Summary of Findings from User Study Round 3

Introduction:

User Study Round 3 involved three participants, ✖ (76 years old), ✖✖ (68 years old), and ✖ (83.5 years old). The purpose was to gather feedback on the TechWise app prototype, focusing on onboarding, earning coins, purchasing items, and adding them to the simulated home. This summary incorporates insights from all three participants, with specific attention to ✖✖ input.

Participant Information:

- ✖ 76 years old, mixed feelings about technology, enjoys playing games on the iPad or phone.
- ✖✖ 68 years old, fine with technology but experiences occasional frustrations, regularly plays puzzle games on the iPad or computer.
- ✖✖ 83.5 years old, reasonably good technology experience, owns an Apple Watch, and enjoys playing games on a tablet.

Findings and Recommendations:

1. Onboarding:
   - ✖ found the onboarding process enjoyable, particularly liking the visual elements and the option to select a character.
   - She expressed a preference for larger character icons and had a positive reaction to the text-based instructions.
   - ✖ appreciated earning in-game currency (coins) as it kept her engaged.
   - The splitting up of sentences in the chatbot interface confused them, and she suggested avoiding this.
   - ✖ was uncertain about the distinction between theme and technology and recommended clarifying it.
   - She desired immediate answers and wanted more information on how her Apple Watch interacts with her phone.
   - Participants liked the visual design of the onboarding screen and the ability to see the house.
   - The concept of a "theme" and the requirement to type in technology information were confusing. Participants suggested using a pre-defined checklist for selecting technology instead of typing.
   - The term "quality of life score" was not intuitive to participants, who suggested using a term like "TechIQ" instead.

Recommendations:

- Consider using larger character icons to improve visibility and interaction.

- Avoid splitting up sentences in the chatbot interface to enhance clarity.
- Clarify the distinction between theme and technology during onboarding.
- Provide more immediate and informative responses related to specific device interactions.

2. Playing a Game to Earn Coins:
   - ██ found the process of earning coins through gameplay understandable.
   - She expressed a desire for more cash to enhance engagement.
   - Adjust the coin allocation to ensure sufficient motivation and engagement.
   - Participants appreciated the gamified aspect of earning coins but expressed a desire to have the ability to choose the game they wanted to play.
   - Participants found the clarity of the wallet amount insufficient and suggested labeling it as "my wallet."
   - Participants also wanted to see the prices of items before going to work to plan their strategies better.

Recommendations:

- Allow users to choose the game they want to play to earn coins.
- Enhance clarity by labeling the wallet as "my wallet" and provide clear visibility of the current balance.
- Display item prices beforehand to help users plan their coin-earning strategies effectively.

3. Purchasing an Item & Learning About It:
   - ██ understood the task flow related to purchasing items and appreciated the clear, simple, and informative explanations.
   - She preferred the straightforward and informative nature of the information provided and recommended avoiding unnecessary fluff.
   - ██ questioned whether using accurate prices for items might enhance authenticity.
   - Continue providing clear, concise, and informative information about purchased items.
   - Consider incorporating real prices to enhance authenticity if feasible.
   - Participants found the presentation of item prices and options needing improvement, suggesting the inclusion of multiple pictures and different brand options.
   - The prices of certain items were deemed unreasonably high, causing participants to question their affordability.
   - Participants wanted more visual information and examples of what the purchased item (e.g., smart TV) could do before deciding.

Recommendations:

- Enhance the presentation of item prices with multiple pictures and various brand options to provide a more engaging and informed shopping experience.

- Ensure reasonable and realistic pricing for items.
- Include more visual information and examples of item features to aid decision-making.

4. Adding the Item to the Home:
    - ✖ found adding purchased items to the simulated home relatively easy.
    - She desired more straightforward instructions on how to connect the item to Wi-Fi and plug it in.
    - Provide step-by-step instructions on connecting items to Wi-Fi and the necessary installation steps.
    - Participants found adding the purchased item to the home clear and straightforward.
    - However, participants desired additional details on installing the item in their simulated home, suggesting the inclusion of instructions or guidance.

Recommendations:

- Provide additional instructions or guidance on installing purchased items in the simulated home to enhance the user experience.

Overall Impressions and Additional Thoughts:

- ✖ found the app a fun concept and appreciated the game-like elements.
- She suggested incorporating learning about installation processes to enhance the overall experience.
- ✖ found the game slightly confusing and desired a more personalized gaming experience.

Considering the feedback and recommendations from all three participants, the TechWise app prototype can be further improved to enhance clarity, engagement, and user experience, particularly for older adults like ✖✖✖✖✖✖✖✖