# Posting User Testing
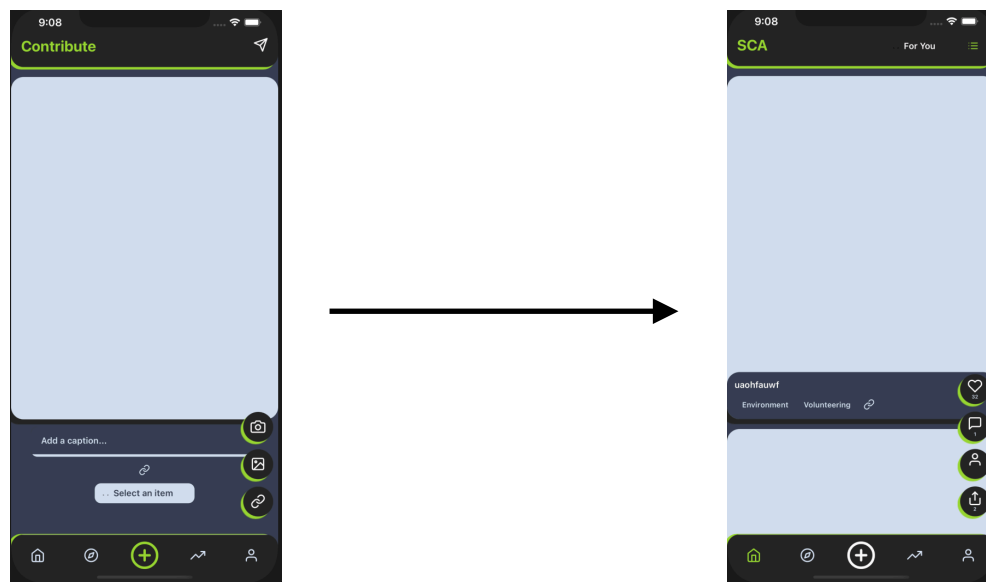
For this week's user testing, our group mainly tested the posting feature's ability to engage. Participants were provided with following conditions:

1. Participants were previously notified with how the posting feature works on our application and in what style their posts would be published.



2. Participants were asked to choose 10 out of 20~25 photos that they would be interested in seeing more of on their feed. Samples like the following were used:
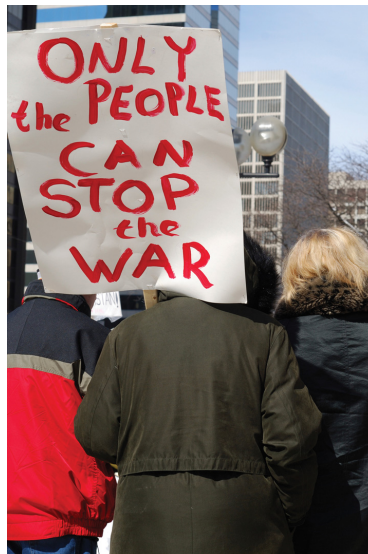
A. *Volunteer works photos taken by other users*

*B. Volunteer works recruitments (such as posters and banners)*



*C. Social movement photos taken by other users*



*D. Social movement recruiting posters/banners*

*E. Memes (or general fun images)*



*F. VLOG or tutorial based images/videos*



*G. Daily selfies*

*H. Activism based ads (such as environmentalism, etc)*



*I.   Career based events ads*



*J. Recruiting others with similar ideas (from studying to social activism)*

3. Participant were then asked what they would like to post as users.

## RESULTS

5 images that got the highest number of votes were:

- Volunteer works photos taken by other users
- Social movement photos taken by other users
- Career related events ads
- Activism based ads
- Recruitments of those with similar ideas

Posts that participants want to see more and post more almost identically matched.

Reasons behind such choices were surprisingly similar among participants.

*Since Solu is a SNS platform which handles topics that other SNS platforms (such as Instagram or Facebook) relatively handle less, posts including opinions and informatics would fit the purpose of app better.*

Due to such reasons, photos such as VLOGs, selfies, or memes got lesser votes as they are already being posted too many times on other competing platforms. Participants also agreed with one another that even banners and ads informing users where a certain meeting is going to be held or certain movement is going to take place are already frequently posted on other SNS platforms. Facebook Group was mentioned as an example.

## Suggestions?

One of the participants said that nowadays, users tend to post more meaningless posts on SNS platforms that serves the purpose of simple bragging rather than expressing opinions. Major reason is users are afraid of receiving public criticism or being perceived as a "nerd" who takes matters too seriously. He pointed out that on the other hand, some users publish opinion-based posts just because of wanting to get more followers.

- Show level of how they are doing. For example, although you rank high in ranking, all users could be doing poorly or too well. Ranking sometimes cannot guarantee a user performance's quality. Maybe include a indicator that shows the scale of performance (for example, if you are scoring 5/10 within a week on starting a task, level "intermediate")
- If prizes are given, indicate. This may work as an incentive and motivation to users. Merits could be emphasized.

*Suggestions*

The overall feedback by participants were positive. Some of that commented that gamification screen is their favorite screen in our app along with Feed screen.

Current features seem to not need changes based on the feedbacks given. Although, additional features in terms of display can be added as indicated in suggestions.

Note: Participants in user testing are excited to see full outcome of the app with actual data when close to submission date. They were truly looking forward to see how the features will turn out at the very end. This is a noteworthy note.