

Final User Testing

Final Week Before Submission

Team Salsa is finally finished with the development process, leaving just one more week of final adjustments. We allowed users to freely roam around Solu without particular instructions or interference, in a same condition as if they were to use the app on their own.

Users have engaged in following actions:

- Signing up / logging in
- Explore the feed screen
- Provide interactions such as leaving comments, liking a post, etc
- Create a post using the upload feature
- Observe score changes in gamification screen
- Conduct in-depth observation of categories
- Organize the profile

While going through the actions, users were able to:

- Think about how Solu is different from other social media platforms
- Consider competitiveness of the app in the market
- Rate approachability of the app, whether or not easy to use
- Assess accessibility of contents and appeal of visuals
- Come up with feedbacks for development improvements

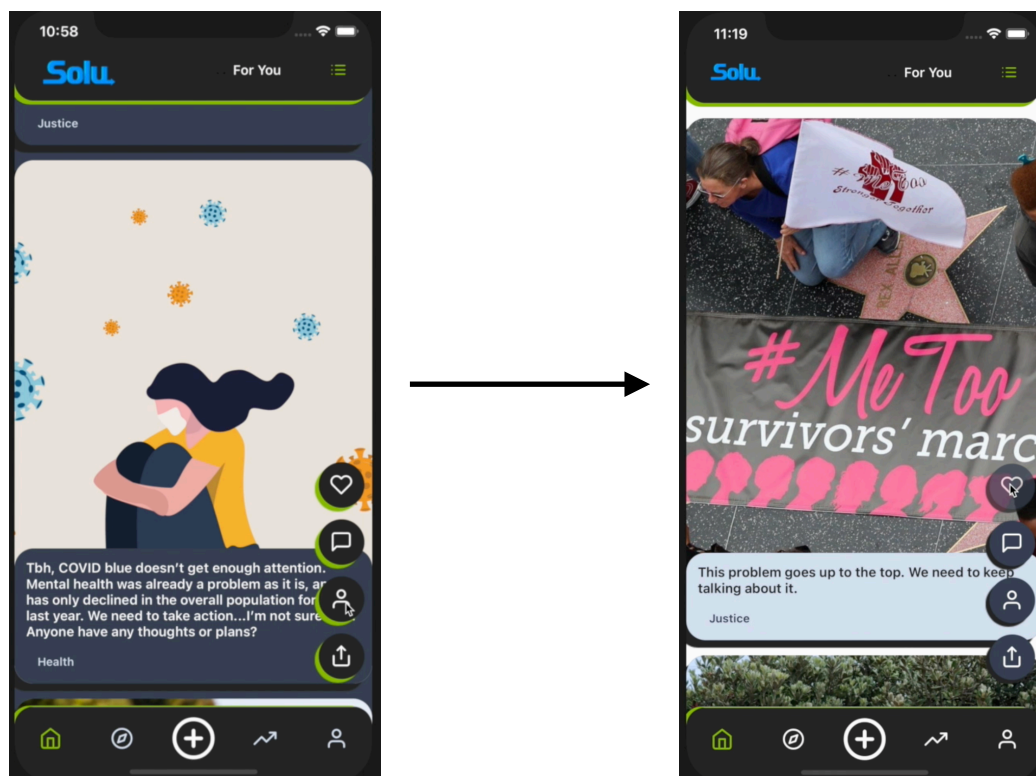
After testing, users were gathered to share their experience and thoughts about Solu. Anonymous survey was planned to be conducted for more accurate criticism, but participants preferred opened discussion. This was certainly a good choice and the result was satisfactory. Some of the major comments were as follows:

Color Schemes

Couple of the users suggested a change in the overall app's color scheme.

Participants claimed that since Solu is a motivating application for social goods, more inspirational theme would be preferred. They commented the current theme is “aesthetically pleasing, yet a bit dark”.

As a result, Solu's color scheme was changed as follows:



The background and the bubble colors were drastically changed to keep up with the inspiration theme. Also, less contrast in text and colors were added in order to keep the calm mood.

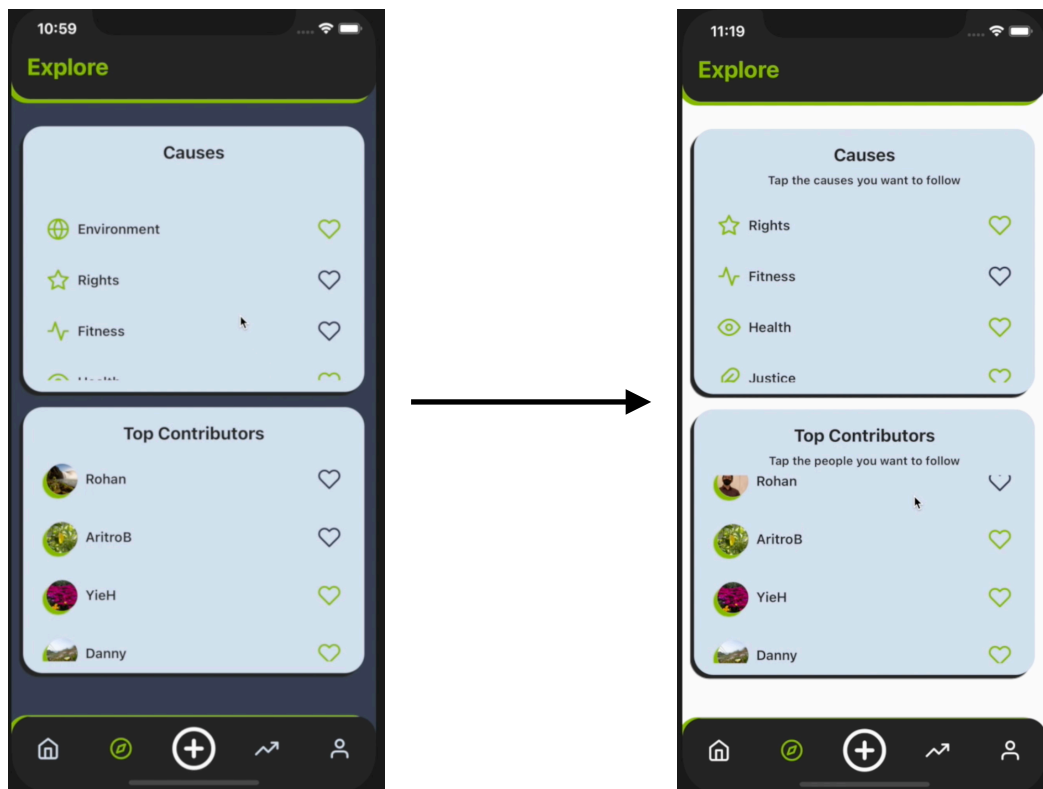
Some of the new specific color suggestions were depicted by the users who participated in testing.

Overall, Solu's interface became more user friendly.

Instructions

Testers commented that providing some guidelines such as “Click the causes you want to follow” would be helpful for users when using the app. They said “Explore” and “Gamification” page would be ideal pages to add the guidelines.

Changes were made as follows based on the user feedbacks:

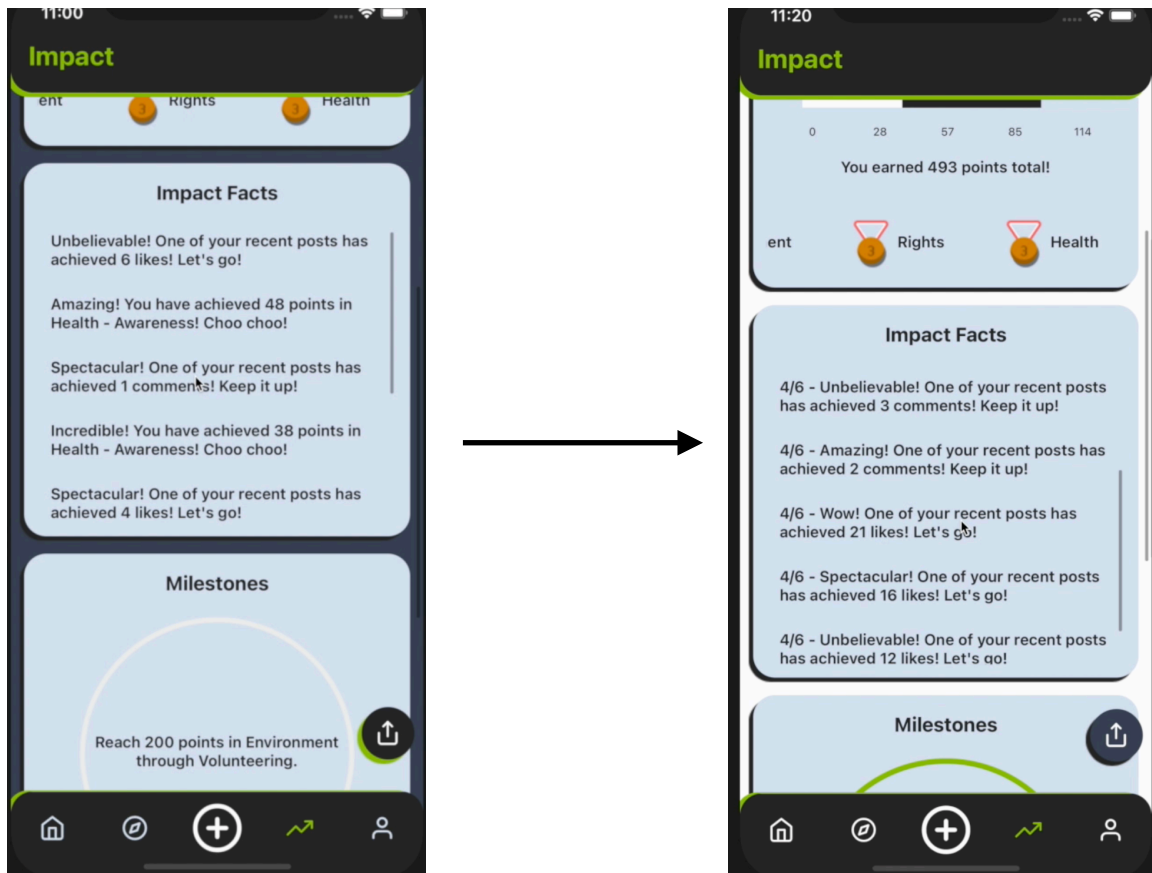


Users also suggested on the notification impact scroll, add dates to each alarm so users can tell which impact facts were delivered when.

The indication of time frames and dates on the notification were also applied to push alerts of user devices.

App screen-wise, the changes were applied as follows:

Solution Challenge 2021



Screen Design

Some users also suggested that adding a little fun graphics to the login screen would be appealing. The screen was added based on the user feedback.



Solu was able to develop even further based on user feedbacks. We look forward to introducing the app to a wider variety of audience in the future to support social activism and changes.

General Feedback

This statement was mentioned multiple times by the users throughout testing but it is also the most important perspective.

Participants claimed that as time progresses, they feel more uncomfortable sharing their thoughts related to social activism on social media under their names. This is because social activism can sometimes be perceived as a controversial topic to users as people have different perspectives. A single wording can be mis-conceived, appearing as offensive even when not intended.

They also claimed that society is becoming more and more focused on “simple yet dangerously addictive” contents. They said sadly, simple pranks or cute pet videos are getting more attention than serious social matters on SNS platforms. They claimed simpler subjects are perceived as “cool” while more noteworthy contents are regarded as “nerdy” or “corny” in our current society.

Users claimed that having a social media platform like Solu, where users can easily express their thoughts and beliefs while sharing them with like-minded users, can enact changes to and build a stepping stone to our community. They have strongly endorsed our beliefs and encouraged us to take steps even further.

Due to users’ help throughout months, Solu was able to solidify.

Special thanks to our user participants.