Target Audience Test Results

What happened?
Three users interacted with my app on my mobile device. The users' age ranged from pre-teen to middle age, so it was interesting to see how they each interacted with the app. To begin testing, I presented them with a sheet of paper that has a prompt and lists tasks for them to complete. After they finished the tasks, I asked them to write their feedback and talk to me about their experience. While they were testing, I documented the testing session by taking pictures (see below) and writing notes about things I observed.

What I learned?
I learned that generally all the users had a positive experience with my app. They all thought it was educational and learned something from it, which was one of my biggest goals for the app. I also learned that some people already practice sorting waste and compost, but they do it according to their own household rules, which may differ from the rules on the UC Davis campus. After observing the users, I noticed some users did not follow the instructions I wrote on the paper. For example, I asked them to rotate the mobile device in landscape mode after they start the game. This observation made me understand that I need to incorporate more alerts in the app to tell users key information, or re-develop the app so users do not need to rotate their devices in landscape mode. Another important piece of feedback I got was to update the app's visual appearance. I had suggestions to add more color, place labels in a more strategic location to ease visibility, and to make the app look more cohesive overall.

How I plan to update?
I want to take all the feedback I got and implement the suggestions into my app. I really want to build this app and make it better, in hopes that it can be eventually be available to the whole university to play. I'd love to talk to Glenda further on how to build some of the features I want to incorporate in my app. Also one of my users named Ann Savageau recommended that I should build the app and contact the Sustainability department and Food Services to gather more information that I could possibly use in my app. Overall I plan to update my app with the user suggestions, test the app again (and probably again and again and again), and then try to pitch it to the university to see if they would like to show it to incoming freshmen or transfer students and for educational purposes.