

Pedro Sanzovo  
Sukhi Gulati  
Debnil Sur

## User Feedback Report

### STUDY SETUP

We had one group member ask questions and one take notes. We ensured the users that they could be honest with their feedback by saying that our job was to user test this app as thoroughly as possible. We encouraged them to think out loud.

After setting up the user on our app, we asked them to perform the task of initiating a completing a thumb interaction as this is the only task our prototype is currently set up to test. We did not focus on any cursory concerns (ie: logins, preferences, or the like).

### I. INDIVIDUAL FEEDBACK

Subject 1 (S1) : Middle-Aged Man, Early 50's, Always Travelling Internationally, Atheist, Self Described as Extremely Logical and not Very Spiritual

S1 liked the idea of the app in the abstract but did not like our implementation of it. He thought that the name “pause” at the top of the screen was very confusing. He thought the app was in “pause” mode and he was waiting for something to happen.

He kept asking me: “what do you want me to do?”. However, as he went through the whole process a first time and then a second, he began to warm up a bit more. He stopped asking for direction and began to explore it a bit more. When he saw that he was connecting with someone in Brazil he was visibly surprised and even vocalized “ooohhhh, Brazil!”.

He thought that the app could be relaxing at the end of a busy day. He wished that we took more advantage of the thumb interaction to make it more meaningful. He thought we should have more haptic feedback. He also thought that colors and soothing sounds should wash across the screen. He thought the app would be cool as essentially a “relaxation machine”.

He did not like the color feedback idea as he found it to be quite confusing. He kept saying, “why are you showing me a color palette without telling me what the colors mean?” He liked the idea of being able to build a color map but wanted the color to be incorporated less as emotion tracking and more as relaxation devices.

*Core questions raised:*

This user was not our target user because he, even if he wasn't traveling, is not someone who regularly participates in rituals. We thought this was an important perspective and he raised a central question regarding how we want our app to interact with someone who is unlikely to engage in meaningful self-reflection during the thumb interaction. He wanted us to give him concrete things that were physiologically relaxing (sound/music) as opposed to facilitating internal transformation. We ultimately decided that his desire for something more physiological were insights we would harness when analyzing our core thumb interaction. But, we are hesitant to take the app in the direction of producing soothing music or sounds.

*Subject 2 (S2) : Middle-Aged Woman, Late 40's, 3 Kids, Incredibly Spiritual but Also Incredibly Busy*

S2 absolutely loved the idea. She thought that it was a great way for her to take a moment for herself in a world where her life is largely dominated by the needs of her children. She liked that it was brief enough that it did not interrupt her day but was long enough to be meaningful break.

She was very excited about the idea that she was connecting in Brazil. She said that she expected the app to check her location and pair her with somebody nearby. She thought the novelty of connecting with someone in Brazil was the kind of moment that would keep her coming back. Because she enjoyed this feature so much, she really did not link the font size we used to tell her that she was connecting with someone in Brazil. She thought it was too small and insignificant for what she saw as a central feature of the app.

She loved the idea of thumb interaction, but she did not think that the idea of filling the circle made sense. She could not see the circle under her thumb so she ended up letting go much earlier than the circle filled up. She thought that we should have a visualization on the left of the screen that did not interfere with the thumb graphic. She thought we should incorporate other senses to make the interaction more meaningful and humanized. As is, she loved revealing the location but wanted us to reveal more. Vibrations were something that she thought would be very helpful.

She liked the visuals of the app. She thought they were visually appealing because of their simplicity.

She liked the idea of emotion charting over time and thought that, at the end of the day, this is what would make her keep using the app. She thought that even if the thumb action was not as meaningful as it could have been it was very meaningful to see her emotions charted over time. She thought that she might not use the app much at first but would become a more regular user over time as her emotion map began to grow.

*Core questions raised:*

This interview went well, and she was our target user. She also raised issues with how we can more humanize our thumb interaction. However, we got a lot of positive feedback from this interview about changes that we had implemented (ie: now showing the location of the person you are connecting with). She also raised insights and ideas regarding the incorporation of aural and tactile feedback that we will certainly explore. Her comments did raise the core question of how we can make the emotion charting features of the application more integrated. A core insight from this interview was the user's observation that it was the map that would keep her coming back long term. The interaction was cool but what would get her hooked was seeing her progress. We made the map more foregrounded and visually appealing. In the future, we will look into how we can make it more interactive.

*Subject 3 (S5) : Young Man, Early 20's, Temporarily Dropped out of School for Self-Care, Approached the App from a Mental Health Perspective*

S3 liked the application because he thinks lives are typically so "go-go-go" and it's nice to have an application that tells you to slow down instead of trying to make things more efficient or speedier.

He thought the user interface was very intuitive but presented a lot of opportunities that we did not take advantage of. He thought, for example, that it would be cool to show an "average color" over people's moments. This way he thought it would be more apparent that the purpose of picking a color was to contribute to some sort of vision of yourself in the aggregate. He did overall like the concept of picking things in color.

He, like many other users, thought that the thumb interaction needed to be humanized more. He thought it was cool to reveal the location but that he would have liked to see more about the person. This comment was a theme in our user research.

He liked the idea of color enough that he thought it should be integrated into the rest of the app. He did not understand, for example, why all of the circles which represented values were the same color. He thought it could have been a cool place to incorporate the color mapping idea more thoroughly. He thought that as is, not enough unique to the value that he pressed happened.

He thought it was "fun" and "comforting" to know there was another person out there who was feeling what he felt.

*Core questions raised:*

This was a good interview because it explored the mental health benefits of the application. As someone with firsthand experience, S3 thought that reminding people to slow down for a few moments was so incredibly important. His comments were very important from an interaction design perspective because they, once again, alluded to how we might humanize

the thumb more. But he also raised the point of integration. He wasn't sure why he was picking a value and he thought that was an important interaction. This was something Julie had mentioned as well. Because of this repeated trend in our research, each value is now associated with its own quote.

He also raised the same point as S2 that the colormap should be more central. We are not yet implementing his idea of an average color as averaging RGB values will probably result in an unappealing color but we think that it was a good point that the color map needed to be more integrated into the design. This is why we made it a spiral that complemented the visual design as opposed to just something in the background.

*Subject 4 (S4) : Young Woman, Early 20s, Extremely Busy*

S4 had an overall positive sentiment about the app but thought that the thumb really needed to be humanized.

The overall workflow was easy and intuitive. She really liked the color scheme. However, she felt that visual feedback should be more immediate. She was a little confused on the thumb interaction screen. She thought the dots on the homepage were too small.

She really wanted some haptic feedback or vibration. She thought that appealing to other senses was quite important in actually making it feel like there was a human being on the other end. Also, our thumb simply appeared on the screen. She thought this was the wrong approach. She thought making it fade in or seeing it wiggle around would make it feel more like there was another person on the other end as opposed to just something that she was supposed to click. She thought that maybe we could simulate a heartbeat. She liked that we asked her to explain how she felt just by picking colors.

*Core questions raised:*

This was another one of core users, and one of earlier interviews. Her insights were heavily based on our interaction design on the surface as opposed to more abstract concepts underlying the application that bubbled up to affect our interaction design. This interview helped us make a lot of big changes that got us better feedback in other interviews (adding a connection screen, having the thumb fade in instead of just appear, and keeping the colormap idea which we were initially unsure about).

*Subject 5 (S5) : Young Woman, Early 20s, Designer*

S5 liked the idea. Her overall sentiment was that the app should provide more guidance.

She did not have any issues navigating the app. She thought the thumb interaction needed more improvement. Her opinion followed a different vein than many others. She felt the app needed to focus less on connection and more on self reflection. She wanted some direction

as to what she should do while holding someone's thumb. Should she, for example, think about a certain quote or about her own life? She thought this type of thought instruction should be a present and central feature throughout the app. She believed that thought instructions could serve a dual purpose of making the moment more meaningful and also dispelling any possible confusions about the workflow.

#### *Core questions raised:*

This interview mainly turned into her discussing her idea of thought instructions. This discussion, while narrow, still revealed a lot of important insights about the application. She was correct that thought instructions may improve our interaction design. Her comments augmented S3's comments - both of them felt like they didn't know what to do with a value mentally after selecting it. This helped solidify our decision to introduce quotes into the mix. Because many users really loved the connection aspect, we decided not to go her suggested direction of making the app's focal point of self-reflection. However, her insistence that we do so was reflective of the fact that our connection was not meaningful in its current form. This, we felt, echoed the recurrent theme that we needed to humanize the thumb.

## **II. COMMON THEMES AND SHORT-TERM CHANGES**

After analyzing our user feedback, this is the commentary that we found most imperatively and feasibly actionable in the short term:

- We need to humanize the thumb interaction:
  - This is the central point of our app and it's very important that so many people said the thumb needed to be humanized. In order to to accomplish this we made the circle encompassing the thumb (the one that fills up) larger. We thought this would be good because it gives more immediate feedback.
  - We also added a connection screen and have the thumb fade in (as opposed to just appearing). Both of these things give the appearance of a person arriving. We also decided to reveal location (we were able to test a few users after implementing this feature and it was a huge mark of progress).
  - We spent a lot of time trying to get haptic feedback and vibration working but could not get it working in time. We do think that this is an important change we should make if we continue this project.
- Importance of Selected Value
  - Users felt that selecting a value could be trivial because what happened afterwards was the same no matter what. For this reason, we linked each value with a unique quote to display on the screen.
- We needed to make the colormap more appealing:
  - We completely changed the way we implemented the colormap. In initial testing, dots simply appeared in rows as the background. We changed them to appear in a spiral and got generally positive user feedback.

- The workflow was intuitive
  - People were not confused about where to click and liked the linear workflow. We made sure to preserve this aspect of the application.
- People liked the color scheme
  - We decided to keep the orange and white color scheme since we had largely positive reactions to it.

### **III. LONG-TERM CHANGES**

If we were to iterate further than this week based on the user feedback we received, I think our time would be entirely focused on the core thumb interaction. While we have made strides towards humanizing it in the time we had, there is certainly more we can do. I think the most immediate important change is the inclusion of haptic feedback or other senses. I would love to see where vibration goes.

In terms of other senses, an idea of syncing up humming frequencies was brought up by S2 that we think could be interesting to explore. The idea was centered around the notion of “Om” where the goal is to get your voice at a certain frequency. This is an example of an interesting type of interaction and aural feedback whose elements we may look to incorporate into the app.