

Weather UX Testing

ROUND 1 TESTING

Subject 1: Female, 21, North American/Western

Date tested: December 1, 2017

REACTION:

- Smiling

COMMENTARY:

- "Wait, it's in Celsius? Okay..."
- "I really like the fonts!"

QUESTIONS:

Did the experience meet your expectations?

Yes, given the title of the app and the heading on the home page.

Is the app easy to use?

Yes, very user friendly.

Are the labeling and layout clear?

Yes.

Do you suggest any specific improvements?

Display in Fahrenheit, have more complete outfits.

Subject 2: Female, 21, Chinese & Mexican

Date tested: December 3, 2017

REACTION:

- Smiling

COMMENTARY:

- "Sounds cool... I love this."
- "This is actually pretty accurate; I'm gonna try again."

QUESTIONS:

Did the experience meet your expectations?

It did, it was really accurate. That is what I would actually wear in those temperatures. I like that it tells you if it is clear or hazy and whatnot.

Is the app easy to use?

Very.

Are the labeling and layout clear?

Yeah.

Do you suggest any specific improvements?

Make the clear/hazy part a little bigger and label it. At first when I saw clear, I thought it meant start over before I scrolled and saw the “try again” part.

Subject 3: Male, 22, North American/Western

Date tested: December 3, 2017

REACTION:

- Neutral

COMMENTARY:

- “So I just click this...”

QUESTIONS:

Did the experience meet your expectations?

Yeah.

Is the app easy to use?

Yeah, pretty easy.

Are the labeling and layout clear?

Very clear.

Do you suggest any specific improvements?

No not really, I think it is a solid app.

Subject 4: Female, 22, Russian

Date tested: December 3, 2017

REACTION:

- Neutral

COMMENTARY:

- “I don’t like the colors, and the fonts are too different; there are too many different fonts.”
- “Does this only work in the US?”
- “What if I’m non-binary?”
- “I wish there was a better description of what these clothes are.”

QUESTIONS:

Did the experience meet your expectations?

Maybe I was expecting more details about the descriptions of clothes, and maybe more clothing elements... Something more interactive.

Is the app easy to use?

Yes, definitely.

Are the labeling and layout clear?

Very clear.

Do you suggest any specific improvements?

What if I don’t know my zip code? Add an option for putting in a city and auto-filling the zip code. If that’s too complicated maybe add a link saying, “Don’t know your zip code?” and link externally to somewhere that lists all the zip codes.

Subject 5: Female, 25, European

Date tested: December 3, 2017

REACTION:

- Neutral

COMMENTARY:

- “The first part, clicking zip code, that’s fine.”
- “There is more room to customize this.”
- “What if I don’t have that jacket at home?”

QUESTIONS:

Did the experience meet your expectations?

Because I didn’t have any expectations, it didn’t disappoint. But if I didn’t have that specific jacket at home, which I don’t, I’d be disappointed.

Is the app easy to use?

Yes, very.

Are the labeling and layout clear?

Yes. It would be cool if you could go further and add shoes, etc.

Do you suggest any specific improvements?

There should be a description of the weather – ‘You should wear this type of coat because it’s cold outside’... or something like that. Add more suggestions of what to wear, like what shoes would go with this outfit. Add other types of jackets for each type of weather, or at least label it as “light jacket” etc., and the image will just be a symbol/visualization.

ROUND 1 SUMMARY

During the first round of UX testing, most of the participants liked the idea of the app and thought it was creative and/or useful. The most prominent recommendations were to (1) include more outfit pieces, (2) add more detailed descriptions of the weather, (3) add descriptions of the outfit pieces/ explain why those pieces match the weather, and (4) add a gender-neutral option. Many of the suggestions we received were part of our existing plans for the final app, but one invaluable factor we didn’t consider prior to testing was if a user did not know their zip code. This piece of feedback and the others we had already considered will be included in our improvements by adding outfit pieces, weather descriptions, outfit descriptions, and a gender-neutral radio button.

ROUND 2 TESTING

Subject 6: Female, 20, American/Western

Date tested: December 5, 2017

REACTION:

- Smiling

COMMENTARY:

- “Werther” (mispronunciation)
- “Wow.”
- “I clicked ‘again’ thinking it would go to another outfit for weather”

QUESTIONS:

Did the experience meet your expectations?

Since I didn’t know what it was, yeah

Is the app easy to use?

YES! It’s really user friendly (I navigated it without knowing what it was)/

Are the labeling and layout clear?

Absolutely- the only thing that confused me was the “again” feature after generating an outfit- I thought it would generate another outfit for the same weather.

Do you suggest any specific improvements?

Maybe centered text? Honestly, I don’t have any suggestions- it’s pretty great as is.

Subject 7: Male, 31, American/Western

Date tested: December 5, 2017

REACTION:

- Neutral

COMMENTARY:

- “We’re-ther” (mispronunciation)
- “Oh I thought it was asking more questions. So that’s it, the outfit is it?”

QUESTIONS:

Did the experience meet your expectations?

Somewhat

Is the app easy to use?

Somewhat, but got confused and didn't know the outfit displaying was the final goal

Are the labeling and layout clear?

Not so clear on the "again" labeling

Do you suggest any specific improvements?

Include more outfit items and options like shoes.

Subject 8: Female, 21, American/Western

Date tested: December 5, 2017

REACTION:

- Smiling/Laughing, Excited

COMMENTARY:

- "Do I just click this?"
- "Wow this is cool! Again"
- "I used to use an app that was kind of similar to this idea."

QUESTIONS:

Did the experience meet your expectations?

Yes

Is the app easy to use?

Yes

Are the labeling and layout clear?

Yes

Do you suggest any specific improvements?

If you were on your phone, it would be nice if you could use geolocation to determine where you are instead of inputting a zip code.

Subject 9: Female, 21, American/Western

Date tested: December 5, 2017

REACTION:

- Smiling

COMMENTARY:

- "I like it!"

QUESTIONS:

Did the experience meet your expectations?

Yes

Is the app easy to use?

Yes

Are the labeling and layout clear?

Yes

Do you suggest any specific improvements?

There should be one more step for style, beyond just gender. [*We initially planned to have a casual or formal option.*] Yes! Something like that would make a lot of sense.

Subject 10: Male, 21, American/Western

Date tested: December 5, 2017

REACTION:

- Smiling

COMMENTARY:

- "Sick."

QUESTIONS:

Did the experience meet your expectations?

Yes

Is the app easy to use?

Very easy

Are the labeling and layout clear?

Yes

Do you suggest any specific improvements?

Make the clothing display smaller so that you can see the whole outfit on one screen.

ROUND 2 SUMMARY

Between our two rounds of testing, we followed first-round suggestions by changing the color scheme, adding a “weather condition” label and more detailed condition description to the displayed weather, including a gender-neutral option, and adding outfit pieces. We also began to add responsive elements to the app and put our code into a framework. The second round of testing indicated the need for four major changes: (1) making the ‘again’ labeling clearer, (2) adding even more outfit pieces, (3) styling the buttons look more clickable, and (4) design app title to better explain pronunciation. As we continue to develop our app, we will add outfit descriptions and even more outfit pieces per the feedback from both test groups and make the labeling and buttons more clear.