

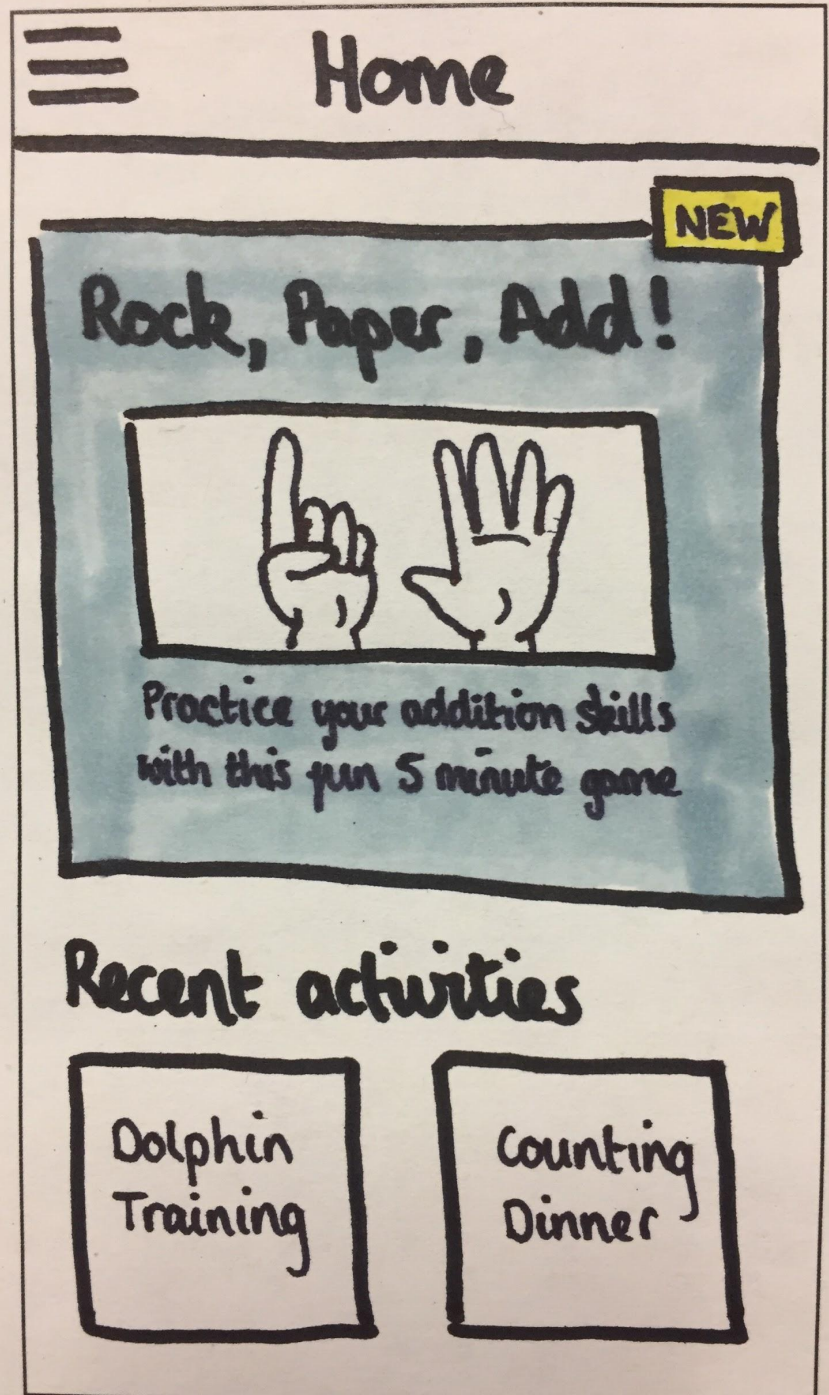


Pearson

Parental App User Testing Report

Round one

03 August 2018



User testing

5 x parents from Pearson (not directly involved with this project)

4 x external parents

Script:

https://docs.google.com/document/d/1_g5eK704Qwp4q-RrSTedOr3bWCHdBmagDEQOLMkcqUE/edit?usp=sharing

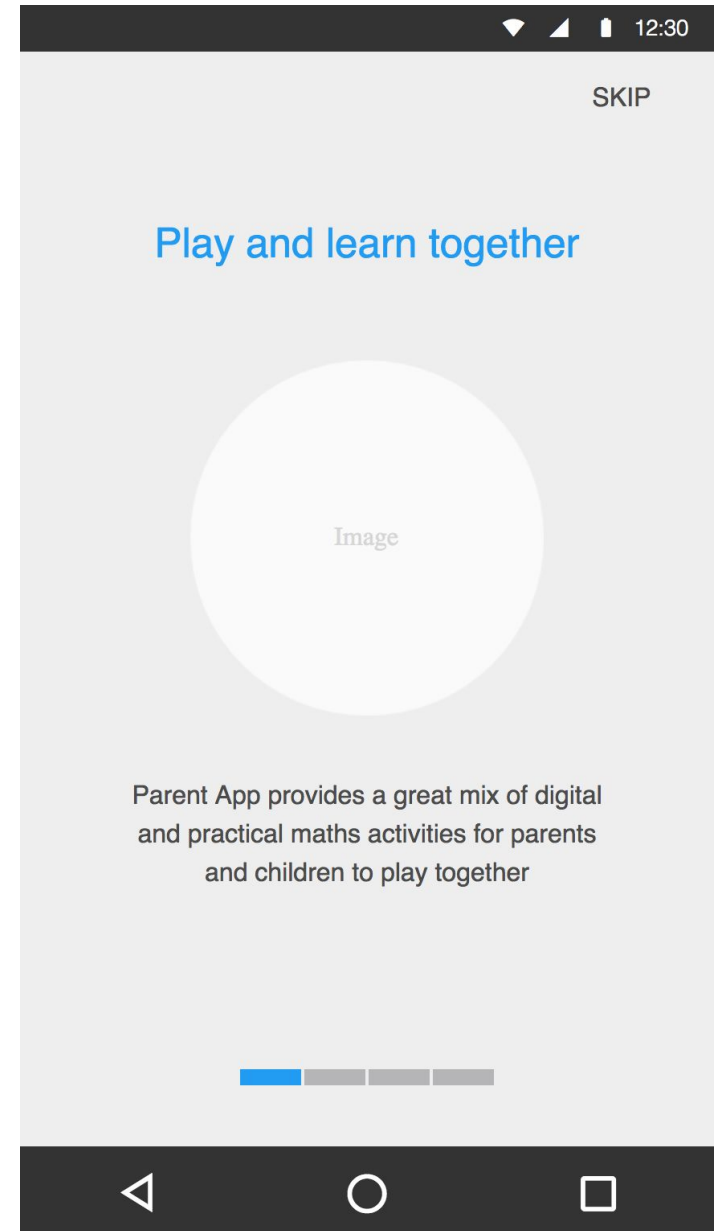
Full results:

https://docs.google.com/spreadsheets/d/1xq91ZYT1rFFS_Bk2U4ohDiR2GKevz365zVTogj7qMLA/edit?usp=sharing

Onboarding

Only one (internal) parent mentioned the expectation of a first time introduction. All parents quickly discovered the different areas of the app through the menu but there were a few misconceptions that could be clarified through a lightweight onboarding:

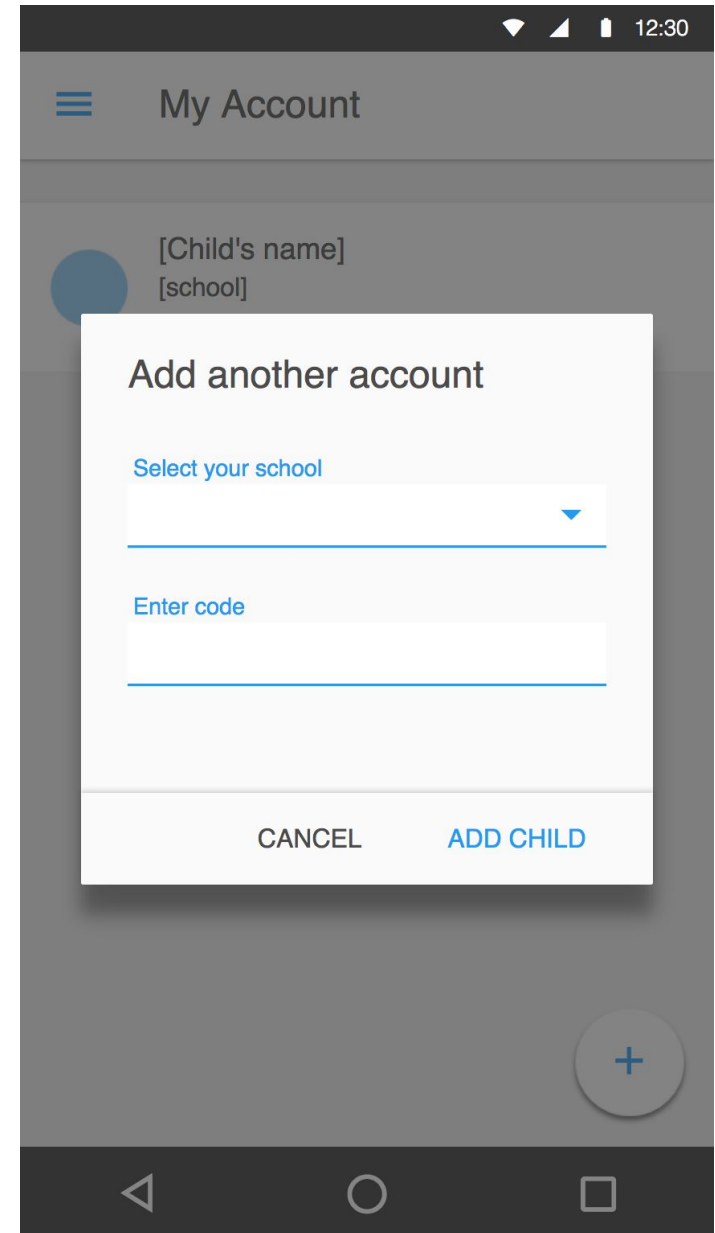
- App is for parents and children to use **together**
- Mix of digital and practical activities
- Purpose of the 'Album'
- Explanation of 'Maths help' videos (labelled 'how to' on sketches)



Multiple accounts

Using the app with multiple children only highlighted by one user during testing but needs to be considered.

- Design for a profile screen where users can manage account details and add children
- If accurate reporting is required for teachers we need a way of indicating which child participated
- Prompt to add additional children (might not be automatically considered by parent)



Multiple videos

All external parents expected videos on this screen to be about the activity itself.

- Keep activity screens focused on the activity
- 'Maths help' videos to be kept in their own area with a short introduction on the page explaining what the videos are for
- New 'Maths help' videos highlighted on home feed


Activities

Rock, Paper, Add




Autumn Term

Addition

 5 minutes

 Low hassle

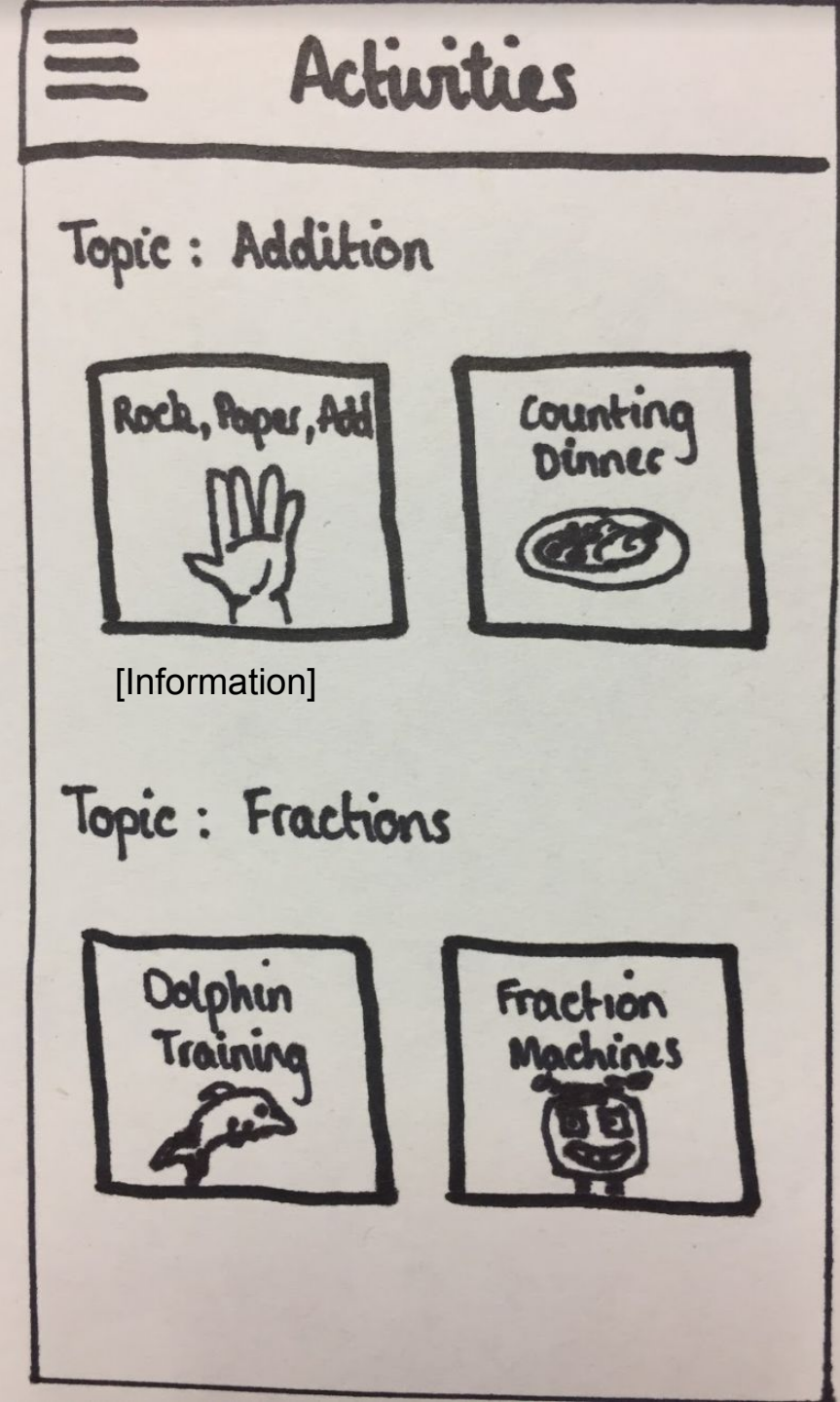
 2-3 players

This game is played a little

Activity details

There were varied expectations and preferences about activity format. Activity formats aren't clear up front when the user is making a decision about what to play

- Add simple data about time, type and players
- Remove 'Hassle' - not a popular term with teachers and no parents would want to choose something which was high hassle



“We’ve done it”

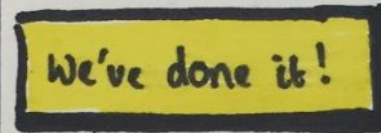
Pressing the button after playing wasn’t intuitive and was missed completely by several users. It is not clear this action will be fed back to the class teacher.

- Bring button up so it shows above the fold
- Consider capturing the celebration photo part of the ‘we’ve done it’ experience so we’re only asking users to do one thing at a time
- Clarify that it’s letting their teacher know

number scores a point

- First person to score 5 wins

Remember to record when you’ve played and capture a celebration photo



Want to know more about how this topic is taught in school? Watch our 'how to' video



‘We’ve done it’

Need to think through the journey after the user records that they’ve completed the activity

- Celebration gif
- Prompt to take celebration photo
- Achievement unlocked
- What you’ve just learned



Great work! You've earned an award



Addition Star
completed 'Rock,
Paper, Add!'

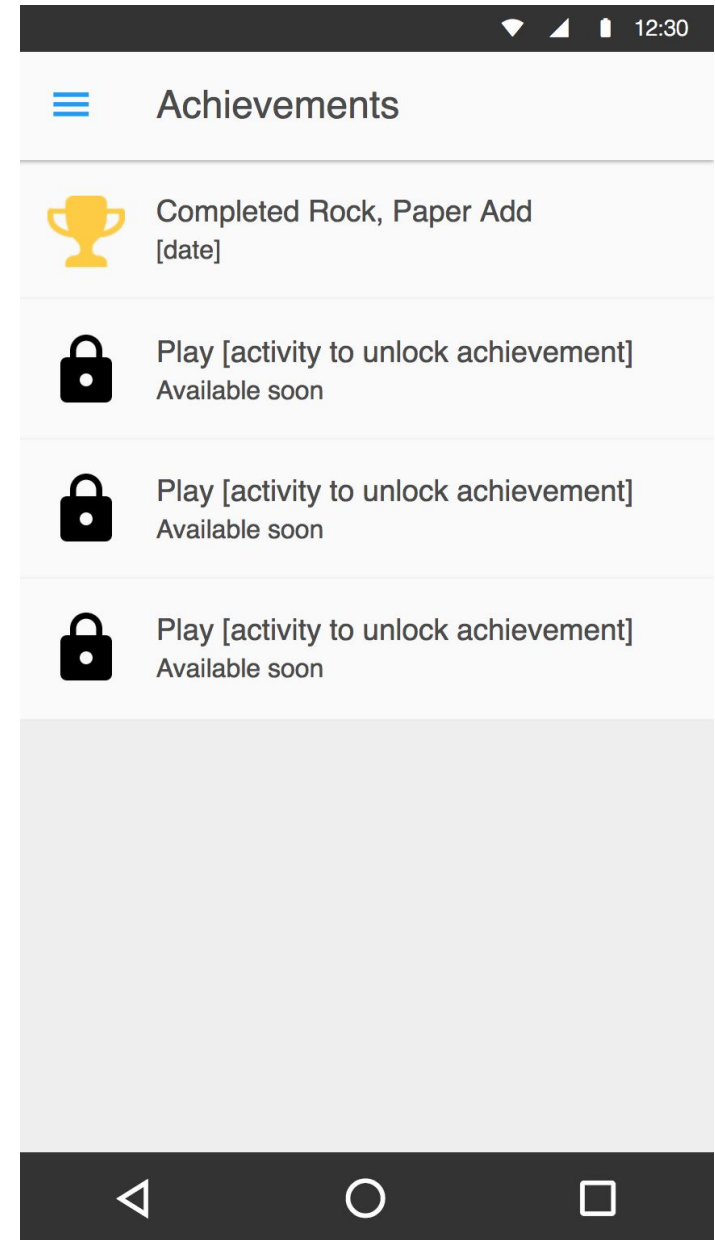
Rate 'Rock, Paper, Add!'



Achievements

Seen as a positive motivating feature

- Simple awards for each activity (showing locked activities coming up)
- Basic activities completed count
- Ability to set target number of activities and text entry for reward



Future ideas

- Several suggestions for a tracker to record score in the non-digital games
- Home page messaging / special events
- More guidance around which activities to do (as lots of activities are added)

ALWAYS LEARNING