

DP1.4 User Testing, Final Prototype

Melinda, Malaika, and Jensen

Our task:

Share a collection of captioned photos with your VSCO followers

Script:

- a) Hi, our names are Malaika, Jensen, and Melinda, we're going to be walking you through this usability test today. We're asking participants to try using our VSCO app to see if it works as intended. Our test will take around 10 minutes.
- b) The first thing we want to point out is that we are testing the app, not you. You cannot make any mistakes, you can't do "good" or "bad."
- c) As you're using the site, I'm going to ask you to use something we call the "Think Out Loud Method," which simply means that you tell us everything that you're thinking and doing while using the app. This will help us a ton and we might remind you a couple times to use this method because it doesn't always feel natural.
- d) We're at the middle stage of our prototype, so not every button/action will work or be interactive.
- e) If you have any questions make sure to ask us throughout this process. We might not be able to answer every question, as sometimes it helps us to see what's wrong if you're not able to figure out a step.
- f) The compensation for this will be a handpainted sticker.
- g) Can you tell me a little bit about who you are/where you are in life?
- h) What are your favorite forms of social media? Are you a VSCO user?
- i) I'm going to ask you to look at the homepage, and let me know what you think this page is for. What do you notice? What do you understand from the page?
- j) I'm now going to ask you to complete a specific task, remembering to speak out loud as you complete this task.

"You have always loved being using Instagram for three years now, and are frustrated with its limited ability to express the entire scene, both in words and photos. You decide to try out VSCO because you heard it has a "Journal" capability.

Your task is to share a collection of captioned photos with your VSCO followers."

- k) Can you tell me what was the most frustrating part of that process? Is there anything you're still confused about? Do you feel inclined to use this process again, why or why not?
- l) ****Listen, encourage for user to talk out loud, say, "good," or "thank you."**
- m) That is exactly what we needed. Do you have any questions for me? ****wait for answer**
- n) Terrific! Thanks for helping us

Usability Test Notes:

JUSTIN USABILITY TEST:

Pre - usability test:

- Male, Senior at Stanford, new to VSCO, interested in finance, uses Instagram quite a lot, mostly consumes, uses Facebook second most

★ wanted to use one user who was a new VSCO user, and a second who had used VSCO frequently

Completing Task:

- Look like feed of photos I've posted
- I could scroll through and see older photos
- I would click on Journal
- click add button for new Journal
- decides between
- clicks photo button
- doesn't drag when button wiggles
- clicks arrow → doesn't work
- goes home and doesn't save photo Journal
- Tried again, clicks on photo button, clicks on text button, no success with either
- malaika hints "try something else with button"
- finally understands that he needs to drag photo button
- drags photo button, selects photos

★ ran into MAJOR ISSUES. he could not figure out how to drag the photos button, and had to be prompted by Malaika. The wiggling of the button was not enough to hint the user to drag the button

- drags text button, drops text button on photo of choice to create caption

★ understands that must drag text button

- clicks on "Eye icon"
- I guess that's sort of what this would look like as a post

Post - completion questions:

- most frustrating not knowing needed to drag and drop the photo button

- question is how he controls who sees his post?

- a good way to add photos and text

- curious what bottom buttons are, but when asked he guessed all of the buttons correctly

- when the user picks a cover photo, where are these photos coming from?

Logan Usability Test:

Pre-Usability Test:

- Junior, STS, pickup, coed soccer, uses VSCO to edit, snapchat with her sister doesn't post photos on VSCO used Instagram only to post not edit uses PicsArt

Completing Task:

- Notices she can add photo, and her previously
- Homepage, photo album, and doesn't know third icon
- starts clicking on photo page

★ thinks that photo editing happens on photo

- instead of just clicking, had to drag, slide

★ thinks that needs to slide buttons to right side of screen

- what was confusing was when button shook, something happened but not what she was expecting

★ similar issue to Justin, could not figure out how to drag and drop photo button

★ when she did it a second time, realized she could slide button to the left too

Post-Completion Questions:

- she thought text was self explanatory, because she figured it out in photo process

- wouldn't use process again because the sliding was tricky

- "I'm a busy student"

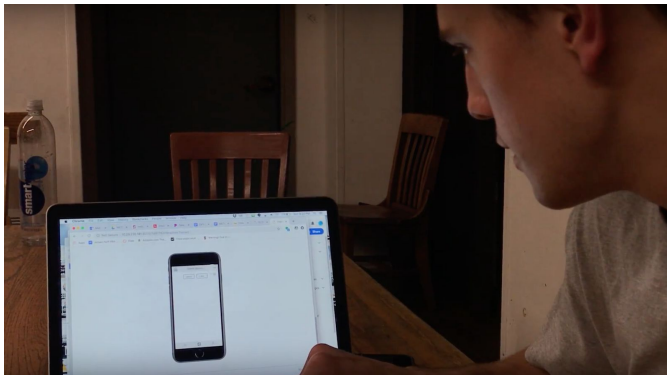
★ would rather click on space below photo

★ wants to see a short video first time she opens the app

Changes that we will Implement:

1. Fix the tap and drag method (after doing some more testing on mobile).

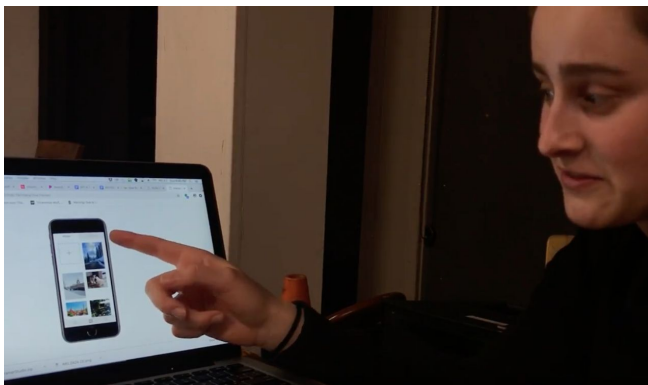
Explanation: Currently the user is confused about how to add photo or text. Our current method is that the buttons jiggle when the user clicks on it to symbolize that it can be dragged and once they start moving or dragging the photo the screen will be grayed out to guide the user where they can and cannot place a photo. We will add a microanimation of the button moving downwards when it is first tapped, so people are aware of the drag functionality.



*** Photo of Justin trying to figure out the drag and drop method*

2. Add in Profile and Timeline pages. These pages will be fully functional, but rather show the design of the page to give the user a sense of what the other pages are.

Explanation: While not crucial to the process of creating a journal, these pages will help the user understand where the Journal and Photos pages fit in within the larger scope of the app. Right now our user can only hypothesize about what the icons on the right and left side of the bottom bar mean, which can add to the confusion about where the Journal goes/who it is visible to.



*** Photo of Logan, who asked about what the two other bottom icons resembled*

3. Change icon to globe🌐

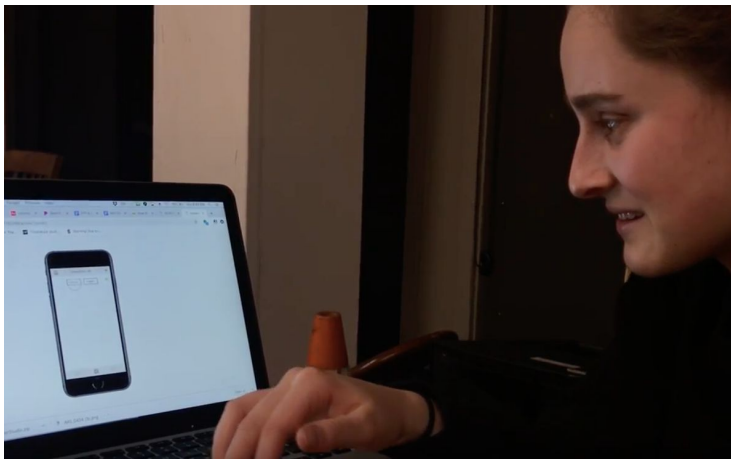
Explanation: Users knew what the profile and photo icons meant, but were less sure of the feed icon.

4. Add tap photo to edit or delete

Explanation: This was additional functionality that users mentioned in the testing of our paper prototypes, but we did not include in our first digital prototype. We will include this to increase freedom and control for users.

5. Make sure the pictures are the same throughout

Explanation: Users were confused where they were in the process bc different photos were used. Improve continuity by using same pictures throughout prototype



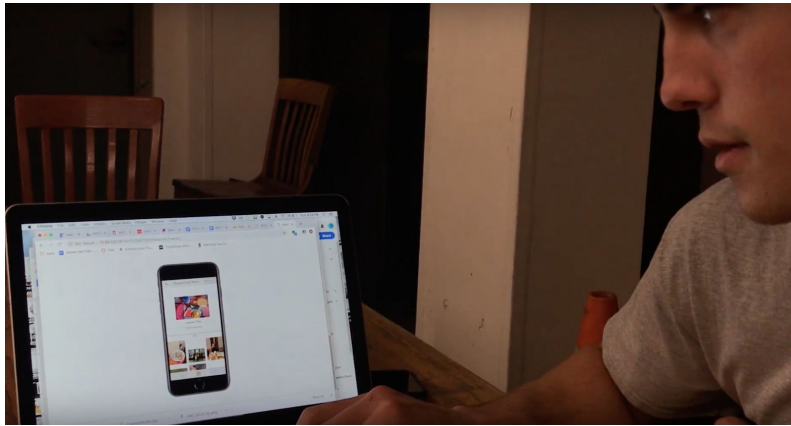
*** Photo of Logan, who thought that she was entering a different process because of the different imagery*

6. One click to select one photo not two

Explanation: Again, just for prototype, would be more clear to have one tap to one add.

7. Create the option to publish the Journal privately or publicly

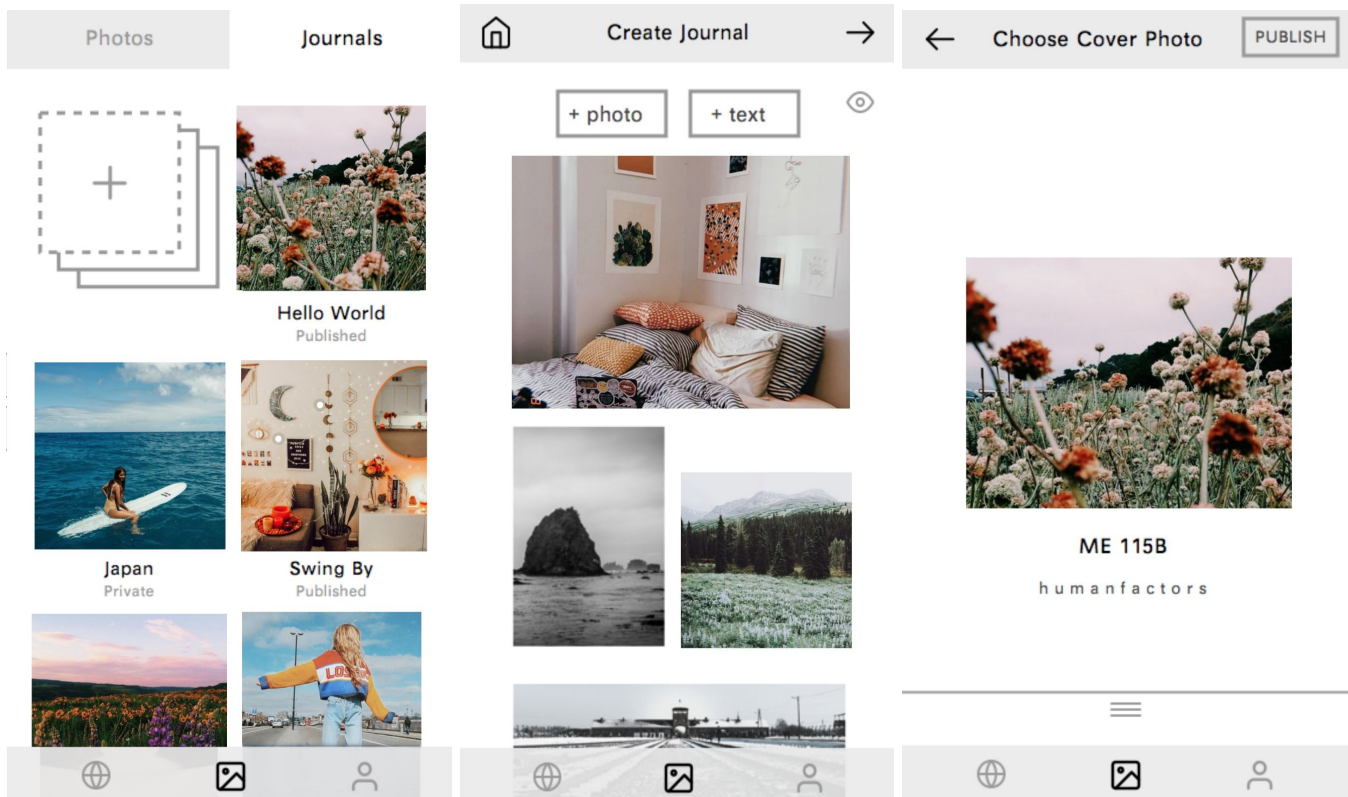
Explanation: In our post-test interview, one of our participants questioned whether the Journal they created was visible to only them, to their friends, or to the general public. We want to add a functionality that we didn't carry over from VSCO's original app design (a public/private button), but that we didn't think was crucial until receiving this comment from one of our users.



*** Photo of Justin looking for a Public or Private setting. After the test was over, he said, "I wish I could have seen if my post was visible to only me or to the public."*

Step 2 Refined Mid-fidelity Prototype

Folder with prototype files: https://drive.google.com/open?id=1X_EeRV6NpqScVRzQGal12bd0aPBTn21P



Poster Presentation

