

User Research

Our Proposed Focus: Interface Evolution

Before spending time on features like collaborative editing and interface customization, our research pointed us to an area that could benefit greatly from focus on its design--interface evolution. Test users found navigation difficult, "frustrating," or had "no clue" how to complete certain tasks.

Our Process:

We interviewed high school students, college students, and urbanites (24+ millennials). We asked preliminary questions regarding information they wanted when meeting up with friends/current methods for contacting groups they wanted to meet up with. Then, we had them complete certain tasks on the app. Finally, we asked them questions regarding that experience with the app and what current ways they interact with friends through pictures.

Key Insights:

General Information Regarding Meeting Up:

- Most people used Facebook Messenger/text because most convenient
 - Annoying group notifications
 - Most widespread methods so easy to contact most people
- Facebook events are useful for finding out what's occurring in the area
- People want to know who's really going, who's paying, how they're getting there

Project 2: Interface Evolution

- "Too many pages to this app," "why can't you go back?," "My iPhone swipe-up makes it impossible to see my friends list"
- A lot of confusion surrounding certain tasks, most importantly around finding/deleting friends
- Users need some instruction/explanation to features and how to navigate
 - Many tried to click rather than drag and drop
 - Many users struggled to understand the use/meaning of symbols or pages

Project 1: Collaboratively Editing Photos

- Most users used Snapchat to interact with friends through photos
- Users tended not to use too many editing tools--often, they send photos with just a text caption
 - "Too lazy"

Project 3: Interface Customization

- Still need to meet with designers to discuss
 - Our concerns: not enough of a brand integrity/consistency

Misc. Notes:

- Both communicate mostly through text or messaging apps for simplicity and efficiency. It is also used by majority of people
- To meet up with friends people mainly want to know
 - Time
 - Location
 - Availability of people
 - How to get there
- The proximity/ easily accessible location is
- People usually find out what their friends are up to through texts and discover new events through Facebook events, maybe snapchat

Walkthrough people mostly found:

- Hard to navigate, create an activity
- Wanted some sort of instruction
- Could not easily create a status
- Could not delete a friend (most difficult)
- Wanted less details for ranks
- Wanted a less detailed (motionless) background

Enjoyed:

- Casual aspect to the app
- The concept of the app but was too complex

People mostly use photo based social media apps such as instagram/ snapchat to:

- Post personal things (Daily life content, aesthetic content)
- See friend's things, some celebrities

People mainly edit through:

- For instagram on external apps
- Snapchat filters
- Like this process