Activity 10B: Working with UX Goals

The purpose of this activity is to practice developing UX goals with your team and creating benchmark tasks. You will build from your work during the design phase, including your wireframes from the most recent exercise and deliverable. As with past exercises, some or all of this may feed into your final deliverable for this Phase, and you should use this as an opportunity to practice and raise questions with the instructional team.

Step 1: Group Members

Modifications for Remote Team Members

We are working to develop activities conducive to remote participation for this semester. If your team members cannot attend class today for whatever reason, here are some tips:
- Create a meeting in your group Teams channel and invite remote team members to attend virtually. They can participate in your group's discussion and actively contribute to your Google doc during class time
- Delegate tasks you cannot finish in class to your absent team members. If you are unable to collaborate on all sections in real time, you may assign out remaining work
- Please use the table in the following section to let us know how each team member will be participating in this activity today
- Note: The GTAs will review your notes in this worksheet regarding team member participation as well as user activity on the Google Doc. If team members are not contributing, they will be docked points. If there is a pattern of lack of contribution to the project reflected in activities and TMEs, non-participating team members will also be docked on project deliverables, up to and including receiving no marks if warranted. Please surface concerns about collaboration with your UTA coach or during office hours

Team Member Participation

Please list the members of your group and whether or not each group member was present today in the classroom for the activity.

Group member name	Present? (Yes/No)	If absent, active remote participation? (Yes/No)
Jordan Rudman	Yes	
Kashan Raza	Yes	
Harrison Gagnon	Yes	
Campbell Dalen	Yes	
Karthik Nair	Yes	

Step 2: Feature Selection

Identify two or three features that you think are important components of your design to test during the prototype phase. Write about those features here, including the work roles / user classes for whom these features will be important and relevant tasks / workflows. Think back to your wireframes and your work during the previous phases. You should be able to justify feature selection in terms of your contextual inquiry work, target personas, and secondary personas.

Being able to add event:
Adding events will be a main feature of CAMP. All CAMP users should be able to add events. During contextual inquiry, we observed that consistently having various events increases attendance. However to decrease event spam/misuse, we will only allow level 5 users with verified emails to add events.

<u>Being able to add friends</u>

Adding friends is an essential part of getting users to connect with each other. The ability to keep people interacting with their friends gives them a reason to use the app and keep coming back to it. Active and inactive people alike will have a reason to add friends, making it a feature that will be used globally. Old friends or new, the process is the same. Adding a friend is simple, all you have to do is hit the plus in the top right of the home page then touch phones, and using NFC technology, the app will register that you have added a friend. This all makes adding friends an important and easy process that pushes people towards sustained interactions.

<u>GPS Navigation</u>

This feature allows users to navigate to an event and, if necessary, use it during the event. It mainly pertains to users that are using the app to find events and go to them. Organizers of events can also use it to determine who is coming and how far away they are. Also, we felt like this is an important feature for users who are not familiar with the area. One of our interview subjects in our contextual inquiry was a transfer student. He mentioned how it was difficult for him to find his way around Blacksburg initially. This feature will give confidence for these types of users to attend events.

Step 3: UX Target Table

Please populate five rows of the following UX target table based on your features and target work roles / user classes. For this exercise, please develop goals for objective metrics, or in other words for metrics which will require completion of a benchmark task. You should define several distinct benchmark tasks here. Note that you will not have baseline levels or observed results at this point, but take a stab at establishing target levels based on your contextual inquiry work and other research. You can use the Delphi method with your team to arrive at consensus about reasonable targets.

Work role: User Class	UX Goal	UX Measure	Measuring Instrument	UX Metric	Baseline Level (NA)	Target level	Observed results (NA)
Game Player: Introverted User, New user, looking for new activities and friends	Ease of Use	First Impression	Specific questions in a user survey	Average score on survey questions about app's ease of use		8/10	
Casual User looking for a new app	Fast learning	Learnability	BT1: Create a group for some (or all) of your friends within the app	Average Time		5 minutes	
Event Manager: Experienced user, looking for people to come to their event, leader of an organization	Draw, Engagement, Attraction	Interface Interaction Performance	BT3: Create an event listing for your organization	Average Time		5 minutes	
All User Classes	Low Error rate for successful completion	Initial Performance	BT2: Complete your first event	Average number of errors		< 2 errors	
All User Classes	Customer Satisfaction	Long-term user satisfaction	Specific questions in a user survey	Average score on survey questions about satisfaction		8/10	
All User Clases	Low Error Rate	Initial	BT4: Add a	Average		< 2 errors	

		Performance	friend using NFC	number of errors			
Guild Members	Guild member satisfaction	User satisfaction	Specific questions in a user survey	Average score on survey questions about guild customizability and rewards		12/15	
Guild Manager	Fast Learning	Learnability	Time needed to delete an existing guild	Average Time		2 minutes	

Step 4: Benchmark Task Package

Develop at least two benchmark tasks for your objective metrics from the table above using the best practices from the textbook. Remember that benchmark tasks themselves are relatively short. You should also provide a short rubric and task script. Ideally the task script will be based on wireframes you have developed, but these steps may also be hypothetical if you have not yet built out initial wireframes. Here are some tips:
- Do NOT make the tasks too easy; they should take at least a few minutes to complete
- Include some navigation components to see if your conceptual design is working
- Create tasks that you could imagine later "implementing" in your early prototypes

Benchmark Task 1

Task

Create a group for some (or all) of your friends within the app.

The user is expected to interpret this as creating a guild consisting of some of their current friends.

From the home screen, locate the "Create Guild" button and click on it. From this screen the user should be able to name their guild and pick from a selection of default banners. After this step, the user should see an "Invite friends" screen which leads them to a list of their current friends and a small "+" button to add them into the guild. This page also has a "Done" button at the bottom of the list that the user should select once they've added all of the desired friends.

Benchmark Task 2

Task

Complete your first event.

Rubric

The user is expected to interpret this as choosing an upcoming event and attending.

Task Script

From the home screen, swipe to the right to find the events page which lists all upcoming events in the area. From this screen, the user will be able to see the details for all upcoming events and is able to select one to complete. After this step, the user should see a map page which will lead them to the location of the event. Once the event is completed, the event will be added to the user's completed events page.

Benchmark Task 3

Task

Add a new event that is visible to people in your group

Rubric

The user is expected to interpret this as creating a "Guild Event".

Task Script

From the home screen, the user will swipe right to access the events list. From the events list, they should click on the "Guild Events" button in the top right corner. From this screen, the user should click on a "+" button to add a new event, which presents a pop-up form for them to enter information about the event. Once the user is done they will click the "Done" button at the bottom of the form.

Benchmark Task 4

Task

Add a user to your list of friends.

Rubric

The user is expected to interpret this as adding a friend to their friends list within the app.

Task Script

From the home screen, the user should click the "+" in the top right corner. This should lead to an NFC graphic that guides the user on how to add a friend through NFC. Once the user and their friend are on the same screen, they can use the NFC feature to add each other into their friends list. Once this is done, the new friend will be visible in the user's friends list.