

meetchewthere

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Lab Usability Study

The Team



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Early



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Prototype Changes

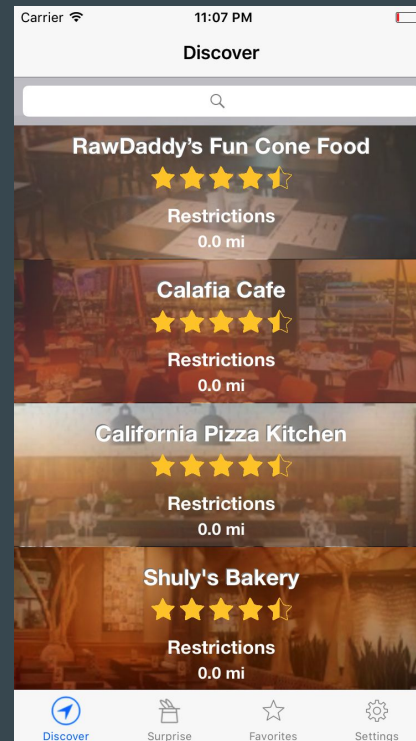
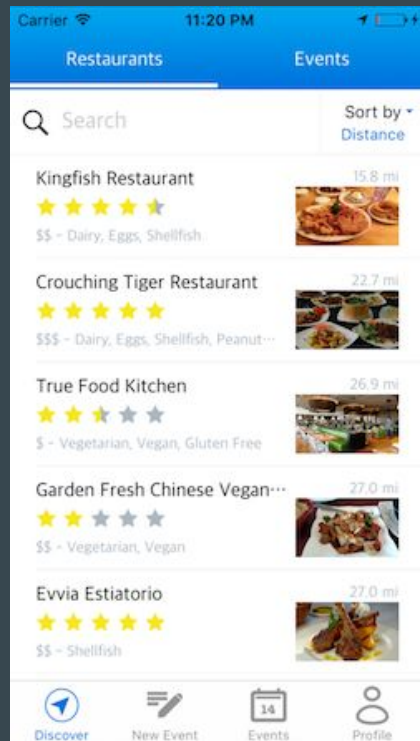
Changed entire codebase



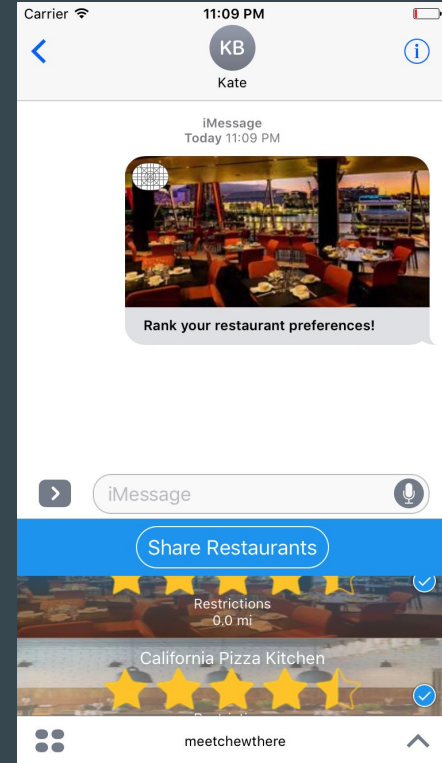
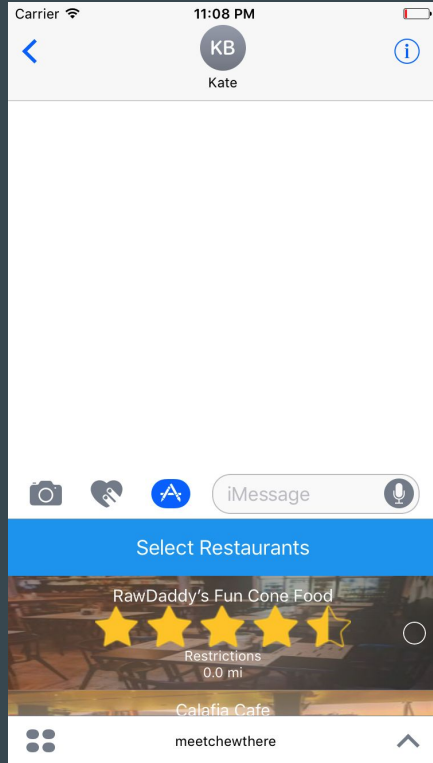
Objective-C



List view



From Events to Sharing



Method

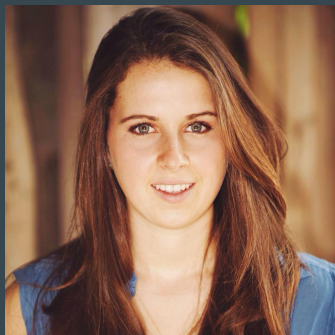
Study Participants



- Maddie Hawkinson
- Deathly peanut allergy
- Loves to travel



- Yash Vyas
- Grad Student
- Vegetarian



- Lauren Newby
- Various intolerances
- Eating + mental health

- Peter Wally
- Works out a lot!
- Gluten Intolerance

Selected target users with different dietary restrictions
No Compensation

Apparatus

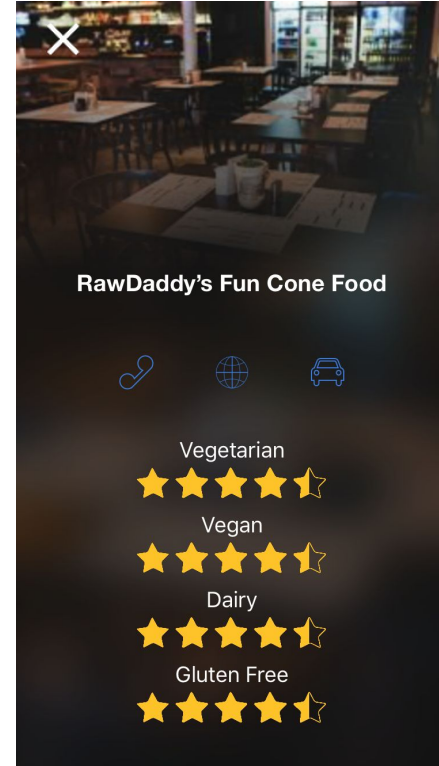
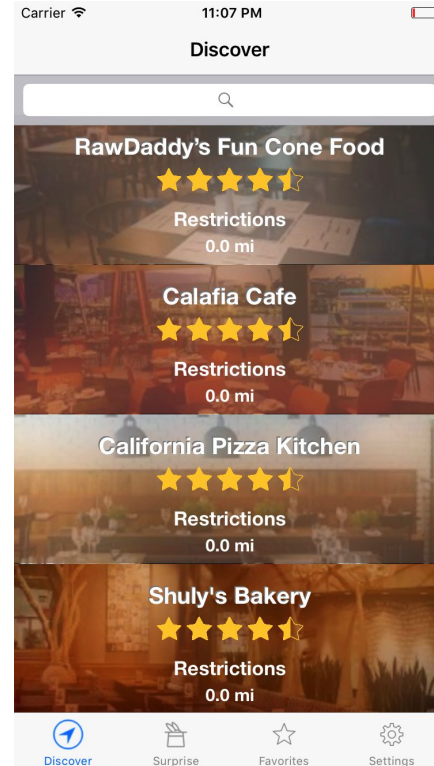
- Downloaded the apps on our iPhones and recorded their use
- Tested in person at their residence or common place they picked

Task 1

Find Food

Locate restaurants that fit your dietary restrictions

Quickly find restaurants to fit their restrictions

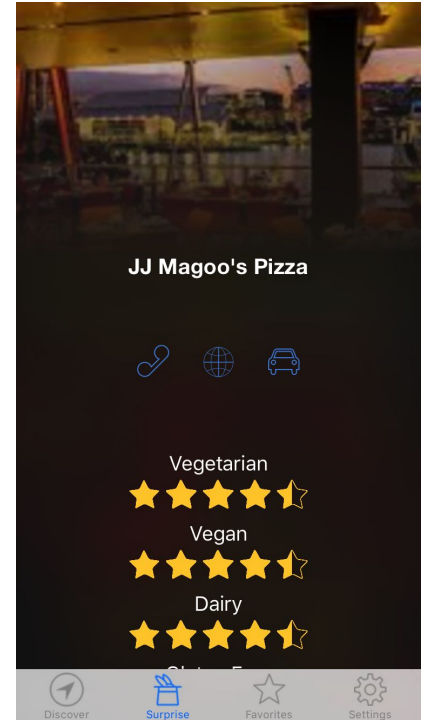
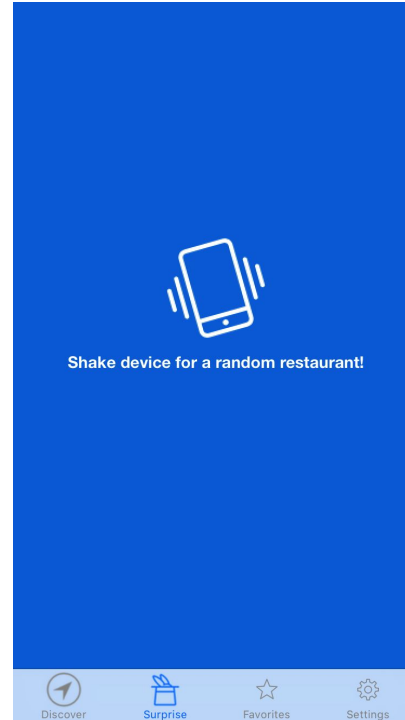


Task 2

Explore New Places To Eat

Shake and be surprised!

Enjoyed finding a new restaurant + Had enough information + Time

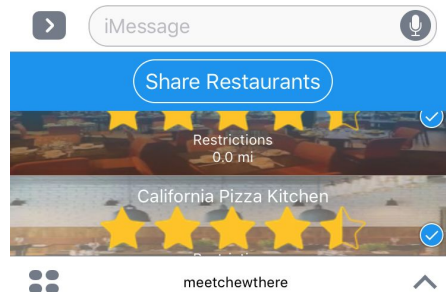
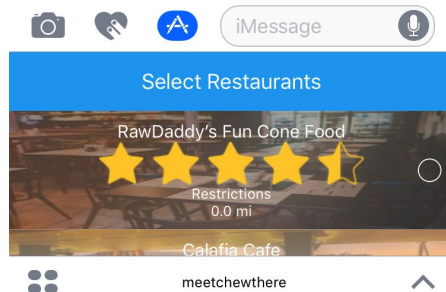
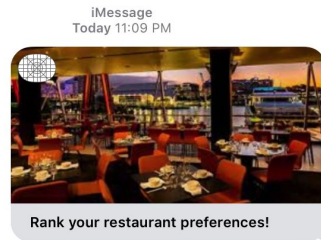
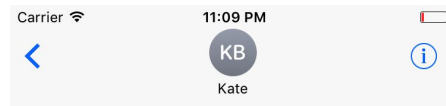
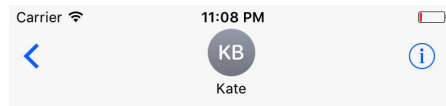


Task 3

Share With Friends

Share your options with a group

Fluidly share with their friends,
examine how their approach



Procedure

- Intro
 - Why use meetchewthere?
 - Preface work in progress, some faked data, etc
- Tasks: Repeated for each task
 - Explain concept
 - Ask them to perform the task
- Let them explore the app further
- Monitor what they do until success
- Intervention wasn't necessary

Test Measures

- All tasks:
 - Time to complete
 - # of noticeable hesitations
 - # of questions
- Task 1
 - Was search component used?
- Task 2
 - How many times did they shake till they found something they liked?
 - Enjoying themselves? (soft metric)
- Task 3
 - Did they find the iMessage extension?

Results

Task 1: Find Restaurant through Search

- Search relatively easy, familiar
- < 20 seconds before decided they were "done"
 - Lack of clear finish lead to questions
- Different search styles for different types of scenarios and restrictions
 - Filters vs search
- 3x question of how data would be inputed
- More questions for more harsher restrictions
 - Wanted more data!

Task 2: Shake to Find

- Average of 4 tries to find a restaurant
 - Different levels of engagement
- 3x the question of filters
- Inconclusive responses to actual desire to use this feature in the future

Task 3: Share with Friends

- ~30 seconds before getting stuck
 - Not a great deal of features in app - not many features to try
 - Prompted about iMessage extension
- No middle ground in number of hesitations
 - Either understood format of iMessage extension or not
 - Navigation to the extension took almost as much time and more of the hesitation than the actual app portion

Discussion

Filters vs Search

- Filters absolutely desired
- Core group doesn't need them - filters always the same
- Expansion would like them, doesn't hurt other group
- Shaking should be filtered
- Discovery through search, not shake
 - Change Location!

All Things Data

- Desire for modifying and reporting on the data
 - Add report button
 - Add your own rating
 - Entire rating mode?
- Customize what data you see
 - More extensive profile page
- More data desired

Sharing works, if iMessage works

- Familiarity with iMessage extension was exactly related to ease and enthusiasm for share component
- Incorporate sharing directly into the app
 - From Favorites
 - From restaurant directly
 - Option to add to List or send directly
- Plenty of scenarios in which iMessage doesn't work
 - Incorporate lists into other messaging systems

Summary

1. More feature development in searching and discovery
2. More data, both for and from users
3. Need for deeper sharing capabilities

Questions?