BabyU
UX Research Report

Group 3
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Research summary

Project Details

Methodology: one-on-one remote usability test

Participant Profile:

- P1: First-time parent with one child
- P2: Experienced parent with two children
- P3: First- time parent with one child
- P4: First- time parent with one child
- P5: First- time parent with one child

Objectives/Research Questions

Gain insight via usability tests around:

- Do users get stuck while using the app?
- Do users feel that any feature is missing from the app?
- For what reason(s) would users stop using the app?

Testing Prototype

Baby U is a mobile app that provides baby development tools and resources made easier for **first-time parents** to facilitate, to monitor, and to keep track of. We tested **five primary features** in research, including onboarding, parents academy, development milestones, exercises, and vaccination record.

Link to prototype for round 1 testing:
https://www.figma.com/proto/0REhJaERGdrt1y9cxq0b52/1st-Time-Parents?node-id=442%3A4866&scaling=scale-down&page-id=442%3A4845&starting-point-node-id=442%3A4866&show-proto-sidebar=1

Link to prototype for round 2 testing:
https://www.figma.com/proto/0REhJaERGdrt1y9cxq0b52/1st-Time-Parents?node-id=458%3A13465&scaling=scale-down&page-id=455%3A6805&starting-point-node-id=458%3A13465&show-proto-sidebar=1

Methodology

We had two rounds of usability test with 5 participants in total. The tests were conducted remotely via Zoom. We tested on five scenarios that cover the primary features of our app, and the participants were asked to perform think aloud protocol. After the testing session, they received 7 questions about their experience and a SUS questionnaire to fill out.

User scenarios

Scenario 1 (onboarding): An expert recommends an app to help you learn how to be a first-time parent. You download it without checking the details. You want to learn more about the app and sign up for an account. You download it without checking the details. You want to learn more about the app and sign up for an account.

Scenario 2 (parents academy): You have a 2-months-old baby. This is your first time raising a baby, and you want to resume your learning for being a first-time parent for your baby's age group.

Scenario 3 (development milestones): Your doctor told you that giving your baby workouts is necessary for the development of their growth, mentally and physically. You have been monitoring your child's development through the application. You want to check the status of your baby's development to see if they are performing well in all aspects. However, if not, you are to attempt to complete the related exercise.

Scenario 4 (exercises): Your doctor told you that giving your baby regular exercise is necessary for physical development. You want to learn how to do the basic exercise.

Scenario 5 (vaccination): You understand that vaccination is important to protect your child's health. You have recently taken your child to receive a vaccine named Rotavirus, and you want to make a record in the app.

Key findings x objective/research questions

Research Questions	Round 1 finding	Round 2 finding
Do users get stuck while using the app?	1. Poor interaction design for clickable tabs 2. Low discoverability for sections that require user attention	None
Do users feel that any feature is missing from the app?	1. Lack of options for communicating with an expert and asking questions 2. A need to recommend learning resources for children 3. A need to set up notifications or add the event to the calendar to remind vaccination due dates	1. No day-to-day activity log 2. Cannot record optional vaccinations
For what reason(s) would users stop using the app?	1. Too many steps, requirements to input info 2. Once I feel confident in my child's development	1. Reliability

Research Question One

Do users get stuck while using the app?
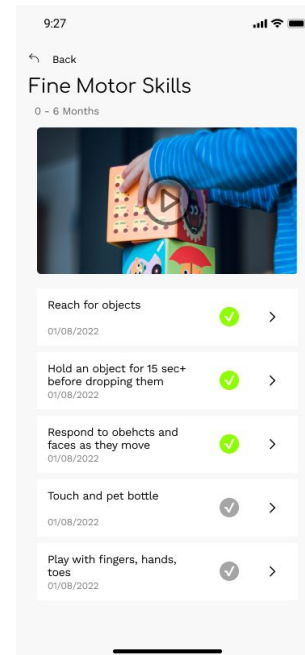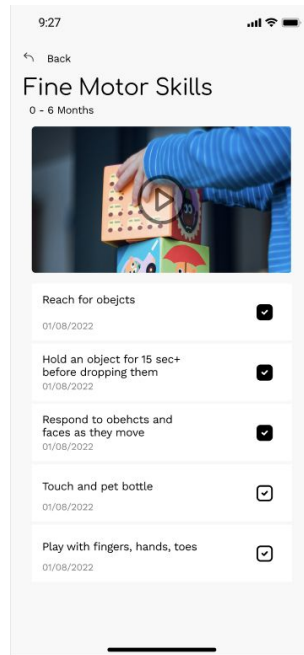
Finding one

Poor interaction design for clickable tabs

User action: They got stuck after landing on the *Fine Motor Skills* page

"I thought they are only checkboxes that I can check and uncheck them."

"I didn't realize those are clickable and bring me to a more informative page."

Action Implemented

Social: Added an arrow indicating clickability; Make the styles and colors of status indicators consistent over different sections
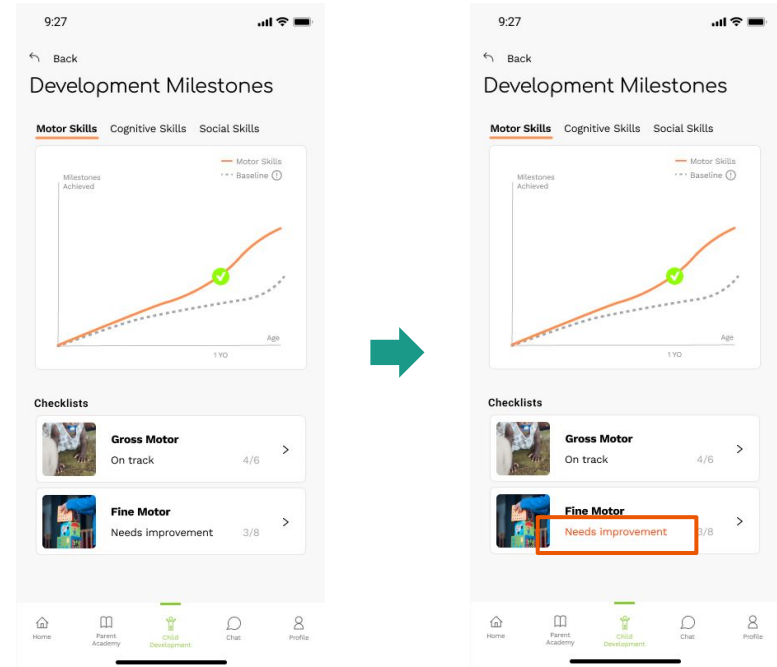
Finding two

Low discoverability of sections that require user attention

User action: They failed to notice their child's fine motor needs improvement. Instead, they were blindly exploring the app.

"I think my child is performing well."

Action Implemented

Development Milestones: "Needs improvement" is highlighted in red
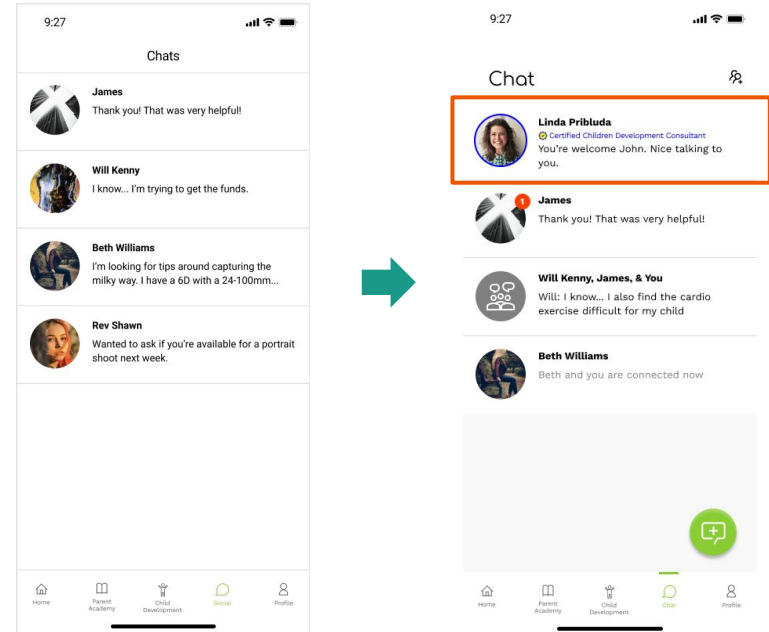
Research Question Two

Do users feel that any feature is missing from the app?

Finding one

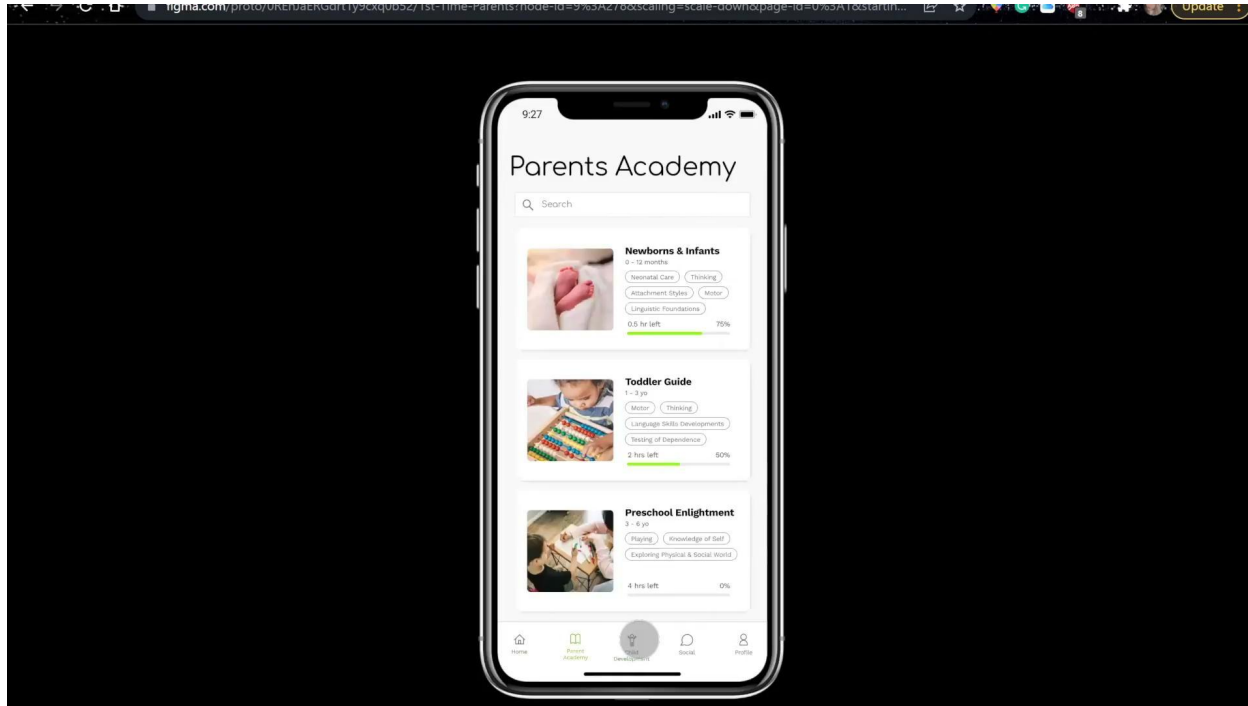**Lack of options for communicating with an expert and asking questions**

"Here (social page) it might be cool to have some supervisors that if you have some questions, you can just ask them."

Social: Added an option to start conversation with an expert for consulting purpose

Click to view the video of supporting evidence

**Video supporting evidence of finding one:
add an option to start conversation with an expert**

Finding two

A need of recommended learning resources for children

"Maybe you can put stuff saying that what kind of books they can read now? Are there any resources? And I can just click the link and buy it right away."

"For parents working at home and kids are at home and doing online school, if there are any resources that are already in this app, that would be super useful."

Action Implemented
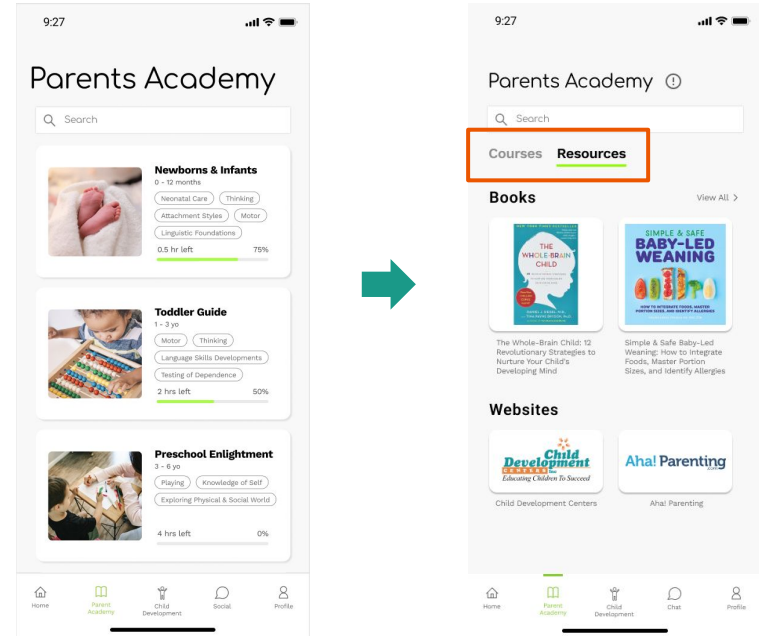
**Parents Academy:** Added a tab for selecting *Courses* and *Resources*

Finding three

**A need of setting up notifications or adding the event to the calendar to remind vaccination due dates**

"All parents I know are super busy. Vaccination reminder is a very useful thing. If there is a chance or function that you can add to a calendar, that would be super helpful, because I don't have to go to my calendar and do the extra stuff."

Click to view the video of supporting evidence
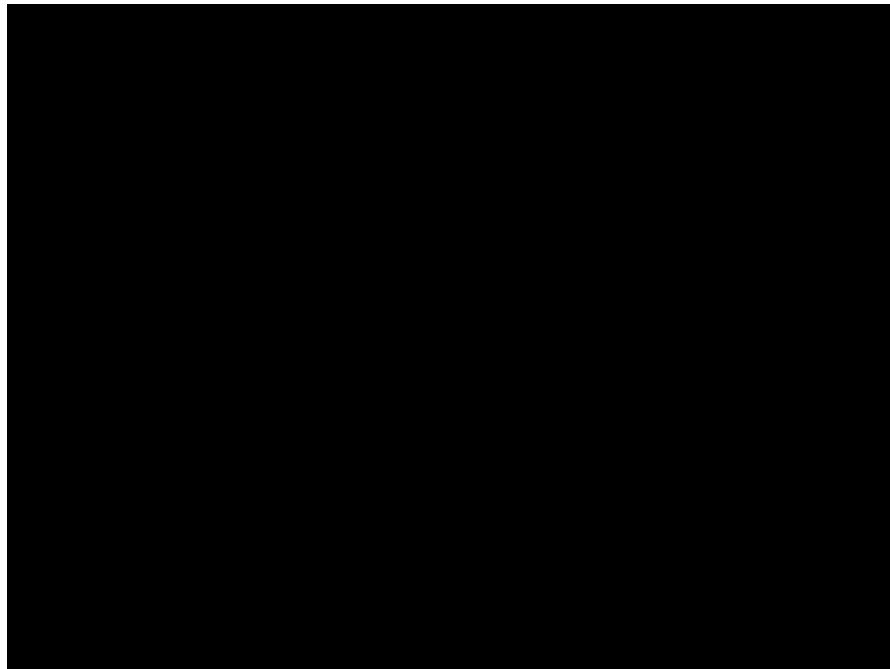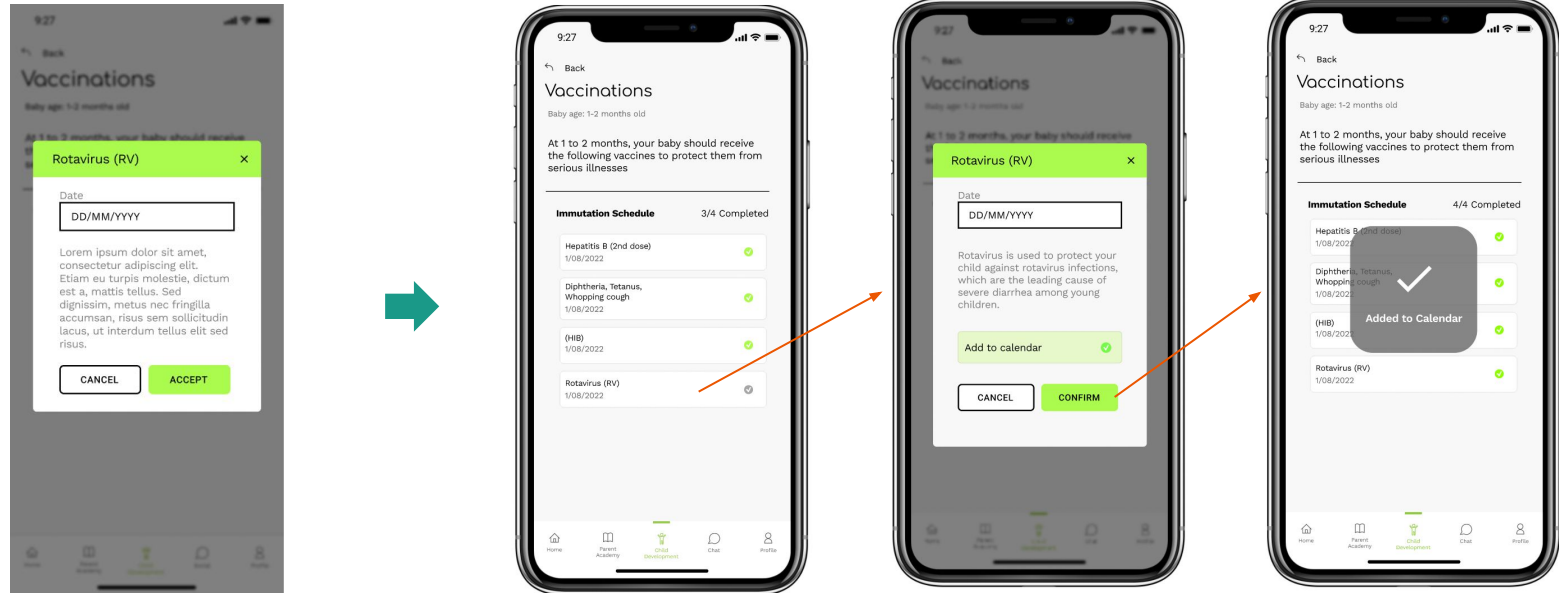
Actions Implemented - Finding three

Homepage: Provide an option to add an event to calendar after adding the date
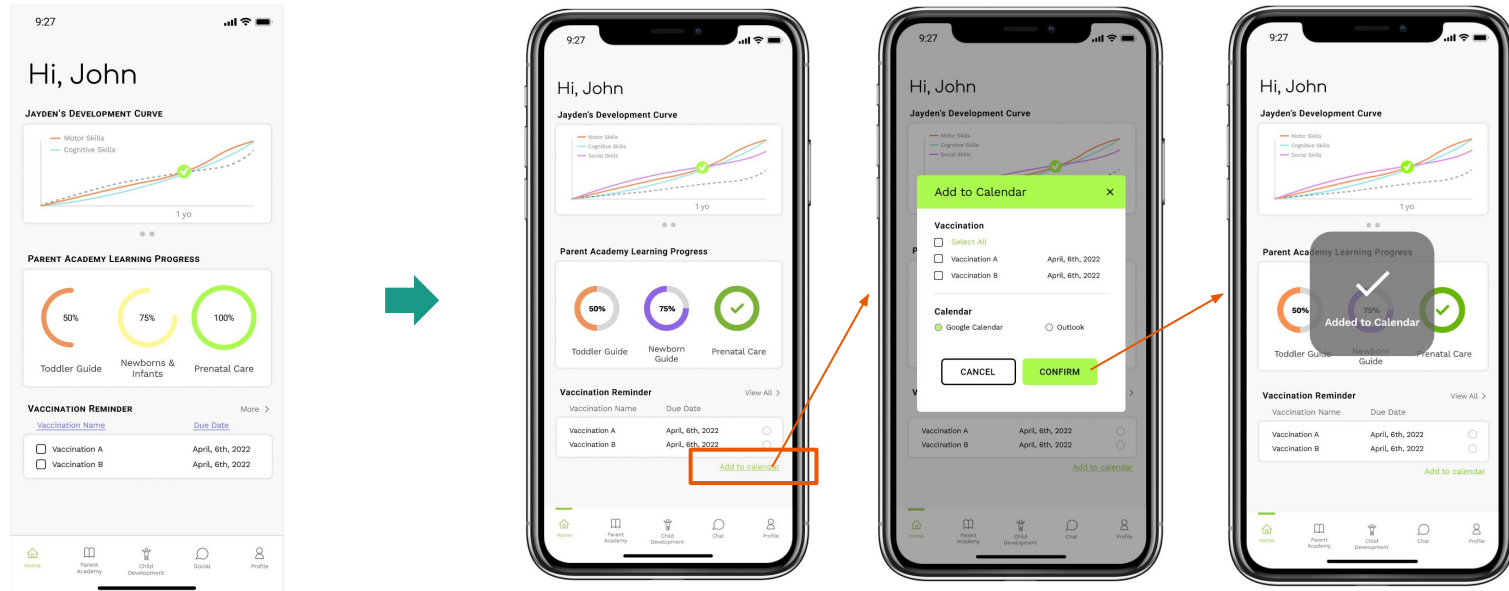
Actions Implemented - Finding three

Vaccination: Provide an option to add an event to calendar after adding the date

Finding four

No day-to-day activity log of completed exercises or courses

"What frustrated me is that I am not able to see if anything is logged."

*"Is there a logging of completed exercises?"*

Finding five

The app only provides records of mandatory or recommended vaccinations. Optional vaccination records are not supported.

"But what if I have other vaccinations like additional vaccinations? Is there a way to add something that is not in the list? Because there are vaccinations that are recommended and optional ones. I might like to give them more vaccinations"

Click to view the video of supporting evidence
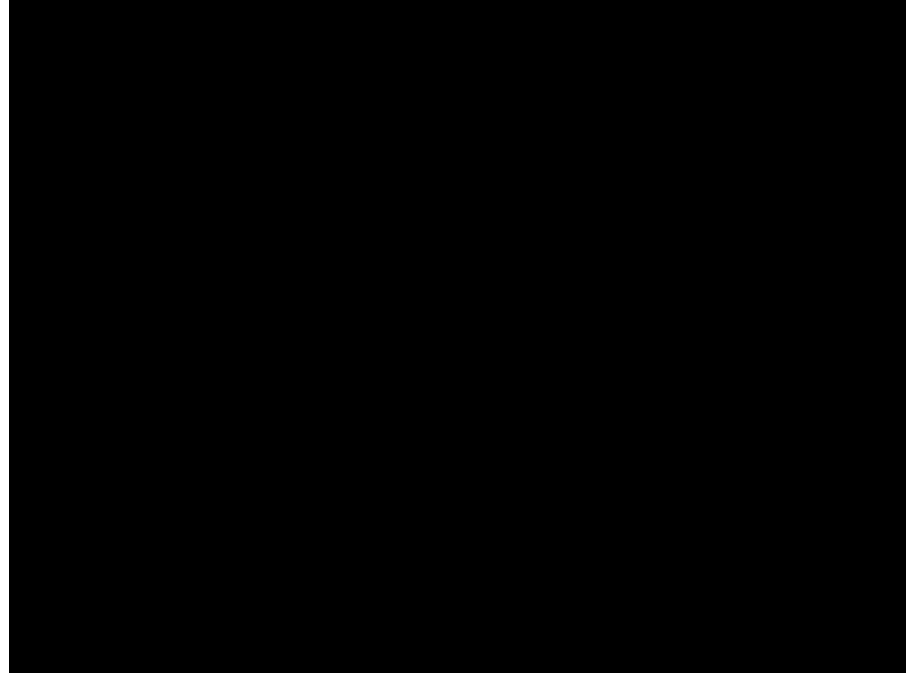
Research Question Three

For what reasons would users stop using the app?

Finding one

Users may not want to consume information through lengthy courses and will want an option to look at written resources.

"I don't want to go through an entire course. I may want to know how to deal with a particular situation immediately and not have to go through a course to find it. If content isn't easy to find I would look at other ways to find info"
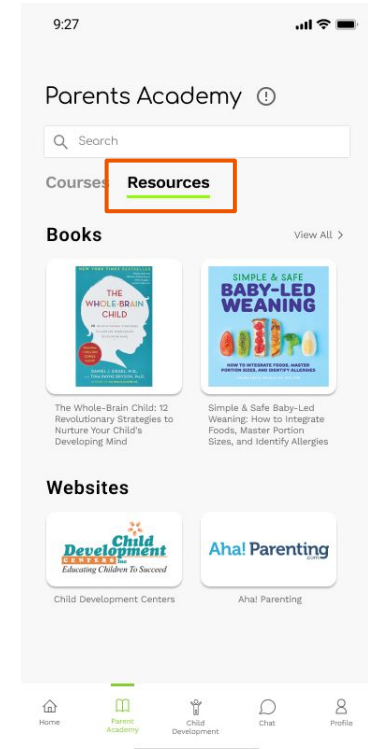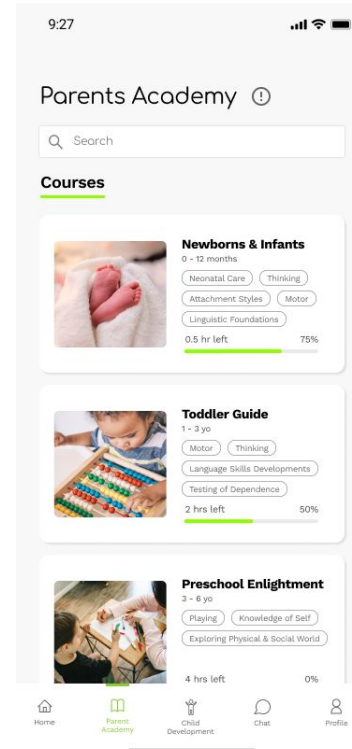
Finding two

Parents don't want to see information that isn't directly relating to their child.

"When I'm using this app, I don't care about 2 year olds, 3 year olds etc. I want it to be laser focused on my child's age and I want everything I'm seeing based around my kid."

Interesting finding - different personal preferences

Jayden's Development Curve

- Motor Skills
- Cognitive Skills
- Social Skills

1 yo

*"I really **like the graph** showing your child's development compared to other child on the homepage. As a mom, the development curve feature is very important to me."*

— P1

*"I **like the development curve the least** because it's very worrying to see if your child is below the curve."*

— P2

System Usability Scale (SUS)

SUS Scores

We distributed a SUS questionnaire to each participant. These are the SUS scores we received from two rounds of usability tests. We can interpret from the scores that **the acceptability of our design is good** while **minor improvements** to the design is needed.

77.5
Participant 1

85
Participant 2

77.5
Participant 3

77.5
Participant 4

77
Participant 5

Recommendations & next steps

Our next steps on unresolved issues

Recommendations

Finding	Consequence	Confidence	Next step
No day-to-day activity log	Users don't have the ability to log details of exercises	An activity log gives parents a journaling option	Provide an **optional logging** feature for those that wish to be more detailed
Cannot record optional vaccinations	Users will rely on other methods to record vaccinations	Provide a thorough vaccine tracking experience	Implement an "**add vaccine**" feature
The way in which we visually display the child's development progress needs to be handled with more sensitivity	Users may develop negative emotions toward the app	Further investigate how parents would like to view their child's progress	**Test** this feature with more participants. Conduct A/B testing.
Parents don't want to see information that isn't directly relating to their child.	Users find the app forcing unnecessary information on to them and stop using the app	The app should feel like it is focusing on the user's child completely	Create more specific learning modules, time lines, "locked" features
Home page is visually dull and not "welcoming"	Users won't be excited to use the app	Utilize visual design to create a more delightful experience	Implement a design system. Make charts more appealing.

Appendix

Appendix

- **Research, Notes, & Raw data:**
  https://docs.google.com/document/d/1NzTo87C8YyhomQ1f1jG9cntQ5pwz3VItonK2cUhA4go/edit?usp=sharing
- **Usability test recordings :**
  https://drive.google.com/drive/folders/1dlxQzktOJtXqsfpn-eoLUgdAKKEgZR1A?usp=sharing

- **Prototype for round 1 testing:**
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- **Final version of the prototype:**
  https://www.figma.com/proto/0REhJaERGdrt1y9cxq0b52/1st-Time-Parents?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2