



The logo for 'socialQ' features the word 'social' in a lowercase, rounded sans-serif font, followed by a large 'Q'. The 'o' in 'social' contains an orange circle, the 'a' contains a blue circle, and the 'Q' contains a yellow circle. All circles have a dark gray border and a slight gradient. Below the logo, the text 'Social Network Awareness Mobile Application' is written in a clean, black, sans-serif font.

# Social Network Awareness Mobile Application

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INFO I-564  
Prototyping for Interactive Systems  
Spring 2012

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## A. Introduction

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Social media users are overwhelmed with the endless stream of status updates and information sharing, and fail to keep up with what is happening within their social network. There is a need for an easier and more engaging way for a user to become aware of their current social network's activities and filter the information that is most important to them without having to read through the social news feeds.

Our product, SocialQ, is a social network awareness mobile application. It uses an infographic metaphor to provide users with a more engaging, concise, and informative experience to visualize their social network in real time. SocialQ analyzes unique social network languages and symbols (i.e. likes, hashtags, keywords, emoticons, etc.) to generate an at-a-glance view of the trending topics, emotions, interactions, and profile characteristics that are occurring within a user's network of friends. SocialQ is not meant to replace any existing social media applications. Rather, it is a supplemental tool to support the user's goal of keeping up with their social network.

## B. Functional Design Concepts (Operative Image)

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### *Key Elements*

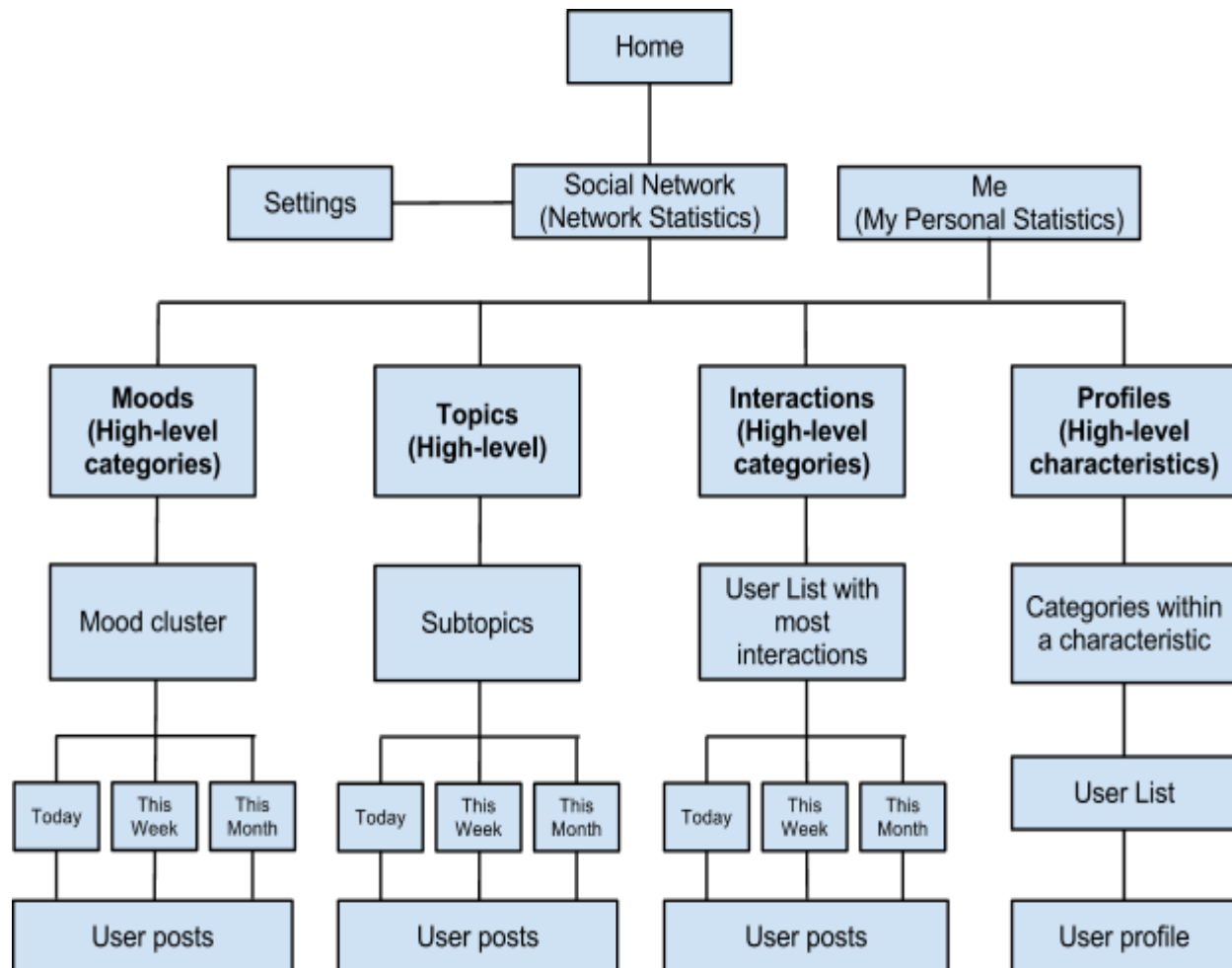
The following core features of the SocialQ application are aimed at better informing users about their social network.

Feature	Description
<b>Moods</b>	<b>A visualization of emotions in a user's social network</b>
	The latest user posts in a user's social network are categorized by the six basic emotions so you can view the percentage of users who are: Happy, Surprised, Angry, Sad, Afraid, and Disgusted. Users can view a specific category to see specific posts and why they are indicating that emotion. The system will analyze any emotion words, emoticons, punctuation, and hashtags from social media posts to approximate the general moods of a user's social network.
<b>Topics</b>	<b>A visualization of the most common topics in a user's social network</b>
	The top trending topics in a user's social network are organized into categories (i.e. Music, Movies, Television, etc.) so the user can view only the topics s/he is particularly interested in reading more about. A topic includes a list of subtopics (i.e. "Music" topic → "Lady Gaga" subtopic), and the user can select a subtopic to view the specific posts. The system will analyze hashtags, keywords, group/fan page posts, event posts and other proper nouns from social media posts to determine the current popular topics in a user's social network.
<b>Interactions</b>	<b>A visualization of interactions in a user's social network</b>
	The interactions between people in a user's social network are organized into internal and external interactions so users can see the percentage of their friends who have interacted with other people in their network and who have interacted with someone

	who is not in their network. For example, if User 1 comments on User 2's post and both users are in your social network that is considered as an "internal interaction". In contrast, if User 1 from your network comments on User 3's post who is not in your network, that is considered as an "external interaction". The system will analyze any communication between users, such as @replies and @mentions from Twitter, or any comments, likes, and shares from Facebook, to determine the interactions between users.
<b>Profiles</b>	<b>A visualization of various profile characteristics in a user's social network</b>
	Users can view the statistics of various user profile characteristics within their social network (i.e. Work, Education Level, Relationship Status, etc.) so they can get an idea of the general profile of users who they are connected with. The system will aggregate and analyze user profile information to determine the statistics.

A "Me" button is available on the Moods, Topics, and Interactions screens to allow a user to toggle from the network statistics view to their personal statistics. Once toggled, the user will see a visualization of their own statistics for that feature, and they can choose a category to see more detailed information. Users can see the general moods of his/her own posts, popular topics that s/he often posts about and other users whom they have interacted with.

## Flowchart of User Interface Structure

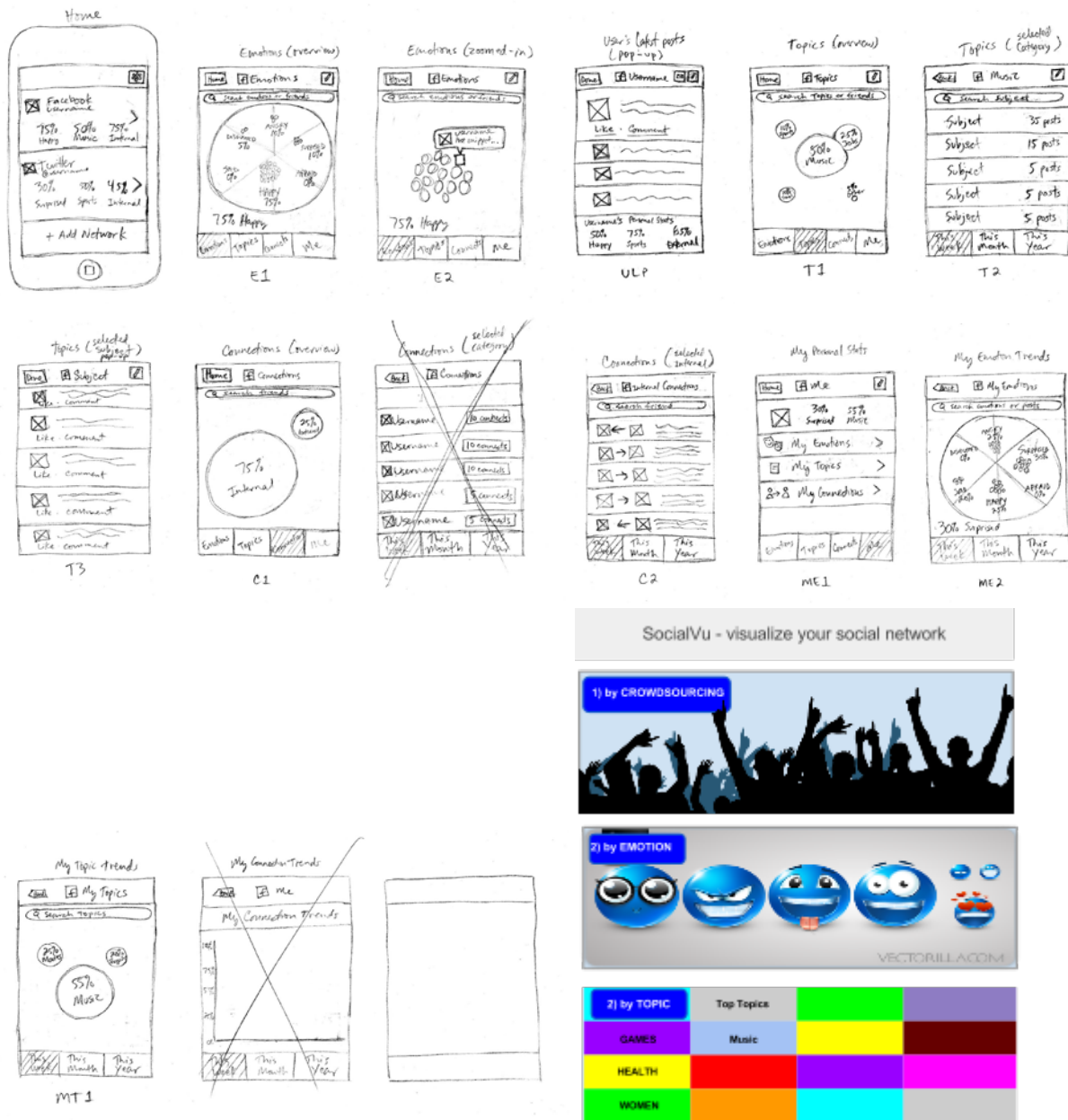


The Homepage allows the user to select a specific social network to see more details about its statistics. A link to the Settings page will also be available from the Homepage to manage the application settings. The main navigation includes links to the four main features: Moods, Topics, Interactions, and Profiles. Each feature starts at a high-level visualization of categories and general statistics. Users can select the particular category that they are most interested in and view additional information about it. At the lowest level, users can read individual user posts under each category and can filter the posts by today, this week, or this month.

For each feature, the user can toggle between network stats view and personal stats view. The network stats view, the default view, will show statistics related to the user's overall network. The personal stats view will show statistics of the user's own posts (i.e. most common mood, topic, etc.)

## C. Early Ideation

Early sketches and digital drawings were created to explore conceptual and interaction design ideas for the SocialQ mobile app.



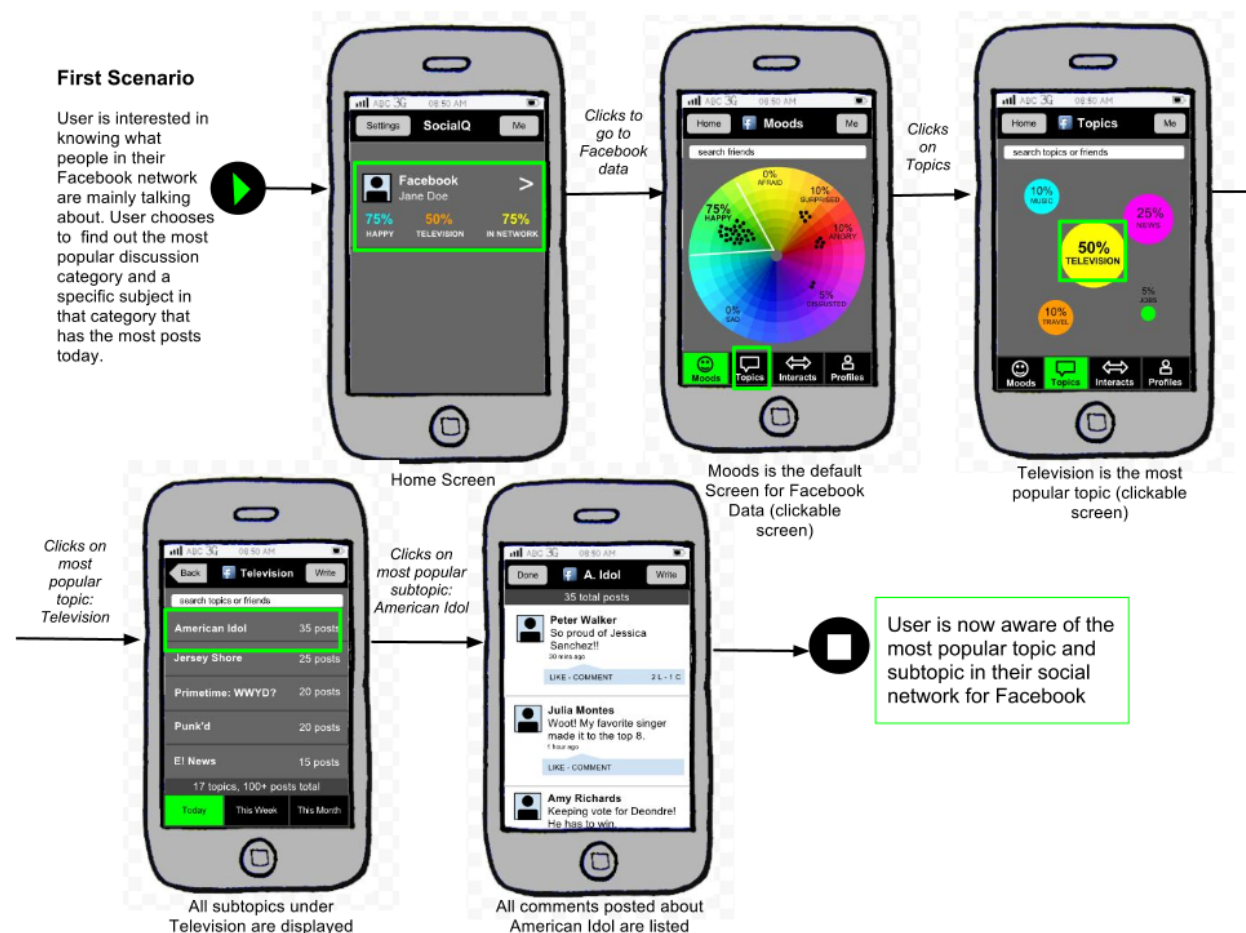
The ideas were later consolidated and sketches were refined in preparation for version 1 of the low fidelity static digital prototypes.

## D. Early Prototypes

Following the early ideation stage, the interaction flow for SocialQ was visualized through the creation of storyboards and scenarios with digital screen designs.

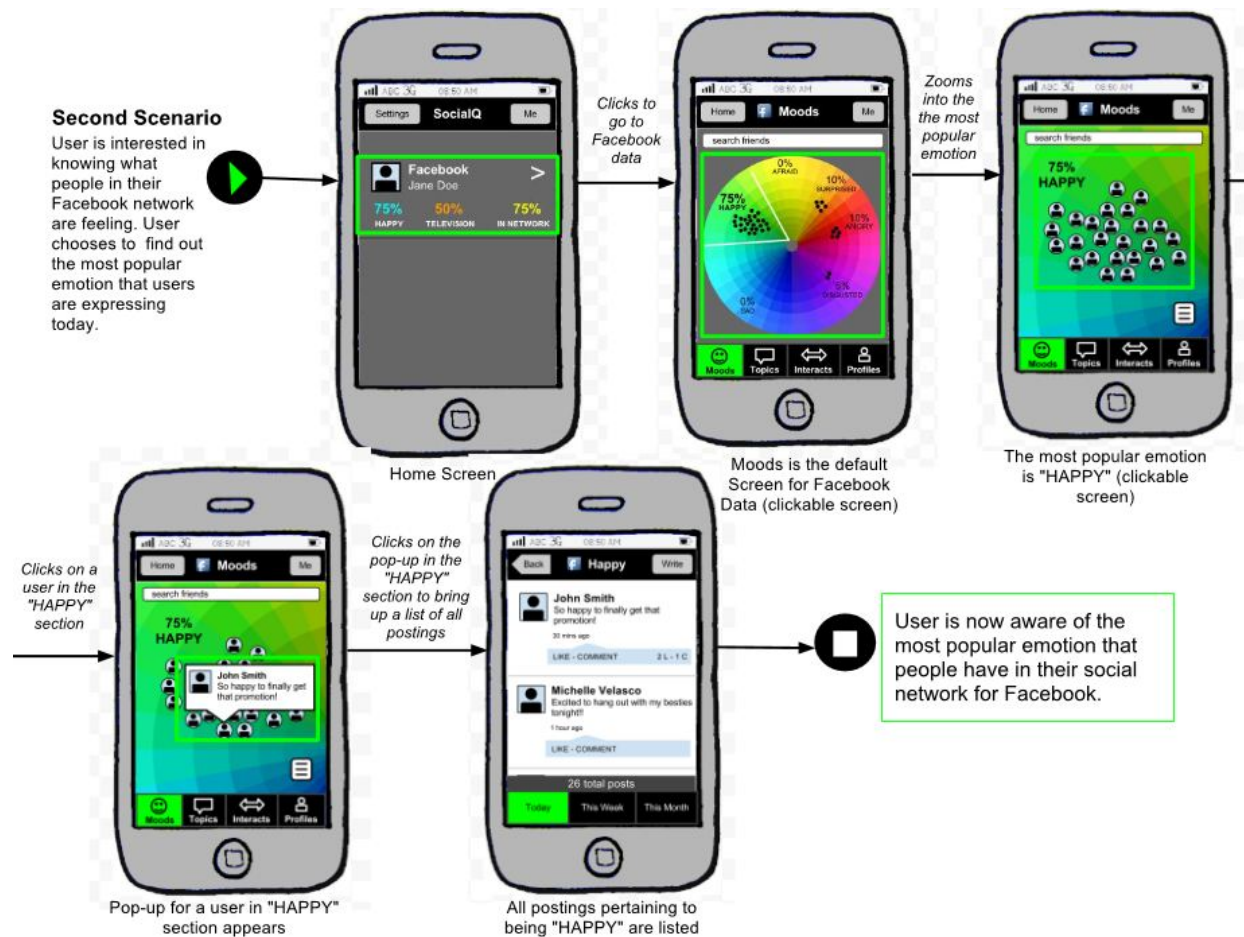
### *Digital Screens of Scenarios and Storyboards*

On the Homepage, users will see a summary of the current popular mood, topic, and interaction type for a social network so they can get a quick glance of how people in their network is feeling, what they are mainly talking about, and how often friends are interacting with others within that network. Users may select a specific network (only one is shown below) to get more detailed statistics about it and read specific user posts.



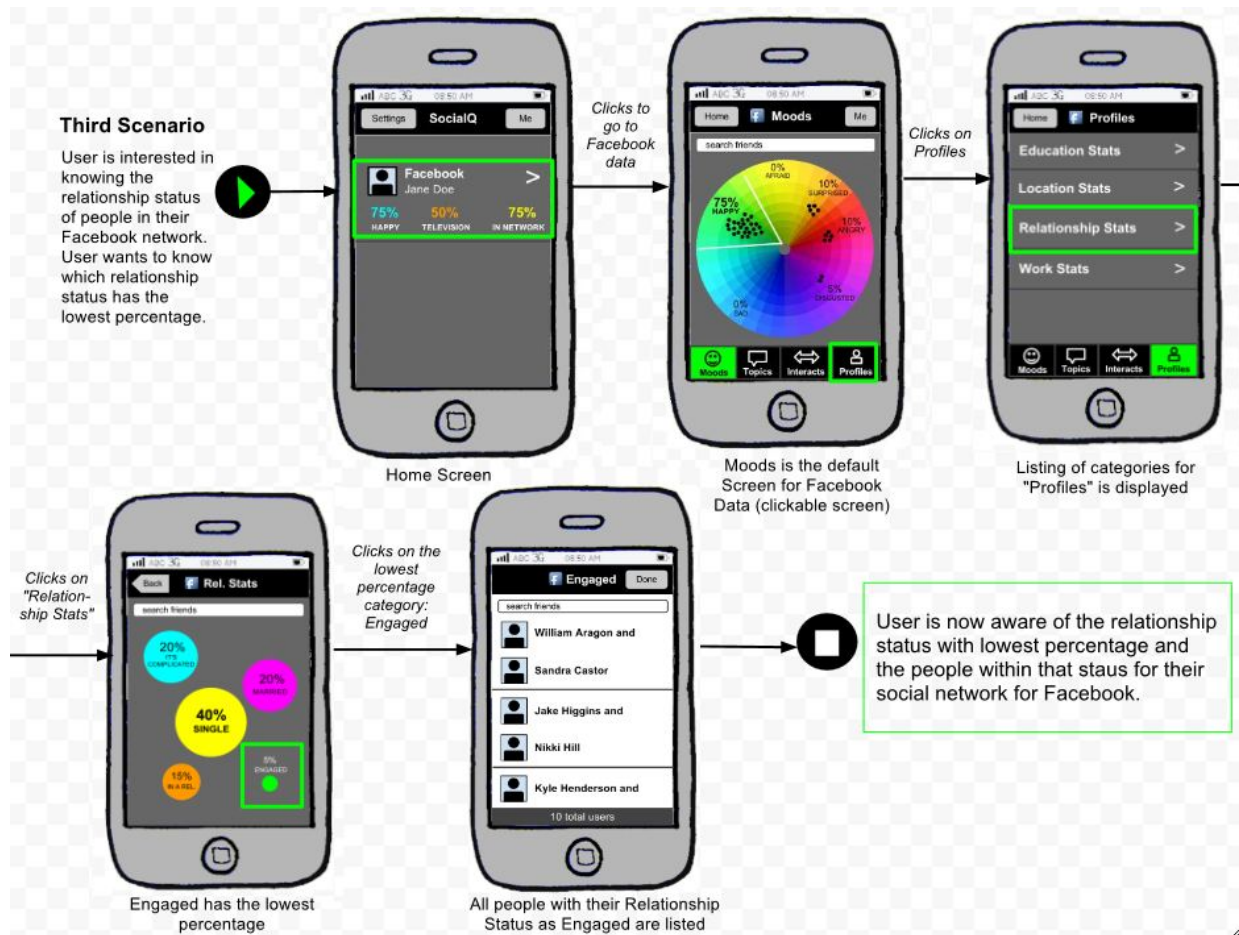
**Topics:** The Topics feature shows what kind of topics are being discussed in a user's network. The Topics screen will initially display a visual of the high-level categories of the current popular topics (i.e. Television) of a user's social network so they can select the category they are most interested. Selecting a high-level topic category will allow users to see the subtopics under it (i.e. American Idol). By default,

the most popular subtopic will be displayed at the top for easy access. Users can filter the subtopics to see the most popular ones for today, this week, or this month. At the lowest level, the user can read, comment, and scroll through all user posts in a regular feed format for better readability.

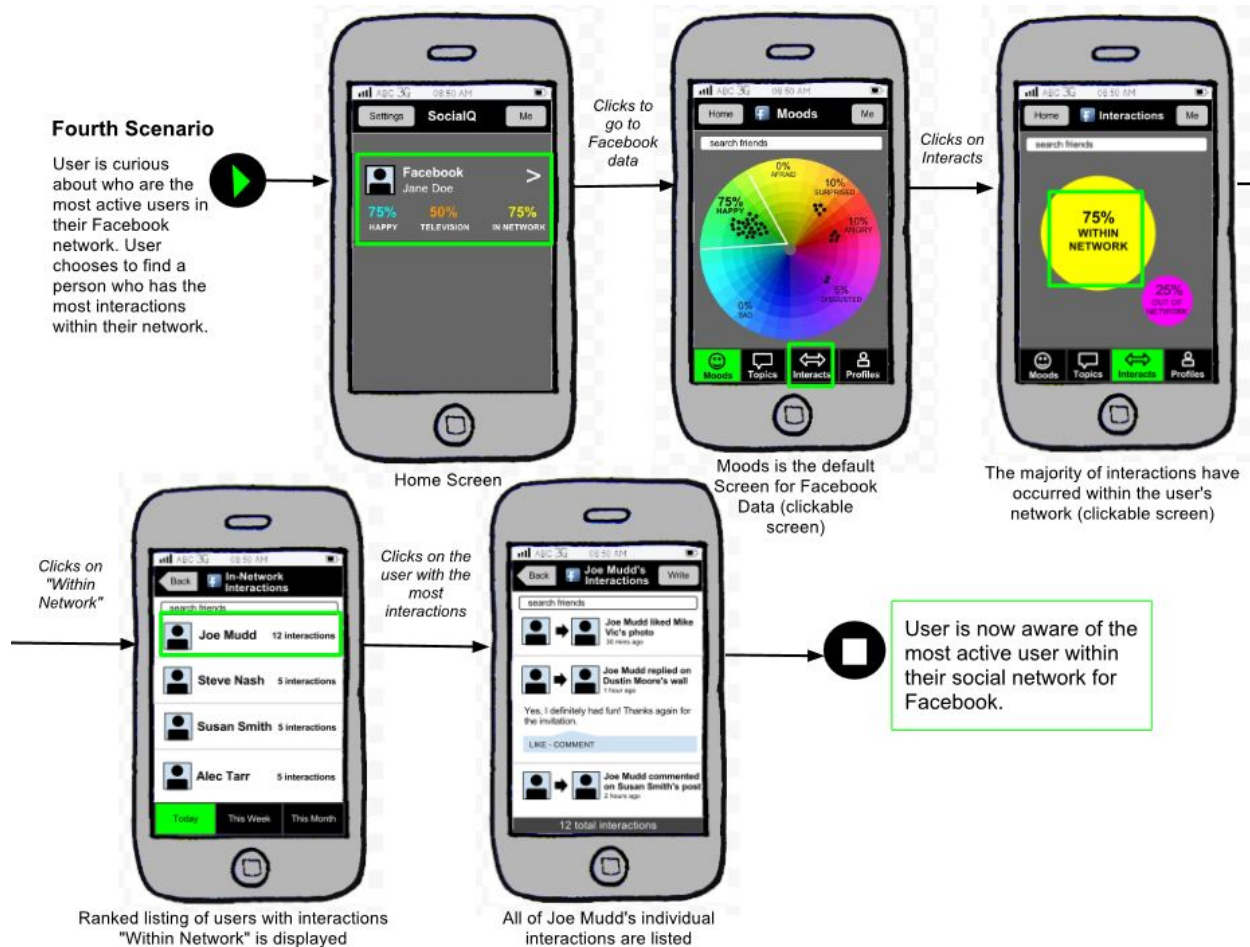


**Moods:** The Moods feature shows how people in a user's network are generally feeling based on their latest posts. The Moods screen will initially display a visual of the six basic mood categories: Happy, Surprised, Angry, Sad, Afraid, and Disgusted. The display is similar to a map where the user can zoom in using their fingers and explore different mood clusters to see specific user posts that indicate a particular mood. At the lowest level, users can select a user icon to display a pop-up of that post or select the list icon to see all user posts in a list view. The list view will display all user posts within that mood cluster in a regular feed format for better readability. The user may also filter the feed view to show only posts for today, this week, or this month.

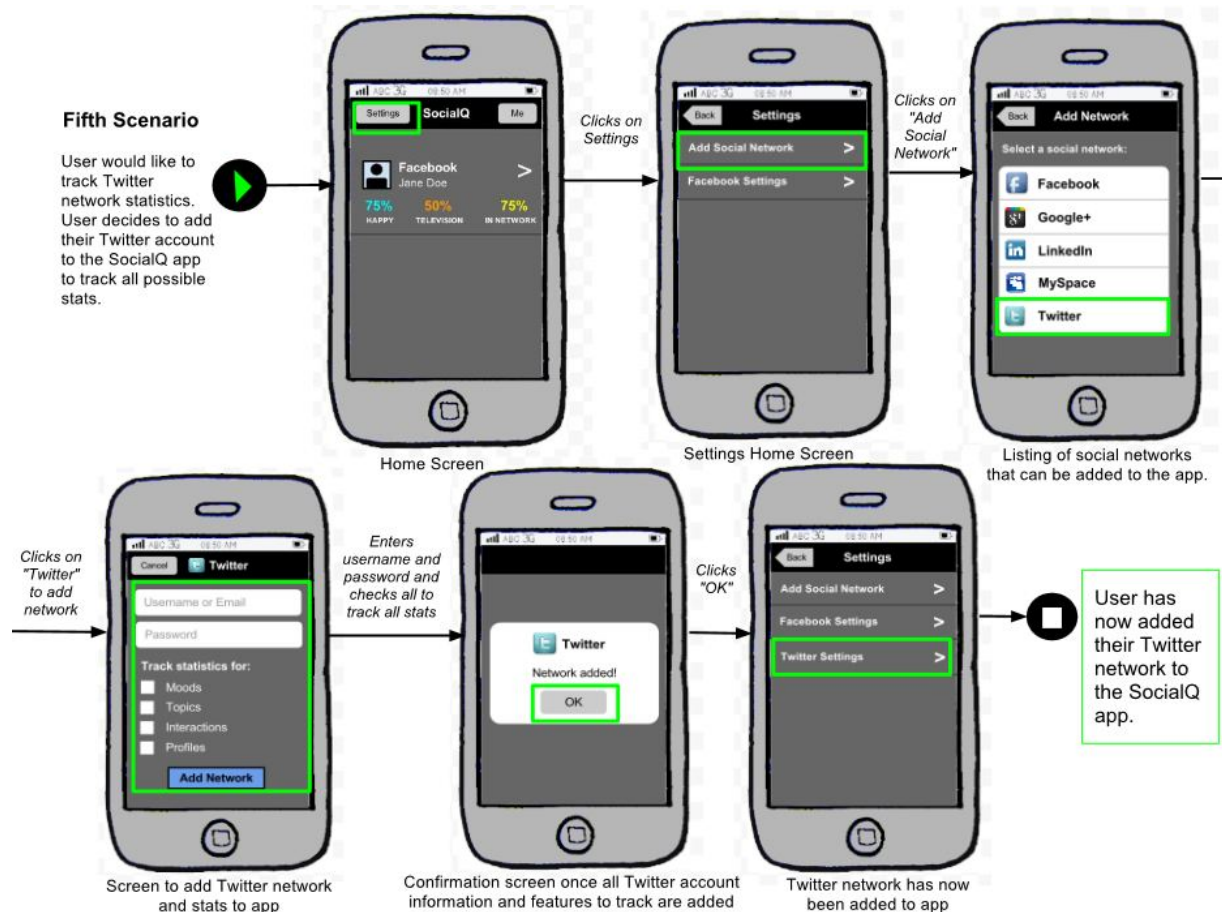




**Profiles:** The Profiles feature shows the general profile characteristics of people within a user's network. The Profiles screen will initially display a list of profile characteristics that users can choose from since there may be many possible kinds of profile characteristics available on a social network (i.e. Relationship Statistics). Upon selecting a type of profile characteristic, the user will see a visual of the high-level categories within that characteristic (i.e. Engaged, Married, Single, etc.) so they can choose which category they are most interested in viewing. Selecting a category will show a simple list of users in the network who fall under that category for better readability. A user's entire profile can be viewed from any page by clicking on their picture icon for easy accessibility.



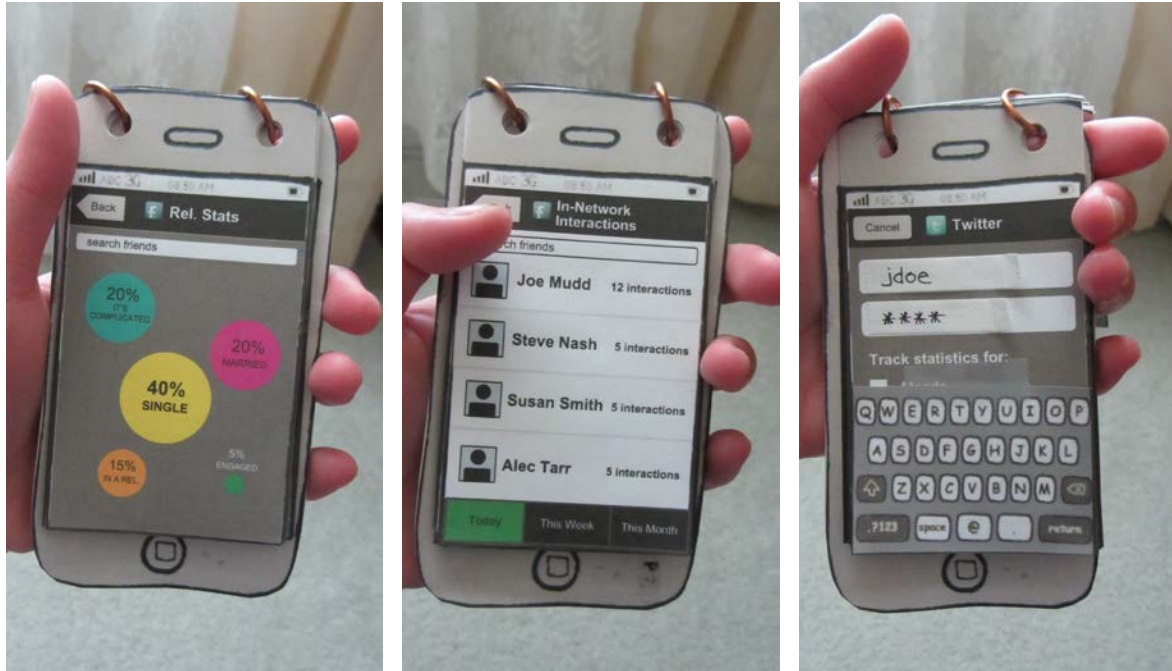
**Interactions:** The Interactions feature is for people who are curious to know which of their friends are also interacting with others within their network and outside their network. The Interactions screen will initially display a visual of two high-level categories, in this case "within network" and "out of network", so users can choose to only see the type of interactions they are interested in. The "within network" denotes the interactions between users in your network. The "out of network" refers to interactions between a user in your network and someone out of your network. Once a high-level category is selected, a list ranking the number of interactions by user will be displayed by default. The user with the highest number of interactions will appear at the top so users can quickly see who has the highest number of interactions. Users can also filter the view to see the number of interactions for today, this week, or this month. At the lowest level, users can read a ranked user's specific interactions (i.e. comments) with another user.



**Settings:** The Settings screen will allow users to customize the application such as adding another social network to track or edit existing ones. When a new social network is added, the system will automatically add a new button on the Homepage so users can choose to view only that network's statistics. An "All Networks" button will also appear on the Homepage when at least 2 social networks have been added so that users can see the statistics of all the networks combined.

## E. Internal Walkthroughs

The digital screens were eventually constructed on note cards and bounded together to represent a "flipbook". Below are pictures of the flipbook along with additional details.



The flipbook was the low fidelity prototype of SocialQ used during the internal walkthroughs with three colleagues. Five tasks were selected to encourage the user to explore the main features of the application: Moods, Topics, Interactions, Profiles, and also Settings. Listed below are the five tasks that were selected for the walkthroughs.

### Tasks

1. Find the most popular discussion category and its most popular subtopic.
2. Find the most popular emotion and read a user's post within that emotion.
3. Find the relationship status with the lowest percentage.
4. Find the person in your network who has the most interactions today and two people who they have interacted with.
5. Add a new network to track.

### Summary of Findings

The results from the internal walkthroughs revealed the following issues:

- Social network buttons on the Homepage lack perceived affordance
- Summary of statistics on the Homepage seemed irrelevant
- *Profiles* button label was misleading (users thought it meant "My Profile")
- Terminology used for the button labels in *Interactions* was unclear



## Changes Made Based on the Internal Walkthrough Findings

Based on the issues found during the internal walkthroughs, the following modifications were made to version 1 of the low fidelity prototype:

1. *Profiles* was changed to *User Stats*.
2. The icon for *User Stats* was changed to a multi-person icon from the previous one person icon.
3. The categories in *Interactions* were updated to “Friend to Friend” and “Friend to Stranger” instead of the previously “Within Network” and “Out of Network”.
4. The homepage buttons were made more button-like and the summary of statistics were removed.

Below are “before” and “after” examples of the screen modifications made from version 1 to version 2 of the low fidelity prototype.

### Profiles Button and Page Revisions:

The *Profiles* button and page label were replaced with *User Stats* label and multi-user icon to be more meaningful.

**Before- Version 1 Low Fidelity**



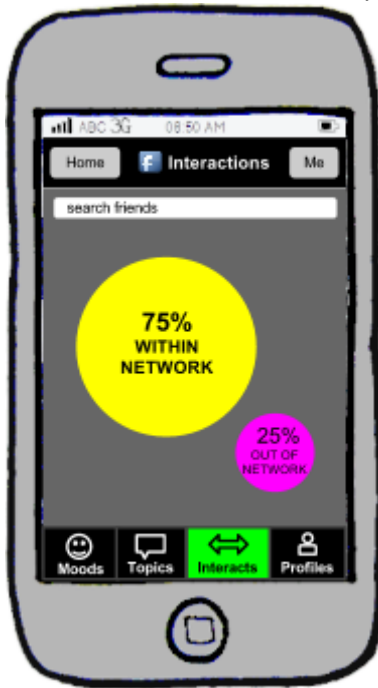
**After- Version 2 Low Fidelity**



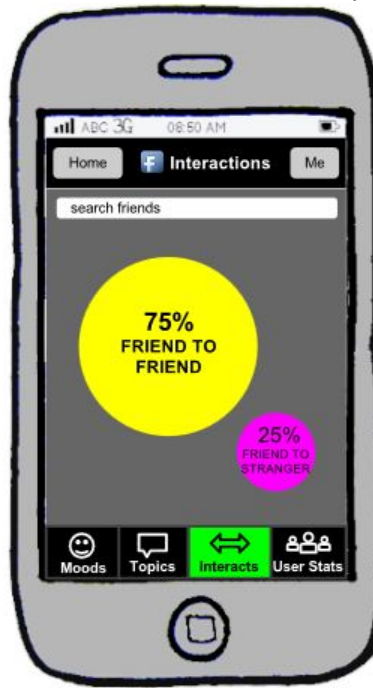
### Interactions Button Label Revisions:

“Within Network” and “Out of Network” button labels were replaced with “Friend to Friend” and “Friend to Stranger” to use more familiar terms.

**Before- Version 1 Low Fidelity**



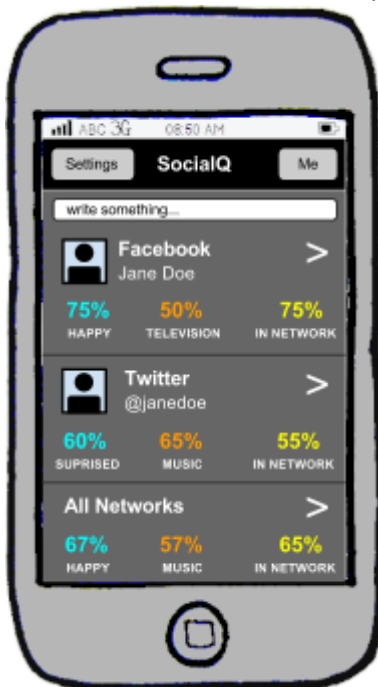
**After- Version 2 Low Fidelity**



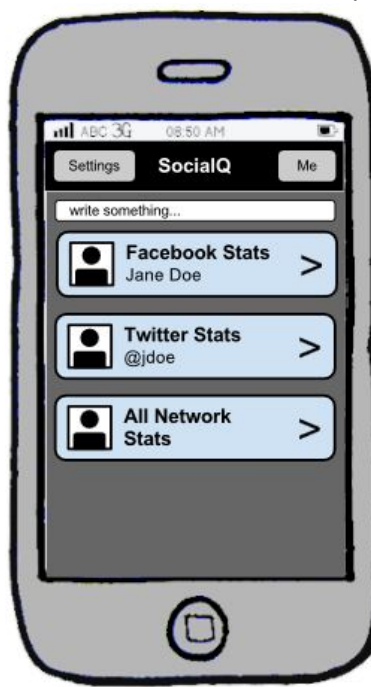
### Homepage Button Revisions:

The social network buttons on the Homepage were enhanced with better affordance. The summary of statistics was also removed for the next round of testing to avoid confusion.

**Before- Version 1 Low Fidelity**



**After- Version 2 Low Fidelity**



## F. Informal User Tests

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After conducting the internal walkthroughs and revising the flipbook low fidelity prototype, four new users were tested during informal user testing. Three of the four participants were in their 20's and a final participant was in their 50's. Two of the participants tested were women and the remaining two were men. All four participants were social media users, though their usage varied. Three out of the four users used their smartphone to review their social networks.

### *Summary of Findings*

The same five tasks were given to each participant. All of the users mentioned that they liked the general concept of SocialQ. However, the informal tests revealed more issues:

1. "Facebook Stats" button label caused confusion.
2. Terminology used for the button labels in *Interactions* still needed better explanation.
3. The Moods color wheel image confused users.
4. Some users expressed a lack of interest for the Moods feature.
5. The "Me" button label was misleading.
6. Bubble buttons lacked perceived affordance.

Users showed the most interest in the Topics feature and suggested to promote the top trending topics on the Homepage. The findings were interpreted and modifications were made during the creation of the high fidelity prototype. Changes made were those that improved the usability without taking away from the core features of the SocialQ application.

## G. High Fidelity Prototypes

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The high fidelity interactive prototype for SocialQ was constructed using Flash, HTML, and CSS.

### *Changes Made Based on the Informal Test Findings*

Based on the issues found during the informal user tests, the following modifications were made on the high fidelity prototype:

1. "Facebook Stats" button label was changed to just "Facebook".
2. A "What's This?" link was added on the *Interactions* page to explain the difference between "Friend to Friend" and "Friend to Stranger".
3. Moods color wheel visual was converted to bubble buttons to be consistent with the other features.
4. "Me" button label was replaced with "My Moods", "My Topics", and "My Interactions" accordingly.

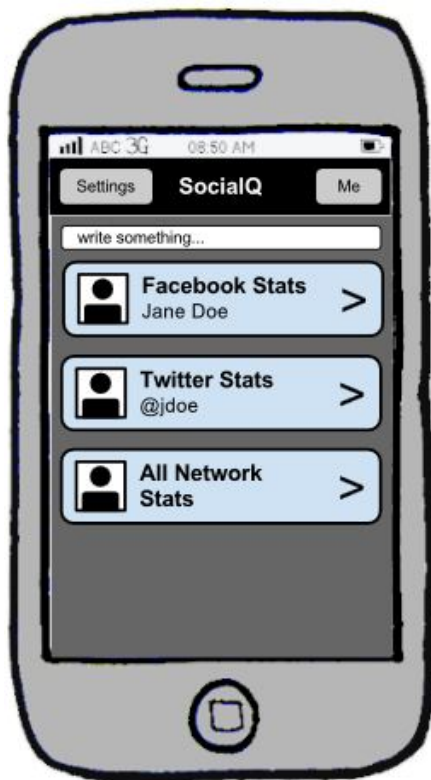
5. Top trending topics in a social network were included on the Homepage.
6. The position of the Topics and Moods buttons on the main navigation were switched.
7. The bubble buttons were designed with better affordance on the high fidelity prototype using gradient colors and shadows.

Below are “before” and “after” examples of the modifications made from the low fidelity prototype to the high fidelity prototype.

### Home Screen Revisions:

On the Homepage, the word “Stats” was removed from the social network button labels. A photo of the user was added for additional illustration, and the top trending topics were added to the social network buttons.

**Before - Low Fidelity Prototype**



**After - High Fidelity Prototype**

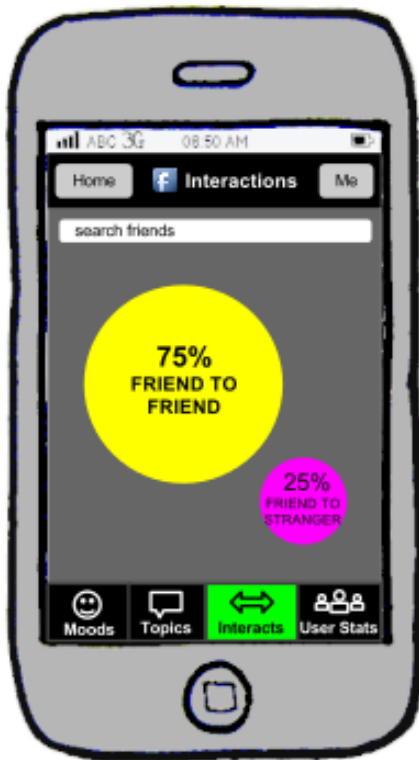




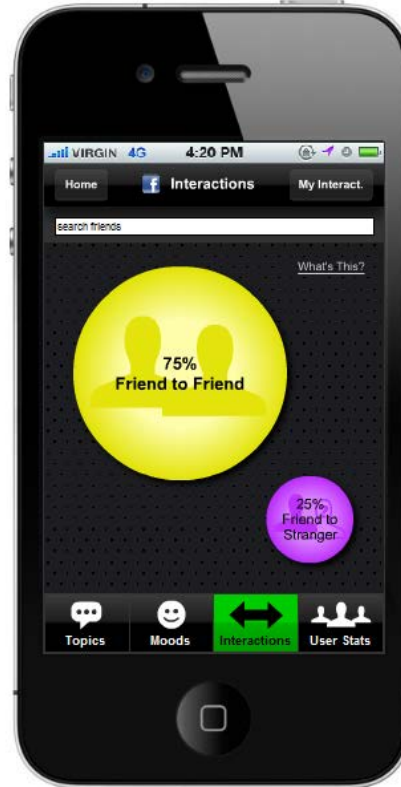
### Interactions Screen Revisions:

A “What’s This?” link was added to the *Interactions* main screen to support the user’s understanding of the two main categories: “Friend to Friend” and “Friend to Stranger”. Clicking on the link will pop up a box to explain the distinction between the two categories.

**Before- Low Fidelity Prototype**



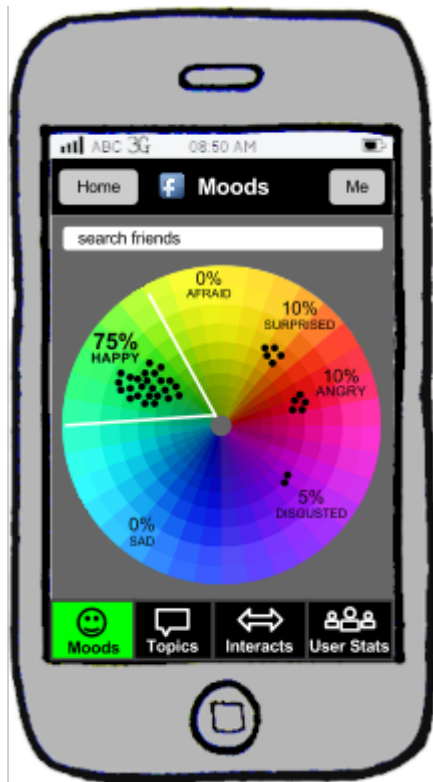
**After- High Fidelity Prototype**



### Moods Screen Revisions:

The color wheel map on the Moods screen was changed to bubble-like buttons to follow the consistency of the other features. The Topics and Moods buttons on the main navigation were reordered so users will see Topics as the default screen when viewing a social network since users are more interested in that feature. The bubble buttons were also designed with gradient colors and shadows to provide better affordance.

**Before - Low Fidelity Prototype**



**After - High Fidelity Prototype**



The final interactive prototype can be viewed at: <http://www.katherinepmanuel.com/socialq>.

## H. Prototype Usability Test

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Formal user tests were conducted using the high fidelity interactive prototype. Three out of the five users tested were new users. The other two users (from the informal tests) were retesting the SocialQ application.

The users were asked to take a questionnaire after they completed the test. See the Appendix for the full questionnaire.

### *Summary of Findings*

The formal tests revealed the following issues:

1. The trending topics on the homepage lacked perceived affordance by the users. Users expected the trending topics to be clickable to redirect them to the specific discussion regarding that topic.
2. The homepage was seen as inconsistent since its navigation differed from the rest of the application screens.

3. The “What’s This” link on the *Interactions* was not noticeable.
4. Users lacked control and freedom to add a new network from the homepage.
5. The face icons within the Mood bubbles were not easily visible for a user to recognize.

The first part of the questionnaire asked users to rate the concept and features of the SocialQ app using a Likert scale.

1 = Very Bad    2 = Bad    3 = Neutral    4 = Good    5 = Very Good

	Mean	User 1	User 2	User 3	User 4	User 5
<b>Effectiveness</b>	4.8	5	5	5	5	4
<b>Efficiency</b>	4.4	4	5	4	5	4
<b>User Friendliness</b>	4.8	5	5	4	5	5
<b>Learnability</b>	4.8	4	5	5	5	5
<b>Memorability</b>	4.6	5	5	5	4	4
<b>Interface Design</b>	4.6	4	5	5	5	4

Four out of five users rated the effectiveness of the app as “very good” while one user rated it “good”. Three out of five users said the application was “good” in its efficiency and two users said that it was “very good”. Four out of five users found the app to be “very good” in its user friendliness and one user found it to be “good”. Four out of five users rated the app as “very good” in its learnability and one user rated it as “good”. Three out of the five users found the memorability of the SocialQ application to be “very good” while two users found it to be only “good”. Three out of the five users found the user interface design to be “very good” and the remaining two found it to be “good”.

Overall, the core features and concept of SocialQ were well received with effectiveness, user friendliness, and learnability having the highest ratings, followed by memorability and interface design. Efficiency scored the lowest rating.

The second part of the questionnaire asked the users five open-ended questions relating to their experience using SocialQ.

All five users agreed that SocialQ would be useful at giving a quick glance of what is going on within their social network. Three out of the five users said that they would use SocialQ if it was available, while two users said they would probably not use it since they tend to not keep up with the trends in their social networks. Overall, users cited the concise visualizations, ability to add multiple networks, ease of learnability, different categories, and the compactness of the application as key reasons that they liked the concept of SocialQ.

Some difficulties mentioned by users included: lack of ability to click on trending topics (later resolved in the final high fidelity prototype) and lack of familiar language in the terminology used for the categories (“Friend-to-Friend” and “Friend-to-Stranger”) on the Interactions screen. However, the language may become easier to comprehend as users use the application more and take note of the “What’s This?” feature which explains the two terms.

### *Changes Based on Formal Test Findings*

Based on the user feedback, more revisions were made to refine the interactive prototype.

1. The top trending topics on the Homepage were converted to clickable links.
2. An “Add Another Network” button was added to the Homepage.
3. Listed the top trending topics on the Topics category page.
4. The “What’s This?” link on the *Interactions* page was made more visible.

Below are “before” and “after” examples of the modifications made from version 1 to version 2 of the interactive prototype.

## Home Screen Revisions:

On the Homepage, the top trending topics were converted to clickable links so users can easily access the discussion regarding a specific trending topic. An “Add Another Network” was also added at the bottom of the Homepage to allow users to quickly add another network to track and make the Homepage more useful.

**Before-** Version 1 Interactive Prototype



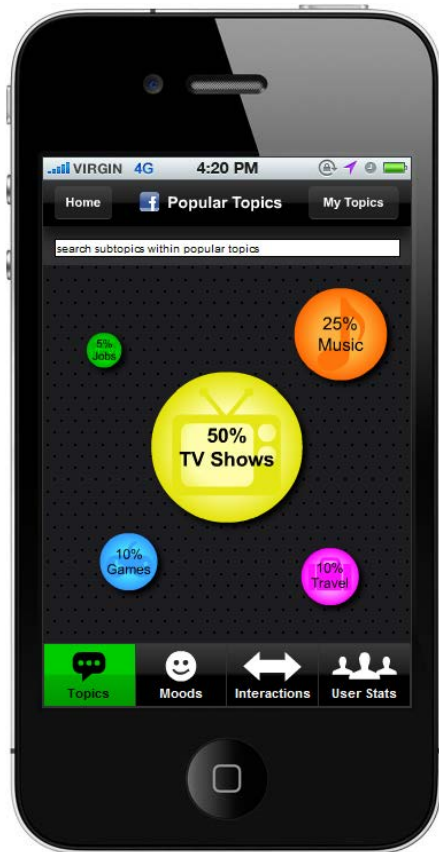
**After-** Version 2 Interactive Prototype



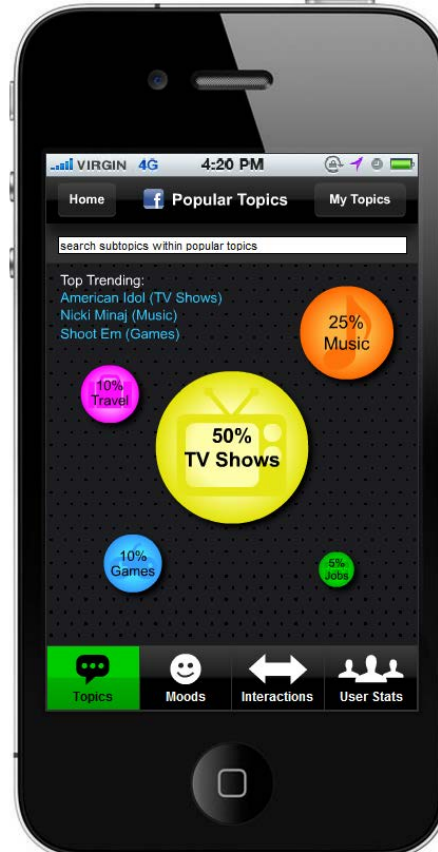
## Topics Revisions:

On the main Topics page, the direct links to the top trending topics were also added to give users a direct way to view those specific discussions.

**Before-** Version 1 Interactive Prototype



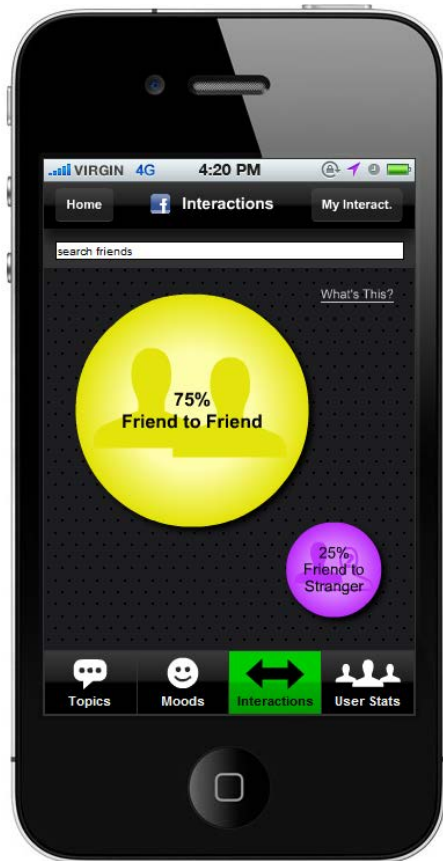
**After-** Version 2 Interactive Prototype



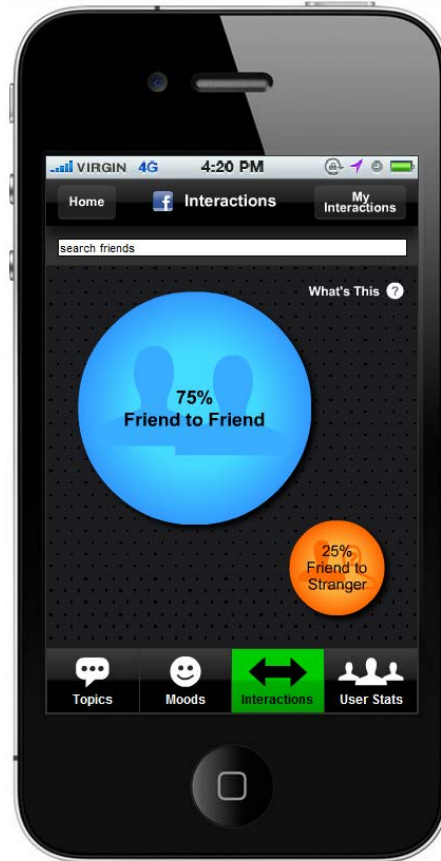
## Interactions Screen Revisions:

On the *Interactions* page, the “What’s Link?” link was made more visible with a question mark icon and increased contrast.

**Before** - Version 1 Interactive Prototype



**After** - Version 2 Interactive Prototype



## I. Design Wish List

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Suggestions for future improvements include:

1. Providing other options for visualizing the information (i.e. bar graphs)
2. Allowing users to track a specific user's trends
3. Allowing users to track specific group trends

## J. Lessons Learned

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We learned that:

1. It's helpful to practice tasks with the static digital prototypes within the group before using other users.
2. Several issues can be found using just inexpensive, static digital prototypes.
3. People are more outspoken about problems and difficulties with static digital prototypes.
4. It is difficult for people to see the relevance of features that are not common to their current social media network (i.e. filtering between interactions within and outside of their social network).

## K. Appendix

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### *Persona*

#### **Kelly, 26**

**Education** - Graduate student, studying business management

**Goals** - Wants to be able to keep track of friends even though she is busy with studying for school and often misses updates in her social media news feeds

**Attitude** - Feels that she is pretty tech savvy since she uses Facebook on her smartphone regularly and sometimes even uses Twitter mobile to Tweet for her job

**Job** - Works part-time in the business school on campus as a marketing assistant

**Marital Status** - has a boyfriend, who works part-time and is a student like her

**Hobbies** - likes to watch movies or catch up with friends and family when she has free time.

Kelly has been at school and work all day and wonders what is going on with her friends. It is about 9pm and she pulls out her smartphone to check her Facebook news feed to see what people in her social network have been talking about. As she loads the news feed she feels a bit overwhelmed to see so many updates that she has to sift through. She wonders where she should start. Should she just look at the last couple of hours or look at updates from the whole day? She really is just interested in knowing what popular topics people are talking about and the interesting updates her friends have made.

Her friend, Adam, told her that there is this new mobile app, SocialQ, that can tell you in real time what is going on within your social network. She decides to download SocialQ. She syncs her Facebook account to SocialQ and decides that she may go back later on to add her other accounts. Once the Facebook account is added she selects to track everything (Topics, Moods, Interactions, and User Stats) in the Settings.



The home screen displays the top trending topics in her network. She is elated to see the information displayed so easily. She clicks on the first popular topic, American Idol. She notices that several of her friends have commented on the results of the TV show. She reads through the comments, then decides to go back to look at the other trending topics on the Topics home pages. She sees that Nicki Minaj and the Shoot 'Em game are the other popular topics. She doesn't care to see what people are discussing about those topics, so she decides to go to Interactions.

She wants to see which of her friends have been the most active in her news feed for the day. She sees that Joe Mudd has had several interactions within her network and reads through some of his interactions. Since Kelly is satisfied with her new awareness of what is going on in her social network, she decides to grab some dinner and do some homework.

## Test Plan

### Task #1: Find the most popular topic and its subtopic that is most popular

<b>Goals/output</b>	Users can identify the most popular topic and the subtopic within that topic that has the highest number of posts.
<b>Inputs</b>	A linked Facebook account, ability to read messages, and some basic mathematical skills.
<b>Assumptions</b>	Users have reviewed comments and/or posts on Facebook. User has seen a concept map or infographic. User has used apps on a smartphone before.
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. Select "Facebook" button.</li> <li>2. Select "Topics" link.</li> <li>3. Select topic category with the biggest bubble.</li> <li>4. Find the first topic listed (this should have the most number of posts).</li> </ol>
<b>Time for expert</b>	30 sec
<b>Instructions for user</b>	You are interested in knowing what people in your Facebook network are mainly talking about. Find out the most popular discussion category and which specific subject in that category has the most posts today.
<b>Notes</b>	<ol style="list-style-type: none"> <li>1. Do people know to click on "Topics" button?</li> <li>2. Do people know which subtopic has the most posts?</li> <li>3. Does the user know to click on the bubble for the most popular post?</li> <li>4. Does the user understand the topic versus the subtopic?</li> </ol>

### Task #2: Find the most popular mood and read a post in it

<b>Goals/output</b>	Users can identify the most popular mood and have read a user's post in that mood cluster.
<b>Inputs</b>	A linked Facebook account and the ability to read messages

<b>Assumptions</b>	User is aware of basic emotions like sadness, happiness, fear, disgust, excitement, and anger.
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. Select "Facebook" button.</li> <li>2. Select "Moods" button.</li> <li>3. Select the mood cluster with the highest percentage.</li> <li>4. Select a user icon to pop up the post snippet.</li> <li>5. Select the pop-up to read the entire message.</li> </ol>
<b>Time for expert</b>	45 sec
<b>Instructions for user</b>	You want to see the current emotions of people in your Facebook network. Find out the most popular emotion and read a user's post within that emotion.
<b>Notes</b>	<ol style="list-style-type: none"> <li>1. Do people know to click on "Moods" button?</li> <li>2. Does user know to click on the bubble for the most popular mood?</li> <li>3. Do people know to click on the icons to read a single post?</li> <li>4. Do people know to click on the pop-up bubble to read the entire post? Ask the user to tell you why the Facebook user feels this way.</li> <li>5. Do people click on the list icon to read all posts in that mood cluster?</li> </ol>

### Task #3: Find the relationship status with lowest percentage

<b>Goals/output</b>	User can identify the relationship status with the lowest percentage.
<b>Inputs</b>	User has a linked Facebook account. User can read.
<b>Assumptions</b>	User is familiar with Facebook or other social media sites that require a profile page. User has reviewed friend's profiles or interests within a social network. User has seen an infographic or concept map.
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. Select "Facebook" button.</li> <li>2. Select "Profiles" button.</li> <li>3. Select "Relationship Stats".</li> <li>4. Name the relationship status with the lowest percentage.</li> </ol>
<b>Time for expert</b>	45 sec
<b>Instructions for user</b>	You are curious about the relationship status of people in your Facebook network. Find out which relationship status has the <u>lowest</u> percentage.
<b>Notes</b>	<ol style="list-style-type: none"> <li>1. Do people know to click on the "Profiles" button?</li> <li>2. Does user know to click on the bubbles within relationship stats?</li> </ol>

### Task #4: Find a specific person in your network and two people who they have interacted with today

<b>Goals/output</b>	Users can name two people who specific person has somehow interacted together (i.e. "Like", reply, comment, share, post).
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<b>Inputs</b>	A linked Facebook account. The ability to read.
<b>Assumptions</b>	Users have reviewed comments and posts by friends on Facebook. Users have reviewed friends activities on the Facebook timeline or news feed. User has seen an infographic or a concept map.
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. Select "Facebook" button.</li> <li>2. Select "Interacts" button.</li> <li>3. Select "Within Network" bubble.</li> <li>4. Select a user who had at least 10 interactions today.</li> <li>5. Name two people who that user interacted with.</li> </ol>
<b>Time for expert</b>	60 sec
<b>Instructions for user</b>	You are curious who are the most active users on your Facebook network. Find a person who has communicated with at least 10 other people today. Also, name 2 people this person has communicated with.
<b>Notes</b>	<ol style="list-style-type: none"> <li>1. Do people know to click on the "Interacts" link?</li> <li>2. Do people know the difference between "Within Network" and "Out-of-Network"?</li> <li>3. Does user know to click on the bubbles for a network?</li> </ol>

#### Task #5: Add a new network to track

<b>Goals/output</b>	User has successfully added Twitter network.
<b>Inputs</b>	User's email or username and password for Twitter. Ability to read and type.
<b>Assumptions</b>	User is familiar with adding accounts to social applications that are web-based or mobile.
<b>Steps</b>	<ol style="list-style-type: none"> <li>1. Select "Settings" button.</li> <li>2. Select "Add Social Network".</li> <li>3. Select "Twitter" button.</li> <li>4. Enter username and password.</li> <li>5. Select to show: Moods, Topics, Interactions, Profiles</li> <li>6. Select "Add Network" button.</li> <li>7. Select "OK".</li> </ol>
<b>Time for expert</b>	45 sec
<b>Instructions for user</b>	You also want to track your Twitter network statistics. Add your Twitter network to the app so you can track <u>everything</u> about it. (username: jdoe / password: jdoe)
<b>Notes</b>	<ol style="list-style-type: none"> <li>1. Do people notice the "Settings" button on the Home page?</li> <li>2. Do people know how to add another network?</li> <li>3. When the user has successfully added the Twitter network and clicked OK, take them back to the main Settings screen with Twitter button.</li> </ol>

## *Informed Consent Form*

<b>Project Title</b>	SocialQ: Social Network Awareness Mobile Application
<b>Research Purpose</b>	The purpose of our study is to test the design of a mobile application that aims to provide users with a more engaging and informative experience to visualize their social network.
<b>Participant Requirements</b>	A user test will be conducted in which you will complete a series of tasks to test the interaction design of the mobile application. The application is being tested, NOT YOU. Any helpful comments and suggestions to improve the design is encouraged.
<b>Participant Rights</b>	Your participation is voluntary. You may choose to stop participating at any time.
<b>Confidentiality</b>	Your identity will remain anonymous. Any data that is collected will be used for research purposes only. No personal information will be distributed or shared with anyone outside of this research study, unless required by law.
<b>Contacts</b>	For questions, complaints, or other concerns about the study, please contact the researchers: Katherine P. Manuel (kpmanuel@iupui.edu) Christina Dunbar (cldunbar@iupui.edu)
<b>Statement of Consent</b>	Your signature indicates that you have read and understand your rights as a participant.
<b>Signature and Date</b>	PRINT NAME:  SIGNATURE:  DATE:

### *Formal Test Questionnaire*

Please rate SocialQ based on the dimensions below by placing an “X” under the appropriate rating.

<b>Dimension</b>	<b>Very Bad</b>	<b>Bad</b>	<b>Neutral</b>	<b>Good</b>	<b>Very Good</b>
<b>Effectiveness</b>					
<b>Efficiency</b>					
<b>User Friendliness</b>					
<b>Learnability</b>					
<b>Memorability</b>					
<b>Interface Design</b>					

Please answer the following questions.

1. Do you think SocialQ will be useful in giving you a quick glance about what is currently going on in your social network(s)?
2. Do you think you will use SocialQ if it were available? Why or why not?
3. What is your overall thoughts about the concept of SocialQ?
4. Can you think of any difficulties that you expect a user to encounter while using this application?
5. Do you have any other suggestions for improvement?