

FORDLABS RETROQUEST

Needs Analysis and
Usability Evaluation

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The screenshot displays the RetroQuest web application interface. At the top, the header includes the 'RetroQuest' logo, the project name 'Unicorn', and a status indicator 'Last change saved at 7:55 pm'. Navigation links for 'Actions Radiator', 'Give Feedback', 'Archives', 'Download CSV', and 'End Retro' are present. The main content area features four colored buttons: 'Happy' (green), 'Confused' (blue), 'Sad' (red), and 'Action Items' (yellow). Each button has a corresponding text input field labeled 'Enter A Thought' or 'Enter an Action Item'. Below these inputs are three progress bars, each showing a value of 0. On the left side, there are three sections: 'Finished the interaction map!', 'Started Interviews.', and 'Researched Competitors.', each with a star icon, a count of 0, and a set of icons for editing, deleting, and adding items.

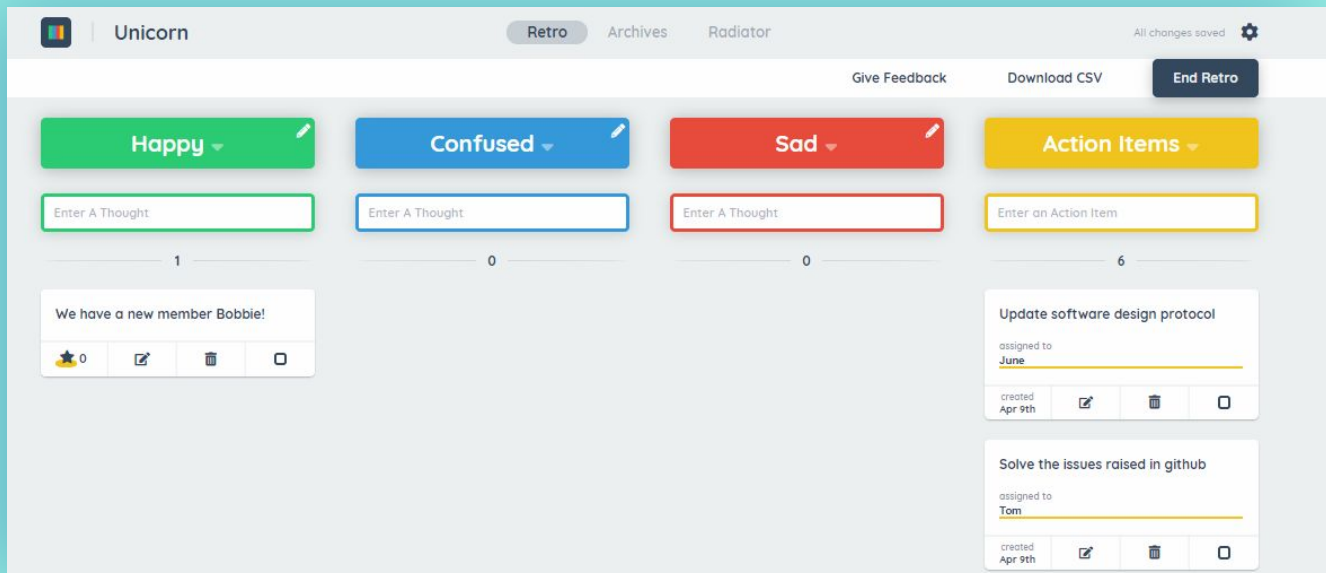


THE PRODUCT

Retrospective
progress tool

90 - 170
active team boards

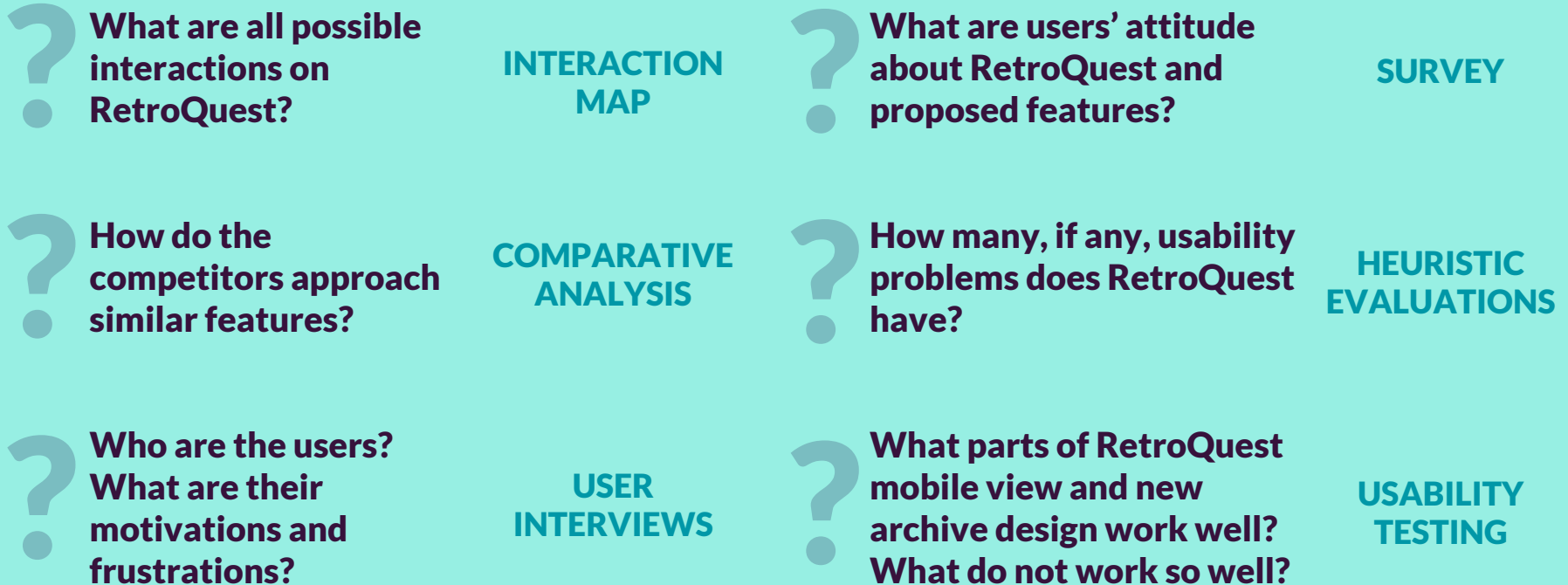
Web app
RWD for desktop and mobile



THE CHALLENGE

How can we enhance the user experience of RetroQuest to facilitate team retrospective meetings at Ford?

KEY RESEARCH QUESTIONS & METHODS



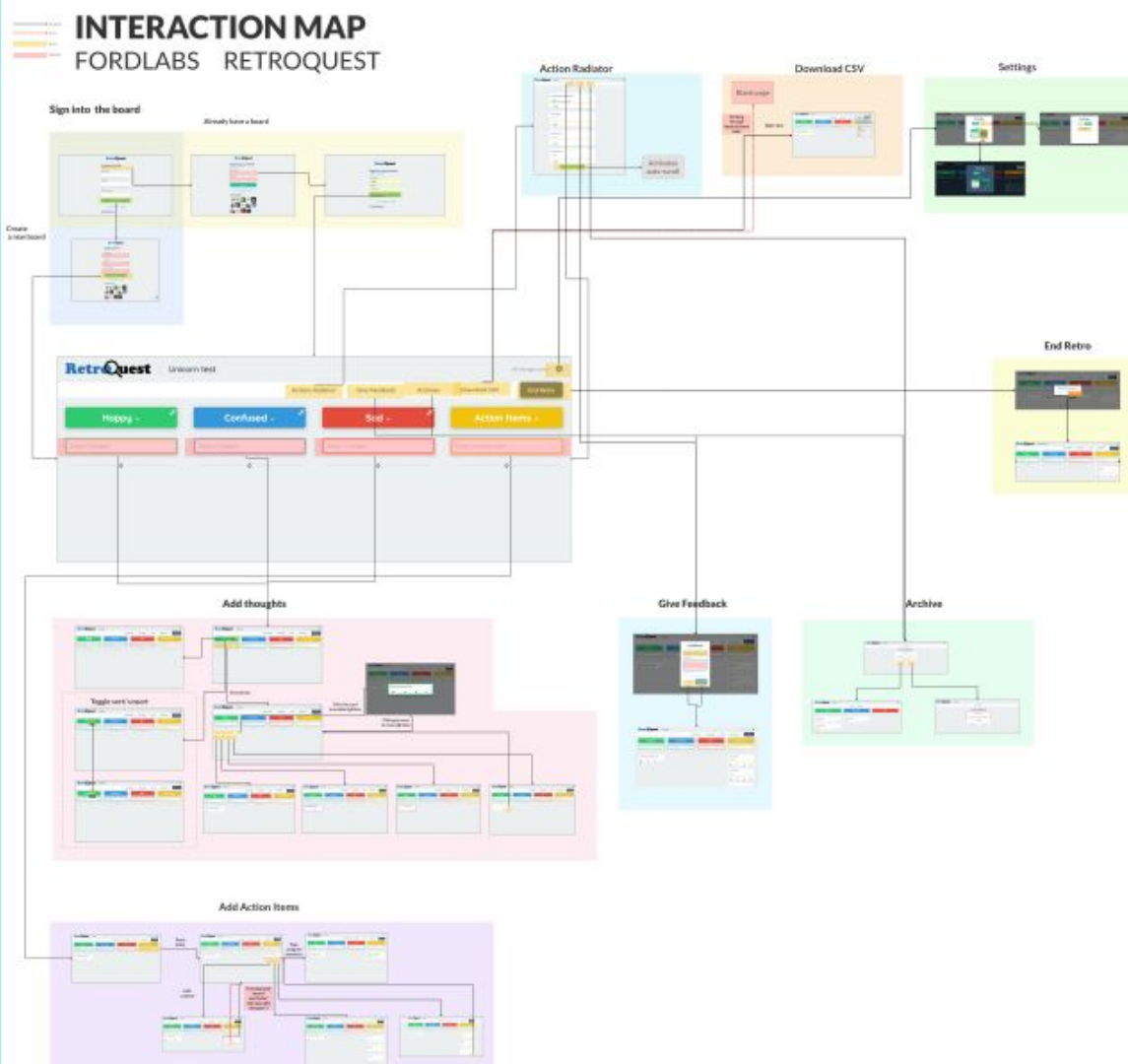
INTERACTION MAP



What are all possible interactions on RetroQuest?

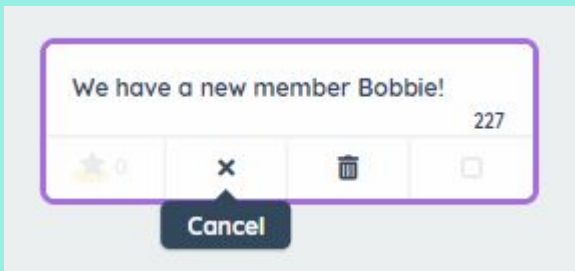


10 major tasks

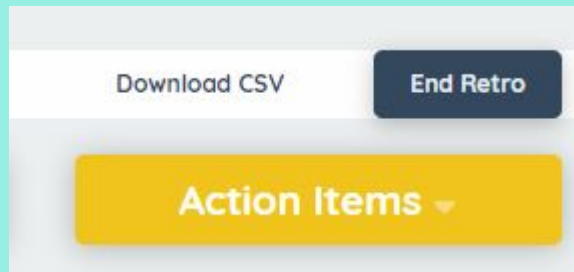


INTERACTION MAP

! What didn't go so well?



Cancel button
did not work in edit mode



Blank page
when trying to download csv

COMPARATIVE ANALYSIS

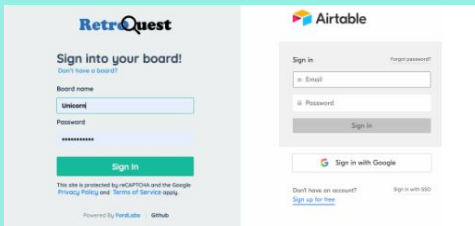
? How do the competitors approach similar features?

Q 23 features

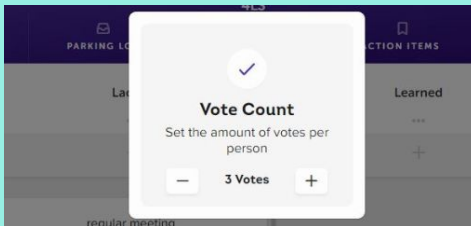
	RetroQuest	Trello	Airtable	FunRetro	GoReflect	Basecamp	ScatterSpoke
Channel	Desktop	Desktop Mobile App	Desktop Mobile App	Desktop	Desktop Mobile App	Desktop Mobile App	Desktop
Overview	RetroQuest is a tool specifically designed for weekly retrospectives.	Trello is a collaboration tool that organizes projects into boards with to-do, in progress, and done.	Airtable is a powerful all-in-one project management tool.	FunRetro is a tool designed specifically for retrospectives. It is rich with features.	GoReflect is a tool for retrospectives that focuses on action items and solution generation.	It's a social media/project management tool with a company-wide board and a massive board that contains all team projects.	A retro board that helps analyze past trends, combine with third party collaboration tools, and group teams for a larger group.
Target Population	Teams that conduct weekly retrospectives.	Any team collaboration, whether it is for work, a side project or even the next family vacation.	Teams that document a series of items based on themes like date, category, client contact etc.	Distributed teams working remotely from one another desiring high degree of control over retro.	Teams, centralized or distributed, frustrated by meetings where they feel output was insufficient.	Small Startups	Teams at any sizes
Log In							
Account System	✗	●	●	●	●	●	●
Auto-fill	✗	✗	✗	✗	✗	✗	✗
Own Multiple Boards	✗	●	●	●	●	●	●
Guest Mode	✗	●	✗	✗	●	✗	✗
Create Teams with Different Boards	✗	●	●	●	●	●	●
Items on Board							
Drag & Drop	✗	●	✗	●	●	●	●
Group Items Across Columns	✗	●	✗	●	✗	●	●
Types of Items?	Happy, Confused, Sad, action items (first three are customizable)	To do, Doing, Done, and any columns users want to add.	Users can name any type as they like.	Thoughts, Action, and any columns users want to add.	Mad, Sad, Glad	Anything	Anything
Track Progress	✗	●	●	✗	●	●	●
# of Columns Allowed	4	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

COMPARATIVE ANALYSIS

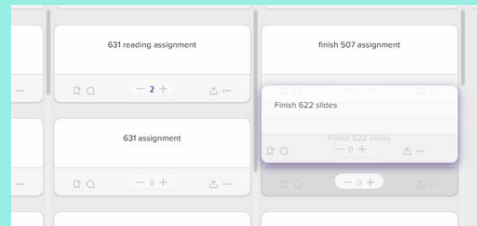
! What are
• great?



Account system
users don't need to memorize
different board names



Upvote limit
helps identify most crucial
issues



Group cards
to better organize discussion
flows

COMPARATIVE ANALYSIS

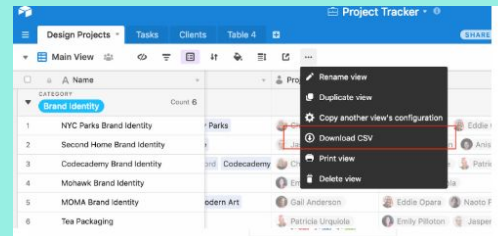
! What else
• are great?



Show creator
facilitates topic transition and
shows responsibility



Analytics
helps interpret team
momentum



Hide features
that are barely used by team
members

USER INTERVIEW

? How do the competitors approach similar features?



5 interviews



Toby Kuhl



Alyssa Berry



Kamala Allen

User Researcher

Age 35
of Project 1

"A good moderator is important for a successful and efficient retrospective session."

BIO

As a senior software engineer who works at Ford Labs for more than 3 years, Toby is assigned to multiple development teams at the company, where he codes while mentors and manages other junior engineers. Tech-savvy and busy, Toby is a firm believer that technology tools should be embraced at all times to facilitate productivity. Toby attends many retros every week and he would do whatever he can to expedite the meeting so he can do back to his desk and have work done before the many deadlines.

"It's nice to have RQ to show/stimulate high level ideas."

BIO

Alyssa usually leads the meeting but it could also be led by anyone else if s/he wants to. She likes to start the meeting by talking something happy and then spend most of the time on confused and sad things so to come up with action items. There's nothing much to do before the meeting but after meeting, she likes to write down action items on sticky note and put on the whiteboard so to know know what items are to-do, doing, and done.

"We only used it once or twice because somebody said, "hey we have this tool."

BIO

Kamala has lead meetings and feels satisfied with her team's conducting their retro in the low stakes environment of a bar downstairs from the office. When leading a meeting, she feels her researcher role contributing to her meeting style. She feels she is more inclined to ask more questions as opposed to leading with her own opinions. Kamala is frustrated that certain themes or issues are brought up week after week but are not resolved by the retros.

GOALS

- Getting others to speak
- Acknowledge when the room naturally moves

MOTIVATIONS

- Have team reflect and recognize successes and failures

! What don't they like ● about RetroQuest?

★ recurring issues

I accidentally created a board when trying to sign in.



I cannot move around cards in different columns to re-categorize the cards.



Sometimes I am not sure if a new card is created after pressing the enter button.

There is no 'submit' button on the editing window. I used to get confused about how to make changes.

Since there's no display for the creator of a card, there's a time gap between opening a card and someone recalling writing that card.



I hope there can be a grouping feature to better sort and organize thoughts.



SURVEY



What are users' attitude about RetroQuest and proposed features?



81
respondents

0%

Survey Completion

100%



What is the size of the largest team you are in that uses RetroQuest? (Please provide a number.)

While doing retros on RetroQuest in your team, how often have the following difficulties happened to you? (If you are in multiple teams, please answer based on your experience in the LARGEST team.)

	Never	Sometimes	About half the time	Most of the time	Always
The team spending too much time getting ready to start for the retro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forgetting having created a thought such that there is an awkward silence after the facilitator opens the card for discussion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discussing a single topic for too long	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not being able to identify the most important issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not dedicating enough time to important topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting lost or distracted during a retro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

! What did we find ● about the users?

**1.41 boards
on average**
per current users

**Dislike showing
card creator**
and think they remember well

**Love minimalist
design**
and prefer simple features

SURVEY

! What are the most requested features?

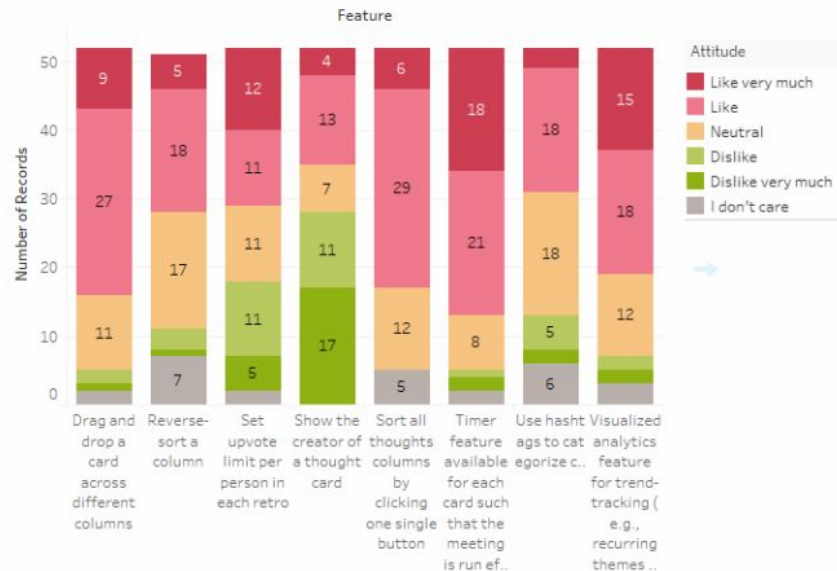
1 Set timer for cards

3 Sort all columns

2 Drag-and-drop

4 Visualized analytics

Proposed Features and Attitude



HEURISTIC EVALUATION



How many, if any,
usability problems does
RetroQuest have?



13
heuristics

Description	System Location	Heuristics Violated	Severity
Sign in/up page should start with sign in, then showing a link leading to create a board. The link for switching to sign up should be near the bottom near log-in button	Log-in	Help users recognize, diagnose, and recover from errors	4/4
The 'cancel' button in the edit mode does not work	Main board	Help users recognize, diagnose, and recover from errors	4/4
Users cannot take off a vote	Main board	User control and freedom	4/4
In the real world, different thoughts will be linked together and discussed together. There is no easy way to link concepts that underpin different cards so that they may be visually reviewed at the same time as they are being discussed together.	Main board	Match between system and the real world	4/4
Cards cannot be dragged across different columns	Main board	Support merges and document them	4/4
Once a card is added, it might show under the fold if the card list is very long, which doesn't show status properly	Main board	Visibility of system status	3/4
After clicking into an archived board from a specific date, the date is not shown on that board. Users need to remember which date they clicked on.	Archives	Recognition rather than recall. Visibility of system status.	3/4
Occasionally, the cards are not updated in real-time, and there's no message that asks the users to refresh the page or what to do.	Main board	Help users recognize, diagnose, and recover from errors. Communication around shared work should be able to happen in real time as the work is done.	3/4
When a card is closed, the content would be marked out. Therefore, users need to reopen the		Visibility of system	

! What needs to be fixed urgently?

★ recurring issues

Sign-in page ★

should be set as default

Cancel button ★

on the edit mode

Take off a vote

to recover from error

Link cards ★

to match real world experience

Move cards ★

so ideas can be merged

USABILITY TESTING



**What parts of RetroQuest
mobile view and new
archive design work well?
What do not work so well?**



30-40

min/session

5 + 1

sessions

Introduction + Consent Form



Pre-Test Questionnaire



8 Tasks



Debrief

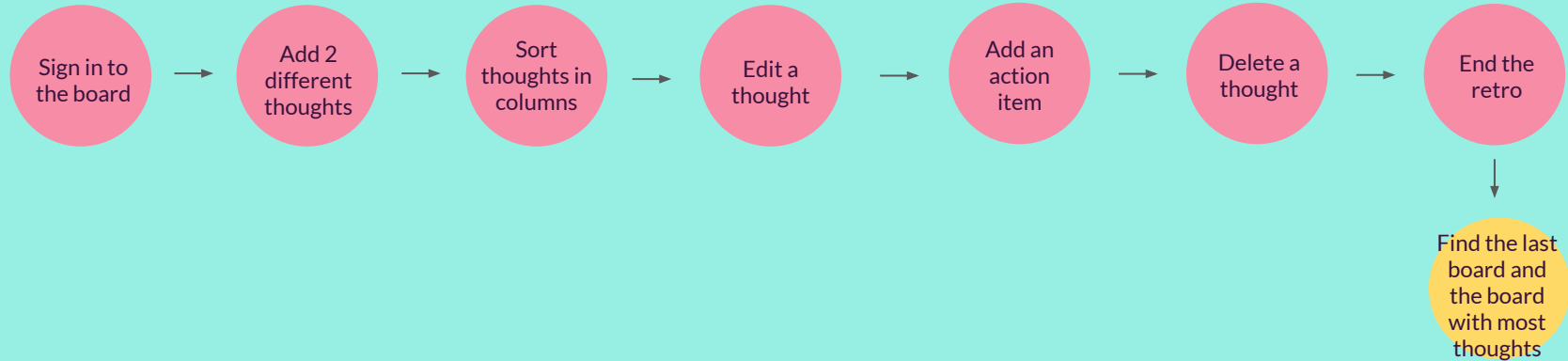
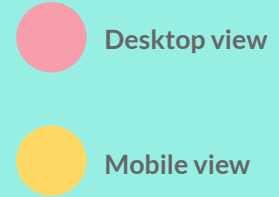


Post-Test Questionnaire

USABILITY TESTING



**What parts of RetroQuest
mobile view and new
archive design work well?
What do not work so well?**



Coming up:
Usability Testing
Results