Figma Prototype:
https://www.figma.com/proto/PuJy4lXFPlfdJmC4OcTgIt/5.16-Submission-Clickable-Prototype-RD2-Mike-Marin?node-id=556%3A25979&viewport=213%2C522%2C0.0920548290014267&scaling=scale-down

----------- **Interview 01 Start: Initial Contact** -----------

Interview time: November 21st 2019 -- 8:00pm
Interview name: Christian Gomez
Interview location: Remote using Cellular/Figma Prototype

Subject uses Apple devices multiple times everyday, both for work and personal, and has a background in Graphic and Web Design. He's somewhat familiar with User Experience design.

Relayed background of the ideas of the app and what in general was the objectives of this exercise.

----------- **Interview 01: User Background** -----------

First, what's your occupation? What do you do all day?

Subject is a sales manager at brick and mortar sports equipment business. He uses his company's corporate internal applications to manage his employees schedules, as well as communicate inventory needs to his suppliers.

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

Subject uses the internet at his job to research products for both his employees and clients. He spends a good amount of time each day communicating using email and text messages. When he gets home, he catches up on the events of the day, and posts messages to family and friends. Approx. 5 hours a day.

What kinds of sites are you looking at when you browse the Web?

He uses Instagram and Facebook heavily, and browses popular golfing sites for the latest news and gear.

----------- **Interview 01: User Task 00: Initial Prototype Screen Impressions** -----------

After bringing up the 'Social Feed' screen, and explained its purpose, he understood how he was to interact with the prototype. He commented on the color scheme and liked the orange color presented.

Since I'm not able to control the prototype while I'm observing the subject through Figma, I pointed out how to reset the prototype so that it could be done at the end of each task. I also instructed him to turn off hotspot hints.

I reiterated the importance of speaking out in a stream of consciousness and the subject mentioned that it wouldn't be a problem.

----------- **Interview 01: User Task 01: Signing Up for an Account** -----------

After instructing to reset the prototype, I observed the subject starting the interaction in Figma. I soon realized that the prototype jumped around with the subject interacted with it. When asked, the subject said the screens and transitions were working as expected on his end. Looks like this is a limitation of observing through Figma.

Subject commented on the vertical scrolling of the initial Welcome screens, and I mentioned that some elements such as the side indicators and time would be static.

Subject successfully navigated to the sign in button, and asked about typing in the text fields. I mentioned simply that the prototype is designed to click from one destination to another, and didn't require manually inputting information. Just click where you'd want to begin, and the prototype may react depending on where you click.

Subject asked about the close icon being persistent on the last text, and I mentioned that it was to show potential interaction if a user wanted to clear out a text field. This was simulated in this prototype just to show it was thought of.

Subject commented on the thoroughness of each step of this prototype, incorporating even the verification email. From here, he was able to follow to the log in page and the eventual signing in page that completed this task.

He asked if a user could skip this and interact with the app. I said there was another path to sign up, and to reset the app if he wanted to look for it. He skipped through the welcome screens, and didn't sign in which brought him to the familiar 'Social Feed' screen he'd seen before. He mentioned that he'd expect for that other sign in to be found in a 'Settings' screen. He clicked on the correct icon and found the second sign in.

He didn't have any feedback on how this process could be improved and was impressed that the prototype conveyed all the information that he'd expect from an actual app.

----------- **Interview 01: User Task 02: Photographing and Posting a Message** -----------

I instructed him to reset the app before this task. He chose to skip through the welcome screens this time and got back to the 'social feed' screen. He correctly associated the middle button with adding something, and assumed that it had to do with taking a photo in the app.

After clicking, he commented that he liked the small animation as it conveyed that the prototype was trying to frame for a picture of the pancakes. He noticed the icons on the top, but didn't recognize them to get him through the task. He correctly tapped the shutter button below and confirmed that the photo was taken correctly.

He interacted a bit with the 'filter options' screens and asked about interactivity. I said in an actual app, this would work properly but in the prototype it was there for show. He liked the amount of detail provided here, and correctly hit next to get to the 'post' screen.

Since he hadn't signed in this time, he got a status screen showing the need to do so. He thought this was very cool, since this was thought of. He also noticed the small avatar on the navigation bar, and I confirmed that it was there to show visually that he was signed in properly. Very cool.

Subject navigated to the 'post' screen by following previous steps and correctly clicked on the message text field and post message button. He received the post sent confirmation message and completed this task.

Overall he was impressed by the consideration between the sign in and signed out workflows. He didn't have any suggestions on how this could be improved as all steps he could think of had been accounted for here.

----------- **Interview 01: User Task 03: Finding and Favoriting a Recipe** -----------

Subject reset the prototype and began this task. He thought out loud that by favoriting a recipe, the user would possibly have to be signed in. He wanted to see if this process was accounted for here, so he skipped the welcome screen and proceeded without sign in. Since he knew the name of the recipe he wanted, he navigated to the search icon. He expected to tap in a field like previous behaviors and was surprised that this was prepopulated. I mentioned this was a limitation of the prototype, and he'd have to type in manually to get that screen.

He clicked on the searched row, and that popped up the recipe correctly. He associated the heart icon with a favorite, and when clicking he got a familiar sign in page. He did so, repeated his steps, and correctly favorited the recipe completing the task.

He asked if there were other workflows to get to the same conclusion, and I mentioned that there was. He reset the app and tried to find another way. Signing in properly this time, he spoke to clicking on the recipes tab at the bottom to find what he was looking for. He associated the dish with dinner and was able to find the recipe by clicking on the right category which took him to the familiar pop up recipe.

----------- **Interview 01: Closing Remarks** -----------

Overall he was very impressed by what he had participated in and thought I had such a great time thinking this through. After a short chat, without further questions the interview concluded.

----------- **Interview 01: Todos from Results?** -----------

- Possibly revisit scrolling behaviors and visuals of welcome screen.

----------- **Interview 02 Start: Initial Contact** -----------

Interview time: November 22nd 2019 -- 10:45am
Interview name: Andre Benez
Interview location: Remote using Cellular/Figma Prototype

Relayed background of the ideas of the app and what in general was the objectives today. Subject is an avid mobile user that uses apps for various personal and professional purposes.

----------- **Interview 02: User Background** -----------

First, what's your occupation? What do you do all day?

Subject is a Web Designer that designs and codes front-end websites. He currently works freelance. He is familiar with mobile design and works with Figma on a regular basis.

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

Subject lives on the internet and maybe is on 10+ hours each day designing sites for his clients.
What kinds of sites are you looking at when you browse the Web?

He likes looking at inspiration so he starts with Google images, Dribble, and Awwards.

----------- Interview 02: User Task 00: Initial Prototype Screen Impressions -----------

After bringing up the 'Social Feed' screen, and explained its purpose, he understood how he was to interact with the prototype. This is familiar to him.

Since I'm not able to control the prototype while I'm observing the subject through Figma, I pointed out how to reset the prototype so that it could be done at the end of each task. I also instructed him to turn off hotspot hints.

I reiterated the importance of speaking out in a stream of consciousness and the subject mentioned that he talks to himself all the time so no worries.

----------- Interview 02: User Task 01: Signing Up for an Account -----------

The subject reset the app and navigated correctly through the welcome screens. He asked about the vertical navigation and how he hadn't seen a pattern out there for this. I mentioned this was a concept only, and could change based on user feedback. He though it was interesting but would prefer some elements to be static to accomplish this believably.

He was able to go through the specific sign in process pretty quickly without hesitation and signed in properly to get to the 'social feed' screen. He liked the small animated GIF touch of the notification that he had signed in successfully and felt that was a good choice to include instead of a static modal in the middle of the screen.

He didn't have any tips on how to improve on this process.

----------- Interview 02: User Task 02: Photographing and Posting a Message -----------

Subject reset the prototype and signed in to the app. He correctly associated the plus button on the tab bar with adding content. Again, he thought the animated GIFs were a nice touch, and correctly clicked the shutter button and confirmed the photo. He played with the edit buttons, but knew they weren't integral to finishing the exercise, so he hit the next button correctly, clicked on the text field, and hit the post button, completing the exercise.

When asked about why he signed in first, he said that apps he's used require him to sign in before posting content and it made sense to do the same here. I didn't encourage him to test out the other workflows and he didn't inquire about others either.

----------- Interview 02: User Task 03: Finding and Favoriting a Recipe -----------

Subject signed in again, and went to the 'social feed' page. Since he knew the name of the recipe, he chose to search for it. He asked why everything was auto populated with the correct info and I mentioned that this prototype was meant to be a simplification of a complex series of steps, and that real functionality would require to manually type in what he was searching for. He agreed and proceeded to the recipe where he found the favorite button, tapped it, and closed the recipe completing the task.

Subject asked if that was the only way of completing this task, and I said there were other workflows to do the same thing. He went to the recipes tab this time, and clicked around until he found the right link which showed him the recipe photo. Tapping on the recipe took him to the previously familiar screens.

I asked about his tapping wildly on the recipe category screen, and he just said he was being lazy. It made sense that the recipe was associated with the dinner category, but he just clicked around to see what worked.

He didn't have any suggestions on improvements.

----------- **Interview 02: Closing Remarks** -----------

The subject thought the concept was pretty cool, and after showing him the native file of the prototype, he was impressed on the level of detail that was built into the app. He did mention that prototypes of this level were generally unnecessary and didn't require so much steps to release an initial MVP. I agreed and mentioned that this was intentionally thorough as this was a portfolio piece and he understood why the level of detail.

----------- **Interview 00: Todos from Results?** -----------

N/A

----------- **Interview 03 Start: Initial Contact** -----------

Interview time: November 23rd 2019 -- 4:30pm
Interview name: Allison Tuttle
Interview location: Remote using Cellular/Figma Prototype

Relayed background of the ideas of the app and what in general was the objectives today. Subject is familiar with apps on mobile devices, but isn't a big app user. She prefers using programs on her laptop instead of her phone as the text usually is very small.

----------- **Interview 03: User Background** -----------

First, what's your occupation? What do you do all day?

Subject is a bank teller with a very popular banking company chain. Her job is more interacting with clients, but she does work with company software throughout her day.

Now, roughly how many hours a week altogether—just a ballpark estimate— would you say you spend using the Internet, including Web browsing and email, at work and at home?

She doesn't use the internet for her job but sends emails through the company intranet site. She gets on her computer at home mainly for social and shopping services. She estimates maybe a couple of hours a day.

What kinds of sites are you looking at when you browse the Web?

Facebook and Amazon are her main go to sites.

----------- **Interview 03: User Task 00: Initial Prototype Screen Impressions** -----------

After bringing up the 'Social Feed' screen, and explained its purpose, she was curious to know how clicking on a picture would work like a website. She has never done this before.

Since I'm not able to control the prototype while I'm observing the subject through Figma, I pointed out how to reset the prototype so that it could be done at the end of each task. I also instructed her to turn off hotspot hints.

----------- **Interview 03: User Task 01: Signing Up for an Account** -----------

Subject dragged through the 'Welcome' screen initially expecting to scroll left to right, but quickly figured out to scroll down to up. She successfully navigated through the sign in screens, but initially wanted to click on other fields first and asked why she wasn't able to click on the first fields she tried (2 & 3). I mentioned that this prototype is of limited functionality and while all eventualities aren't considered in it, it's important that she speaks through them as it helps with what factors should be considered in future prototypes. She agreed.

She clicked through the sign up button and asked about the black screen that was meant to convey 'Email Verification'. I said this was a simplification of the process of authenticating a new account through email. She clicked through and successfully signed into the app, completing the task.

Subject thought the whole process was interesting as it reduced the laborious task of signing up for app with a few clicks. She liked that fact and wished all sign ups were as easy as this.

----------- **Interview 03: User Task 02: Photographing and Posting a Message** -----------

I asked the subject to reset the prototype, and gave instructions for this task.

Subject skipped through the welcome pages and logged into the app successfully. She associated the plus button on the tab bar with adding content tapped the icon.

The animation of the pancakes conveyed properly to her like she was frame a photo which she found entertaining. She asked if that was the case, why didn't it show more motion, and I referenced restrictions on big sized files and sluggishness of the prototype. She understood and moved on.

The user tried to drag the filter options initially and asked why she couldn't. I mentioned that these pages were designed to be interacted with only on the page, and the buttons were there to select which. She suggested to change 'Filter Options' text to simply 'Options' as the edit screen wasn't associated with filters.

She tapped on the message and populated the text field successfully. She pressed the post button and ended the exercise.

I asked the subject what motivated her to sign in instead of skipping without sign in. She mentioned that since she had previously did that, she was in the mindset to just sign in instead of continuing on without sign in. She didn't consider another option.

----------- **Interview 03: User Task 03: Finding and Favoriting a Recipe** -----------

I asked her to reset the prototype and consider not signing in to try to complete this task.

Subject skipped through the welcome pages, and successfully found the option to use the app without an account. She asked what was the difference between this screen and logging in vs not logged in. I mentioned that there were subtle differences between the pages, showing a signed in notification and a small avatar indicating the user was signed in. These were absent here.

She clicked on the 'Recipe' tab and scrolled through the options. She correctly associated the recipe with a dinner category, and progressed to the results page. She found the correct recipe and scrolled through the recipe contents initially but found the favorite icon at the top. She was looking for a star icon but later understood why I didn't use the star icon for favorite as I used it for ratings. She tapped the icon and was surprised at the prompt for her to sign in. Subject asked how the sign in verbage related, and I acknowledged a mistake that would be corrected after, but the main message was to sign in to complete this task.

Subject was expecting the sign in to bring her back to the same screen as before, instead of landing back at the 'social feed' page. She saw the notification and user avatar mentioned previously. After repeating her steps as done previously, she completed the task.

I asked her about her thoughts, and she mentioned that this was more complex than before and asked if the previous tasks had other ways of completing them. I mentioned that there were other ways, but one of the requirements of this app was for a user to have limited functionality before they had to sign up.

----------- **Interview 03: Closing Remarks** -----------

The subject thought it was a cool experience and thought it was quite a bit of work to put this all together. She had no further feedback.

----------- **Interview 03: Todos from Results?** -----------

- Sign in - Log in extra confirmation page
- Relink in prototypes
- Filter options title change to options
- Correct status bar alignments page to page.