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## Iterative Design & Evaluation

Our group chose Guggy, a specialized gif selection and customization platform.

**Mission:** "Our specialized messaging-oriented NLP engine allows Guggy to turn any text message into a funny, personalized GIF!"

**Sketching:** While the ideas sketched below still use the specified NLP engine (in theory) to search, each takes on a different approach to making an engaging gif experience.

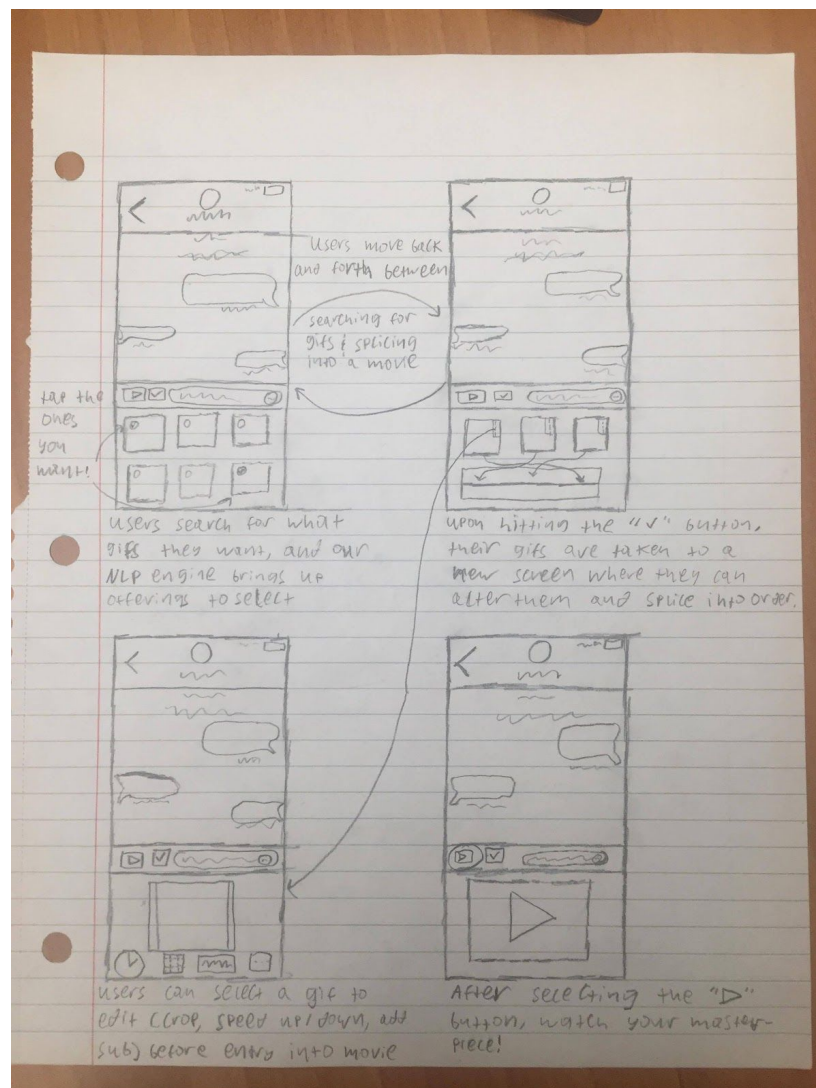


Figure 1 (Sketch 1): User selects multiple gifs to string into gif movie

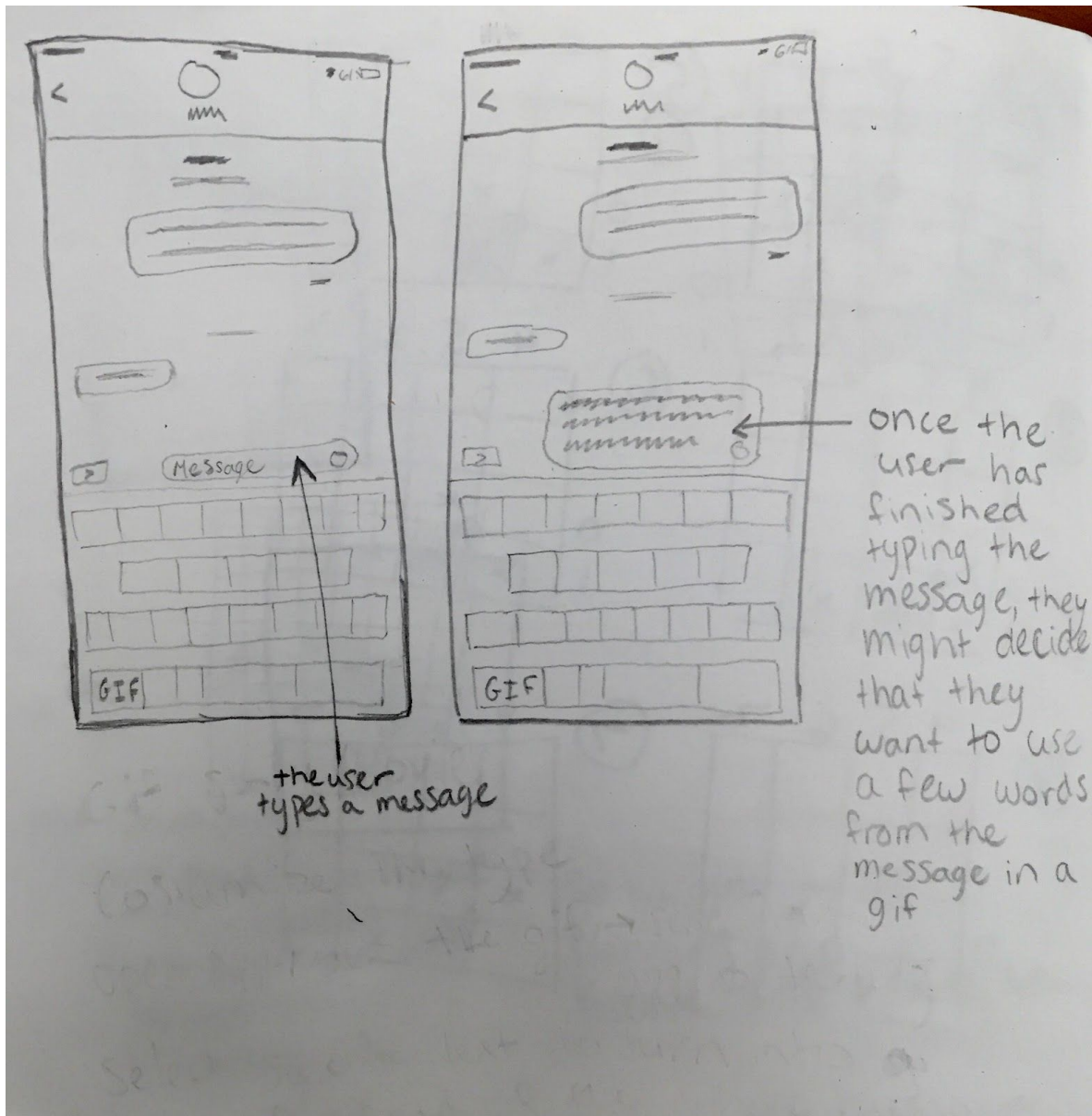


Figure 2 (Sketch 2): Gif keyboard that allows a user to highlight *pieces* of a text message that will be used for the gif making process

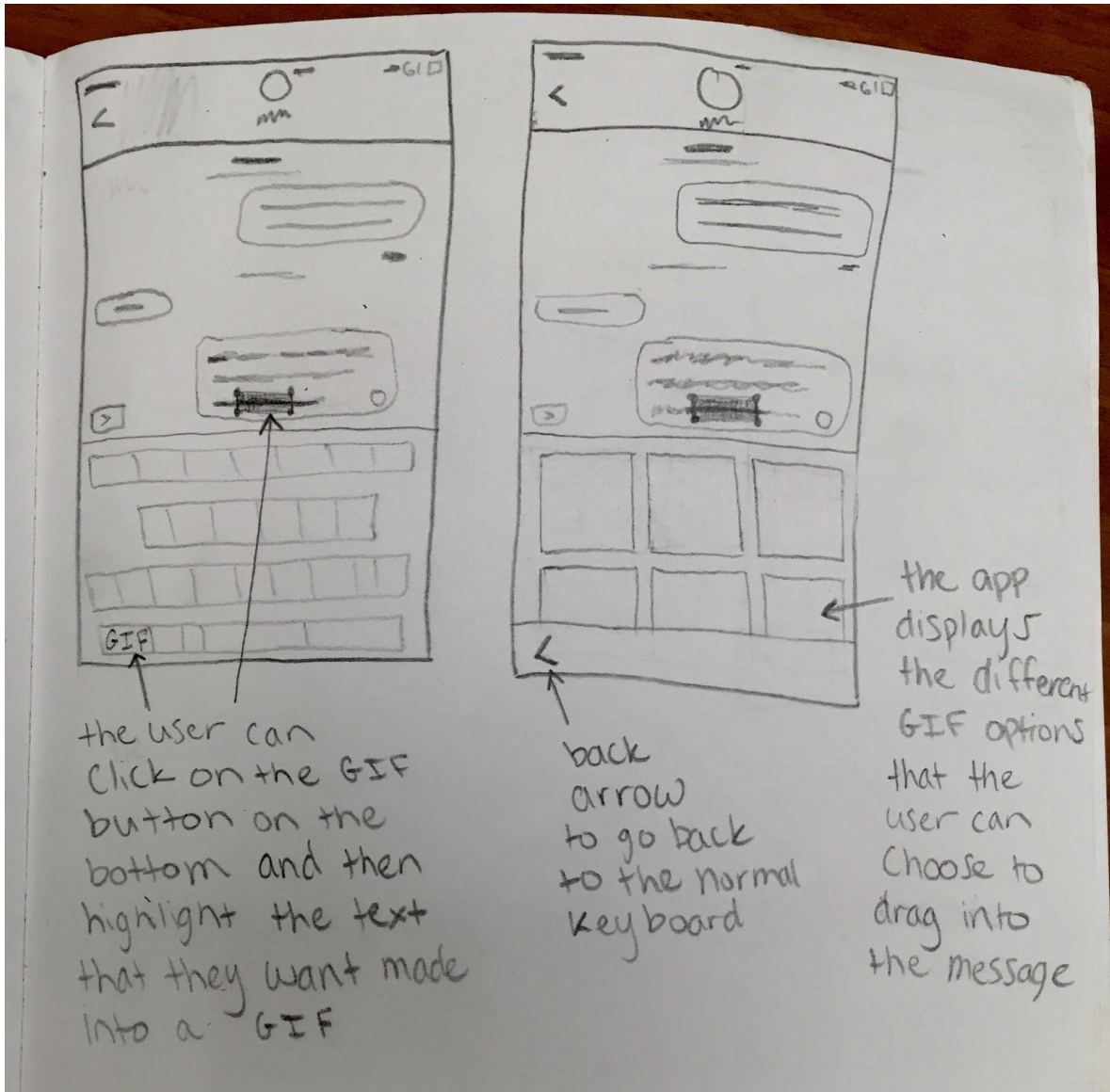


Figure 3 (Sketch 2 Cont.)

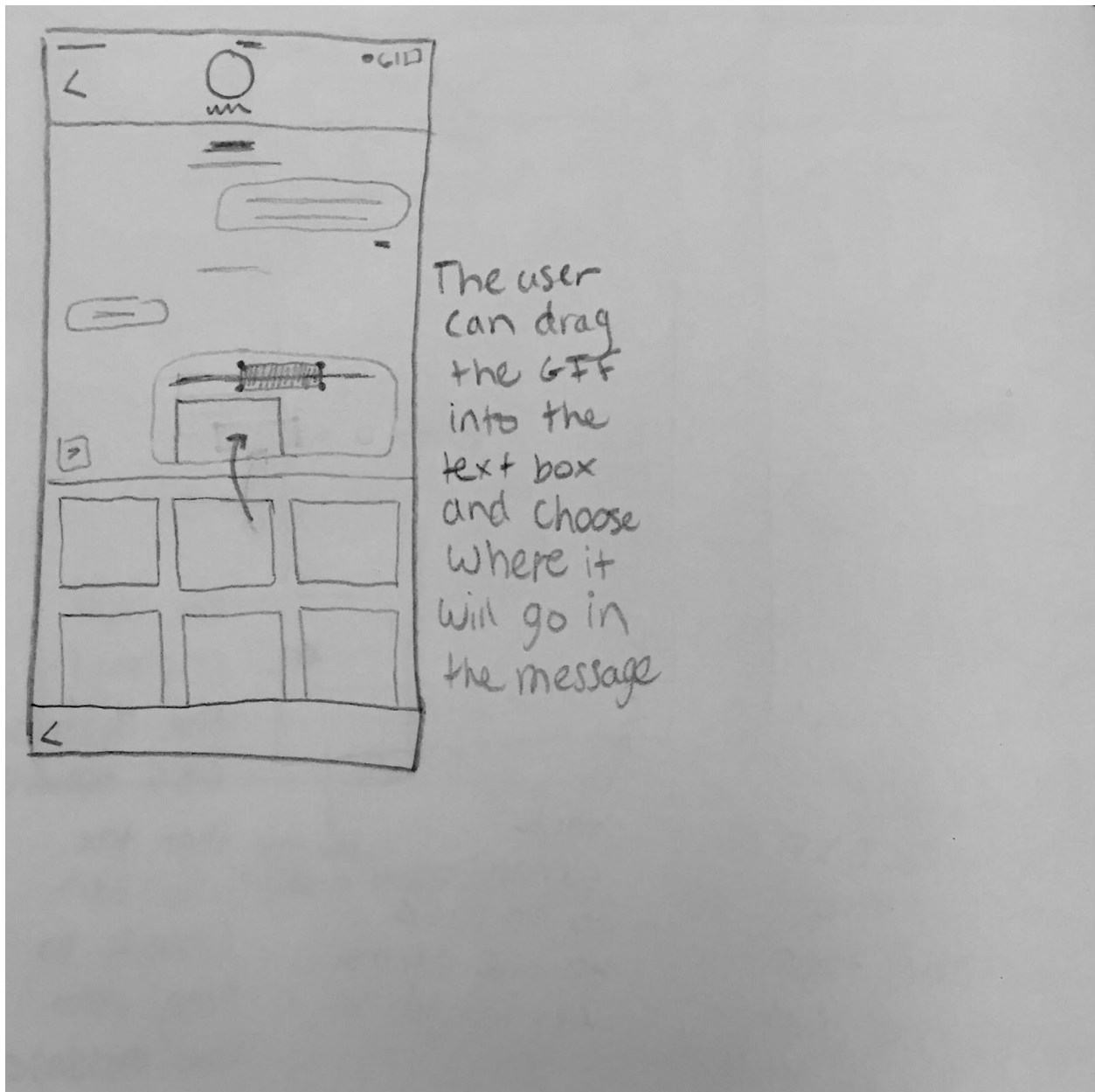


Figure 4 (Sketch 2 Cont.)



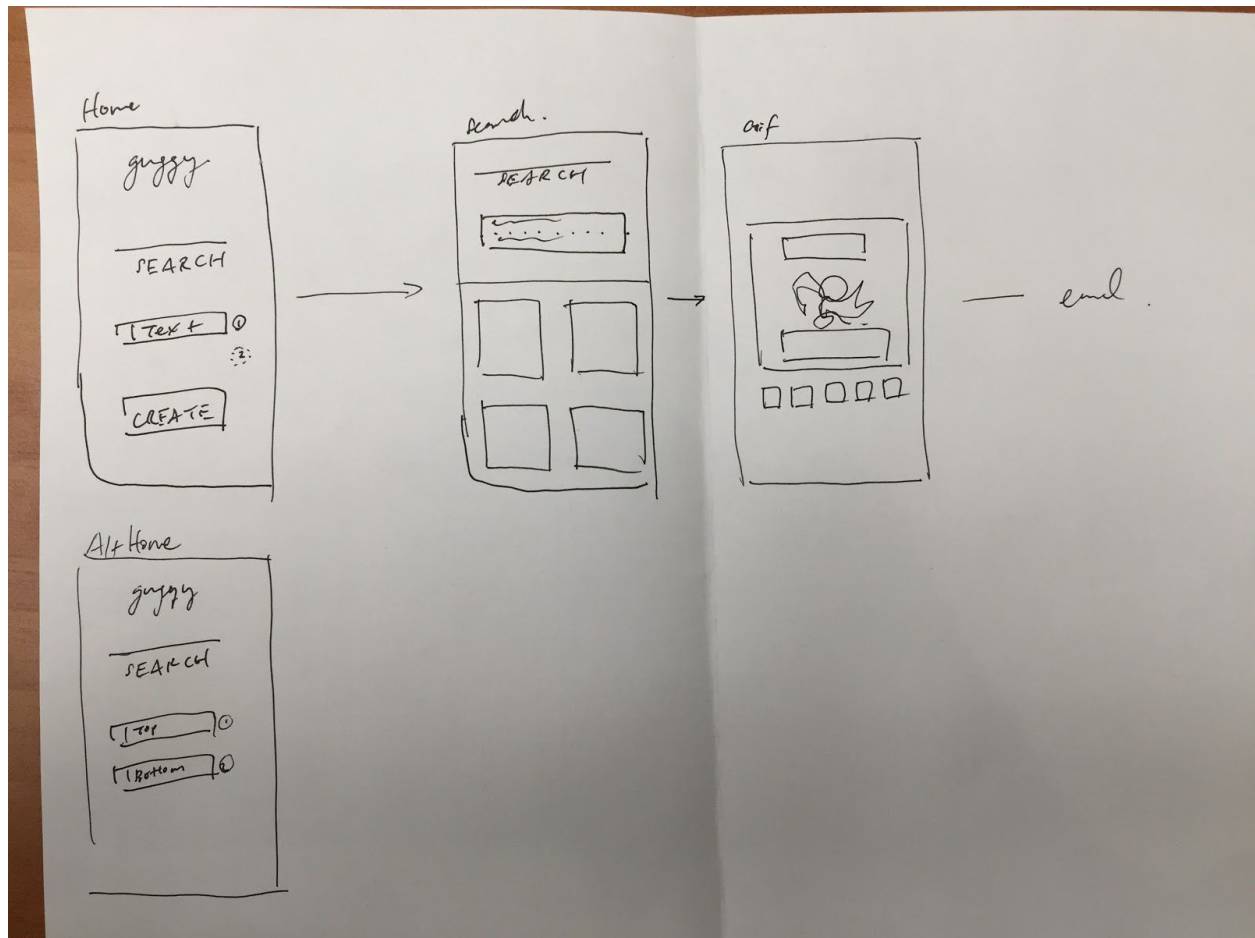


Figure 5 (Sketch 3): Users can toggle what types of text they want (top/bottom text) they want to use to title their gif

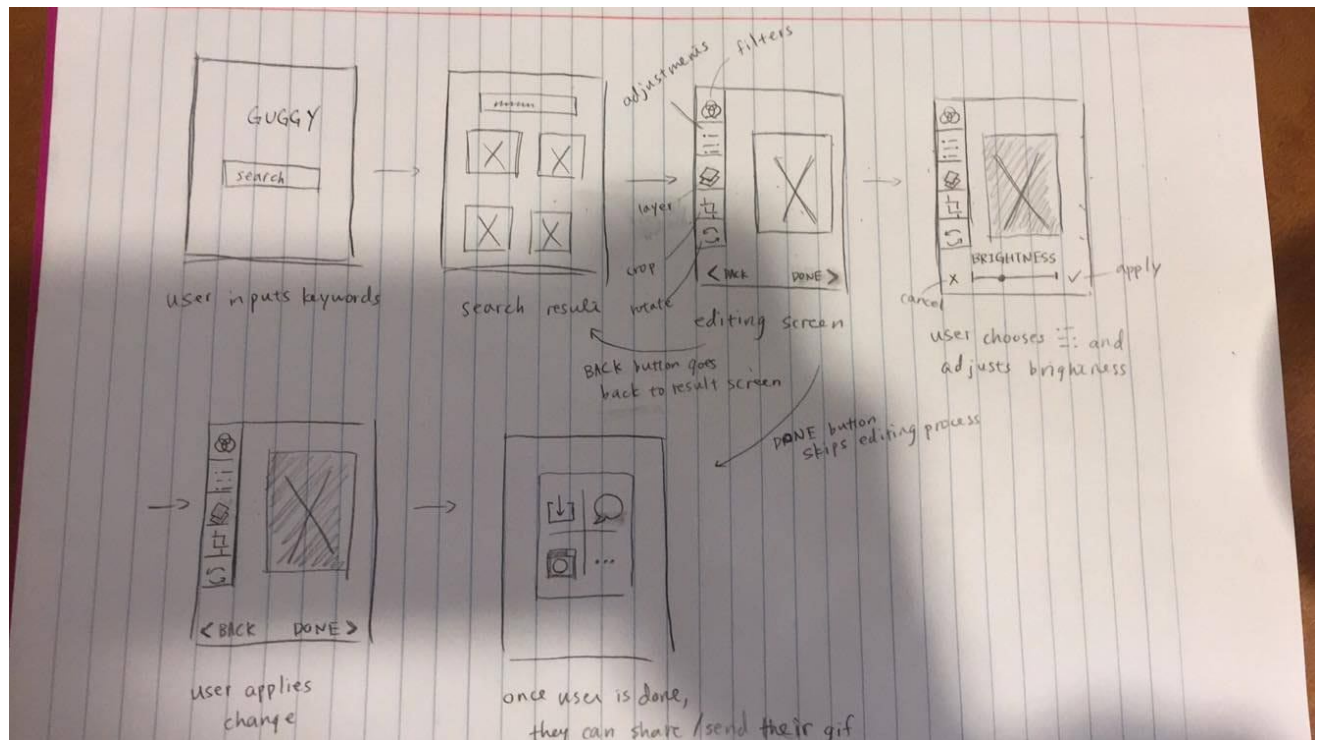


Figure 6: "Artsy" version of gif editing that allows for extensive editing.

### Interactive Hi-Fi Mockup: (<https://invis.io/Q8EP4IPUP>)

Based on our sketches, we decided that our main structure would allow users to search for a gif, edit it, and send to friends somewhat like Figure 6. However, we realized that the features in Figure 6 wouldn't be particularly helpful to most users, because most gifs are used as a sort of reaction. To this end, we replaced the photoshop-like features (eg. brightness) with more useful reaction based tools: Text editing, changing the speeding, and adding a filter (to alter mood, for instance).

Our prototype's aesthetic reflects the kind of easy-going, humorous experience we want users to have on our platform. Our GT Walsheim and Helvetica fonts keep the screens a bit whimsical, which combines nicely with the more soothing light purple accents throughout the design.

Upon more feedback from our classmates, we decided that when a user goes to message their work, the menu that pops up (which was white) should have greater contrast to the background, so it was changed to purple and the background was blurred to a greater degree. Also, our customization buttons were labeled to decrease confusion (as they were just images before).

### Testing:

We used UserTesting.com to conduct our user testing.

Hi Joshua,

Thanks for your order! We'll send you an email when your study is complete and your videos are ready to be viewed. Then you can start the fun (and important) work of creating a great experience on your site or app!

Here's a summary of your order for your reference:

## UserTesting

2672 Bayshore Parkway  
Mountain View, CA 94043

## Client Information

RISD  
Joshua Shao  
1174961600  
[jshao@risd.edu](mailto:jshao@risd.edu)

## Order Summary

Date: 2017-11-29 22:05 PM  
Invoice #: 1350924  
Title: Guggy: Mobile Application Design  
Study ID: 2306580  
Number of Usability Testers: 3  
Description: Remote Usability Testing of <https://invis.io/Q8EP4IPUP>  
Order Total: 3.0 Test Credits

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UserTesting

Guggy: Mobile Application Design

Ordered By: Joshua Shao (jshao@risd.edu)

Order Date: Nov 29 2017, 2:05pm PST

Number of Participants: 3

Need help? [support@usertesting.com](mailto:support@usertesting.com)

replaced 2306580C

Tester System Info

Device

2.9.2806

iPhone 7

Apple

Mobile Carrier

AT&T

Operating System (OS)

iOS

4.7.0

11.0.3

3.11.2433

SM-G920V

samsung

23415

android

5.0.2

3.11.2433

SM-G950U

samsung

311480

android

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Introduction

Imagine you are trying to share a personalized gif of a rabbit to a friend using Guggy.

Post-Test Questionnaire

Question 1

How confident do you feel using this app (0=Not at all confident, and 10=Very confident)? Why?

0. I didn't really do anything. I didn't have to search anything or edit anything. If I tried I couldn't. The app controlled itself

Question 2

How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?

1

Question 3

What aspect of the app confused you?

I wasn't confusing. I was buggy

Question 4

What did you like about the app?

I like the huge font and the simple ness that makes it easy to use

8. I felt very confident using it because it was really easy to use with very little technically required

9. the user interface is simple and straightforward. So much so that I accidentally skipped ahead. However, other than knowing what the app was being tested for there wasn't much on-screen instruction. Then again, an actual user would know why they have the app.

9

actually no aspect confused me, it was easy to use

I like the idea of the app, editing gifs and personalizing them. I like the process.

7

Nothing really, fairly simple to use.

7

assuming you already know the purpose of the app (i.e. to share a customized gif), I like that the process is self explanatory.

Tasks

Task 1

I look for "share" button

Session Details

Metrics

Clips by Task

Notes by Task

Clips

Notes

We want our users to be able to make gifs quickly and hassle-free. Our hypothesis is that if our users run through the entire sequence of making a gif from start to finish (searching to messaging), most ( > 50%) will give a score of 7 or higher when asked how confident they are when using the app. We gave a series of tasks to users on UserTesting.com to model the entire customization experience:

Introduction: Imagine you are trying to send a personalized gif of a rabbit to a friend using Guggy.

Task List:

1. Look for: "Baby animals"
2. Find the gif that you would like to use to make a personalized baby rabbit gif
3. First edit the text of your gif
4. Next apply a blue filter on the gif of the rabbit
5. Next, edit the speed of the gif itself 1.5 times its original speed
6. Lastly, export your personalized message

Questions:

1. How confident do you feel using this app (0=Not at all confident, and 10=Very confident)? Why?
2. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very Likely)?
3. What aspect of the app confused you?
4. What did you like about the app?

User Testing Results:

Overall, user results fit into our hypothesis. The latter two users gave scores of 8 and 9, and made remarks such as "I felt very confident using it because it was really easy to use with very little technicality required" and "nothing [confused me], fairly simple to use". In contrast to the unanimously positive feedback from users 2 and 3, user 1 gave a confidence score of 0, saying that the app was too controlling. We understand this frustration, but think that it comes with the territory of just having a mock-up, as these must be "on-rails".

Still, user 1's critique made us think that there might be some areas of confusion that we might not be addressing. User 3 said that our design makes sense, *if* the user knows what the purpose of the app is. We think that going forward, a first-time tutorial would help users get acquainted with our platform. Likewise, we can decrease confusion by adding tooltips/info boxes when a user hovers on our buttons.

Overall the user tests confirmed what we set out to accomplish, while giving a base to improve from. As previously mentioned, not having a fully functional prototype limits what we can do with testing, and the legitimacy of our feedback. User 1 might not have been so sour on app control if they actually had the ability to search/edit, instead of being directed to preset screens. We tried to take this unique challenge in stride. For example, we learned that *because* of these challenges, users can also identify potential issues before they get put into production (eg. user 1's complaints about a controlling app made us think about why they felt this way. Could we do a better job clarifying parts of the app to users? Answer: Tooltips). We also learned that because of the unfinished nature of app in testing, it can be helpful to keep hypotheses a little



more qualitative. Our “how confident are you?” question used to test our hypothesis gave us good feedback that is generalizable when we make our final product.

### Contacting Our Company:

Additionally, we’ve emailed the company to share our mockup with them and possibly get some feedback. Here is a screenshot of our email:

