

DATE:	08/30/12
NAME:	Alan Mikel Gonzalez

COURSE:	MUX
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DIRECTOR:	Chris Burke
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DOCUMENT:	Application UX Plan
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[NEWBORN SCHEDULE]

OVERVIEW:

HTTP://WWW.YOUTUBE.COM/WATCH?V=TTWBHPVGZS0&FEATURE=YOUTUBE_GDATA_PLAYER

PROTOTYPE:[INSERT LINK TO PROTOTYPE]

Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

An app that helps mothers manage their newborn baby or toddler schedule.

Description of Intended Audience

Mothers, or fathers depending on who is the primary care taker.

Core Functionality

Allow user to view and add to a list of tasks that pertain to baby care.

Feature Set

- Show tasks in order by time in table view
- Add tasks
- Baby theme

Nice-to-Have

- Make Notes
- Take Picture of Item or task
- Sync with other user.
- Add important baby info
 - Dr numbers
 - Allergies
 - Etc.



User Research

User Research

Screenener Questionnaire

User Questionnaire

Used to qualify participants as surrogate or intended users

Question [P = Person]	P1	P2	P3	P4	P5
What is the persons gender? (to get an even mix of male and female participants)	F	M	F	M	M
What is your job title/profession? (helps identify participants that match your intended audience)	Stay At home Mom	Stay at home Dad	Executive Assistant	Software Engineer	Network Engineer
How proficient are you with a computer or phone? (identify novice or power users to match your intended audience)	Novice	Novice	Power User	Power User	Power User
What model phone do you currently have? (to find existing iOS users as participants)	3GS	3GS	3G	4S	4S
(If iPhone) How long have you owned your iPhone? (to avoid users in the honeymoon phase with their phone)	2 years	1.5 Years	6 Months	1 Year	1 Year
How often do you use your phone for other tasks? (doing things other than calling - like email, pics, notes, tweets)	Often	Often	Often	Often	Often
Are you familiar with finding and using apps? (to find participants qualified to accomplish basic tasks with apps)	Yes	Yes	Yes	Yes	Yes
What type of apps do you find yourself using most? (games, social networking, note, sports, travel, etc.)	Social	Sports	Social	Games	Games
Would an app that does _____ be useful to you? (describe the functionality of YOUR app, to qualify participants)	Yes	Yes	Yes	No	No

User Personas & Scenarios

User Personas & Scenarios

Hannah Gonzalez

Primary Persona

“I want to feel more organized with my newborn.”

Hannah is a stay at home mom, but don’t let that fool you. She is also a fulltime student online. She has one daughter and is pregnant with a boy due in December. She also is a leader at her local church and donates her time extensively. With all of these responsibilities she really needs something that will help her with her newborn and 2 year old in December.

Characteristics

Age: 22
Education: AS
Job Title: Stay at home Mom
Tech Competence: Average+
Tech Usage: Daily
Platform: Apple (Mac iOS)

Influencers

- A way to schedule out her children/baby’s days.
- Needs something more robust then pen and paper.

Pain Points

- Frustration with remembering little details like feeding time and nap times.
- The need to find pen and paper to right a schedule down and follow it.

Scenarios

Goal:
Add schedule items

Method:
Hanah opens the app on her phone and clicks the plus button to add a new task.

Goal:
View schedule items

Method:
Hannah opens the app and is presented with the days schedule immediately.

Ravi Armagon

Secondary Persona

“I would like to see my children’s schedule to see how I can help my wife.”

Ravi has a fulltime job so he is not the primary care taker of his children, but he would still like to be involved to see how he can help when not at work. He usually gets off at 5 and generally does not have to many other consistent responsibilities aside from his family.

Characteristics

Age: 30
Education: AS
Job Title: Network Admin
Tech Competence: Pro
Tech Usage: Daily
Platform: Apple (Mac iOS)

Influencers

- A way to view my childrens schedule from my phone
- A way to sync with my wife

Pain Points

- Generally ravi and his wife are not on the same page with schedules

Scenarios

Goal:
Add schedule items

Method:
Ravi opens the app on her phone and clicks the plus button to add a new task.

Goal:
View schedule items

Method:
Ravi opens the app and is presented with the days schedule immediately.

Competitive App Analysis

(Heuristics Evaluation)

Heuristics Evaluation Sheet

A method for conducting quick and easy, low cost evaluations of user interface designs

Heuristics

[Baby Connect]

[Baby Schedule]

Visibility of app status Does the app keep users informed about what is going on, through appropriate feedback?	FOR EACH HEURISTIC: If the heuristic is demonstrated in the app's design, use this space to explain where and how?	FOR EACH HEURISTIC: If the heuristic is demonstrated in the app's design, use this space to explain where and how?
Match between app and the real world Does the app sense the user's environment and adapt the information display accordingly?	Yes, Very intuitive display of UI elements EG the icon screen	Kind of, The UI is very basic
User control and freedom Users often choose app functions by mistake and will need a clearly marked "emergency exit." Does the app contain safe exploration features? (back, cancel, undo)	Yes the back buttons	Yes the back buttons
Error prevention Does the app eliminate error-prone conditions and present users with a confirmation option?	Yes a confirmation is need for creating, deleting, etc.	Yes a confirmation is need for creating, deleting, etc.
Consistency and Standards Users should not have to wonder whether different words, situations, or actions mean the same thing.	Actions are pretty clear	Actions are pretty clear
Recognition rather than recall Minimize the user's memory load by making objects, actions, and options visible.	Again, actions and options are clear.	Again, actions and options are clear.

Flexibility and efficiency of use Reduce the number of steps required by anticipating user needs and enabling customization.	Task is simple and minimal clicks	Making a task had a graph and too many confusing options
Aesthetic and minimalist design Screens should not contain information which is irrelevant or rarely needed	Very minimalistic and easy to use	Too many elements. Confusing
Help users recognize, diagnose, and recover from errors Error messages should be expressed in plain language precisely indicating the problem and solution	Not needed.	Not needed.
Help and documentation Help should be focused on the user's task, list concrete steps to be carried out, and not be too long	Only emailing the dev.	Only emailing the dev.
Add your own Heuristic if the App can be evaluated using another heuristic, feel free to add to this list.		
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Usability Testing Plan & Discussion Guide

Usability Testing Plan

Purpose & Objective

To evaluate the app's intended flow and interactions, with an emphasis on the primary and secondary goals. The objective is to uncover any UX issues that might be present, and use these to direct the iteration process.

Roles

I alone will proxy the roles and responsibilities of the interviewer, note taker, and observer/videographer. There will be one role defined as participant.

Method

A combination of controlled and guerrilla testing methods will be employed. This Hybrid approach will utilize an indoor facility to observe user interactions while in a controlled environment state. Outdoor (guerrilla) tests will reveal user interactions with variance resulting from environmental factors such as glare, noise, and movement.

Metrics

- Completion Rates
- Time on Task
- Page Views
- Errors
- Satisfaction Rating
- Usefulness

Equipment

- iPad or iPhone
- Notepad
- Stop Watch

Locations

- Starbucks
- In-Office
- Outdoor Pavilion Mall

User Profiles



Carson Kingston



Rene Hope

Participant Count

6

An equal number of male and female participants will be used to actualize behaviors of my intended audience.

Discussion Guide

The step-by-step dialog of conducting usability tests

[MODIFY THIS TEMPLATE REPLACING EXISTING CONTENT, WITH THAT WHICH IS RELEVANT TO YOUR APP]

1	Introduction	"Hello my name is Chris Burke, and I'm a professor at Full Sail University currently enrolled in the Mobile User Experience course. My assignment is to create a usable iPhone application that fits the needs and wants of a particular user group. In doing so, it is very important to test the usability, or usefulness of my idea. Would you be willing to share a few minutes of your time to help me? I need to test whether or not my app is easy for users to accomplish a couple basic tasks, and enjoyable to use?"
2	Explain the Test Goals	"I need your help to determine if my app makes it easy for people to perform a couple basic tasks, like finding a particular movie time or sport's score."
3	Complete the Questionnaire	<p>[SEE USER QUESTIONNAIRE]</p> <p>[ACTION: Ask participants to answer the screener questions to qualify them as users that most closely represent your intended audience. The app's intended audience is represented in the user personas]</p>
4	Introduce the Test Scenario	"First, I'll ask you to complete a couple tasks using my app. Along the way I encourage you to THINK OUT-LOUD. This will help me to better understand what aspects of my app seem to be obvious or confusing and unclear. As the last step, I will ask that you complete a simple survey, consisting of [4] short questions inquiring about your experience using my app. Sound's easy? Ok, let's get started!"
5	Define the Tasks	<p>VERB BASED TASKS</p> <p>[use this space to write questions that require users to perform an action like copy, send, filter, etc.]</p>

6	Complete Follow-Up Survey (completed by the user)	SCAVENGER HUNT TASKS	
		[use this space to write questions that require users to find specific information like sport’s scores or move times]	
		INTERVIEW BASED TASKS	
		[use this space to write questions that are open ended, yet relevant to an average user’s needs.]	
7	Thank your Participants	QUESTION	ANSWERS
		What is your overall impression of the app?	awesome - good - fair - poor
		Was the brand distinguishable from other app’s like it?	yes - kinda - no - unsure
		How difficult was completing the basic tasks?	easy - fair - difficult
		Were the navigation cues easy to interpret?	yes - maybe - no
		What was confusing if anything?	navigating - organization - selecting - other - none
		[SPACE TO ADD ANOTHER QUESTION FOR YOUR APP]	[SPACE TO ADD A SET OF ANSWERS FOR YOUR APP]
		“Thank you very much for your time. You’ve helped make an app that much more usable!”	
8	Report your Findings (week reflection video)	[SEE WEEK REFLECTION VIDEO]	