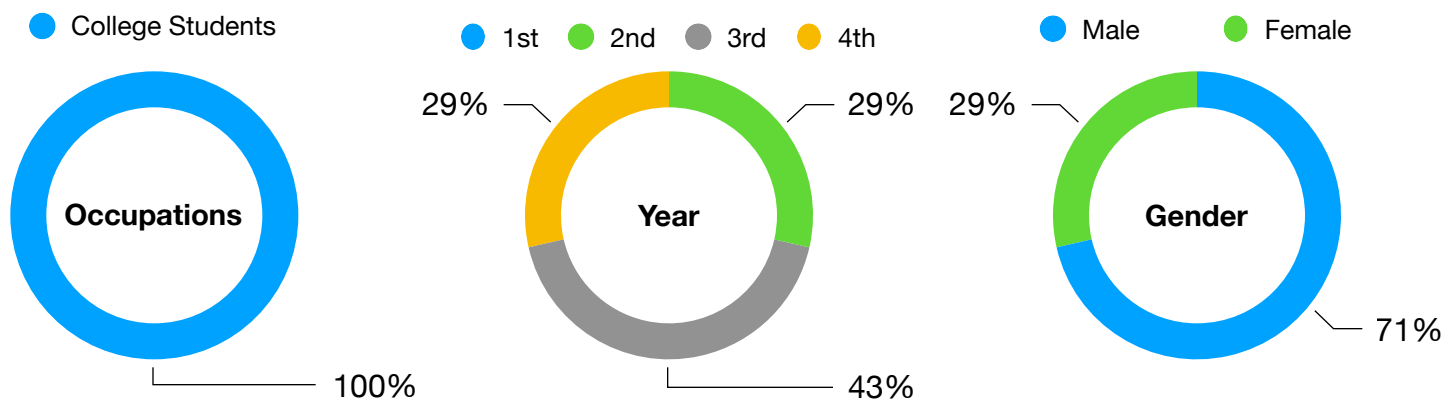


# Design User Testing

February, Week 3

For this week's user testing, our group mainly tested the understandability of our application with the criteria listed below. The testing was enacted upon a group of participants as follows:



## 1. Icon Recognition

For the users' convenience, we displayed various icons on our app UI in order to enhance user's understandability of features. For example, our navigation bar was demoed as follows:



We first presented participants, our potential users, with a series of icons that we used in our app UI. We showed them the icons and asked what they think

## Solution Challenge 2021

the icons are indicating. If the majority of users answer the usage of icons as we expected, the icons are well functioned.

### Navigation Bar



**Majority:** home, main screen    **Unexpected:** NA



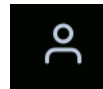
**Majority:** navigate, feed    **Unexpected:** NA



**Majority:** add posts/photos    **Unexpected:** NA

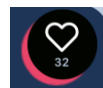


**Majority:** rewards, ranking    **Unexpected:** profile

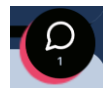


**Majority:** profile, user    **Unexpected:** NA

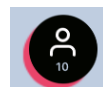
### Screen Icons



**Majority:** like, react    **Unexpected:** NA



**Majority:** comments    **Unexpected:** chat



**Majority:** profile, user    **Unexpected:** NA



**Majority:** upload, share    **Unexpected:** NA



**Majority:** upload features    **Unexpected:** NA

Profile  
Icons



**Majority:** logout

**Unexpected:** NA



**Majority:** settings

**Unexpected:** NA



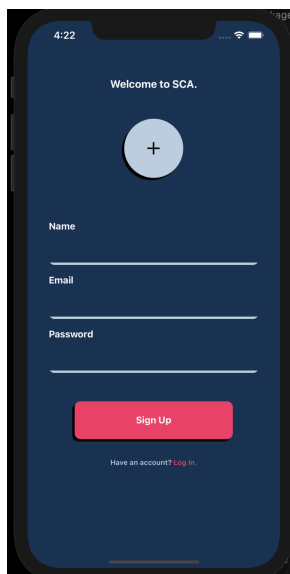
**Majority:** notifications

**Unexpected:** NA

In conclusion, most of the icons our group selected were delivering clear indications. The impact (ranking) and comments icon may need a bit adjustments for clearer interpretations.

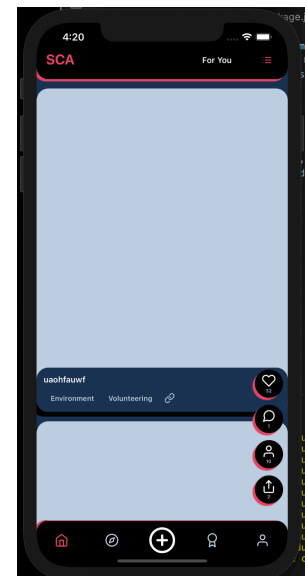
## 2. Pages

Our app contains several different screens and it is important to connect their relations. We showed participants a series of screens asking them where they think the pages link to.



Participants were able to assume that after a login page, home page would appear.

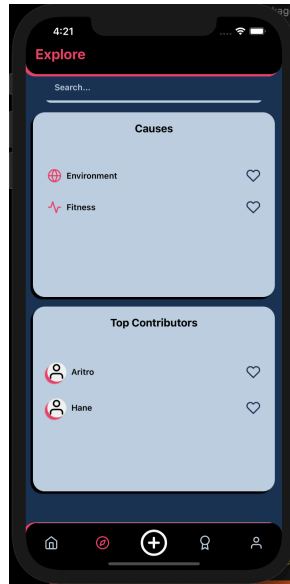
The login and homepage were easily recognized as intended.



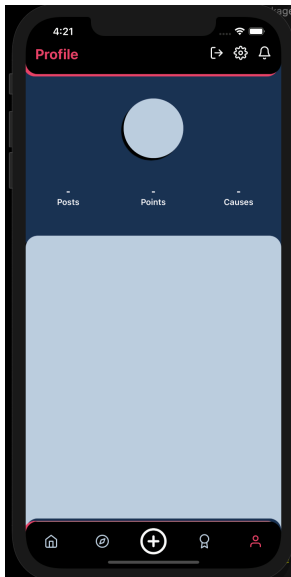
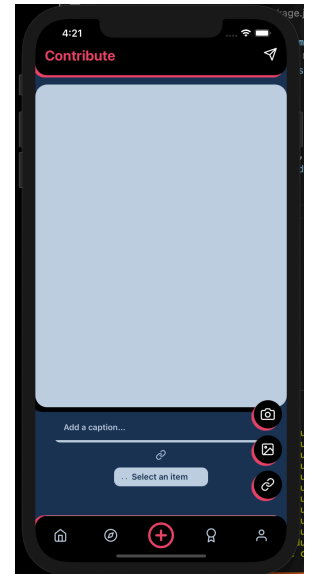
## Solution Challenge 2021

After seeing the feeds screen, participants were able to guess that the users are scored based on their posts.

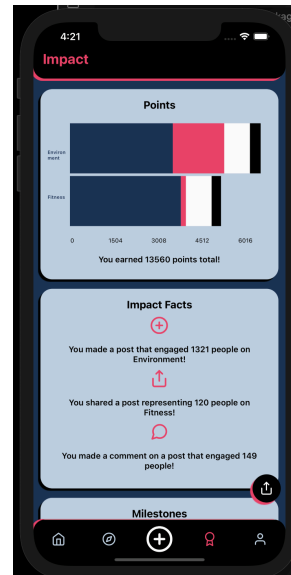
However, they were not sure of the term “causes” yet.



Seeing the posts alarmed them what it means to “take photo” or “upload” their own post using the addPost screen.



Lastly, users most easily recognized how the profile is archived, displayed due to the similarity with previously marketed SNS platforms.



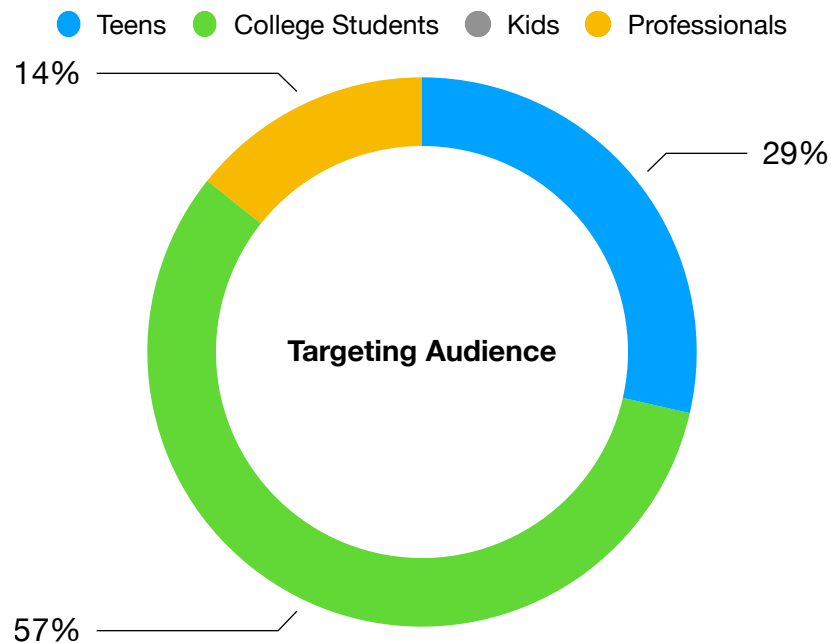
Users could easily recognize that the points are displayed based on their performance.

But, they were unsure how the points system was calculated.

In conclusion, users were able to recognize what each pages does and how they are connected to one another. The questioning parts, such as understanding the causes of posts and the points system, can easily be resolved as the app develops further with more data and information.

### 3. Branding

Next step was to clarify the targeting audience. We showed participants general UI of the app, asking who they think the app targets. The general purpose of the app was also asked. Below are responses to question asking the targeting audience were made as below:



As intended, participants answered that the app is targeted more towards teens/college students as they are more familiar to SNS platforms and feel more comfortable sharing their activities to the general public. They also added that the “bandwagon” pathos would lead to the success of the app as a SNS platform becomes popular when users start using the app due to the feeling of not wanting to be missed out.

As per the purpose of the app, **the participants had troubles understanding what the app actually wants them to post.** The main question was if the users are **only** able to make posts in regards to social

competition aspects. They questioned if the users are not allowed to use the app for more general purpose such as posting daily pictures.

Such issue can be resolved by adding more instructions to the users or provide a descriptive guidelines during the download phase.

#### **4. Gestures**

The participants were lastly asked about their opinions on the gestures of the app. Gestures here include motions as sliding through the screens or clicking certain aspects of the app. The participants were notified before the survey that the app is in its early demo phase so not all features are inactivated yet.

Majority of participants enjoyed the gestures included in the app. Some of the key features that they enjoyed the most were:

- Scrolling through the feed in a manner similar to TikTok
- Profile display similar to Instagram
- Able to scroll down separately on each causes/contributor tabs in navigation screen (as they do not have to scroll down all the way down to the page to view next tab)

It was discovered that the participants enjoyed the aspects of our app that were homaged from previously launched SNS platforms. This is assumed to be due to the established familiarity. Our group is on the right track of taking note of other SNS platforms to make our own product more competitive.

#### **5. Suggestions**

The purpose of this survey was to see if our application is intuitive, draws attention in right directions, and fits the branding we initiated.

The user agrees on most of these terms. Potential suggestions were made as follows:

- High contrast of color schemes were a bit hard to continuously look at
- The general purpose of the app is not yet clear
- Keep up with this UI and add minor changes

Through this study, we were able to collect user opinions that would greatly benefit our development in the near future.