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

| COURSE: | MUX |
|---|---|
| DIRECTOR: | Chris Burke |
| DOCUMENT: | Application UX Plan |

# [NEWBORN SCHEDULE]

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

**PROTOTYPE**:
HTTPS://GITHUB.COM/VINNY1575/VINNY1575.GITHUB.COM/TREE/MASTER/MOBILE UX/BABYSCHEDULE

# 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
## Screener 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?<br>(to get an even mix of male and female participants) | F | M | F | M | M |
| What is your job title/profession?<br>(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?<br>(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?<br>(to find existing iOS users as participants) | 3GS | 3GS | 3G | 4S | 4S |
| (If iPhone) How long have you owned your iPhone?<br>(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?<br>(doing things other than calling - like email, pics, notes, tweets) | Often | Often | Often | Often | Often |
| Are you familiar with finding and using apps?<br>(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?<br>(games, social networking, note, sports, travel, etc.) | Social | Sports | Social | Games | Games |
| Would an app that does _____ be useful to you?<br>(describe the functionality of YOUR app, to qualify participants) | Yes | Yes | Yes | No | No |

# **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 <span style="color:blue">Secondary Persona</span>

"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
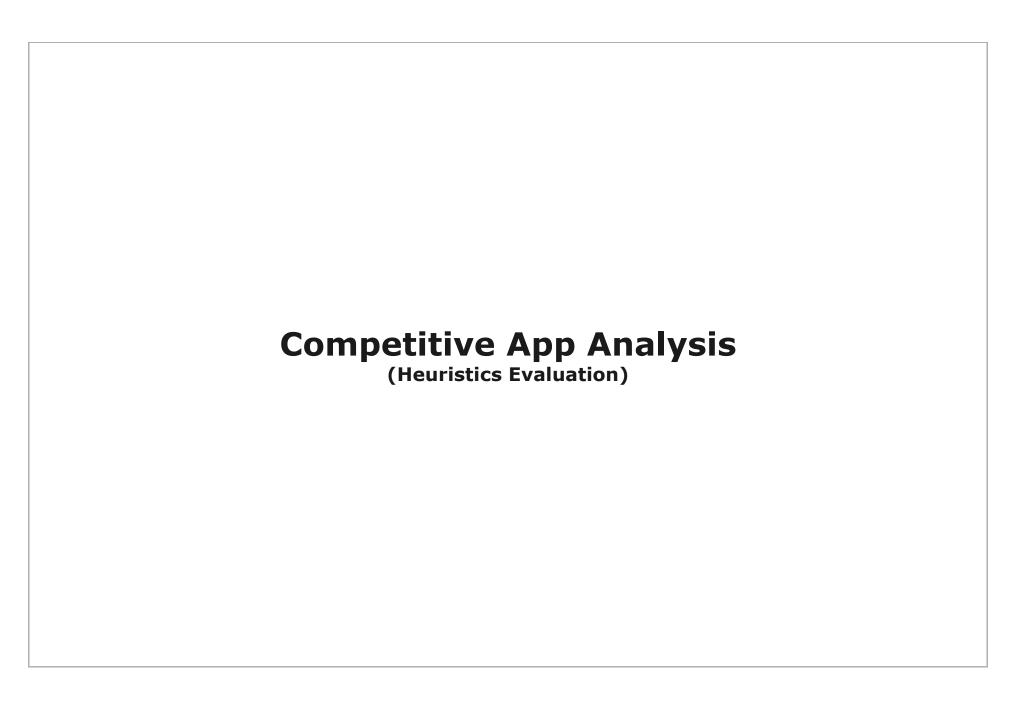
## Scenarios

**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**<br>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**<br>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**<br>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**<br>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**<br>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**<br>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**<br>Reduce the number of steps required by anticipating user needs and enabling customization. | Task is simple and minimal clicks | Making a taks had a graph and to many confusing options |
| **Aesthetic and minimalist design**<br>Screens should not contain information which is irrelevant or rarely needed | Very minimalistic and easy to user | To many elements. Confusing |
| **Help users recognize, diagnose, and recover from errors**<br>Error messages should be expressed in plain language precisely indicating the problem and solution | Not needed. | Not needed. |
| **Help and documentation**<br>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**<br>if the App can be evaluated using another heuristic, feel free to add to this list. | | |
| **Add your own Heuristic**<br>if the App can be evaluated using another heuristic, feel free to add to this list. | | |

# 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.

## User Profiles

Hannah Gonzalez       Ravindra Armagon

## Participant Count

6

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

## 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

# Discussion Guide

The step-by-step dialog of conducting usability tests

| 1 | Introduction | "Hello my name is Alan Gonzalez I am conducting user tests with my app idea. I need users to try a few simple tasks so that I can determine whether it works well and whether it is nice 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 setting up a new task and setting the time and description." |
| 3 | Complete the Questionnaire | [SEE USER QUESTIONNAIRE]<br>[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] |
| 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 | **VERB BASED TASKS**<br><br>1. Find where to add a new item.<br>2. Set the description.<br>3. Set the time.<br>4. Exit the detail screen. |

1. Find where to add a new item.
2. Set the description.
3. Set the time.
4. Exit the detail screen.

INTERVIEW BASED TASKS

1. How easy is it to  find where to add an item.
2. How easy is it to change the time and details?
3. How easy is it to save?

## 6   Complete Follow-Up Survey
(completed by the user)

| 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] |

## 7   Thank your Participants

"Thank you very much for your time. You've helped make an app that much more usable!"

## 8   Report your Findings
(week reflection video)

http://www.youtube.com/watch?v=N0mZHntH0L4&feature=youtube_gdata_player