

W14 Report (Project Part II): Usability Study Report

Rafael Park: 84277318

Yoonha Jeon: 42791335

Caleb Chang: 18126581

Rad Almuallim: 27456243

Julien Roy: 48819031

Stuti Sharma: 83076240

Team: TMNT

December 6th, 2024

Evaluation and Analysis Results (3~4 pages)

a) Topic:

Website: [Meetup](#)

Interface Need: An interface to support users in meeting new people (i.e. by attending a number of meetups, trading contact information, tracking events, etc.).

b) Evaluation Goals:

- How easy is it for users to understand and interact with the Matchmaker feature to receive personalized recommendations?
- Do users find the event, group, and user recommendations relevant and useful based on their interests and preferences?
- How comfortable do users feel about the privacy settings and data security, and how easy is it for them to manage their personal information?

c) Summary of evaluation:

The study involved 12 undergraduate and recent graduate students from the University of British Columbia (UBC), aged 18-25. All of the users have shown interest in a social app feature for connection. Users range in familiarity with Meetup.

Procedure: The users will participate in an observation and a survey.

1. User Observation: Each participant will go through the med-fi prototype of the Meetup app in a guided user observation session. During this session, a researcher will observe and document the participant's interactions with the app using a coding sheet to track key actions and behaviors related to the evaluation goals:
 - Matchmaker Feature: Observe how easily the participant navigates the onboarding process, understands the purpose of the Matchmaker, and interacts with recommendations.
 - Event and Group Recommendations: Track how users interact with the personalized event and group suggestions, including their decision-making process and how often they engage with recommendations (e.g., RSVPing, viewing more details, etc.).
 - Privacy Settings: Document how participants interact with privacy settings, whether they feel confident in modifying them, and if they express concerns about data security during the observation.
2. Post-Study Survey: After completing the user observation, participants will fill out a post-study survey to gather subjective feedback on their experience with the app. The survey will include both Likert-scale and open-ended questions, designed to evaluate:
 - Usability: How easy was it to navigate the app and find relevant events and groups? (Related to evaluation goal 1)
 - Personalization: How relevant did they find the event and group recommendations? Did the app help them find connections they were interested in? (Related to evaluation goal 2)
 - Privacy and Security: How comfortable did they feel with the data-sharing requirements? Did they feel in control of their privacy settings? (Related to evaluation goal 3)
 - Overall Satisfaction: General satisfaction with the app, likelihood to continue using it, and suggestions for improvement.

d) Evaluation Rationale (Step 2):

For our evaluation method, we combined a mixture of both direct user observation with a post-study survey. This two-pronged approach to our evaluation method is well-suited for assessing the usability of the Matchmaker feature of Meetup. For the user observation component, it combines both quantitative and qualitative data types to provide a comprehensive understanding of user's interactions with the feature such as participant comments, time taken to complete each task, and completion success. Direct user observation allows observers to detail any frustrations or difficulties users face when using the feature that otherwise would not be revealed. Further, to supplement the observation component of the evaluation, the post-study survey draws direct feedback on navigation and ease of use, allowing researchers to identify areas of improvement. The post-study survey targets 4 distinct areas: Usability, Personalization, Privacy and Security, and Overall Satisfaction. The post-study users survey also compensates for any information that would otherwise be missed by observers.

e) Prototyping Rationale (Step 3):

In order to maintain a consistent and cohesive look for the Meetup "Matchmaker" feature, the prototype adheres to Meetup's existing colour palette and incorporates the logo into the prototype. By doing so, this ensures users immediately are able to recognize the platform and feel familiar with its interface. The design also prioritizes providing users with a sufficient amount of information without overwhelming them. Key details educate the user about the "Matchmaker" feature, while also providing options for users to read more. After users are prompted to sign up for the Matchmaker, users will receive clear confirmation that their account is active and that the Matchmaker is processing their data to generate recommendations and matches. An additional screen was added to the user flow, allowing users to see a personalized report generated by the Matchmaker upon reopening the app. For the medium-fidelity prototype, there is an emphasis on efficiency and how digestible the feature is for users. Thus, information is presented in both a compact yet informative way. Navigation improvements include direct links to users and group pages within pop-ups, reducing the need for users to backtrack through the app. To create a personalized and engaging experience for users, the prototype integrated the user's name into Matchmaker design elements. By building on existing design components from the Meetup app, the prototype delivers a user-centric design that aligns with Meetup's brand while simultaneously providing new value for users.

Summary of Data, Findings and Analysis (Step 7):

TASK 1 (SIGNING UP): Participants generally found the sign-up process to be quick and easy. However, there were some areas of confusion and technical issues. Participant H. Bryant expressed uncertainty about the next steps after signing up, asking, "What else can I do?". Issues with button features were also noted; Participant J. Yoonha had trouble understanding the permission options, saying, "I was not able to see the information of each permission and deselect the option after I clicked all permission options." Additionally, Participant R. Patel encountered a bug when clicking on their profile before signing up, which caused confusion as the page would not let them navigate back.

TASK 2 (BROWSING WEEKLY REPORT): Most participants found the weekly report feature easy to use. However, there were several requests for more detailed event information, such as location details and hyperlinks. Additionally, some participants experienced usability challenges. R. Patel, A. Maitreya, A. Malhotra, and H. Bryant were unsure where to click initially on the registration success page, indicating a lack of clarity in the design. N. Fusick and N. Badyal also reported difficulty understanding or interpreting the event details provided in the report.

TASK 3: (CONNECTING WITH MATCH): While participants generally had no significant issues connecting with their Match of the Week, a few expressed confusion or suggested enhancements. For instance, R. Patel was unsure if they had successfully connected with their match and wanted a clearer indication of completion. N. Badyal highlighted the desire for additional functionality, such as the ability to message their Match of the Week directly.

TASK 4 (EXPLORING EVENTS): Participants faced challenges locating and navigating weekly events, primarily due to the section being mislabeled as "New Groups," which caused confusion about its purpose and content. A. Malhotra, R. Patel, and A. Maitreya all suggested renaming the section to something more intuitive, such as "Weekly Events," "Events," or "All Events." A. Maitreya further recommended adding a prompt like "See Weekly Events Below" to enhance clarity. There were also misunderstandings about event accessibility. R. Patel noted that it wasn't immediately clear that weekly events were located under the mislabeled section. Additionally, A. Malhotra suggested that weekly events should be directly accessible through the report, indicating confusion about where and how to find them.

Questionnaire Analysis

The study involved 12 participants, primarily undergraduates (11), aged 18-23, with 6 aged 20-21, 4 aged 22-23, and 2 aged 18-19. Socially, 7 identified as introverts, 3 as extroverts, and 2 as ambiverts. Time in the UBC/Vancouver area varied: 6 participants had been there 1-3 years, 5 for over 3 years, and 1 for less than a year. Data security confidence levels were mixed, with 5 participants neutral, 3 slightly confident, and others varied, highlighting the need for improved communication about the platform's security measures. Usability metrics showed 9 participants found permission requests clear, but navigation challenges persisted (mean = 2.58, SD = 0.90). Issues like dead-end screens, non-functional buttons, and un-intuitive navigation hindered user experience. Feature usage was low for the Matchmaker tool, with only 1 participant using it

frequently and 5 finding matches relevant. Event recommendation enthusiasm was moderate, with 7 somewhat likely to attend events, while others remained neutral. Participants suggested better labeling, enhanced search options, and detailed event descriptions to address usability concerns. Despite challenges, users appreciated features like recommended connections, event discovery tools, and ease of setup, though poor personalization and navigation issues limited long-term engagement.

Conclusions (Step 8):

The evaluation revealed key insights into the strengths and deficiencies of the “Matchmaker” feature and related functionality within the Meetup prototype:

Strengths:

- **Ease of Use:** Most participants found the sign-up process intuitive and quick, demonstrating that the onboarding experience is user-friendly.
- **Weekly Report Feature:** The presentation of information in the weekly report was appreciated for its simplicity, though there is room for improvement.
- **Core Features:** Participants valued features like event discovery and recommended connections, suggesting that the concept aligns with user expectations.

Deficiencies:

- **Navigation Issues:** Mislabeling of sections, such as “New Groups,” led to user confusion and hindered feature discovery. This points to a need for clearer labeling and streamlined navigation.
- **Event Details:** Participants expressed a desire for more comprehensive event information, including locations, times, and clickable links, which were not adequately provided.
- **Privacy and Permissions:** Some users struggled with understanding and managing privacy settings, indicating the need for clearer explanations and functionality.
- **Personalization:** Low match alignment and lukewarm enthusiasm for event recommendations highlight deficiencies in the app’s ability to meet user expectations for personalized content.

Importance of Findings:

Addressing navigation and labeling confusion should be prioritized to improve first impressions and overall usability. Enhanced personalization and event detail clarity are equally critical for fostering long-term engagement and user trust. Improving privacy features will further solidify user confidence in the platform.

Recommendations and Critique (1 page)

f) Design Recommendations (Step 9):

Strengths:

- Most participants found the sign-up and weekly report features intuitive.
- The overall sign-up process was quick and easy.

Key Issues Identified:

- **Navigation & Labeling Confusion:**
 - “New Groups” mislabeled, causing confusion. Users expected something along the lines of “Weekly Events.”

- Participants clicked randomly or struggled to locate features.
- **Recommendation:**
 - Rename sections like “New Groups” to something more intuitive like “Weekly Events,” “Events,” or “All Events.”
- **Event Detail Confusion:**
 - Participants wanted more event details like location, time, and hyperlinks to external resources.
 - **Recommendation:** *Enhance event descriptions with location, time, and hyperlinks.*
- **Prototype Limitations:**
 - Non-functional exit buttons and issues with deselecting permissions created frustration.
 - **Recommendation:** *Fix bugs like non-functional buttons and improve interactions.*
- **User Feature Requests:**
 - Desire for a clearer indication of task completion (e.g., Match of the Week connection).
 - Request for messaging options to communicate with matches.
 - **Recommendation:** *Add completion confirmations and consider integrating direct messaging.*

g) Critique of process (Step 10):

The design and evaluation process demonstrated both strengths and limitations:

Strengths:

- **Comprehensive Approach:** Combining user observation with post-study surveys provided a balanced mix of quantitative and qualitative data, enabling a well-rounded analysis.
- **Targeted Feedback:** The focus on usability, personalization, privacy, and overall satisfaction ensured that critical areas were assessed thoroughly.

Weaknesses:

- **Limited Participant Diversity:** The sample primarily consisted of university students, which may not fully represent the broader user demographic of Meetup.
- **Prototype Limitations:** Non-functional elements and incomplete features within the prototype hindered the evaluation of certain aspects, such as task completion clarity and match interaction.
- **Scope of Evaluation:** While usability and privacy were addressed, the evaluation could have delved deeper into user engagement metrics and long-term satisfaction predictors.

Recommendations for Future Iterations:

- Expand the participant pool to include a more diverse user base for broader insights.
- Develop a higher-fidelity prototype to minimize evaluation limitations caused by missing features.
- Incorporate longitudinal studies to understand how user perceptions evolve over time.

By addressing these critiques, future iterations of the design and evaluation process can yield more actionable and representative results.

Appendix A

A.1) Medium Fidelity Prototyping Video Reference -

https://www.youtube.com/watch?v=uF564NO4Lv4&ab_channel=StutiSharma

A.2) Figures and Tables -

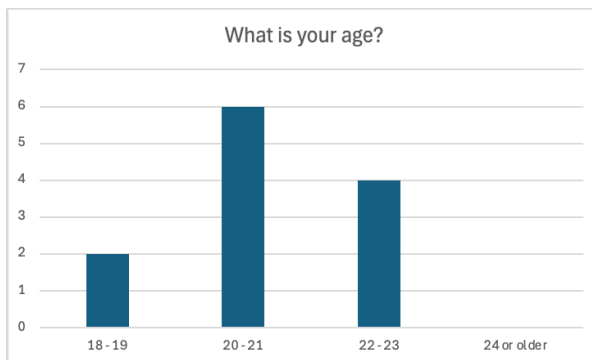


Figure 1: Age Distribution

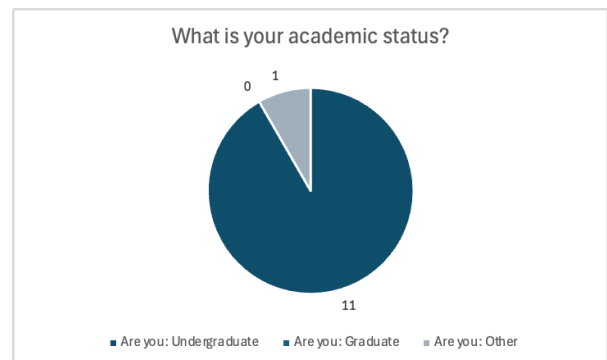


Figure 2: Academic Status

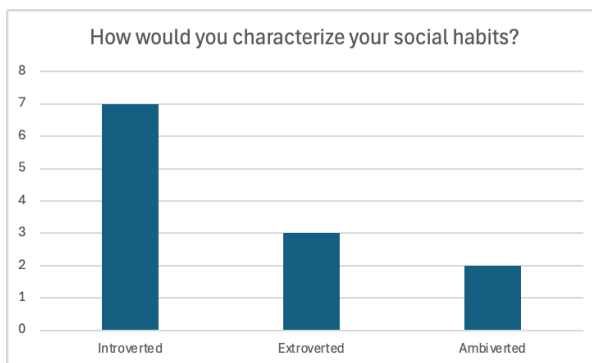


Figure 3: Social Habits

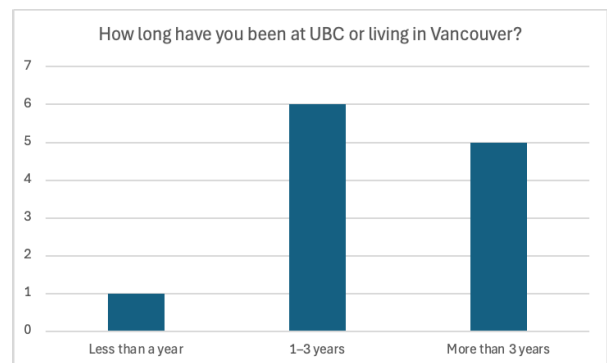


Figure 4: Time at UBC or in Vancouver

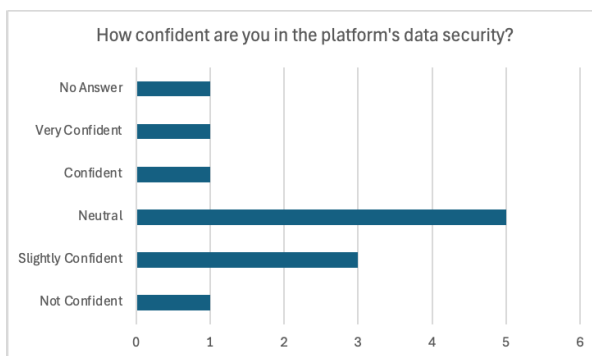


Figure 5: Confidence in Platform's Data Security

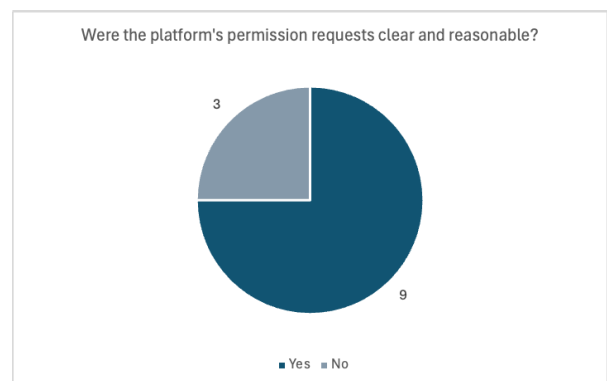


Figure 6: Clarity of Permission Requests

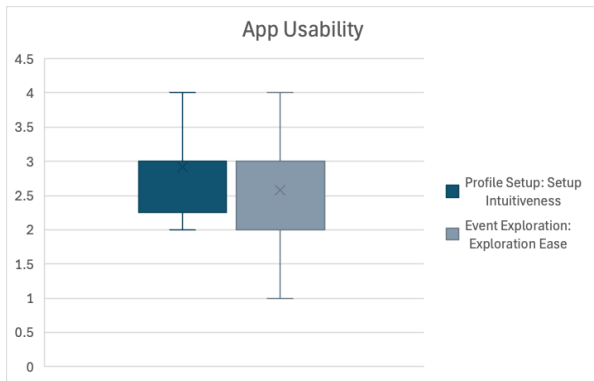


Figure 7: App Usability

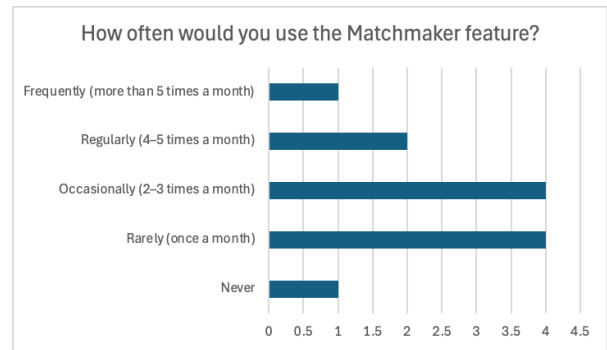


Figure 8: Frequency of Matchmaker Feature Use

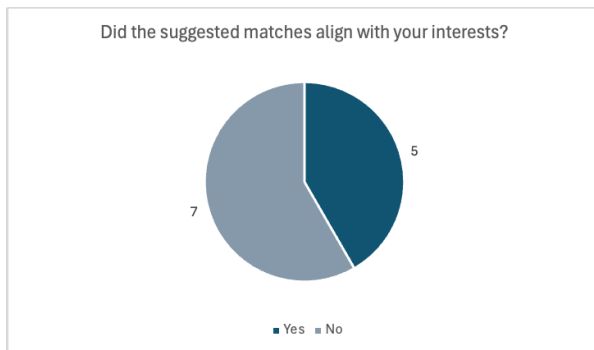


Figure 9: Alignment of Matches with Interests

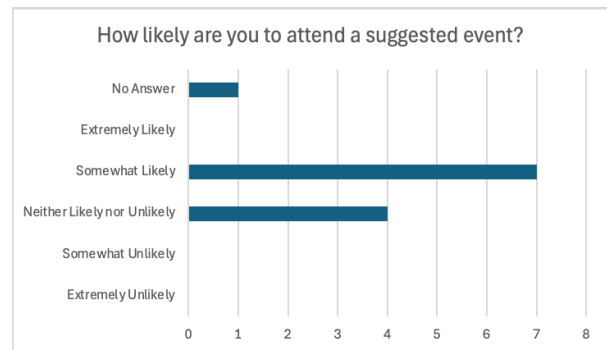


Figure 10: Likelihood of Attending Suggested

A.3) Evaluation Instruments

[Questionnaire used for surveys](#)

A.4) Supplementary analysis (Optional)

Appendix B - Additional Documentation (separate from Report)

B.1) Adherence to Ethics Protocol form -

Signed '[Adherence to Ethics Protocol](#)' form –from course resources page; one form / team.

B.2) Signed participant consent forms -

Signed participant consent forms from the evaluation.

B.3) Scanned or digital raw data -

Scanned or digital raw data (e.g., completed paper questionnaires or data, interview transcripts, measurements taken).