

## Plan and Methodology

I created a chart for flow A and flow B, which were different versions of the same task flow. I filled out this chart as the user went through each flow (see chart below Conclusion). I chose two university students as participants, one of whom was originally an interviewee during the user research (see details on page 4). The testing sessions were moderated (in-person and online). Prior to beginning the testing session, I read them a small blurb to clarify the purpose of the session:

Our application is a journaling app that's intended to speed up and enhance the journaling process. We have two task flows, one is quick journaling, and one is searching up a previous entry and adding an afterthought to it (which means reflecting upon the original entry). The flow we'll be going over today is search and adding an afterthought. Some other things: Before you start clicking, just say out loud what you are looking at, what you think, and where you want to click next. Because this is a prototype and not a fully functioning app, you will not be able to do very detailed interactions (which I will explain afterwards). If you see a keyboard, it means you have to type. If you get stuck, you can click on a random spot, which will either bring you to a new screen or show you hotspots, or ask me. I'll be showing you two versions of the same task flow, there's minor differences and I'll be asking for your preference.

I chose to conduct A-B testing to test the effectiveness of two versions of the search filters, and two versions of the end of the task flow (overview vs. toaster). I evaluated the effectiveness of the search filters via efficiency and users' design preference. The end of the task flow was evaluated by users' design preference.

## Synthesis

Both users were able to complete the task with little to no issues. There were 2 common issues between across flow A and flow B. (1) One major concern was that there was no way to view recent entries without going through the entire search process. I explained that they would be able to view their previous entries via the calendar (not prototyped) but user 2 expressed the desire to have it on the home screen. (2) It was unclear where to go on some screens. On the home page, both users tried to go to the calendar to view their entries first before going to search, despite explaining to them that their first task would be to search up an entry. On the filter screens, it was unclear that a filter had to be applied before moving out without hotspots.

In terms of A-B testing, both users had similar comments. For the filters, user 1 had a strong preference for flow B, as it was less overwhelming for her. User 2 said that both versions had pros and cons and had no strong preference, but pointed out the many flaws of both versions and asked for a combined design (detailed in the chart on page 5 and 6). For the overview/toaster, neither users had a strong preference and suggested that a combined version would be better: one that shows an overview (like the quick journal flow) upon completion so that they could view the entry and afterthought as a whole, and after clicking "Done" a toaster in case they forget something.

## Implementation

Some of the comments from the users could be resolved with more intense prototyping (such as being able to use multiple filters at once). Aside from that, I have a few suggestions for the team. (1) Combine the end of the flow so that both overview and toaster are present. This may apply to the add quick journal flow as well. (2) Use flow A's layout as it is less overwhelming to new users. Users will not always be going through all three filters to find an entry so having extra interactions is not a concern. However, use flow B's interaction (pull up screen) when the user clicks the filter icon on the search result screen. Users will also be able to type the filter without having to click. (3) Ensure that back buttons on entry screens lead to a confirmation screen before exiting so that users know they will lose progress on their entry. Also applies to the quick journal flow. (4) Add recent entries to the home screen, or prototype the calendar view (which would include a calendar view and list view). This is so there is some place that stores recent entries.

After thought flow A			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button			
search screen			
filter			
Search results			
Previous entry			
↵ Adding after thought – questionnaire			
↵ Adding afterthought – typing			
done			
back home			

After thought FLOW B			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button			
search screen			
↵ press "Go" on keyboard, goes directly to the results page			
↵ go through filters and apply them to go to results page *asked user to keep in mind that in this filter you can type in the filter too			
Search results			
Previous entry			

↵ Adding afterthought – questionnaire			
↵ Adding afterthought – typing			
done			

**User 1 (one of the original interviewees)****Background: Second-year Psychology Specialist, Sociology Major, Computer Science Minor****Outlet: meditates at night, listens to music**

After thought flow A			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button	go to search engine	N	Observation: wants to go to quick journal  Comments: wants pop up a journal page to find a journal, search button near quick journal would be more helpful
search screen	type in the word "Accept". Press "Go" on keyboard, goes directly to the results page	Y	Comments: "like I'm on a website for resources. It's giving government website."  Observation: Did not realize there was a "Go" button on the keyboard.
filter	click on filter icon to go through filters and apply	N	Observation: couldn't figure out how to move forward from this page. Tried to view result without going through filter;  Comments: "wow there's a lot of things going on here"
Search results	Click on a previous journal entry	Y	Comments: Moods and emotions are very similar
Previous entry	add after thought	Y	
↩ Adding after thought – questionnaire		Y	
↩ Adding after thought – typing		Y	Comments: "I love the content"
done	see overview of the original entry + after thought	N	
back home	return to home page	Y	Comments: concerned that there is no way to see all of the entries + afterthoughts in one place.

After thought FLOW B			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button	go to search engine	Y	keeps trying to go to calendar
search screen	type in the word "Accept".	Y	

↵ press "Go" on keyboard, goes directly to the results page		Y	After going through version A, did not mess up this part in the task flow
↵ go through filters and apply them to go to results page <small>*asked user to keep in mind that in this filter you can type in the filter too</small>		Y	Comments: prefers this version of filters, it is less overwhelming than the version A; everything should be able to be opened (explained after that because it is a prototype it's not fully functional). Still needs an apply button
Search results	Click on a previous journal entry	Y	Question from user: Is there a way to see all of the journal entries?
Previous entry	add after thought	Y	
↵ Adding afterthought – questionnaire		Y	Comments: Likes the way it is laid out
↵ Adding afterthought – typing		Y	
done		Y	Q (from me): did you expect it to go back to the home page directly, or did you want to see an overview and then go back home?  A: no clear preference, depends on mood, e.g. sometimes if in a rush it might be nice to just have a notification, sometimes if I might want to review what I wrote.

**User 2****Background:** Fourth-year Software Engineering major**Outlet:** goes to therapy, self-reflection on regular basis

After thought flow A			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button	go to search engine	Y	Comments: Home screen should be able to see previous journals; if main focus of app is journaling then mindfulness and resources should be pushed down because it's secondary
search screen	type in the word "Accept". Press "Go" on keyboard, goes directly to the results page	Y	Comments: usually apps have preloaded search or autofill searches not nothing on the screen
filter	click on filter icon to go through filters and apply	Y	Comments: Filter is forced :(; want to be able to just see all Wednesday entries; like that you can search by moods; should be able to deselect keywords; feels

			like the filter doesn't work until you search by a word; if the filter filled out more of the screen, it would be better; like that it's less clicks but there's too much detail
Search results	Click on a previous journal entry	Y	Comments: Like this as the default state; likes that it's all expanded, but maybe better divisions between filter
Previous entry	add after thought	Y	
↵ Adding afterthought – questionnaire		Y	
↵ Adding afterthought – typing		Y	Comments: No cursor?
done	see overview of the original entry + after thought	Y	Observation: Expected to be able to interact with it, first instinct was to interact with it because he wanted to see;  Comments: Back button took him to the previous screen with no afterthought; having an edit button above "back home" would be better; overview gives the impression that they are viewing everything as a whole.
back home	return to home page	Y	

After thought FLOW B			
Screen	Notes	Pass (Y/N)	User Comments + Observations
Click on search button	go to search engine	Y	Comments: Don't like that you have to search for a single entry; recent thoughts should be a category on the home page.
search screen	type in the word "Accept".	Y	
↵ press "Go" on keyboard, goes directly to the results page		Y	
↵ go through filters and apply them to go to results page <small>*asked user to keep in mind that in this filter you can type in the filter too</small>		Y	Comments: "Keyword is not the right word", assume it means feelings; when apply is clicked, I expect to be able to go through all the filters instead of just one; individual "apply" button is confusing, and should be able to get a filter result after; feels more intuitive to go through all the filters before actually searching through all results; this feels more like a mobile view than the other one; like flow A's between dates rather than before x date; doesn't like that it's "Go" rather than "Done"; like the dynamic build of the

			search
Search results	Click on a previous journal entry	Y	
Previous entry	add after thought	Y	
↩ Adding afterthought – questionnaire		Y	
↩ Adding afterthought – typing		Y	Comments: Likes the confirmation before pressing the button. Media isn't available for adding afterthought (he went through the quick journal flow afterwards for fun and pointed this out).
done		Y	Comments: Notification is nice, to be able to go back and edit; in a perfect world, you should have overview and also be able to edit afterthought