Bauble

Prototype URL

This is the prototype we will be testing with Groups B12, C11 and C12:
https://projects.invisionapp.com/d/main#/projects/prototypes/10801046

We are testing all the main screens of our app at a high level. We are particularly concerned with the usability of these screens than with the notification and sign up screens, which we feel do not deviate much from more familiar social apps.

Intake form

https://goo.gl/forms/vr6U24gBC1JaTarz1

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 (features, etc.)?

Roles for usability testing moderator, observers

Moderator Sanchya Mahajan

The moderator will write and administer the usability test by prompting the user to perform a set of critical tasks for each tested feature, following the scripts below. The moderator will also administer the post-testing interview. To ensure the validity of results, the moderator will avoid hinting at the solution to the task unless the user asks for help.

Observer Eduard Grigoryan

The observer will watch the tester's actions in response to the script. He will type notes in a Google Doc during each usability trial. In particular, the observer will note any of the tester's questions, comments and reactions to tasks during the trials. The observer will also note responses to interview questions and ask clarifying questions after the test if responses are vague or ambiguous. He will ask the team if they have any immediate thoughts on the outcome of the test and record those remarks as well.

Scripts

- **Introduction**

   Hi ____, thank your for taking the time today to participate in our study. Before we begin, I will give you a brief overview about our test and how it will work.

   Our application is a storytelling platform that aims to foster meaningful connections between people. Our application is an Android application. At the moment we are in the process of developing this application but you will be testing our clickable prototype. Imagine you were using this application on your phone.

   We will have you complete tasks for each of our screens and then ask questions as we go along. Before I tell you the task, I'll explain the task briefly and what you should accomplish in completing the task. I, however, cannot give too much information as we are aiming to test the usability and flow of the application.

   It's really important to know that we are only testing the prototype, not you. You can't do or say anything wrong here. Please feel free to let me know at any time if there's something you like, dislike, if you're confused, etc.

   Also, please feel free to "think aloud" as much as possible and speak your thoughts.

   If at any point you have questions, please don't hesitate to ask.

   Ok, let's begin with the first screen.

- **Feed**

   Tasks:

   - Find a random story

   Script

   We will be starting off with the feed page. For the first task, and the only task for this page, we will ask you to find a random story on the screen. Tell me the title of the story and describe the picture.

   Question:

   Was it hard navigating the screen to find a story?

- **Create Story**

   Tasks:

   - Create your own brief story.

   Script

   The next screen also has one task. This screen allows you to create stories. Thus, for this, we would like you to use the functionalities/buttons on this screen to create your own brief story. Let me know when you have finished creating it.

Questions:

Was using this screen intuitive to how you would tell stories?

Does anything detract you from telling your story?

Is there anything that would help you tell your story?

- **Explore**

  Tasks

  - Imagine that you want to find stories about cats. How would you do that?

  Script

  The screen you are now looking at is the explore screen. There is one task associated with this screen. For this task, imagine that you want to find stories about cats. For this task, I want you to find me a story about cats.

  Questions

Background reveal: This screen involves being able to search through stories, especially through stories linked together by similar content.

  Was searching for stories intuitive or difficult? Can you explain why?

  Was navigating to stories that are similar difficult?

- **Me**

  Tasks

  - Sign up for an account
  - Access your profile.

  Script

  This next screen you are now looking at is the "Me" screen, basically your profile screen. There are two tasks for this screen. For the first task, imagine you do not have an account yet for this app and really want to make one, can you sign up for an account?

  Ok, now that you have an account, try accessing your profile. Read me important information from your profile about "you".

  Questions

  Was the process of creating an account easy?

Was there too much or too little information displayed in your profile? Should anything be taken out or added?

- **Community**

  Tasks

  - ○ Purchase a featured collection
  - ○ View featured topic

  Script

  Ok, now we have reached the final screen. There are also two tasks associated with this screen. This screen is the community screen. For the first task, can you purchase a featured collection?

  Ok now that you have this featured collection of stories, view a featured topic.

  Questions

  Did seeing a featured topic that many users were telling stories about help you feel part of a community?

  What would incentivize you to buy a featured collection?

Post-testing interview

1. Did our design remind you of other similar apps?

2. What were the best and worst parts of the screens/features you tested today?
   a. Are there any features/screens that detracted you from the storytelling process?

3. Did you feel it was easy and intuitive to navigate through the screens and features of the application?

4. What did you think of the color scheme?
   a. Does it feel inviting and open?
   b. Would you prefer a color scheme that's more serious or more fun?

5. Do you have any other suggestions or comments?