Matching Hat User Testing- Project first
Pilot Test with Anthony Duong   2017/01/25

Summary notes
- Check-in page
  - Anthony does not have a Github account, and not sure if he can check-in without one
- Project list page
  - Top explanation too text-heavy
  - Project list too text-heavy
  - 'You are checked-in' not prominent enough
  - 'Matching hat' not clearly explained
  - 'Matching point' unclear meanings
- Profile page
  - Too text-heavy
  - 'Max 3' not prominent enough
  - Checkboxes or radio buttons (note: prototyping software constraints)
  - 'Others' as a choice for for skills
  - He wishes he could choose more than two goals
  - He likes the three categories
- Matched- Decision on project teams
  - Matching points can be bigger
  - Mission statement is important
- Matched- Message team lead
  - 'Message Team Lead' intimidating. He wishes he could just 'show interests'
  - Messaging UI needs improvement. Anthony wants to email or text the team leads directly- he doesn't know if the team leads would write back or even receive the messages he sent. Alternatively, he wants to have email addresses from team leads. And/Or he will want to leave his email.

Testing Improvement points
- Remove the question 'Do you plan to join a project team'
- 'Talk-a-loud' video & audio recording need to be preloaded and pretested.
- Buttom Navs are hard to see, need to improve
- Debrief questions can be combined.
- Task divisions are not clear. Users tend to just go through the entire flow. Need better instructions.

User testing raw notes

←---- Preparation work: Participant recruitment, Setup recording ---→
Participant recruitment- screening question
- Can you describe in a few sentences what you want to achieve at the hacknight?
  - (Anthony) Learn more about programming, getting more involved in Tech

- Criteria: there needs to be indication that the participant wants to join a project team.
- It is not ideal to recruit new members that show up because they want to network, or because their teachers/friends/schools told them to come. Their motivation was not to join a project team to begin with.

For recording
- Quicktime -> under file -> new video recording, you can record screen or voice too
- **** This part recorded only screen, but not sound

←---- During the Usability Study -----→

Testing script

I. <u>A friendly welcome</u>
- "Thanks for helping us test out the matching app today! The web app we are testing today is called 'Matching Hat'. The purpose of the matching hat is to help new members identify project teams that may fit their interests and goals at the hack night. Getting your honest feedback is a really important part of that."
- "The interview will be pretty informal. I will ask you a lot of questions, but i'm not testing you- i am actually testing our designs. If you get stuck or confused, it's not your fault. In fact, it helps us find problems we need to fix."
- "Before we start, I want to ask you if it is ok that we share our findings with other brigade members. You can always let us know if you choose otherwise later."
- "I will start by asking some background questions, then I will show you some things we are working on. Do you have any questions before we begin? "

II. <u>Context questions</u>
- "Can you briefly tell me about your background in terms of your skills?"
  - Fed reserve, research (programming, stats packaging non-traditional programming)
  - Teacher in China, lots of soft skills involved
- "How many times have you been to Code for SF Civic Hack Night? "
  - Second time
- "Can you describe in a few sentences what brings you to Code for SF? "
  - Interests in tech startups, important to meet people in the field and know about the skills
- "Do you plan to join a project team? (If yes) How do you plan to decide on a project team? "
  - *** this is a difficult question, probably removed
  - Anthony will talk to different people. Talking is the best way to join a project team

III. <u>Introduction of 'Think-aloud"</u>
- "Thanks for providing your background information"
- "Before I show you our prototype, I would like to ask you to "think aloud" as we go through the process. Tell me what you are trying to do, and how you think you can do it, anything you find confusing, or anything you like.

Here is a brief demo https://www.nngroup.com/articles/thinking-aloud-demo-video/"
- • **** this doc needs to be ready
- "Are you ready to look at our prototypes?"

IV.   Tips for interviewers
- Stay attentive and neutral. Use 'um..um..' '
- Ask open-ended questions
  - Don't ask yes-no questions or multiple choice questions ("would you…" "do you…." "Is it….")
  - Do ask "5 Ws and 1 H" 'who...what...where...when...why...how…"
- Some questions to facilitate 'think aloud'. It is important to know that these questions should be easy to answer. Interviewer helps the subject think aloud, not anxious to find the right answer.
  - What do you think of that?
  - So what goes through your mind as you look at this?
  - What would you do next? Why?

V.   <u>Tasks</u>
- " I am going to ask you to perform a sequence of 5 tasks. You should feel free to tell me anything that's on your mind, or stop the session at any time."
- **Check in**- " Let's say this is your first time coming to the Civic Hack Night. You join the orientation, and you are asked to check in. Please think-aloud as you proceed with check-in, and stop the action once you are done.
  - Anthony found the check in easily, but he feels strange about the Github username.
  - "Can i check in if i don't have a github account"
- **Scan project list and matching hat** - "Let's say you have already checked in. You see a project list on the screen, but you are not sure which project teams to join. You also see 'Matching Hat'. Can you tell us what Matching Hat is for, and what you would do here? "
  - If participants mention a lack of projects on the list, or the list doesn't look right, say "what would you expect to see here? "
  - "We don't have full data loaded yet. Please pretend there are many other projects listed in the same format. Okay? "
  - Once the participant confirms, direct them back to the task. Say as little as possible.
  - "You are checked in" needs to be more noticeable
  - Too many words, hard to read
  - Icon is embedded, too many words
  - "Matching Hat"...anthony thought its not clearly explained, he thinks he will create a profile and project teams will find him
  - "Matching Points' is unclear to Anthony….
  - Too many words in the project list. Anthony felt like it would take him a long time to go through. He might try Matching Hat though he isn't quite sure what it is.
  - ***** this is not supposed to be 'matching points' here...need to fix the prototype
  - **** the bottom navs are hard to see.

- **Profile creation**- "(optional) Let's say you decided to try the matching hat. You are asked to create a profile here. Show us what you would do here, and tell us anything that's on your mind. "
  - Anthony started this part without my instruction
  - Too many words.
  - The '3 for max' part too small. Anthony didn't notice that first. He only selected one, and noticed it later...wished it was bigger
  - He likes the categories
  - He wishes it's checkbox or radio, not drop down (he wishes he didn't have to scroll) and select
  - He wishes there is 'others' for skills
  - He wants to select more than two goals
- **Decide on favorable project team(s)**- " Let's say these project teams match with some of your interests and goals. Can you show us how you would decide on two favorable teams from the list here?"
  - He will decide based on mission statement
  - Anthony didn't actually click on 'see description'
  - Matching point can be bigger...and the phrase 'matching point' is vague
- **Connect-** "Let's say you have chosen two teams to reach out to. Can you show us how you would do that? "
  - "Message team lead' sounds intimidating. He would rather have something like 'i'm interested'
  - Anthony mentioned Angel list
  - He will then leave contact info
  - But he doesn't like passively waiting. He wants to be able to text the team lead and receives instant response (* this is probably difficult. But it makes sense to set expectations)
  - Alternatively, he would like to have email addresses form the teams

V. Debrief
- "Can you tell us what worked well, and what didn't quite work in this prototype? "
- "Can you tell us if you liked or disliked any parts of the prototype?"
- ***These two questions can be combined
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- "Anything else that you want to share with us?"
- Thank the subject in the end.