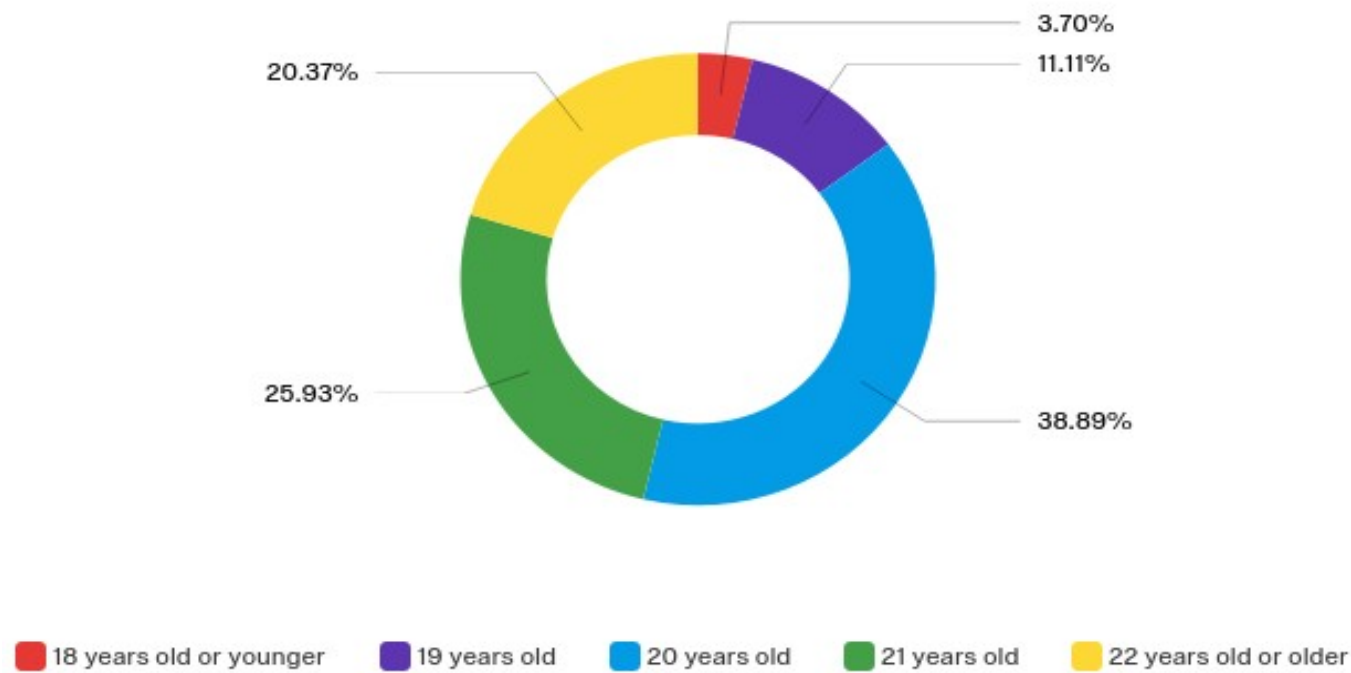


Default Report

A/B Test - Planner App

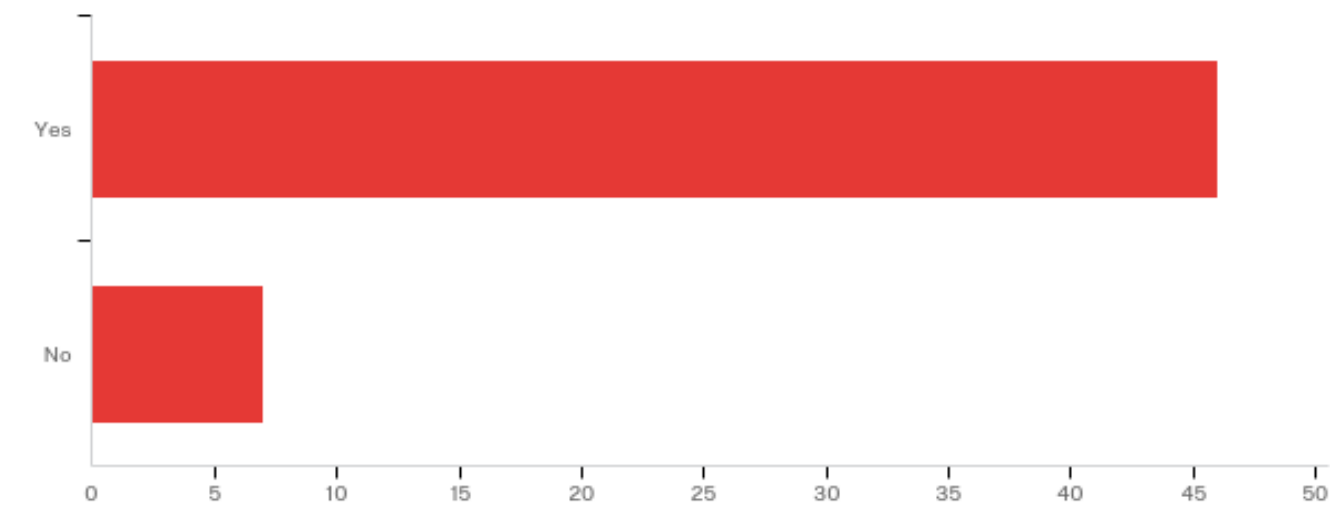
April 23rd 2017, 8:26 am MDT

Q1 - What is your age?



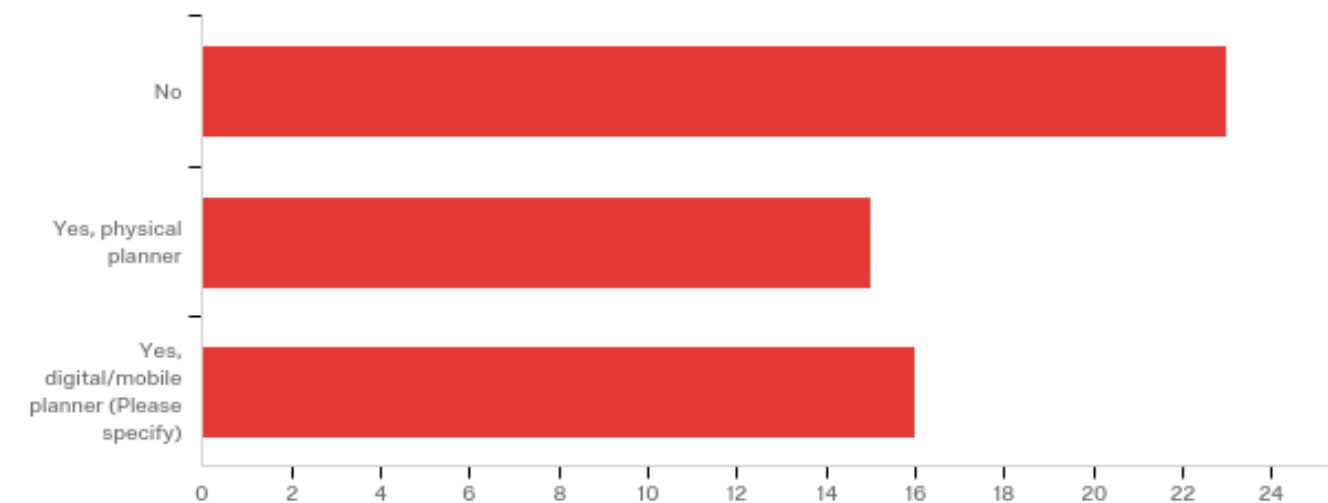
#	Answer	%	Count
1	18 years old or younger	3.70%	2
2	19 years old	11.11%	6
3	20 years old	38.89%	21
4	21 years old	25.93%	14
5	22 years old or older	20.37%	11
	Total	100%	54

Q2 - Are you a student?



#	Answer	%	Count
1	Yes	86.79%	46
2	No	13.21%	7
	Total	100%	53

Q4 - Do you use a planner? If so, please specify (if an app, please name it)



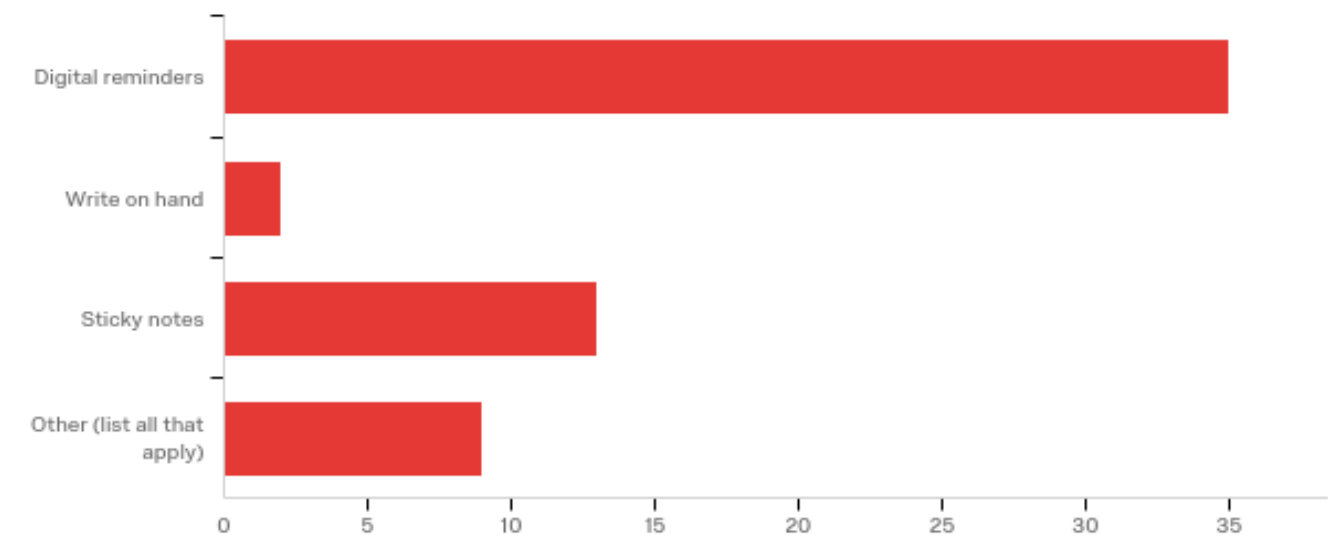
#	Answer	%	Count
1	No	42.59%	23
2	Yes, physical planner	27.78%	15
3	Yes, digital/mobile planner (Please specify)	29.63%	16
	Total	100%	54

Q4_3_TEXT - Yes, digital/mobile planner (Please specify)

Yes, digital/mobile planner (Please specify)
Google Calendar
apple calendar
iPhone calendar
Google Calendar and Google Keep
Calendar app on iphone
Trello and google calendar
MyHomework
google calendar and minimalist
MyStudentLife
Outlook

Google Calendar
My Homework App
Physical and mobile
Outlook
iStudiez Pro (synchs my apple calendar)
MyStudentLife

Q20 - What methods do you use to help remind you



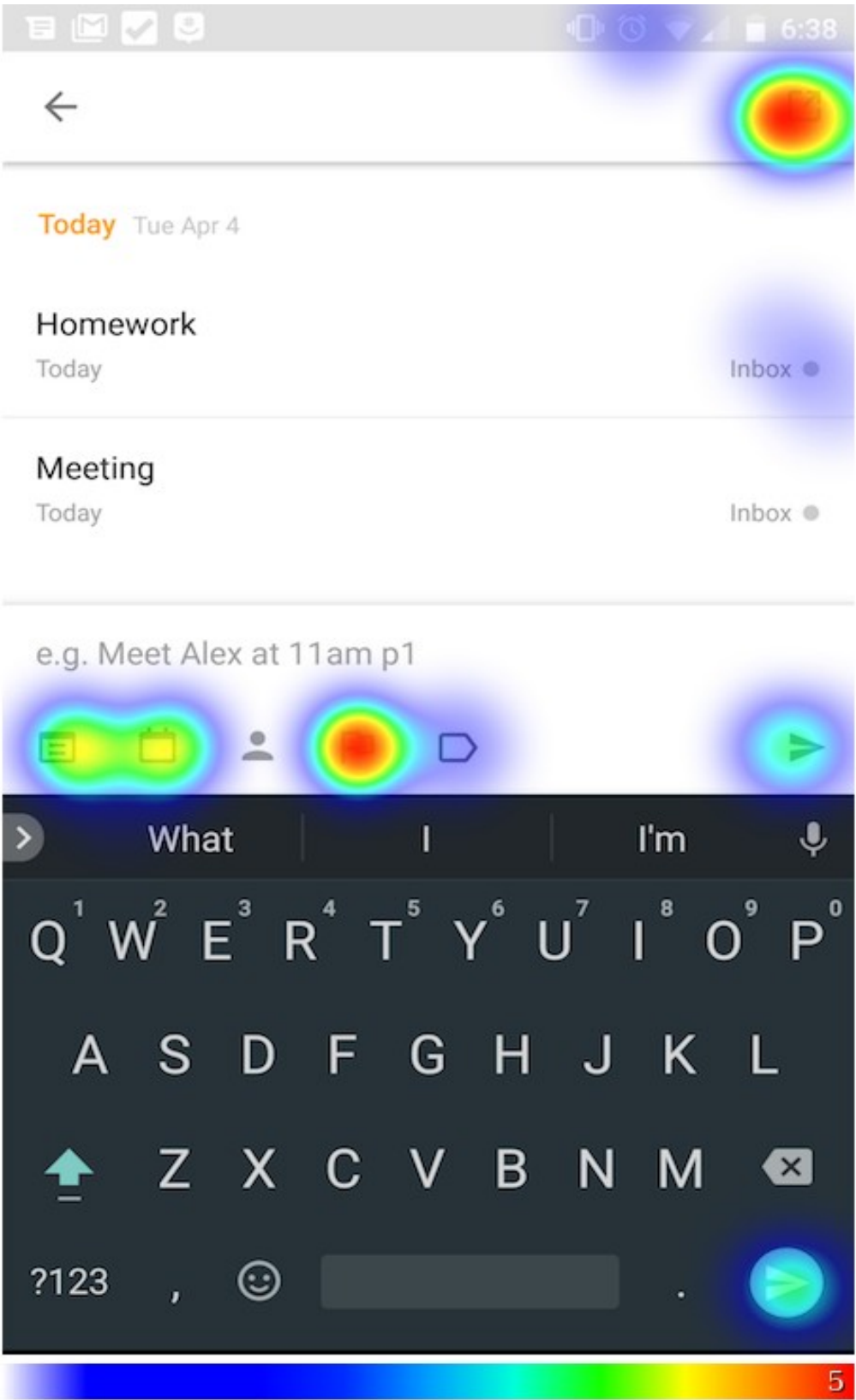
#	Answer	%	Count
1	Digital reminders	70.00%	35
2	Write on hand	4.00%	2
3	Sticky notes	26.00%	13
4	Other (list all that apply)	18.00%	9
	Total	100%	50

Other (list all that apply)

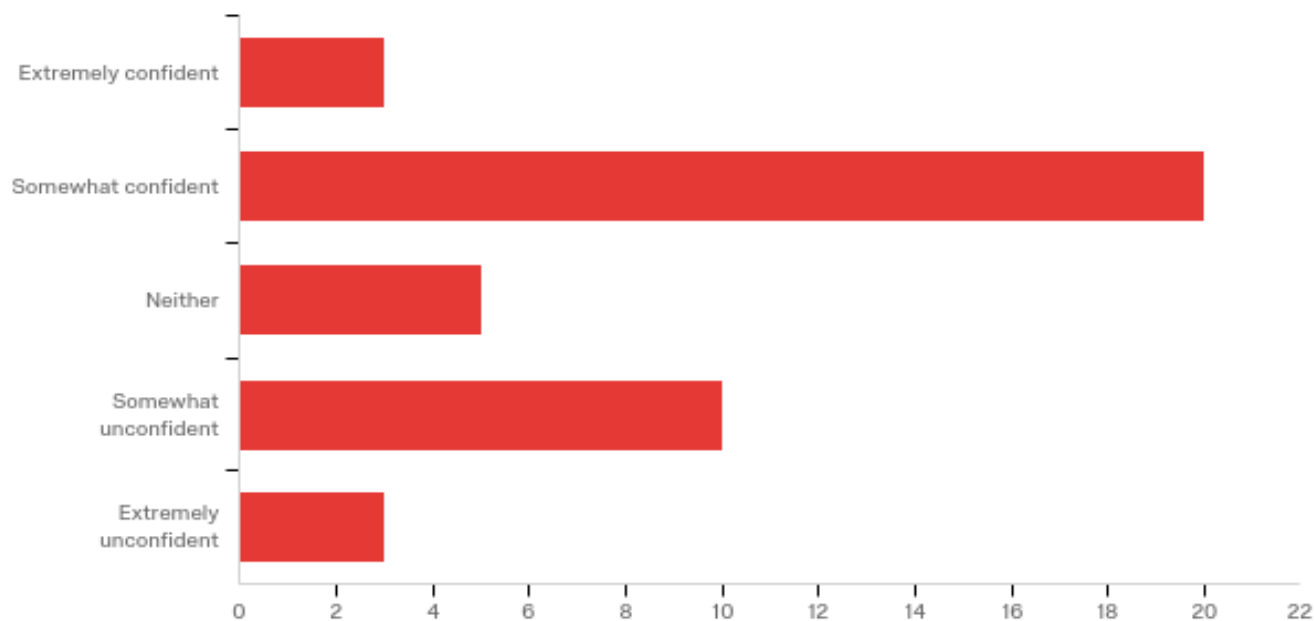
Other (list all that apply)
Lists, apple watch
Sticky note app on laptop
Memory
checklist on not pad on computer
Digital and notes on paper
to do list on notepad on laptop
my mind
Digital and notes on paper planner

I use the sticky notes app on my computer for daily reminders, to-do lists etc, and I get notifications from iStudiez Pro for my assignments, classes, work, etc.

Q8 - You're task is to set a digital reminder (a timed alert message). Click the button you believe will set a reminder. If you do not know or are unsure, make your best guess.

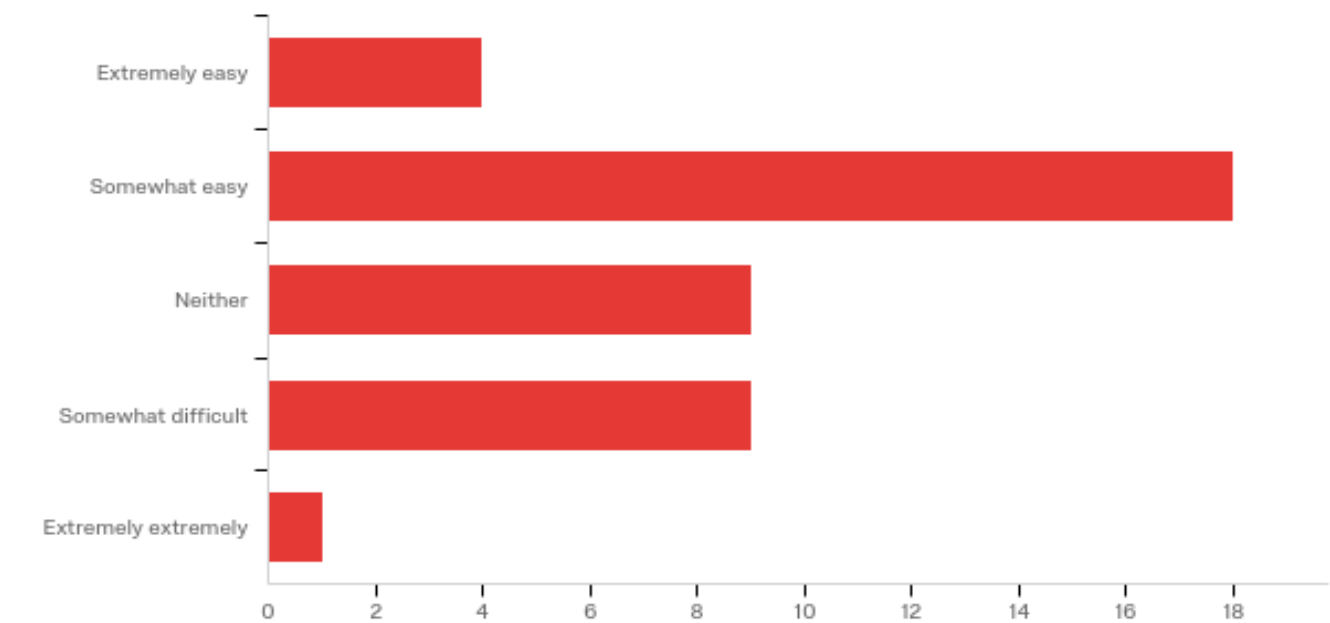


Q9 - How confident are you in your selection?



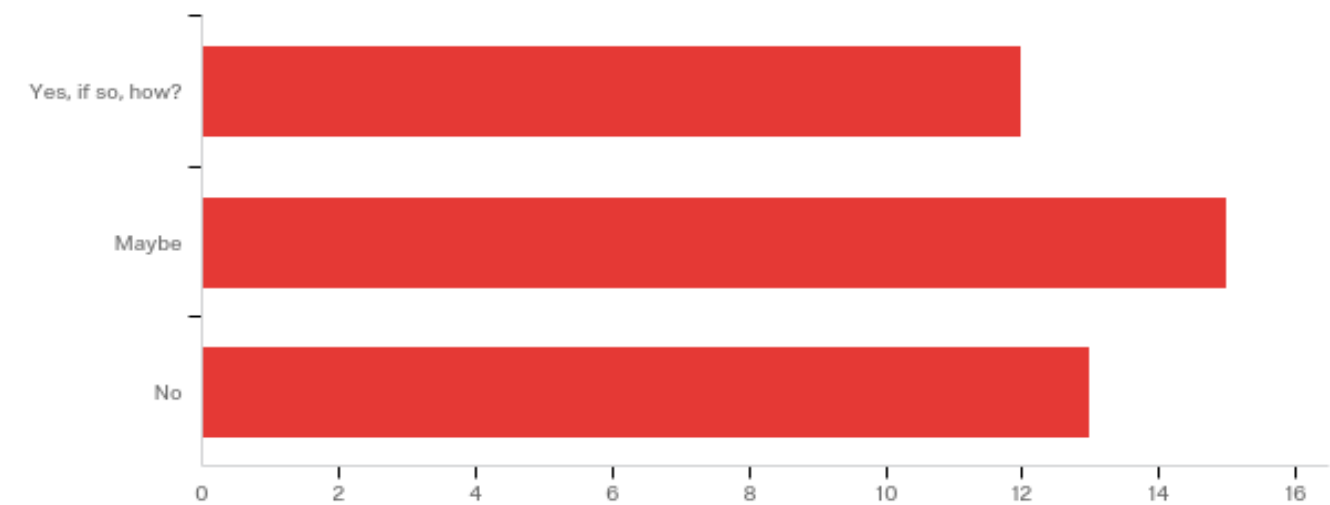
#	Answer	%	Count
1	Extremely confident	7.32%	3
2	Somewhat confident	48.78%	20
3	Neither	12.20%	5
4	Somewhat unconfident	24.39%	10
5	Extremely unconfident	7.32%	3
	Total	100%	41

Q10 - How difficult was it to locate the button?



#	Answer	%	Count
1	Extremely easy	9.76%	4
2	Somewhat easy	43.90%	18
3	Neither	21.95%	9
4	Somewhat difficult	21.95%	9
5	Extremely extremely	2.44%	1
	Total	100%	41

Q11 - Would you change it if you could?



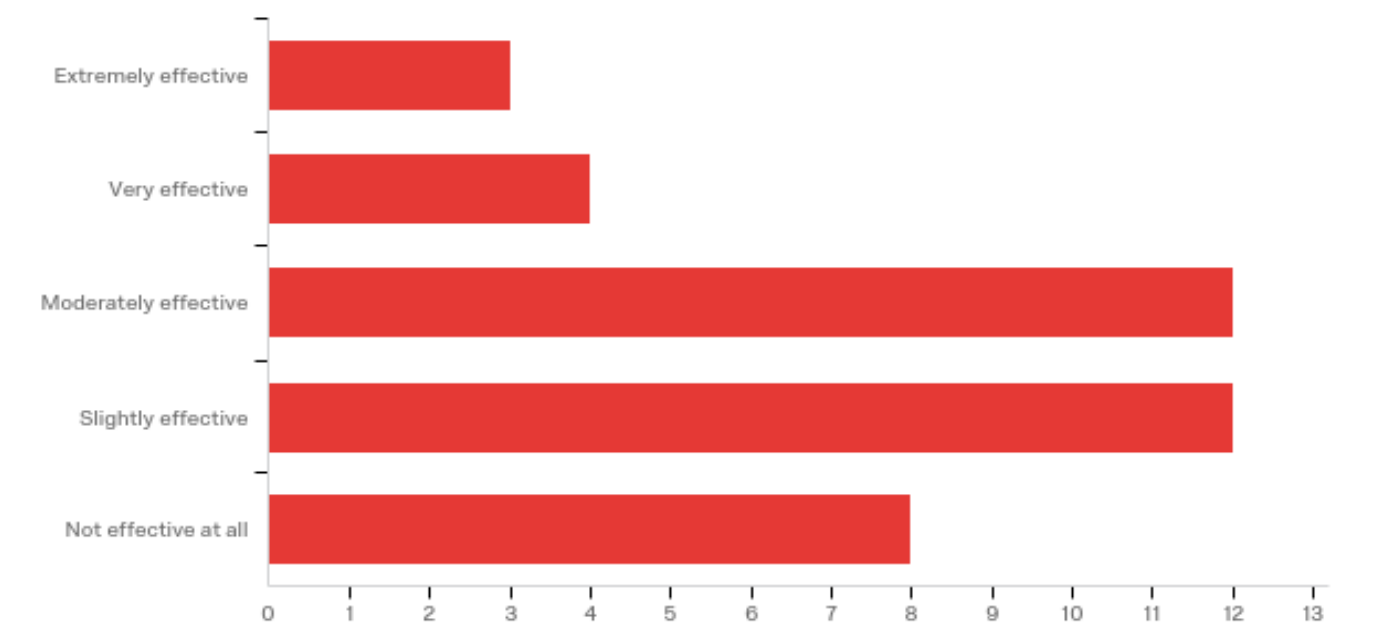
#	Answer	%	Count
1	Yes, if so, how?	30.00%	12
2	Maybe	37.50%	15
3	No	32.50%	13
	Total	100%	40

Yes, if so, how?

Yes, if so, how?
It doesn't seem like it is a reminder control - the icon is nondescript. It just looks different from what is on the previous page!
Better display
make bigger
looks like I am going to send this to someone else
More obvious
Maybe highlight in red the reminder button
Make the reminder button a lot more obvious.
Making the button bigger
add a bell to the icon
change the color

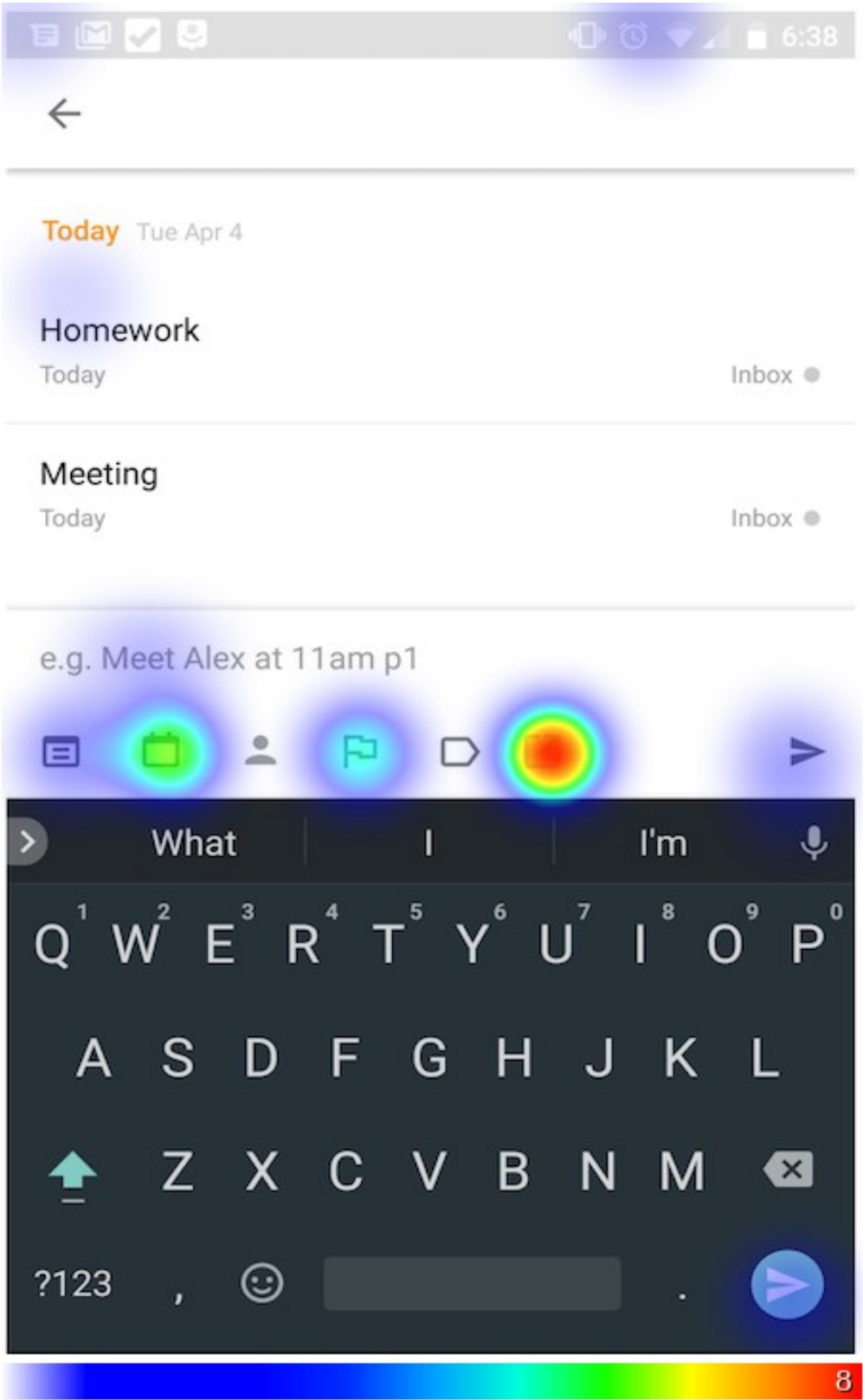
I don't know where it is to even change it

Q12 - Does the current location of the reminder button effectively encourage you to set reminders?

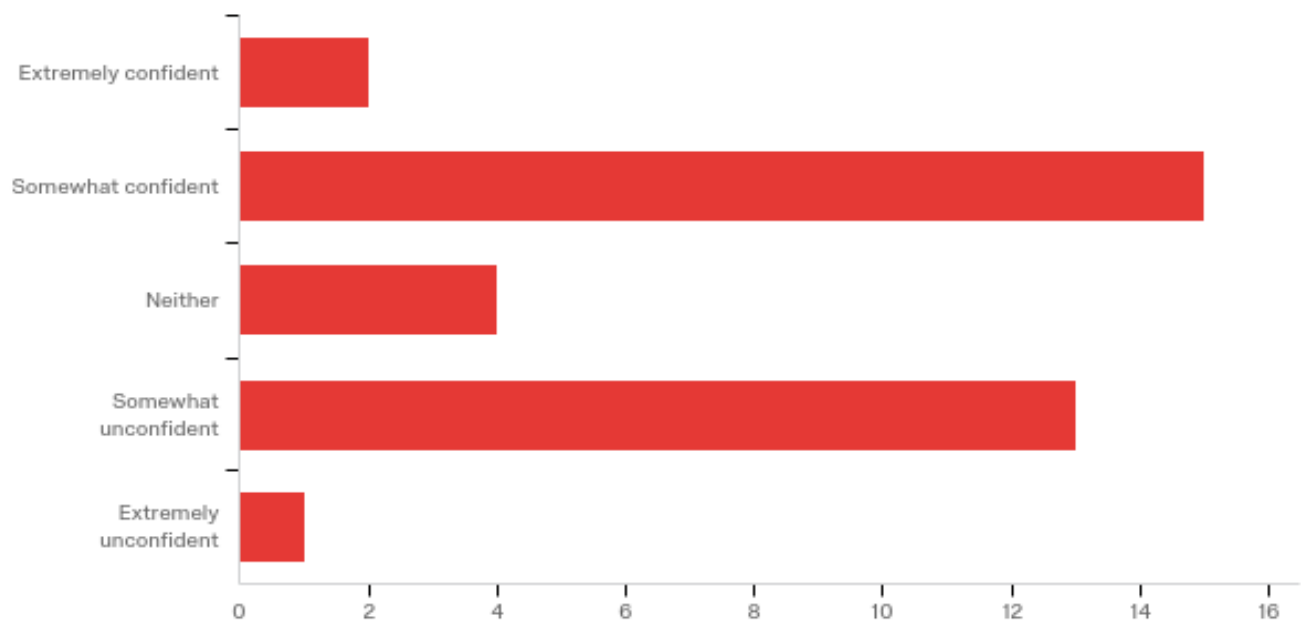


#	Answer	%	Count
1	Extremely effective	7.69%	3
2	Very effective	10.26%	4
3	Moderately effective	30.77%	12
4	Slightly effective	30.77%	12
5	Not effective at all	20.51%	8
	Total	100%	39

Q13 - You're task is to set a reminder (a timed alert message). Click the button you believe will set a reminder. If you do not know or are unsure, make your best guess.

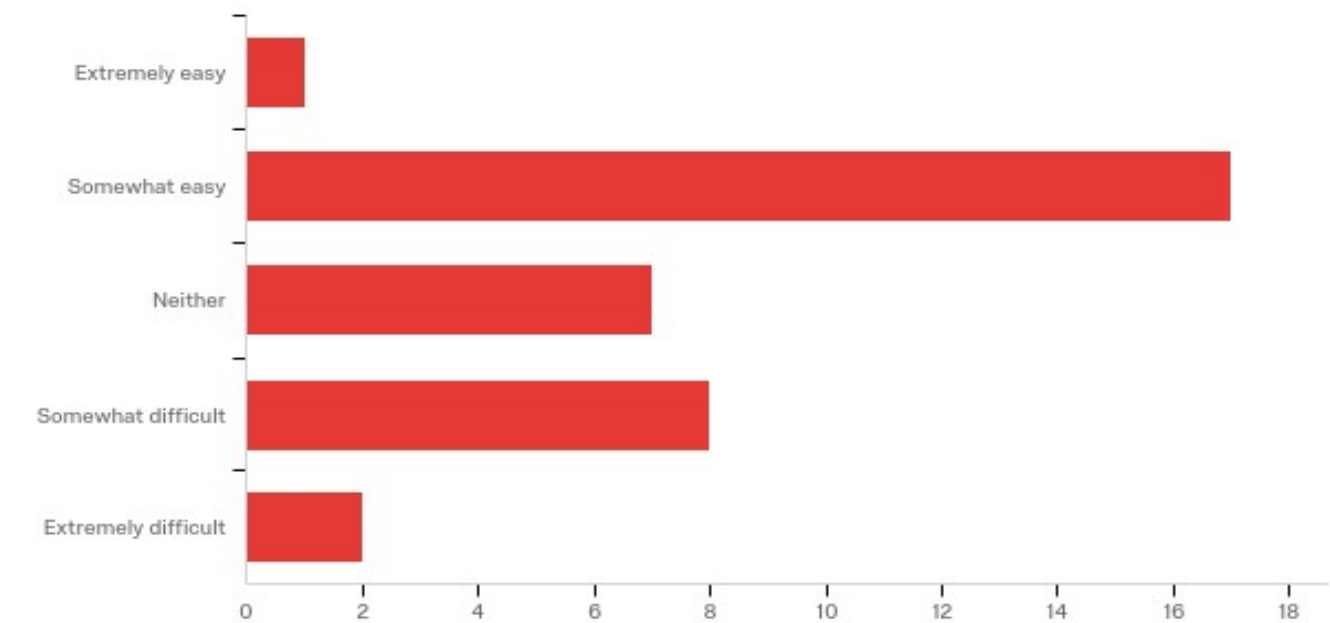


Q14 - How confident are you in your selection?



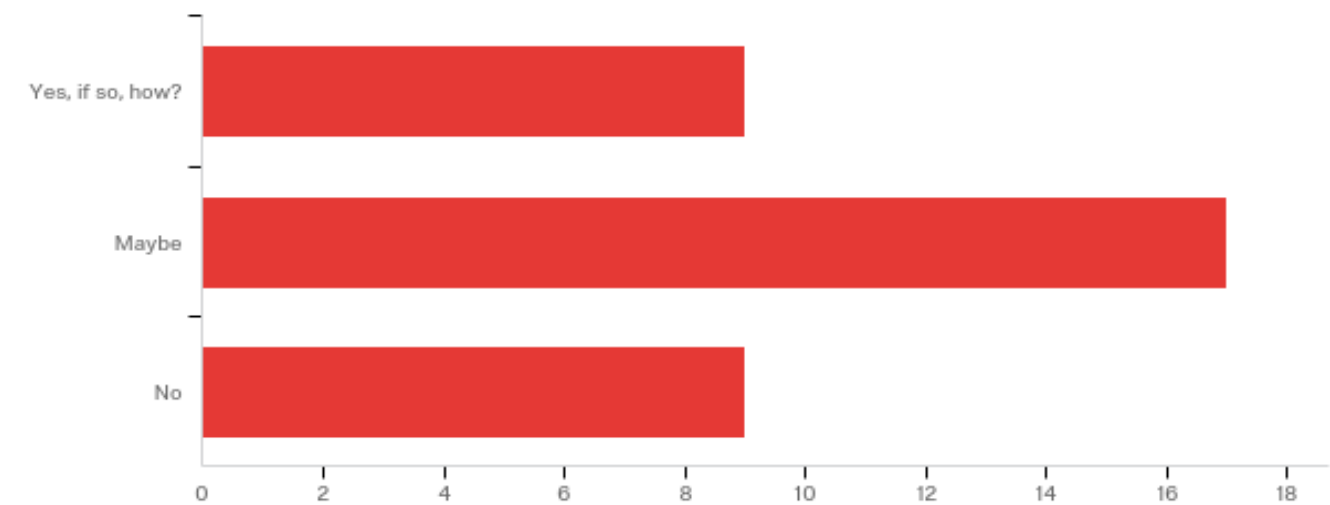
#	Answer	%	Count
1	Extremely confident	5.71%	2
2	Somewhat confident	42.86%	15
3	Neither	11.43%	4
4	Somewhat unconfident	37.14%	13
5	Extremely unconfident	2.86%	1
	Total	100%	35

Q15 - How difficult was it to locate the button?



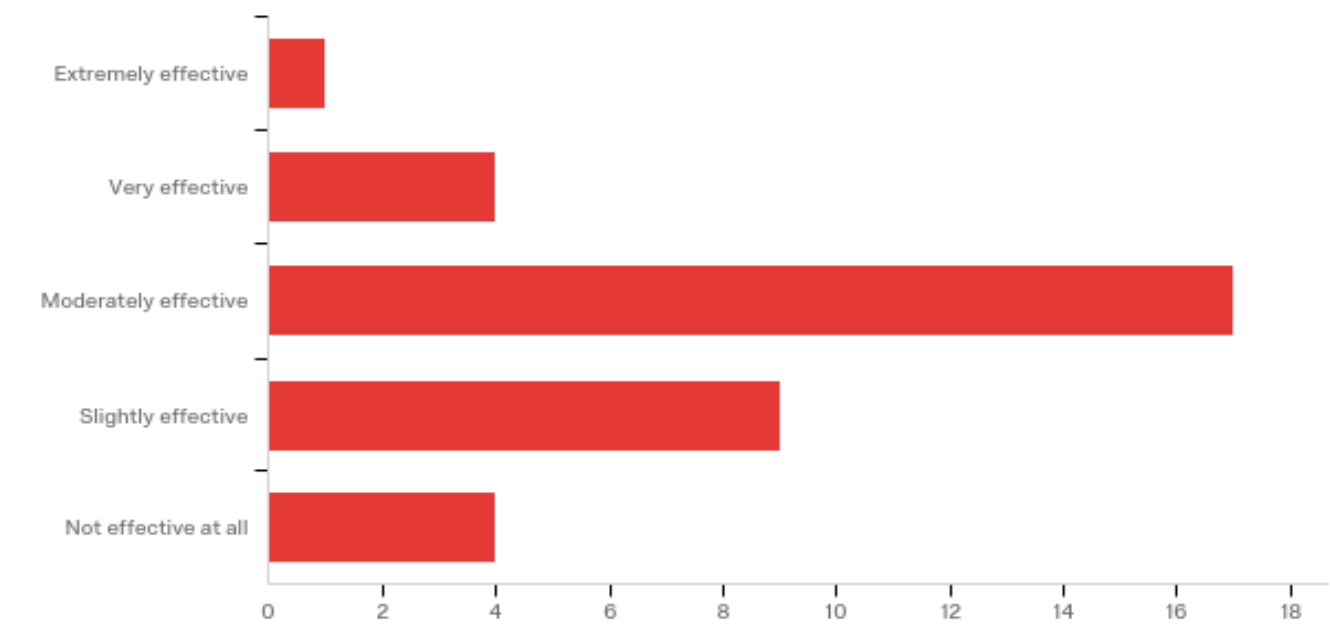
#	Answer	%	Count
1	Extremely easy	2.86%	1
2	Somewhat easy	48.57%	17
3	Neither	20.00%	7
4	Somewhat difficult	22.86%	8
5	Extremely difficult	5.71%	2
	Total	100%	35

Q16 - Would you change it if you could?



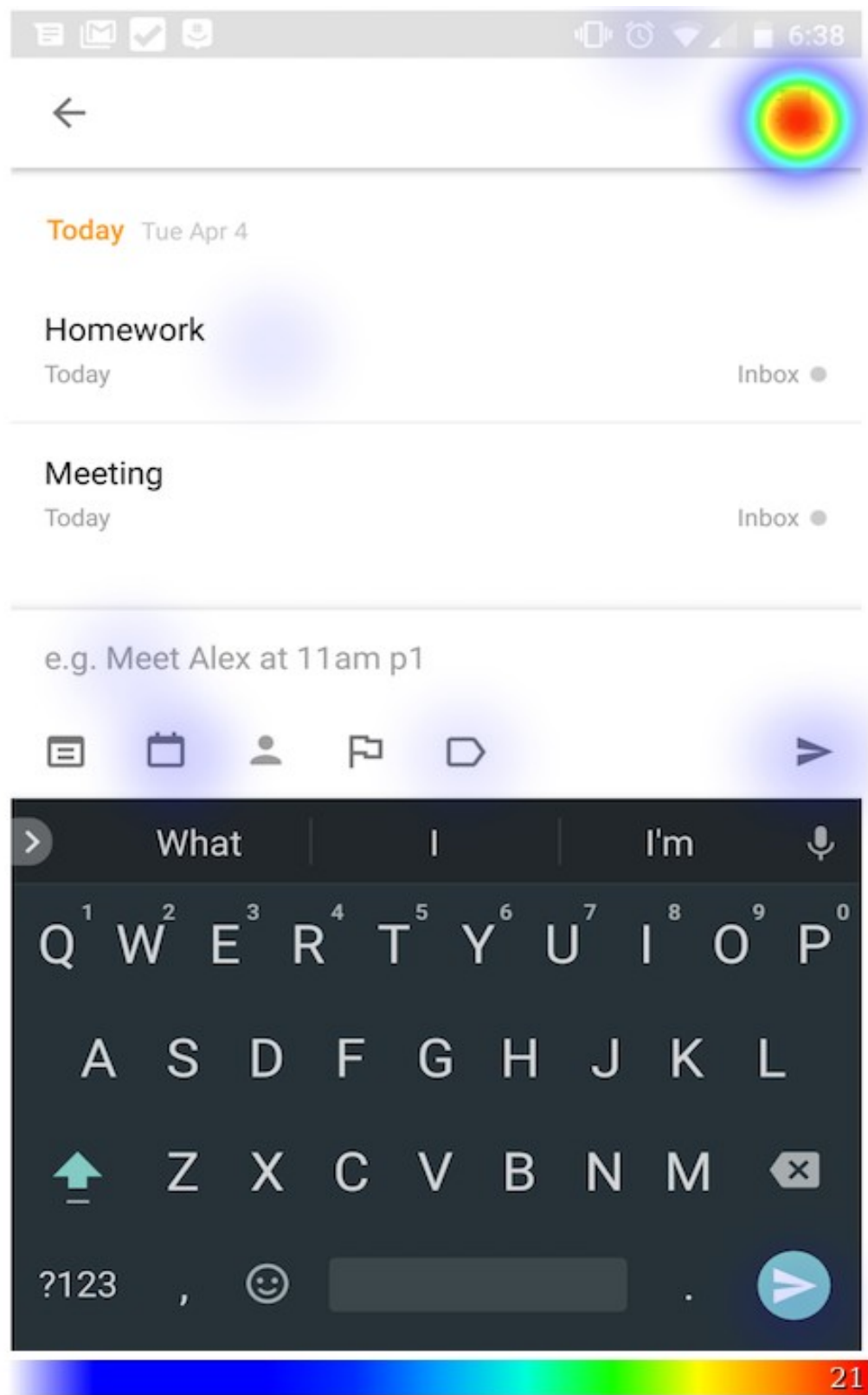
#	Answer	%	Count
1	Yes, if so, how?	25.71%	9
2	Maybe	48.57%	17
3	No	25.71%	9
	Total	100%	35

Q17 - Does the current location of the reminder button effectively encourage you to set reminders?

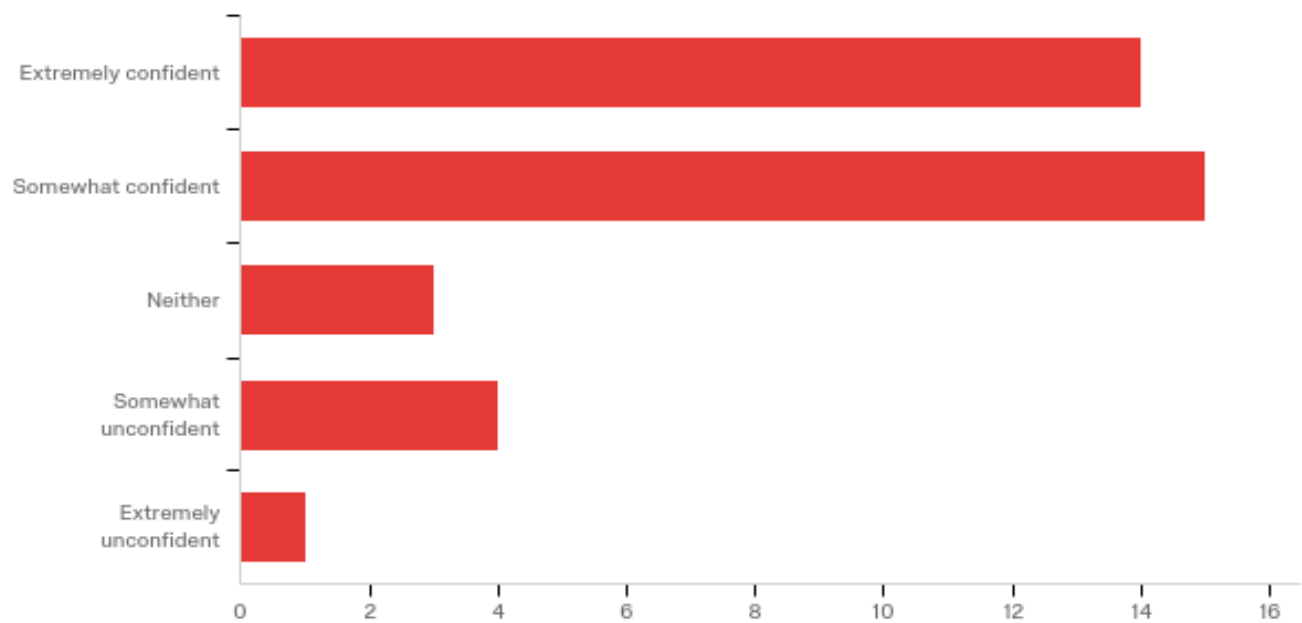


#	Answer	%	Count
1	Extremely effective	2.86%	1
2	Very effective	11.43%	4
3	Moderately effective	48.57%	17
4	Slightly effective	25.71%	9
5	Not effective at all	11.43%	4
	Total	100%	35

Q21 - You're task is to set a reminder (a timed alert message). Click the button you believe will set a reminder. If you do not know or are unsure, make your best guess.

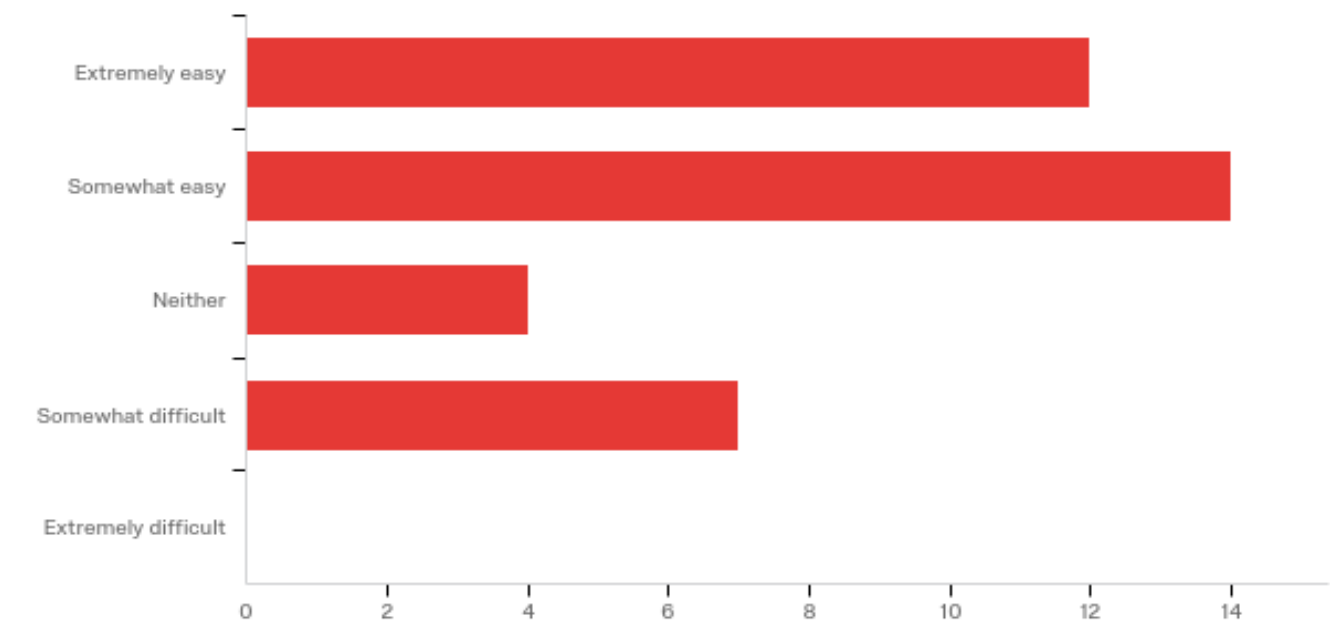


Q22 - How confident are you in your selection?



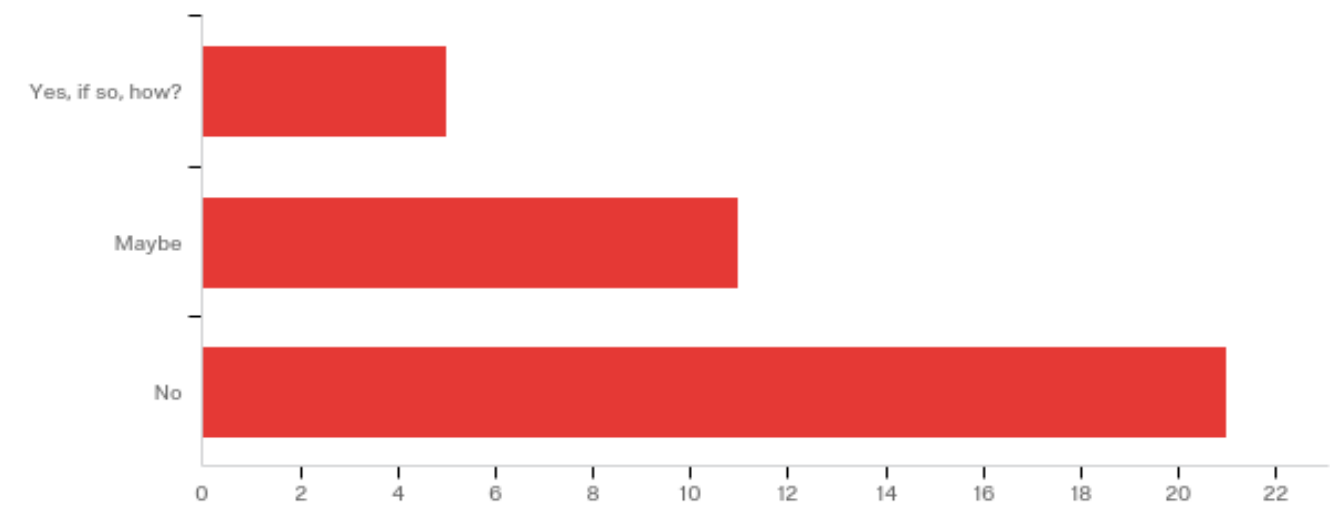
#	Answer	%	Count
1	Extremely confident	37.84%	14
2	Somewhat confident	40.54%	15
3	Neither	8.11%	3
4	Somewhat unconfident	10.81%	4
5	Extremely unconfident	2.70%	1
	Total	100%	37

Q23 - How difficult was it to locate the button?



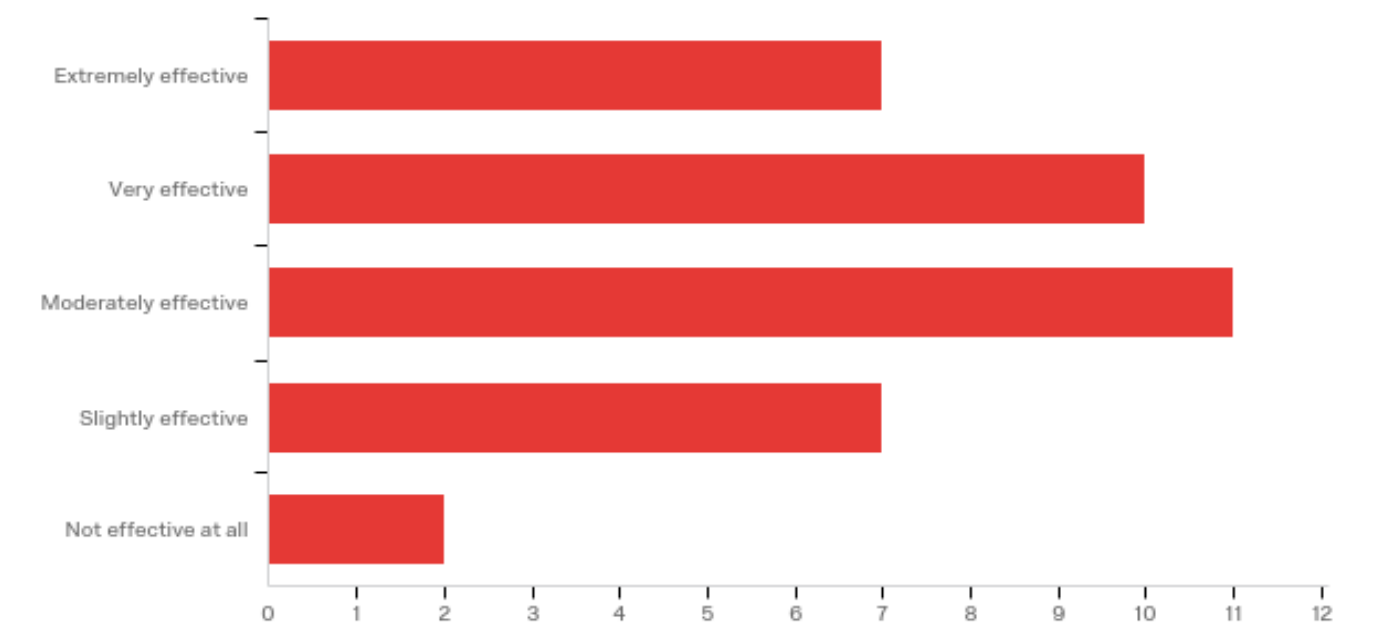
#	Answer	%	Count
1	Extremely easy	32.43%	12
2	Somewhat easy	37.84%	14
3	Neither	10.81%	4
4	Somewhat difficult	18.92%	7
5	Extremely difficult	0.00%	0
	Total	100%	37

Q24 - Would you change it if you could?



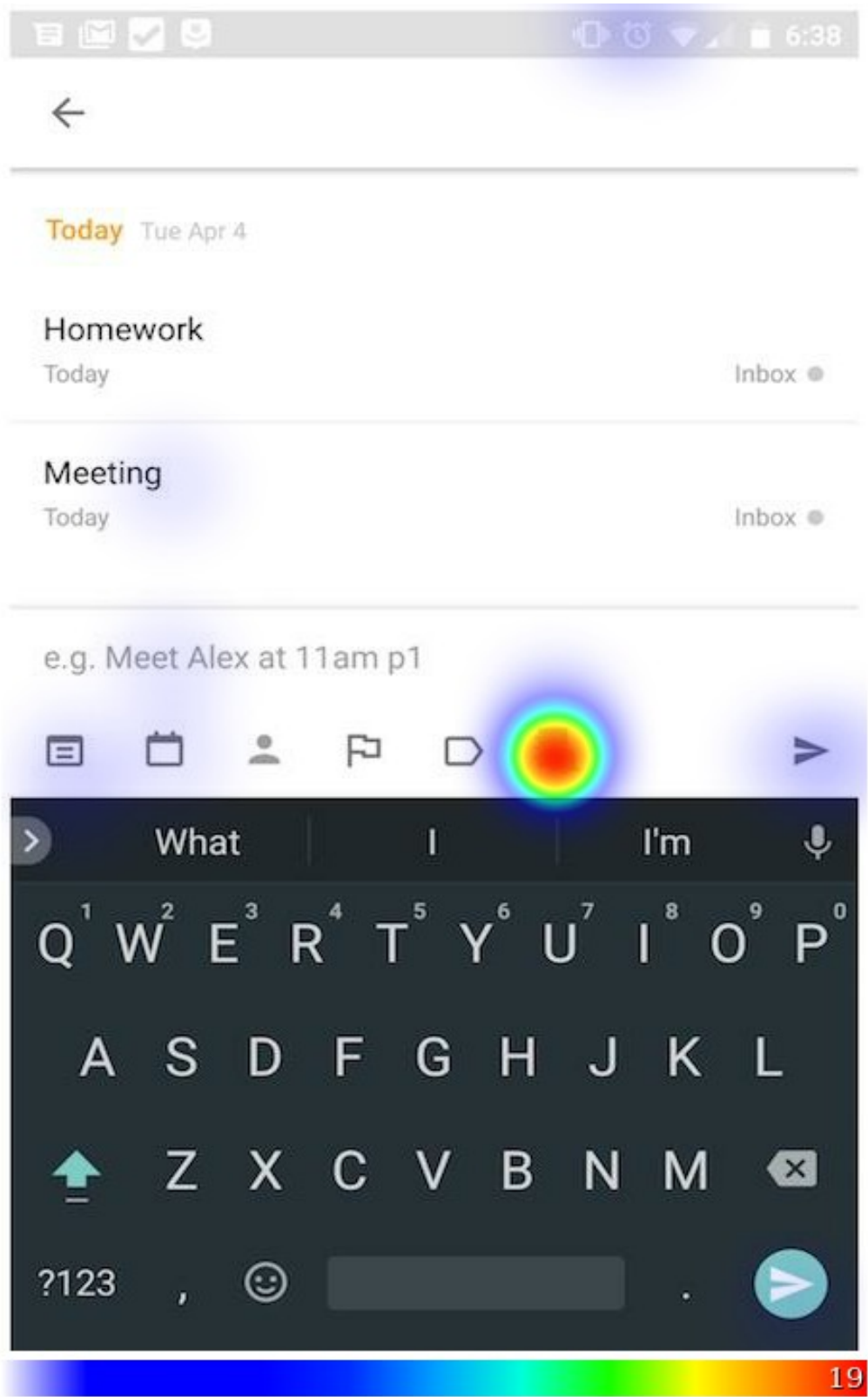
#	Answer	%	Count
1	Yes, if so, how?	13.51%	5
2	Maybe	29.73%	11
3	No	56.76%	21
	Total	100%	37

Q25 - Does the current location of the reminder button effectively encourage you to set reminders?

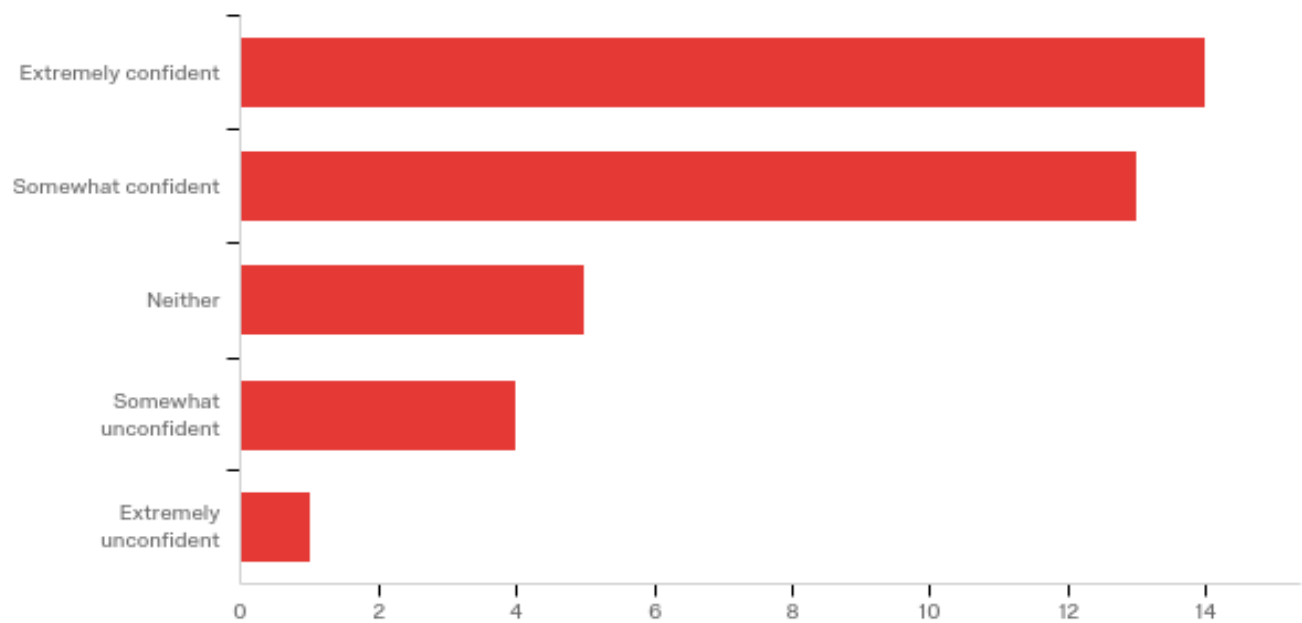


#	Answer	%	Count
1	Extremely effective	18.92%	7
2	Very effective	27.03%	10
3	Moderately effective	29.73%	11
4	Slightly effective	18.92%	7
5	Not effective at all	5.41%	2
	Total	100%	37

Q26 - You're task is to set a reminder (a timed alert message). Click the button you believe will set a reminder. If you do not know or are unsure, make your best guess.

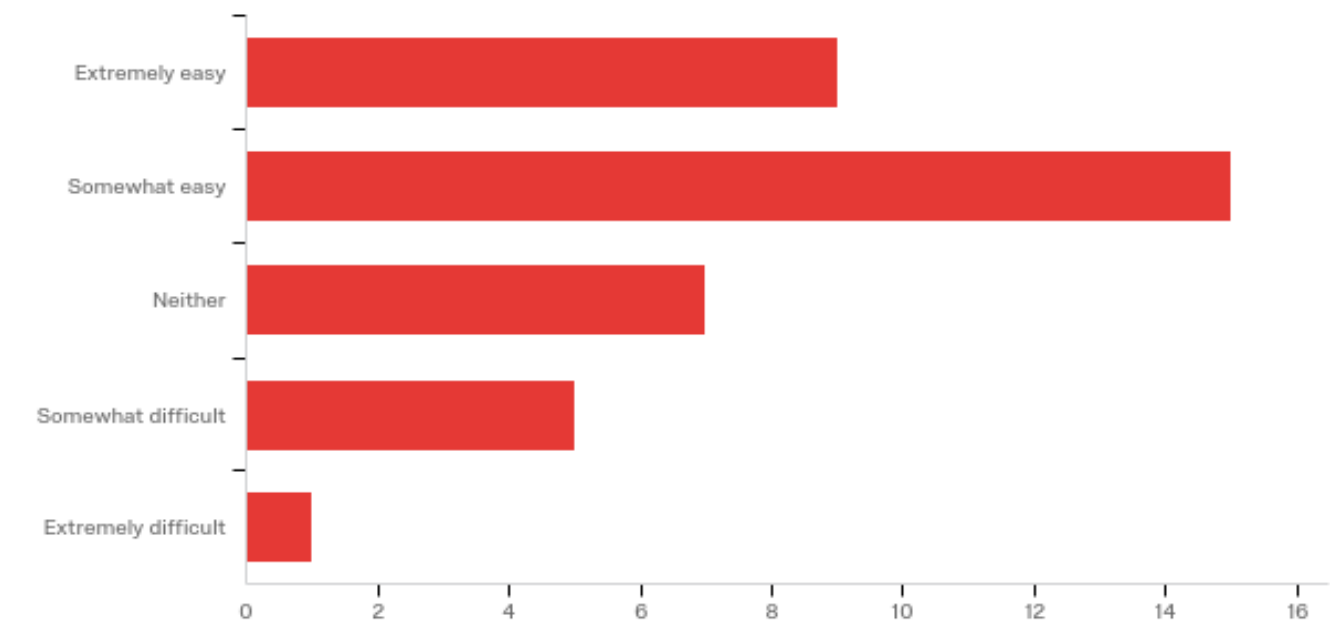


Q27 - How confident are you in your selection?



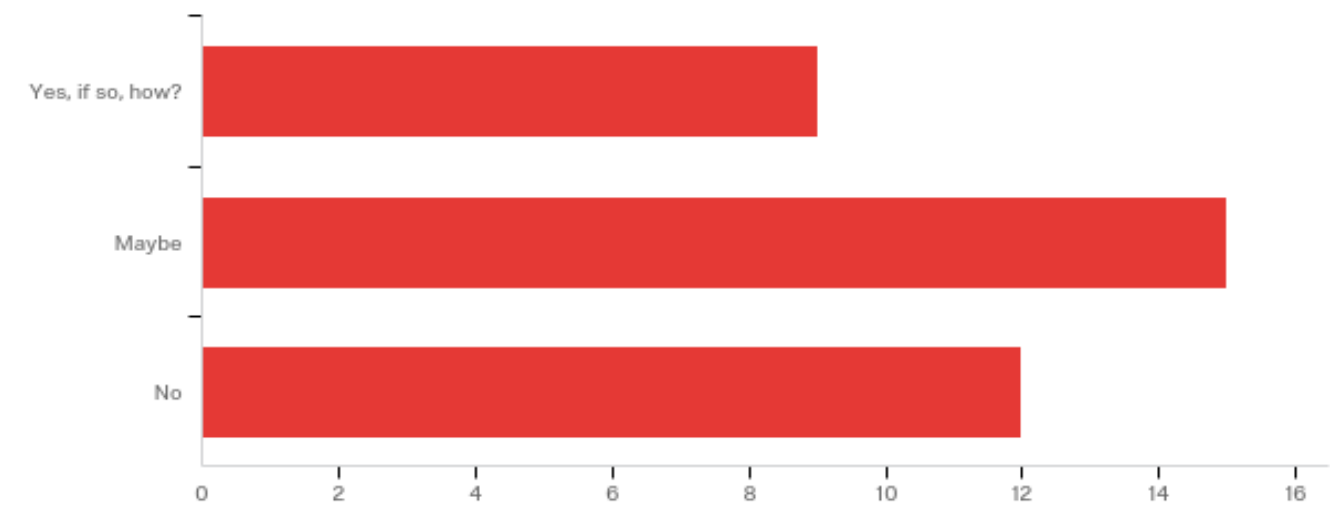
#	Answer	%	Count
1	Extremely confident	37.84%	14
2	Somewhat confident	35.14%	13
3	Neither	13.51%	5
4	Somewhat unconfident	10.81%	4
5	Extremely unconfident	2.70%	1
	Total	100%	37

Q28 - How difficult was it to locate the button?



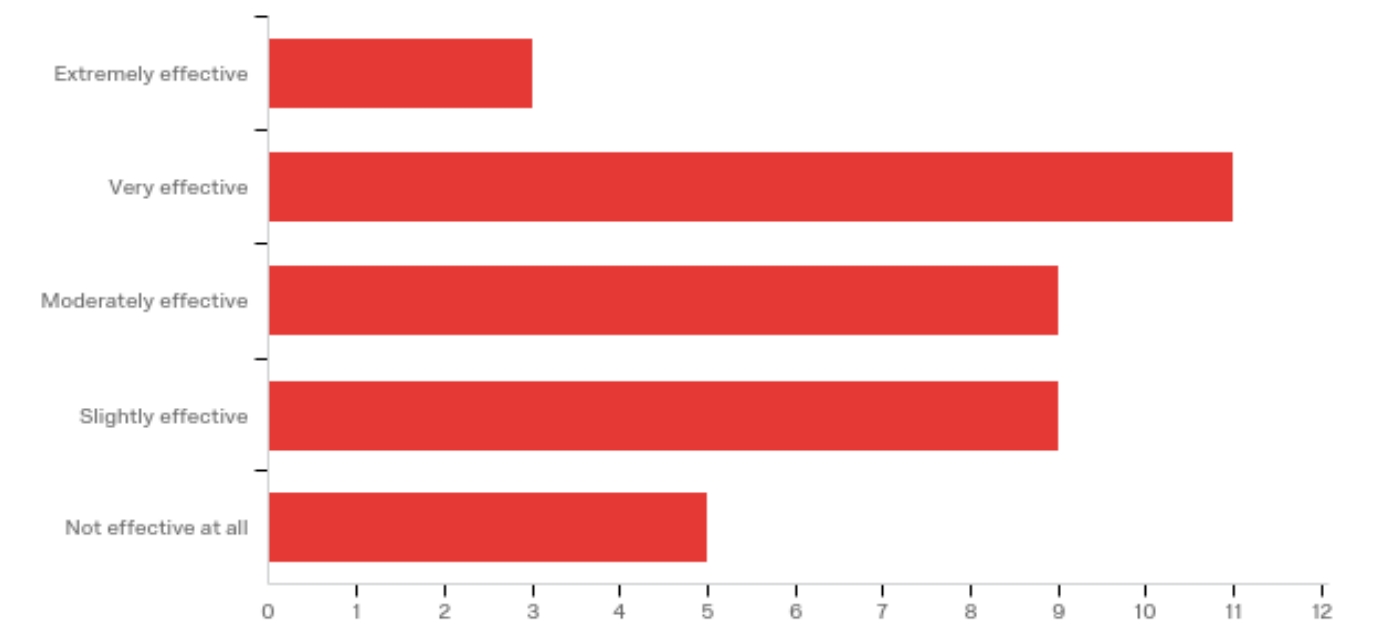
#	Answer	%	Count
1	Extremely easy	24.32%	9
2	Somewhat easy	40.54%	15
3	Neither	18.92%	7
4	Somewhat difficult	13.51%	5
5	Extremely difficult	2.70%	1
	Total	100%	37

Q29 - Would you change it if you could?



#	Answer	%	Count
1	Yes, if so, how?	25.00%	9
2	Maybe	41.67%	15
3	No	33.33%	12
	Total	100%	36

Q30 - Does the current location of the reminder button effectively encourage you to set reminders?



#	Answer	%	Count
1	Extremely effective	8.11%	3
2	Very effective	29.73%	11
3	Moderately effective	24.32%	9
4	Slightly effective	24.32%	9
5	Not effective at all	13.51%	5
	Total	100%	37