- Really liked the implementation of selecting a profile picture → made the process more interactive since Figma has limitation to allowing the user to type, etc

- Also liked the ability to edit the profile once completed to make changes although the changes couldn't be updated within the prototype (auto fills with predetermined info)

B. Task 2

We will now move onto the second task.

You are moving to a new area and looking for a local grocery store to shop at when you get there. Use our app to find a grocery store.

Please complete this task using the application now.

- Originally went into 'Businesses and Organization' → isn't clear what category grocery stores fit into
- Expressed confusion as to why the grocery stores weren't in the business and organization subsection
- Navigated to 'About the Area' and had no trouble finding a grocery store from there
- Participant felt that the sections need to be reorganized to make it easier to find things (move grocery store to 'Businesses and Organizations' and make 'Learn About the Area' more about parks, libraries, etc)

"The 'Learn About the Area' section should be about parks, public events and other things like that while the businesses and organizations should include grocery stores and other necessities.

It would make the application less confusing"

- Liked the map to see directions to the grocery store → helpful if driving to a place

C. Task 3

We will now move onto the third task.

You are a recent college graduate who is moving to a new city to start a job. You would like to find some roommates to potentially live with in your new home. Use our applications to connect with potential new roommates and learn more about them.

Please complete this task using the application now.

- Easily navigated to the ‘Roommates’ subsection → good labeling
- Had trouble since only one filter works at a time → only an issue within the prototype, a fully implemented version would allow you to combine different filters
- Felt that the section was well done and enjoyed the interactive portions of the filters that showed different roommate options
- Also liked the smaller blurb and then the ability to view a larger profile if she wanted to learn more about the person

“The roommate section reminds me of a dating application but for roommate which is great because finding a roommate especially someone who you didn’t meet through friends or family can be challenging”

D. Task 4

We will now move onto the fourth task.

You moved to a new city and want to get involved in a local baseball team, because you played baseball in college. You open the application on your phone and try to find a competitive same-gendered baseball league that is very close to your home. Once you find a team, you want to send a message to the commissioner of the league asking to join.

Please complete this task using the application now.

- Easily navigated to the sports league and added filters to meet the criteria
- Loved this one since it was easy to find and navigate through to complete the task → well labeled and intuitive to the user
- Participant was very content and satisfied while completing this task
- Everything worked accordingly
- Really like the interactive filters

We will now ask you some wrap-up questions about your experiences using the app.

Questions:

1. Which task was the easiest to complete and what made it easy?
 - Joining a baseball league → everything was well labeled and worked according

A more general topic which made it easy to navigate

2. Which task was the hardest to complete and what made it difficult?
 - Finding a grocery store → poor labeling of the subsection → should be in businesses and organizations rather than about the area
3. Were there any particular design elements that interfered with your ability to complete the tasks?
 - Felt that the 'About the Area' subsection is mislabeled and should be used for things like parks, libraries, etc while 'Businesses and Organizations' should include the grocery store options
 - Businesses and organizations overlapped with about the area and both should be organized differently
4. Were there any design elements that stood out to you as helpful with the tasks?
 - Businesses and organizations is well organized with lots of subsections → easy to navigate
 - The 'Roommates' subsection was well done and interactive which gave the participant a good understanding of how the real application would work

III. Metric Data

A. Task 1

1. *Effectiveness* - The user completed the task

2. **Efficiency** - It took the user about 3 mins to complete the task of creating a profile
3. **Satisfaction** - Once the user found the profile icon, the remainder of the task was easy. Although she was frustrated by the lack of clarity of where to navigate from the homepage, she was overall satisfied with the task. She rated her satisfaction a 8/10.

B. Task 2

1. **Effectiveness** - The user completed the task
2. **Efficiency** - It took the user about 5 minutes to complete the task of creating a profile
3. **Satisfaction** - The participant wasn't extremely satisfied with this task since it was difficult to navigate and confusing in terms of organization. As mentioned above, she wishes that the grocery stores were located in 'Businesses and Organizations' which makes the most logical sense to her. She rated this task a 6/10 in terms of satisfaction.

C. Task 3

1. **Effectiveness** - The user completed the task
2. **Efficiency** - It took the user about 3 minutes to complete the task of creating a profile
3. **Satisfaction** - Overall, the user felt that this task was very easy to complete and very interactive which she enjoyed. She really liked that each search was customizable based on the selected filters and wished all the filters could be used together. She rated this task's satisfaction a 9/10.

D. Task 4

1. *Effectiveness* - The user completed the task
2. *Efficiency* - It took the user about 2 minutes to complete the task of creating a profile
3. *Satisfaction* - The user really enjoyed this task and had no complaints regarding the design. Everything worked accordingly and was self-explanatory which obviously made the overall experience easy. She rated this task a 10/10 for satisfaction.