

Catastic Case Study

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Introduction

Setting the stage

1. Overview
2. Problem Definition
3. Users & Audience
4. Roles & Responsibilities
5. Scope & Constraints



Overview

Catastic is a social media app looking to improve their sign up flow. After extensive user testing, I explored some areas of improvement:

- Adding social login buttons
- Offering an incentive
- Allowing users to explore before signing up
- Clear focus on cat pics

Problem Definition

Catastic wants a competitive sign-up flow for their up and coming mobile apps

Users & Audience

- The results broke down evenly across gender, and whether the user owned a cat.
- The target age range is 35-49. Heavy social media users.



Samantha, 37
Not a cat owner, but loves looking at cat pics



Jasmine, 41
Cat owner and regularly posts pictures of her cats



Steven, 43
Not a cat owner but cat pics make him happy



Phil, 35
Cat owner and likes coupons and winning prizes

Roles & Responsibilities

- Initially when we broke out into roles I volunteered to sketch out ideas.
- As we progressed, our team split out to to work on their own solutions.
- We all provided feedback and support on surveys and ideas.

Scope & Constraints

- Short timeline from concept to prototype
- Had to be on a mobile phone
- Speed to sign up is not the only factor – it also needs to be enticing to sign up

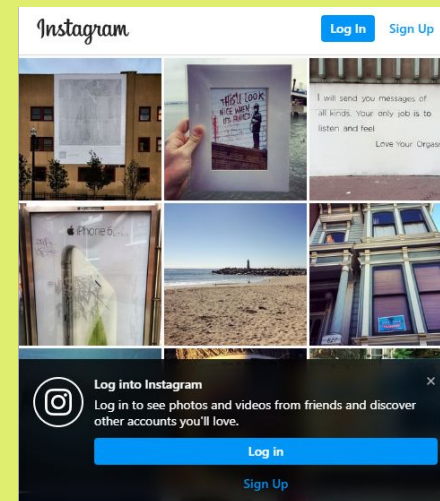
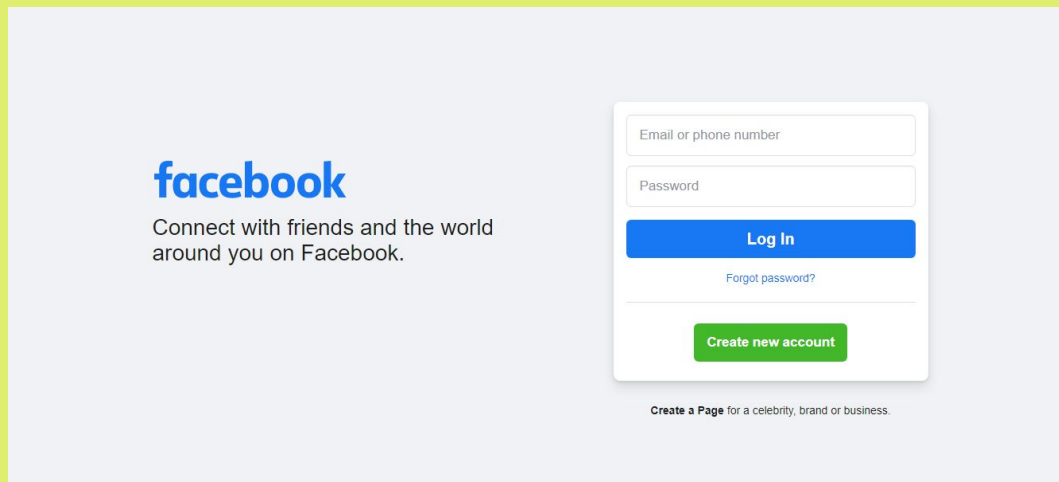
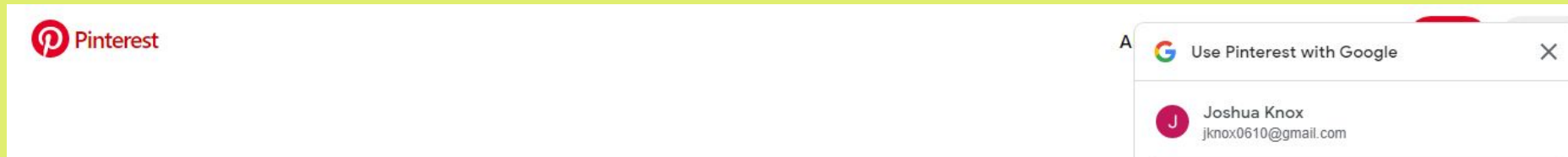
Process

What happened, and why

1. Market Research & Competitive Analysis
2. User Research & Interviews
3. Ideation
4. Prototyping
5. Affinity & Usability Testing
6. Iteration

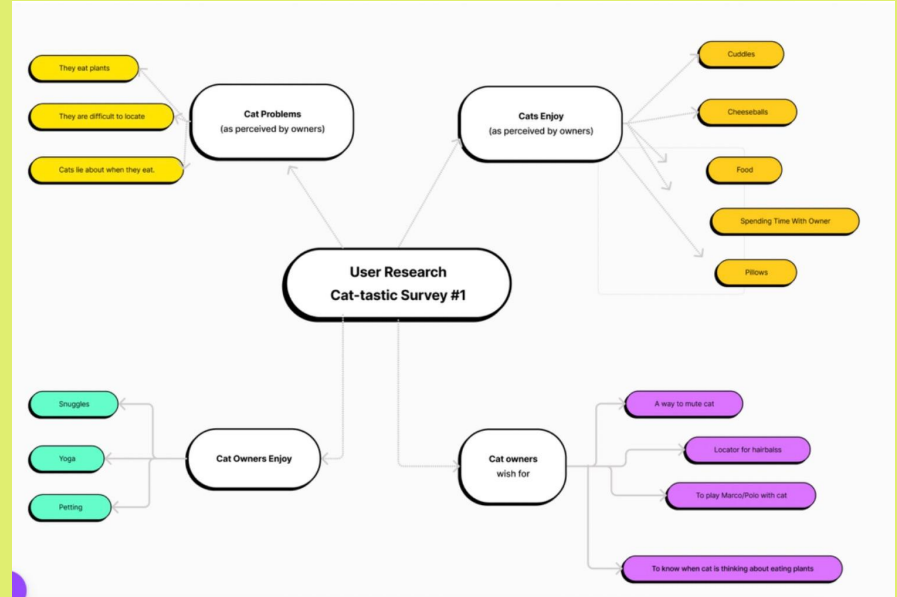
Market Research & Competitive Analysis

- Most social apps have social login (Sign In with Google, for example)
- Facebook and Snapchat lock down many pages to make it difficult to use unless signed up
- Pinterest, Reddit, Twitter, Instagram, TikTok allow you to explore before signing up



User Research & Interviews

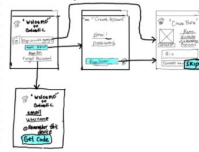
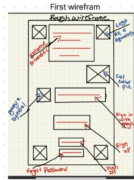
- Initially team was focused on cat ownership and problems with cats
- I sent out surveys asking people about whether they would want to sign up for a new social media app (Mostly no.)
- I interviewed my daughter about social media apps.



Ideation

- There were 3 major iterations of the idea
- At first I started with a simple drawer with Sign In with Google
- I received feedback to expand on it more, so I added an introduction
- From there using the survey results I presented the incentive more prominently and made it clear what the app is for

Wireframes/Prototypes



This was another wireframe I did which led me in another direction, at this point I was trying to make it a friends and family social media app, not really have a flow yet.



First Prototype That I sent for surveys on and got some great feedback, some people did not want to use sign in with apple ID they felt they could use sign in with google and also add an incentive.

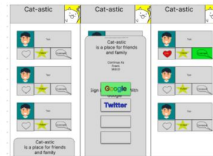


This was my mockup for the first page for the when we started as a group.

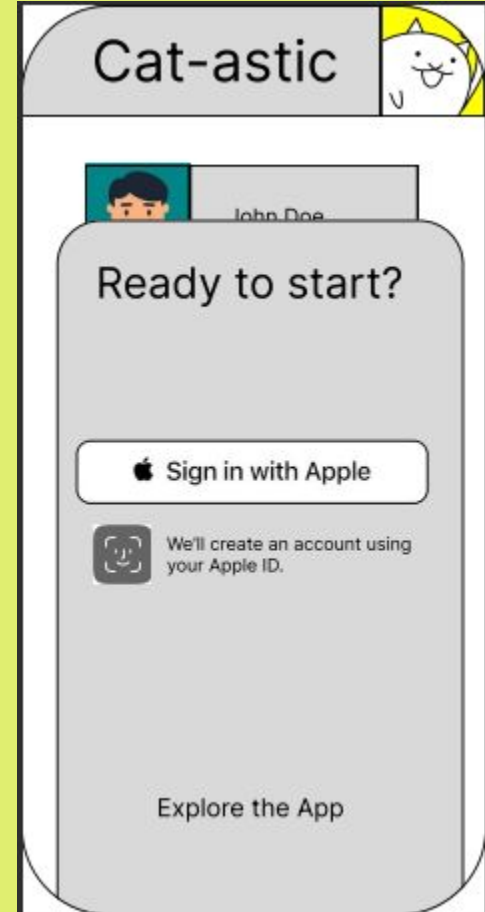
This was one of my first wireframes where I was just concentrating on what was fastest login or sign up method.



This was another wireframe I tried to base it off the first one and tried to improve it and still did not have a good foundation at this point

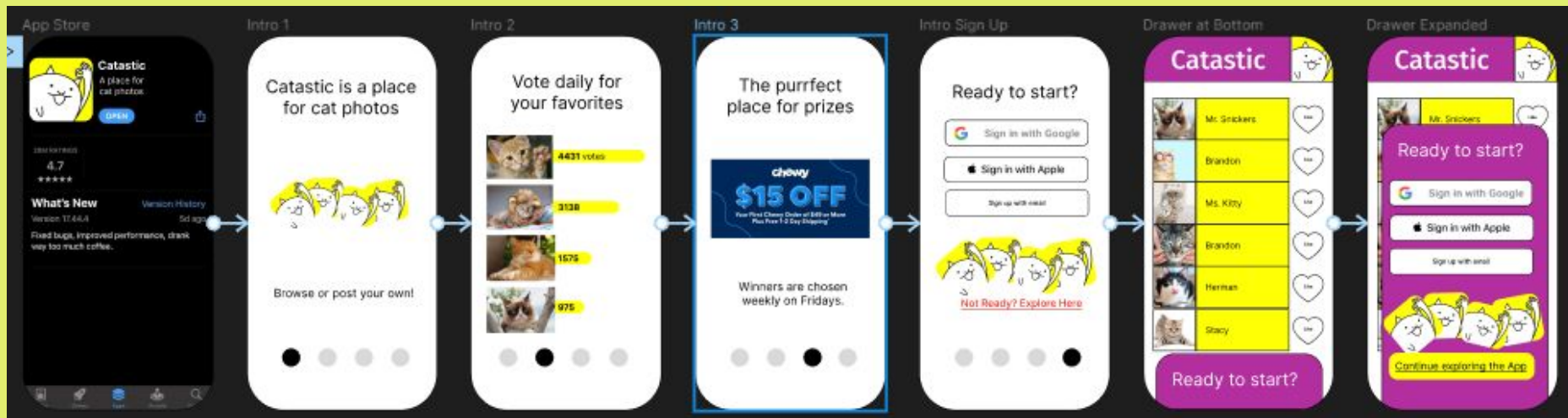


Here is prototype idea which I felt like I had a good foundation to work off of but still did not have the right solution. I then started to send out surveys and started to receive feedback on. What users like and dislike and even if they would sign up for a app like this.



Prototyping

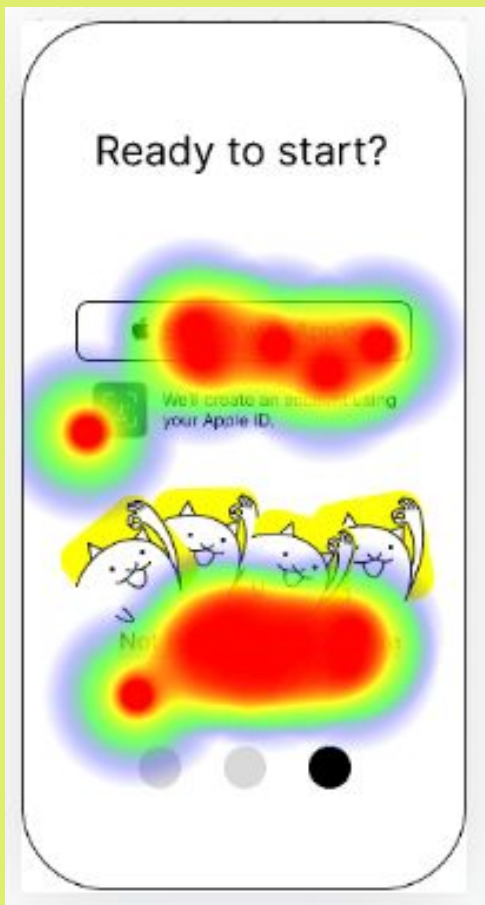
- I sketched and whiteboarded ideas before moving to Figma
- I created each screen as a frame in Figma
- I connected each frame with transitions to make a Figma prototype
- In the beginning I had a difficult time grasping how to use Figma but eventually I started catching on



<https://www.figma.com/file/5WaCCAM0Qhs42DqeZAFj9W/Final-Prototype?node-id=0%3A1>

Affinity & Usability Testing

- I used Maze.co to send out my prototype to random users
- I also watched as family members tried the prototype
- "Neat app but I'm not looking to have more social apps."
- "If I have the other major apps, why would I want this one?"
- "If I ever get a cat again I would definitely use this app. It seems like a lot of fun and I love looking at animal pictures. "



4.2s

The average time spent on screens in this mission is just **perfect**. What's your secret?



Would you sign up for this app?

OPEN QUESTION



QUOTES



"No"

Tester #125550423 - November 13th 2022, 5:01:06 pm

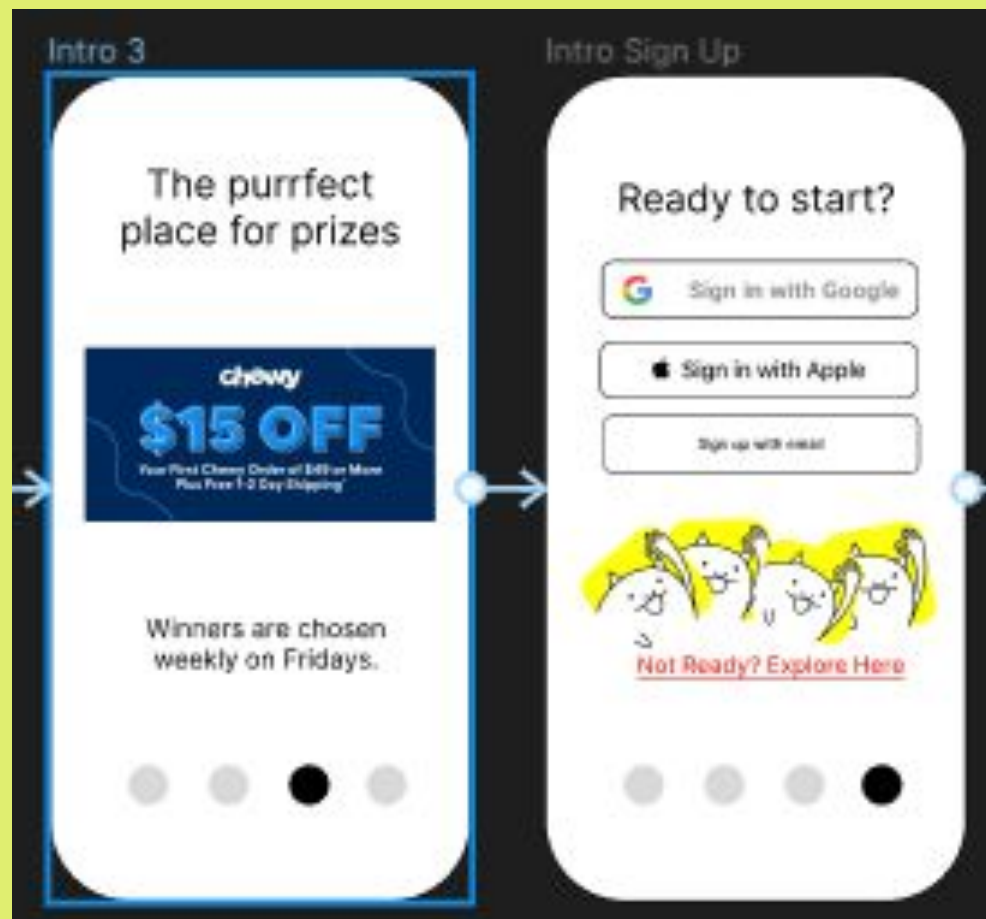
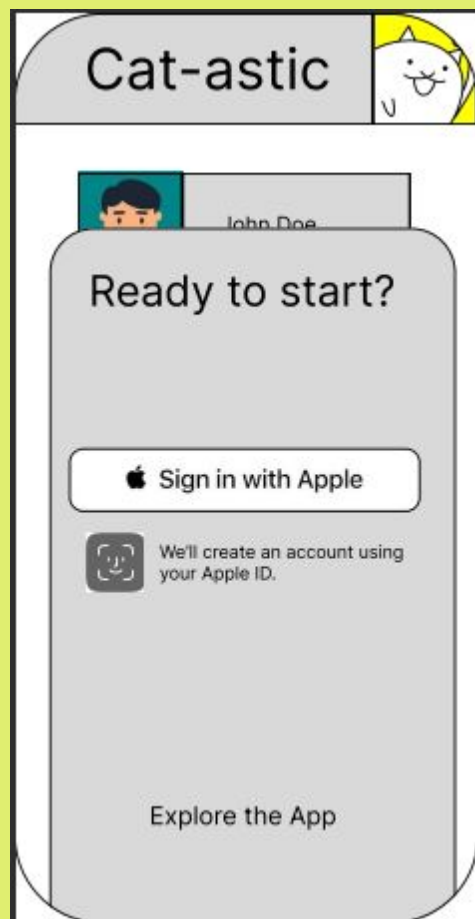


"Maybe"

Tester #113594261 - November 13th 2022, 2:31:59 pm

Iteration

- The feedback was extremely helpful and guided me to consider an incentive to sign up
- The feedback didn't ask for an incentive but it became obvious when most people said they didn't have a need for more social apps
- I sent out the wireframe again after making changes and got slightly better results



Conclusion

Where things ended

1. Results
2. Challenges
3. Lessons Learned
4. Opportunities

Results

- The incentive did not test as well as expected. One person said a higher value coupon might help.
- In the first round of testing with my first prototype, 30% of people said they would sign up for the app. (70% said no.)
- In the second round of testing with my final prototype, 40% of people said they would sign up for the app. (60% said no.)

Challenges

- The hardest part was understanding how to use Figma to get my ideas out.
- Finding people to test the app was also difficult. I did not have a large network of people I could use to do the testing. I looked online and used maze.co to create a survey about my prototype and send it out to random users for \$5/each.

Lessons Learned

- Always focus on what the user wants. I started out in one place and ended up somewhere completely different, because I kept iterating on feedback.
- Teamwork: Helping each other as a group was useful but if we had split up into different roles and focused on one idea it might have been even better.

Opportunities

- I think there are two options to explore:
 - Making it a cute and fun experience that's just about cat pictures
 - Making the incentive better (higher value coupon, for example)
- If given the chance, I would integrate user testing earlier into the process, because once I had a cycle of getting feedback it was much easier to know what to do

Q&A