FlowR Pod

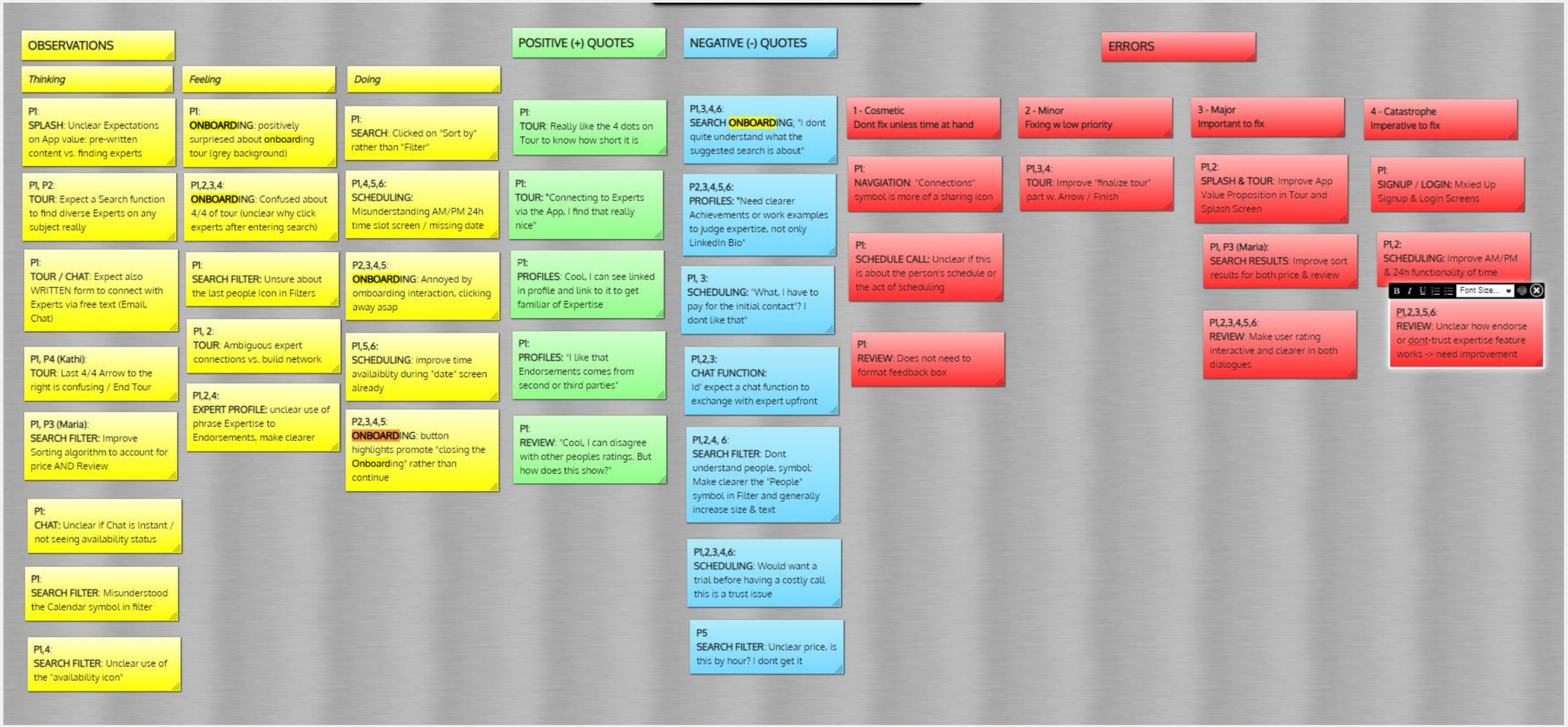
Start-Up
Growth
Community

Task 4.6 | UX Immersion

Tests Evaluation

Stefan Jannsen

Affinity Map



Participants

	P1	P2	P3	P4	P5	P6
Scheduled session details	May 23	May 23	May 23	May 24	May 23	May 24
Name	Vicky E.	James K.	Florian W.	Maria C.	Kathi B.	Felix S.
Gender	Female	Female	Female	Male	Female	Male
Age range	25-30	30-40	30-40	30-40	25-30	25-30
Role	Product Manager	Freelancer	Product Manager	Software Developer	HR	Entrepreneur
Company	Print Peter	N/A	Klarna	SoundCloud	Mycs	N/A
Other characteristics	Usability Test trained	Not too tech savvy	Tech-savvy	Very short attentiion span	Patient	Impatient
Other characteristics	UX expert	Not active on sovial media	Minute Detail	No tolerance for mistakes	Sceptical	Very UI focused
Other characteristics	Active Social media	Short-focus span	Product perspective			
	Open / Friendly	More defensive	More annoyed	Open / Friendly	Open & Friendly	Defensive

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
ER1: "Connections & Network symbol is unclear"							3	Use a different symbol for Network connections than sharing
ER1: Unclear use of term "Scheduling" in EXPERT PROFILE							1	
ER1: Didnt use the format feedback box in REVIEW dialogue							6	Remove format feedback box
ER2: TOUR - Confused how to end tour with arrow or button							3	Revisit Tour finalizing dialogue
ER3: TOUR . Misunderstood some of the APps Value Propositions							1	Revisit Tour description and value propositions
ER3: SEARCH RESULTS - Filter w price/stars doesnt match results							4	Improve filter interaction
ER3: REVIEW - Could not interact with the stars in user review dialogue							6	Make User Review Feature interactive
ER4: TOUR - Mixed up Sign up / login screens							6	Use the right screens
ER4: SCHEDULING - Confused the use of AM/PM time dialogue							4	Devise a new button
ER4: PROFILES - Unclear about how to use the "endorse" thuumbsup/down							5	Devise new buttons according to youtube
Observations - What are people Doing, Thinking, and Feeling?								
DOING								
SCHEDULING: Missed the "Date" specificiation when booking time							3	Include Date in time dialogue
SCHEDULING: Misunderstanding of AM/Pm/24 h button							4	Revise button design
SEARCH: Clicked on sort by rather than filter							1	Revise Filter dialogue
ONBOARDING: annoyed by onboarding interaction and want to dismiss							4	Nothing, free choice
ONBOARDUBG: buttin design encourages dismissal							4	Improve button deisgn
FEELING								
Onboarding: positively suproised about onboarding tour							1	N/A
Onboarding: confused about thr 4/4 part of tour and how to exit							4	Improve tour design at last screen
SEARCH FILTER: Unsure about the last people icon in filters							1	Change filter layout and design; make clearer
TOUR: Ambiguous expert connections vs. build network							2	Revise phrasing
Expert profile: Unclear use of phrase "Expertise" vs. Endorsements							3	Revise phrasing and use of endorsements
THINKING								
Splash: Unclear value expectations from splash screen							2	Consider new logo
Tour: Expect a search function to find experts on all subjects alright							6	Nothing
Tour / Chat: Expect to have a written form of exchagnge							5	Include better Chat dialogue in prototype
FILTER: Improve sorting algorithm disply to account for price and ratings							2	Revise filter and sorty by function
Chat: unclear if chat is instant or like email							1	Make clearer that hits is a skype like online chat
SEARCH Filter: unclear about calendar symbol of abvailability							4	Revise filter dialogue

Negative Quotes - Any negative soundbytes? Record them here.								
SEARCH ONBOARDING: I dont understand what suggested search mins							**4**	Better explanation during onboarding tour
PROFILES: Need clearer achievements or proof of work							**5**	Include new section of achievements
SCHEDULING: What? I have to pay for initial contact?							**2**	Introduce option of free trial call with some experts
CHAT: I expect a chat function to exchange upfront of all							**3**	Better design chat dialogue to make clear its functions
FILTER: Dont understand the people symbol in the bottom							**4**	Revise symbols, introduce text
SCHEDULING: I want a trial call before i give the expert a go							**5**	Introduce option of free trial call with some experts
FILTER: Unclear if this is a price by hour or call							**1**	Make clear
Positive Quotes - Any positive soundbytes? Record them here.								
TOUR: Really like the 4 dots during th tour to know when its over							**1**	NA
TOUR: Connecting to experts via the app? Thats nice							**1**	NA
PROFILES: Cool, i can see their linked in Bui							**1**	NA
PROFILES: I like that endorsements come from this community, not linked in							**1**	NA
Review: Cool i can disagree with other people							**1**	NA

Responses

PARTICIPANT OVERVIEW

#	Name	Role	Date	About
1	**Vicky E.**	Product Manager	May 23, 2019	▪ Age: 30; Degree in History and English Literature ▪ Digital native, as PM very much into App & Web product development ▪ Frequent user of social media like Instagram, Facebook etc.
2	**James K.**	Freelancer	May 23, 2019	▪ Age: 35; Master in Finance and Economics and MBA; Renewable Energy professional ▪ More conservative phone, app and web user with limited experience in exploring new apps ▪ Generally skeptical towards paid web services
3	**Florian W.**	Product Manager	May 23, 2019	▪ Age 34; Master in Mechanical Engineering and MBA ▪ Digital Native with strong iOS preferences; working as app/web product manager in Fintech ▪ Well used to navigating new products with a quick eye towards minor and major inconveniences
4	**Maria C.**	Software Engineer	May 24, 2019	▪ Age: 32; Master in Software Engineering ▪ Digital Native heavily involved in developing web and app based products ▪ Heavy user of social media and merciless concerning minor usability annoyances
5	**Kathi B**	Head of HR	May 23, 2019	▪ Age: 30; Master in Economics and working as HR professional for 5 years ▪ Moderate use of smart phone and novel app products
6	**Felix S.**	Entrepreneur	May 24, 2019	▪ Age: 30; Entrepreneur in educational sector and marketing expert ▪ Moderate user of social media and app products

TOOLS

- In all of the above interviews I used Lookback.io Live Session remotely or for in-person interviews
- In 1 case the feed broke down and we had to rely on Skype as alternative

Test 1: Vicky E.

Key Takeaways:

- Unclear about App's expert community & network feature
- Skeptical about usability of scheduling assistant w/o chat function
- Minor trust issues: Need to test expert first in a trial before paying

General Notes & Observations:

- Overall very engaged and excited about navigating the app
- Very constructive and outspoken during test, sharing her mind
- No major misunderstanding during the usability test

Memorable Quotes:

- "Why do I have to click the expert tab to see search results"?
- "I want to have a free trial with an expert to verify qualification"
- "Wow, this is really cool and I can really understand the use case"

Notes:

- **Splash Screen**: Unclear-> Is this a networking app? -> "Connect to experts rather than "find expert advice" (pre written content)"
- **Tour**: Build Connection -> Assumption of a Social Network
- **Menu Icon**: Social Network vs. Expert findings -> "Is a sharing Icon"
- **Chat:** Video Chat cool / also need written form of exchange
- **Scheduler**: Arrange for expert session -> Assumed a request form with availabilities – And free Text in case the person is not flexible ; **Scheduler**: Also must have option to send messages
- **Bug**: "Signup -> Login Screen
- **Search**: Onboarding w. suggested search tags –Uclear, is searching helping you find tags or work through tags?
- **Onboarding**; Yellow highlight of Experts in onboarding -> Do I have to click "Experts"?? Why
- **Filters**: unsure what the people icon is about, understood the timeline
- **Filters**: Unclear about "Availability Icon" -> Thought its "Reviews I'm looking for that are some time ago"
- **Chat**: Unclear if this person is online currently
- **Profile**: Endorsements better than expertise; Numbers unclear
- **Profile**: Get to Linked In Profile with Link
- **Pricing**: Pricing models to book someone for longer
- **Scheduling**: Scheduling week days / show indication of times already
- **Scheduling**: calls /| would wan to get a @trial first @better feel for a person / @15 min trial call

Test 2: James K.

Key Takeaways:

- Didn't understand expert profile symbols intuitively
- Trust issue: experts need to showcase achievements more
- Ambiguous review dialogue needs reworking

General Notes & Observations:

- Overall not enjoying usability tests and trying out new things
- Impatient at most points of dialogues throughout test
- No digital native or frequent discoverer of apps
- Nevertheless, well navigated through App & understood dialogues

Memorable Quotes:

- "I don't want to do this, but I have to"

Notes:

- **Onboarding:** Network and Community -> Its clear that this is not inhouse but outside of organization. Is it?
- **Onboarding**: Redundancy OB 2&3 Community & connection
- **Onboarding:** Expect: Crowd sourcing platform with a focus on online tech stuff
- **Tour:** "Back seems highlighted" vs. "I Got it" -> Also rephrase ; Redundant search at bottom and search at top
- **Tour:** Part 4 - Definitely don't highlight the Expert
- **Search**: Use of Tags is helpful
- **Expert Profile:** Filters: Dontunderstand the people symbol
- **Expert Profile**: Endorsements understood but rephrase advised
- **Expert Profile:** Worthwhile: Samples of his work instead of only CV
- **Scheduling**: Call confirmation: Not use term "I got It"
- **Call Summary**: Dismiss -> Not dismiss payment, but dismiss rating, unclear

Test 3: Florian W.

Key Takeaways:

- Trust: Highlighted potential trust issues during scheduling & payment dialogue (payment options)
- Trust: experts should demonstrate achievements and more “so what’s” that are relevant for the user
- Not emotionally hooked by prototype, albeit functionally

General Notes & Observations:

- Navigated through Prototype quickly to discover various functionalities
- Wanted to skip the tutorial / onboarding as his usual approach to discovering apps
- Need to improve expert profiles

Memorable Quotes:

- “I’m not sold emotionally. I mean its functional, but I really don’t know if I could trust this or not.”

Notes:

- **Tour**: Feature 3 yet unclear
- **Onboarding:** Never does tutorials; in this case also the search function should be obvious as in other apps; maybe less is more
- **Tutorial :** Part 4 Expert highlight doesn’t make sense
- **Expert Profile:** Endoresements need to be clearer
- **Expert Profile:** Portfolio & Achievements would be good, “what did I deliver so far as a person”
- **Expertise & Endorsement**: YoutUbe Beispiel; Second Page mit Pfeil unklar
- **Call scheduling**: Congratulations Page: Größerer Header und dann “Dismiss”

Test 4: Kathi B.

Key Takeaways:

- Highlighted potential trust issues during scheduling & payment dialogue (payment options) – Hidden costs somewhere?
- Missing user reviews as trust building element
- Requires more expert “hard facts” as trust building elements

General Notes & Observations:

- Navigated through Prototype quickly
- Wanted to skip the tutorial / onboarding as usually
- Confused and not happy about payment part – trust issue

Memorable Quotes:

- “Only calling experts doesn’t satisfy me. I want to exchange by chat or even if possible meet in person – but I guess that’s not part of the app”

Notes:

Onboarding:

- OB: Pfeile eher als Schleife durch die Ecke
- OB: Generell macht Sinn
- OB: Succesful, verify email please -> Continue
- OB: Dismiss statt I Got it

Search:

- Filter: Personen unbekannt -> wieviele Reviews

Profiles

- Endorsements verstanden
- Expert Profile: Rezensionen, Standort & Location wo der ist; Hardfacts / Achievement / Evidence

Scheduling

- Scheduling: Von Di auf nöchster Seite TIME Nochmal anzeigen, acuh DI
- Scheduling: Vor Buchung noch nciht gesehen wie bezahlt wurde /Paypal -> früher
- Unklar: Total Cost, Angst vor versteckten Kosten

Review

- Detailed Feedback Dialog komisch -> Lieber frürher abfragen
- Rating Erklärung auchsc honb mal vorher definieren
- Add New Expertise Tag rein -> Change to
- Utility: Nihct über App den anrufen wollen -> Vertrauensabzug wenn direct anrufen; Misstrauen in die Stabilität der Verbindung

Test 5: Maria C.

Key Takeaways:

- Highlighted potential trust issues at point of call confirmation (higher charge than agreed)
- Definitely need to improve trustworthiness throughout the whole scheduling and payment dialogues – seems sketchy

General Notes & Observations:

- Navigated through Prototype very quickly to discover
- Wanted to skip the tutorial / onboarding as her usual approach to discovering apps – is always bored about it
- Wanted to explore all functionalities and was disappointed that prototype already took away her decision making (filtering)

Memorable Quotes:

- N/A

Notes:

Tour & Signup / Login

- Clear about onboarding tour values
- No issue about the

Onboarding

- Annoyed by onboardings and wants to dismiss them asap

Search

- Intuitively used the tag feature to improve search results
- Filter: unclear if this is by our pricing
- People symbol is unclear, is this how many reviews they had?

Expert Profiles

- Wants a chat to work with

Scheduling

- Not clear about the rates per hour or total
- Pricing is sensitive

Test 6: Felix S.

Key Takeaways:

- Showcased various minor usability errors but no major bug
- Scheduling dialogue felt familiar and very efficient to him
- Review dialogues seems somewhat awkward, needs brush up

General Notes & Observations:

- Very proficient and detail oriented when going through
- Confused about how Expert Menu and Search Menu items are connected when using the search function

Memorable Quotes:

- N/A

Notes:

No notes taken during interview – after Assessment

Test Script & Questions

BACKGROUND

A few questions upfront to better understand context and background of person

- Describe your current profession, role and responsibilities
- How often encounter problems you wish you'd have someone to ask? What Type of Issues? How you go about it?
- How open and outgoing are you for reaching out of problems occur? What other means to solve your questions?
- What is your existing network? Do you always know people?
- How would you describe the value of having an expert at hand to get started?

OPEN ENDED

A few questions on the overall impression the user has on look and feel after the tasks session

- Looking at the Splash Screen, what do you think this App is about? How well does it speak to you? How do you feel?
- After looking at the Onboarding session, how to you feel about what you just saw?
- Who would you think this App is made for?

TASKS & SCENARIOS

Task 1: Familiarize yourself about the App's functionality via the onboarding tour, complete the sign-up procedure, and discover the main feature.

- The user has downloaded the app and starts it out of curiosity after having received a recommendation of a friend. The user wants to quickly find out about the Apps value and get a quick glance into the apps overall look and feel.

Task 2: Use the "suggested search" function to find a marketing expert with a special focus in Market Entry & Marketing Strategy. Filter Search results to show only those with a rating higher than 4 of 5. Browse expert's details.

- To see if suitable experts are part of the community, the user wants to quickly try the search function on his main competence: Marketing and Marketing Strategy. The user does not want to browse all experts but wants to use the search bar.

TASKS & SCENARIOS (continued)

Task 3: Schedule a call with Peter Parker in the future

- The user has been signed up including payment details and wants to schedule a call with an expert. Having found Peter Parker as qualified candidate he now wants to schedule a call using the app.

Task 4: Review the experience after a call and update Experts' competences

- The user just finished the call with Peter Parker and is full of thoughts and emotions. He is prompted to and wants to leave feedback to both the App developers for its functionality but more importantly for Peter Parker as the expert. The user thinks Peter is great on one discipline but did not provide satisfaction on another

WRAP UP

Now we are done with the tasks I'd like to get feedback on a few general questions

- How do you think about the app now in comparison to what you learned about it during the Tour?
- What did you like, dislike? Any points for improvement?
- Why would you use or not use the App in your own context?

First Insights

Prototype Changes

Tour:
- Clearer Tag/Search option or less focus on this (Onboarding)

Search & Filter
- Larger filter, less ambiguous
- Better use of search tags -> see website product
- Improve search order / relevance -> Higher scores must be higher up

Expert Profile
- Different or explained symbols
- Add „Achievements“ section or similar about expert successes
- Expertise -> Endoresements; Different from Linked In (Community)

Scheduling
- Clearer information about payments
- Consistent: PayPal or Visa
- Show chosen date when picking time

Review
- Interaction with review stars should work
- Consistned: first vs. Detailed review (stars with explanation)
- Thumbs up / down -> See Youtube

General:
- Trust issue can be much improved at several points
  - Expertise & Expert dialogue: Not only Linked In but also community
  - Endoresements clearer
  - Include User Reviews of paid users
  - Payment dialogue and options clearer
  - Trial call
  - Post-call payment confirmation dialogue
  - More emotional design