

MEMEPEDIA

What did you test?

We tested our “MEMEpedia” application where users can create and share memes across social media platforms.

How did you test it?

Using a variety of Usability testing methods such as user walkthrough, the kano method, etc., etc. Group members did not run tests together for the most part, so we didn't really share too many methods between our tests. All of us did, however, use the user walkthrough for at least one of our subjects.

What were the overall results?

Users suggested many changes and had different interactions with each of the functions we presented to them. Many of the changes are welcomed, and we actually did not realise that they were as obvious as they were until we tested them.

CHANGES / Action steps

Change 1

Move advanced search from hamburger menu to underneath the search bar on ALL pages. Most users wanted the advanced search in a more prevalent area, rather than in the hamburger menu.

Change 2

Change search results page to show that it is a scroll down action, faded, cut out pictures at the bottom. Users did not think that the results page was a scroll down style browsing page.

Change 3

Make images look interactable. Users did not immediately jump to thinking the images were clickable.

EXPERIENCE

Noren:

My tests were simple and easy. Both testers got through the usability test with little to no problems. The second participant had some issues with the editing tools, but figured it out after fiddling somewhat. The second participant also did not know that it was shareable via social media. The first participant got through the test easily with no issues.

Troi:

My user test's had some issues at first but it went smoothly for the most part. The first person I interviewed liked the overall design but had some issues with understanding the editing part. She was able to get through the walkthrough but couldn't find herself using the app all the time. On the other hand the other person I interviewed would use the app but only if she could be sure it was politically correct.

Cong:

The participants in my user testing liked the app. One of my users felt that the editor was restricting their ability to use it. He'd rather use photoshop on his computer to be more precise with editing. According to him, he would've liked there to be a mini advanced search tab in the general search bar rather than the tab that's in the hamburger menu. Both of my users realized that the images were clickable. And, they picked up how to use the app rather quickly.

Vinayak:

My tests went by without too much issue. I lost my second recording, but I have my first one. I also recorded all my data at the same time so losing the recording was not a big issue. Speaking to the tester was a little difficult, but I was able to get through without getting too stressed about whether or not I was conducting the test properly. The testers had good suggestions too, which we will implement into our action steps. For one, they did not really think the images as clickable until I told them. Another thing was that the search page wasn't obvious in showing that we can scroll down, which is something we could change by adding a scroll bar. First methodology I used was the Kano methodology and the second I did was getting the user to walk me through the

processes of the app, and what they would do. I also tried giving them prompts when they got stuck or reached their success, as we needed to run through three processes.

Alvaro:

Going into the user testing, we knew that changes were going to be needed. As I introduced the product to the users, they were able to identify most of the assets, bar a few. The test went by quickly and without many issues, as the users felt that the product was clear and concise. Personally, I felt that we were able to learn a lot. The changing in design is something that became necessary and allowed us to see how important testing is.