<u>**JUT- 19, 20, 23: S.P.A.C.E Onboarding Usability Tests**</u>
**Testing Plan & Results**

*Status:* To Do          *Date/Time:* 5/19/2015          *Projected Length:*  20 mins

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**Test Goals:**

1. Should we provide an introductory overview of S.P.A.C.E before letting the user chart the S.P.A.C.E. parameters?
2. Are the users able to understand what S.P.A.C.E. means and chart these parameters without any introduction?
3. What type of S.P.A.C.E onboarding do users prefer? (Sequential vs. Instructional Overlay)

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**Test A:** S.P.A.C.E screen with no contextual information or onboarding
**Test B:** Charting of S.P.A.C.E parameters in a sequential onboarding process. (SPACE acronym explained in introductory overlay )
**Test C:** S.P.A.C.E onboarding with instructional overlay followed by charting of these parameters *(No sequential onboarding, SPACE acronym not explained in introductory overlay)*

**Prototype link:** http://szi8lp.axshare.com

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**Moderator Script:**

Hi, I'm Mandi Gonzalez and this is Ramakrishnan Kumarasubramanian. We're UX Interns at JOOL Health, a new mobile health startup that is looking to redefine how people engage with their health. There is evidence to suggest that health-related behavior change is significantly enhanced when an individual embraces a strong sense of life purpose. At JOOL Health, we're combining insights from science and proprietary technology to redefine the pursuit of healthiness.

We are conducting a short usability evaluation of an application we are building to help individuals strengthen their energy and willpower in order to live a life of purpose and healthy behavior. This evaluation should take about 15-20 minutes. I'll be moderating this session while Ram will be taking notes. We'd like to stress that we aren't testing you or your skills; instead, this is a test of the system. Any flaws that are found are due to the system, not you.

**Note to the test participants:**
- ❏ Please make sure to think aloud while you complete the task.
- ❏ Please hold the phone such it would be possible for us to observe you as you are using the app.
- ❏ When you believe you have completed the task OR have any questions, let us know. Before we begin, do you have any questions?

**Pre-Test Questions**

1. What type of smartphone do you use?
2. How do you feel about having to go through a tutorial or an onboarding process when you first use a mobile app?
3. a) Do you use any apps for personal improvement?
   b) How often do you use these apps?

**Scenario & Task:**

Imagine your employer sends you a link to a new application that they are encouraging employees like you to use to help you strengthen your vitality in order to live a life of purpose and healthy behavior. It's your day off, so you decide to give it a try and open the app on your smartphone. Imagine you have already created an account. **Your task is to:** Go through the app and rate the parameters that help measure how your day is going.

***(For Test B, make sure to note that the final screen isn't actually reflective of their charts.)***

**Post-Test Questions**

**Test A - No Onboarding**
1. a) What do you think S.P.A.C.E means? (For Test A)
   b) Did you have trouble understanding any of the terms? (Sleep / Presence / Activity / Creativity / Eating)
2. a) How do you feel about the information presented on the screens that you went through?
   b) Do you think any further instructions are required in addition to what is already presented?
3. How would you have reacted if the information explaining each of the parameters was presented sequentially, on different screens?
4. As a first time user, how would you feel if you were asked to rate these parameters one at a time?
5. a) How confident are you with the accuracy of what what you charted? *1 - not confident at all, 5 - completed confident*
   b) Would you have preferred to have answered a few questions to measure these parameters rather than rating them yourself?

**Demographic Questions**
Occupation:                          Industry:                          Age:

**Test B - Sequential Onboarding**
1. a) Are you able to understand and relate to the various terms on the screen that you just rated? (For Test B, Test C)
2. a) How do you feel about the information presented on the screens that you went through?
   b) Do you think any further instructions are required in addition to what is already presented?
3. How would you feel if you saw a single introductory overview screen in comparison to the screens that you just saw?
4. As a first time user, how would you feel about rating all these parameters on a single screen in comparison to rating them one at a time? **(Show them the example on Screen)**
5. a) How confident are you with the accuracy of what what you charted? *1 - not confident at all, 5 - completed confident*
   b) Would you have preferred to have answered a few questions to measure these parameters rather than rating them yourself?

**Demographic Questions**
Occupation:                          Industry:                          Age:

**Test C - Introductory Instructional Overlay**
1. Are you able to understand and relate to the various terms on the screen that you just rated? (For Test B, Test C)
2a) How do you feel about the information presented on the screens that you went through?
2b) Do you think any further instructions are required in addition to what is already presented?
3. How would you have reacted if the information explaining each of the parameters was presented sequentially, on different screens?
4. As a first time user, how would you feel if you were asked to rate these parameters one at a time?
5a) How confident are you with the accuracy of what what you charted? *1 - not confident at all, 5 - completed confident*
5b) Would you have preferred to have answered a few questions to measure these parameters rather than rating them yourself?

**Demographic Questions**
Occupation:                          Industry:                          Age:

## High-Level Results

- Overall, users preferred the sequential onboarding process as it helped them understand and chart SPACE better.
- Almost all users tried clicking on the SPACE buttons to get additional information.
- Most users had difficulty following what S.P.A.C.E. meant.
- It was not apparent that there were other terms besides sleep that they could chart
- Two users wanted feedback when they moved the sliders up and down
- Three users wanted to be informed whether the button should be moved up or down the sliders and by how much to chart the SPACE parameters.
- Two users did not notice the contextual information (top/bottom scales) change
- All users did not noticed the underlined words for Test B/C
- **Survey question:**
  - One user is confident in his charts, did not believe a computer could do so
  - Another user would have liked to had compared how the survey would do after he charted

## Recommendations:

- For first time users, proceed with sequential onboarding with additional contextual information
- Show an example before asking the users to chart the SPACE parameters
- Provide visual cues or feedback as the buttons are moved up or down the sliders
- Provide contextual tooltip when users click on each of the SPACE buttons

## Summary of Notes from Usability Test:

| Research Questions | U1 Test A | U2 Test A | U3 Test A | U4 Test B | U5 Test B | U6 Test B | Summary |
|---|---|---|---|---|---|---|---|
| Should we provide an introductory overview of S.P.A.C.E before letting the user chart the S.P.A.C.E. parameters? | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** | **Yes** | Yes, users want additional contextual information about SPACE |
| Are the users able to understand what S.P.A.C.E. means and chart these parameters without any introduction? | **No** | **No** | **No** | **No** | **No** | **No** | No |
| What type of S.P.A.C.E onboarding do users prefer? (Sequential vs. Instructional Overlay) | Sequential | Sequential | Sequential | Sequential | **N/A** | Sequential | 5 - Sequential 1 - No Response |

| User # | Test (A / B / C) | Brief Bio | Age of User | Mobile Device Used | Observations / Comments |
|---|---|---|---|---|---|
| 1 | A then B | **Male** Blogger, Recent Graduate<br><br>(**Test Location**: TechArb) | 22 | iPad Mini, No Phone | ● Does not use a phone, uses iPad Mini<br>● SPACE wasn't clear to him<br>● Wasn't clear that the contextual parameters changed<br>● Pretty confident about what he charted, didn't think a computer could a better job (survey)<br>● Preferred sequential onboarding idea |
| 2 | A then B | **Male** Recent Graduate, Computer Engineer, International<br><br>(**Test Location**: Espresso Royale) | 29 | iPhone 5 | ● Did not know what SPACE stood for<br>  ○ would have liked explanation of SPACE<br>  ○ wasn't comfortable not knowing SPACE, therefore not comfortable charting SPACE<br>● Didn't understand the contextual labels<br>● Had trouble discerning that each letter was independent of each other<br>● The thought of taking a survey: "would take too long" |
| 3 | C then B | **Male** Doctoral Student<br><br>(**Test Location**: Diag) | 36 | iPhone | ● Read the instructional text<br>● Had difficulty in understanding the terms initially and then was able to get more context as he moved the buttons on the different sliders<br>● Did not notice the different terms. Was not sure what each of them meant<br>● Wanted to see some levels for the scale<br>● Tried to press the SPACE buttons<br>● Expected to see some feedback as the buttons were moved on the slider<br>● Preferred the sequential onboarding process<br>● Felt he was able to accurately chart how is today went<br>● Would prefer to answer questions after charting the day by himself to compare the two<br>● Wanted to see an animal persona or color chart based on his chart; felt it would promote social conversation |
| 4 | C then B | **Male** Graduate Student<br><br>(**Test Location**: Shapiro Library) | 25 | iPhone 5 | ● Thought the chart was good way to measure how the day went<br>● Felt interactions were weird<br>● Felt the scale was unclear; wanted to see numbers such as 0 - 10<br>● Did not really understand the goals of the app<br>● Did not want to answer a series of questions to chart SPACE parameters |
| 5 | B | **Female**, Student Entrepreneur, GSI | 65 | Feature Phone | ● Not a smartphone user<br>● Had difficulty reading text on the screen<br>● Did not know how to interact with the sliders<br>● Wanted some feedback on whether it was good or bad as she moved the buttons up or down the slider |

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| | | (**Test Location**: Techarb) | | | ● Felt app was interesting but needed more details to prepare her for charting |
| 6 | C then B | **Male**, Graduate Student<br><br>(**Test Location**: North Quad) | 25 | iPhone 6 | ● Felt chart your day helps plan your day<br>● Tried to click on the SPACE buttons<br>● Did not understand what SPACE means; Felt information was not enough<br>● Had difficulty closing the Instructional overlay screens<br>● Felt active state is not clear<br>● Did not know there are different terms till screens changed<br>● Top and bottom indicator on scale is not clear<br>● Felt sequential onboarding was more clear<br>● Did not understand the terms and boundaries on the scale<br>● Might answer one question to chart each SPACE parameter but not three for each. |