Usability Testing Report - Team A12

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Executive summary

Our first user testing was conducted during our class on April 14, 2017 as part of testing group 10. During this testing, we presented our users with a clickable prototype of our application, TellToo (formerly Bauble and Memento) and gave them tasks to complete to gather

feedback on the design, layout, and the ability of our application to respond to a potential user's needs.

Introduction

Our application, TellToo, has the purpose of helping people form significant connections through the process of storytelling. We found that storytelling has been an activity significant to many cultures and civilizations across history. Our app aims to take the core aspects of storytelling, the aspects that have made it so vital in bringing people together, and make it easier for people to share their own stories with the world and develop deeper connections with both others and themselves.

Team Description

Team Who Said You Can't Bill Gates consists of members Eduard Grigoryan, Sanchya Mahajan, Christopher Li, and Joel Elizaga. All of these members are from the Informatics program in the Information School at the University of Washington.

Methods

Participants

Our participants were all Informatics students within our Capstone class between the ages of 21 to 23.

Intake Form

Before each user completed the user testing, they were given an intake form survey to complete. Each of the participants answered a series of questions including:
1. What is your age?
2. What is your gender?
3. What is your occupation?
4. Do you enjoy listening to stories being told?
5. Do you enjoy storytelling?
6. If so, what aspects of storytelling do you enjoy?
7. If not, what aspects of storytelling do you not like?
8. How much experience do you have with storytelling/listening platforms?
9. What would you expect from a storytelling platform?

Intake Form Results

From this form, we found that the majority of our participants in this user testing were female. Occupations included student, programmer, and designer. The majority of our participants answered that they enjoyed listening to stories being told, with a minority saying they sometimes

enjoyed listening to stories. The results were similar to if they enjoyed telling stories as opposed to just listening. Our participants enjoyed the creative, empathetic, and reaction aspects of storytelling. They, however, don't enjoy the process of storytelling when they are not able to get an intended reaction or when the storyline is poor. There was very mixed experience with the use of storytelling platforms among our participants. From a storytelling platform they expected ways to interact with stories (such as comments at points throughout the story and basic navigation through stories and listening to stories. Our users also expressed interest in features that would allow them to personalize their stories and accounts.

Study Design and Procedure

Our user testing was designed around a clickable prototype we had created using both Sketch and Invision. We had users complete tasks for each screen of our clickable prototype and asked them questions about each of the screens. After the testing, we had users complete a post interview.

Feedback Given

Team 1 (B12) - full notes

This team was working with a company (USC) to design and implement technological ways to encourage people to go to USC events and be able to receive rewards for going to events. We were able to test their prototypes, including an iOS component, a web component, and a Google Form, from both the company's point of view and from a customer's point of view.

Most of the tasks we did were fairly straightforward and easy to do. The testing involved first filling out a Google Form for a new event. We mentioned this was easy to do (even easy for people with little technical experience, which is who they were designing for). Changing the name of the event in the Google Sheet and find details for the event was also relatively easy to do. Performing tasks from both on the company and customer points of view was relatively straightforward and intuitive. We advised the team against using Google Sheets as their backend due to it possibly giving them less control over their data. We also suggested small changes such as changing the menu hierarchy to make it easier to find things. We were also supportive of the beacon idea B12 was considering to make it possible to track event attendance in order to reward points to people who would go to events.

The final product design B12 was aiming for looked polished and aesthetically pleasing.

Team 2 (C11) - full notes

This team is designing a productivity app that helps the user manage their task scheduling. The design we tested was a low-fidelity paper prototype incorporating placeholder elements.

Some of the labeling is ambiguous or unintuitive. For example, we found it was ambiguous whether "calendar" referred to a calendar associated with our Google account, which could be linked to the app, or a calendar that was stored in-app (Chris: "Are these my Google account calendars?"). The "forecast" label and icon were unintuitive; our tester expected the forecast feature to be weather-related, but it was in fact a list of tasks for the day.

The navigation also had usability issues. At times there was no way to return to a previous system or review for mistakes. In addition, the app's pull-up menu was hard to notice, and our tester could not navigate between calendar importing, inbox, etc.

We enjoyed the use of gestures to perform several actions within the same UI, but felt they could be simplified and refined to match common practices in existing apps, as well as provide a visual cue as to what was happening. For example, the drag-and-drop task gesture should give the appearance of a task being "lifted up" from the screen.

Team 3 (C12) - [full notes](#)

This team is designing a marketplace of datasets for autonomous car engineers and drivers. Engineers will be able to purchase dashcam videos organized by geographic region and uploaded by drivers, who are in turn paid for the sale of their videos.

We had several suggestions for the end-user mobile app. In general, it should have some of the standard features of driving apps. More particularly, stopping the trip when the destination is reached is a feature we expect from experience. The limited trip history was also suspect; five trips is too few to keep track of when driving apps frequently remember all the addresses the user has ever visited.

A user should be able to take many trips without overwriting previous trips and upload them as a batch, and the labeling and iconography should indicate whether a trip was uploaded. There were also issues with the labeling, explanatory text and iconography in the web app. Our tester required clarification of what a "tagger" actually was as well as why anyone would ever choose to make a video private based on the purpose of the application. Downloads is a bit of a misnomer for "Purchased Datasets," and icons resembling dumpsters on the map did not convey the meaning of "datasets." Our tester also did not expect to need to navigate to different places to change privacy controls for the videos.

One other serious flaw was in the purchasing system. There was a conspicuous absence of a progress tracker that could be used to review previous steps, as well as a "Cancel" button.

Feedback Received - [full notes](#)

Most of the feedback we received pertained to the View screen, the Create screen, the Featured Topic element, and the general design of the app.

All usability testers suggested we implement features present in SoundCloud, such as likes, comments and replies that can be applied to particular points in the story audio. The view screen had no play button, no scrubber, and no duration. All of our testers were confused as to the meaning and functionality of "Chaining," "Collecting," and "Replying" on this screen.

The Create screen was another major source of confusion for all testers. We intended to add audio editing features, story titling, tagging, and privacy settings, but our Create screen did not have this level of fidelity. The fact that all our testers suggested these features confirms their importance. The "brainstorming" feature we tried to test was unclear due to error on our part. Testers didn't understand why similar stories and recent tags came up on the Create screen, which is a core part of the brainstorming functionality.

Testers suggested that tapping Featured Topic should lead to some form of list of stories with that topic, and that the Featured Topic label should be more prominent or perhaps phrased more clearly. Testers couldn't identify it when tasked with finding a story pertaining to the Featured Topic.

All testers had complaints about the color scheme. The common refrain was that it was not serious enough and employed too many colors, as well as inadvertently set the tone for the type of stories that would be submitted. On the other hand, some screens used too much gray. We want all kinds of stories, not just "fun" or "serious" ones. The inclusion of emojis in various places both contributed to the overly-fun tone and was confusing. Testers did not understand that they could either have an emoji as the cover for a story, or a photo or other image.

Other criticisms were leveled at the monetization aspect and the entertainment value of the app. Testers requested some kind of system for guessing the quality of a story they were about to listen to, such as a rating, view count, or preview system. Also, the enticement to purchase a story or watch ads was not apparent. Testers suggested professional narration or voice acting would be worthy of purchase.

Analysis

From our user testing feedback, we found that our designs still needed some work in some key areas. One major area was the story creation process. We found we had to rethink through this process and focus on the key aspects of storytelling we want this application to emulate. Our process design needed to be further thought out and expanded. We also found we were given feedback on how users wanted to interact with stories. Users talked about wanting to see

reactions/comments to stories at certain points throughout the story while listening to one. With that, we realized we need to think through ways to make stories and the application more interactive and make it possible to personalize more.

We also obtained mixed reactions about certain features of our application such as the temporary viewing feature of our stories. Our user feedback gave us a lot to think about in terms of how we would move forward and what/how we would implement as features in our application. We have begun consolidation and taking this feedback into account in updating our designs. For our updated clickable prototype, we have toned down the color as per our user feedback and added more options for personalization in the application design as well as making certain features in the application, such as chaining and replying to stories, more clear and less ambiguous.

Appendix - Feedback Given

Team 1 (B12) - [summary](#)

Company data entry

- Acting from the perspective of the company, our tester filled out the Google Form for a new event without difficulty or further instruction.
- Our tester was able to change the name of the event in the Google Sheet without difficulty or further instruction.
- Like this team, one of our team members had previously used Google Sheets as a backend in a project.
  - We cautioned against this because there is less control over data unless an intermediate validation step is implemented.

End-user iOS app

- Our tester found the details of an Event in the app without difficulty or further instruction.
- Our tester was able to turn off notifications as instructed by locating the Notifications option in the settings via the navbar without difficulty or further instruction.
- Our tester had to make several attempts to ask a question about a USC event, iterating over menus to find the "Questions" button.
  - We suggested flattening the menu hierarchy slightly to make options easier to find.
- Our tester was able to redeem points for attending an event. He found the Rewards tab and quickly realized he could enter a code in the top input field, without difficulty or further instruction.
- We liked the idea of using a beacon to automagically check the user's phone in at an event instead of checking in manually. We thought this would reduce the friction of using the app.

Team 2 (C11) - [summary](#)

Onboarding

- What's the inbox screen? If I click this does something happen?
  - These were onboarding screens, but they appeared to be actual app functions/features.
- It's not clear you can go back during the onboarding screen because triple dots disappear.
  - Being able to go forward & backward through the onboarding screens is an intended feature.

Set up

- What are these calendars? Are these my Google account calendars?
  - The labeling of the calendars was ambiguous. The user should be able to tell what comes from an external source and what is stored in-app.
- What do I do if I don't have an existing calendar? Maybe add a button that says "we've noticed you don't have a calendar" that allows to skip.
  - The user could not proceed unless they imported an existing calendar.

Backlog

- So this is like a list of tasks? Maybe add row lines like in a ListView to make it clear.
- There needs to be a way to go back if I made a mistake in linking my calendar.
- My intuition is to press on the task instead of slide to edit it. Usually sliding = dismissing something. There are too many gestures for editing & auto scheduling; should simplify to tap = edit, slide right = show auto schedule button.
- How do I return to my calendar? Is there going to be a navbar?
  - Our tester did not notice the pull-up menu at bottom until the test administrator helped him find it.

Forecast

- Maybe rename Forecast to "Schedule" or "Daily __"? Forecast made me think of weather.
- I like the drag and drop tasks to schedule, but it wasn't obvious to me I could do that. Maybe make it so that tapping lifts the task off the screen

Team 3 (C12) - [summary](#)

Mobile app (driver role)

Home

- Our tested identified the functions of starting a trip, opening a menu of options, viewing past trips, and viewing his location on the map.
- Our tester simulated starting a trip, stopping a trip, and saving the recorded trip without issue.
  - We suggested automatically stopping the trip when the destination is reached a la Google Maps.

Managing trips

- Our tester was able to locate and delete the trip dated the 13th without issue.
- Our tester wondered whether if he saved a new trip the app would begin to delete older trips.

- ○ We suggested five trips is too few to keep track of. A user should be able to take many trips without overwriting previous trips and upload them all at once at a later time.
- Our tester found it ambiguous whether completed trips have been uploaded to this service. The test administrator stated that trips that have not been paired with a video have not yet been uploaded.
  - ○ We suggested added icons or labeling that indicated whether the trip had been uploaded.
- Our tester wondered whether a user could have the roles of both the driver and the autonomous car engineer. The test administrator answered in the affirmative, but said this requires separate accounts.
  - ○ We suggest the ability to switch between these roles within a single account.
- We found this portion's functionality overall to be very usable. Our tester stated he was not confused at any point.

Webapp companion

Landing page (driver role)

- Our tester was able to log in and ascertain the purpose of the dashboard, which is to provide a quick summary of how much revenue his videos are generating and to motivate him to keep contributing.

Upload

- According to our tester, "pretty damn straightforward."

Manage videos

- Our tester required clarification of what a "tagger" was.
- It was unclear to our tester why he would ever choose to make a video private.
- Our tester did not expect to need to navigate to Manage Videos to set a video to private.

Would you be motivated to continue your streak of uploading videos?

- Our tester indicated that the dashboard of statistics would probably motivate him.
  - ○ We suggested to arrange the charts at the top with detailed summary statistics below them.

Landing page (autonomous car engineer role)

- Our tester mentioned that the symbols on the map resembled dumpsters and at first thought they were videos he had uploaded. Upon finding the list view, he realized they indicated that there were driving videos from that region available to purchase/download.
  - ○ We suggest adding a tooltip or some text label to indicate the significance of these icons.
- Our tester was unable to return to a previous step or cancel during checkout.

- We suggest adding a progress tracker that could be used to review previous steps, as well as a "Cancel Checkout" button.

- When instructed to find his purchased datasets, our tester needed further clarification.
  - We suggested relabelling "Downloads" to more accurately reflect the page's contents (purchased datasets).

Appendix - Feedback Received - summary

Team 1 (B12)

Feed

- The tester initially glossed over the "Random" feature and picked an arbitrary story from the feed. She indicated we should use a label that makes it more clear it's not a story titled "Random," though the fact that it was highlighted helped.

View

- There is no play button.
- The tester suggested the functionality of likes, comments, and replies at different points of the story audio a la SoundCloud.
- The tester suggested a transcription feature for accessibility and broader appeal.

Create

- The tester attempted to tag the story using tags that appear in "recent tags" (not an intended feature).
- No flow for titling a story, no pause button, no flow for reviewing what has been recorded and editing/cutting out mistakes.
  - Make the record button an on/off toggle for "record/pause", and a separate "finish/submit" button with a flow for editing, tagging, titling, and privacy settings.
- The tester was confused why similar stories appeared when she hadn't yet recorded a story.

Explore

- Unclear why there are faces at the bottom of the screen.
- Some tags are upside down.
  - This was unintended. We had duplicated tags and rotated them to save time when we were creating the prototype.

- Colored tags not necessary. Random colors probably isn't appropriate; a "sad" tag might get assigned the color yellow, "angry" might be blue, which is not what these emotions typically correspond to. There is a potential for mismatch between color/tag.

Me

- Signing up and in was straightforward.
- The cog button doesn't do anything. The tester expected a menu of settings.
  - This was unintended and was due to the limited fidelity of our prototype.
- Cog button needs to be much smaller
- Profile header should be much bigger, with stats about how many stories listened, created, etc.
- Logout button icon not clear - should include some kind of confirm dialog.

Community

- Collections are square now, when all the stories were circles.
- Featured topic difficult to find/unclear. Needs to be clearly indicated/labeled.
- Featured topic should bring up a list of all stories in that topic.
- Featured topics might entice a user to share their stories.
- Suggested incentives for collection: Professional narrator/voice actor, ratings or upvote/downvote (did many people like it?), previews to ensure quality.

Post-Test Interview

1. Our app did not remind the tester of other apps, but she stated we should pull in ideas from SoundCloud.
2. The Explore feature was good, the tester would use it.
   a. Inconsistent color scheme and differently colored tags detracted from the storytelling process.
3. Navigation was mostly good.
4. The color scheme was too fun and bright.
   a. The colors should be more serious. Cartoonish aspect sets the tone, but keeping it more neutral would allow users to set the tone.
5. Other suggestions:
   a. Be able to leave live comments at certain points in the story.
   b. Collect is confusing, use "Favorite" instead.
   c. We don't know what "Chain" means.
   d. Extension of marketing: use for fan fiction
   e. Don't completely agree with fading away stories, because technically the data will still be there.
   f. Would buy collections only if people that are famous/well-known writing stories
   g. Set of fixed emotion tags
   h. Dislike expiration thing about stories. Don't want to spend time recording story for it to expire.

Team 2 (C11)

Feed

- Finding a random story was not difficult; the story that came up was "pupi pls."
- The tester advised renaming "Front" to "Feed."

Create

- The tester stated it was not clear he could "brainstorm" before actually recording, and was therefore confused that similar stories appeared while he thought he was recording.
- The tester stated it was not clear why he would want to brainstorm.
- The tester expected recording to start after one tap and stop after the next, but it did not.

Explore

- To find stories about cats, the tester tapped the search bar and type in "cats."
- The tester indicated he would also tap "Cats" on the Explore page if it appeared under "Popular Tags."

Community

- The "featured topic" is not obvious, maybe add text to make it obvious.
- The featured stories should scroll or provide arrows to make it clear that there are multiple stories for a featured topic.
- To buy a story, the tester tapped on a story and pressed buy.

Me

- The tester associated the "Forgot" button color with a disabled button. He suggested altering the color to avoid the association.
- The tester expected to automatically be signed into his account and directed to his profile after signing up.

Post-Test Interview

1. The "stories" aspect of our app reminded the tester of SnapChat, Instagram, and Whisper. Other parts reminded them of recipe/food apps.
2. The tester said the consistency of the screens/features was good.
   a. There's no way to tell if a story will be good.
3. Navigation was easy but smilies and faces were confusing.
4.
   a. Color scheme had too much gray.
   b. Color scheme is not serious except for the feed screen.
5. Other suggestions:

     a.   Following certain people
     b.   Limiting stories to only those you want to see it
     c.   Why would they use this over Medium or a blog?
     d.   Don't understand feed screen. What do all the other stories mean?
     e.   Margins are too small for some of the titles
     f.   Shrink the pictures a bit
     g.   Create icon might be misleading (maybe a plus or something)
     h.   Add categories/genres of suggestions

Team 3 (C12)

Feed

- Tester was able to find a random story

View

- The meaning of Collect, Chain, and Reply was unclear.
- Tester thought Collect was analogous to "favorite" because it was represented by a star icon. Tester suggested a bookmark symbol.
- No play button.
- No scrubber.
- No duration.
- Tester suggested chaining stories at certain point in time in playback, like in SoundCloud.

Create

- Tester thought "similar stories" were past stories they had recorded.
- Tester was unsure if tags were just "recent" or automatically generated for their stories. Tester suggested labeling these "ideas."
- Should be able to tag the story.
- Suggested auto-generating an avatar when a user registers, like GitHub.

Explore

- Tester clicked the Popular tags to find "cats"-related stories, because cats are popular.

Me

- Tester asked why the app took them to the front after signing up.
- Tester asked if the logout/settings options disappear when the profile is scrolled.
- Tester asked what the differences between multiple collections in the profile were. They suggested retitling these.

Community

- The wording "featured topic" is unclear. What are collected stories? Are they curated? What is the benefit?
- Tester stated they would immediately push back against paying for stories. It makes them not feel like part of the community.

Post test interview

1. Tester was reminded of Instagram, SnapChat, and SoundCloud.
2.
    a. The meaning of chaining was hard to understand.
3. Navigation was easy except for explore.
4.
    a.
    b. The color scheme should be more serious. Perhaps the color palette should change based on emotion.
5. Other suggestions:
    a. I'd make my stories personal. I want to be able to upload pictures or textures for my stories. Would use if could personalize more.