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User Testing results

**USERS AND FINDINGS**

**For my testing, I did traditional moderated usability testing with two acquaintances that were not part of the prior testing. Tests were done in the subjects’ rooms. I was the moderator and had a camera and microphone recording. We sat a table next to each other and went through the screens in a PDF format. These are the results I got.**

Person 1 tested <Sunday>, <4.14.19>, <9:00 PM>

Male, 21, Student. Is an artist and a musician.

Functions:

Login - Login was clear, and user wanted to be able to save memes to in-app collection.

Search - User understood how this works, suggested to have advanced search as a link or option underneath the main search. *“I don’t know why the advanced search would be hidden. The acronym should also be ‘Adv. Search’, not ‘Ad. Search’.”*

Editor - User would not have this as the main reason for downloading the app. *"I can see the merit of having an editor, I just don't think I would use it over the search."*

Sharing - User said he would use this function often if it works as intended. *“I don’t use much social media, but I would definitely use the snapchat share, for sure.”*

Person 2 tested <Sunday>, <4.14.19>, <10:00 PM>

Male, 21, Student. Is in cross country.

Functions:

Login - Does not care to make an account, as we have not detailed what benefits there are to make one. *“I don’t know why I would make an account, what benefits are there?”*

Search - User preferred advanced search over main one, as *"There are simply too many memes to get the one I want with just a simple search"*

Editor - User likes this as a way to not have to search for memes he remembers, rather just remake them himself to present to his friends.

Sharing - User uses social media a lot, but wishes there was a Facebook option as well, even though it has considerably less traffic than the 3 we put on there. *"It would be really cool to share memes with my friends directly from the encyclopedia."*

**CONCLUSION**

I would suggest to move the advanced search to where the users said, and to change the abbreviation. I would also consider reordering the drop down menu for the things that people like or prefer to se the most. Editor should be somewhere near the bottom since not many people said they would use it. People really like the idea a lot, there’s certain parts that need fixing. Another thing would be to make navigation after search easier, like a scroll rather than a button.