**Observer: Ussama**

**Observation notes**

**What social media do you often use?**

Youtube

**What type of content do you enjoy seeing on social media?**

Workout videos

**What features do you look for the most in a social media app?**

Looking into what other people are doing.

**task 1:**

There was a bit of confusion with the task that was asked since the text fields were empty. The task scenario should have probably specified that the username and password fields were already input and that he simply wanted to log in after that. There was a lack of clarification in our task scenario but there didn’t seem to be any confusion in regards to how the register/sign in feature works.

**task 2:**

The participant was able to accomplish this task without any problem thanks to their familiarity with other social media. They used their knowledge in the world. They knew from using other apps such as twitter or instagram that there usually is a profile picture icon on the top right or left and clicking it allows us to access the user profile. When designing our app we took inspiration from other social media and leveraged the fact that our target audience would already have some familiarity with other social media and therefore can recognize these more subtle components and thus let us get away with not having to explicitly type “user profile” or something like this in a navigation bar or something.

**task 3:**

There was no confusion with this task either. The user immediately detected the edit button in the user profile. This is a very positive observation as it seems like this feature won’t need any altering.

**task 4:**

There was a clear lack of complete distinction between a user profile and the timeline. But the participant was still able to successfully access the timeline and go to another user’s profile. They were also easily able to unfollow a user as the button was clear and easy to find. So far it seems like the color scheme and everything in our profile is good enough.

**task 5:**

They were able to access the post but there seemed to be some confusion and they were not sure whether the comments and replies were there. We do need to find a better way to show the comments in the post pages.

**task 6:**

They were able to simply delete the post given the button was easy to see.

**task 7:**

They had no issue logging out by using their knowledge of other applications to recognize the log out icon on the top.