

ASSIGNMENT 7

Gregory Shapiro, Andrea Angquist, Sydney Friedman, Naila Al-Khalawi

PROTOTYPE LINK

Some modifications to the previous version were made, mainly in the new user experience.

<http://share.axure.com/Q5TN65>

SCRIPT

(italics denotes script, non-italic denotes notes to keep in mind)

Pre-User Test Questions

Name:

Age:

Occupation:

Do you own a smartphone?

What kind?

Have you ever used a mobile application to meet or connect with someone you didn't know?

If you have, what have you used?

If you have not, why haven't you tried this experience?

Introduction

So for school, I'm working with a group that is designing an application that helps people meet and connect with people they don't yet know. It's called Swop. We're still figuring out some design issues and I would really love your help with attempting to complete some tasks on a prototype that we've developed for it.

Don't worry about offending me, my other group members actually did most of the designing so please feel free to speak your mind.

The prototype I have here will just be pulled up on my phone, and it's basically just a string of pictures that are connected to act as if they were a real application. Some links may work, some links may not. The most helpful thing here would be if you could just talk out loud while you're walking through this - the more you can talk to me about why you're doing what you're doing and what you think is going on, the more helpful you'll be.

Do you have any questions before we start?

Protocol

Say you launch the app, and this is the first page that you get. What do you think you're looking at?

What would be the first thing that you would do?

(They should want to register or try Swop, not login)

(Direct user to "try Swop and have them talk through what they would do/are doing and why)

(When they get to the page saying they've answered the minimum number of questions)

What would you do after having answered those 3 questions? Are you intrigued enough to register or would you click "Swop Nearby"?

(Direct them to test out Swop Nearby even if they want to register, have them keep talking)

(Direct them to pretend they want to swop with Kate H.)

(When they get the Success swop screen:)

What do you think this screen is telling you?

(Direct them to register)

How would you want to register at this point?

Pretend that you've filled out your information, and click "Register"

(Now they're at the home screen)

What do you think this is?

So this is your first time seeing this screen, what would you click on next?

(Don't have them do it though)

Can you tell me what you think would happen when you clicked "Nearby"? What do you expect to see?

What about for "Events"?

For "Profile"?

For "Settings"?

For "Questions"?

Now say you're at Adam and Liz's wedding - two friends of yours. And they told you to get Swop so you could meet other people. What do you think you would do from this page?

(If need be, direct them to "events")

(Once at the list of people:)

Now say you want to Swop with Kate H.

(At swop complete screen:)

What would you do here? Swop again or go home? What do you expect to happen if you clicked "Swop with Kate again"?

(Let them do whatever)

(Then back to home screen)

Say you wanted to answer more questions so that you could have more things to match with people.

Where would you go for that?

(If fail, direct to Questions)

What do you think you'll see if you click "Random Question"?

"Choose Category"?

"Skipped Questions"?

"Already Answered"?

(You could have them click on each one after they answered it to see if they were right and get their views on what they are saying or ask them to do some question related task after getting all their answers.)

Click on "Random Question" and walk through the steps.

(Let them go through, then ask them to get back to the main screen.)

Say you're hanging out at a coffee shop and you're bored so you want to see if there is anyone cool

around that you might be able to meet via this app. How would you go about doing that?
(If need be, direct them to "nearby.")
(Have them meet Kate H.)

Post-User Test Questions:

Do you have any general feedback about the experience you just had with this Swop prototype?

Would you use Swop?

What are your concerns with Swop?

USER-TEST RESULTS

LOGIN SCREEN

The first screen gives the user two options, to log in or to "Try Swop":

- Users were unsure what "Try Swop" button did and tried to login first
 - The color and placement of Try Swop button was confusing
 - Said "try Swop" looked like a cancel button
- People generally did NOT want to login using Facebook. Though many apps recommend this as the primary sign in, our users appreciated logging in independently of a social media site

Changes:

- **Instead of a "Try Swop," the user will have a 4-5 page tutorial that walks the user through the process so they have a general feel for the purpose of the application**
- **Have the user answer more meaningful questions**
- **See list of people around you and allow the user to Swop only if they register**

ANSWERING QUESTIONS

Feedback about the questions portion of the application:

- The user was not sure where to enter answers to the questions either in a text field or with radio buttons
- The "skip" button and the "submit" buttons felt like they belonged in the other's location.
 - "Skip" should be on left
 - Instead of "submit", the button should be called "next" and placed on the right side of the "skip" button
- Users wanted less trivial questions, or a mix of "important" questions and slightly more personal questions to help get to know someone
- Users were unsure as to why they even had to answer questions

Changes:

- **Switch placement of buttons for submitting questions**
- **Ask the users to answer five questions instead of three**
 - **Ask the users higher quality questions**
 - **No open-ended questions**

TRY SWOP NEARBY OR REGISTER PAGE

Users found this option confusing. They weren't sure why we were doing this or what "swopping" actually entailed:

- There's no list of people with text or pictures who are on Swop
 - People wanted pictures of others so they could decide to register or not
- More information should be available about the people nearby before Swopping. (i.e. age and gender should be required in registration)
- The users were unsure of the order for nearby Swop
 - The list should be sorted by proximity
- The user should see a list of matches after they finish answering questions

SWOP NEARBY

If someone is nearby and the user Swops and finds they have things in common, how does the conversation continue? How do people stay in touch?

- Users wanted more info either in list view or on the next page about who they were Swopping with before they did so

Changes:

- **Include more details about the users including age, gender, photos, etc.**

HOME

The home screen was the most intuitive for many of the users. There was slight confusion with what the elements did:

- Users felt that if they were at an event, they would still want to use “Swop Nearby”
- Users were concerned that some events might need to be private (see EVENTS)

SWOP AGAIN

Once a user has “Swopped” with someone, they have the option of “Swopping Again” with the same person:

- Users wondered why you would Swop with the same person more than once

Changes:

- **Instead of “Swop Again” add chat or messaging functionality. The user could:**
 - **Opt to receive push notifications for chat**
 - **The user could manage their settings to receive chats/messages when they sign in to the app.**

EVENTS

“Events” was confusing to some people

- Users were unsure as to how the events got to the page

Changes:

- **Sort out a way to make events public or private with a passcode**
- **Teach people how to use the functionality with popovers or a tutorial**

PRIVACY

How are we going to deal with privacy?

- Some users may join just for a specific event and never want to be contacted again
- Others might not mind people contacting them

CONTACTING OTHERS/BEING CONTACTED

How do people get swopped from others?

- Push notifications OR they can get a chat message if they miss a chat

OVERALL

Changes:

- **Might want to use popovers throughout the app to prompt people to do certain things (first time user)**
- **Might be fun to have a friends list so that you can see your friends and swop with them**