User Testing

Target users/audience:

● Car commuters, who wish to consume relevant news but are unable to view a screen.
● Bus or train commuters, who wish to consume relevant news without the eye strain or motion sickness usually associated with viewing a screen whilst moving.
● People walking or travelling, who wish for a quick digest of news but would rather wear headphones and not have their phone out.
● Anyone who wants a curated stream of news, but are happy to listen to it as opposed to reading or watching it.

Testing goals and deployment

The user testing implemented on the Speak2Me application is based on the users interaction with the web prototype provided on the team's zone. This prototype aims to walk the user through a typical interaction with the application and focuses on the front end interface of someone interested in listening to content or customizing their stream suggestions. With this in mind, the user is provided with a login screen that immediately follows the main home screen. In the home screen, they can interact with the different suggested streams provided to them. In order to better customize their personal stream, they can also change the particular tags they have selected in order to account for their fluctuating interests. The main goal is to get feedback on this core feature in order to better understand how a typical user reacts towards the Speak2Me interface.

Structure of testing survey(divided into four sections)
- Problem space
  - Idea of the user background in order to compare it to the targeted audience
- Design functionality
  - Interaction with the core functionality of the interface in terms of listening to an article and customizing their personal stream
- Design Aesthetic
  - General idea of their reaction towards the design and aesthetic of the interface
- Sustainability
  - How the users react to continuous use of the application and their reaction towards the reputation system.

Testing results and trends

The user testing results provided helpful data in order to asses the features that required changing. Iteration over the design was implemented in order to implement features heavily addressed during the survey.
Features to iterate:

- App sustainability
- Voting encouragement and optional
- Interaction gain
- Main home page customization

In order to provide both app sustainability and interaction gain, a better reward system was implemented to provide higher encouragement for narrating articles. This would provide a continuous flow of topical articles, that would aid with the continuous requirements of the Speak2Me community.

The voting system has been made optional, with an emphasis on potential reputation points earned to encourage users to vote and provide a rank towards each incoming article

The main home page has been customized in order to provide the users with a more detailed explanation of why a particular article is being shown to them, which includes selected categories like personal, news of the day, friends, and popular users.