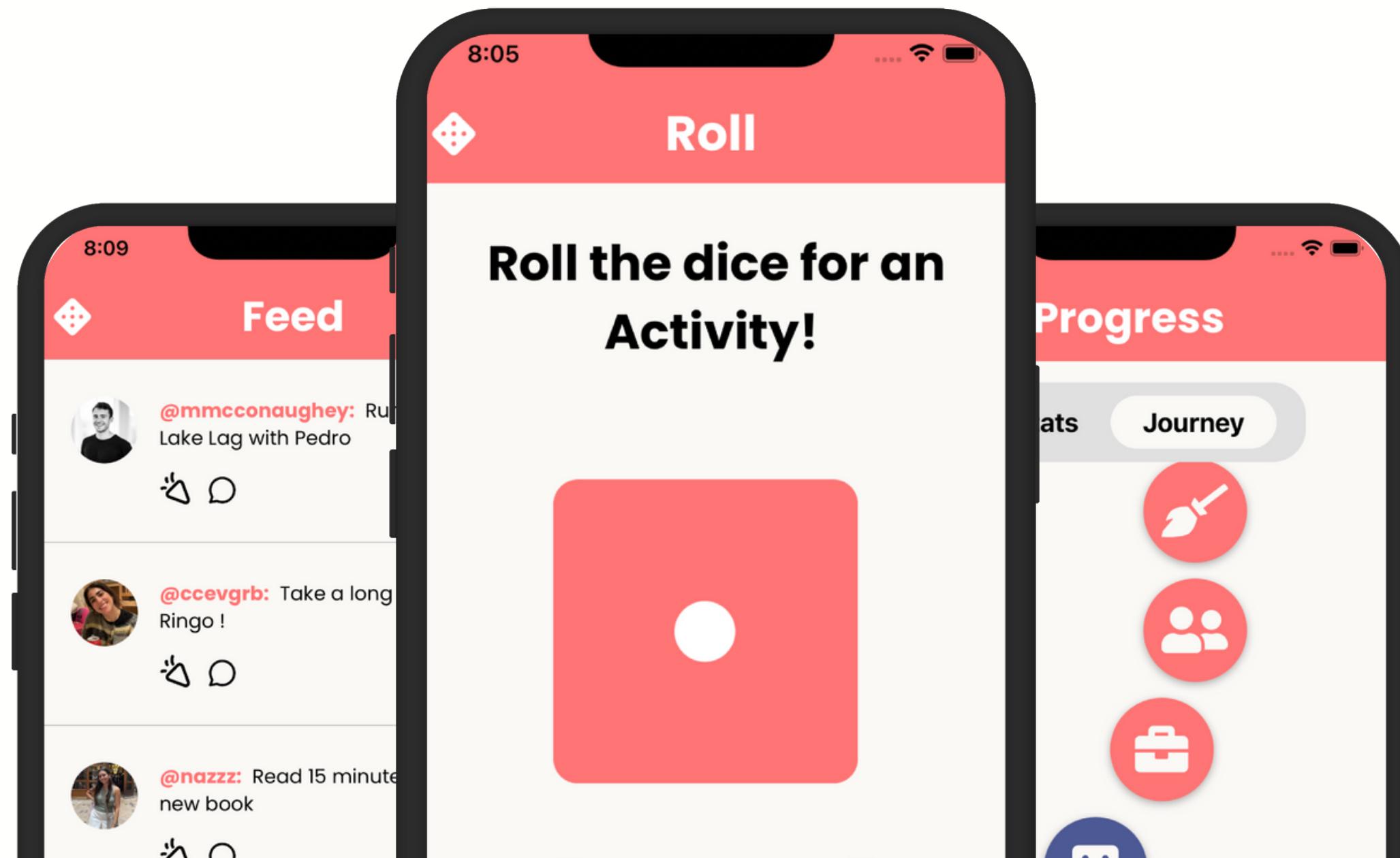


turno

Get rolling on making hard decisions



our team



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Web + Mobile Developer
UI/UX Designer



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Web + Mobile Developer
UI/UX Designer
Member of Fall 2023 Team



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Web + Mobile Developer
UI/UX Designer



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problem

Our world is **saturated with choices**, from what to eat to what to watch, wear, or buy, leading to **endless debates, indecisiveness, and precious time lost.**

solution

Turno is an app designed to **simplify choice-making** to help individuals transform the chore of choosing into a fun and quick activity, freeing up time and mental energy.

the system

- Task 0: Create an account and log onto the app.
- Task 1: Roll a dice and post your results to the feed.
- Task 2: Create a new dice and post it to the community.
- Task 3: Interact with user posts.
- Task 4: Browse through community dice and add one to your personal dice collection.

experiment purpose

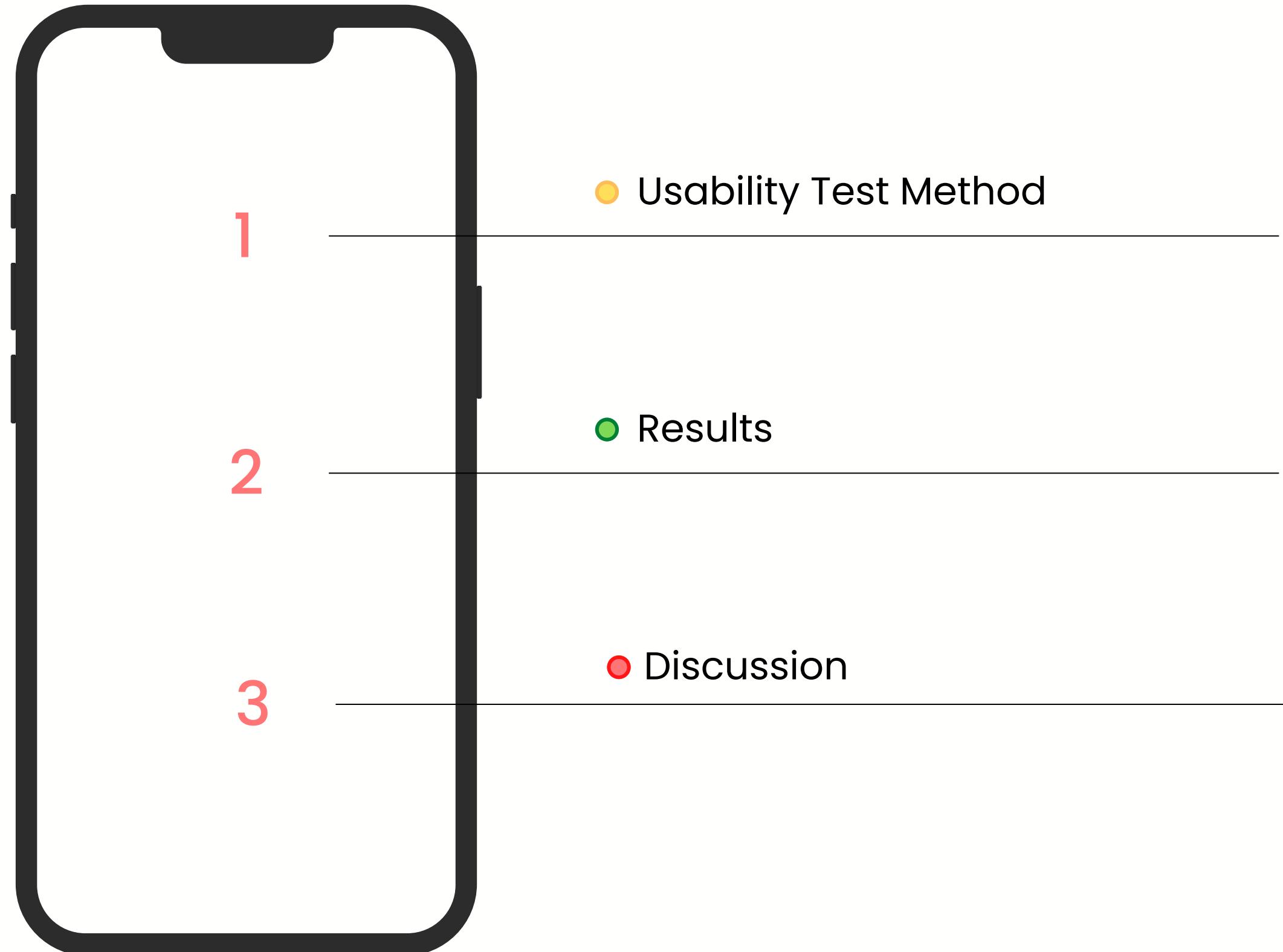
We tested in an environment where users are likely to use Turno



Purpose: To evaluate how intuitive each task is given our added levels of instruction in onboarding & throughout the app

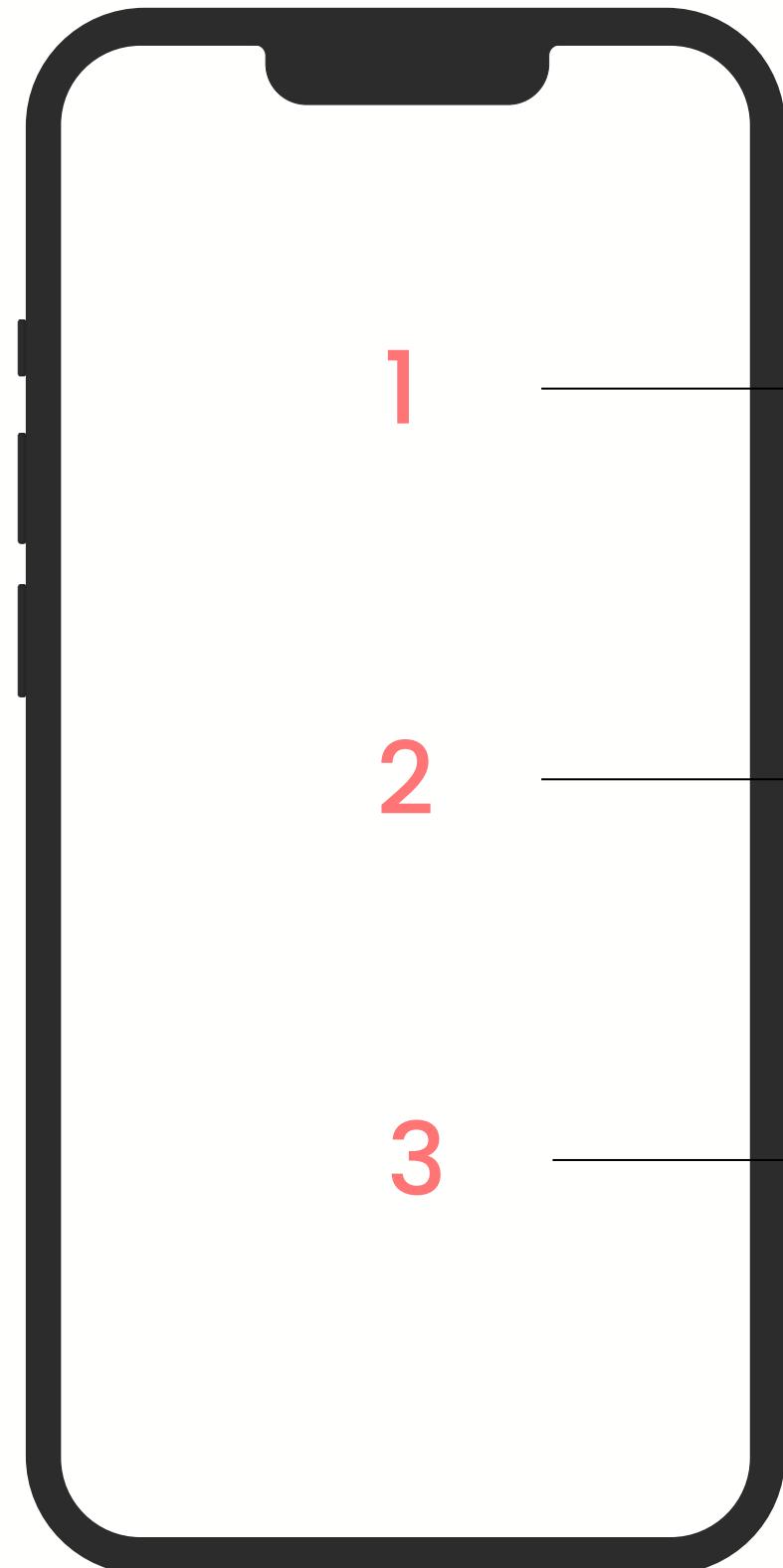
Turno

Agenda



Turno

Agenda



1

2

3

● **Usability Test Method**

● Results

● Discussion

- Method

Usability Test Method

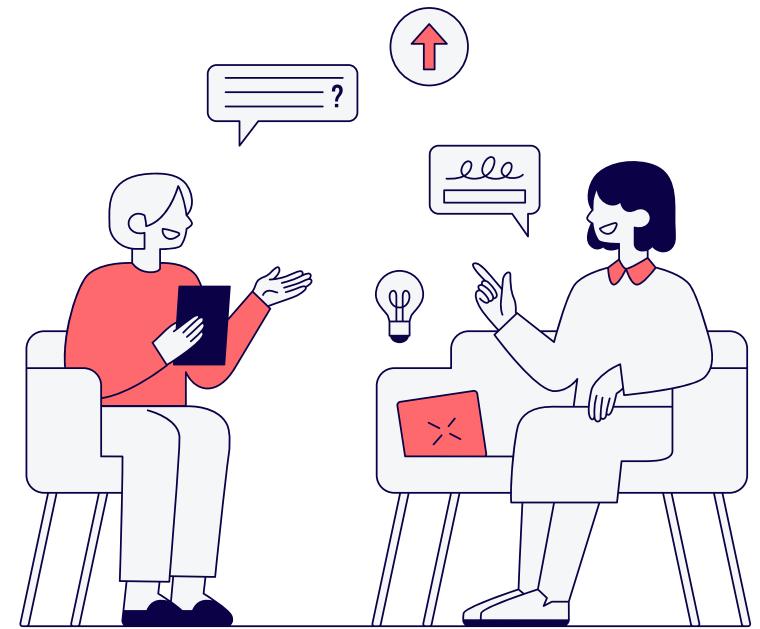
Participants

Target audience: People who would find our approach to the gamification of solving decision paralysis useful and entertaining

How: Randomized interviews

- Randomized interviews with people at Tressider for greater variety

Compensation: \$15 Amazon gift cards! :)



● Method

Method

Participants



DALL-E

Eunsoo L.
High School Student
South Korea



DALL-E

Fedor M.
High School Student
Netherlands



DALL-E

Igor M.
Visiting Scholar
Netherlands



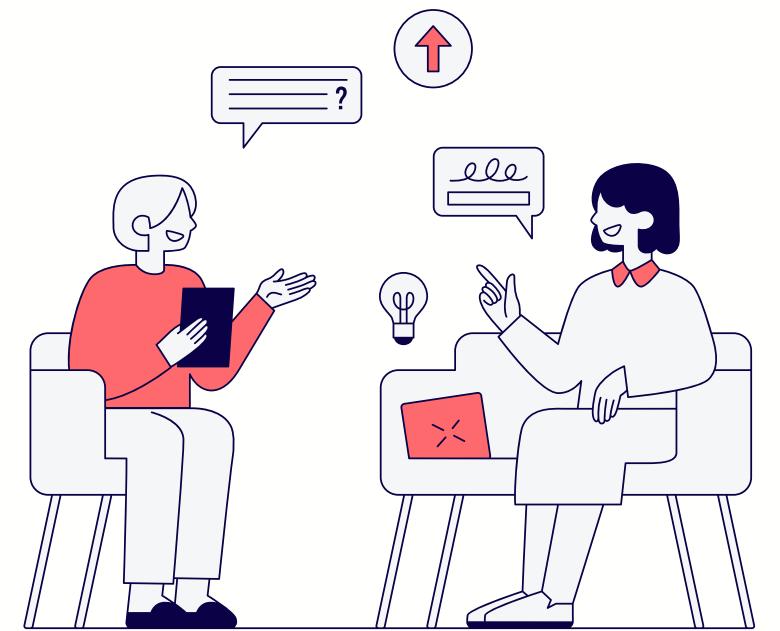
DALL-E

Kevi J.
Stanford Student



DALL-E

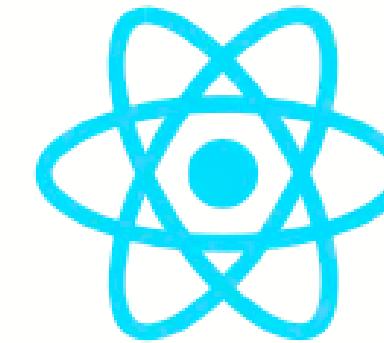
Jack G.
Stanford Student



- Method

Method

Apparatus



React Native



Software: Expo Go, React Native, video camera, Excel sheet for recording usability metrics

Equipment: iPhone to run Expo prototype and record usability test

Locations: Tresidder where people are likely to have decision paralysis choosing where to eat

Method

Tasks

- Task 0:** Create an account and log onto the app.
- Task 1:** Roll a dice and post your results to the feed.
- Task 2:** Create a new dice and post it to the community.
- Task 3:** Interact with user posts.
- Task 4:** Browse through community dice and add one to your personal dice collection.

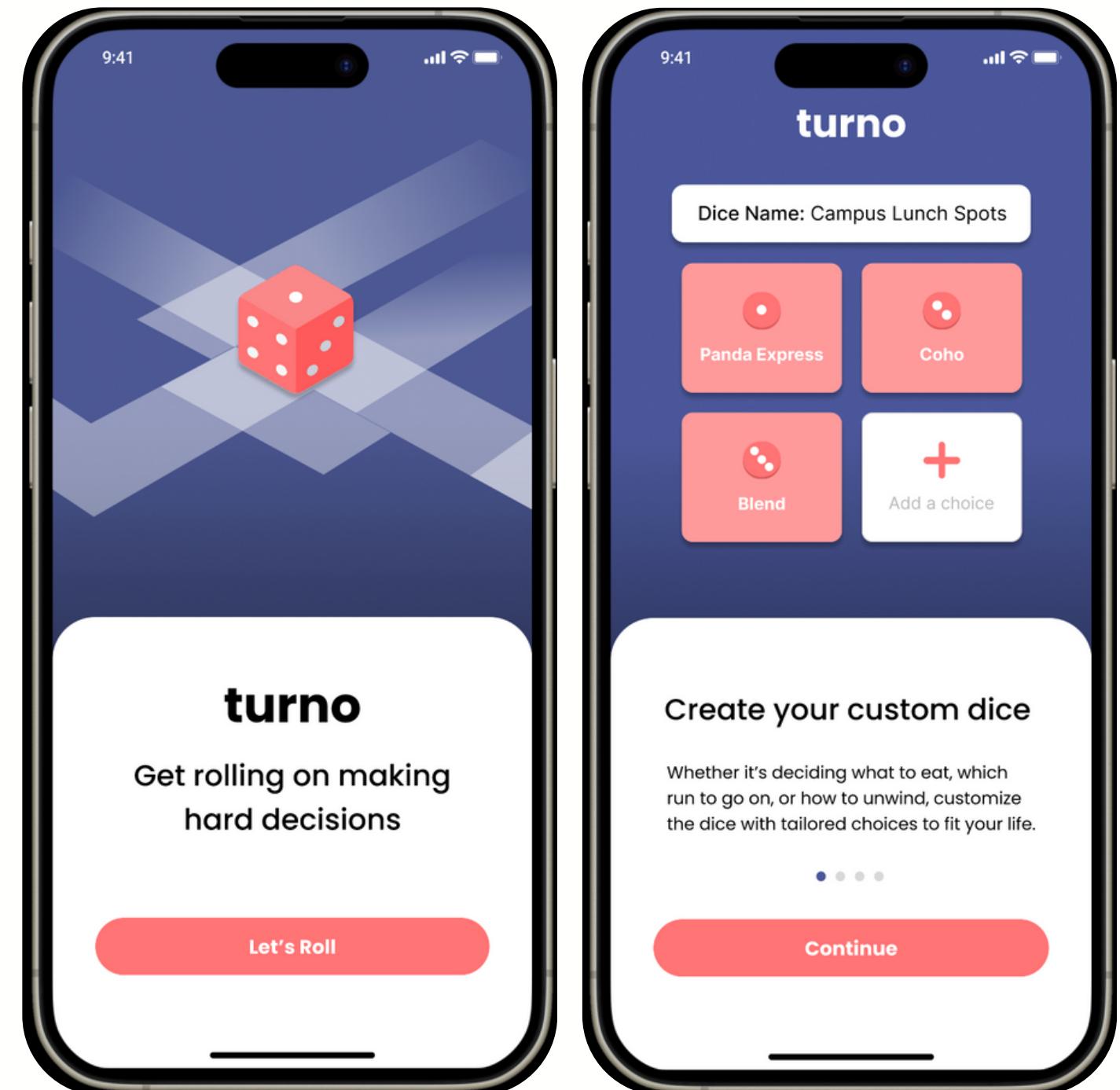


Method

- Task 0:** Create an account and log onto the app in onboarding.

What we looked for

- Smoothly making it through the onboarding
- There are no confusions about the purpose of the app
- Create and sign in without any difficulties



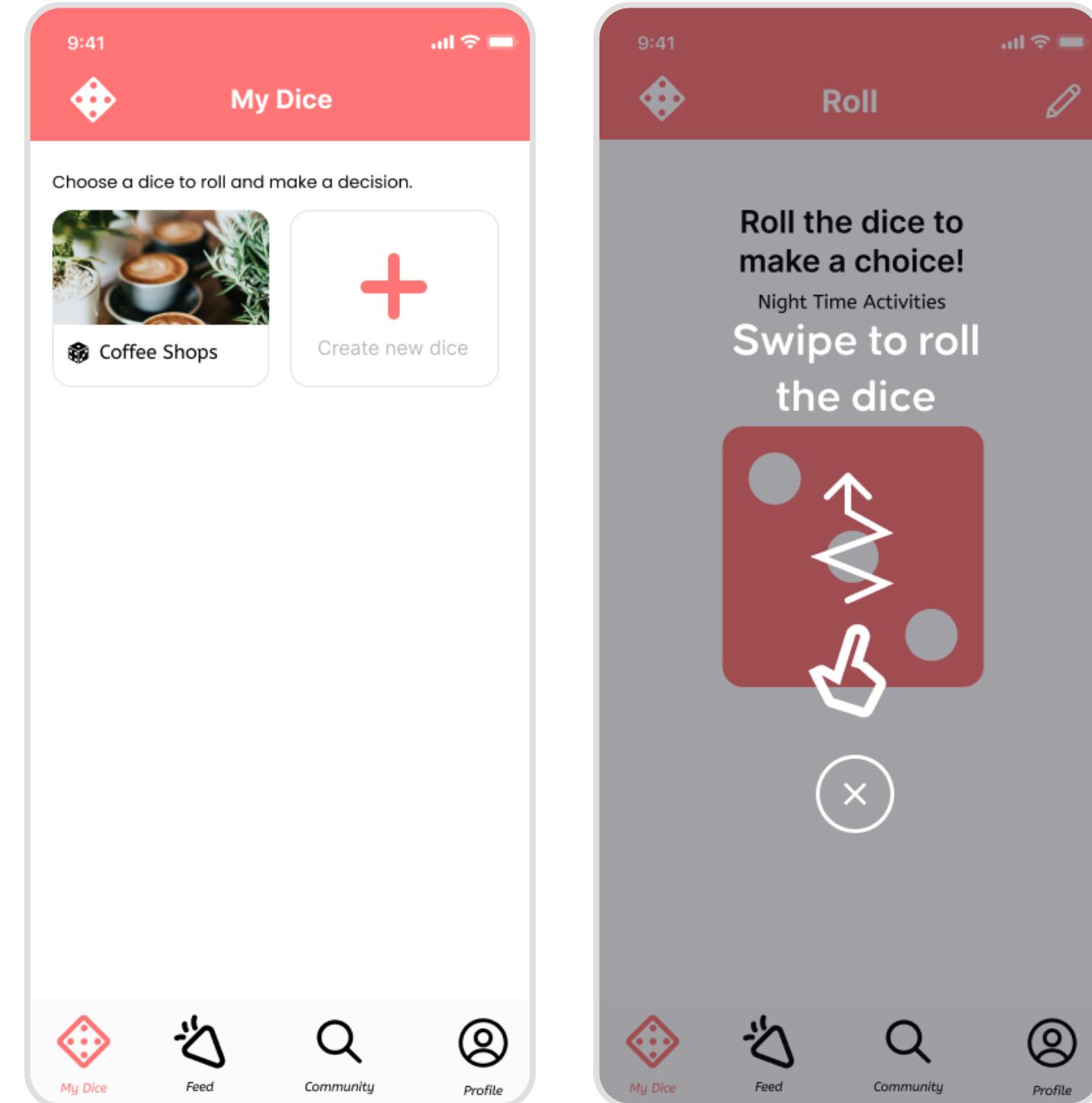
● Method

Method

- **Task 1:** Roll a dice and post your results to the feed.

What we looked for

- Users are not creating a dice first; clicking the dice card first (i.e. Coffee Shops)
- Understand the instructions on how to swipe the dice



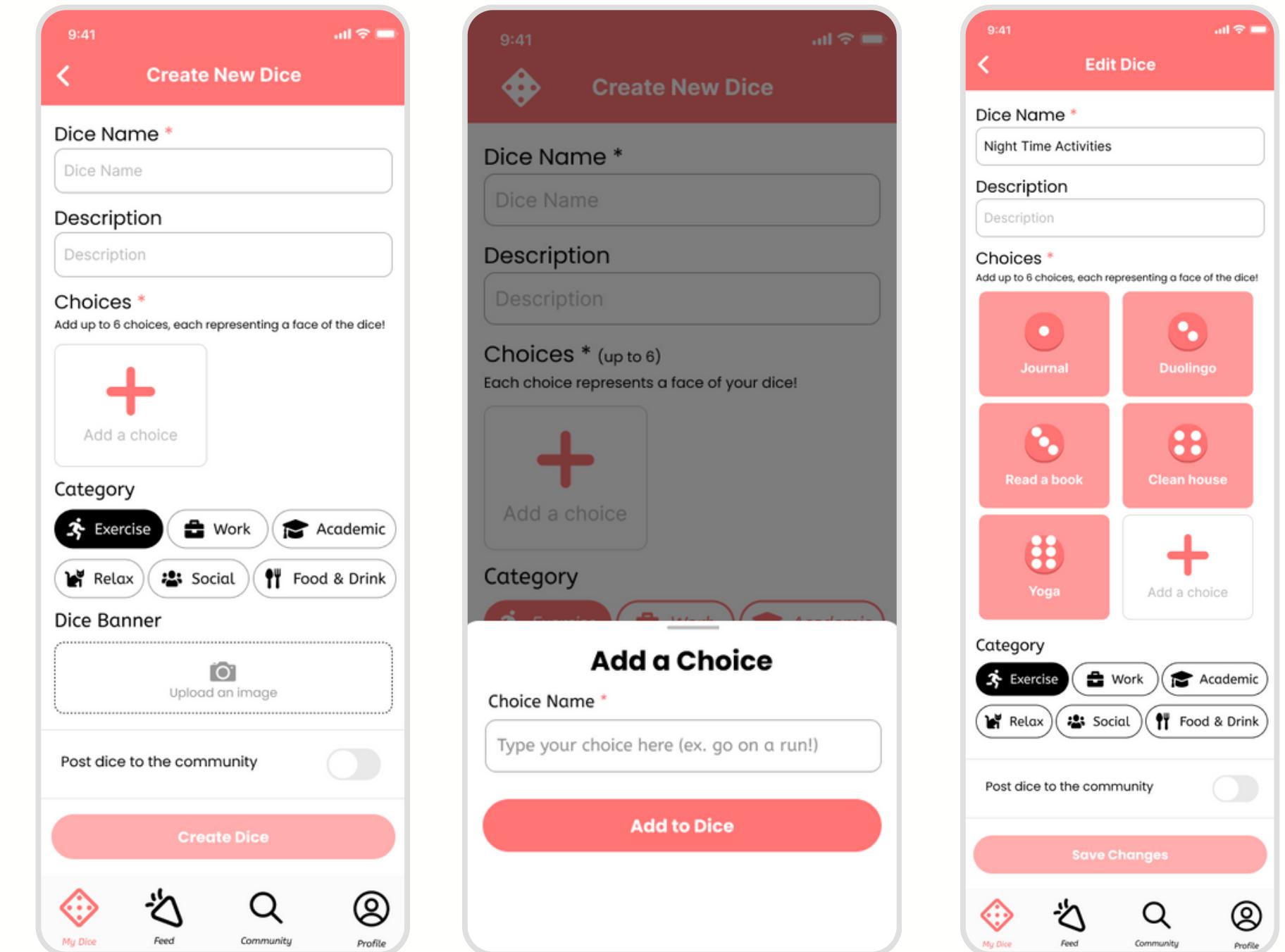
Method

Method

- **Task 2:** Create a new dice and post it to the community.

What we looked for

- Filled in all the required text fields
- Understood that not all choices needed to be filled in
- Toggled the community dice to “on”



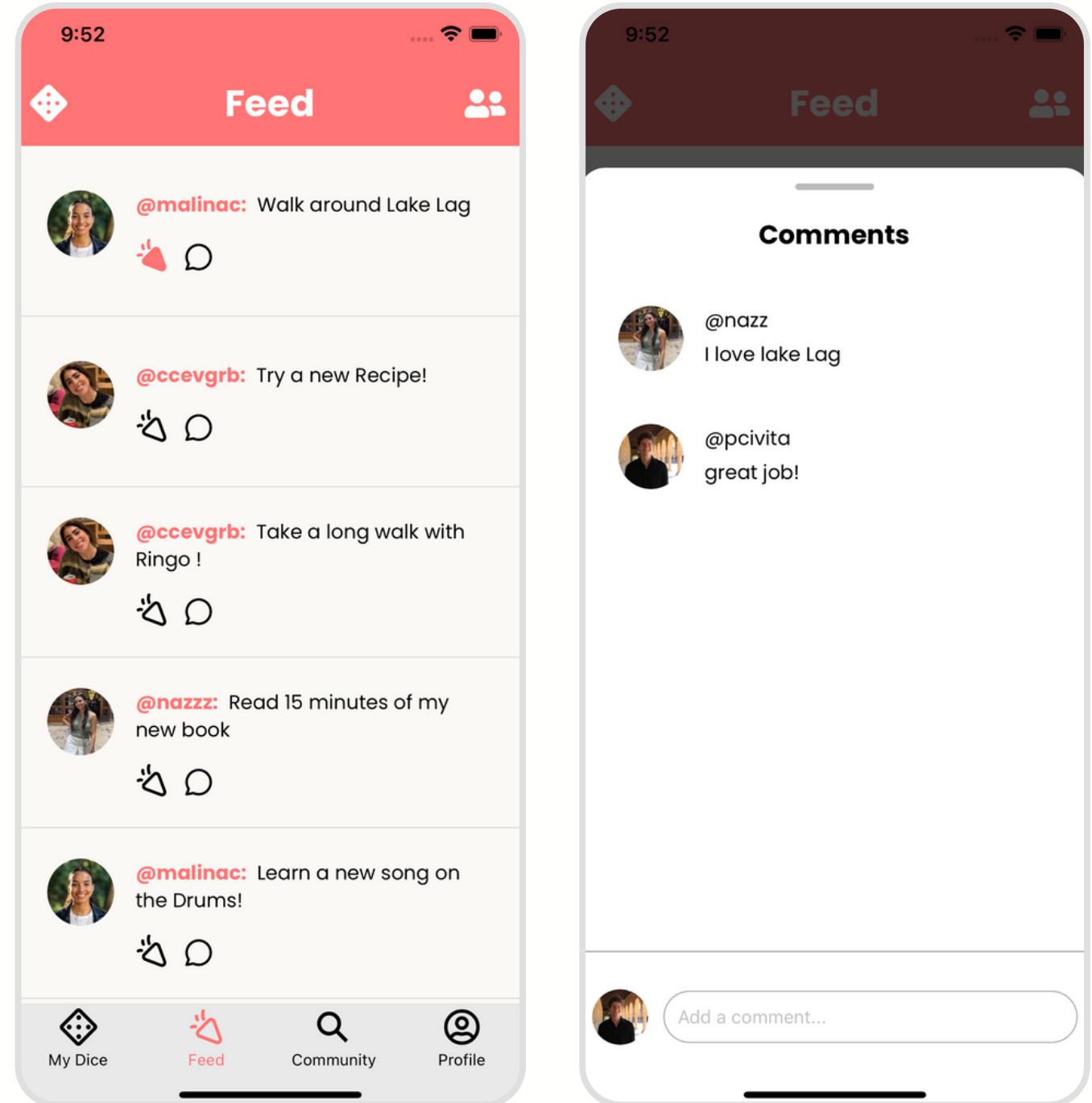
Method

Method

Task 3: Interact with user posts.

What we looked for

- Click on the kudos button easily
- Add a comment to the post
- No obstructions with the keyboard



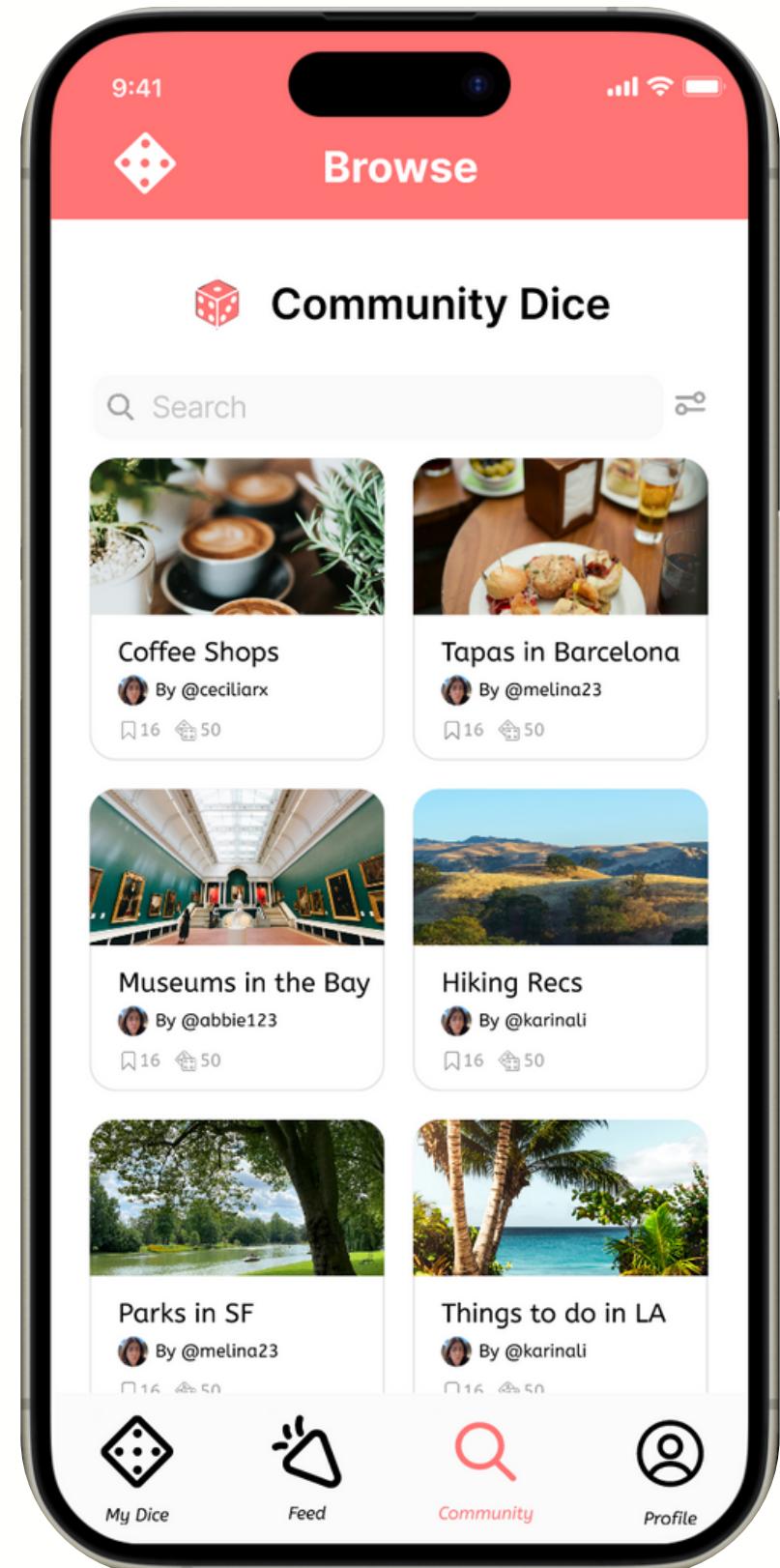
● Method

Method

 **Task 4:** Browse through community dice and add one to your personal dice collection.

What we looked for

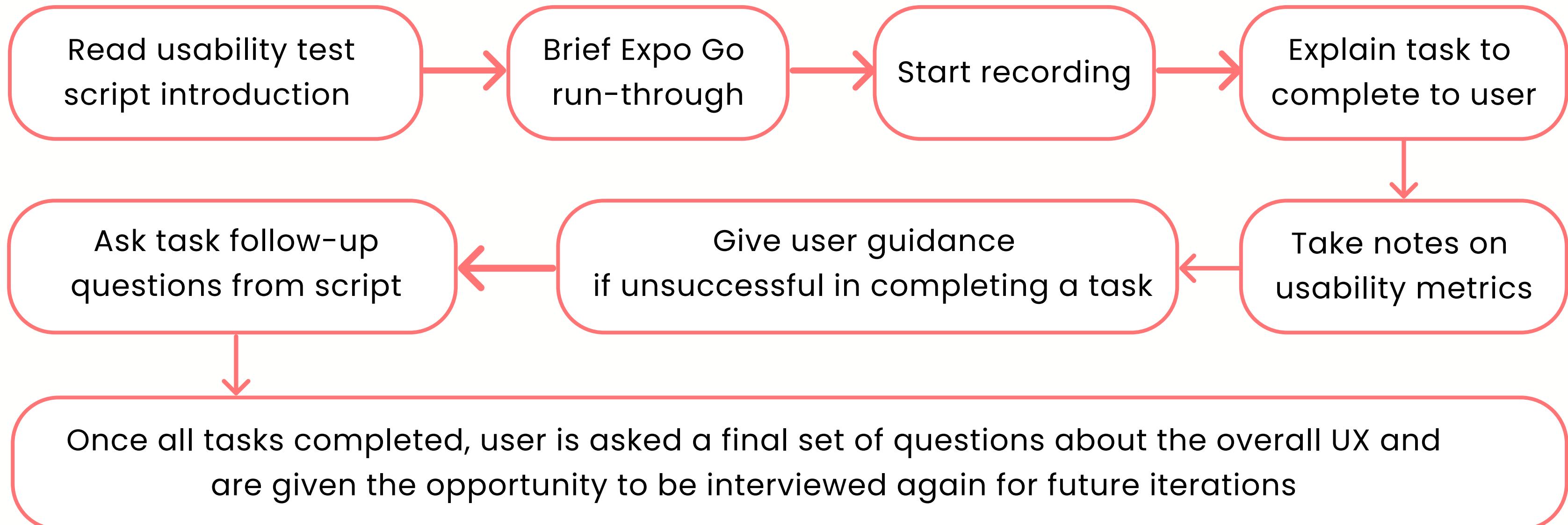
- Filtered through community dice
- Read and understood all analytics on the dice cards
- Added the dice to their personal dice collection



● Method

Method

Procedure



Method

Test measures

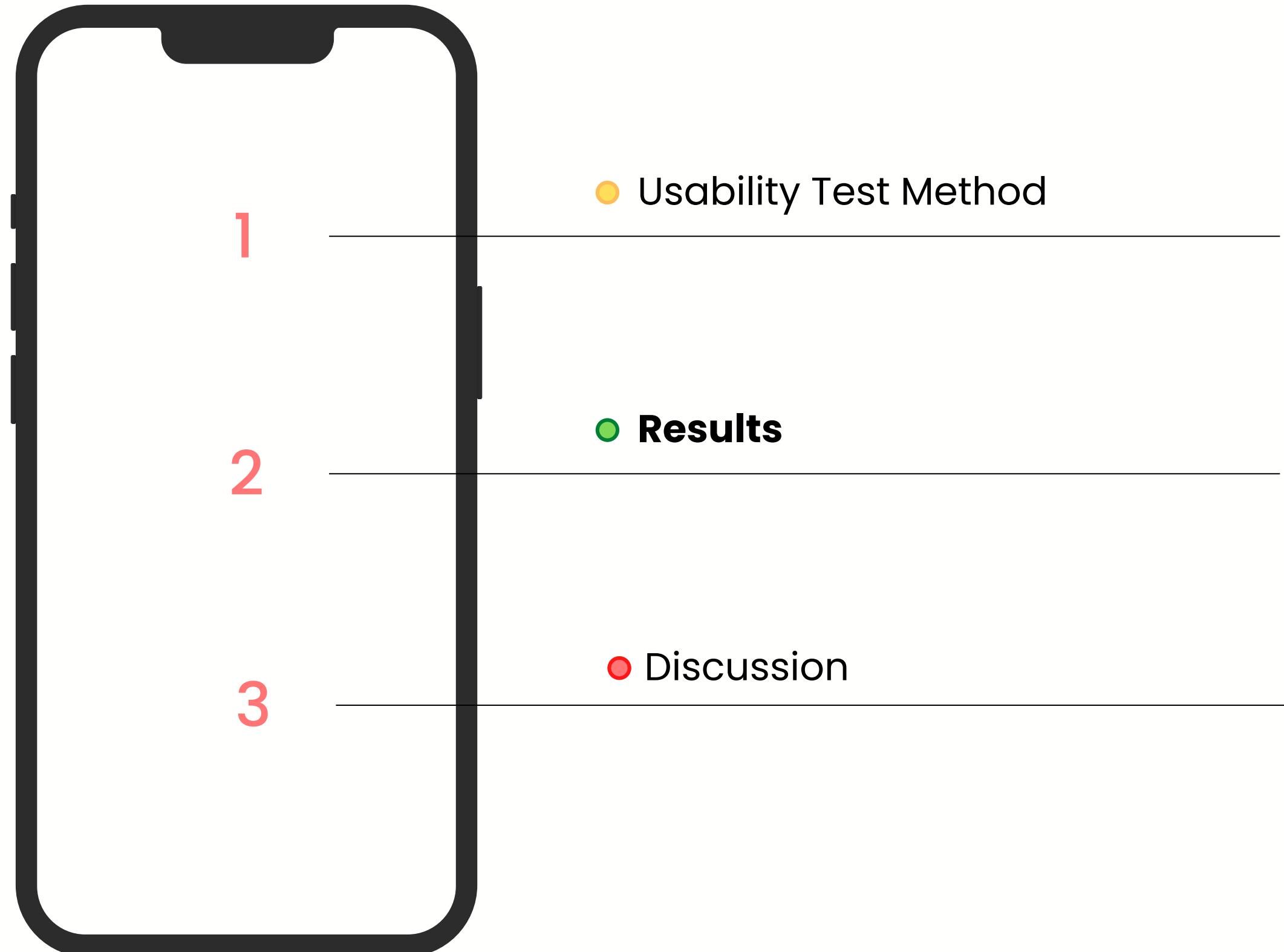


1. Time spent creating an account
2. % of participants who successfully roll the dice and post to feed
3. # of errors when creating a dice
4. Miscalclicks when interacting with user posts

*Metrics selected based on confusions from last usability test

Turno

Agenda



● Results

Results

	Time Spent Creating an Account	Successfully rolled dice + posted?	# of errors when creating dice	Misclicks with user posts
1	41s	Yes	1	4
2	35s	Yes	0	0
3	50s	No	0	4
4	49s	Yes	0	0
5	51s	Yes	0	0

Onboarding + Creating an Account

Key Findings

- Average time to create an account is 43.75 seconds
- All but 1 participant skipped the onboarding. 1 participant went on to complain about lack of app instruction
- Majority of participants understood the app concept well
- Scrolling issues with signup

Modifications

- Fix keyboard scroll issues when users are signing up
- Adjust graphics on onboarding to reflect current app state

A wireframe-style mockup of a login form. It features two input fields: 'Username or Email' and 'Password', both with placeholder text. Below the fields is a large red rounded rectangular button labeled 'Log In'.

● Results

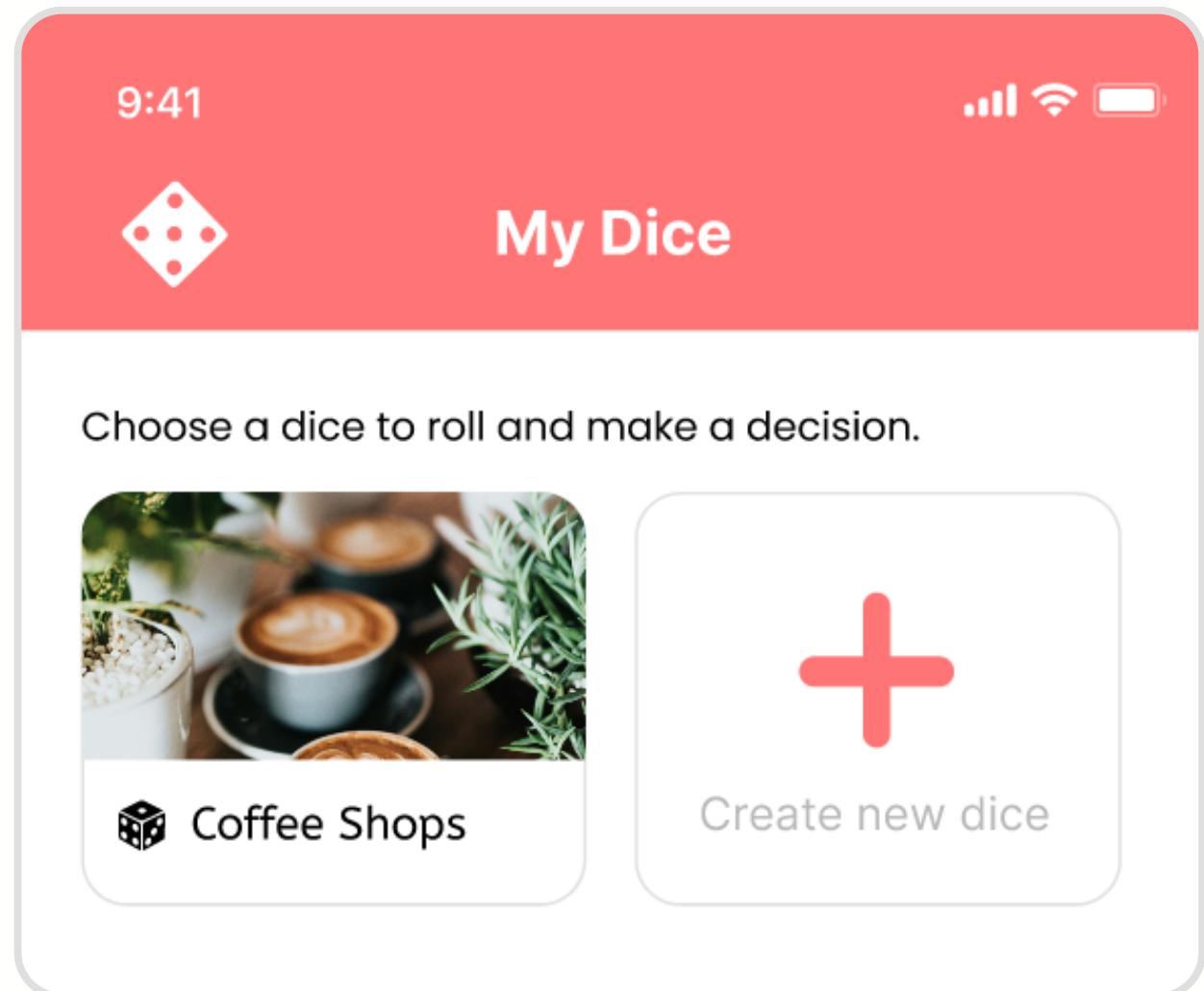
Rolling Dice + Posting to Community

Key Findings

- 80% of participants completed the task successfully
- 2 participants rolled it perfectly
- 1 participant chose to create a new dice first
- 1 participant tried swiping the screen first
- 1 participant was extremely confused and did not complete the task

Modifications

- Make it more visibly clear that each existing box is a dice by increasing the size of the dice icon



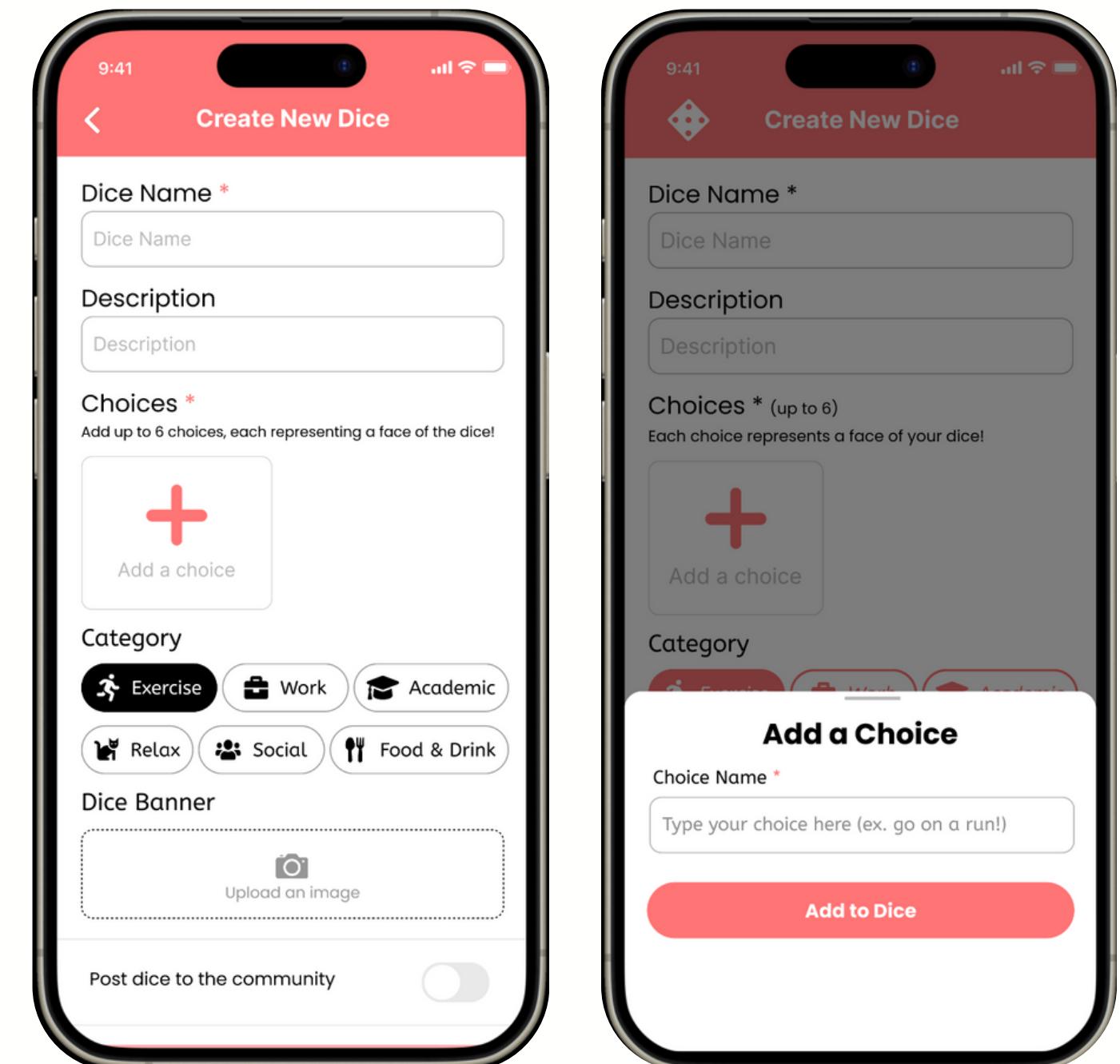
Creating a Dice

Key Findings

- Dice name and description fields are confusing
- 4/5 participants believed that they needed to fill all six choices
- Needed help adding choices to their dice

Modifications

- Change UX copy to become more clear
- Include instructions on the creating a dice page
- Provide more instructions for users when making their choices



Interacting with User Posts

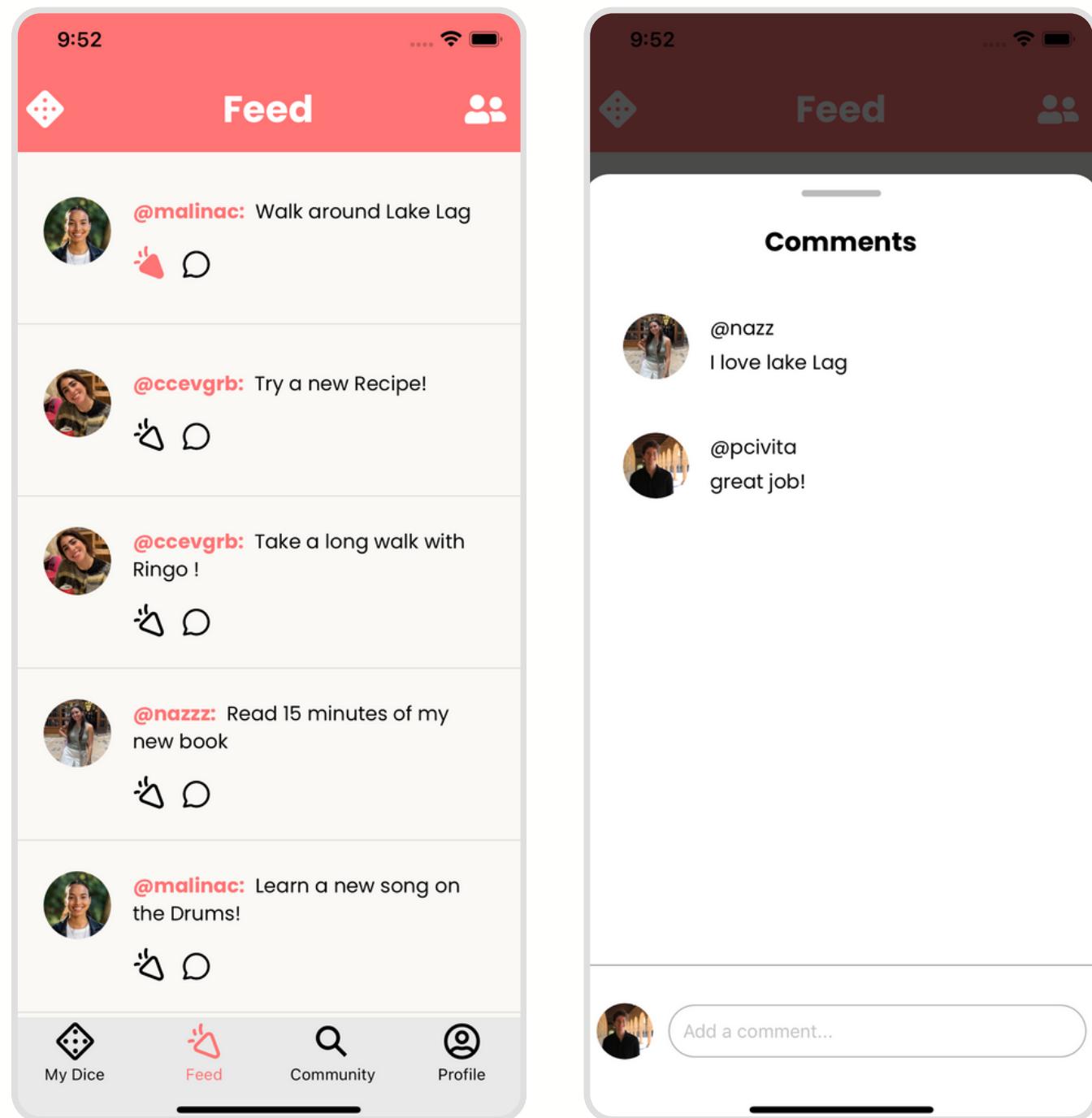


Key Findings

- Buttons sometimes did not work when posting to feed
- 1 participant tried to click on the entire user post, multiple times

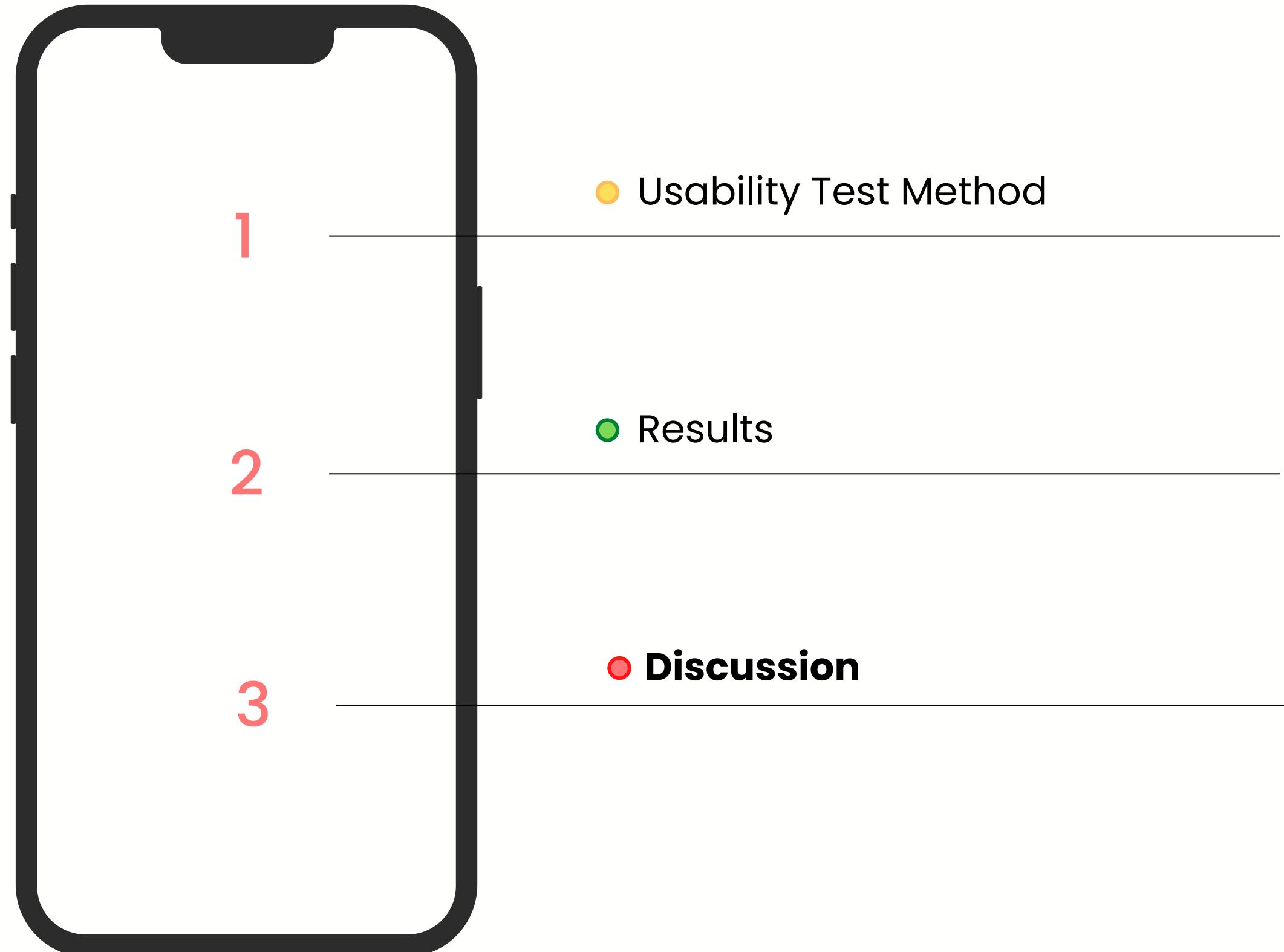
Modifications

- Test buttons throughout the entire app
- Add detailed individual view of post when user clicks on the feed post



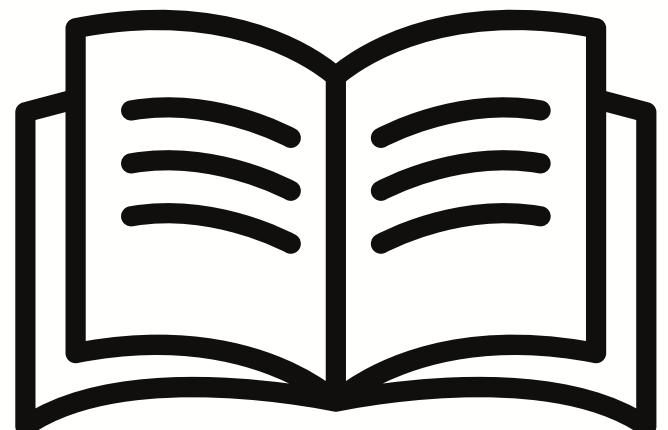
Turno

Agenda

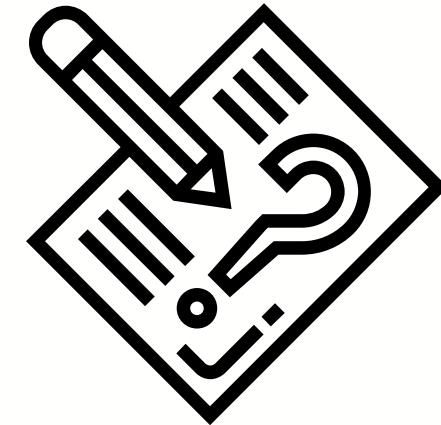


Primary Learnings

- Need improved user onboarding and guidance
- Interface Usability Issues:
 - Difficulties like misclicks and unclear functionalities (e.g., adding choices to a dice)
- App Concept Validation:
 - The concept of the app resonates with many users



Future Testing



- A/B Testing:
 - Compare different versions of UX copy
 - Determine performance in terms of user engagement, satisfaction, or task completion rates
- Stress Testing & Error Handling
 - Evaluate app's performance under extreme conditions
- Giving users an explicit scenario of a decision that can be made with turno—it's hard to come up with something on the spot!

In-situ Insights



- Testing in public places introduces noise and distractions
- Internet quality varies in different locations.
- Real decisions add complexity to the test
 - Making our users make a decision about what decision to make!
- Clickstream + video logging made it easier to track user performance

Summary

- Field usability test of HiFi V2 Prototype
- Results
 - General success with the app
- Improvements for v3
 - Refine micro touchpoints throughout the app
(buttons, icons, keyboard, scrolling, etc.)
 - Add detailed view of posts
 - Improve “Create New Dice” flow
 - Delete features!

Thank you!

