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### **Group Assignment 5.1**

**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.

#### **I. Goals & Metrics**

**Goals:** Our overall goal for this usability testing session is to receive feedback from the user as to whether our prototype meets the needs of someone moving to a new city and looking to settle in quickly by meeting friends, finding a roommate, learning about the community and joining organizations. In order to achieve this goal, we want to make sure our application is informative, easy to navigate and has a cohesive and aesthetic design. Through this usability session, we hope to gain insight as to whether we are hitting this criteria to give our users the best experience possible.

**Metrics:** In order to efficiently measure the success of our prototype, we are going to focus on effectiveness, efficiency, and satisfaction during our feedback session. When evaluating usability with our prototype, it seemed most appropriate to consider whether a user could complete a given task and if so, how long it took in terms of time. These two metrics are applicable to all of our tasks and will give us a good indication if we designed the application in a simple and easy to navigate way which has been one of our main

goals. For a user experience metric, we choose to use satisfaction to measure how content the user was with the overall experience and their interaction with the application. In order to receive more feedback, we will evaluate this metric with open-ended questions rather than a number ranking. One of our main goals is to make the application informative and give the user all the resources to settle down in a new area. By asking open ended questions about what the user liked / disliked, we will be able to make changes and improve our application for the next iteration of testing. Between these three metrics, we will be able to understand our user group's needs even more and design a product that truly helps them define their new life in their new home.

## **II. Tasks**

### **Task 1: *Creating a Profile***

**Task instructions for participants:** You are interested in making new friends in the area. You decide to create a profile within this app so other users can see you and so you can potentially make new friends.

#### **Happy Path:**

- Click on profile button in top left corner
- Click create profile
- Click on textbox to enter details
  - Repeat this step for the next page's information
- Click to select a photo
- Select a photo
- Review profile
- Confirm profile

**Task 2: *Find the highest rated grocery store in your new area***

**Task instructions for participants:** 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.

**Happy Path:**

- Begin at the home screen
- Click “about the area” button
- The system displays a search bar and keyboard to search for your area
- Click the search bar and search for your given area
- The system displays results for your given area
- Click on the grocery store with the highest star rating
- The system displays the given grocery store with a description and reviews

**Task 3: *Find and message a clean female roommate***

**Task instructions for participants:** 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 application and navigate to the ‘Roommate’ subsection to find a roommate with your desired qualities

**Happy Path:**

- Start by navigating to our application and opening to the home screen
- Select the ‘Roommate’ subsection button

- Set filters according to desired qualities and habits that the user would want in their new roommate
- Look through the list of profiles that match given criteria
- Select a profile from the list to view more information about the user
- Click on the 'Message' button to talk to the potential roommate through the application

**Task 4: *Find and Join the closest competitive same-gendered baseball league***

**Task instructions for participants:** 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.

**Happy Path:**

- Click on the Businesses and Organizations button on the home screen
- Click on the Sports button
- Click the drop down and select baseball, click on competitive, and click on same-gendered, then press search
- Click on the info button on the Chestnut League
- Read the information about the Chestnut League and click Send a Message
- Send a message to the commissioner of the league

**III. Session Protocol (informed consent, think aloud protocol, actual questions)**

- a. **Introduction:** Hello, my name is (your name). My colleague (name of the notetaker) will be taking notes of our session today. The names of the two other members of the team who are not present today are (names of the two other group members). The goal of our session today is to collect information on people's experiences using our application. The goal of this application is to help provide information and resources about an area to people who have recently moved there. During our session today, we will be giving you four different tasks to complete using the application. As you are completing each of the tasks, we ask that you employ the think-aloud strategy. This strategy involves you verbalizing your thought process as you complete these tasks. An example would be if you are confused about a particular step of a task, you would speak this confusion out loud. Using this strategy improves the quality of our notes and observations and we would greatly appreciate it if you gave this strategy a try. After all of the tasks, we will ask you some general questions about your experiences interacting with the application. This whole process should take around 30 minutes.

### **Informed Consent (Verbal)**

You are being asked to participate in a user study conducted for a project by Hailey Bodycoat, Katherine Shepherd, Matt Lansford, and Matt Mckenzie from James Madison University. The purpose of this is to test a product intended for people in their 20s who have newly moved to an area.. This study will contribute to the researchers' completion of their semester long project for CS 447. There are minimal risks associated with participating. Do we have your consent to continue?

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

1. Where are you from?
2. How old are you?
3. Do you have a job after graduation?
4. Are you moving away from home after graduation?
5. How comfortable are you with mobile applications?
  - a. What are some applications that you typically interact with?

### **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 other users can see you and so you can potentially make new friends.

**Please complete this task using the application now.**

### **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.**

### **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 application and navigate to the 'Roommate' subsection to find a roommate with your desired qualities

**Please complete this task using the application now.**

#### **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.**

**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?
2. Which task was the hardest to complete and what made it difficult?
3. Were there any particular design elements that interfered with your ability to complete the tasks?
4. Were there any design elements that stood out to you as helpful with the tasks?