

Initial Prototype

Testing

InKorea

Team Members

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1. User Testing Methods

Each team member was tasked with finding a close foreigner friend to do the user testing with. We let the test user figure out how the figma prototypes as blindly as possible without our input. All user testers but one were in Korea at the time. Each session took a little over 10 minute and was done on an individual basis. The analysis of each session, however, was done in a group.

2. User Testing Results

For the Scenario Guide, we've realized that the process can be a bit uninitive. While the users liked the concept of the scenario guide as a whole, there were certain points like color design or the romanization of Korean that could be improved. While this prototype lacked color due to being a mid fidelity prototype, we plan to make the conversation flow easier to discern. For the Scenario Quiz, most users mentioned that they would like to see if they got the answer right or wrong instead of involving an additional step. Since the quiz is simply a tool to help users, some users commented that it would be better if the quiz moved on to the next question immediately. The quiz main task in itself was a good idea because users can practice what they learned from the Scenario Guide. For the App Catalog, we learned that the info for the search bar was too much and could have been substituted for a placeholder. Also, the page looked too wordy and felt that many users would not spend time reading each description. Suggestions were to use hashtags that best represent the app or its function. For the Document Helper, we learned that the reference image may seem redundant since anyone who would not know what it is is less likely to have one in the first place, which means that the image does not add much information. There was also a suggestion to add instructions from the official website, which is currently the plan.

In summary, while the users found our idea itself to be worthwhile, most of them felt that one or two areas of our design felt unnecessarily long or redundant. As such, we plan to reduce the number of "clicks" and perhaps even combine pages into one whenever possible. If we are able to do this, then we believe that we would have met the suggestions from our user testing.

3. Appendix

Session 1 (Hawon Park, April 26, 7:30pm)

Session 1 (Hawon Park, April 26, 7:30pm)

- [Recording Link:](#)
- How can the Scenario Guide be improved?
 - Useful because it tells you the conversation
 - Another color for commonly phrases like 주세요
- How can Quiz be improved?
 - Click on an answer, color changes immediately
- How can App Catalog be improved?
 - Fine, nothing to improve
- How can Document helper be improved?
 - Likes that it provides details
- Anything you like or dislike about InKorea?
 - 8.5 / 10 —> the concept is very nice, difficult to find source

Session 2 (Jeongho Shin, April 26, 1 PM)

- [Recording Link](#)
- How can the Scenario Guide be improved?
 - Phoneticization could work better than romanization since it gives the more accurate pronunciation
 - The link to app catalog dont seem to be contextually in consistent
- How can Quiz be improved?
 - It might feel easier for the user to be lead to the next question as the user clicks since there isn't any pressure of getting graded. The user can also try again
 - Audio bubbles for quiz should also be helpful
- How can App Catalog be improved?
 - The search bar could have the info as the placeholder text
- How can Document helper be improved?
 - There doesnt seem to be a great need for the reference picture for the document since the user who has it is likely to not need the details and users who dont wont need to know how it looks since they dont have it in the first place.
- Anything you like or dislike about InKorea?
 - Dont know how it will be more effective than Google Translate

Session 3 (Young Won Choi, April 26, 4:00pm)

- How can the Scenario Guide be improved?
 - Perhaps add more color so that you can identify your section and the other person's section.
- How can Quiz be improved?
 - Maybe have the answer appear immediately.
- How can App Catalog be improved?
 - Maybe add different filtering options?

- How can Document helper be improved?
 - Maybe have official instructions from the actual website.
- Anything you like or dislike about InKorea?
 - As a foreigner, it seems to be quite helpful. Maybe it will be better after all the sections work.

Session 4 (Sangwoo Park, April 26, 9:30pm)

- [Note Link](#)
- How can the Scenario Guide be improved?
 - Too many clicks to start conversation
 - Too many subcategories; try to merge them
- How can Quiz be improved?
 - Better to just tell answer when clicked
 - Add photos on description
- How can App Catalog be improved?
 - Too much words, so just put key words that can be described like #Transportation
#Navigation
 - Have a BEST mark for some apps on top right like KAKAO
- How can Document helper be improved?
 - Cannot think of any
- what do you like best about InKorea, and what do you dislike the most?
 - Overall felt as something new, the color was too plain