

JESTURE

A Challenge-based Crowd Funding App for Good Causes

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Group 8

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FOREWORD

What do you mean by a “good” cause?

When designing Jesture, it was important for us to focus on the experience of our users in order to effectively meet our main goal. We did not just want to create an app where people *can* donate money, rather, we wanted users to *want* to give money. This is the basis of our design model and part of the reason we pitch Jesture as “a fun way to help a good cause.” It was key for us to use the word “cause” instead of “charity” because there are often negative connotations associated with the latter. When conducting interviews we found that participants commonly agreed that they were weary of how donations to charities were really spent. We have determined that the word “cause” is more relatable and it provides a sense to donators that they are supporting existing efforts, instead of simply giving to people who may not be helping themselves.

How we managed to successfully test an app that is not fully implemented.

Jesture is the output of large amounts of research, creativity, and passion. Our team found it difficult to limit our prototype to a minimum viable product (MVP) as we continually imagined all the potential that the app could amount to. For this reason, there were some design elements that acted simply as placeholders for future implementation. This included a “challenge of the day” button, video play buttons, video recording buttons, in-app purchase pop-ups, like buttons, social media sharing and a few others. Given a bit more time and a workable backend database, we will be able to test these features and collect user feedback. However, these features were not essential to the main concept of our design and we therefore chose to focus our efforts on what was most important in order to move us forward.

OBSERVATION

Testing Goals

After creating what we felt was the finished product of our conceptual MVP, our aim during testing was to collect unbiased data that would provide us with the key external perspectives that would could not mimic as designers.

1. Evaluate participants' **ease of use while navigating** through the app to complete goal-oriented tasks.*
2. Understand if the **concept of Gesture is clear and compelling** to users who have no prior knowledge of the system.
3. Determine if our model of a confined system in which user activity takes place, truly has the **potential to source large crowds**.

The third goal was the most difficult to evaluate because the scope of this project only allowed us to collect qualitative and speculative data. A later prototype with backend implementation would be more revealing for this particular goal, but we felt it was valuable to gain what feedback we could at this point as well.

* Note our user defined goals collected during Part 2 of our project:

- Raise money
- Have donators understand monetary impact
- Easily share causes/projects with people you know
- Safely and securely donate money
- Have a project page and profile

Testing Technique

We used the **think-aloud technique** in which we asked participants to continuously speak their thoughts out loud as they used the app. We chose this technique because when it came to our interface, we wanted to capture each detail of the user's choices and opinions, which they may not mention, or remember to mention, in a line of questioning after completing the task. We wanted the comments provided by our participants to be as honest and unbiased as possible.

We know that it may not be enough to just ask the user what they liked or what they want improved, but to go further and ask why they might prefer another system or even why they dislike what another system does. For this reason, we used a **comparison technique** to validate our system's design against similar, pre-existing applications. We wanted to determine how we could benefit from the design choices of these applications as well as how we could avoid creating the same problems for our users that their applications posed.

Task Selection

We selected tasks that displayed our implementation of the major user-defined goals from Part 2 and that allowed users to have a solid overall understanding of our system. To do this, we narrowed down three fairly specific tasks and we attempted to word them in a way that would indicate to participants exactly what they were meant to do, without giving them an additional explanation of the sequence of events or particular buttons they would be required to use. We also made sure that each task met our testing goals outlined above. A key aspect of our testing was the order in which we presented the tasks. Between participants, we consistently conducting task trials in the following order because this progression through the application required us to give virtually no context for what Gesture does before the testing began, allowing for us to evaluate our second testing goal most accurately.

Task 1: Create a Rick Roll challenge for the Community Garden and invite your contacts

This task gave a lot of information about our system by covering multiple aspects of the application at once and it allowed us to evaluate all three of our testing goals. The task was intended to give users an understanding of the main purpose of the entire application—to challenge your friends in order to raise awareness and funds for a good cause—while allowing us to see how natural the steps in our multi-selection process are and if the process is easy to understand.

Task 2: Donate \$1.00 to Loaves & Fishes

This task demonstrated three user-defined goals: how the app can (1) raise money (2) safely and securely, and show the donors the (3) monetary impact of their donation. Primarily, it achieved our first testing goal to evaluate ease of use while navigating, which was most important in order to fulfill our overarching purpose behind the application—helping people raise funds.

Task 3: Accept your awaiting challenge and take hardcore mode

The third and final task introduces the profile page to participants. This task was focused on the goal of evaluating ease of use while navigating. It gave us an opportunity to see how users would react to having to find their incoming challenges under a tab that is initially unopened on the profile page. We wanted to see if our UI design was expressive enough to give users little to no trouble with the task. The task also covered the last testing goal to determine the potential to source large crowds because each user can see their friends' profiles, which lists the causes they have supported. After gaining an understanding of how they virtually are represented in the app, participants have the ability to imagine how sharing their charitable activity with other users influences how the app can be used and perceived.

Participant Selection

We somewhat randomly selected 7 participants for our testing. We asked participants who we did not know and who had not previously been exposed to Jesture to be a part of testing. We did however ask them if they were familiar with the ALS ice bucket challenge and if so, would they be more likely to want to spread awareness for the cause or simply do the challenge. This allowed us to categorize our participants based off of our primary, secondary, and served personas. We got three undergraduate students in Gates Hall to participate, three from Uris library, and one professor in Mann library. All were asked to come to Gates so that we could use a consistent testing environment in G33B. Of those 7, 4 represented primary personas, 2 represented secondary, and the 1 professor represented the served persona.

Experimental Setting

Testing took place in the Gates Hall computer lab in room G33B.



Each of the designers took up a role during the testing process. One acted as the flight-attendant and provided support for the user, another acted as the sports-caster and helped relay information to our third member who acted as the neutral scientist and noted everything occurring.

After sitting down, each participant was welcomed and first asked to read over and sign a form of consent. All interviewers then introduced themselves and the Flight Attendant told the participant that they would be using a “challenge based crowdfunding app” on the iPhone to complete three tasks. They were informed of the think-aloud method and asked to use it. This was a part of our **direct observation**. We asked each participant to be as open with their thoughts on the app as possible and that they do their best to speak their mind on even the smallest things as they perform each task. The Flight Attendant gave the participant the phone with the Jesture app opened to the Menu screen. They were then read the tasks and asked to complete them to the best of their ability. We wrote the task on the white board for their reference.

Our Flight Attendant kept the user informed of their objective and options only if the participant got stuck while trying to complete a task, while our sports-caster encouraged them to offer thoughts as they were using the design and relayed any necessary information to the scientist. Our scientist took notes and everything that occurred and kept track of what the user mentioned, what they did on each screen, and any moments when they had difficulty. At the end of each task we then exited out of our app on the phone, switched into another more mainstream app, asked the user to complete a similar task.

For the “create a challenge” task (1) we had the user play with the ALS Ice bucket clicker app and ask that they try to send a challenge to a specific contact on the phone using the game center challenge system.

For the “donate to a charity” task (2), we had the user navigate through the Kickstarter app, find a project to back, and proceed with the steps to back that project just short of actual money being spent.

For the “accept a challenge” task (3), we gave the user the Kickstarter app again and asked that they find one of their “stared” projects from the profile page and back that project.

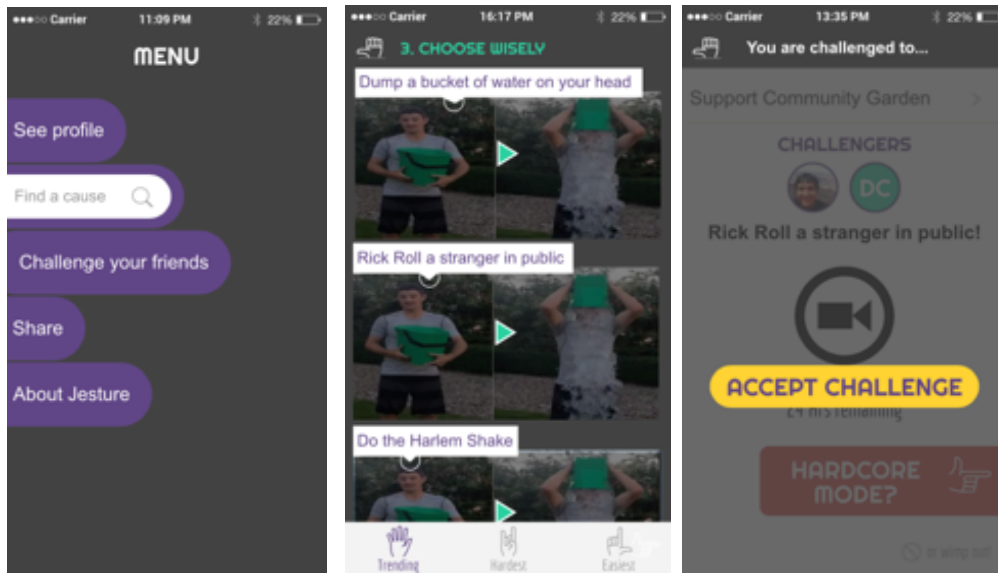
Finally the participant was asked questions from our post-observation survey after each task.

Interface Changes

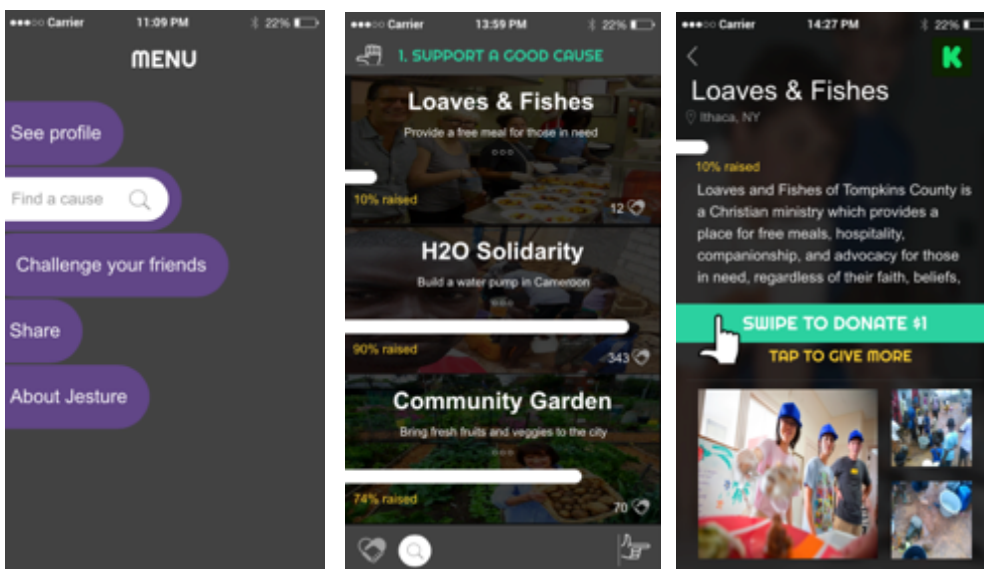
We made many changes to our app’s design based off of feedback that we received on color scheme, button size, and content layout. We reduced the color scheme to give it more contrast and fewer colors on each page in order to make the screens less distracting. We maintained a color scheme that is varied and has a lot of highlights to keep the playful tone that we started with. We increased some of the buttons that were hard to press in our initial design such as the contact buttons and navigation hands. We also turned images into buttons themselves so that they are easier to click. We also changed layout drastically because our last iteration felt cluttered. We used tabs to categorize different sets of content as well as scrolling to distribute content on one page seamlessly. After testing, even more changes were made in response to the data we collected. These changes are demonstrated in our video which can be found in a link in our “Improved Design” section below.

Initial & Final States

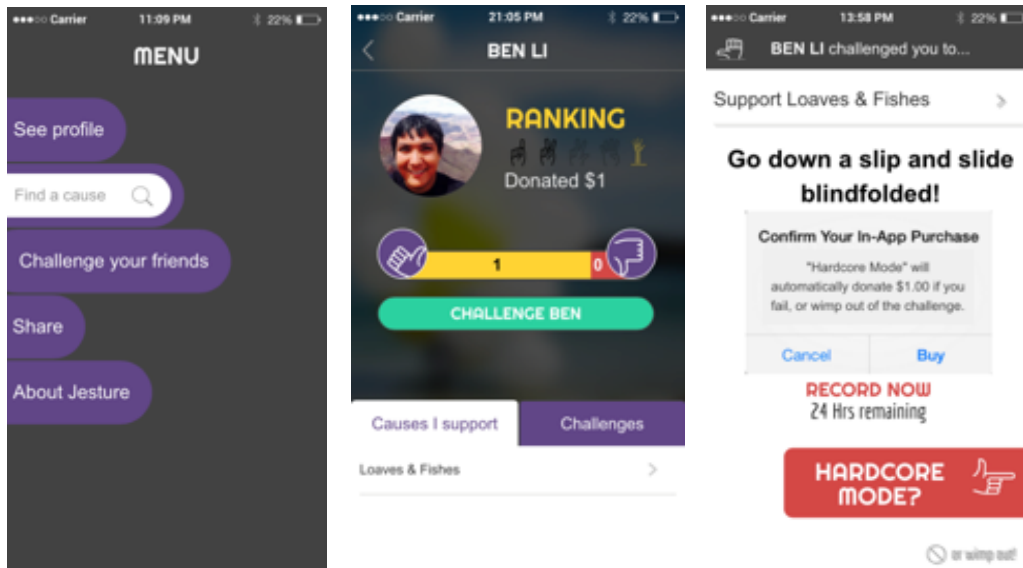
For the task “create a slip n slide challenge for the community garden charity,” the user was initially in the main menu screen and would end at the accept challenge screen after successfully sending the challenge to their contacts.



For the “donate to a charity” task, the user starts from the main menu and would end up at the charity’s information page with the payment pop-up on screen.



For the “accept a challenge” task the user starts from the main menu, enters the profile page, and ends up at hardcore mode acceptance screen.



Checklist/Script

Having a checklist helped us stay focused on giving each participant a consistent experience so that our testing goals could be maintained among each user. Each of the observers had a piece of paper with the following items listed that we checked off for each participant:

- ❑ Welcome participant and introduce team
- ❑ Present consent form
- ❑ Explain general testing process
- ❑ Introduce think aloud method
- ❑ Run tasks
- ❑ Debrief and thank participant

Post-Observation Survey

While a lot of the data we gathered was from the think-aloud method, we used a questionnaire to understand some of the participants' more complex thoughts on Jesture. After each task we asked these three questions regarding that task and the app we compared Jesture to:

- What did you like/not like about doing the task?

We asked this because it was important to us to find out what were the most critically engaging/least-engaging parts of our design so that we'd know what to focus on first when making improvements.

- Compared to doing a similar task on the other app, which did you prefer and why?

This question was asked so that we could have a better idea of what it is that people responded to in the other apps' design and how our design didn't elicit a similar response.

- What would you have liked to see changed if anything?

We asked this question to see what the user felt was the most important part of the design that needed work.

At the end of testing we also asked the participants some general questions about the app:

- Which task was easiest?

This question was meant to gauge critical sections of our overall design and find out not only what individual aspects of the design were well/poorly designed, but what process were well/poorly designed.

- Would you describe the app as fun?

This was an important question for us because a lot of our idea rests on the assumption that people enjoy using our app. While so far we've had positive reception to the idea, we always want to see just how many new people find the concept appealing.

- What reasons do or don't you think people will donate using this app/willingly use Hardcore Mode?

This question was very important to determine what we may need to improve with Jesture's concept. While we want our app to be functional and engaging, it is important we keep in mind that the app is meant to accomplish the goal of crowdfunding charities. We needed to see how unaffiliated users felt about the app's success and determine if the idea needed more work.

Debriefing

To debrief each participant, we informed them that we were doing the testing to improve our app's design. We made sure they knew that they did not actually give any money to anyone during the testing process and we asked that they wait 24hours before discussing the testing with anyone else, as to not accidentally influence any of our other participants. Lastly we encouraged them to ask any questions that they had and thanked them for their time.

TESTING SUMMARY

(See original notes in the Appendix on page 24)

Participant	Observation Summary	Key Findings
No.1 Student (Primary)	Task 1: Create a Challenge User selected “search for charity” instead of the “start a challenge” button at the beginning. The contacts selection process and challenge selection screens confused her and on the whole she felt lost but managed to complete the task. At the end though, she mentioned she wasn’t sure how she got to the last screen.	-Had difficulty navigating app -Had trouble with the three-dot button on the charity selection screen -Could not tell what to press to select a challenge -Found the profile page layout simplistic and understandable -Likes the app’s small cost to enter hardcore mode
	Task 2: Donate to a Charity User made it to the charity selection screen but had no idea that the three-dot button would take her to the charity information pages. She assumed clicking the charity selection buttons would take her to the information pages.	Debriefing User had difficulty with the app, but grew more familiar with it and was able to complete tasks quicker. She appreciated the small charge for “hardcore mode,” but otherwise didn’t have much to say about the app.
	Task 3: Accept a Challenge User completed the task much quicker and easier than the previous two. On the profile page, when she opened the challenges tab she initially selected the red ongoing challenge button, but quickly realized to hit the incoming challenge button at the bottom.	

Participant	Observation Summary	Key Findings
No.2 Student (Primary)	<p>Task 1: Create a Challenge</p> <p>User was confused part-way through the process and assumed they had done something wrong, going back several screens. He had expected the challenges selection before the charity and contacts selection screens. They also fumbled with navigating the app in the beginning.</p>	<p>-Had difficulty navigating app</p> <p>-Had trouble finding the search bar—suggested putting it at the top</p> <p>-Was confused by the order of selections in the “make a challenge” part</p>
	<p>Task 2: Donate to a Charity</p> <p>User initially went to the profile page instead of hitting the search-for-charities button. After a brief bit of confusion he went back to the menu, hit the right buttons and quickly proceeded to the correct charity information page and swiped to donate a dollar.</p>	<p>-Found the profile page layout simplistic and understandable</p> <p>-Liked the hand-sign artistic layout</p>
	<p>Task 3: Accept a Challenge</p> <p>User completed the task quickly with no difficulty or error.</p>	<p>Debriefing</p> <p>User had a bit of trouble navigating the app but was most confused by the order in which we handle the “create a challenge” process. He suggested we think about reordering it. He also thought we should put the search bar at the top of the screen.</p>

Participant	Observation Summary	Key Findings
<p>No.3 Student (Primary)</p>	<p>Task 1: Create a Challenge</p> <p>User selected the correct charity but wasn't able to proceed because of initial confusion over the "forward arrow" the app displays after selections are made. She went back to the menu and tried to look for help in the "about" section but couldn't find anything. Eventually after being told she had to hit the "forward arrow" she completed the task with little difficulty.</p> <p>Task 2: Donate to a Charity</p> <p>User made it to the charity selection screen but was confused by the selection button. Instead of being taken to the charity information screen she had highlighted (selected) the charity instead and was confused. She had to be told about the three-dot button in the middle of each charity selection button before she figured out how to do the rest.</p> <p>Task 3: Accept a Challenge</p> <p>Much like the first participant, the user completed the task quickly. On the profile page, when she opened the challenges tab she initially selected the red ongoing challenge button as well, and quickly realized to hit the incoming challenge button at the bottom.</p>	<p>-Had difficulty navigating app</p> <p>-Had trouble with the three-dot buttons on the charity selection screen</p> <p>-Could not tell what to press to proceed with the "make a challenge" process</p> <p>-Could navigate the profile page quickly and easily</p> <p>-Likes the app's communal aspect and that it separates itself from the ice-bucket challenge's more "spectacle" nature</p>
		<p>Debriefing</p>
		<p>The user was able to get more used to the app after some initial difficulty. She did like the idea and how the app is more about "community" than "spectacle."</p>

Participant	Observation Summary	Key Findings
<p>No.4</p> <p>Student</p> <p>(Primary)</p>	<p>Task 1: Create a Challenge</p> <p>User navigated through the “create a challenge” process quickly and without much issue until he came to the challenge selection screen. He was confused for a while because he couldn’t tell how to select a challenge but eventually found the right way to do it. Liked the personal nature of tailoring his own challenge and said it was a far better system than the ALS Ice Bucket app’s.</p> <p>Task 2: Donate to a Charity</p> <p>User made it to the charity selection screen and was able to donate successfully. He liked that the page included a link to the Kickstarter/ Indiegogo pages. Suggested we implement a way to donate more than just one dollar. He also mentioned that the Kickstarter app’s advanced search bar was something we sorely needed for charities.</p> <p>Task 3: Accept a Challenge</p> <p>User navigated the profile page easily enough but mistakenly selected an ongoing challenge instead of the incoming challenge. He mentioned it was the ongoing challenge’s red color that prompted him to press it. He also mentioned that the profile statistics weren’t clearly represented.</p>	<p>-Confused by the challenge selection screen</p> <p>-Suggested more advanced search options for the charity search bar</p> <p>-Wasn’t sure what was information was being represented in the profile page</p> <p>-Could navigate the profile page quickly and easily</p> <p>-Liked the app’s customization aspect</p> <p>Debriefing</p> <p>User didn’t have much of any issue navigating the app. He did state the some visual aspects could be done better. He suggested making the profile page a bit more clear with its information and improving the search bar for charities.</p>

Participant	Observation Summary	Key Findings
<p>No.5 Student (Secondary)</p>	<p>Task 1: Create a Challenge</p> <p>User had trouble navigating through the app due to lag but otherwise could understand what to press and when. He did however have trouble with the challenge selection screen. He also mentioned that while he did like the option to filter challenges on the challenge selection screen, he thought that a similar feature should have been implemented for the charity selection screen.</p> <p>Task 2: Donate to a Charity</p>	<p>-Liked the layout of the app</p> <p>-Suggested emphasizing the three-dot buttons on the charity selection screen</p> <p>-Could not tell what to press to proceed with the “make a challenge” process</p> <p>-Could navigate the profile page quickly and easily</p> <p>-Suggested some kind of search filtering system for the charity selection screen</p>
	<p>User quickly managed to go through the charity selection screen to the info screen and donate to the charity. He said the design was understandable but that the three-dot buttons used to go from the selection to info screens could be easily missed.</p>	<p>Debriefing</p>
	<p>Task 3: Accept a Challenge</p> <p>User lingered a bit on the profile page and explored it a bit more. He liked the layout and how previously-donated-charity information was easily accessible. Suggested we implement a favorites system. When accepting the challenge he said that the charity wasn’t highlighted enough on the challenge acceptance page and that we should do more to let people know more about what causes they’re raising awareness for.</p>	<p>User had little difficulty with the app, but did think we needed to do more to make it clear what the user can do on each screen. He also noted that while he liked the idea of Jesture, he felt we needed to do more to emphasize the charity aspect of it, and suggested we do more to highlight the charities on the challenge acceptance page.</p>

Participant	Observation Summary	Key Findings
<p>No.6</p> <p>Student</p> <p>(Secondary)</p>	<p>Task 1: Create a Challenge</p> <p>User managed to reach the final screen but with some minor difficulty. He only managed past the challenge selection screen by randomly hitting the screen. He also noted that he disliked the color scheme.</p>	<p>-Disliked the “look” of the app</p> <p>-Had trouble with the three-dot buttons on the charity selection screen</p> <p>-Could not tell what to press to select a challenge</p> <p>-Could navigate the profile page quickly and easily</p> <p>-Suggested emulating the Kickstarter app’s aesthetic “look”</p>
	<p>Task 2: Donate to a Charity</p> <p>User completed the task but only after a fair bit of frustration finding out how to go from the charity selection screen to the charity information screen. He complained that the three dots button wasn’t obvious. He also noted that the Kickstarter app had a much better “look” to it that we should emulate.</p>	<p>Debriefing</p>
	<p>Task 3: Accept a Challenge</p> <p>User managed to complete the task without any difficulty. He did have some trouble finding the starred projects section in the Kickstarter app, but still said the Kickstarter app “felt” better.</p>	<p>User didn’t think much of the app, and suggested we do more to improve its look and layout of buttons. He mentioned it looking unappealing from the first screen.</p>

Participant	Observation Summary	Key Findings
<p>No.7</p> <p>Professor (Served)</p>	<p>Task 1: Create a Challenge</p> <p>User had difficulty getting through the app and often fumbled with the buttons. We noticed that his fingers were a bit large and the buttons rather small for him to precisely press. The user got lost as well and had to backtrack quite a bit before completing the task. The user also was unsure what button to press to select a challenge on the challenge selection screen.</p> <p>Task 2: Donate to a Cause</p> <p>User managed to complete the task without much difficulty, though he did have some trouble clicking the more-info button on the charity selection screen. He did note that the Kickstarter app was much more obvious in how it wanted its users to proceed and donate money.</p> <p>Task 3: Accept a Challenge</p> <p>User completed the task without any trouble. He did have a little difficulty finding the starred section in the Kickstarter app and noted that we had the right idea keeping information like “favorites” and “past donations” etc. on the profile page.</p>	<p>-Had difficulty using the buttons</p> <p>-Had trouble finding the button to go to the charity information screen</p> <p>-Could not tell what to press to proceed with the “make a challenge” process</p> <p>-Could navigate the profile page quickly and easily</p> <p>-Felt our app’s design wasn’t “obvious” enough in how it wanted the user to complete certain tasks</p> <p>Debriefing</p> <p>User felt the app could do with something that felt like a “home page.” He also suggested doing more to make the app feel more responsive and fluid. Overall he liked the idea but felt the app needed more work.</p>

KEY FINDINGS

Problem and Severity	Conclusion from Results	Problem Records and Instances of Occurrence
<p>1. Selecting a challenge on the challenge selection screen is unintuitive.</p> <p>Severity: Critical</p>	<p>Almost every participant stopped during the “create a challenge” task because it was unclear how to select a challenge from the challenge selection screen.</p>	<p>-Participants No.1 & 4-7 all had trouble on the challenge selection screen</p>
<p>2. Difficult finding button to press to transition from the charity selection screen to the charity information screen.</p> <p>Severity: Critical</p>	<p>In the charity selection screen, many participants either couldn’t tell the three-dot buttons would take them to the charity information screen, or didn’t know the buttons existed.</p>	<p>-User No. 1 had no idea the three-dot button could be used</p> <p>-User No. 2 didn’t notice the three-dot button</p> <p>-User No. 3 had to be told about the three-dot button</p> <p>-User No. 6 complained the three-dot button wasn’t obvious enough</p>
<p>3. The order of creating a challenge is confusing</p> <p>Severity: Significant</p>	<p>Participants expressed confusion during the “create a challenge” task and one explicitly mentioned that the order in which we have users make a challenge is a bit unintuitive.</p>	<p>-User No. 1 felt confused and lost during the “create a challenge” task</p> <p>-User No. 2 assumed that the first step in the “create a challenge” task would be selecting a challenge and was confused for a while by the charity selection screen</p>

<p>4. Trouble distinguishing challenges in the profile screen</p> <p>Severity: Significant</p>	<p>Though not a pressing issue, during the “accept a challenge” task, some of the participants hit the same wrong button when they were looking through the profile screen for an incoming challenge.</p>	<p>-Users No. 1, 3, & 4 all hit the red “ongoing challenge” instead of the “incoming challenge” first when trying to complete the “accept a challenge” task</p>
<p>5. Poor search bar for charities</p> <p>Severity: Significant</p>	<p>Some of the users mentioned that our charity search bar was poorly designed or could use improvement.</p>	<p>-User No. 4 mentioned our app’s search bar could benefit from advanced search options like Kickstarter’s app has</p> <p>-User No. 5 said the charity selection screen should have filtering like our challenge selection screen</p>
<p>6. The main menu screen makes for a poor home screen</p> <p>Severity: Significant</p>	<p>A few users complained about the aesthetic of the app, pointing to the main menu screen that serves as a hub for user activity.</p>	<p>-User No. 6 mentioned the app looked unappealing when he first saw it</p> <p>-User No. 7 suggested implementing a home screen instead of a menu</p>
<p>7. Buttons are cumbersome and often unintentionally pressed</p> <p>Severity: Significant</p>	<p>Some of the users weren’t sure what was a button and whether to press it, and there was some difficulty with people who aren’t terribly accurate with mobile screens.</p>	<p>-User No. 3 was confused by the “forward arrow” buttons and didn’t know to press them to proceed</p> <p>-User No. 7 had difficulty as inaccurately pressing buttons often led him to screens he didn’t want to go to and he had to backtrack multiple times to get back on track</p>

8. Charities are not emphasized enough when accepting a challenge Severity: Minor	One of the users felt that the process of accepting a challenge didn't emphasize the associated challenge.	-User No. 5 brought up that the charities weren't emphasized enough during the "accept a challenge" task
9. Profile statistics are enigmatic and unclear Severity: Minor	A user expressed confusion over what the statistics displayed on the profile represented as there is no clear text description anywhere.	-User No. 4 mentioned being unable to tell what some of the numbers on the profile page meant.
10. No help screen to explain how the app works in detail Severity: Minor	One of the users tried to seek help from the "about" section of the app when she was confused about doing one of the tasks but since she couldn't find anything useful needed assistance from one of the monitors.	-User No. 3 tried to figure out how to do the "create a challenge" task from the "about" screen when she wasn't sure how to finish the task

IMPROVED DESIGN

While we were excited to see opportunities for many design improvements, we focused on three major changes that would best help our design to move forward towards its final form. These were (1) selecting challenges, (2) selecting full cause pages to donate to, and (3) the sequence of events for "creating" a challenge. This video highlights the improvements we have made: <https://www.youtube.com/watch?v=MjeDB9UObKA>

Please enable closed captions!

APPENDIX

(Please note we switched between interviewer roles hence the formatting varies)

Observation Notes for Participant 4

Task: Create a Challenge

- Proceeded quickly through challenge creation up to challenge selection
- Not sure how to select challenge
- Liked you can see friend's profiles

Question

Answer

What did you like/not like about doing the task?

- liked the customization aspect of each part of the process
- didn't like the challenge selection part

Compared to the Ice bucket app which task was more engaging, why?

- Thought ours was more engaging
- Thought Ice bucket app's design was less personal

What would have liked to see changed if anything?

- Would have liked to see a more simplistic challenge selection screen

Task: Donate to a Charity

- Successfully donated without issue
- Wants option to donate more
- Liked we included links to the charity Kickstarter page in the app

Question

Answer

What did you like/not like about doing the task?

- Liked being able to read about the charities in depth and being able to see their charity page online
- Thought the 3-dot button was a bit inconspicuous

Compared to the Kickstarter app which task was more engaging, why?

- Kickstarter's was more engaging
- Thought Kickstarter's backing history wheel and categorized search bar was cool and something our app could use

What would have liked to see changed if anything?

- Would have liked to see an option for donation amounts
- Would have liked to see a categorized search bar

Task: Accept a Challenge

- No trouble completing task
- Wasn't sure what the thumbs up/down icons represented
- Tapped the red ongoing-challenge button instead of the black incoming-challenge button
- Liked the idea of Hardcore Mode

Question

Answer

What did you like/not like about doing the task?

- Liked Hardcore Mode
- Didn't really dislike anything

Compared to the Kickstarter app which task was more engaging, why?

-Said that ours system was a bit more intuitive because he had more trouble finding things on the Kickstarter app

What would have liked to see changed if anything?

-User wanted to see more feedback from the system so that he could better tell if he pressed a button correctly, etc.

Debriefing:

-Said the design was decent but aesthetically could use some tuning

-Said we could make certain things clearer on the profile page

-liked the overall concept

Question

Answer

Which task was easiest?

-The donation task felt easiest

Do you think the app is fun?

-Felt it could be pretty fun with friends

Do you think people will donate using this app/willingly use Hardcore Mode

-Didn't expect people who want to donate to just flip out their phones and use the app, but would be more likely to find the official charity page online and donate that way

Observation Notes for Participant 5

Task: Create a Challenge

-User had difficulty due to lag with button presses but said layout made sense

-Not sure how to select challenge

Question

Answer

What did you like/not like about doing the task?

-liked the trending/new/etc. tabs for challenge selection

-disliked the lag

Compared to the Ice bucket app which task was more engaging, why?

-Thought ours would keep people more interested

-Thought Ice bucket app's "points" system was a good idea

What would have liked to see changed if anything?

-Would like to see similar trending/new/etc. tabs for charity selection in addition to standard search bar

Task: Donate to a Charity

-Successfully donated without issue

-Expected to be able to zoom in on pictures displayed on charity information pages

Question

Answer

What did you like/not like about doing the task?

-Liked its simplicity

-Didn't really dislike anything

Compared to the Kickstarter app which task was more engaging, why?

-Said Kickstarter was a bit better but our system would function just as well as Kickstarter's with a good search bar

What would have liked to see changed if anything?

-Would have liked to see more interaction options with the charity information screen

Task: Accept a Challenge

-No trouble completing task

-Liked seeing past charity donation info

-Thought layout was nice and colorful

-Said it was unclear whether challenge was accepted initially

Question

Answer

What did you like/not like about doing the task?

-Liked the profile page

-Didn't really dislike anything

Compared to the Kickstarter app which task was more engaging, why?

-Said that ours system was a bit more intuitive

What would have liked to see changed if anything?

-Suggested instead of using donation history we use a favorites system instead

-Also suggested we highlight the charities more on the challenge-accept screens

Debriefing:

-Thought the app was engaging but a little unclear at times

-Felt we should emphasize the "charity" aspect more

Question

Answer

Which task was easiest?

-The donation task was easiest

Do you think the app is fun?

-Thought it could be a big success

Do you think people will donate using this app/willingly use Hardcore Mode

-Thinks it has the potential to generate a lot of money for charities, but that it needs more thought in its design right now

Observation Notes for Participant 6

Task: Create a Challenge

-User expressed vehement disgust at the color scheme

-Had trouble selecting contacts

-Took a several failed attempts at pressing the wrong button to realize how to select a challenge

Question

Answer

What did you like/not like about doing the task?

-Didn't like anything in particular

-Disliked the color scheme and overall look

Compared to the Ice bucket app which task was more engaging, why?

-Liked our app better but felt that navigation was tough

What would have liked to see changed if anything?

-Don't make selecting things so hard

Task: Donate to a Charity

-Did not realize that the 3-dot button would take him where he wanted to go

-Kept selected and deselecting charities while trying to get to the charity info page

Question

Answer

What did you like/not like about doing the task?

-Didn't like anything

-Disliked how frustratingly hard to see the 3-dot button is

Compared to the Kickstarter app which task was more engaging, why?

-Said Kickstarter was far better and had a much nicer looking interface.

What would have liked to see changed if anything?

-Don't make navigation so hard

Task: Accept a Challenge

-Finished task without any problems

Question

Answer

What did you like/not like about doing the task?

Didn't like or dislike anything particular

Compared to the Kickstarter app which task was more engaging, why?

-Said that ours system's task was easier than Kickstarter's but that he still preferred Kickstarter for some reason

What would have liked to see changed if anything?

-Had no suggestions

Debriefing:

-Said we should just "make it better"

Question

Answer

Which task was easiest?

-The "accept a challenge task" was easiest

Do you think the app is fun?

-Wasn't sure

Do you think people will donate using this app/willingly use Hardcore Mode

-Wasn't sure

Observation Notes for Participant 7

Task: Create a Challenge

-Mentioned the home screen looks like a main menu with no distinguishing features

-Accidentally clicked the 3-dot button while trying to select a charity

-Accidentally went to a friend's profile page while trying to select contacts

-Took several tries to figure out how to select a challenge

Question

Answer

What did you like/not like about doing the task?

- liked the idea of challenge making
- disliked the process

Compared to the Ice bucket app which task was more engaging, why?

- Thought ours made more sense but is really unintuitive

What would have liked to see changed if anything?

- Better layout and design

Task: Donate to a Charity

- Had easier time navigating to charities menu
- Had difficulty accurately hitting the 3-dot button
- Mentioned past experience with last task really helped

Question

Answer

What did you like/not like about doing the task?

- Didn't particularly like/dislike anything

Compared to the Ice bucket app which task was more engaging, why?

- Said Kickstarter's was better but couldn't articulate why

What would have liked to see changed if anything?

- Make videos on charity info pages clickable

Task: Accept a Challenge

- Finished the task with no issue
- Said it was the easiest thing he had done on the app

Question

Answer

What did you like/not like about doing the task?

- Didn't like/dislike anything

Compared to the Kickstarter app which task was more engaging, why?

- Said our design was better than Kickstarter's and that we should keep past challenges and charity information on our profile page

What would have liked to see changed if anything?

- No suggestions

Debriefing:

- Wanted the app to feel more responsive and fluid
- Hated the menu as a home page

Question

Answer

Which task was easiest?

- The "accept a challenge" task was easiest

Do you think the app is fun?

- Maybe to some people

Do you think people will donate using this app/willingly use Hardcore Mode

- Thinks it needs more work first

Task 1: create a rick roll challenge for the community garden and send it to your contacts

//I didn't know how she got to the end

first selected find a cause looked and selected community garden but was confused when she got to contacts page. went back and forth but then selected ben and got to his profile after clicking his name so the name data was saved. on ben profile she clicked challenge ben and got confused when she ended up back on the causes page so went back and clicked the challenge tab then went back again and the back buttons made her loop. finally she clicked the forward arrow for bens contact and got confused on the challenges page. she kept clicking the square to select it and did not realize to click the title finally did and continued fine.

//S was very confused from the beginning about how to "create" a challenge. clicked the cause and went to contacts page but went back 3 times because thought it was the wrong thing. went to menu to look at tabs but only the challenge your friends seemed logical. finally i told him what he had done was correct. he then realized he had to click the arrow but thought it was confusing because assumed each click would automatically go to the next page.

clicked the community garden button and it went away. clicked the box multiple times but finally clicked the arrow.

then realized that the contacts did the same and continued.

then clicked the play button and was confused as to why it didn't work so finally clicked the text.

*better to start the challenge first

arrow gives good sense of direction

liked the fact that its a human finger. someone is directing you.

3.5 to use

//A didn't know to click hand arrow to go forward so went back to menu

clicked on about and didn't find necessary info

went back to challenge your friends again

selected the cause correctly

finally figured out to click the arrow

went back to understand how she got from point a to b

then continued

found the contact selection immediately

found the challenge quickly but selected the video first before choosing the text

accidentally went to the community garden page click the donate section but then cancel then went

back to menu to see what she should do and that was went she went to the about page

accepted challenge and was done

Task 2: donate \$1 to Loaves & Fishes

//I had a bit of trouble figuring out how to get to the page to donate. did not realize the three dots would allow you to do that.

assumed that you would click and automatically go to the next page.

*wants a donate button

//S found it straight forward

looked at profile page first but did not find it there

looked for awhile and didn't really understand how to go back. finally found the white menu bars and clicked the search for a cause
 quickly found loaves and fishes
 swiped and donated quickly
 //A did not find it right away because chose box and had it highlighted. clicked arrow but realized it wasn't what she wanted. kept going back and forth and didn't get it but finally i had to restart her and give a bit of direction that there was a button in the square. she didn't know that the three circles were the button to get to the page.

Task 3: accept one of your awaiting challenges and take hardcore mode

//I found it simple. clicked the first challenge first and then the awaiting after.

*found this easiest because got used to using it.

likes the idea and would recommend it because it is only a dollar instead of a lot of money and risk

//A found it easy to find. selected the red challenge instead of the awaiting but then selected the arrow and had no trouble.

* rally your friends and less about attention but more about community

//S easy enough

* easiest of the three tasks

**search is usually at the top or the bottom so it was weird to see it in the middle on the menu page
 easier to have an icon for the profile than using the word.

P: three dot buttons were not intuitive.

S: change the location or make them more obvious to be clickable

P: charity is not emphasized enough when you accept a challenge

S: include more space for the charity and information about it

P: did not understand how to click on challenges

S: more consistency

suggestions

- want more on the profile
- like the personalized aspect
- no way to search for users, more visibility of the other people using the app
- interact more with the pictures
- leaderboard within your group

Good things:

people finished the tasks quickly overall, knew when they make mistakes

like the idea of challenging someone personally with an action

Alias: "Prof"

Matches with Served Persona

Description: Professor who teaches at Cornell University. He hasn't used much crowdfunding before, but actively participated in many fundraisers and contributed to many major charities. He said he was decent but not great with technology. Uses his Mac rather often.

Task: Create a Rick Roll challenge for the Community Garden and send it to your contacts. Compare it to the ALS Ice Bucket Challenge Clicker about how it shares its high score.

Goal: Raise funds - awareness translates into funds

Interviewee consented.

Upon opening Gesture app, Prof said weird home page is a menu without any real distinguishing features

Prof first clicked Share accidentally, was able to backtrack.

Clicked Challenge Friends- Good

Isn't really liking the black color scheme.

At first clicked the three dots which led to the "Community Garden" screen. Was confused why there wasn't an option from that screen to lead to the next proper screen

Was able to backtrack and properly select "Community Garden"

Had a little difficulty selecting contacts. Also accidentally visited Ben Li's page, but was able to backtrack again.

Noted Prof had rather large hands

At "Choose a Challenge" screen, clicked the video instead of the speech bubble about three times. Done.

Upon opening the Challenge Clicker app, he noted disgust at an ad and found it extremely annoying to get rid of. So hard, in fact, since he missed the X and it opened him to app store.

First clicked on "Ice Points" but it did nothing, so he clicked on "Achievements" because he was unsure of how else to share his score.

After messing around with that, realized he probably needed to have a high score first.

Played a little bit, and then went back to the "Achievements" page. Clicked on his score, and then clicked on the Share button.

Upon comparing the two Prof noted Challenge Clicker looked nicer but it made completely no sense about how to share the high score. Gesture was unintuitive at times but at least it could backtrack. Some things seemed unintuitive on what to press.

Task: Click the search button from the menu, find loaves and fishes in the list, click on the more info icon, and swipe to donate. Compare to donating to a cause in Kickstarter Goal: securely donate to a cause

Upon opening the Gesture app

Easily navigated towards the list of causes menu.

Had some trouble clicking the more info icon.

Easily able to swipe to donate.

Commented that it was easier now to navigate since he learned from his mistakes.

Upon opening the Kickstarter app

Immediately remarked that we should make our videos clickable, like in the Kickstarter app. In Kickstarter app the videos are clickable and opens up the profile page with the same video, only now it plays the video.

Commented it was easy to find the big green button in the button to donate. He noted it was a bit weird that the Kickstarter icons seem smaller but more responsive than ours.

Upon comparing the two

Said Kickstarter's seemed better but couldn't exactly articulate why. Definitely said our videos should be clickable, but other than that, no major comparisons.

Task: Accept one of the awaiting challenges and take hardcore mode. Also ask them to use the Kickstarter app to see their profile and select a starred cause to donate to. Of course, say everything out loud

Goal: have a profile page

Upon opening the Jesture app

Immediately clicked on the profile page.

Was able to find challenges tab and click on the awaiting response.

Clicked on hardcore mode

Bought the inapp purchase.

Commented how this was the easiest thing he had done yet on Jesture. Was "well done."

Upon opening the Kickstarter app

Had remarkable trouble finding the starred areas. First navigated to profile tab, and even dove into settings before retreating back to the main screen.

Finally found it by clicking the top toolbar and clicking starred.

Upon comparing the two

Remarked that this was one thing we did better than an official company's app. Said it might be better for us to have stuff both on the profile and the menu page.

Debriefing

Suggestion: if possible, makes things feel more responsive and fluid. Hated having the menu as the home page, and if it has to be that way at least make the menu screen more like a home screen with our logo and everything.

A splash loading screen might also look cool.

No particular questions except asking where the showcase was.

Alias: "Dude"

Matches with Secondary Persona

Description: Economy major at Cornell. Junior. Spends most of his time playing online games in his apartment. Not that entirely interested in charities but likes to do stuff that he's interested in.

Task: Create a Rick Roll challenge for the Community Garden and send it to your contacts. Compare it to the ALS Ice Bucket Challenge Clicker about how it shares its high score.

Goal: Raise funds - awareness translates into funds

Interviewee consented.

Upon opening Jesture app,

Expressed a lot of disgust at the color scheme. Like....a lot of disgust.

Didn't have much difficulty navigating until he hit the Contacts page, where he accidentally clicked Ben Li's profile.

Cursed a lot. He did that rather often before finally selecting Ben Li.

Clicked the video a bunch of times in confusion before he finally hit the speech bubble.

Reached the final screen

Upon opening the Challenge Clicker app

Cursed at the advertisement.

Didn't figure out he needed a score first before he could share it. He needed some prompting from us to find it.

Upon comparing the two

Relatively, he liked ours better, but he said it was still pretty bad if he couldn't navigate through the entire thing without fumbling.

Task: Click the search button from the menu, find loaves and fishes in the list, click on the more info icon, and swipe to donate. Compare to donating to a cause in Kickstarter.

Goal: securely donate to a cause

Upon opening the Jesture app

Did everything perfectly until he reached the causes page. He kept on selecting and deselecting charity, and there was some confusion until the interviewer figured out he couldn't actually see the dots for more information. There were some obvious complaints about that.

After that though he easily finished.

Upon opening the Kickstarter app

There was some lauding about how much better the Kickstarter interface looks compared to ours.

Easily found a Kickstarter and donated to it easily.

Upon comparing the two

Said the Kickstarter thing was better by far.

Task: Accept one of the awaiting challenges and take hardcore mode. Also ask them to use the Kickstarter app to see their profile and select a starred cause to donate to. Of course, say everything out loud

Goal: have a profile page

Upon opening the Jesture app

Finally Dude was able to run from the start to the end without any problems. He said that it should be like that for every task.

Upon opening the Kickstarter app

He made a mistake and clicked the wrong button (clicked Profile), but could quickly backtrack and find the starred tasks.

Upon comparing the two

He did admit ours had fewer mistakes, but Kickstarter's was still better for whatever reason.

Debriefing

He mentioned he wasn't particularly interested in the app and returned to playing his online game.