

FACILITATED WALKTHROUGH - RESEARCH PROPOSAL

City Buddy

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Research Objectives:

Primary - Can users successfully personalize their experience on the application

Secondary

- To determine how comfortably the user interacts with the application features
- Traveling from location A to location B
- Traveling from location A to location B with accessibility
- Community
- Saved Routes
- Notification

Recruitment & Facilitation:

Recruitment Criteria –

User Segment	Some recruitment criteria	Anticipated Completes
New New Yorker	No accessibility required	n=2
Native New Yorker	Accessibility required	n=1
Native New Yorker	No accessibility required	n=2

Session Schedule –

User Name	Date	Time	Facilitator	Note Taker
Shreya	11/29/2022	3:32pm	Priyanka	Neerav
Shivani	11/29/2022	4:33pm	Priyanka	Neerav
Luis	11/30/2022	3:38pm	Zo	Kshitij
Jose	11/30/2022	4:30pm	Zo	Kshitij
Parth	11/30/2022	3:00pm	Priyanka	Neerav

Methodology:

Overview of Methodology

Facilitated walkthrough is when we watch users interact with the app and see if the signals and affordances are made clear to them. Watching the walkthrough will illustrate if and where change is needed.

Facilitation

One user will be facilitated by one designer. The designer will ask the Discussion Guide questions and one to two note takers will record the responses of the user. Interviews will be done virtually and in person.

Test Environment

Tests will be done on zoom and in person. Prototype will be displayed on the user's smartphone.

Study Structure

Accessibility, willingness to use the community feature, ease of use, desire and ease of personalization.

Discussion Guide:

Preliminary Warning

This is a prototype and not a fully functioning app. Some features are not yet clickable and most of the text is example text.

Contextual Inquiries (Behavioral)

- How do you deal with delays on the commute apps?
 - a. *Follow up:* How likely are you to tell others about your experience?

- How easy or difficult is it for you to get around the commute apps?
 - a. *Probe:* What part is easy/difficult? The organization, knowing which train to take?

- How do you usually pay for your commute ?

- Do you use navigation apps?
 - a. *Follow up:* Which ones and why?

- On a scale of 1 - 5 where 1 is "Very Difficult" and 5 is "Very Easy" , how easy are the navigation/commute apps to use?
 - a. *Follow up:* If easy then what makes it easy?
 - b. *Follow up:* If not easy, what is / are the pressing points?

- What can be done to improve the navigation/commute apps you use?

- Have you (in the past) been able to save routes on any of the commute apps you have used?

Background for Walkthrough

- What are some things you would expect in a commute/navigation app homepage?

- Would you like notifications?
 - a. *Follow up:* What kind of notifications would you like?

Facilitated Walkthrough

- What are some things you notice on the homepage?

- How does this homepage compare to what you expected?

SCENARIO 1a – No Accessibility Required: You are at Pace University, and you want to go to Time Square. How will you figure out how to get there by using this app?

- How might you go about searching for a route?
 - a. On a scale of 1 - 5 where 1 is "Very Difficult" and 5 is "Very Easy", how easy or difficult was it to complete this task?
 - b. *Follow up:* Could anything have been more helpful?

- c. *Follow up:* On a scale of 1 - 5 where 1 is "Not at all confident" and 5 is "Extremely Confident", how confident are you about getting from Pace University (A) to Times Square (B)?
- How would you go about saving a route?
 - a. *Follow up:* Is this what you expected?
- How would you update a community feature?
 - a. *Follow up:* After seeing the community feature how likely are you to use it?

SCENARIO 1b – Accessibility Required: Let's say you are a new parent and found yourself schlepping a baby and a stroller. Now how will you go from one destination to another?

- How might you go about searching for a route?
 - a. On a scale of 1 - 5 where 1 is "Very Difficult" and 5 is "Very Easy", how easy or difficult was it to complete this task?
 - b. *Follow up:* Could anything have been more helpful?
 - c. *Follow up:* On a scale of 1 - 5 where 1 is "Not at all confident" and 5 is "Extremely Confident", how confident are you about getting from A to B?

SCENARIO 2: Your commute is delayed? How will you figure out the cause of delay using this app?

- How might you go about searching for delay?
 - i. *Follow Up:* Was it easy / difficult for you to find the cause of delay?
 - a. If it's easy, why?
 - b. If it is difficult, why?
- What according to you is the ideal way to display alerts / notifications?

Notifications / Alerts

- On a scale of 1 - 5, where 1 is "Strongly Disagree" and 5 is "Strongly agree" to what extent do you agree with the following question:
 - a. How important is the notification feature for you in a commute app?
 - i. *Follow up:* What are your thoughts on alerts in the current commute apps?
- On a scale of 1 - 5, where 1 is "Not at all prominent" and 5 is "Extremely prominent" how would you rate the visibility of the alerts?

Accessibility

- On a scale of 1 - 5, where 1 is "Not at all Important" and 5 is "Extremely Important" how important is the language feature?
 - a. *Follow up:* Where according to you is the language feature most accessible?

Maps

- How comfortable are you with the maps feature in your current commute app?
 - a. *Follow up:* If comfortable, then what makes it comfortable?
 - b. If not then what is the reason for not being comfortable?
 - c. Would you like to change anything about it?

General

- Can you see yourself using City Buddy in your day-to-day life?