Audience Test Results

The audience testing helped give insight on small details we missed or didn't notice as designers of this project. Since we had a clear understanding of how the site would work, it was extremely helpful for someone unfamiliar with our idea to use the site. One of the main issues was that the users didn't know what to do after they read the welcome message that appears when they first go on the site. There were also good suggestions such as a button that would show "in solidarity" rather than a "like" button. Below are our notes from the audience test.

User #1
- Doesn't know what to do after welcome message (should include instructions on what to do next)
- Where does story go after user submits story?
    - Would like to actually see where the story is posted (as in have the screen centered on his story)
    - Should we have a prompt/message that says "story has been posted"?
- Drawn to display, good colors, excited to see story
- More info on what the project is about
- Spent a lot of time writing a story, do we want the process to be quick or lengthy? What is better for our purpose?
- Needs instructions
- Linking to social media can be an incentive to use the site

User #2
- Willing to share location, but depending on story (not all stories/people are comfortable)
- After sharing story → want to do more. Maybe incorporate a list of resources regarding issues
- Button to show Like/Love/In solidarity
- Interested in stories at other college campuses
- Most likely to use search to search for stories at UC Davis (stories based on topic and location)
- Would like to be able to keep a log of certain stories (for potential "evidence" of issues)
    - Should we implement a "profile" system?
- Would like to show support for others' stories through comments
    - But how do we filter the comments? A "report" button?
- When clicking on a universe tab on top nav, expects ONLY those markers to appear

User #3
- Is the "about" section too long? How do we make it more read-able?
- Scanned the screen for the "X" button on "about" page
- Does not want exact location, for privacy issues, but would like to be able to get general locations

- Unclear what to do after welcome message
- Likes the idea, very passionate about telling story
    - Likes being able to see other people's stories and have people openly talk about it.
    - Good way to get people to open up, share, and connect. Community can be "quiet" about issues.
- Confused with location. Tried to find own current location. Maybe include "You are here"
- Would want to read stories from own community
    - Lack of people opening up from own community
    - Comforting to see what other people are dealing with
- Wants more instructions on how to navigate and understanding connection of map more
- No Like/Views because people will feel bad their story isnt getting attention
    - Eliminate discrimination of certain issues/favoring of stories