#METOO

App Survey Responses & Reflection

Survey:

https://www.surveymonkey.com/r/5GWK7RG

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HOW WOULD YOU RATE THE MOBILE APP?

1 star	0
2 star	0
3 star	2
4 star	7
5 star	3

Weighted average = 4.08

WHICH OF THE ISSUES BELOW WAS THE BIGGEST PROBLEM DURING YOUR EXPERIENCE WITH THE MOBILE APP?

The app was confusing to use	6
The app was visually unappealing	1
Other (specified below)	3

I am not female, so I'm not sure I can legitimately comment on this app. Also, I didn't know what it was for, which I would have if I'd downloaded it from the App Store etc.

I just can't see myself using it

I would like an Onboarding . I need to know what the app does and how I should use it.

PLEASE DESCRIBE THE PROBLEM YOU ENCOUNTERED IN MORE DETAIL.

This app could use more prompts to direct first time users.

I wouldn't call it confusing, but aspects of the app were not intuitive, to me at least, particularly in navigating the database.

I understand your app are taking care of a serious issue, but I still wish the visual asp could be a little "relax/clean" (may be white and a little black/navy blue?) Grey and red + your topic make the things extremely heavy (maybe just for me).

The 'Location Activity' page was unclear. It was hard to see what exactly the dots were depicting. Does the Database of perpetrators' faces show ALL faces ever reported on the app?

It seems like a pretty cool app, but not one that you would happen to have always on your phone. If I had experienced an act of sexual abuse and wanted to report someone, I would maybe consider downloading the app for that purpose. I think it might make more sense for the app to have the kind of feature that this app has, but with a different primary purpose to make it more marketable.

I was unclear in the beginning of what was needed from me. Also questions about who and where the data I collect is stored?

Found it a bit wonky to select options. Worked well otherwise

I wasn't sure what to do when Weinstein's photo popped up

An Onboarding would really make things easier for users

WHAT DO YOU LIKE MOST ABOUT THE MOBILE APP?

Functionality	3
Look and feel	4
Content	2
Other (specified below)	1

Simplicity of interface – making something difficult to report easy to report.

WHAT DO YOU LIKE LEAST ABOUT THE MOBILE APP?

Navigation	4
Functionality	3
Look and feel	1
Other (specified below)	2

SIN seems problematic. I'm not sure I understand the connection between facial recognition s/w and needing the SIN.

While I like the idea, and can see an app like this gaining major traction, facial recognition technology still has some major flaws, and sometimes has issues differentiating between darker-skinned people. This well-meaning reporting platform could lead to racial discrimination in the judicial system.

ANYTHING ELSE YOU WOULD LIKE TO SHARE ABOUT THE MOBILE APP?

Super interesting and much needed tool! It could just use more prompts and maybe an about page

This has promise, and there's a need for it. Hope you explore it further!

As I said before, I think what you designed would be a really cool addition to another app, so something that you could present and sell to someone like tinder or bumble or something.

I think this is a really neat idea but perhaps a page or two on the 'intention' of the app so that users feel safe divulging personal information? Great job!

Great idea!!

The app needs emergency numbers. Call 911 or something. Anything to help the person who's been sexually assaulted

REFLECTION POST-RATING

I think a lot of the feedback I gathered early on was useful in helping me figure out layout and content, but I think the most fruitful and responsive feedback does come after fleshing out the prototype more fully. When I was initially getting feedback for my interactive black and white wireframes, there's not as much content and design to dig into; meanwhile now, after showing other people a more cohesive and finished product, they have so much more to say!

This definitely makes me wish that this design prototyping process could be extended and have multiple phases of user testing at this higher level. A lot of the comments made, especially where users were confused about navigation or the intention of the product, are very helpful and in future development would be something I would consider. Overall, the process of sketching, then wireframing, gathering feedback, and starting mockups and gathering feedback, did feel like a pretty good path to take in terms of designing something like this.

One of the biggest issues I find with this app is security and privacy. On one hand, I would like to ensure that users of the app would not be exploiting it to falsely accuse other people; on the other hand, I do realize that asking for a SIN number is also a security issue and possibly not ideal in this scenario. In further development I would look into better ways to confirm identity of individuals, and maybe theoretically this app could be associated with a governmental organization, thereby making the security issue a little less problematic. Additionally, someone made a very good comment about having a quick panic button or 911 call to use, which would also mean that the app would have to be connected in some way to the police.

All in all, it was a very hectic process, but I feel fairly confident in this process and appreciative of all the people who took the time to give me feedback!