

USABILITY DESIGN & EVALUATION

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VERSELET

Social media platform allowing users to express their poetry on a community platform. Like, comment, subscribe, and share poetry with your favorite authors.

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Product Concept Statement

Verselet is a social media platform for poetry supported for iOS and Android mobile users. It enables users to read and share poems from other users and published authors in an online community. Verselet encourages users to 'like' poems, follow, and subscribe to other users; this offers a way for users to keep their favorite poems organized and accessible. This project aligns with requirements for this course by utilizing two different users, Readers and Authors, and is not too complex, but is still scalable.

Although another poetry social media app, Poetizer, exists- it simply lacks functionality and variety for all users. Poetizer limits exploration, as users cannot filter poems based on tags nor browse famous works. On the other hand, Verselet strives for a unique user experience and is determined to unite the poetry community. Verselet offers value specific to its users: Readers can enjoy various genres to their liking upon opening the application, sort through hundreds of renowned authors, or explore thousands of creative works by other users. Authors can enjoy Verselet's distinct features, such as viewing statistics on monthly viewers and subscriber count, advertising their works filtered on a theme, and linking to other social media platforms.

If a user is not interested in posting their works to the community, they are free to browse, subscribe to, and follow authors of their liking. If the user is interested, Verselet offers authors the ability to create, advertise, and sell their work.

User #1 Reader Tasks

1. Subscribe to other users or authors
2. Message users or authors
3. Repost other authors
4. Donate from Author
5. 'Like' a poem
6. Comment on a poem
7. Add poems to own user-defined lists (*i.e inspiring poems, love poems, thought-provoking*)
8. Create a User Profile with a bio and profile picture

User #2 Author Tasks

1. Create content in the app
2. Show author analytics

Contextual Inquiry

A study that involves in-depth observation and interviews of users to gain an understanding of work practices and behaviors and collect contextual data.

The methods used to collect our data consisted of interviews, mainly through video conferencing. Interviewees were determined through what could represent our user groups, such as age and profession. Then, each team member was assigned a user or two accordingly. The interviewer would take notes during the interviews, which were then shared, discussed, and organized among the rest of the group.

Traditional Research

Traditional research is general research on the background of a topic. Research that provides some insight into unknowns such as user demographics, what other people think about something in the scholarly sense, and overall perspectives on something.

The work roles that we established for this application consist of authors and readers. Overall, our work roles are established in a way that practically anyone can fill either work role. With that being said, there are some target demographics that would fit into each role. According to a demographic study, the author's work role would predominantly be occupied by men and women over the age of 40 [4]. As for our reader work role, the target group for Verselet is adults aged 18-24. Poetry may be a bit more profound than you would think to all audiences and even more increased in this age group. According to Sunil Iyengar from National Endowment for the Arts, among 18-24-year-olds, the poetry-reading rate more than doubled, to 17.5 percent in 2017, up from 8.2 percent in 2012 while among all age groups, 25-34-year-olds had the next highest rate of poetry-reading: 12.3 percent, up from 6.7 percent in 2012 [5]. With the recent increase in interest in poetry, users interested in writing or reading poetry will experience a positive outlook on the features and use cases of Verselet.

What users will be needing when looking for an app like this is an overall better experience and an easier way to find poetry and make it personalized and readily available to them as well as an ability to share with others.

User Research

"The systematic study of target users and their requirements, to add realistic contexts and insights to design processes."

(The Interaction Design Foundation)

For our application, we interviewed 6 separate people consisting of multiple different user classes. 3 of the people we interviewed would be considered for each of the work roles we have for the application. Each of the interviews that we conducted we had in person or over a live conversation and asked them a list of questions from one of two different lists. 4 interviews were via live conference held over Zoom by pre-scheduled interviews at an agreed upon date with the interviewee. In-person interviews were also scheduled in advance at a predefined date agreed upon by the interviewee at an agreed upon location. We had interview-specific questions that slightly differed from one to another based on the work roles of authors and users. Of these six people, we separated them between different user classes based mostly on their different demographics. These user classes consisted of college-aged poetry readers, older adult poetry readers, college-aged poetry authors, and older adult poetry authors.

We chose these users because they represented various backgrounds, age levels, and demographics. Each of the interviews was somewhat brief and lasted around 30 minutes to an hour. Overall, we learned some likes and dislikes from these users, and a bit of insight into what potential users would want to see from Verselet. We learned that users see poetry as a creative expression of art, and therefore want the ability to be expressive in the app. They also like the straightforward, concise layout of apps that are easy to follow. We learned Author users are very interested in the analytics of poems they post, and want to see poems from friends. Users reported disliking highly algorithm-sorted feeds. For specific questions, refer to [Appendix A](#).

Interview, Survey, and Questionnaire Scripts

For the Interview Questions, refer to [Appendix A](#)

Before the interviews, two sets of questions were created specifically for their user class- authors, and readers. Several similar questions were asked to both user classes for open-ended discussions, such as level of interest in poetry, likes/dislikes of features in other social media platforms, and details that steer them away from mobile applications. The information gathered would be crucial in what features our application should have to improve user experience, as well as what to avoid.

Interview questions that were geared towards authors revolved around their current usages of poetry applications, if any, as well as any methods of sharing poetry online. This would give us an understanding of what users are used to doing, including the difficulties they faced. Other questions involved their interests in advertising and selling their poetry, a feature that Verselet offers, or using it as a platform to gain exposure and view a multitude of analytics.

Similarly, interview questions for readers mentioned current usages of poetry applications but differ in methods of accessing poetry through media, such as different websites online or physical books. This gave us insight into how accessible poems were on other platforms, giving us ideas as to how our application can improve that experience. We also put an emphasis on how frequently the users enjoy reading poetry, especially if it was on a mobile device, noting what they like/dislike from other apps, and the content users would like to see.

Affinity Diagramming

"Affinity diagram is a bottom-up hierarchical technique for organizing and grouping large amounts of disparate qualitative data, such as the work activity notes from usage research data, to highlight the issues and insights in a visual display"
(Hartson, 154)

In order to best organize the data retrieved from 6 interviews conducted, we spent 2 hours sorting through 159 sticky notes of interview notes on Figma. By using Figma,

all group members were able to simultaneously sort notes into different categories. The process allowed us to find trends in interview responses, discover new ideas not previously considered, and understand trends in user likes/ dislikes in other mobile applications. We ended our Affinity Diagram with 13 sections, our largest being User Wants and User Dislikes. The Affinity Diagram can be found starting in [Appendix B Figure 1.](#)

Contextual Data

Contextual data is information that provides context to an event, person, or item. This type of data allows for a broader understanding of specific information.

The lists below represent the main ideas and recurring comments from each of our affinity diagramming groups and subgroups.

Feelings on Poetry- [Figure 1](#)

Main Idea- *users want to be creative with their poetry, and expressive. Poetry speaks to human emotion, as should our application.*

- Poetry is:
 - Complex
 - Art Form
 - Motivational
 - Creative
 - An outlet to express

Thoughts on Analytics in Media [Figure 2](#)

Main Idea- *Using the platform, especially as an author, users want to be able to see all analytics in regard to their audience reach.*

- Users want:
 - To see the number of likes
 - To see comments
 - Shares
 - Profile views
 - Number of times links were copied
 - How many times posts appeared on others' pages

Poetry on the Web- [Figure 3](#)

Main Idea- *Users are mostly using google searches to find poetry online for good search capabilities*

- The web offers:
 - More poetry than apps
 - Easier to search for specific poems
 - Can use keywords online
 - Can look through millions of references to find poems
 - Can filter results very well

Current Poem Usage- [Figure 4](#)

Main Idea- *Users are interested in using a poetry app, many just do not have one downloaded or only read poetry in free time*

- Users:
 - Would have interest if prompted
 - Read during free times
 - Don't currently have a poem app downloaded

Poems in Mobile Apps- [Figure 4](#)

Main Idea- *Users currently have to use different social media platforms to find poetry that is not poetry based applications.*

- Thoughts on mobile app usage for poetry:
 - Used to use Tumblr or LiveJournal
 - Uses Pinterest or poets.org
 - Some share through Instagram stories/ posts
 - Uses Reddit
 - Uses Discord or Twitter
 - Write poems in the notes app on iPhone

UX Likes and Dislikes of Other Applications- [Figure 5](#)

Main Idea- *Users enjoy straightforward apps with pleasing, but clean designs that allow creativity.*

- Likes of Other Applications Included:
 - The directness of Facebook and Twitter
 - The friendly interface of Twitter
 - Ability to customize own profile in Instagram
 - Limited clutter
 - Organization
 - Easily switching between accounts

Specific User Complaints- [Figure 6](#)

Main Idea- Users expressed frustration in algorithms and too much targeted media.

- Dislikes of Other Applications Algorithms Included:
 - Biased posts
 - Too many ads
 - Too much monetization
 - Gathering of data
 - Inability to see friends' posts over randomly suggested accounts
 - Instagram rigged by algorithm
- Other Dislikes:
 - Inability to find a feature
 - Vast negative comments in a community space
 - Inability to find specific content or poems
 - Lack of updates or new activities

User Wants- [Figure 7](#)

Main Idea- Users want to read out loud, they want simplicity, they want to elaborate and discuss poems. and they want to be able to sort and find things easily

- The Ability to Read Aloud:
 - Poetry is like music meant to be heard
 - Poetry is meant to be read aloud to convey full meaning
 - To post poems, users might post to YouTube with voice and imagery
 - There is importance in sound
- The Ability to Sort:
 - Want to save poems in lists with notes
 - Want chronological order of posts
 - Want to see genres like haikus, sonnets, lyrics

- Want to search for specific user settings
- The Ability to Elaborate
 - Look forward to personal, unique perspectives
 - Enjoy different interpretations
 - Would like to see community-led discussions, not driven by politics
 - Would like to see from more than just distinguished authors
 - Want to be able to interact with poems
- UI
 - Want personalized content
 - Useful tools like rhyming dictionaries
 - Easy navigation
 - Buttons placed mindfully of ease of use
 - Condense, simple apps
 - Useful tools like iambic pentameter, meter, etc.

Work Roles

Work Roles are types of users with different perspectives and objectives.

Authors - Authors represent the people who will be using the app for the purpose of poetry creation and starting discussions that will be shared with users and other authors.

Readers - This work role represents the people using the app to find and read poetry. Readers have the goal of interacting and reading posted poetry.

User Classes

User classes are broad categories of users that belong to specific work roles.

College-Aged Poetry Readers - College students from the ages 18 - 30 that have an interest in reading poetry on a social media platform. College-aged readers are in the age group that mainly uses social media and has experience in using apps similar to ours. They are a part of the Reader work role since average readers are not posting as much as authors and are more focused on content interaction. Will have a better understanding of technology and social media than older adult poetry readers.

Older Adult Poetry Readers - Adults aged 30 and up that use social media or are interested in reading poetry on social media. Typically older readers will have a harder time adjusting to new social media platforms than younger readers, however, they are still familiar with social media and technology. This class is a part of the Reader's work role since they will primarily be interacting with content rather than creating it.

College-Aged Poetry Authors - College students aged 18 - 30 that have an interest in creating and posting poetry to a poetry social media platform. They are familiar with posting content to social media and have an interest in writing poetry. This class is a part of the Author's work role and they are familiar with the technology. Typically posts more content than older poetry authors.

Older Adult Poetry Authors - Adults aged 30 and up that use social media for content creation and posting poetry. Familiar with writing poetry and has some experience with technology. This class is a part of the Author's work role but might post less than college aged authors. Typically has more experience writing poetry than younger authors.

Work Environment

Work environment is the location where typical users will interact with the application.

The overall environment can practically be described as pretty much anywhere. The typical user will be using this app essentially whenever they would be in the mood to do so. Typically a user would be using this app in their free time when they seek a need or want to look at or write poetry. Ideas and inspirations could come at any time but the app would probably be best used in a quiet place for relaxing and done so at a mellow time of the day—probably morning or night time.

User Personas

“A persona, or user persona, is a narrative description of a specific design target of a UX design for a user in one work role. A persona is a hypothetical but specific “character” in a specific work role.”

(Hartman, 185)

The purpose of a user persona is to create the “ideal” user for the application to help visualize how the application will work for them and to avoid the app from being too generalized. The primary persona for Verselet is a college-aged female because women hold a larger portion of the demographic of potential users and because most social media platforms today are utilized by young adults. **Our primary user role is a user using Verselet as a Reader.** We believe this persona will best fit our user tasks and be reflective of our user interviewees. Sarah Kinsey is a 21-year-old English major at Michigan State University. She loves to read and poetry as a medium to express emotion and creativity.

Our second persona is Ruth Thomas, a 45-year-old mother. Ruth is a published writer, who is trying to get into the social media realm. Ruth was chosen based on user interviews to represent our older demographic and user interviewees. We believe these two users will serve as the best guide to craft our decision-making in Verselet. While she loves being an author, Ruth would also like to keep up with her daughter

and her studies on social media platforms and learn how to best use social media to help boost her writing career.



Sarah Kinsey

Age : 21

Occupation: Waitress

Location: East Lansing, MI

Single

Education: B.S. in English

- "I wrote this poem for class, but it feels weird sharing it to Instagram. I wish there was somewhere else to post this."
- "I can't wait to travel around the world after graduation. It will give me so much inspiration in my writing."

About

"Sarah loves to be social and spend time with her friends. She also loves to document her life online, which includes sharing her work and photos. She currently attends college at Michigan State University as an English major with hopes of one day being an editor and content manager for a magazine. Sarah loves social media, she currently uses apps like Pinterest and Twitter, not meant explicitly for poetry, to find poems, but wants to find an outlet to post her poetry."

Goals & Needs

- Ability to reach a larger audience through social media
- Ability to publish her work in a way friends can see
- Expects to find poetry easier than through other platforms

Motivations

- Graduate college
- Find a career she enjoys
- Find a fun city to live in
- Build her online presence
- Continue traveling for inspiration and self exploration

Interests

- Social Media
- Travel
- Photography
- Reading self help books
- Reading classics
- Journaling
- Socializing
- Going out to eat with friends

Frustrations

- Being a full time student, working, and socializing, Sarah is busy
- In addition, waitressing brings financial stressors
- Finding an audience to share more serious pieces, like poetry, can be difficult

Device Usage

- Desktop
- Social Media
- Mobile
- Tech-Know-How



Ruth Thomas

Age : 45

Occupation: Church Secretary

Location: Apollo, PA

Widowed, with 1 daughter

Education: B.S. in Writing

- "I wish I could see more of my daughters posts. Social media is just difficult to navigate"
- "I can't wait to see my daughter and find out what shes's been up to"
- "How do I get more followers on my Facebook to see my writings?"

About

"Ruth devotes her life to her only daughter and loves being involved in her life. She has had an interest in literature since a young age and graduated college with a Bachelors in Writing in hopes of being an author. After college she married and had her daughter, becoming a stay at home mom due to wanting to be as involved as possible."

Interests

- Reading Romantic novels
- Nature walks
- Bible readings
- Reading poetry
- Daughter
- Exploring different perspectives

Goals & Needs

- Easy to understand UI
- Interaction with posts
- Follow daughters social media activity
- Learn how to use social media more
- Reach a larger audience to post her work to

Frustrations

- Struggles with social media apps
- Fears tracking and Big Tech
- Doesn't want to see a bunch of random algorithm suggested posts

Motivations

- Connect with daughter more
- Find new hobbies
- Be more active
- Explore different cultures

Device Usage

- Desktop PC
- Facebook
- iPhone 8

UX Stories

"A UX story is an account of events from the user's perspective; the events in the story show the evolution of an experience."

(Gibbons, 2017)

Primary Persona- Sarah Kinsey User Story 1

I have had an amazing time at college, I've made plenty of friends, but it often feels that they can't relate to me. While I love social media, I feel that my current platforms only give me the ability to present surface-level information, like my travels and selfies. I wish that there was a way to find a platform for my more serious work, like my poetry. This motivated me to look for an alternative platform to post my own poems in hopes of building a bigger following and connecting with followers. I found Verselet in the app store and decided to give it a try. After downloading and creating my profile, I started transferring poems from my notes app into the application. I sorted them into lists I wanted and posted the ones I was confident into the public. This made me excited to start posting my poetry more seriously and it made me feel like I could express more of my true self online, something I have always yearned for.

Primary Persona- Sarah Kinsey User Story 2

When I first started using Verselet, I was using it as a means of posting and storing poetry. However, when I went to bed that night I began scrolling through Twitter and Pinterest for my nightly inspiration. I found nothing but memes on Twitter more than usual, and Pinterest had only short snippets of quotes. I got frustrated with the content and decided to look on Verselet to see what users posted. Upon further investigation of Verselet, I found more poems than I've ever seen on other platforms including Pinterest, Reddit, and Twitter. I found poems from both distinguished authors and everyday users just trying the platform out for fun. The poems were more than just short quotes or funny jokes, they were creative, and thought-provoking. I finally felt more seen and heard in an online community than ever before. I read poems all night long and reposted my favorites to look back on next time.

Secondary Persona- Ruth Thomas

Ever since my daughter moved out to college I've been looking for a way to connect with her online and find new poetry. My daughter has been trying to get me to use social media more since she knows I like seeing her life online, but I struggle with the current platforms and I don't trust them with my information. I have been interested in literature and poetry since a young age but I have found it harder to find what I want online. My daughter introduced me to online reading and I prefer using my phone since it is more convenient to carry on my nature walks. Recently, she has shown me a new platform called Verselet that can help me find and interact with poetry. So far I really enjoy it because it is easy to filter the types of poems I want and I don't get posts from people I don't follow. I felt more connected to the Verselet community than I have felt with other platforms since anyone can post and I can see many perspectives, while also following my favorite verified authors.

Task Analysis

Task Analysis - The analysis of how a task, step by step, is completed

The task analysis below describes how the user will achieve specific tasks when using the Verselet application and the system's response to their actions.

User #1 Reader Tasks

Task 1: Subscribe to other users or authors

Goal: Subscribe to desired user

Trigger: Reader wants to support an author and receive new posts from them

1. Select the "Subscribe" option
 - System confirms choices
 - System adds to subscribed list

Task 2: Message users or authors

Goal: Send a private message to users

Trigger: Reader seeks interaction

1. Select chosen user's 'profile' option
 - System confirms choice
2. Select the 'message' option
 - System confirms choices

Task 3: Repost poem

Goal: Reader selects a poem to repost

Trigger: Reader enjoys the poem and wants to share it with friends

1. Select the "Share" option
 - System confirms choices
 - System reposts the favorited poem to the homepage with the original author's name and indicates the user that reposted it

Task 4: Donate to Author

Goal: Donate to author

Trigger: Reader enjoys author's content and wishes to support author more

1. Select the 'author' option
System confirms choice
2. Select the 'donate' option
System confirms choice
3. Select payment method
4. Make payment
System provides receipt

Task 5: 'Like' a poem**Goal:** Like a poem**Trigger:** Reader enjoys a poem and would like to save it

1. Select the 'Like' option
System confirms the choice
System saves the poem in profile

Task 6: Comment on a poem**Goal:** Comment on a poem**Trigger:** Reader wants to input about a poem

1. Select message
System confirms choice
2. Enter text
System confirms choice
System inputs comment posted under the poem

Task 7: Add poem to own user-defined lists (*i.e inspiring poem, love poems, thought-provoking*)**Goal:** User creates personalized lists of poems**Trigger:** Reader wants an organized and personalized playlist

1. Select the 'list' option
System confirms choice
2. Select poems to add
System confirms choice

Task 8: Create User Profile with a bio and profile picture

Goal: User makes their profile

Trigger: User wants to create and customize their own profile

1. Select the 'settings' option
System confirms choice
2. Select the 'profile' option
System confirms choice
3. Select file option
System confirms choice
4. Select 'bio' option
5. Insert text
6. Confirm changes
System confirms choice

User #2 Author Tasks

Task 9: Create content in the app

Goal: User posts their poem to a community

Trigger: User creates a poem and wants to post it

1. Select the 'profile' option
System confirms choice
2. Select the 'Create' option
System confirms choices
3. The user writes poem
4. User saves and titles poem
System confirms choices
5. Select the 'tags' option(s)
System confirms choice
6. Select the 'desired community' option
System confirms choices
7. User confirms post
System confirms post

Task 10: Show author analytics

Goal: Author can view important details and statistical data on content

Trigger: Author wants to track the success rate of their profile

1. Select the 'profile' option
System confirms choice
2. Select the 'Settings' option
System confirms choice
3. Select the 'Analytics' option
System confirms choice
System lists analytics and statistical data

Ideation

"Ideation is the process of creating various and innovative proposals for ecological, interaction, and emotional designs. This is a hugely creative and fun phase. [...] In this context, an idea is a visualized design proposal that can include visions of new ecologies, interactions, emotional responses, and capabilities in a system or product. (Hartson, 297)

In order to complete the ideation phase as a group, we booked a study room at the library. The room had whiteboards to allow us to draw designs on the board and discuss them in real time. Ideation took about two hours to complete our 6 different designs for the home page of our app, 3 other ideations of user profile screens, and 2 ideations of the splash screen. The energy level of our group was good. Everyone brought different ideas to the table and they were discussed as a group. We determined that the user's experience reading poetry, and publishing to their own profile lists were significantly important tasks. Users won't want to stay engaged in the app if the feed is not engaging and is not easy to follow. The whiteboard designs were copied to a Miro whiteboard for report compatibility. The full copy of all ideation sketches is pictured in [Appendix C](#).

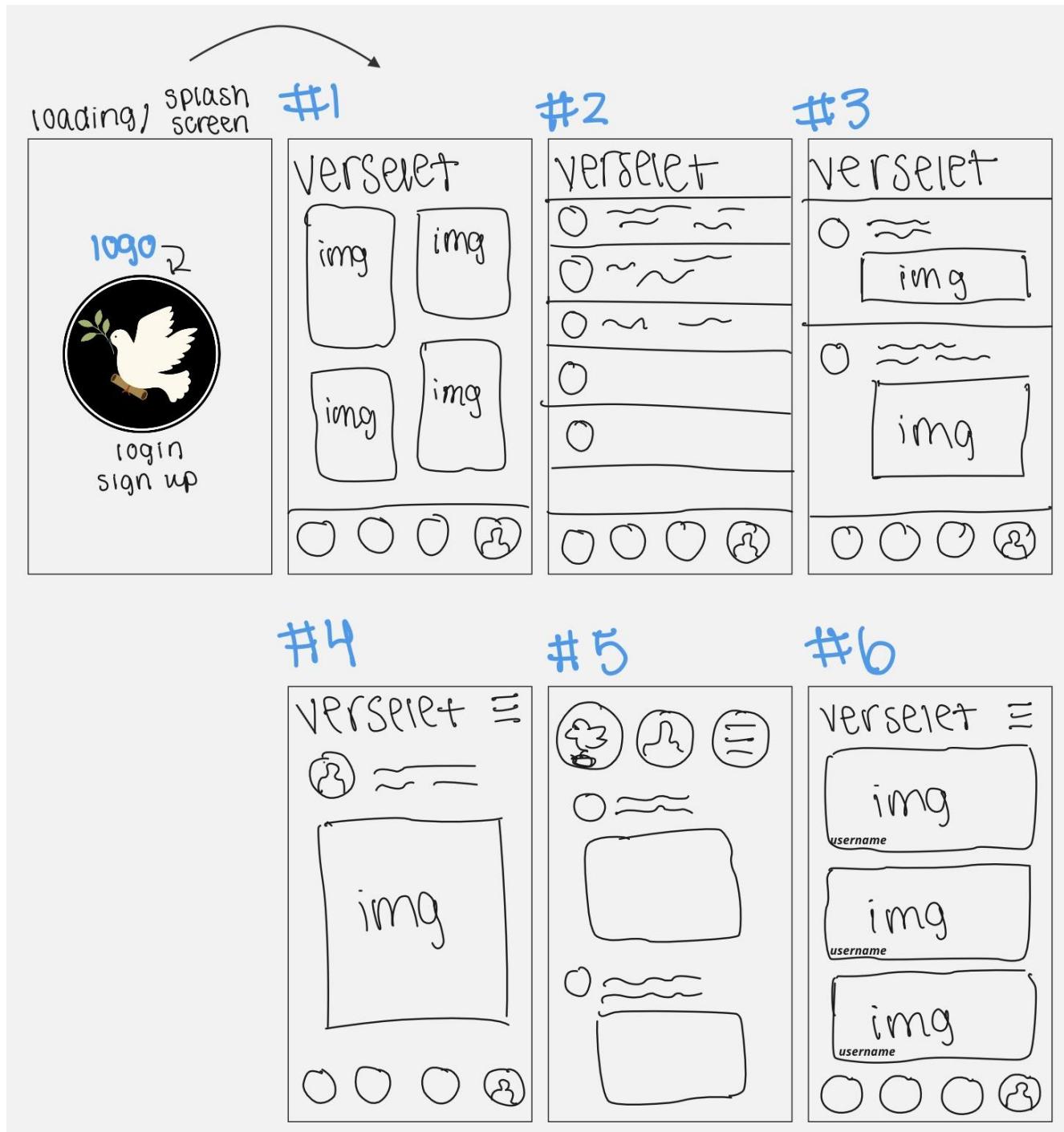


Figure 1. Splash Screen & Home Page Ideation Sketches Layouts 1-6

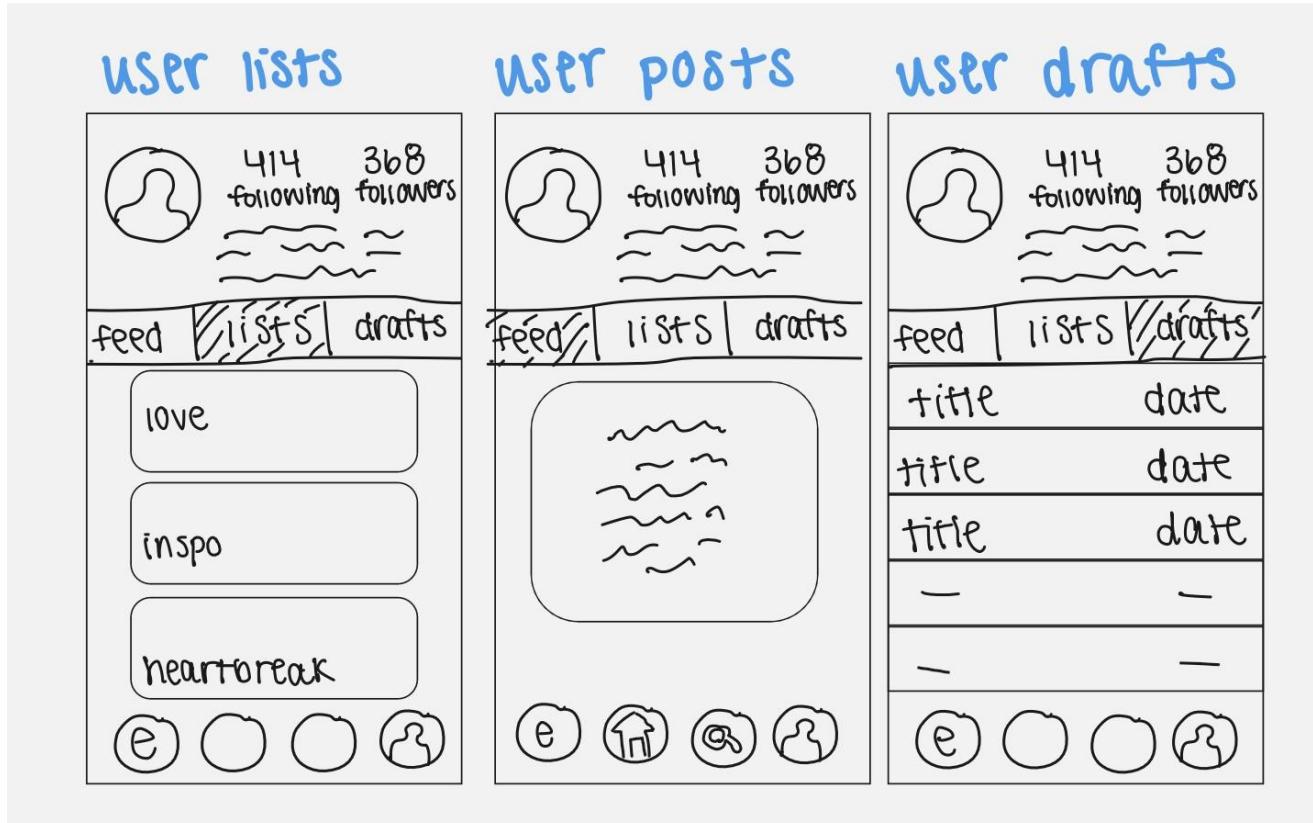


Figure 2. User Profile Ideation Sketches for User Lists, Posts & Drafts Page



Figure 3. User Explore Page Ideation Sketches 1-3

Conceptual Model

"The part of a design containing a theme, metaphor, notion, or idea with the purpose of communicating a design vision about a system or product, corresponding to what Norman calls the "system image" of the designer's mental model"
(Hartson, 331)

The conceptual model plays into a user's mental model, *"A description, understanding, or explanation of someone's thought process about how something works."* (Hartson, 327).

The primary work role for Verselet will be the readers. Like other social media apps, Verselet utilizes mental models that guide the users into recognizing similar icons that are representative to the real-world. For example, mental models used in the app include: the 'Home' icon is a house and the 'Explore' icon is a magnifying glass. These mental models play into the user's conceptual model or representation of how the image relates to the function. Thus it would make sense that the house icon would lead the user to where their feed is gathered, the magnifying glass references searching or looking for content- which makes sense to the user that it's the explore page.

Design Guidelines

Design guidelines are design principles that are used to help users complete their tasks in a positive way. The goal is to understand what users look for in designs and incorporate them into our app.

Give Users Clues about Behavior before Actions are Taken [7]

It is important to use shapes and sizes to hint to users what action will take place. For example, the letter icon hints that clicking the icon will pull up the messages tab for the user. They can anticipate what will appear before they click it. Verselet meets this guideline by providing icons as well as small quick descriptions for some interactive buttons.

Strategically Think about Each Element [7]

It is also important to make icons large enough to be pressed and not squeezed on the screen. For this reason, we included only four navigation bar items at the bottom of the screen and two more at the top right. It is also mentioned that menu items go well in corners as corners provide boundaries. Verselet meets this guideline by placing navigational bars and certain other clickable elements in spots that make sense and are clear to use compared to what a user would typically expect.

Consistency and standards [9]

Grid-views are offered when browsing through a variety of content, single-page views when clicked on a specific option (with a back arrow to signify to go back to the previous page), search bars when needed to browse through multiple content/tags, consistency of bottom icons. Verselet meets this guideling by splitting some of the main portions of the app into this exact idea. For example, when using the explore portion of the app, you are given a grid view of the various posts. However, when you click on any of those posts it focuses into somewhat of a singular scroll and pops the post out with more specific details.

Aesthetic Minimal Design [8]

Streamlining an interface to only include relevant information is vital. Designs shouldn't have something that's rarely needed. Keeping unimportant components in a design reduces the relative visibility and importance of key elements.

Error Prevention [9]

You should design systems so that potential errors are kept to a minimum. Users do not like being called upon to detect and solve problems, which may on occasion be beyond their level of expertise. Eliminating or flagging actions that may result in errors are two possible means of achieving error prevention. Verselet meets this guideline by providing back buttons on pages to let you get back to where you just were if you accidentally clicked on a post and the bottom buttons on the app take you back to the same pages all of the time regardless of where you are in the app.

Help Users Recognize, Diagnose and Recover from Errors [9]

Designers should assume users are unable to understand technical terminology, and error messages should almost always be expressed in plain language to ensure nothing gets lost in translation. Verselet meets this guideline by providing a similar solution as error prevention whereas there are common understandable elements that take you back to the main pages in the event of any problems.

Use Real-World Metaphors in the UI [6]

It is good practice to use real-world metaphors even given the fact that most people are already familiar with most UI. For example, clickable buttons are usually the same exact representation on a user interface as they would be in real life. Verselet meets this guideline by providing an interface that is easily understandable compared to what people would be used to in the world of applications. For example, a navigation bar that resembles a house button for home or an eyeglass for exploring.

Make it Easy to Explore and Use [6]

Easy-to-use UI promotes better usability. Users would also even enjoy short learning curves when it comes to helping them achieve user tasks. Verselet meets this guideline by making most of the app basic or easily learnable. There is a good amount of familiarity when it comes to what people should be used to in an application, but some of the little changes and differences are learnable and easy to use.

Give Users Control of the Interface [6]

People want control over their experience with the product. This comes in the form of giving users power like creating shortcuts to certain tasks. There is a duality when you want the user to have control but not so much that it would get out of hand. Verselet meets this guideline by providing a great duality with its control. The application provides enough freedom for an individual to control the interface with certain aspects like messaging and navigating and posting, but doesn't give so much control that the experience will break and of the main functionality or make it too complicated to use.

Create a Layout that Works Efficiently [6]

The layout is usually the foundation for any screen. Trendy styles and visual appeal are good things when it comes to layouts, however, the focus here is functionality

and usability. The layout should use visuals to make tasks easier to do and understand. Verselet meets this guideline by providing a great visual appearance that is pleasing to the eye while focusing on simplicity and ease of use. The theme of the layout stays mostly the same when using different areas of the app to bring about familiarity and the effective use of certain things like navigation works seamlessly with the layouts.

Low Fidelity Prototypes

"Prototypes that are not faithful representations of the details of look, feel, and behavior, but instead give rather high-level, more abstract impressions of the intended design."

(Hartson, 417)

To create our low-fidelity prototypes, we referenced our ideation creations. We decided to use the free application, Figma. Figma is a free software downloaded from the Figma website and is increasingly popular among UX/ UI designers for many steps of the design process. Figma offers live collaboration with peers, thousands of plugins, and the ability to preview designs on multiple platforms and receive feedback. Figma allows designers to inspect and directly copy the CSS code needed to move their design online. One downside to Figma is that the software operates entirely online. Being cloud-based, internet access is always required for full use of the functionality. In addition, downloading software on any device takes up storage that users may or may not have. However, the software of Figma allows superb functionality that is beneficial to the creation of the Verselet prototypes.

Three prototypes were created to mimic the role of reading poems on the explore page. Readers are the main work role of Verselet, thus having the most optimal design for readers to find and explore poetry in the app is our focus for these prototypes and formative assessments with users.

Design Alternative A:

In Design A, a single scroll taking up the entire screen provides a better view of individual poems but involves more scrolling. Users will have to scroll down (swipe up) to view another poem while on the explore page. After clicking a specific poem, they can view comments when scrolling down below the author's description. The strengths of Design Alternative A include an icon in the search bar to play into the user's mental model of a magnifying glass and "searching" a page. A back arrow button and hamburger menu are also featured above the poem. In addition, by viewing one poem at a time, the user can advert attention to just one poem instead of multiple. However, this could also be seen as a weakness as it limits the amount of content a user can scan quickly. As pictured below, the image enlarges in a different screen on click.

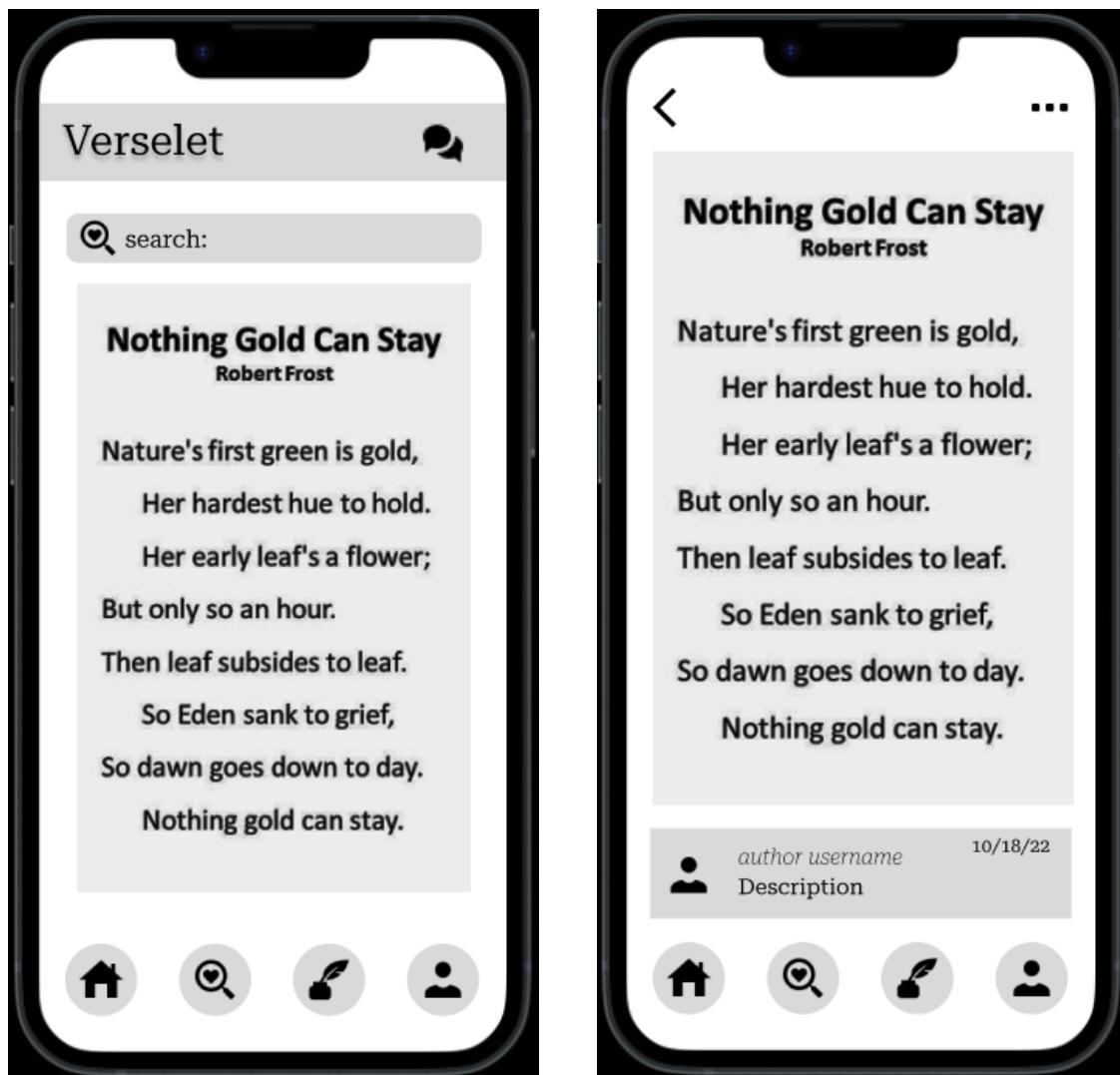


Figure 5. Design Alternative A

Design Alternative B:

Design B features a text-only view of the title and first line of a poem. This layout allows readers to see more poems at once with the first line as insight into the poem. It includes a traditional search bar with just the word “search” and no icon. On click of a specific poem, the back button and hamburger bar are located in line with the poem’s title to continue to play into the user’s mental model of consistently using hamburger bars and back arrows in applications. One strength of Design B is the tags under the search bar to help users filter poems faster and explore tags they might not have originally considered. However, Design B limits user creativity by eliminating imagery and not showing much about the poem in one line. Design B also focuses more on the author by displaying both the username and profile image in each post.

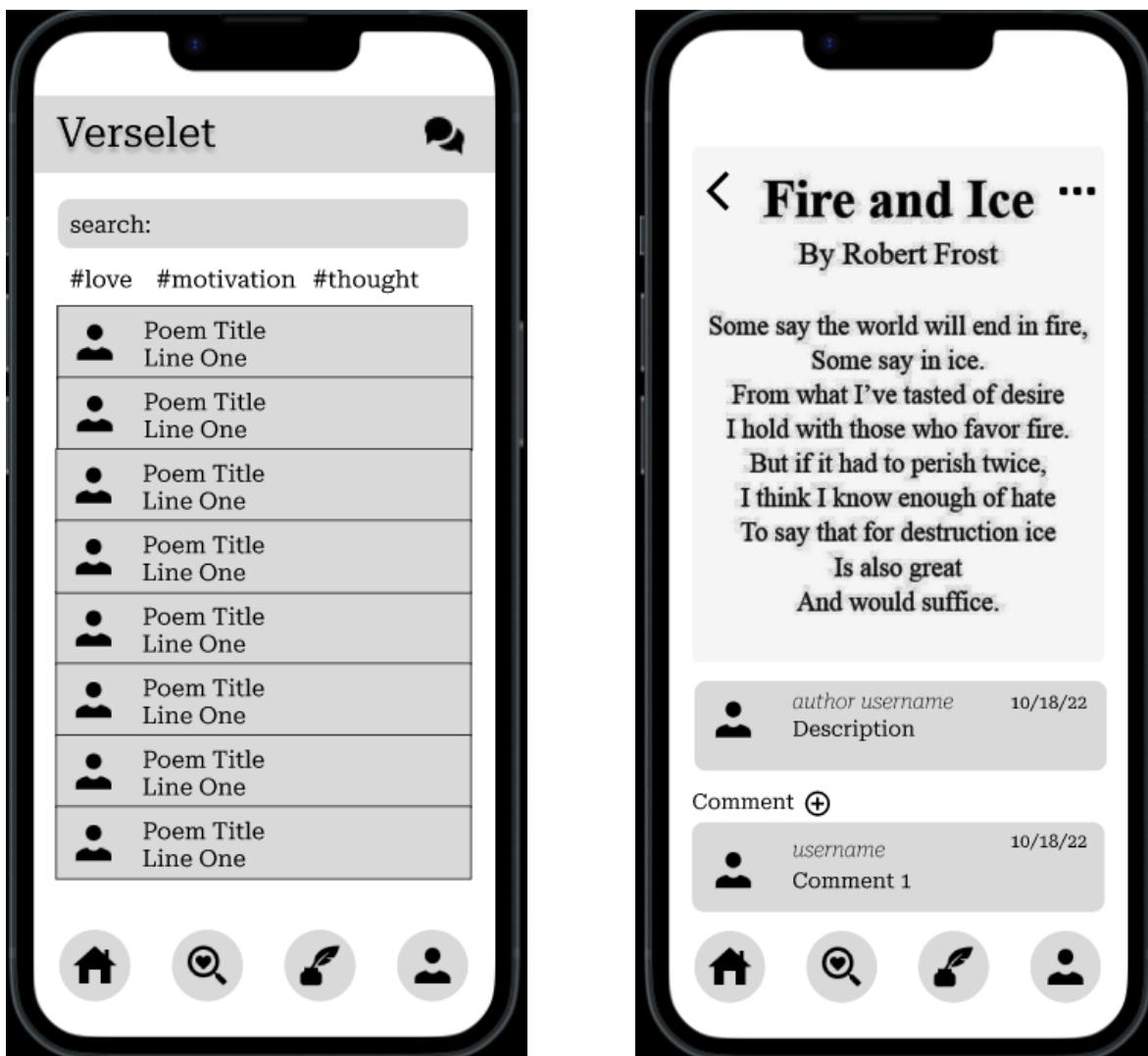


Figure 6. Design Alternative B

Design Alternative C:

Design C features a grid view, consisting of a double-column view of poems and the author's username on each of them. This design allows the reader to view more poems at once, while also allowing them to apply imagery and creativity, an important factor to users in initial user interviews. Using this design, users can quickly scan the page to see if they are interested in reading the full poem or not before clicking. The same as Design B, Design C also includes hashtags to allow the user to quickly search for the given tags and includes the magnifying glass icon in the search bar. One weakness of Design C could be that it is too difficult for users to read on their devices, or could be seen as cluttering. However, as a strength, it displays the content in an organized, expressive manner.

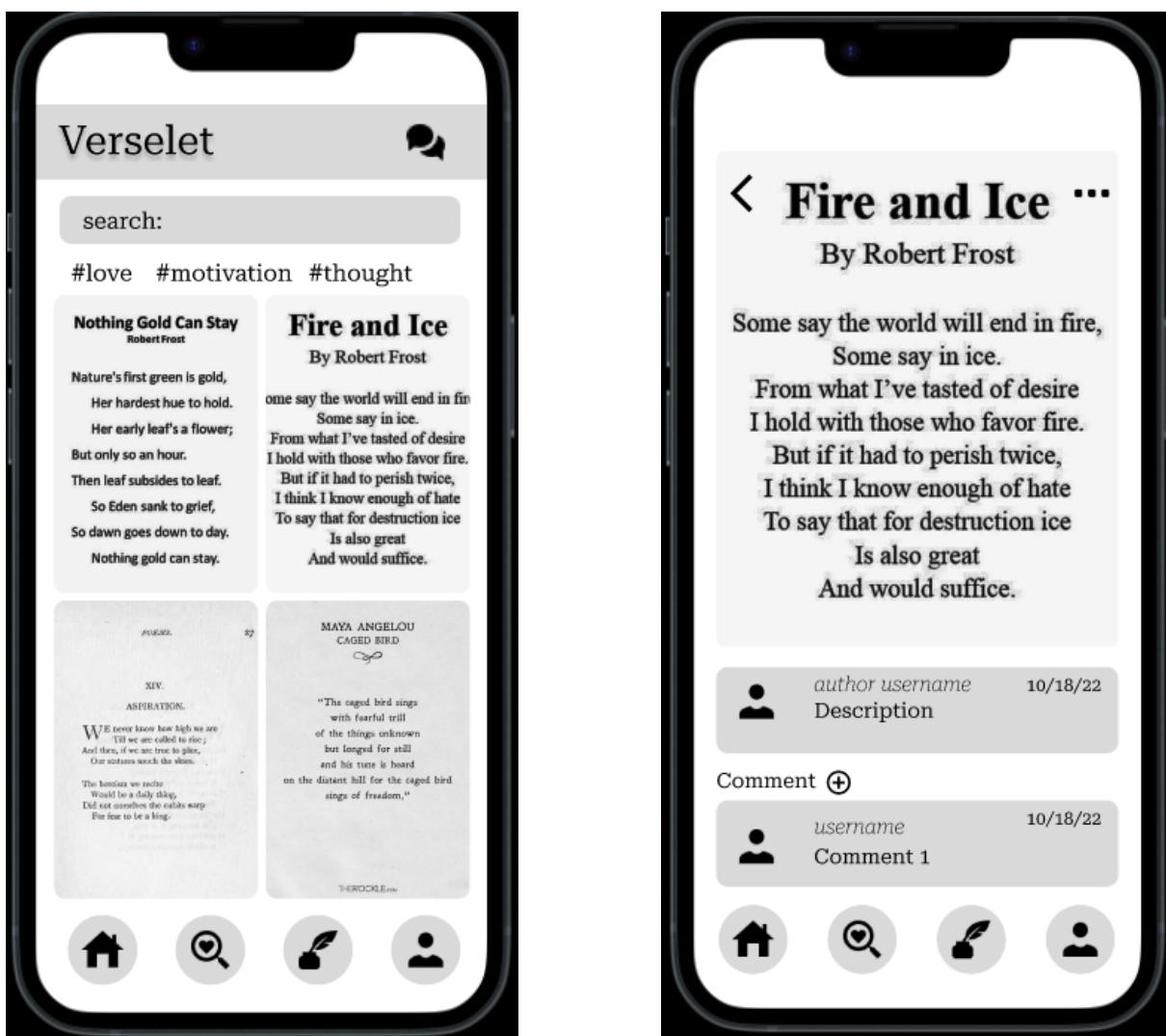


Figure 7. Design Alternative C

Formative Evaluation

The collection of data and information from user feedback with the goal of identifying problems and addressing them during the early design process.

For the formative evaluation of Verslet users will be interviewed via Zoom. Interviews are held virtually since the selected college-aged readers preferred virtual meetings and it will allow us to broaden who we can evaluate. Some of the readers are also located in different cities and could only do virtual meetings. Lastly, virtual meetings allow evaluated people to be in the comfort of their own homes, where they are most likely to use the app, not in an unfamiliar, work setting as Verselet will most likely be used leisurely.

Evaluation Participants Characteristics:

- College-aged student, ages ranging from 18 to 25
- Previous experience using social media platforms similar to Instagram, Pinterest, Twitter, or Tumblr style applications
- Clear interest in *reading poetry virtually*

Users are given the task of finding and accessing poetry, given three different prototypes of the 'Explore' page. This task is crucial as it is the main function of the application in order to find poems to read, which is our main work role. Participants in the formative evaluation will follow the think-aloud protocol, where they are expected to verbally externalize their thought process about their interaction experience when performing the task. Questions will also be asked specifically for each design prototype to gauge the user experience.

As mentioned before, each participant will be given three different prototypes of a specific page in the application, focusing on how poems will be accessed and how poems are displayed. Participants will be exposed to different orders of the prototype (i.e. Design A-B-C, Design B-A-C, and Design C-A-B, etc.) to prevent leading bias towards a specific design.

Prior to evaluations, roles are assigned to each team member: facilitator and notetaker. The facilitator will be tasked with prompting the participant and asking questions; the notetaker will be tasked with taking as many notes as possible. During each prototype evaluation, specific questions will be asked that reflect the design and thought process of the participant, and general questions will be asked at the end of the evaluation to allow user feedback and reflection.

One of our participants was a 20-year-old female college student. This student has been previously interviewed during the contextual inquiry phase but was reselected again for the formative evaluation due to their interest in using a poetry social media app. They are also familiarized with other social media apps which made them a perfect fit because of their intuition going into another.

Our second participant was a 21-year-old female college student. Similar to the other participant, she was also a part of the contextual inquiry phase. This participant has used other social media apps for poetry so she was able to compare it to other apps.

Our third participant was a 22-year-old female college student. She was not part of the contextual inquiry phase and had no previous knowledge of Verselet. This user enjoys poetry and motivational quotes primarily on Instagram. She also studies marketing and studio art and has a knack for aesthetics.

According to most of our users, the preferred prototype was C's layout, although some attributes such as buttons or icons were referenced from the other prototype models. For example, one user claimed that the specific tags on prototype C's explore page proved to be too much clutter with the grid views of the individual poems and would prefer if the tags were moved under the description of the poem once a user selected it. Another user commented that they were comfortable with prototype A's layout because they are familiar with a single scroll layout in the other social media applications they've used. More user suggestions and changes in the app will be referenced in the next section of early design changes.

Early Design Changes

Out of the three prototypes, two out of three participants preferred prototype C, while the other participant preferred a hybrid between prototype C's initial screen and prototype A's second screen. Moving forward, we will be reiterating prototype C. However, all of our participants shared constructive criticism and feedback on the changes they would like to see, given some confusing aspects of prototype C. Below are the feedback gathered by the participants of our low-fidelity prototypes:

- Users felt the DM symbol should be removed from the explore page and moved somewhere else. Almost all participants mentioned being confused as to why messages would be located on the explore page.
- After viewing the two different menu bar and back button layout options, users liked the menu bar and back button to be located above the image instead of at the top of the image. This was featured in Prototype A.
- Users reported that the hashtags fit perfectly for Prototype B, but look cluttered with the poem grids in Prototype C. Users felt tags should be placed on the second screen, when you click on the poem, underneath it in the description. Overall, with the grid view, users felt there was too much clutter to include hashtags.

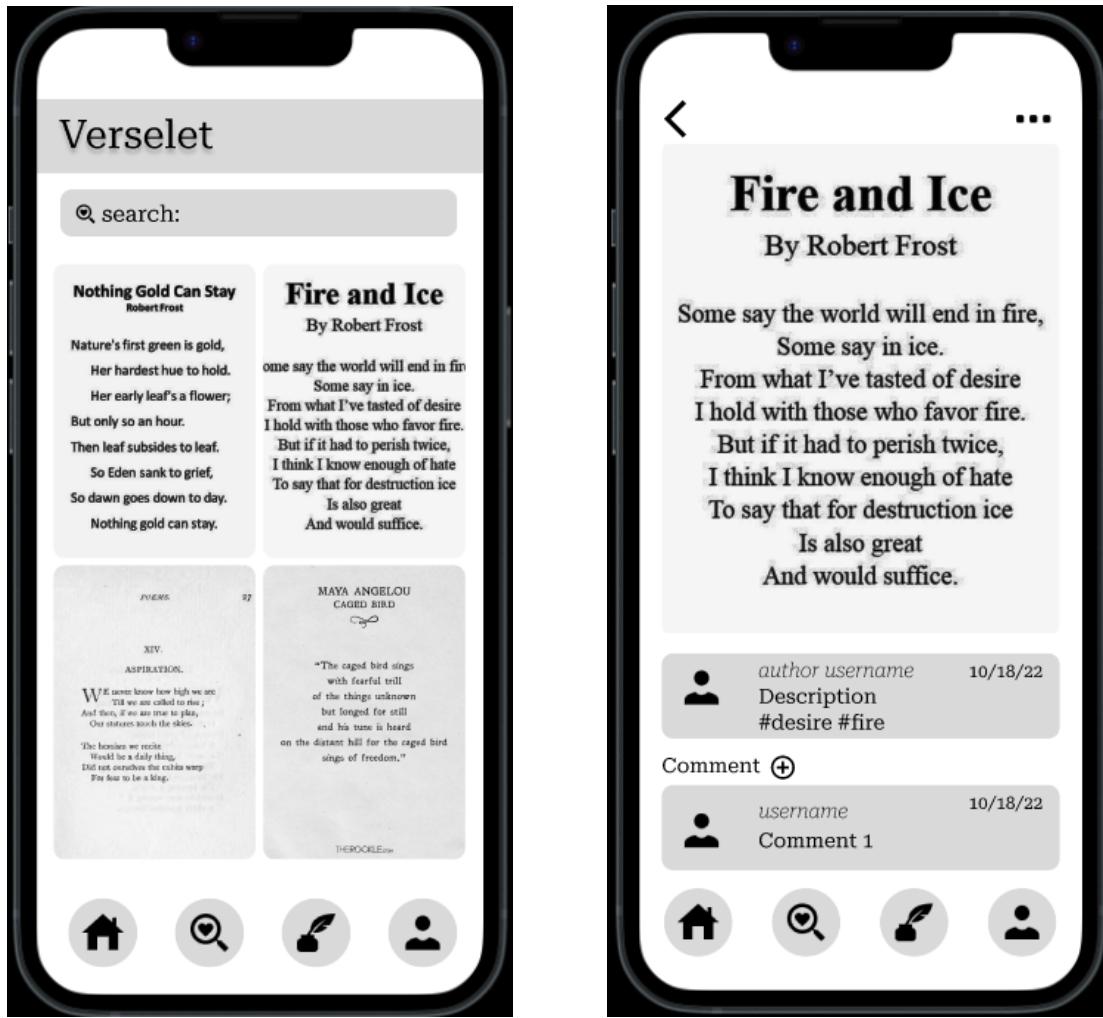


Figure 8. Final Design Alternative D

High-Fidelity Prototypes

“A close as possible representation of the user interface that usually allows realistic user interactions” [11]

The purpose of high-fidelity prototyping is to get detailed, accurate feedback from users. The high-fidelity allows all design aspects to come to life in a way that users can walk through the process before actual development begins. An overview of all screens can be found below in Figure 17, with individual views in Figures 10-16. Users navigate through different parts of the application by utilizing the navigation bar at the bottom of each screen. Through the navigation bar users can access the home page, the explore page, the messages screen, and their own user profile.

With this prototype the users should be able to complete the following tasks:

1. Find the poem “Scars” on the home page. This task can be pictured in **Figure 10**.
2. View Ruth Thomas profile. This task can be completed by clicking on the Homepage poem “Scars” in Figure 10, and then clicking on Ruth Thomas in the comments. This series of events is pictured in **Figures 10, 12, & 13**
3. Unfollow Ruth Thomas. After locating and clicking on Ruth Thomas’ profile image, the user will move to her profile page where they can select ‘Follow’ and then ‘Unfollow.’ This functionality can be seen in Ruth Thomas’ profile page in **Figure 13**.
4. Find Caged Bird on the Explore Page. This task can be seen in **Figure 11**. The explore page is accessed through the search bar icon in the navigation bar on every screen.
5. Navigate to your own profile. The user profile is accessed through the profile icon in the navigation bar on every screen. The user profile is pictured in **Figure 15**.
6. Navigate to the analytics page and locate the top posted poem. After navigating to the profile page, the graph icon on the top right should lead the user to the analytics page, as shown in **Figure 16 and Figure 17**.



Figure 10. Home page



Figure 11. Verselet Explore Page

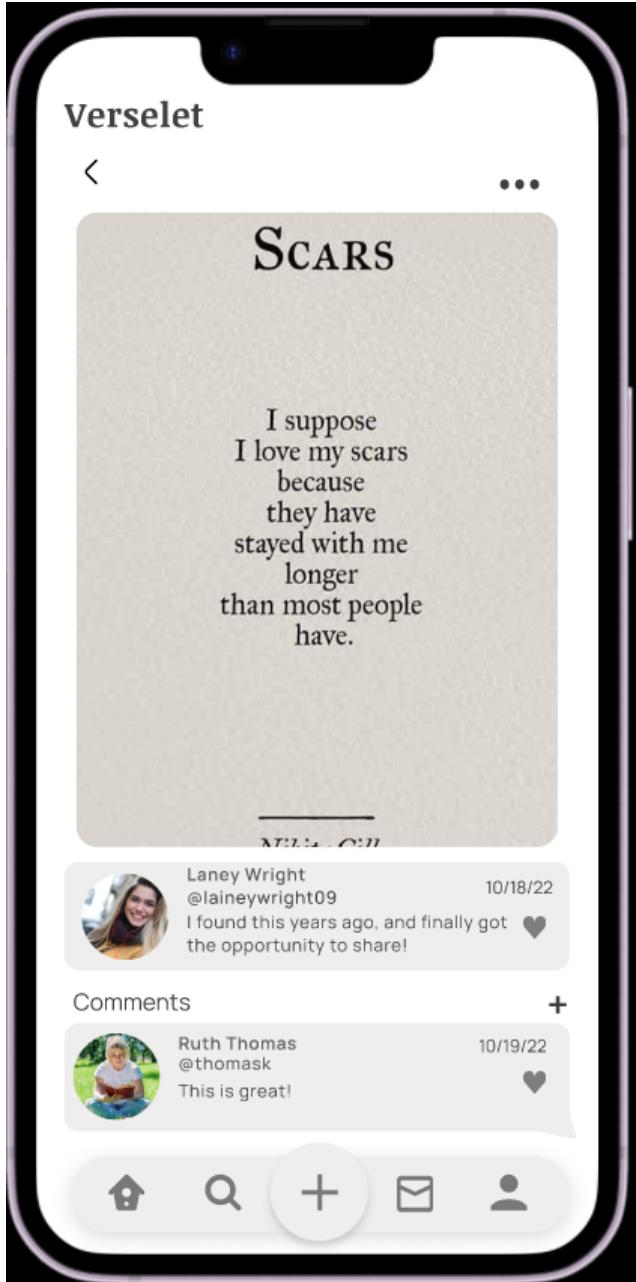


Figure 12. Task 2- On-Click of Poem

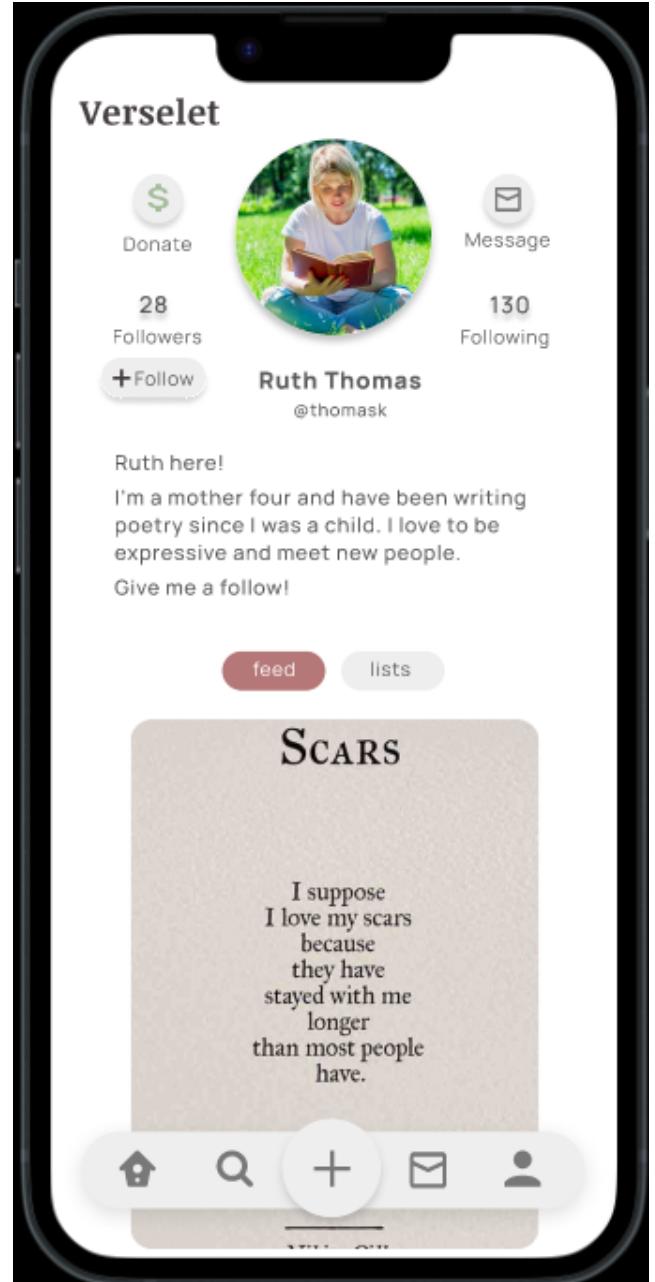


Figure 13. Task 2- Ruth Profile Page



Figure 14. User Profile- Sarah Kinsey

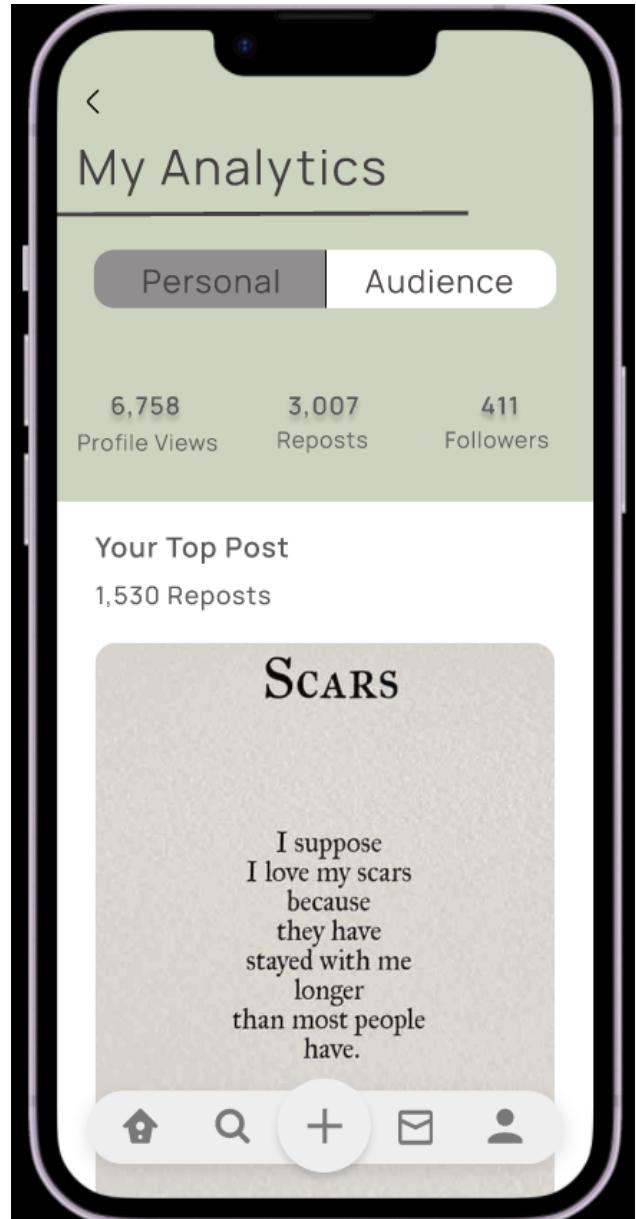


Figure 15. Analytics Page

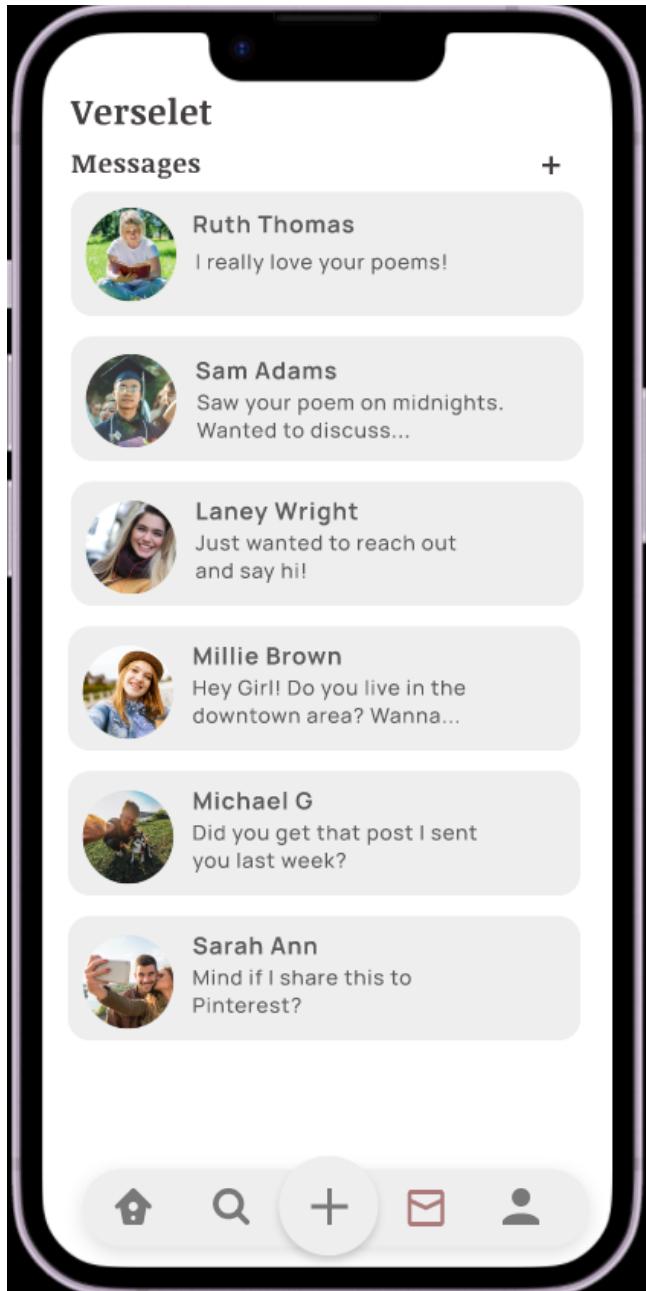


Figure 16. Messages Screen

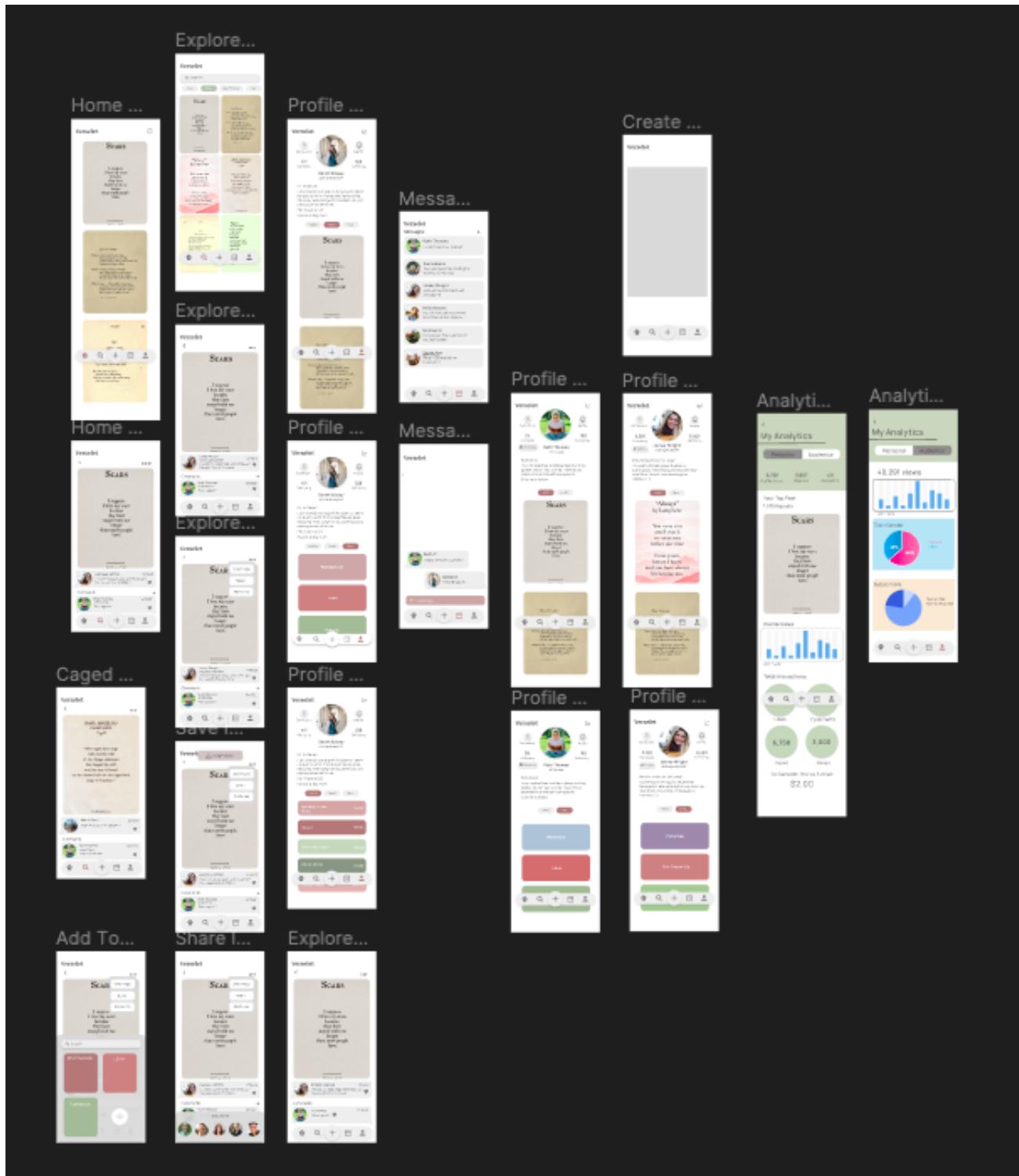


Figure 17. Overview of High Fidelity Prototype

Evaluation Plan

The purpose of this evaluation plan is to provide a detailed, pragmatic analysis of our application to provide us with quantitative data. This includes goal and purpose, UX measures, UX metrics and measuring instruments, participants, test environment, procedures, and depiction of how data will be analyzed.

Goal and Purpose

Verselet is meant to be an app where users can easily find poetry from not only friends and peers, but also from established authors. In addition, we want users to have a place where they can store their poems and leave the notes app behind.

Our goals of this evaluation are efficiency of completing tasks, overall user satisfaction, and ease of first-time use. To achieve this, we want to test user efficiency of navigation and functionality, speed to accomplish tasks, the number of clicks, and perception of the app's overall usability. Specific questions we want to address as a main goal are:

1. How efficiently are users completing tasks?
2. Are users finding all functionality in the app?
 - a. Are they finding how to unfollow users?
 - b. Are they finding where to view their analytics?
 - c. Are they finding how to find their own profile?
3. Are users taking the wrong steps to complete tasks? i.e. making an additional number of clicks than necessary

UX Measure

"The general user experience characteristic to be measured with respect to usage of your interaction design." [3]

One of our product goals from this app is to take advantage of the user's familiarity with aspects of social media applications to further improve the ease of use and navigation and successful use of functions the app provides. One of our measures to reach this goal is **efficiency** of use- in other words, we want to make sure the user understands what they are doing instead of memorizing the steps to get there and can do so in an efficient manner. We want to make sure the buttons they press will respond in a way they expect it to respond and lead to the page where anticipated, which will allow them to complete a specific task or goal faster.

Another one of our goals is to improve the user satisfaction with our app and layout. We want the users to enjoy using Verselet and continue using it. To meet this goal, we selected **first impressions** as our measure. It is important to understand if the user enjoys using the app interacting with it for the first time which sets the stage on whether they're willing to continue using the app another time.

UX Measuring Instruments

"Within a UX target, a measuring instrument is the means of generating values for the particular UX measure; it's the vehicle through which values are measured for the UX measure." [3]

In order to measure **efficiency**, we will ask a user to finish the same tasks and time how long it takes them to complete the task, this coincides with the user experience metric of performance time. Additionally, we will measure whether or not users were successful in completing the task, and total number of clicks to complete certain tasks.

In order to measure the **first impression of users**, we will ask users to complete a survey, on Google Forms, based on the System Usability Scale. This scale will give

us subjective yet quantitative data to measure the user's first impressions. This coincides with the user experience metric of user ratings.

UX Metric

"A set of quantitative data used to measure, compare, and track the user experience of a website or app" [10]

The four metrics that we've selected are performance times (time on task), the success rate of task completion on a scale of 0- Not successful, to 100- Successfully completed, the number of clicks taken to complete a task, and the user ratings using specific questions based on the System Usability Scale. Specific values for baseline levels and target levels can be found in Figure 18. Evaluation Table.

Performance Time

The performance time, measured in seconds, will evaluate how long the user takes to complete a given task. We selected this metric because it reflects the efficiency measure of the app- how long it takes the user to complete the task and whether they understand the navigation of the application. We want our app to be as streamlined as possible.

Success Rates

The success rate will be calculated in two parts: each user will be rated on whether they are able to successfully (100%) or not able to (0%) complete specific tasks. Then out of the pool of users, the number of success will be divided out of the number of total users, 10. We designed our application to be as easily navigable as possible, using icons that users are able to recognize or be familiar with.

Number of Clicks

Another metric that can measure the efficiency of use would be the number of clicks the user takes to complete or navigate through a task. Because the app is designed to build on the user's previous knowledge of social media apps, we want to make sure

they are able to recognize similar attributes as well as access content and features provided by Verselet. For consistency, we will set all users to begin each separate task in the home page, which makes it easier for us to calculate the target level.

User Ratings Using Specific Questions

In pair with the measure, first impression, we reference the System Usability Scale as our measuring instrument. We will utilize Google Forms to determine quantitative data on specific features of the app and reflections when completing tasks. How the values will be calculated will be further explained in the Data section of this document, but the baseline level and target level is predetermined by the standard scores of the System Usability Scale guidelines.

Work Role	UX Goal	UX Measure	Measuring Instrument	UX Metric	Baseline Level	Target Level
Reader: Casual college student	Efficiency of completing tasks	Efficiency	Find the poem Scars on the Home Page	Performance Time	20 seconds	15 seconds
Reader: Casual college student	Ease of first-time use	Efficiency	View Ruth Thomas' Profile	Success rate	80%	100%
Reader: Casual college student	Efficiency of completing tasks	Efficiency	Unfollow Ruth Thomas	Number of Clicks	4 clicks	3 clicks
Reader: Casual college student	Efficiency of completing tasks	Efficiency	Find Caged Bird on the Explore Page	Number of clicks	3 clicks	2 clicks
Reader: Casual college student	Efficiency of completing tasks	Efficiency	Navigate to your Own Profile	Performance time Success Rate	Avg time to complete task: 20 seconds; 70%	Avg time to complete task: 10 seconds; 90%
Reader: Casual college student	Efficiency of completing tasks	Efficiency	Navigate to the analytics page, Tell me the top posted poem	Performance Time, Success Rate	Average time to complete task: <30 seconds, Success rate: 90%	Average time to complete task: <20 seconds, Success rate: 100%
Reader: Casual college student	Overall User Satisfaction	First Impression	Fill out System Usability Scale survey	User Ratings of the application	System Usability Scale Total Score > 80.3%	System Usability Scale Total Score > 84.5%

Figure 18. Evaluation Table

Participants

The target user class of interest, again, are of the Reader work role. Our 10 participants will have the following characteristics:

- College aged

- Male or female
- Interest in poetry or motivational excerpts
- Experience with social media applications
- At least moderate technological expertise

We plan on recruiting evaluation users by asking college students at Grand Valley State University about their experience with social media and interest in poetry, and testing our current classmates. If they fit our criteria for an evaluation user, then we will include them in our evaluation.

Test Environment

During the evaluation, each user will be provided with a laptop or tablet where they will perform specific tasks on Figma. All evaluations will be done in-person to improve the collection of data, as well as live interactions with users will be a smoother process. The environment selected will be in quiet workplaces or the library because these areas are likely for where the users will be utilizing our app.

Evaluation Team Roles

There will be two team members per evaluation to ensure we observe as much as we can. One member will take the lead role by giving the user tasks to perform. The other team member will be taking notes and observing the user's actions. For example, the observing member will be marking how many times a user makes an error completing a task. Additionally, the user instructing which tasks to perform will be responsible for timing how long it took to complete. Time will be started after the task has been said out loud to the user. Both team members will be observing users' expressions and frustrations with specific tasks.

Procedures

Introduction

Finding participants to test our app is a crucial part of our evaluation process, so thanking participants for their time and participation is important. When beginning the evaluation, we will first welcome them and thank them, following the Evaluation Welcome Script as seen below. We will describe the process that we will be doing starting with telling them a summary of what our app was designed for, a poem social media app to find, post, and create poetry with peers. We will then inform them that we will be giving them specific tasks to try to achieve in our application. At the end of the evaluation, a Google Form will be given to the participants to gather feedback on our application.

We will use a stopwatch to track their time to completion. We will assure users that they will not be judged on the completion or time of tasks and that we understand they have not seen the app before. We will tell them we do not expect them to have prior knowledge of Verselet and that the whole process should take no more than 15 minutes of their time. For this evaluation, users will not be recorded. There will be two group members present for each user evaluation, and time will be measured using an iPhone stopwatch. Results will be marked as the evaluation is occurring. Once a user has verbally consented to the evaluation, the evaluation will occur.

Evaluation Script:

Opening Statement:

"We want to thank you for your time and we value your participation in our app's evaluation. Please do not hesitate to ask questions. Please take your time and do not feel rushed. The steps you take in completing the task will be evaluated, but you will not be judged. Any feedback you provide is highly appreciated."

Welcome to Verselet! A social media poetry application. You will be given key objectives to complete. You will be expected to navigate through specific pages or interact with certain posts. Each task will begin on the home page. A timer will be used via smartphone that will begin directly after each question is asked. Do you have any questions before we move onto the evaluation?

If not, do you agree to participate in this evaluation?"

For the first task, you will be finding a poem on the home page. To accomplish this:

1. Find and select the poem "Scars"

For the second task, you will be viewing Ruth Thomas' profile page. To accomplish this:

1. Find and select the poem "Scars"
2. Navigate to Ruth Thomas' Profile

For the third task, you will be following the user, Ruth Thomas. To accomplish this:

1. Select the poem "Scars"
2. Navigate to Ruth Thomas' profile
3. Follow Ruth Thomas

For the fourth task, you will find the poem "Caged Bird" on the Explore page. To accomplish this:

1. Please navigate to the Explore page
2. Select the poem "Caged Bird"

For the fifth task, you will navigate to your own profile. To accomplish this:

1. Navigate to the user profile page

For the sixth task, you will find your top post. To accomplish this:

1. Navigate to the profile page
2. Navigate to the Analytics
3. Find which poem was the top post

For the last task, we would like you to fill out our Questionnaire. Your responses will be anonymous and greatly appreciated. Please take your time and feel free to leave any explanation or comments on the bottom of the form.

Closing Statement:

"Thank you for participating in our evaluation, we hope you enjoyed our app as much as we enjoyed creating it. There is a Google Form that we will like for you to fill out and provide feedback wherever necessary. Again, please take your time."

Data

Data from the System Usability Scale will be collected from Google Forms which has anonymous submissions to protect user data. The System Usability Scale allows

users to give feedback on a scale of 1-5, 1 being 'Strongly Disagree' and 5 being 'Strongly Agree.' Even numbers have negative connotations, for example, "I found the system unnecessarily complex." Odd numbers have positive connotations like, "I thought the system was easy to use." The scores are converted to a scale of 4, subtracting 1 from positive, odd numbers, and subtracting from 5 the negative, even numbers.

To calculate overall score, each converted score is added together and then multiplied by 2.5 resulting in a score out of 100 instead of the original score of 40. The score of an application users are likely to recommend is a score of greater than 80.3%, our baseline. The target value we would like to achieve is 84.5%, slightly higher than the baseline. The questions asked to participants for the System Usability Scale are located in [Appendix D](#).

The rest of the metrics from the evaluation will be analyzed by comparing users' observed levels to their target and baseline levels. Target and baseline levels for each metric were determined as follows:

- **Number of Clicks:** The target number of clicks for each task was determined by the shortest number of clicks needed in order to complete the task, whereas the baseline has a couple of clicks added to that number.
- **Performance Time:** The target performance time for tasks was determined by group members' average time to complete tasks. The baseline level has time added to because users with no experience may need extra time.
- **Success Rate:** The target performance rate of completion of users was determined by group members ability to complete tasks, and the baseline had a lower target performance rate, but still greater than 70% because we believe a good baseline is that the majority of users are completing tasks.

For example, as shown in Figure 18. Evaluation Table, the users are expected to unfollow Ruth Thomas at a baseline level of 3 clicks. The observed number of clicks each user makes to complete the task will be compared to the baseline of 3 clicks and the target of 2 clicks. For success rate, users will either get 0% for tasks not completed, or 100% for task completion. Those numbers will then be used to find

what percentage of users completed the task successfully, and what percentage did not. We will use these values to determine if users are efficient in finding functionality, have a positive experience with their first time use, and are overall satisfied with the application.

Executing Evaluation Plan

The evaluation plan was satisfactory and there were no complications with participants. We found no problems with finding our target work role, which were poetry readers, around the college-age. The evaluation script was used throughout all evaluations to prevent any possible discrepancies or confounding variables for specified tasks. The evaluations went quickly and no users took longer than 10 minutes to complete all tasks and the questionnaire. The only question and confounding variable that arose was from the Questionnaire. Question number 8 asked the user to rate on a scale of 1-5, "I found the system very cumbersome to use." During the survey time, we had 3 participants ask us what cumbersome meant. We believe this could mean other users did not know what that meant either, but may not have asked. We also had one user skip that question on the survey, insinuating there's a chance they did not know what it meant either. This question could have skewed users' scores as will be discussed further later in the report in the Discussion section as a confounding variable.

Evaluation Results

The data was kept track of in a shared google sheets document for all team members- this allowed results to stay organized. Each of the 10 participants' results were marked under headings of "User 1," "User 2," "User 3," etc. The raw data of each of the 10 participants recorded results can be found under [Appendix E](#).

As shown below, in Figure 19, we calculated the average, median, and standard deviation of all our data under the six benchmark tests of the six tasks. These were especially important for time-sensitive data, as well as measuring the averages of the number of clicks to perform specific tasks.

	1. Performance time (seconds)	2. Success Rate	3. Number of Clicks	4. Number of Click	5. Performance time (seconds) & Success Rate	6. Performance time (seconds) & Success Rate
Averages	3 sec	100%	3.3 Clicks	2.7 Clicks	3.6 sec, 100%	7.7 sec, 100%
Median	3 sec	100%	3 Clicks	3 Clicks	3.5 sec, 100%	7 sec, 100%
Standard Deviation	1.24 sec	0%	0.67 Clicks	0.67 Clicks	1.43 sec, 0%	2.95 sec, 0%

Figure 19. Calculated Averages, Median, and Standard Deviation of Data

When referencing our raw data set in [Appendix E](#), there is an outlier that resides under our 6th task: Navigating to the Analytics page, with a value of 15 seconds. If we had calculated the average with the outlier, however, the value would still be 7.4 seconds, not far from the current 7.7 seconds.

After each evaluation was completed, the user was given a link to a Google Form that allowed them to reflect on their experiences and assess their satisfaction when using Verselet.

The System Usability Scale Questionnaire surpassed our baseline value of 80% coming in at 83%. In order to get this percentage, the scores of each question were converted to a 4 point scale, added together, and then multiplied by 2.5. For more information on this process in detail, visit the [Data](#) section of the report. Our SUS score of 83% did not meet our targeted value of 84.5%.

Discussion

Looking back at the results in the previous section, we saw that our expectations for the participants' performance in using our app was very surprising. Due to the nature of how our app was designed, which was to be intuitive for users who've used social media apps before, as well as our target audience being college students who have some interest in poetry, the time-sensitive tasks took much shorter and the number of clicks were few. Admittedly, the expected baseline levels

and target levels for the performance time metric were too high, as most of our users were able to complete the timed tasks in about 3 seconds on average, as opposed to the targeted level of 10 seconds.

In regards to the success rate, all participants successfully performed their specific tasks that required the benchmark test. Aforementioned in the previous sections, to measure performance success rate, any deviation that is not on the guided path to the specific page would count as a failure of 0%, while maintaining the correct path would count as a success. This is an indication that all of our users were able to identify where to go when navigating through the application successfully.

Reiterating a previous section, user feedback was gathered through the use of Google Forms, using the scale from 1 through 5, with 1 being 'Strongly Disagree' and 5 being 'Strongly Agree'. One thing that we've noticed from a couple of users was that they were misunderstanding the questions asked in the survey. Some users did not understand some of the terms or the wording of the questions may have thrown them off, thus affecting our score in a negative way. For example, Question 8 was, "I found the system to be very cumbersome to use," to which some users did not know what 'cumbersome' meant. Question 2, "I found the system unnecessarily complex," we believe some users may have selected "Strongly Agreed" as their way of thinking that it wasn't unnecessarily complex. We found this to be a confounding variable that may have contributed to us not meeting our target goal of 84.5%.

Overall, the data and feedback provided from the survey gave us an indication that many users found the app to be very easy to use and understand. They would use it again in the future, and believed many functions were well implemented into the system. Our score for the System Usability Scale did surpass 80.3% meaning users would be likely to recommend the app to their friends.

Design Reflection

Although any feedback from users was highly suggested, many participants completed the tasks very efficiently and did not have much to critique on. One user

stated that the page transitions were kind of off when exploring throughout the app. This can be resolved by fine tuning the navigational aspects within some of the clickable buttons on certain pages inside our Figma prototype

Another user wished that they were able to add customization to certain aspects of the app like the background to make the app more individualized and expressive. Something we could look at would be the ability to change certain aspects of the user interface. More specifically, the user could customize their personal app experience by changing the color scheme of their personal view ports on the app.

Another user expressed some difficulty within the analytics portion of the tasks. They thought that the analytics button wasn't clearly labeled and was somewhat confusing to find. This could be fixed by inserting an "Analytics" label under the icon to help make finding where the analytics page is less confusing. This change was implemented as seen in Figure 19 below.

Lastly, users brought up having trouble seeing some of the poem titles in the grid view. During the task requiring them to find a poem, some users took extra time to try and figure out what the title was.



Figure 19. Before and After Adding “Analytics” Label Under the Analytics Icon

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Appendix

Appendix A - Interview Questions

Author Interview Questions

1. What made you interested in reading poetry?
2. What would steer you away from mobile apps/technology?
3. What social media applications do you currently use?
 - a. What do you like about them? Feature and Functionality-wise.
 - b. What do you dislike about them? Feature and Functionality-wise.
4. How often do you use social media platforms?
5. How would you currently share poetry online?
 - a. Do you customize the poems? Or apply imagery
6. Would you want to share poetry online just for fun or for advertisement purposes?
7. What kind of analytics would you like to see from your poems?
 - a. Ex: How often readers viewed/ shared to other platforms/ reposted

Reader Interview Questions

1. What makes you want to read/ what made you interested in poetry?
2. How do you go about finding poems?
3. Do you currently use a poetry app?
 - a. If so, what are they?
4. How do you currently read poetry online?
 - a. If so, do you prefer an app or online? Why?
5. What are your favorite features of apps you currently use?
6. What social media applications do you currently use?
 - a. What do you like about them? Feature and Functionality-wise.
 - b. What do you dislike about them? Feature and Functionality-wise.
7. How frequently do you read poetry?
8. Do you have a motivational quote app?
 - a. What differences do you see between a quote app and a poem app?
 - b. Which one do you prefer (per the difference identified)?
9. Do you share motivational quotes on other social media platforms?
10. Would you rather see posts from users or already published authors?

Appendix B- Affinity Diagram

Figure 1. User Feelings and Descriptions of Poetry



Figure 2. Feelings on Analytics in Social Media

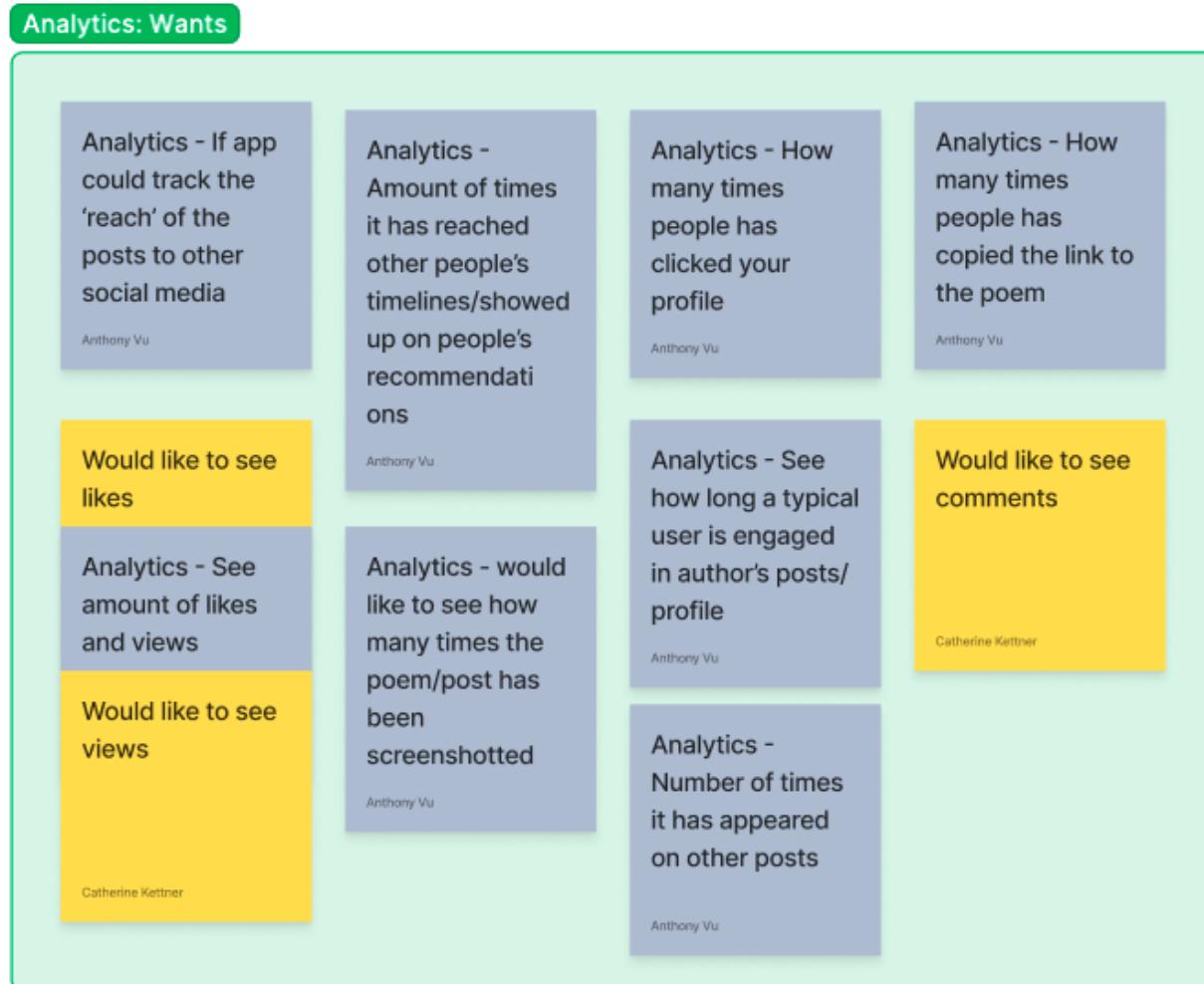


Figure 3. How Users Find Poetry on Web



Figure 4. Current Apps Used and Poem Usage & Interest



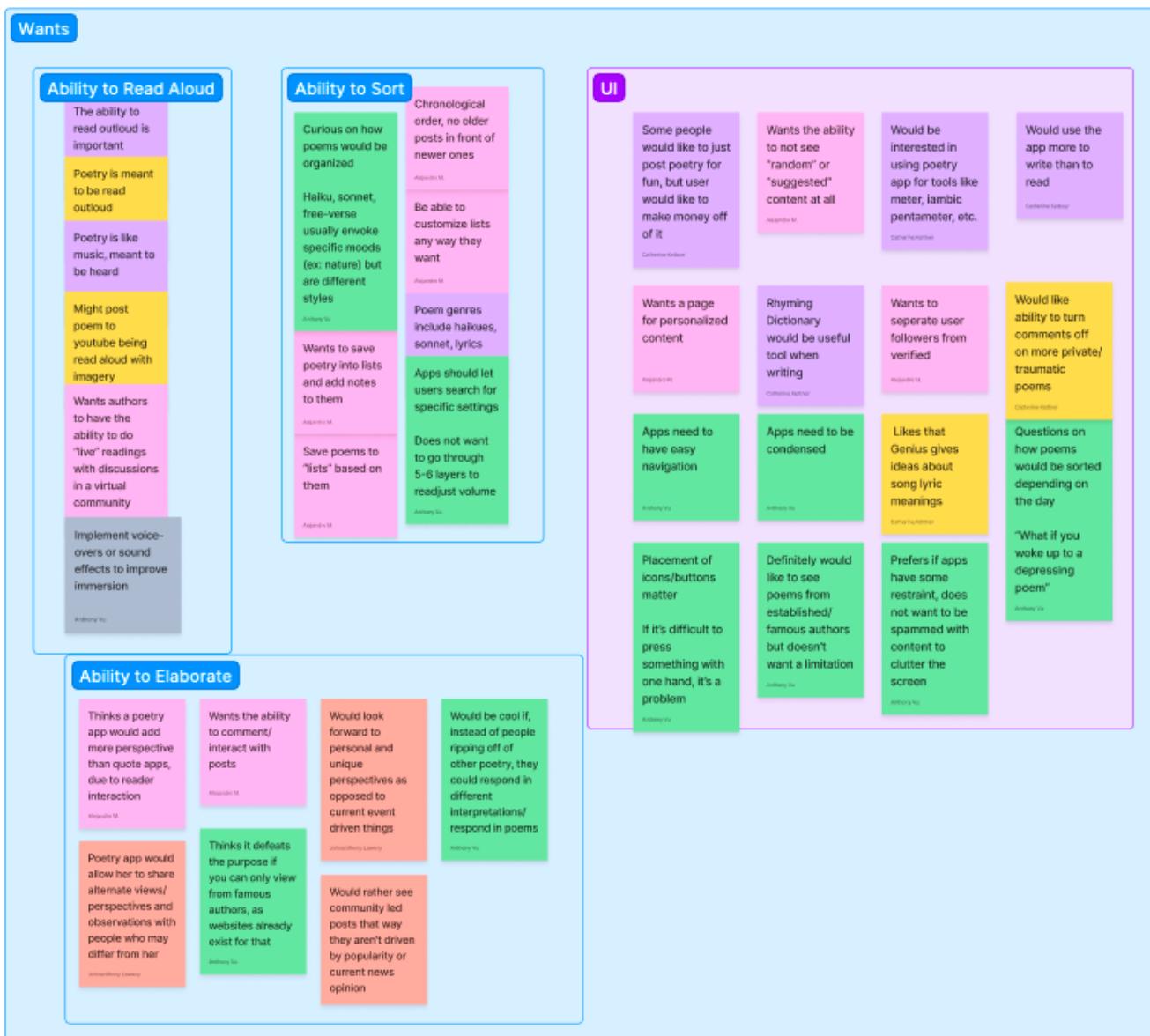
Figure 5. UX Likes of Other Applications

UX				
Reddit lacks customization Anthony Vu	Does not like how quote apps are not interactive Alajante M.	Instagram is restrained to single-scrolling Anthony Vu	Many applications on devices take up clutter Catherine Kellmer	
Would not use an app if it has ugly design Anthony Vu	Reddit: Following threads opens a new page instead of drop downs Anthony Vu	Reddit looks more fitting as a desktop app than mobile Anthony Vu	If app feels too cluttered gives reason to uninstall it Anthony Vu	
Instagram only allows you to view one thing at a time on the homepage Anthony Vu	Discord restricts customization through paywalls (Discord nitro) Anthony Vu	Reddit does not look "clean" on mobile Anthony Vu	Likes how easy and direct Facebook is to use Catherine Kellmer	
Reddit allows to create your own community, specific to something Anthony Vu	Instagram customizations are aesthetically pleasing Anthony Vu	Instagram allows you to design your own profile Anthony Vu	Twitter has friendly user interface Anthony Vu	Reddit: Organized, tells you adjacent communities that's similar to it Anthony Vu
Twitter has the ability to switch between accounts easily Anthony Vu	Discord: Easy to store notes, personal files, reminders Anthony Vu	Twitter: Simple, instant gratification and easy Johnathan Lowry	Discord: Allows variety (Voice chat and text messaging) Anthony Vu	Discord: Can use it as a phone Anthony Vu

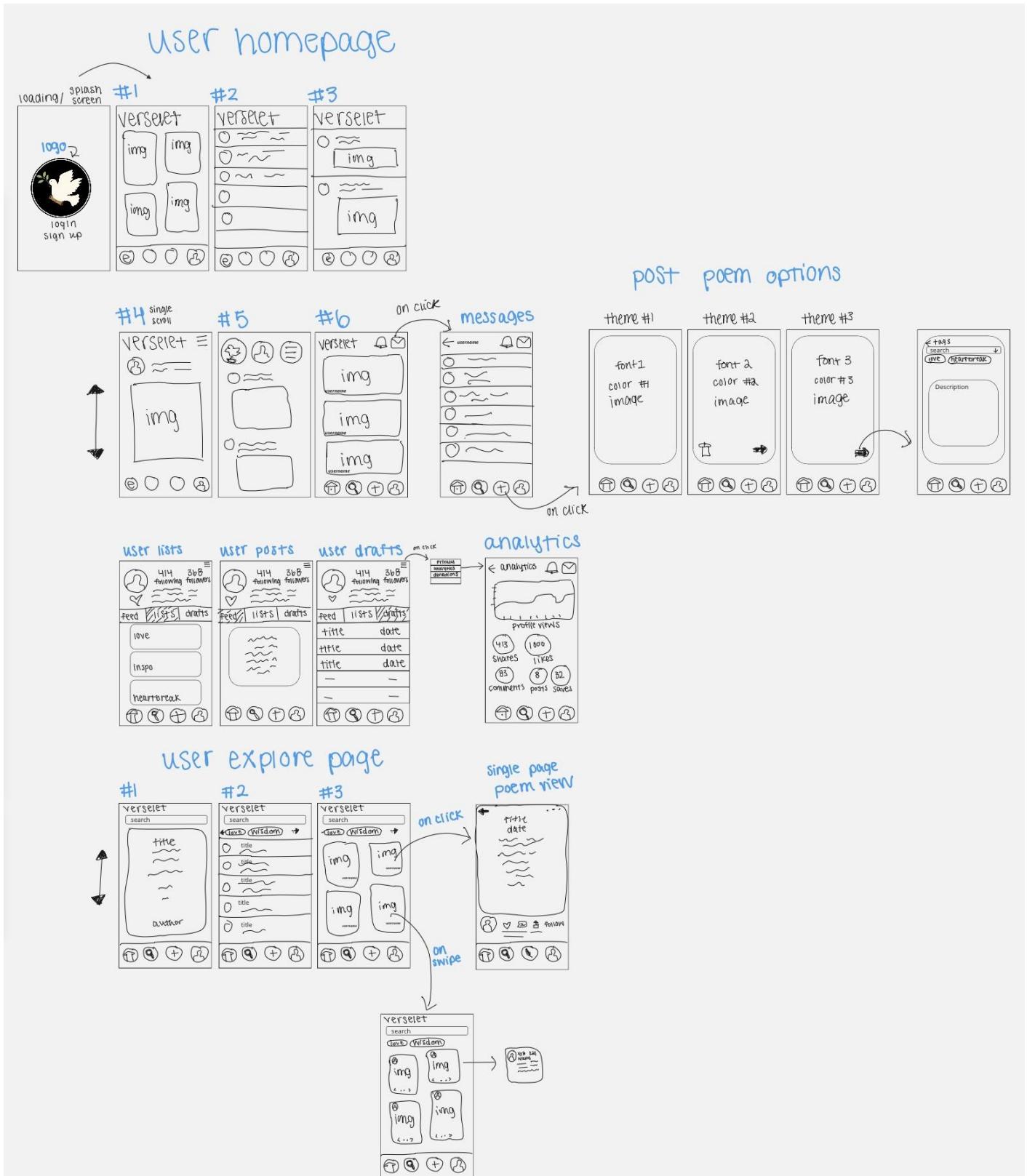
Figure 6. General User Dislikes and Algorithm Dislikes



Figure 7. User Wants



Appendix C- Full Sketch Map



Appendix D- Evaluation Questionnaire Based on System Usability Scale Question

Verselet Questionnaire

Thank you for participating in our user research. We hope you had as much fun exploring our app as we did making it.

We want to hear your feedback so we can keep improving our app. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

Each question is asked using a 5 point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree)

 catherinekettner1@gmail.com (not shared) [Switch account](#)



I think that I would like to use this system frequently

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

I found the system unnecessarily complex

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

I thought the system was easy to use

1	2	3	4	5	
Strongly Disagree	<input type="radio"/> Strongly Agree				

I think that I would need the support of a technical person to be able to use this system

1 2 3 4 5

Strongly Disagree

Strongly Agree

I found the various functions in this system were well integrated

1 2 3 4 5

Strongly Disagree

Strongly Agree

I thought there was too much inconsistency in this system

1 2 3 4 5

Strongly Disagree

Strongly Agree

I would imagine that most people would learn to use this system very quickly

1 2 3 4 5

Strongly Disagree

Strongly Agree

I found the system very cumbersome to use
Both presented and pre-read material

1 2 3 4 5

Strongly Disagree Strongly Agree

I felt very confident using the system

1 2 3 4 5

Strongly Disagree Strongly Agree

I needed to learn a lot of things before I could get going with this system
Both presented and pre-read material

1 2 3 4 5

Strongly Disagree Strongly Agree

Do you have any additional comments?

Your answer

Submit

Clear form

Appendix E - Evaluation Results

Task Number	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	User 10
1. Performance time (seconds)	2 sec	5 sec	4 sec	5 sec	2 sec	3 sec	2 sec	3 sec	2 sec	2 sec
2. Success Rate	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
3. Number of Clicks	3 Clicks	3 Clicks	3 Clicks	4 Clicks	3 Clicks	2 Clicks	4 Clicks	3 Clicks	4 Clicks	4 Clicks
4. Number of Click	2 Clicks	2 Clicks	2 Clicks	2 Clicks	3 Clicks	3 Clicks	4 Clicks	3 Clicks	3 Clicks	3 Clicks
5. Performance time (seconds) & Success Rate	6 sec, 100%	4 sec, 100%	5 sec, 100%	4 sec, 100%	3 sec, 100%	5 sec, 100%	2 sec, 100%	2 sec, 100%	3 sec, 100%	2 sec, 100%
6. Performance time (seconds) & Success Rate	15 sec, 100%	7 sec, 100%	6 sec, 100%	7 sec, 100%	5 sec, 100%	8 sec, 100%	10 sec, 100%	7 sec, 100%	5 sec, 100%	7 sec, 100%

Appendix F- Team Expectations

Team Communication- Our team has decided to communicate through a Discord group chat.

Documents- We will be using a shared Google Drive folder to share documents. Our main report will be done on a shared Google Document.

Resolve Conflicts- If a conflict arises in our group, it will be addressed directly with the team in a meeting

Meeting Times- We plan to meet every week on Monday at noon on-campus

Project Manager Responsibilities- Keep teammates on track with their delegated tasks, lead meetings, oversee the flow of project and timelines.

Team Member Evaluations- If a team member begins missing group meetings or not completing their work, they will be addressed right away. If the issue pertains, it will be made aware of in the team evaluations.

Appendix G- Team Work Roles Phases 1-5

Team Roles- Phase 1

Summary-

In this project phase, we all attended meetings and brainstormed our different ideas. Although other application ideas were discussed, we finalized them on Verselet, a social media platform for poetry enjoyers and enthusiasts. Following that, we emphasized determining Verselet's user groups- Readers and Authors, and discussed user-specific tasks. Unknowingly, we discovered that an application similar to our idea existed, so further discussions and research were held to discuss new features Verselet offers over its various counterparts.

Anthony-

- Determined user tasks
- Offered app ideas
- Revised document

Alejandro-

- Determined user tasks,
- Thought of the final name idea Verselet

Johnanthony-

- Determined user tasks
- Offered app ideas

Catherine-

- Determined user tasks
- Organized the document
- Set up meetings

Team Roles- Phase 2

Summary-

In this project phase, we all attended meetings on Discord as necessary. Together, we all discussed possible interview questions for both Authors and Readers. We also completed our Affinity Diagramming together using Figma and Discord group calls.

Anthony-

- Contextual Inquiry
- Survey Scripts
- Task Analysis
- Conducted 2/6 interviews
- Affinity Diagramming Group Activity

Alejandro-

- Work Roles
- User Classes
- Secondary Persona
- UX Story
- Conducted 1/6 interviews
- Affinity Diagramming Group Activity

Johnanthony-

- Traditional Research
- User Research
- Work Environment
- Conducted 1/6 interviews
- Affinity Diagramming Group Activity

Catherine-

- Met with Professor Dowling to approve interview questions
- Conducted 2/6 interviews
- Set up Appendix
- Contextual Data/ Affinity Diagram section
- 1 Primary Persona
- 2 UX Stories
- Affinity Diagramming Group Activity

Team Roles- Phase 3

Summary-

In this project phase, we all attended meetings on Discord as necessary. Together, we all completed ideation and sketching in person at the library and via Discord with a shared screen.

Anthony-

- Ideation Sketching
- Conceptual Model
- Formative Testing one user
- UI Guideline
- Phase 3 Virtual Meeting documentation

Alejandro-

- Formative Testing one user
- Phase 3 Virtual Meeting documentation
- Ideation Sketching

Johnanthony-

- Ideation Sketching
- UI Guidelines
- Scribe for Formative Testing

Catherine-

- Ideation Sketching
- Miro drawing of sketches
- Low Fidelity Prototyping
- Formative Testing one user
- Phase 3 Virtual Meeting documentation

Team Roles- Phase 4

Summary-

In this project phase, we met as a team to go over different design ideas involving theme and fonts. Then we assigned specific tasks to each member of the team.

Anthony-

- Author analytics page
- Fixed P3 Formative Evaluations
- Tested and fixed Figma pages when needed
- UX Measures
- UX Metrics
- Procedures Script
- P4 Check-off meeting with Professor

Alejandro-

- Subscribe/Follow function where buttons are responsive
- Like a comment where hearts light up when clicked
- Repost/Share dropdown menu
- Participants
- Work Environment
- P4 Check-off meeting with Professor

Johnanthony-

- Fix P3 Design Guidelines
- Procedures Script

Catherine-

- Overlooked design and theme of the app on Figma
- User profile page
- Home Page
- Created Google Form for questionnaire
- Evaluation Team Roles
- Data Section
- Goal and Purpose
- UX Measuring Instruments
- P4 Check-off meeting with Professor

Team Roles- Phase 5

Summary-

In this project phase, all group members tested 2-3 users based on our formative evaluation. After testing users, all the data was entered into a shared Google sheet. The data was then analyzed with each group member assigned to a different topic of P5. Additionally, we corrected mistakes from our previous phase and filmed our final presentation together.

Anthony-

- Testing 3 users
- Filling out user results in google spreadsheet
- Filming of presentation
- **Figure 18.** Calculated averages, median, and standard deviation of data
- Discussion
- Evaluation Results

Alejandro-

- Testing 2 users
- Filling out user results in google spreadsheet
- Filming of presentation
- Design Reflection

Johnanthony-

- Testing 2 users
- Filling out user results in google spreadsheet
- Starting final powerpoint
- User comments section
- Filming of presentation
- Design Reflection

Catherine-

- Fixing P4 mistakes
 - Baseline values
 - High Fidelity prototypes, etc.
- Filming presentation
- Testing 3 users
- System Usability Scale Calculations and Discussion
- Formatting of tables
- Executing Evaluation Plan Section

