

TEST INSIGHTS — Christine Rose, Udacity UX Design Nanodegree Course Final

The 10 volunteers recruited had very interesting feedback. Some ideas would be great to incorporate into the app as it progresses in development.

I learned that my instructions were too wordy since several volunteers did not even read them. It was clear on their screen share, as they were trying to click the places that were not yet active. I outlined the steps on what to do and what to click, so it was obvious they didn't read the instructions. In future tests, I will keep the instructions very short, perhaps in a one-sentence-per-line list structure.

One volunteer had a lot of feedback around the design and felt there should be more colors and more customizations, like multiple texts per color. This was the anomaly out of the ten. Although some of their suggestions were interesting, I'm afraid this would over complicate the app which is meant to be extremely simple to use in an emergency, surreptitiously. If there are too many options, it will not be usable without paying too much attention to the screen. The purpose of the app is to be able to activate the texts with just one glance.

Another volunteer pointed out that it isn't possible to have something on the lock screen with iOS devices. Only Apple can do that. I am not sure how to remedy this because it's usually not possible to open one's phone when in danger. Perhaps something can be programmed with the physical buttons like the on/off or volume up and down buttons. I will consult with a programmer to see what's possible.

Taking the one volunteer's idea about different functionalities as well as a different volunteers suggestion to broaden the scope to people other than the target audience of women's safety in the face of unwanted sexual attention, like for the elderly, disabled, and others. One volunteer suggested there be several templates, so one can choose if it is to be used for senior safety, for women's safety, or for just overall safety in a variety of situations. Of course, since the texts are fully customizable, it can arguably already be used for a variety of people and situations.

All this said, I found the feedback extremely helpful, and all volunteers (except one) thought the design was perfect in its simplicity and hoped I would continue developing it to make it a real app. All 10 believed there was a strong need for an app such as this.

List of suggestions:

- More colors and more customization options
- Remove settings icon on settings page, unless there will be more menu items under settings. The settings button should turn to the home button.
- Replace the word home with a little house icon.
- Make the app more inclusive to include senior safety, political safety, as well as women's safety.
- Consult with programmer to figure out how to get a quick press button when the phone is locked

- Consider reliability for iOS updates, perhaps a warning that the app is not up-to-date.
- Add “test mode” to make sure it’s working.
- Hierarchy of Champions, although I still believe texting all of them at once is the safest option.
- A timer that will automatically send GPS information and message if user has not checked in with Champions.