4/8/2023

Assignment 4

Prototyping and user testing (individual)

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Part 1: Improving the prototype from heuristic evaluation.

I went through the heuristic evaluation I did for assignment 3. There were 7 issues identified. The smaller changes were edited without doing any changes to the design. Such as adding a reset button to the map view of marketplace listings and adding the character count on the post creation page. The pages that had major issues which had a severity of 1 and issues in the design spacing went through many changes.

Below are the changes that were made:

1. Task: Cannot undo hidden listings that could be accidently clicked

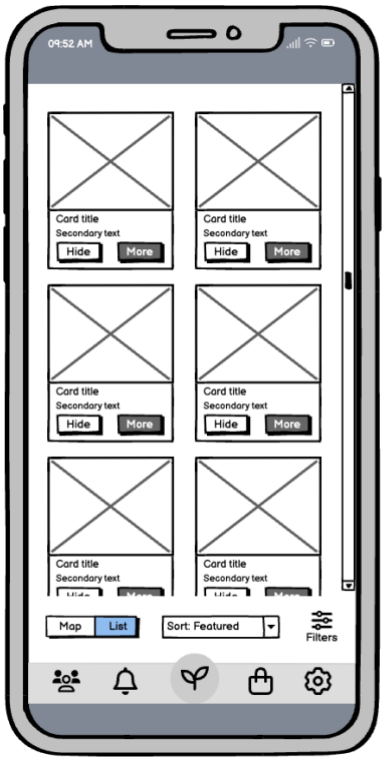


Figure 2:Marketplace listings before editing

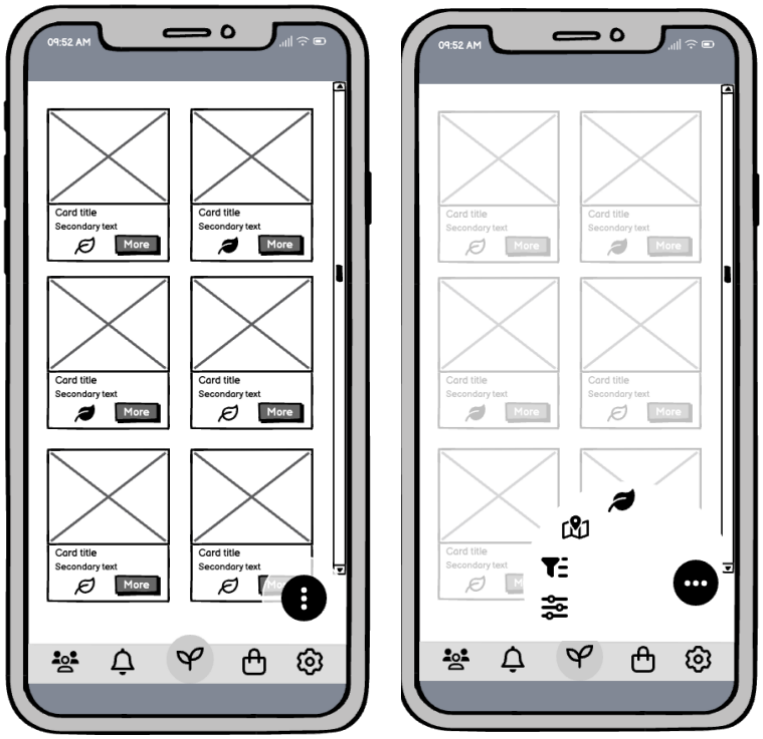
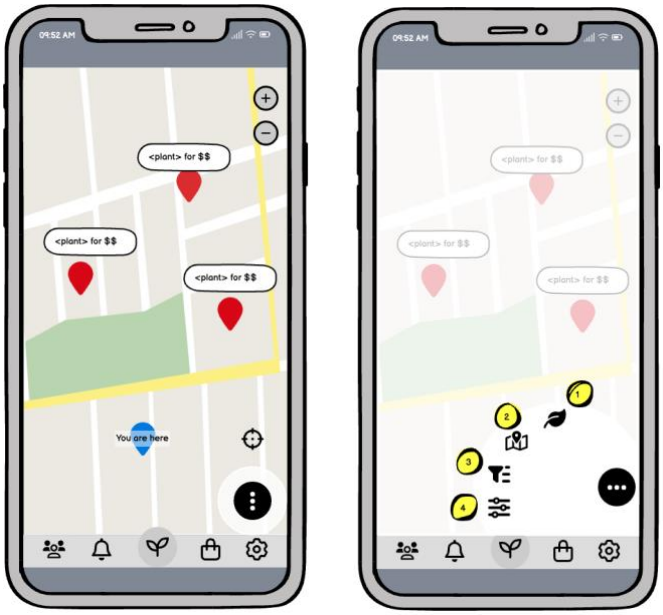


Figure 1: Marketplace listings after editing

2. Task: Resetting the map after zooming or moving around the map when checking

Figure 4: Marketplace listings map view before editing



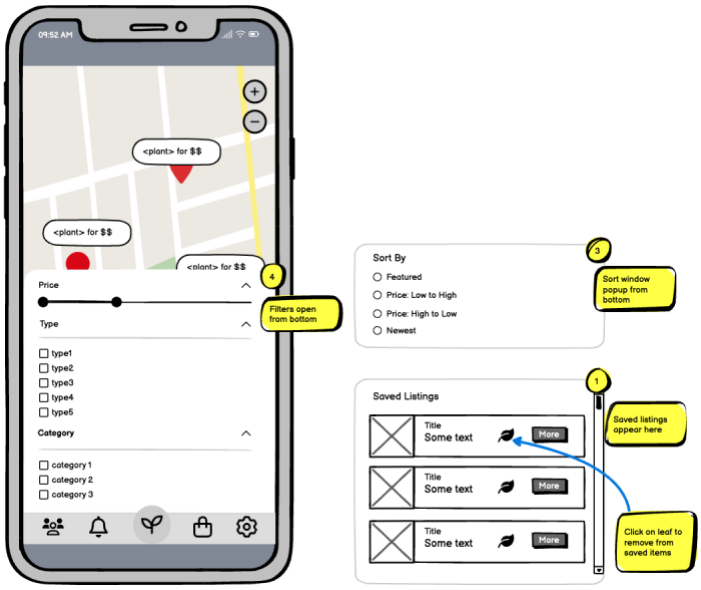


Figure 3: Marketplace listings map view after editing

3. Task: Retaking a photo to post on the community page

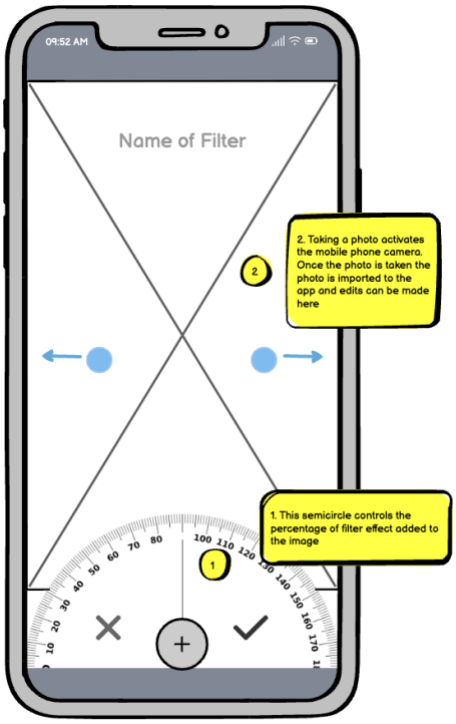


Figure 6: Image capture for posts, before edits

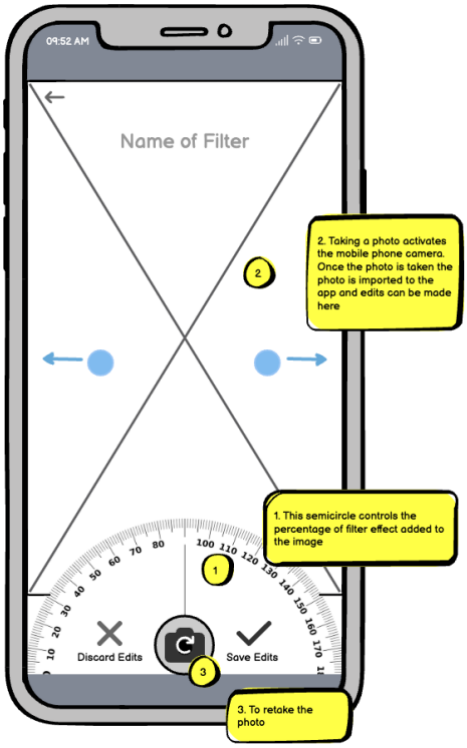


Figure 5: Image capture for posts, after edits

4. Task: Viewing information and images of plants owned by me

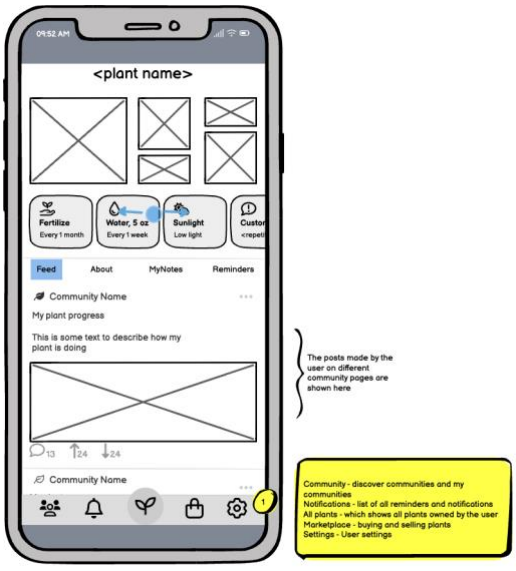


Figure 8: Plant profile Feed page before edits

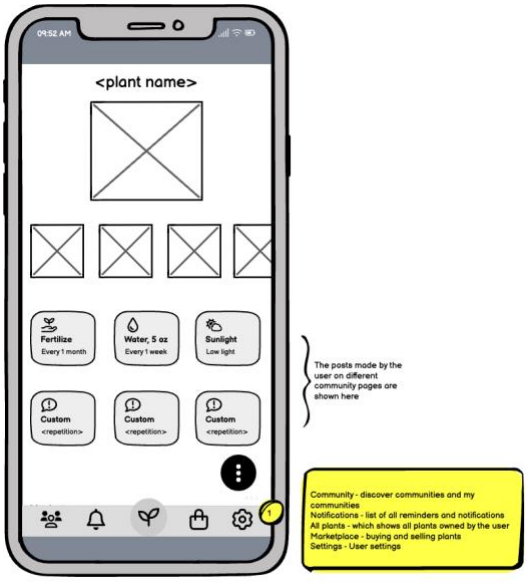
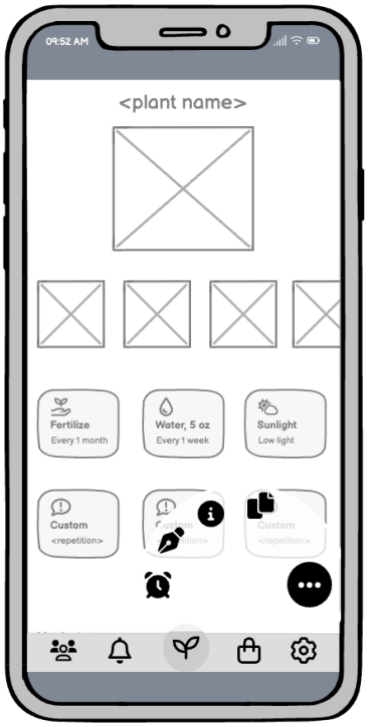


Figure 7: Plant profile Feed page after edits



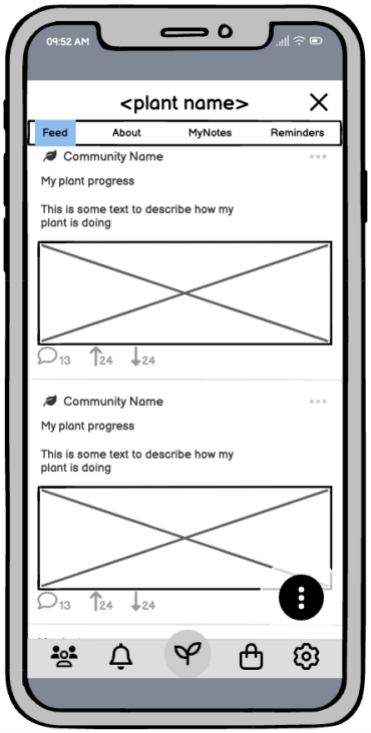


Figure 12:: Plant profile Feed page after edits

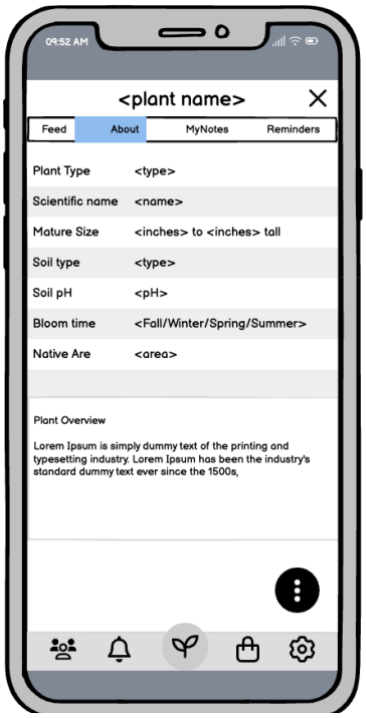


Figure 11: Plant profile About page after edits

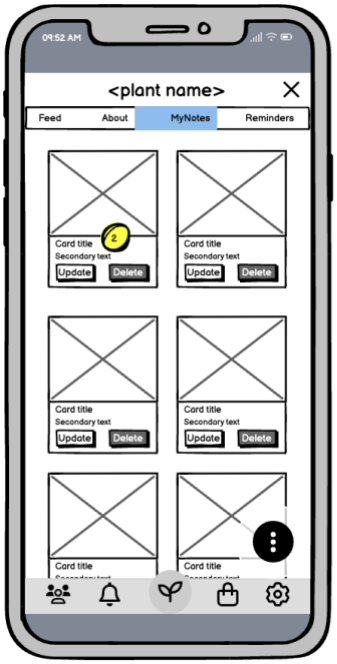


Figure 10: Plant profile MyNotes page after edits

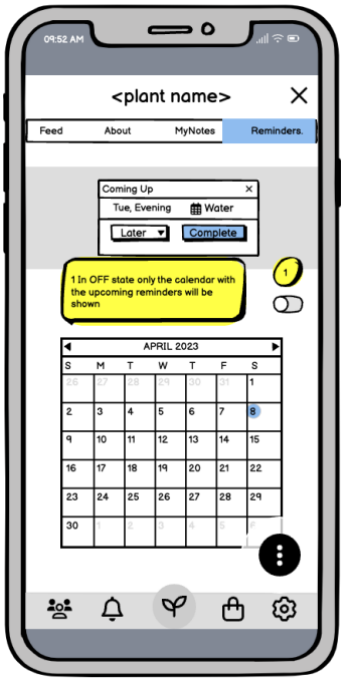


Figure 9: Plant profile Reminder's page after edits

5. **Task:** Quickly navigating to a community page I am already part of.

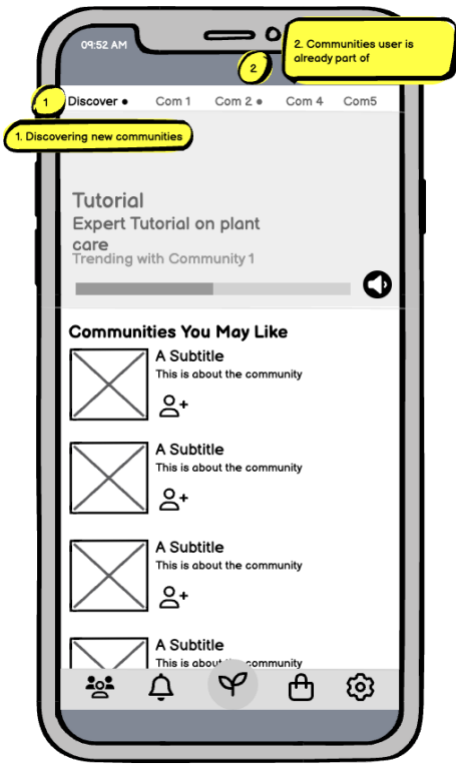


Figure 14: Community page before edits

Figure 13: Community page after edits

6. **Task:** Viewing a post that I made as soon as I posted it.

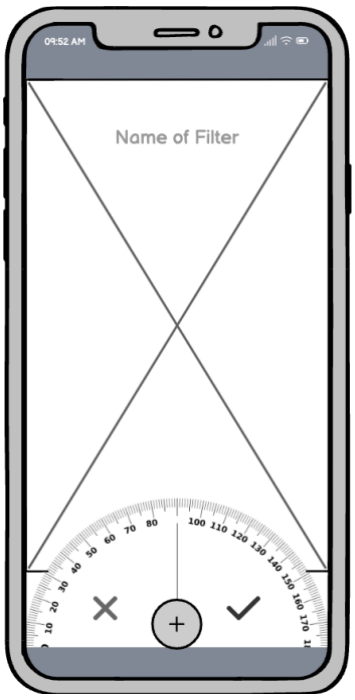


Figure 17:Community X main page before edits

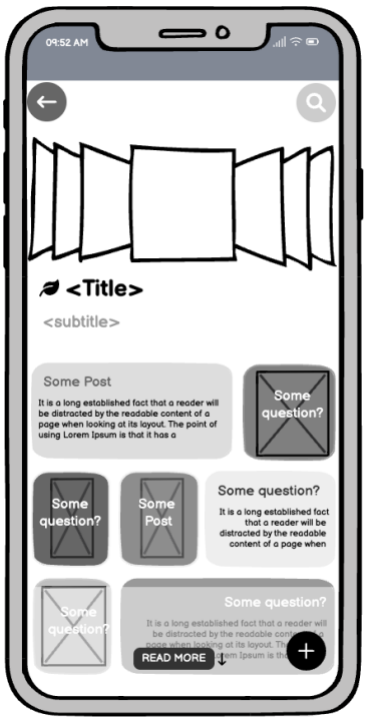


Figure 16: Community X main page before edits

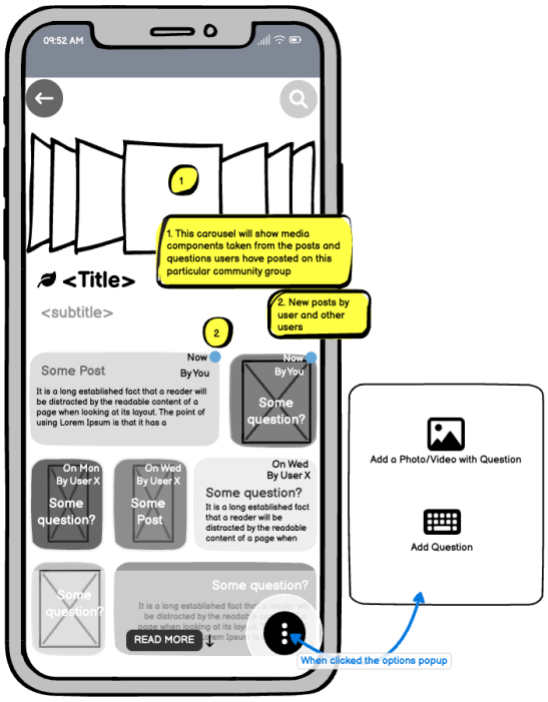
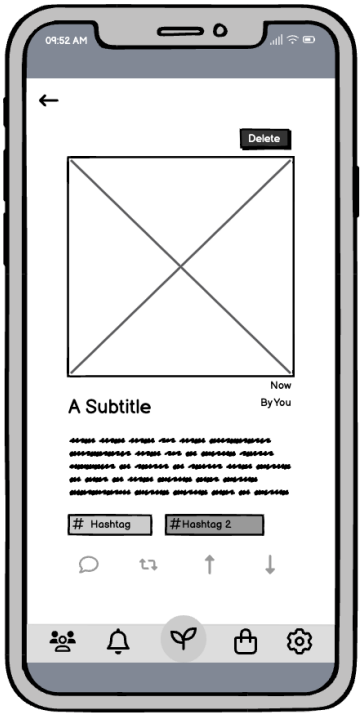


Figure 15:Community X main page after edits



7. Task: Sharing a long text post

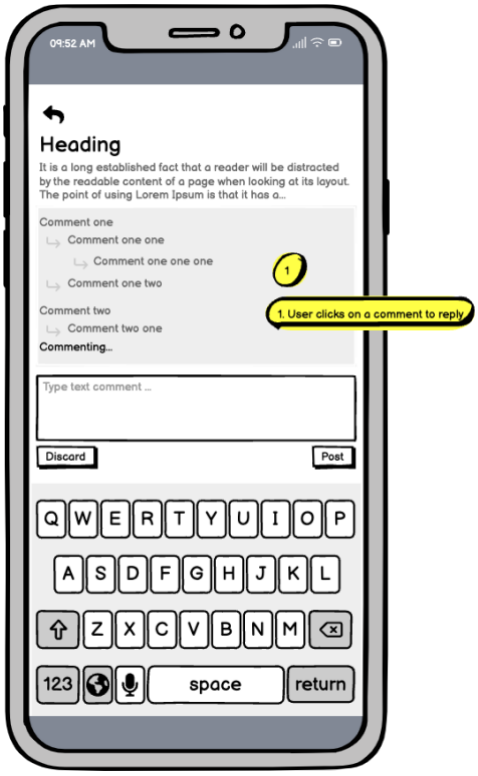


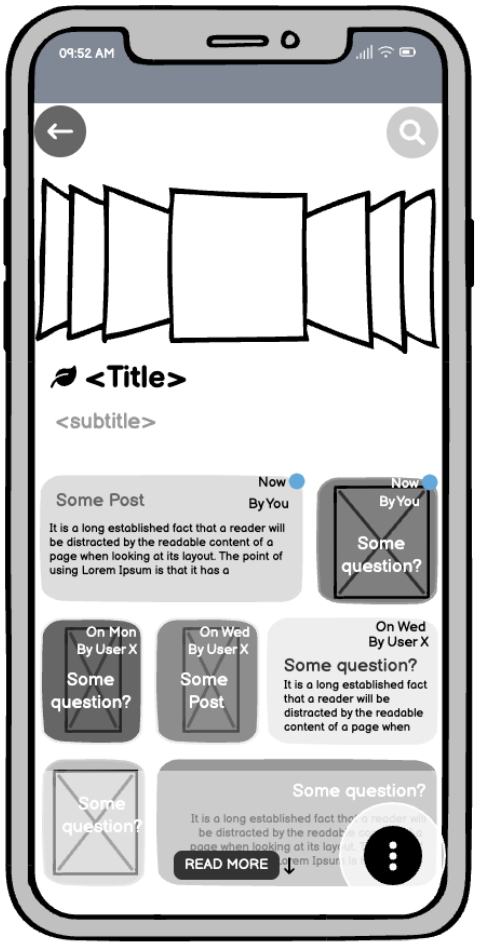
Figure 18: Long comment on post before edits

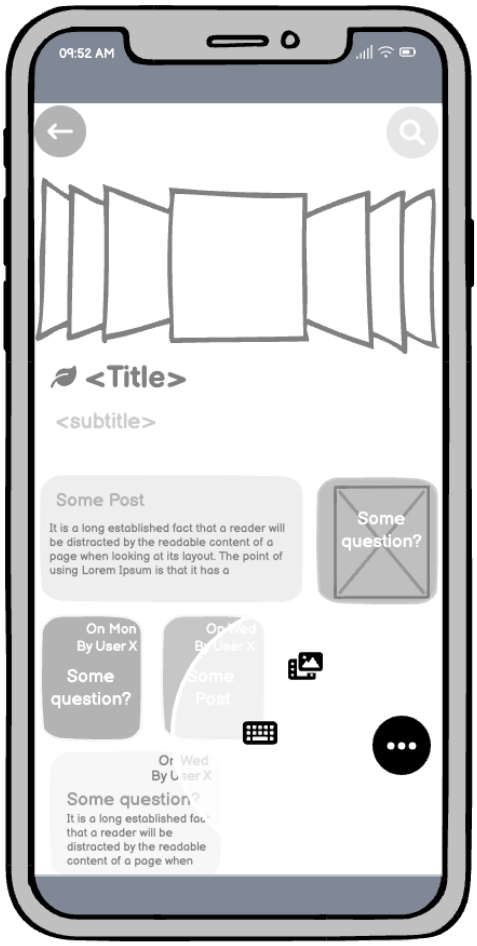
Figure 19: Long comment on post after edits

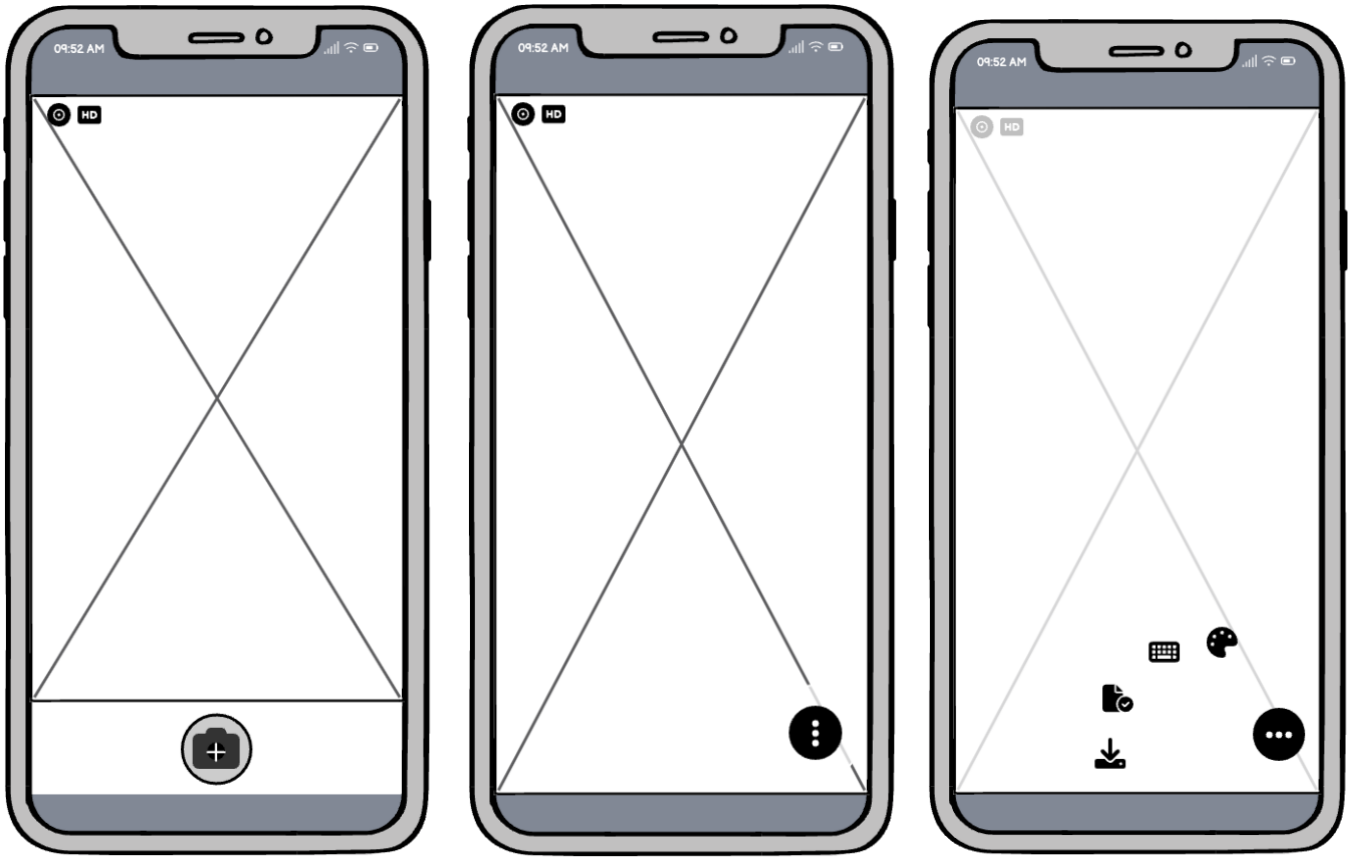
To keep the design coherent, the additional settings for each page were included onto a sticky floating menu. Since its movable it doesn't take up fixed space on the screen. It was done because the (Task: Cannot undo hidden listings that could be accidently clicked) and (Task: Viewing information and images of plants owned by me) needed an advance menu so "extras on demand" method was used here to achieve the goal. The pages that had too much content (Task: Viewing information and images of plants owned by me) was separated to pages after the heuristic evaluation. The (Task: Viewing a post that I made as soon as I posted it.) and (

Task: Sharing a long text post) needed minor edits like adding the character count and showing extra information like the date a post was made, and adding intermediate screens to show the user when a post was added successfully.

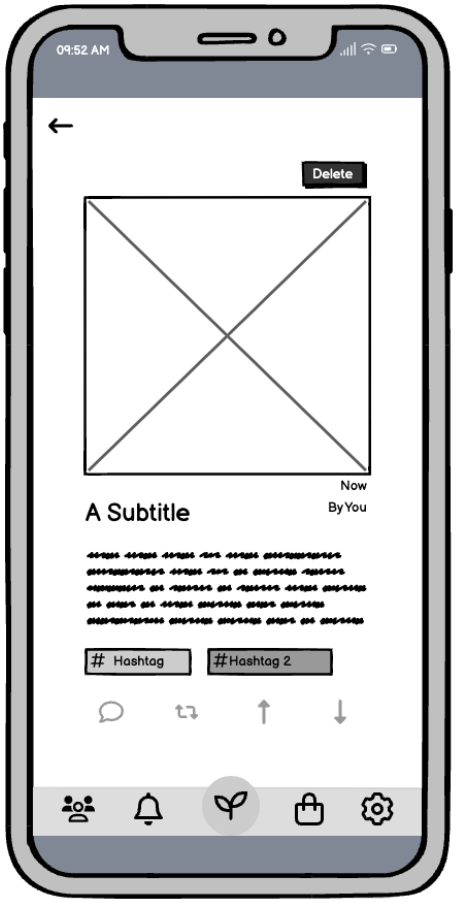
Part 2. Developing the prototype for testing

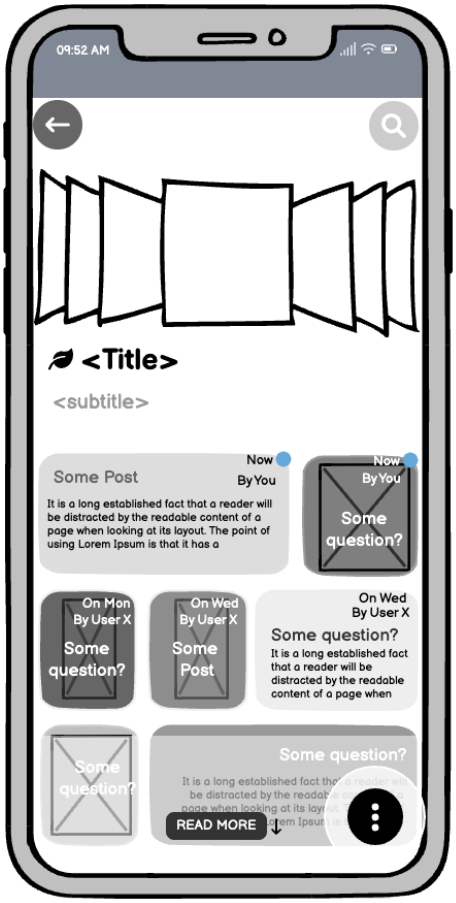

09:52 AM
<Title>
<subtitle>
Some Post
Now
By You
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a
Now
By You
Some question?
On Mon
By User X
Some question?
On Wed
By User X
Some Post
On Wed
By User X
Some question?
It is a long established fact that a reader will be distracted by the readable content of a page when
Some question?
Some question?
READ MORE


09:52 AM
<Title>
<subtitle>
Some Post
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a
Some question?
On Mon
By User X
Some question?
Some question?
It is a long established fact that a reader will be distracted by the readable content of a page when


09:52 AM
HD
09:52 AM
HD
09:52 AM
HD

09:52 AM
Filter 1
Discard Edits
Save Edits
09:52 AM
Preview
Write caption ...
Hashtag
Hashtag 2
Hashtag
Share to
Community 1
Community 2
Community 3
09:52 AM
Posted successfully
Now
A Subtitle
By You
Hashtag
Hashtag 2





Part 3. Planning a user study

I recruited one new participant; the second participant was from assignment 2. I created a google form to collect user experience after the testing. Since a Wizard-of-Oz technique was used I linked the pages that the user would see before the user started the test. I planned to sit beside the user and watch the user doing the tasks, so in case the user gets stuck or if the system doesn't give the planned response I could intervene and show the user what screen would come next.

I explained what the app is about, and what task the user will be testing. I also explained that any comments about the app is welcome, be is positive or negative. The most important has to be that the comments are genuine so it would help to improve the app. I showed the users how the Balsamiq testing page looks like before starting the test. Because I noticed the users were confused how to test the system without the app being on a phone. I explained that the users

to imagine the interface shown on Balsamiq is what they see on the phone and to try to create a post with an image and post it to the community groups within the app they are part of. I then put the user testing screen on the laptop and watched the users interact with it.

Survey form : https://forms.gle/iH1SbsKeoACcjgSY9
Survey questions in Appendix A

Results and observation from User 1

The user was not able to find where to click to create a post. He wanted to see the “create post” label on the screen rather than clicking on the sticky floating menu. Once I explain to him the sticky menu has more options, he clicked on it but was not able to distinguish what the icons meant. He mentioned he would have preferred to see some text underneath. He found the task of taking a photo easy, but not the task of editing the image and adding filters. He again mentioned some text explanations would have been better. He chose a filter after clicking on all the buttons in the screen and proceeded to the next step. Now I noticed he learnt that the sticky menu has the options. There was a bit of a learning curve in the beginning.
He was confused on the next page which had a menu to select which communities to share the post to. He mentioned ticks would have been better than +/ - marks. After adding the texts, he clicked on post and got the “successfully posted” message. But did not know where to click to get rid of the pop-up notification. He went to the community home page and clicked on the latest post made by him and clicked on the comment button to add a comment. He mentioned that part was easy because he is familiar with the format. After finishing the test, he completed the google form.

Results and observation from user 2

The user was familiar with the sticky floating menu, so as soon as the user saw the menu, she clicked on it. She mentioned the icons were not self-explanatory. After clicking around she got to the page where she could take a photo, the page was self-explanatory for her so she went ahead and took the photo. After taking the photo she clicked on the sticky menu, went to edit the photo and got to the photo editing page. She figured out that she needs to swipe left and right to add filters. But she mentioned it was tedious to keep swiping and to get to the original

she had to swipe left several times. After choosing a filter she was confused as to what the semi-circle with marking was. She mentioned it was too distracting as well, and preferred a slider to change the filter intensity. She also didn't like the "save edits" text, she wanted to see a button to go to the next step. She completed the next step without an issue and posted the image. She was also able to view the post she made and go back to the community home screen. She then clicked on one of the posts and wanted to add comments. She said the page was self-explanatory and easy to accomplish.

Analysis

Both the users did not like the semi-circle in the image editing page. The sticky floating menu needed some getting used to by user1. The user mentioned the menu was not prominent, and he needed to see text. Both users liked the commenting pages because they were familiar with the design format used.

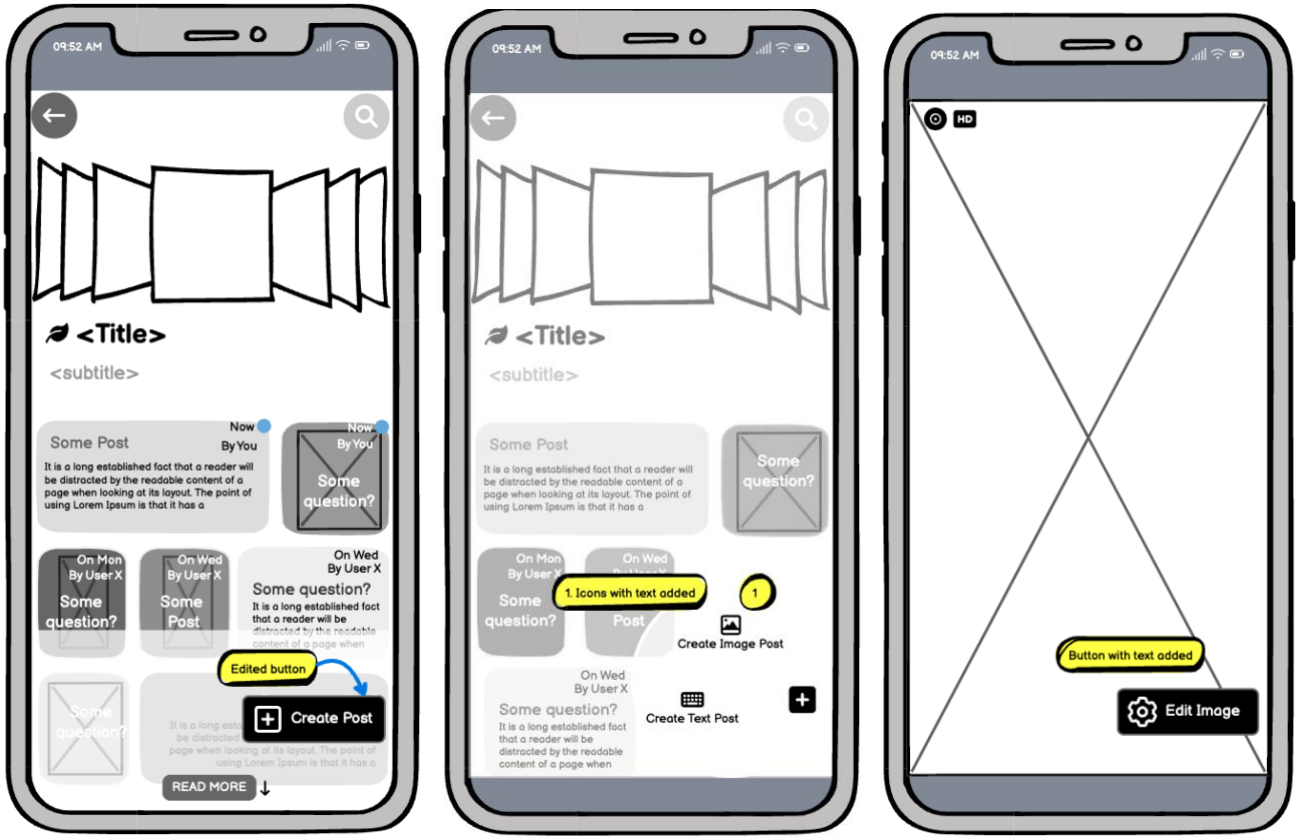
On the google form, user1 again emphasised on using text to explain what each icon does. User2 mentioned changing the filter intensity was too tedious and not very useful for an app that about plants and preferred just the default intensities. The users liked the design of the app because the design is simple. The simplicity was the reason given by user1 again as a reason for wanting to come back to the app. User2 mentioned that the app feature of communicating with fellow gardeners is a nice thing to have, and since the app is dedicated to gardening, it would have less spam and unwanted content.

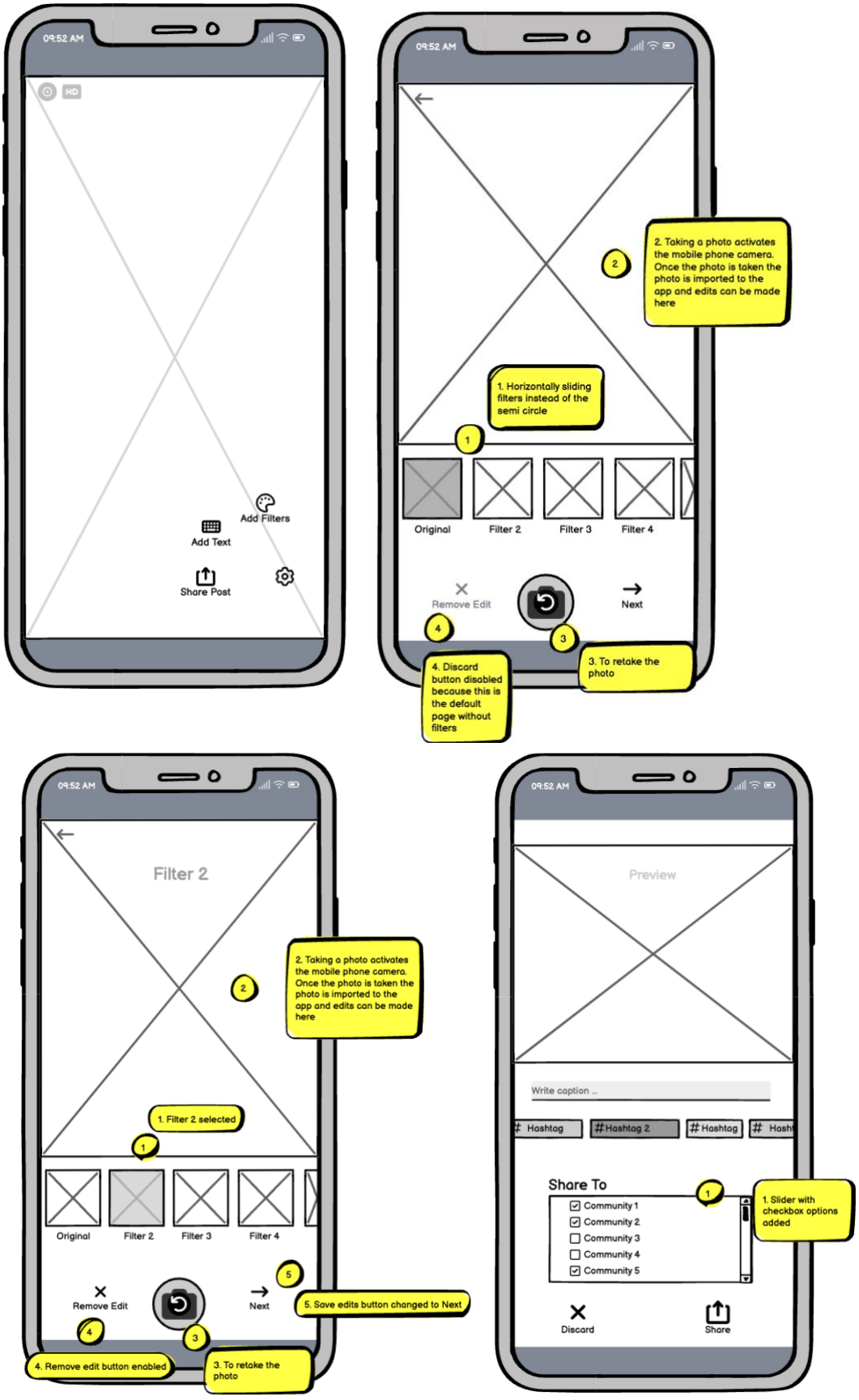
Proposed changes

- Changing the sticky float icon to also include text. The submenu within the sticky button also needs to have text.
- Remove semi-circle on the image capture page. Make the filters horizontal sliding and remove the function to edit the filter intensity.
- Change the buttons on the image edit page from "save edits" to "next" and "discard changes" to "remove edit."
- The text add page has a "share to" table with +/- signs which needs to be replaced by a slider and check boxes to indicate which communities the post needs to be shared to.

- The button to share the post needs to have from a check mark to the share button.
- Pop-up showing the “posted successfully” alert needs to have a “x” to close the pop up.

Part 5. Implementation of the changes

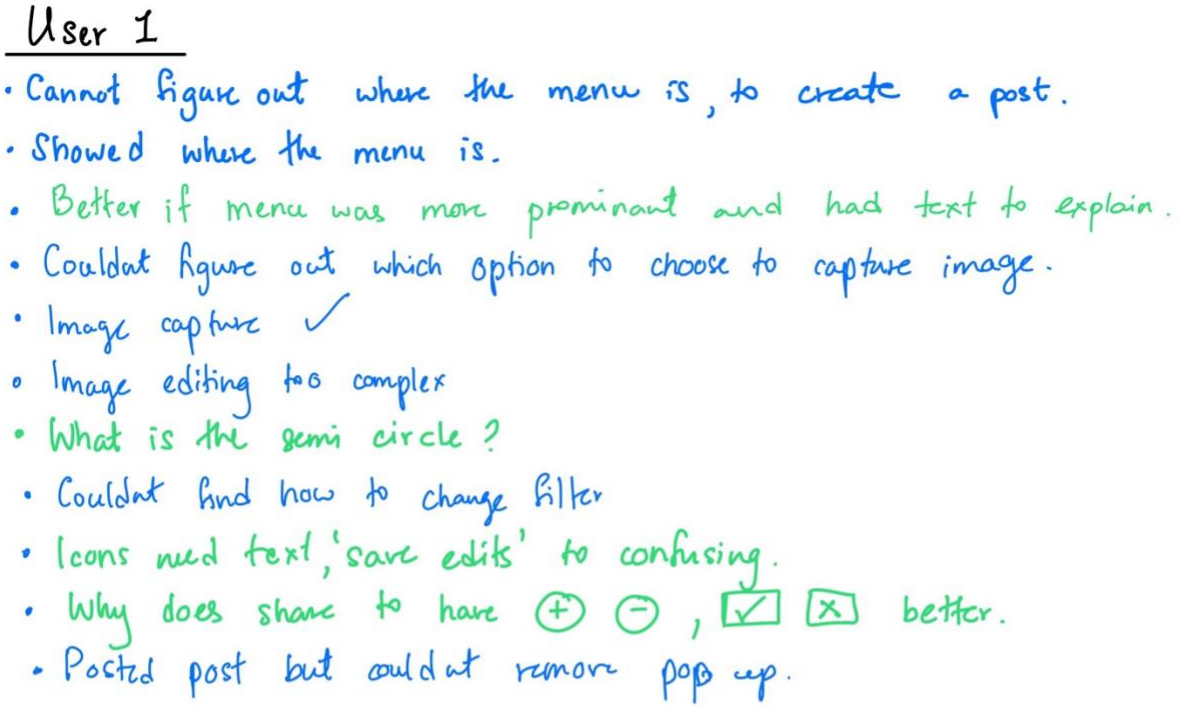
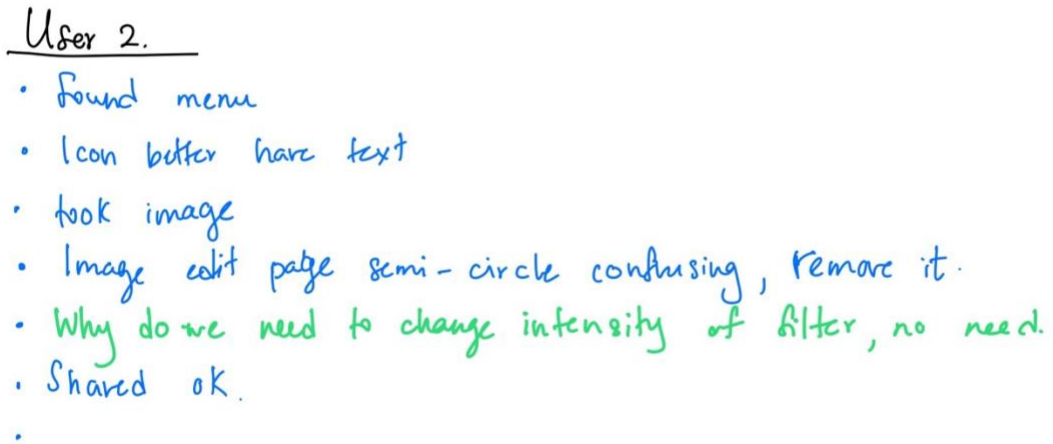



09:52 AM
HD
Add Filters
Add Text
Share Post
09:52 AM
2. Taking a photo activates the mobile phone camera. Once the photo is taken the photo is imported to the app and edits can be made here
1. Horizontally sliding filters instead of the semi circle
Original
Filter 2
Filter 3
Filter 4
Remove Edit
Next
4. Discard button disabled because this is the default page without filters
3. To retake the photo
09:52 AM
Filter 2
2. Taking a photo activates the mobile phone camera. Once the photo is taken the photo is imported to the app and edits can be made here
1. Filter 2 selected
Original
Filter 2
Filter 3
Filter 4
Remove Edit
Next
5. Save edits button changed to Next
4. Remove edit button enabled
3. To retake the photo
09:52 AM
Preview
Write caption ...
Hashtag
Hashtag 2
Hashtag
Share To
Community 1
Community 2
Community 3
Community 4
Community 5
1. Slider with checkbox options added
Discard
Share

Edited UI
https://balsamiq.cloud/s46qib2/ph6erct

Appendix A: Survey questions and answers

Timestamp	08/04/2023 19:47:11	08/04/2023 20:27:40
What age category do you fall into	31-40	31-40
I am satisfied with how easy it is to use the system?	Disagree	Agree
It was easy to learn to use this system?	4	4
Whenever I made a mistake I was able to undo the mistake?	Yes	Yes
The sequence of steps to make a post was	Too hard, needed help to figure out what to do next	It was ok
If you could change something in the app, what would it be?	Use of words for different tabs instead of icons. eg:menu tab	I would like the filters to be on the bottom with a small preview rather than swiping the screen. The filter intensity was also a bit confusing. I would have preferred the intensity to be default, because I am not posting a photo of myself so it doesn't really matter
What did (if any) you like about the app	Simple design	I liked the fact that the app had the movable menu. It was handy
Did you like the look and feel of the interface design?	Yes	Yes
Do you think you would use the app again?	Yes	Yes
Why do you want to use the app again?	Simple interface	Because I like to interact with fellow gardeners. The app allows me to communicate with them. It is also a dedicated app for gardners so there would be less spam or unwanted content
What is stopping you from using the app again?		

https://forms.gle/py4drBMcshyqnpxu7

Appendix B: Raw notes during user testing