



noema

- The Thought Behind Your Time

Test Plan – Group 5

1. Context & Core Elements

The core problem Noema addresses is that many people move through their weeks reactively, filling schedules based on routine or external expectations without pausing to consider their actual needs. This often leads to burnout and a cycle of being busy without feeling fulfilled or moving closer to true goals.

Noema is a calendar-integrated reflection tool that identifies patterns in a user's life. By tracking how specific activities (meetings, tasks, or lectures) affect energy levels, the app helps users discover what to pursue and what to let go. We are currently adapting Noema for B2B environments to help leaders identify workflows that drain their teams and transform a culture of exhaustion into one of energy.

2. Research Questions

- **Efficiency of Reflection:** How fast can a first-time user add a detailed or quick reflection?
- **Navigation & Settings:** How quickly can a user locate specific system settings, such as notification toggles?
- **Data Retrieval:** Can users easily find and interpret specific metrics, such as the total number of reflections or overall insights?
- **Behavioral Intent:** Does the visual highlighting of "mood-draining" tasks effectively prompt users to consider schedule adjustments?

3. Tasks and Criteria

Task	Scenario & Instructions	Success Criteria (Benchmarks)
Detailed Reflection	You finished your workday and want to reflect on your day using all options (Value, Energy, Learning, Notes).	Complete reflection with all fields filled in < 60 seconds with no errors.
Quick Reflection	You are exhausted and want to log only your mood and energy as fast as possible.	Rating of energy/value completed in < 15 seconds.

System Settings	You want to stop receiving app notifications. Find the setting to turn them off.	Locate the Notifications toggle in the Settings menu in < 10 seconds.
Insight Analysis	Navigate to the Profile and identify the specific day/time the user is most energized.	User correctly identifies "Wednesday Mornings" (or equivalent) from the Personal Insights card.
Schedule Shift	Identify a task highlighted as a "Mood-Drainer" and move it to an AI-suggested free slot.	Successfully accept a "Possible Change" and sync it with the calendar.

4. Methodology

- **Format:** Moderated Usability Testing using a high-fidelity prototype.
- **Protocol:** Think-Aloud. Participants will verbalize their thought process while navigating the app.
- **Participants:** 5–8 individuals who manage busy professional or academic calendars.
- **Data Collection:** Quantitative metrics (time-on-task) and qualitative feedback on the emotional impact of the "energy" visualizations.

5. Test Environment

- **Device:** Mobile smartphone running the Noema interactive prototype.
- **Software:** Screen recording tools to track navigation paths and touch interactions.
- **Setting:** A quiet setting to simulate a user's end-of-day reflection period.