Sync

TYPES OF MEETING A/B TEST

"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organisations to achieve their goals with ease."

Marius Avram (PM)
November 2023
*Logo icon from flaticon.com by Corner Pixel

Prototypes

A (link to clickable)

Sync

Hello, John D.!

Upcoming meetings

Here's a list of all your upcoming meetings.

Today

| 13:45 | Only Safety Workshop | 🔴 | Organiser (You) | Copy Link | Edit Cancel | Join |
| 16:05 | Sync in Academia | 🟠 | Organiser (Rafa) | Copy Link | Copy Code | Join |

Rest of the week

	How to use Sync	🔴	Organiser (Rafa)	Copy Link		*Monday, 13th, 09:15*
	User Research Alignment	🟢	Organiser (Andrea)	Copy Link		*Tuesday, 14th, 09:30*
	Bug smashing Kick-off	🟢	Organiser (Fiona)	Copy Link		*Tuesday, 14th, 14:00*

More ▼

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🟢 This Meeting is safe, only invited participants can access it.
🔴 This Meeting is public, anyone with a link can access it!
🟠 This meeting can be entered by using an access code.

More ▼

Sync

Hello, John D.!

Congratulations! You created a public meeting.

Privacy and Security Kick-off meeting

Monday, 13th of November, 09:30am

Agenda:
- Talk budget
- Team alignment
- Q&As

List of participants
@username
email@email.com
email@email.com
email2@email.com

Shareable link: sync.io/meeting/26HAGa8a6AN

Copy Link

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Delete   Edit   Join

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Problem to Solve

I decided to focus on the **"Traffic Light indicators in the Created Meeting and Meetings List are confusing."** issue from the original test.

Legend of the traffic lights meanings in the Meetings List was added to the B prototype. Indicators have brighter colours in the B version of the prototype.

The clunkiness of the prototype was improved to avoid distractions from the goal. Extra frames were added, and the connections were better. It was a functionality improvement rather than a solution change.

Usability Test Plan

Type of Test: Remote/In-Person Moderated Test using Sync.
Why: Compared to in-person studies, it's often less expensive, less time-consuming, and more convenient for participants. In cases where participants can't travel to a testing location, remote moderated usability testing is an excellent alternative.
Tasks:
Same tasks as in the previous test were performed by testers.
1. As part of your job (a company involved in climate change activism) you have to create a meeting to give a webinar about trash in rivers. Anyone can join your meeting without restrictions.
2. At work (you work at a government institution) you need to organise an emergency meeting to talk about very sensitive data that not everyone at the company is allowed to know, so your meeting has to be secure. Once the meeting is created join it. When you join the meeting you realise someone important to the topic to be discussed was not invited and they cannot access the conference call, add them as a participant directly in the meeting. Leave the meeting when you're done.
3. You work as a teacher, you are organising a remote meeting with parents to inform them of the construction of a new cafeteria. Some of the parents don't have emails or Sync accounts, but they should be able to attend. But the meeting should not be public, not everyone can join. You you need to print out some instructions for them on how to access the meeting. Copy what necessary info you need from the Created Meeting page to paste later in the instructions document.
4. To inform yourself, you want to check if the next two meetings you are part of today are restricted or you need an access code. In your meetings list for today, you see Rafa organised a meeting "Sync in Academia" you are interested in and you want to attend. Join the meeting.

Results Test A

User	User Description	Task #1: Open Access	Task #2: Invited Only	Task #3: Access Code	Task #4: Check Type Meeting
Jessie	Tech-savvy. Unmoderated remote usability test.	• First task was super simple and straightforward. • I was able to login, click what kind of access I wanted the meeting to have, and was able to copy the URL to share with others/ I didn't see any problems.	• Again, I found this straight forward. • I was able to login, click "secure" and get into the meeting. • I added the person who was supposed to be there and ended the call.	• I think I did this right but I'm not sure. • I logged in, chose the meeting with an access code to enter, and then I was able to copy the link for the meeting and copy the code to access the meeting. • In terms of "pasting" it somewhere, I'm not sure if that's an action I'm supposed to do or not which I couldn't figure out.	• If you start from the very first screen, there is no "My Meetings" button • I had to go through a "fake meeting" to get to the "My Meetings" option to look at them. Once you got to that point, you could see the meeting the task told you to go to and you were able to join.

Hiba	Tech-savvy. Unmoderated remote usability test.				
		• The creating a public meeting flow is quite intuitive. All buttons are self explanatory • I could easily find my way through to creating a public meeting and sharing the link. • Clear layout with all relevant infomation presented • I think this (New Meeting button) is not centered. try using auto layout and it'll do it for you • I love the illustration here (in the home page) and how it matches the colour scheme	• Camera, microphone, leave call options are important but they are taking too much space. Maybe have them in a collapsable menu? • You might need to create different meeting screens with different agendas for each specific task since the tasks mention what the meeting is about (ie one for government, one for climate change..) just to avoid confusing the testers • Having the agenda here is such a good idea. no one likes to be in a meeting without knowing why they're there! • I was able to add one more person to the meeting quite easily.	• I love the pop up for "copied code". • I was able to make a meeting with an access code. the screen clearly states that this is the correct kind of meeting I need. but again it's the same subject and agenda for all of them so it's confusing.	• Just a suggestion that you can totally ignore: a calendar view option here might be useful. maybe the user can switch between a list view and a calendar view depending on what they prefer. • Love the colour coding of the indicators here that's consistent with the meetings I created in earlier tasks. • Checking if rafa's meeting is public. no it's not. • The process of finding the info was smooth since "my meetings" were right in the home page. • Great user experience • Maybe have the dates on this side for consistency with the times above?

Ivan	Tech-savvy. Moderated remote usability test.	- Clear and simple way of creating a meeting. It was easy to finish this task. They did not get stuck. - Understood without help what each type option meant and chose the correct one at first try.	- Secure meeting meaning was clear and completed the task easily. - Confused by the add button. Had to explain it is for new participants.	- Completed the task. - It was clear the code was copied and that they can use it to join the call. - Asked for the indicator and its meaning.	- Found the meetings list easily. Was able to find the right meeting and knew they have to copy the copy before joining. - Indicator not clear enough, not remembering each colour. - Suggested using words instead of the colours, they are more readable and accessible.

Results Test B

User	User Description	Task #1: Open Access	Task #2: Invited Only	Task #3: Access Code	Task #4: Check Type Meeting
Iulia	Tech-savvy, 29 yo. Moderated remote usability test.	• Clear CTA for creating a new meeting. Maybe adding an icon to the button would make it nicer. • All necessary info for creating a new meeting is there and it's easy to understand. • Options for type for meeting are clear and they make sense. • Confused about the list of participants being there for "public" type of meeting.	• Tester did not get stuck at any point during the flow. • Adding a participant directly in the meeting was a bit confusing. Maybe a label for the input and button would help. • Thought the button for inviting a new user will take them to a new step (i.e. pop up)	• Very simple to create the needed meeting. • It is clear what an access code is. • Confused if participants from the invited list also need a code or can access the meeting directly.	• User did not get stuck during this task. • Did not think of the indicator next to the meeting in the list. Only knew the type of meeting by the "Copy Access Code" button. • Confused by the lack of labels of headers in the list of meetings. • Did not know what the colours of each indicator meant, but the legend was useful. • Legend was useful but felt too crowded. • Finds indicators helpful to inditify what type of meeting they attend, to know what information they can share. • Suggested replacing the legend with a text right next to each indicator.

Ferenc	Vey tech-savvy. Moderated remote usability test.	• Completed the task and found it very simple. • The indicator after creating the meeting caught their eye.	• Was able to finish the task very fast. • Found adding a user easy. • Types of meetings were pretty clear. • But maybe it would be useful to explain them better for less tech-savvy users during the meeting creation.	• Easy to complete. • Assumed the participants from the list can either use an access code or log in and then join the meeting. • Instructions were clear and layout was clear.	• Found the duplication of information of the indicators a bit too much. Makes the page too distracting. • Would be useful to explain the type of indicator with a hover text.
Maria	Mid tech-savvy. Moderated remote usability test.	• Finished the task in a timely manner. • Easy to choose options for the meeting.	• Wondered of the use of green/red and colour-blind people and contrast of the coloured text. • But found useful having indicators for meetings. • It could be more accessible.	• Asked why is an access code needed if emails or usernames can just be added to the participants list. • Although was able to complete the task.	• Felt a bit overwhelmed by the information. • Things did not feel consistent on the page. • Useful to know what type of meeting it is, but feels the indicators should be different, maybe icons instead, as they felt they do not provide enough information by themselves.

Findings

Questions to answer:
- What went well (e.g., did your B prototype solve the problem?);
- What areas still need to be improved (e.g., functionality, design?);
- Would you recommend a further round of testing? Why/why not?;
- If yes, which other testing strategies might you try next and why?

Taking into account the A/B test data I am confident the **B prototype is a positive in the right direction**. It seems to mostly solve the problem of unclarity of the indicators, but there is a need to iterate on this solution again. Overall the feedback was good, there were some good suggestions and some **important issues were highlighted**.

Some **accessibility issues** were discovered that were not taken into account: chosen colour, some low contrast, and using only indicators without text or alternative text. This should be by default.
Indicators in the meetings list page are useful and the legend is useful too, but makes the page feel too crowded. Instead of a legend, each indicator should be accompanied by a short text explaining its meaning (key words). **Indicator + keyword**

I would go back to the drawing board, improve the prototype, and do another A/B testing using the current B prototype vs the B prototype with some of the improvements.

I would use Sequential Testing using the current B prototype as "original" and test it against several other options.