

# FIT MOM USABILITY TEST

W13.UT1\_02



# INDEX

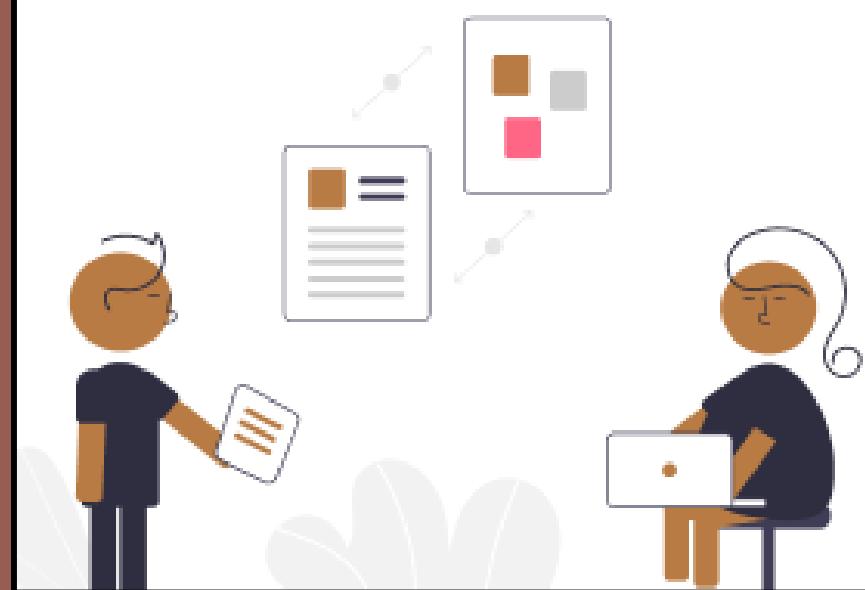
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# RECAP

## *Our key findings*

In order to help and motivate women to get back to their previous fitness level after giving birth, we recommend the following (from most important to least important)

- Workouts need to be adaptable in terms of fitness level, as well as time and place for the workout.
- The workouts need to be informative. The users needs to know why they are doing certain exercises and what it is good for, so they can adjust the workouts to their preferences.
- Workouts need to be social in some ways, like a way to track and share progress, or to just get in touch with others friends to plan workouts together.
- The product should include information concerning mental health, such as postpartum depression and anxiety.



Research

Wireframes

# PREPERATION

## Scope

- During this usability test, I would like to test the Fit Mom app (wireframes) and to see if it is suitable and understandable by the target users.
- The usability test is also to uncover any unmet userneeds or any elements that are irrelevant for the purpose of the app.

## Goals

- To test the process of finding an exercise in order to pinpoint any issues or difficulties, by asking the participant to find inspiration for an exercise.
- To test the process of finding an article in order to pinpoint any issues or difficulties, by asking the participant to find information about a specific topic.
- To test the process of creating an event in order to pinpoint any issues, difficulties or missing elements, by asking the participant to create their own event.

## Metrics

- The task is successful if the participant end on the expected page with no errors, while following one of the expected flows as presented in the wireflows.
- The task is somewhat successful if the participant end on the expected page less than 2 errors, but does not follow the expected flow.
- The task is not successful if the participant does not end on the expected page or have more than 2 errors.

## Tasks

1. Use the app to find inspiration for some daily activity. (Exercise)
2. Use the app to read about the benefit of working out twice a week. (Article)
3. Use the app to create an event that has already been agreed, and get reminded of the event before it starts. (Calendar/event)

## Day 1

- Create the scope, goals, metrics and hypotheses.
- Create a problem statement.
- Define target users.
- Create tasks.

## Day 2

- Create script.
- Create a screener.
- Create additional documents (consentform, etc.)

## Day 3

- Start recruiting.
- Scheduling.
- Practice.
- Pilot test.

## Day 4

- Initialize usability tests.

## Day 5

- Compile results.
- Analyse data.
- Create recommendations.

# METHODS AND TECHNIQUES

## Screening

Requirements:

- Women
- Ages 15-49

I reached out to friends and family that was in the target group (15-49 years old women). I decided to go for all women in reproductive ages, because it was hard to reach out and plan the tests with women with small children in the timelimit given.

## Moderated

- I decided to go for moderated test, since the wireframes are low-fidelity and hard to understand by the participants.
- I also did not find a good program to make “prototypes”, so I had to change the screen for the participants
- The tests were done in-person, except for one participant who fell ill and preferred doing it over Zoom.

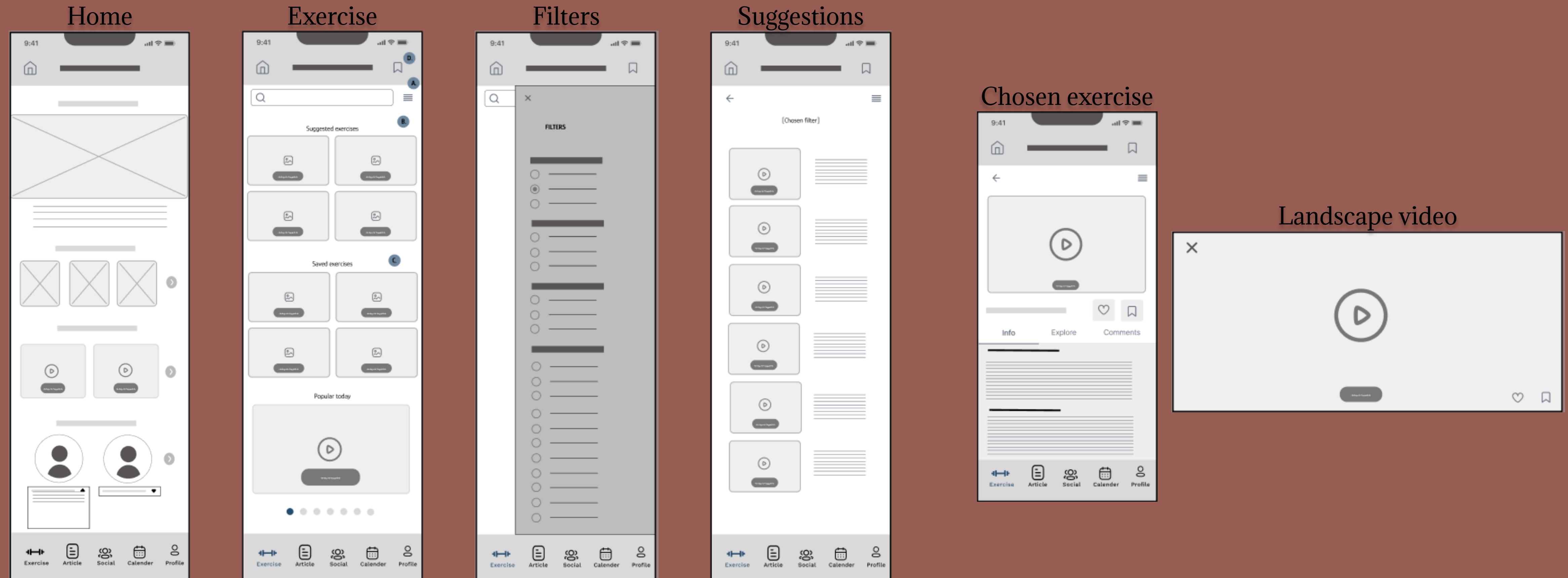
## Techniques

- Concurrent Think Aloud
  - I wanted to hear the honest thoughts from the participants as they went through the application.
- I did include durations in the success rates, so CTA did not interfere with the metrics.
- Retrospective Probing
  - I also wanted to hear the afterthoughts from the participants when they finished the tasks.

## PRIVACY OF PARTICIPANTS

It is extremely important that the personal information of the participants are handled correctly and in line with data protection laws, such as GDPR. I will record the usability test sessions with the participants, and it is important that the participants know where, how and when their data will be processed. In this consent form, I will explain how I will handle the data and get consent from the participants.

# EXERCISE



# ARTICLES

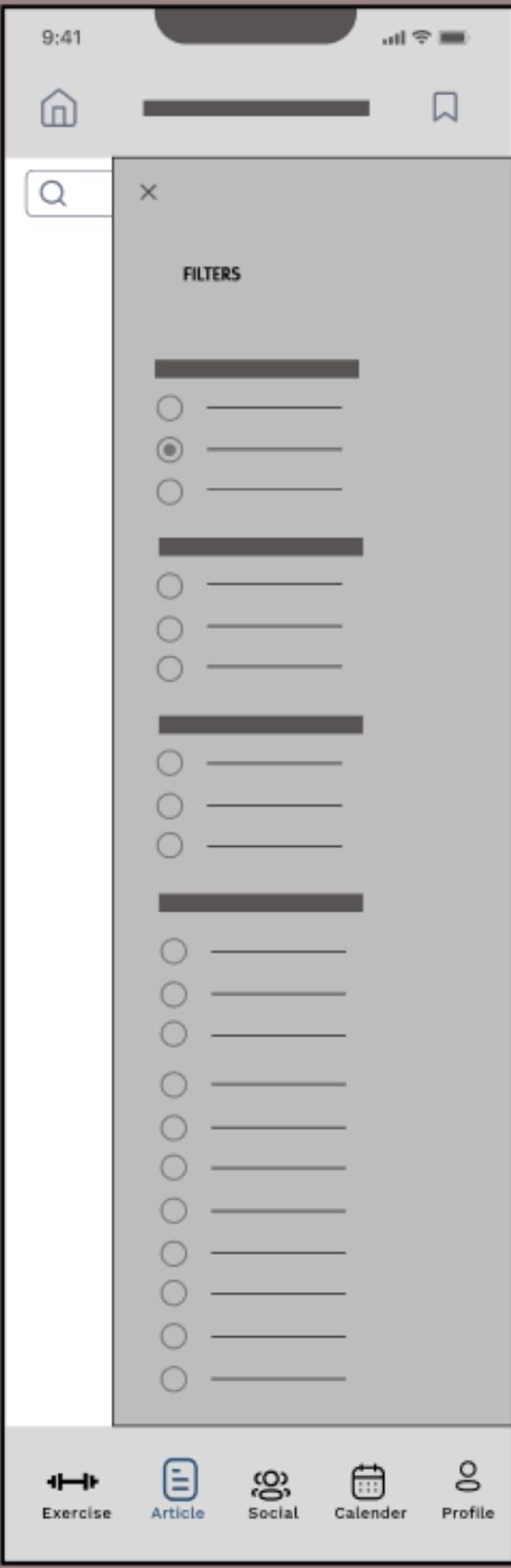
Home



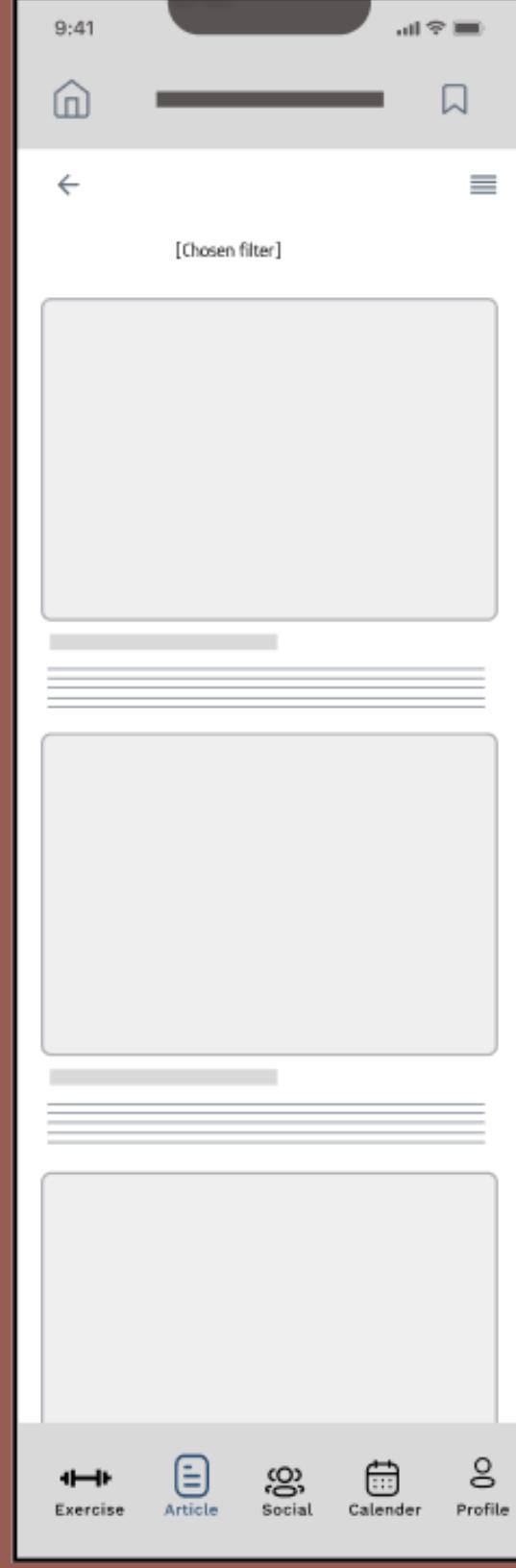
Article



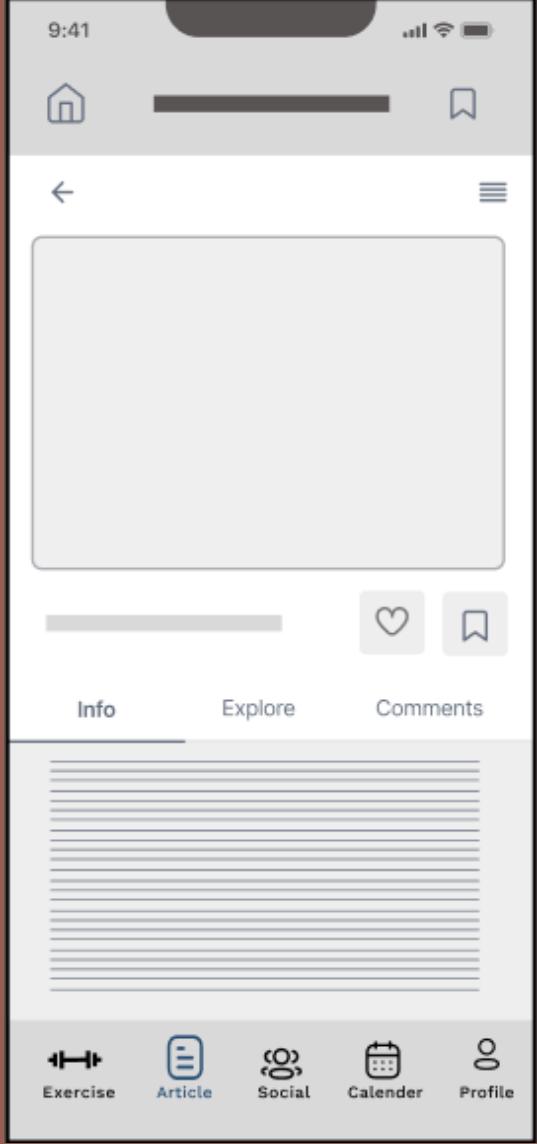
Filters



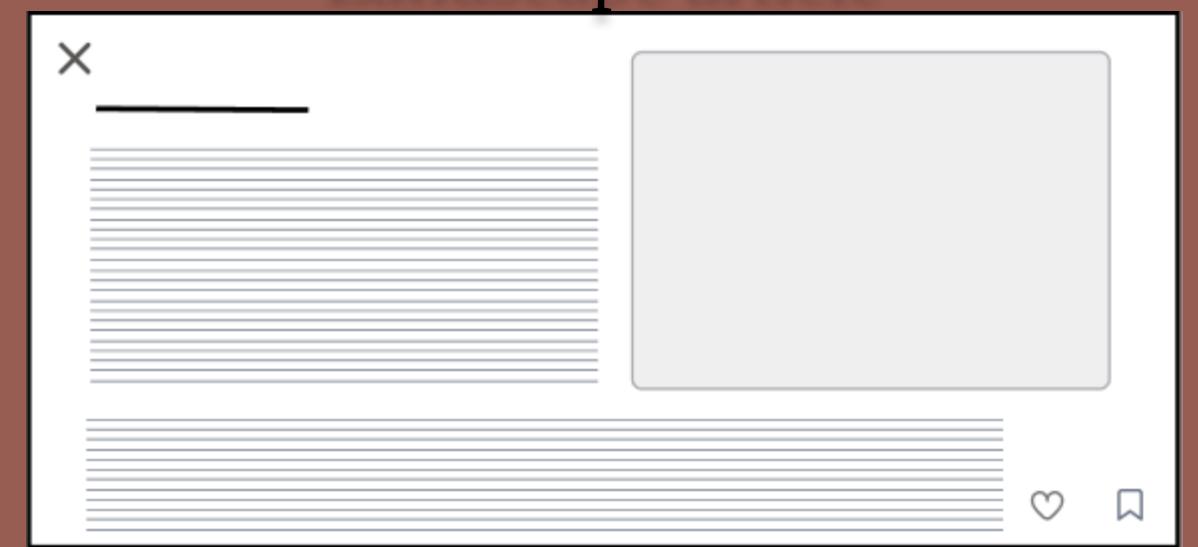
Suggestions



Chosen articles

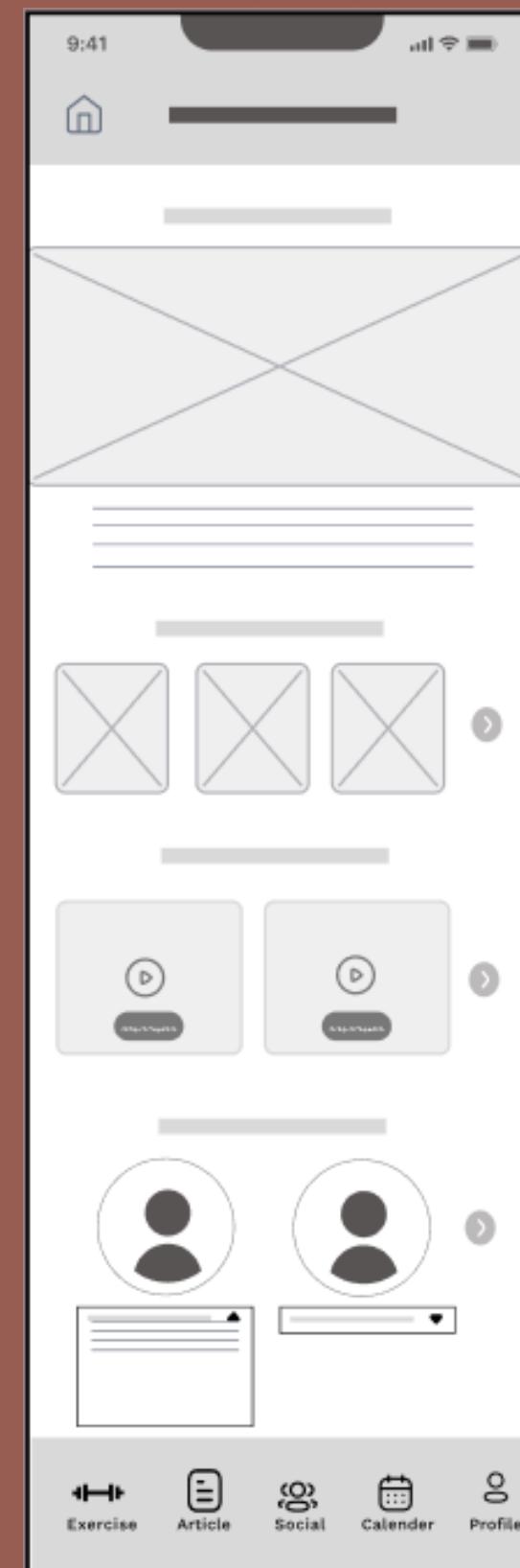


Landscape article

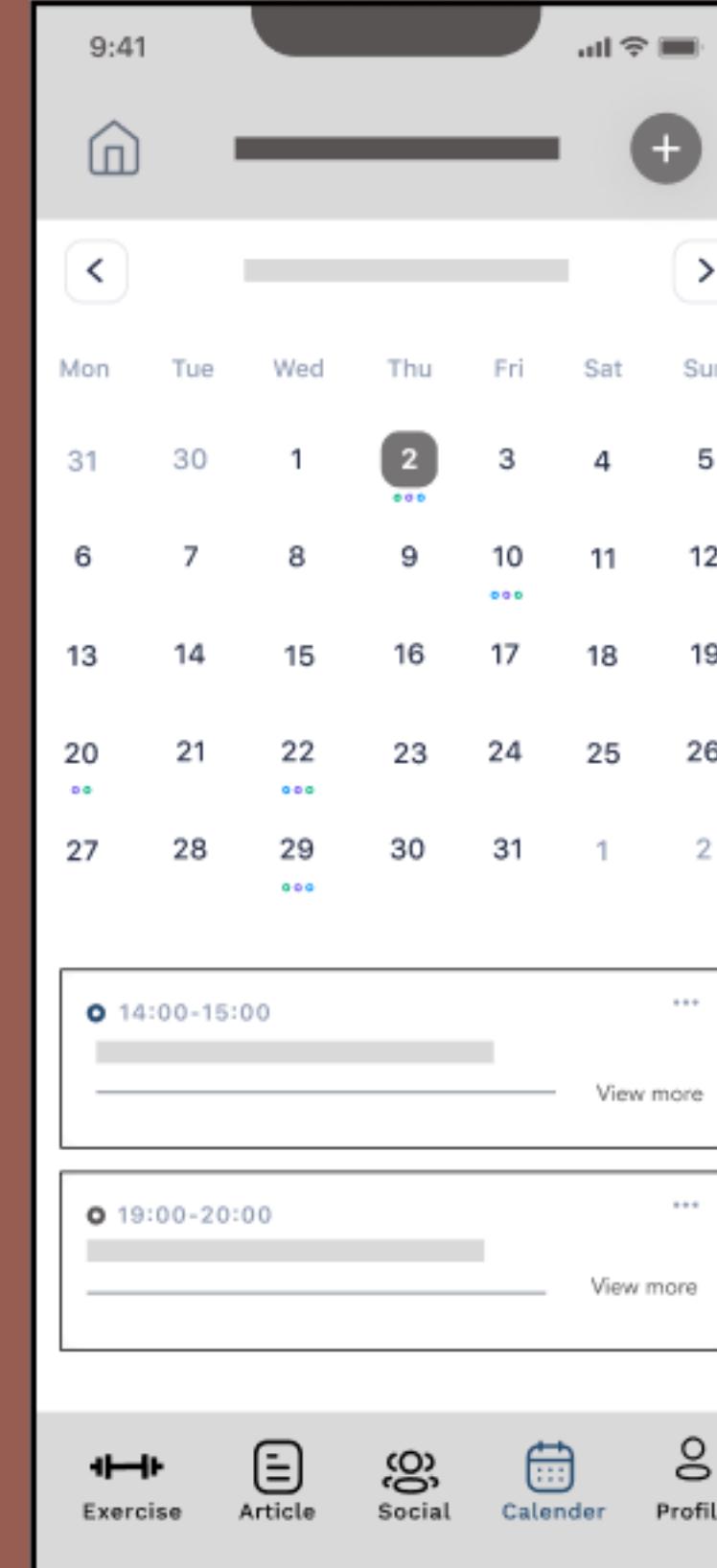


# CALENDAR

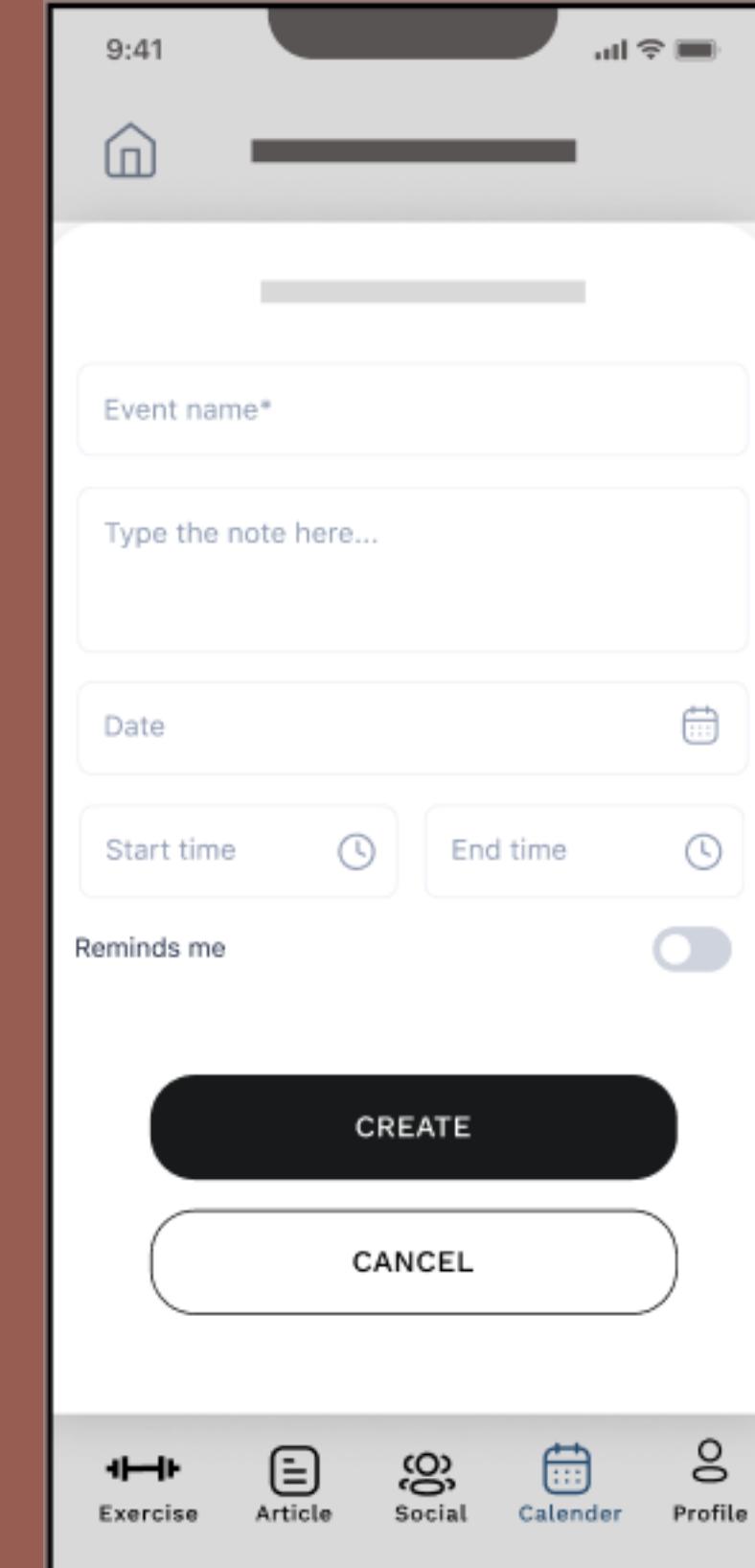
Home



Calendar



New event



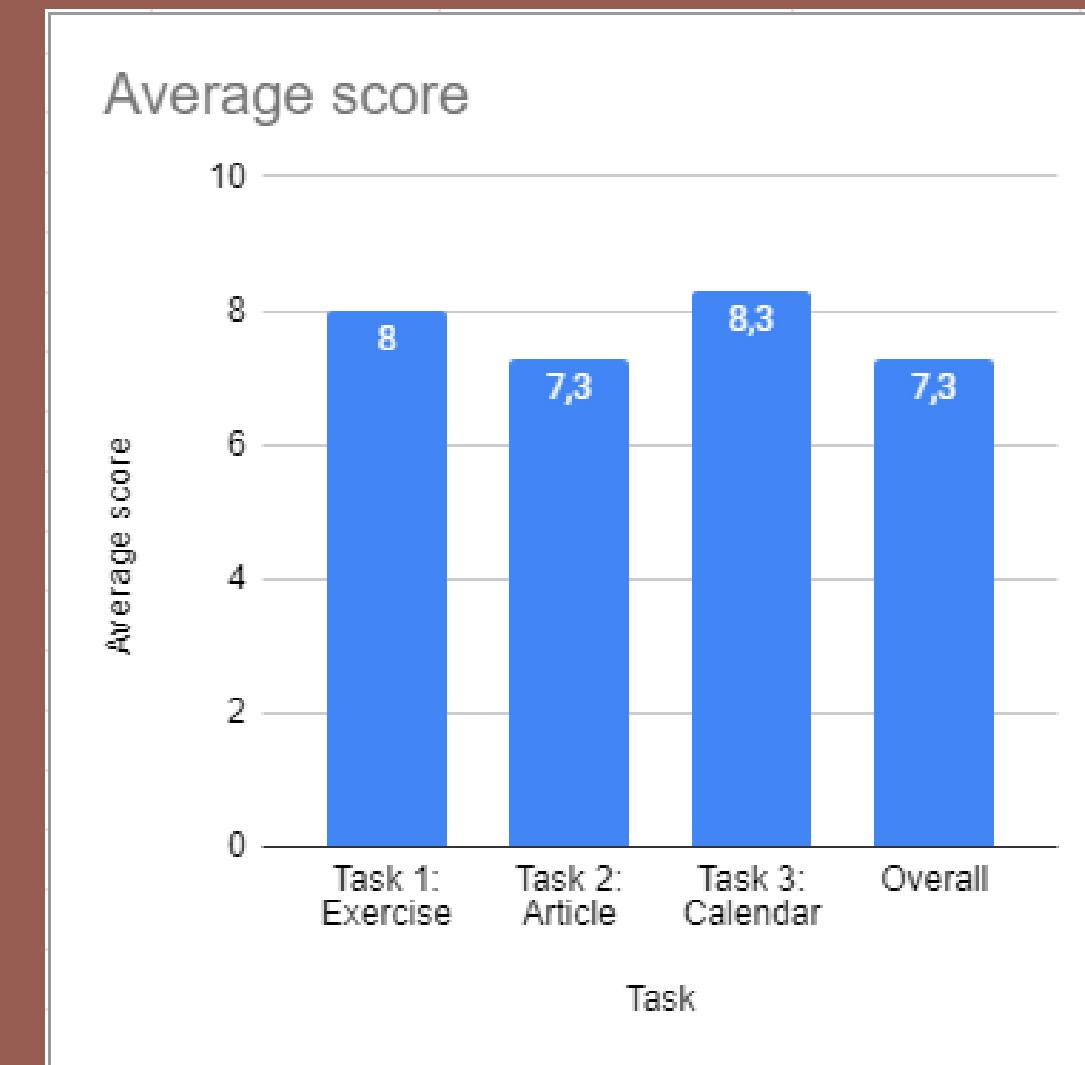
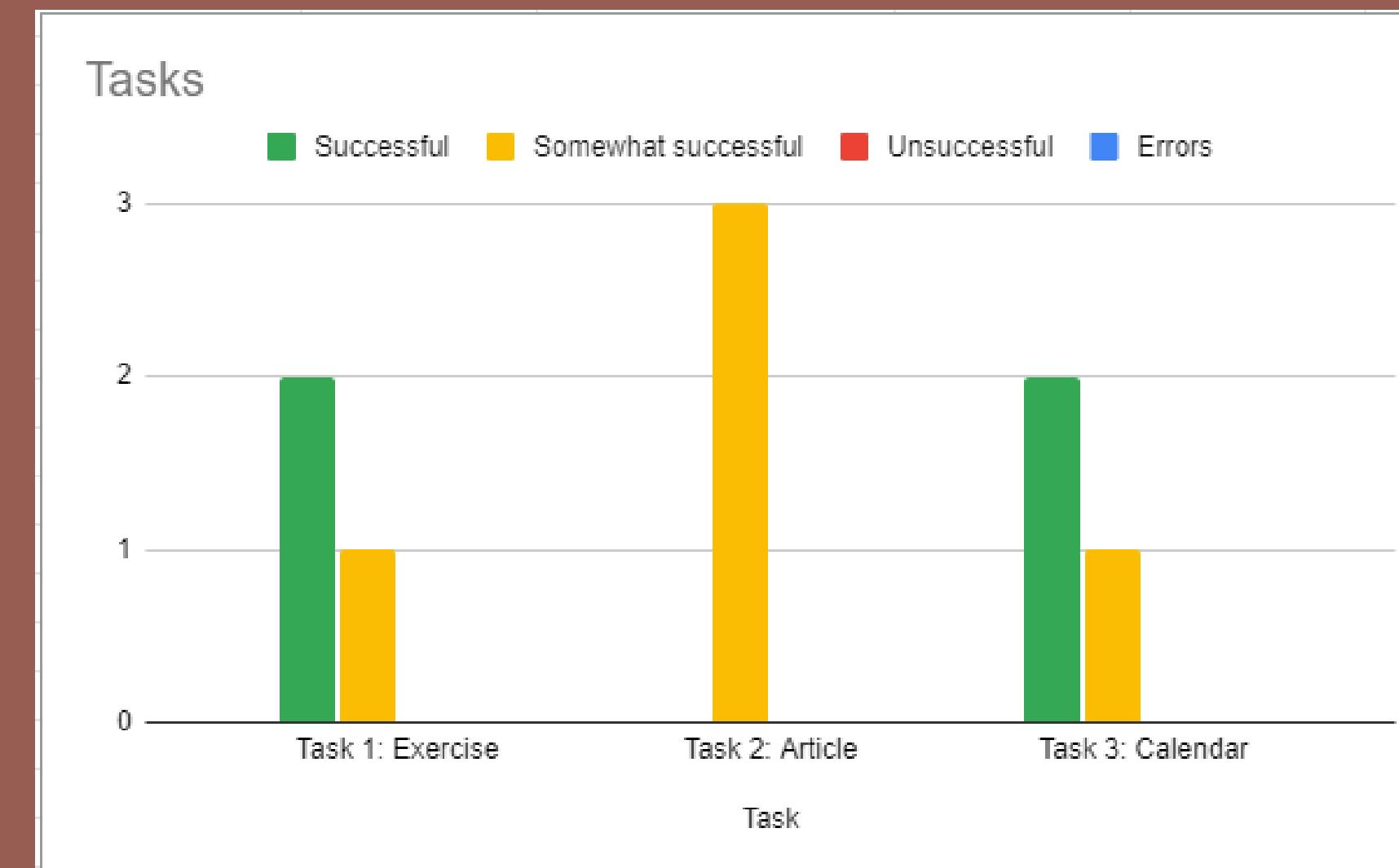
# FINDINGS

## Usability test script

## Usability test highlights

(transcribed into english)

I chose not to include time spent on task as a part of my metrics, as the participants needed explanations of the low-fidelity wireframes, which ultimately would ruin it.



Google spreadsheet

## Quotes from participants

I was confused when I got to the article page

How do I specify the time when the app would remind me of an event?

I liked that the navigation bar never disappeared.

So.. this is where the article would be?

The message icon was not visible, I struggled to find it.

I'm not interested in watching videos, they take too much time. I prefer reading the exercise.

I always got to where I expected. No surprises or confusion in the navigation

It seems like you can save articles, I like that.

# ANALYSIS AND SYNTHESIS

## Goals

- To see if it is suitable and understandable by the target users.
- Uncover any unmet user needs or any elements that are irrelevant for the purpose of the app

The affinity mapping result has been colourcoded according to the severity of the issue. Red is critical, yellow is not so critical.

## Confusing

Article page was confusing  
Thea H

Reminders were confusing, missing specification  
Thea H

Struggled to find the message icon  
Thea H

Events seems to be missing some elements  
Thea H

## Unmet needs

Would like to share events with friends  
Thea H

Press the specific day to create an event, information fills out automatically  
Thea H

Nothing really stood out  
Thea H

Wants to add a specific exercise to their private calendar to plan, but not do (yet)  
Thea H

Not interested in having to watch video  
Thea H

## Other good feedback

Processes was very straight forward  
Thea H

Nice to see upcoming event on a specific day  
Thea H

Just the right amount of steps  
Thea H

Nice to always have navigation available  
Thea H

Not cluttered  
Thea H

Nice to be able to save exercises  
Thea H

Trustworthy  
Thea H

## INSIGHTS

The following insights are prioritized from most to least important.

- The page of a specific article should be clearer on how to read the chosen article.
- Users would like to specify when they would like to be reminded of events.
- Users would like to be able to invite people to their events when they create it.
- Users would like to have written exercises, alongside the current videos.
- Users would like to add desired exercises to the calendar in order to do them later.
- Users would like to pick a date first when creating an event.
- Users want a clearer way to get to their messages.

This can also be seen on the second page of the [google spreadsheet](#)

# REPORT

## WHAT AND WHY

- Scope
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- Goals
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- Findings
  - The process of reading an article is confusing.
  - The form for creating an event is incomplete.

## WHO

- Demographic
  - Women in the typicall reproductive age, 15-49 years.
- How many
  - 3 participants
- Who
  - Participant 1: 22 years with no kids in Oslo. Student and research assistant. Some experience in taking care of kids over a longer period of time (babysitting).
  - Participant 2: 28 years with no kids in Oslo. Hairdresser. Some experience in taking care of kids over a longer period of time (babysitting).
  - Participant 3: 25 years with no kids in Oslo. Student and research assistant. Used to work in a kindergarden.

## HOW

- Use the app to find inspiration for a quick exercise.
- Use the app to read about the benefits of exercising twice a week.
- Use the app to create an event and be reminded when the event is coming up

## USABILITY ISSUES

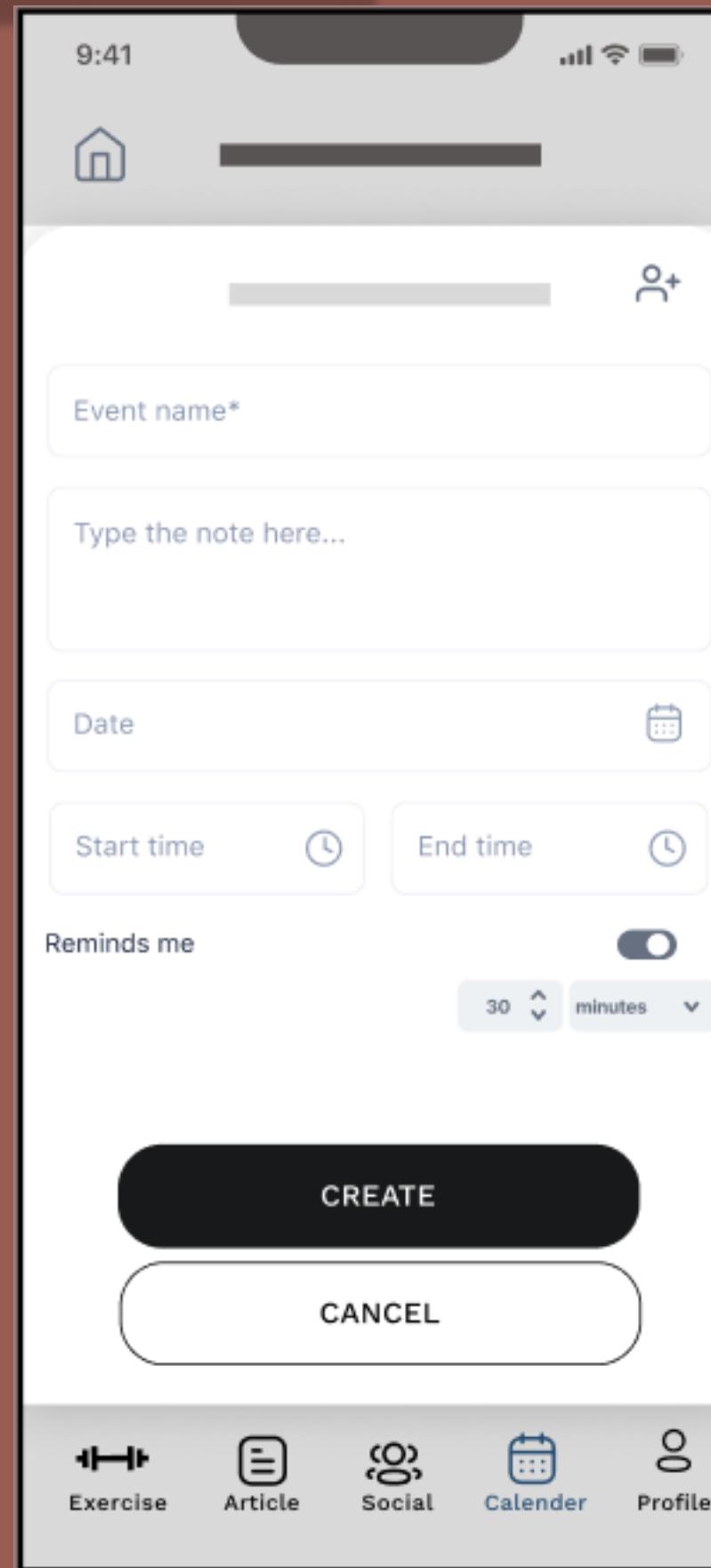
- When creating an event, there are no way to specify when to be reminded.
- The page of an article used words that did not explain the content properly (info, explore)
- Events were impossible to share with friends.
- The users messages were hard to find.
- The calendar did not take into account all the typical ways to create an event.

## FEEDBACK FROM PARTICIPANTS

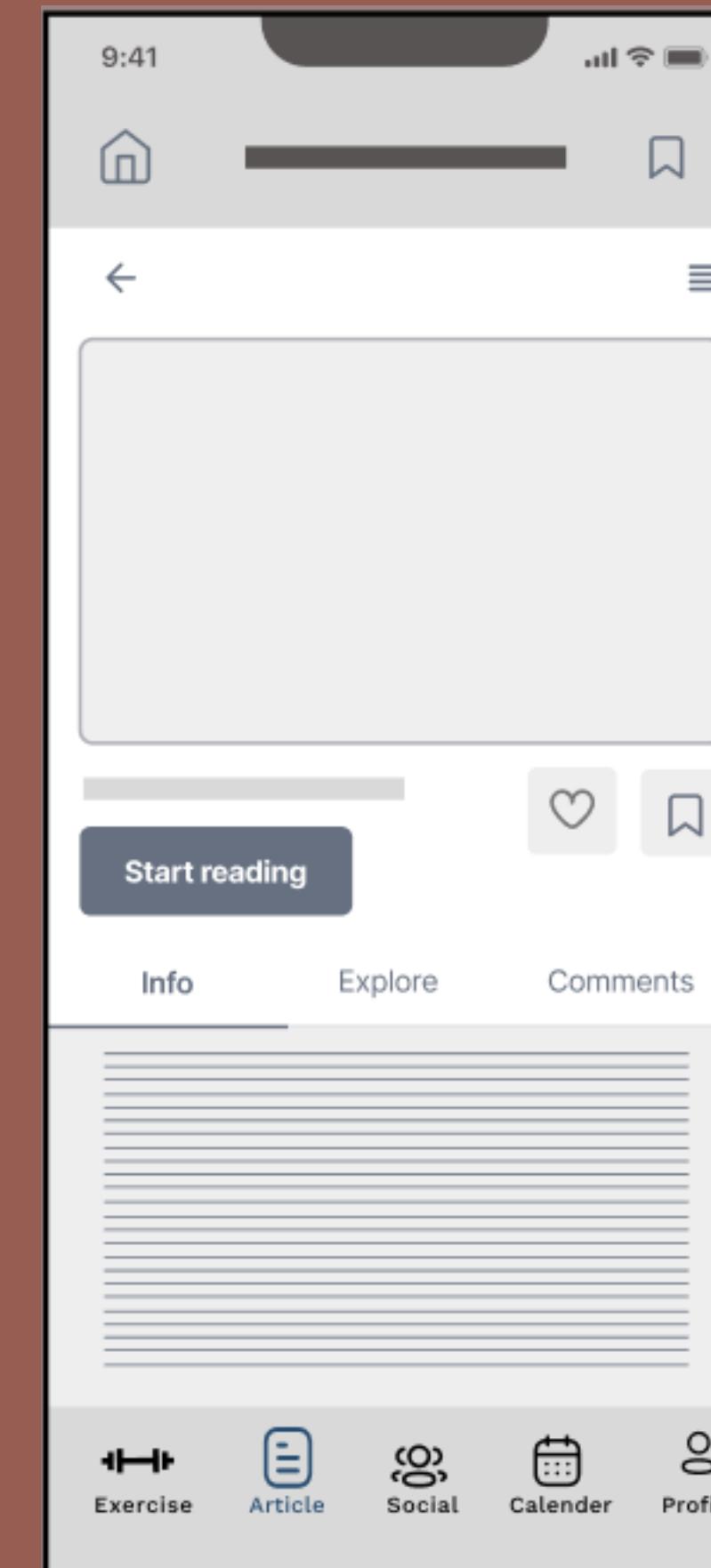
- The length of the processes was nice, not too many steps.
- The calendar structure was good, I liked that I could see the upcoming events.
- It wasn't cluttered and overwhelming like some other apps I've used.
- It felt good to always have the navigation bar available in case I got lost.
- The events seems to be missing somethings.
- I always got to where I expected.
- I really liked the idea of having an app for short and easy workouts.
- It was good to know that the content has been developed alongsides professionals.

# RECOMMENDATIONS

- Make a pop-up when turning on “remind me” in order to choose how many minutes in advance you want to be reminded.



- Add a share/invite button when creating an event to easily share it with friends.



- Add a clear “read” button to the front page of an article in order to remove the confusion.

- Make the message icon clearer by moving it to a more central place on the main screen for the socials category.



- Make it possible to create an event by pressing on then day (and not just the + icon).

# SOURCES

Brad Dalrymple (18/08-2015) First-Time Usability: Scoping and Planning

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