

# P7

## Experience Evaluation Plan & Simple Evaluation

Project HUE

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### Part I: Basic Evaluation

#### Application Scenario

The user is an entry-level worker in a technology company and is seeking mentorship based on his or her career trajectory and personal profile. The user can track their progress in the company under the guidance of a matched mentor, as well as personally message the mentor for any help and advice.

#### Tasks

##### **Task 1: Finding a mentor that has a similar trajectory to the mentee user**

This task involves the mentee user filling out a questionnaire about his or her personal and career details so that the app can find a list of mentors that will potentially be a good match to the mentee user. The task is complete when the user chooses a mentor from a list of matches and sends a mentorship request.

##### **Task 2: Logging in progress**

This task involves the mentee user logging a brief progress report on a goal they're currently working on within the company. They must tap the progress tab from the menu bar to navigate to the progress page, and then add a log to the current goal. The task is complete when the user clicks "done," navigating them back to the progress page where the log will be posted.

##### **Task 3: Personally messaging a mentor**

This task involves the mentee user to engage in a conversation with his or her mentor. They must tap the message tab from the menu bar to navigate to the messages page,

then click on an on-going conversation with one of the user's mentors. The task is complete when the user wishes to exit out of the message page.

## Participant Profiles

The participants in our user test were college students from the University of Washington who are between the ages of 19-21 years old. All the selected participants are interested in the tech industry and have expressed interest in gaining mentorship.

1. 20-year-old female sophomore Informatics student. Asian American.
2. 21-year-old male junior Informatics student.
3. 19-year-old male junior Aerospace Engineering student.
4. 20-year-old female sophomore Microbiology student. Asian American.

## Part II: Simple Evaluation

### Motivation

We conducted this user test in order to better understand the mental model of a potential entry-level worker seeking mentorship and interacting with a mentor for personal and career guidance. By observing and asking how each user completes the three tasks, we can get more insight as to how we can improve the design and experience of our application. We will also get an idea of whether or not users will want to use this tool for their careers.

### Method

Our testing for each participant comprised of three parts:

1. Pre-Observation Interview
2. Task Completion and Observations
3. Post-Observation Interview

### User Test Introduction Script

I'm (your name). I'm a researcher who's going to evaluate the usability of application Hue. Hue promotes well-being of entry level tech workers by providing mentorship, allowing users to check their career and personal progress, and seek guidance regarding any issues faced in the company. You're going to be given a scenario in which you are the entry-level worker who is seeking a mentor, contacting them, and logging in your progress for mentors to see. We will give you these three different tasks, and we'll do them one at a time.

We are not evaluating your own technical skills and we are not testing your ability as a person. We are solely testing the usability of the application.

There is no time limit for each of these tasks, so please work at the pace you normally do. As you're doing the specified task, we want you think out loud and say anything that comes to mind as you're doing it.

## Pre-Task Questions

- How old are you?
- What is your occupation?
- What is your major?
- What is your professional experience?
  - Have you had an internship in the past?
  - Was your professional experience positive or negative?
- Would you be interested in mentorship as an entry level worker?

## Post-Task Questions

- Which feature of the app did you think was the most useful and why?
- What features did you have issues with?
- How can we improve the experience of the features you had trouble with?
- Would you use this app? Why or why not?

# Findings

User concerns remained consistent regarding usability, yet varied in terms of preference. Based on each question, here are aspects that stood out amongst the majority of tests.

## **Findings #1: Users would like to see a more conventional manner of navigation throughout screen in the application.**

Initially, when our group started the design process we designed the navigation of the application to follow the standard convention of having all our navigation tabs on the bottom of each screen. What we failed to realize was that within each screen the cues (our icons) used for navigation are inconsistent with each other thus leading to confusion among our users.

On the other hand our users found it useful to have mentor matching process that was relatively easy to understand and use. In particular the messaging and anonymous features appealed most to our users because it gave them more incentive to be themselves while maintaining their mental health.

In addition our users conveyed that the logging and the progress features of our application are very useful because it lets users monitor their own progress and it also lets mentors monitor the progress of the users. Users found this to be useful because it creates engagement between mentors and mentees.

Lastly, users really appealed to being matched with users from the same industries, companies, and job positions. This feature according to our users made it much easier for them to locate the “right mentors.”

## **Finding #2: Users would be confused with the idea of “mentorship request”**

A lot of our test users were confused with the idea of “mentorship request”. In our original design, users have to send a mentorship request to get connected with mentors or mentees, but before sending a request, users can have a chat with the potential mentors or mentees to get to know if the person really matches to the user’s need.

However, this function caused mainly two confusions to users.

- 1) If users can talk to mentors/mentees before get accepted, they do not need to send the request.
- 2) Even though this app is perfectly anonymous, how do they decide whether to accept or not.

Therefore, our team needs to reconsider if the request function is necessary. If necessary, we also need to think of the necessity of the function which enables users to send a chat before sending a request.

## **Finding #3: Screens were not quick and easy to understand**

Users repeatedly sought guidance regarding the screen they were looking at. At times, the purpose of a page was unclear because the content was dense and the user seemed

overwhelmed and unsure how to proceed. At other times, the design did not draw users' eye to the important feature.

The progress page is an example of a difficult navigation system and the users asked for additional guidance from the designer. One major concern was that the page was dense with content and required users to spend time understanding what the page entailed and how to navigate it. Another example where the user spent additional time than anticipated was on the matching page. The user was unsure whether the system was displaying a mentor or mentee based on how the page presented the material. It was pointed out that for the potential mentors/mentees page, the text "I'm looking for..." should be larger and more obvious because users did not notice it at first.

#### **Finding #4: Scrolling down/up might be annoying.**

On our design, users need to scroll up/down on the screen of the smartphone, and some test users felt strange with it, and they said we should minimize the amount of scrolling up/down. Therefore, we need to rethink about the pages which require users to scroll up/down.

#### **Finding #5: Too much information on the progress page**

On our current design, the progress page contains texts, which users felt overwhelming. Our pages have texts for showing their goals, their logs, and the comments from their mentors. It seems a lot of text for users, and might hinder users to feel their progress. In addition, some of them said the screen design for the progress page should be more visually appealing to attract users to visit the page frequently and feel their progress. Removing some text and adding graphs or graphics might be helpful.

#### **Finding #6: Users would use the application again**

All four users said they would use the app and each gave a reason regarding the connections that can be made. A common point made was that the application can be used as a tool to navigate the professional world because they can connect with people who are knowledgeable about their concerns and can either provide insight or seek insight from the user depending on whether the user is a mentor or mentee in the relationship.

# Design Suggestions

## **1. Confusion about mentorship request**

- a. Clarify by making the screens less full
- b. Don't repeat options on multiple pages
- c. Get rid of the function which enables users to chat before sending a mentorship request.
- d. Or the request function might be unnecessary.

## **2. Hard to understand if I am looking for mentor or mentee**

- a. The text "I'm looking for" was too small so make it bigger
- b. Show the "mentor" and "mentee" buttons under the "I'm looking for a..." text but make the rest of the page blank until the user selects what they're looking for, then show results accordingly

## **3. Too much information on progress page, and hard to see the actual progress**

- a. Make the main progress page similar to a table of contents so that user can select what page they want to visit
- b. Use more graphics and graphs to make it more visually appealing and easier to see their progress

## **4. Screen Design improvement**

- a. Do not use scroll too much
- b. Put labels on loading symbol.