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P4: Conceptual Use Study

Survey Questions (Brainstorm)

CORE USER TASK: to meet someone in person who has different views/perspectives

SCALE 1-5: How close does this app match the core user task?

Do you feel motivated to find other people interested in conversing with people of different perspectives?

Do you believe that this application can broaden your perspectives?

SCALE 1-5: How useful is this app?

What part of the design do you like the most?

SCALE 1-5: How intuitive is the UI?

What part did you like?

What could be improved on?

SCALE 1-5: How confusing is this app?

What part is the most confusing or least helpful?

Any suggestions? (OPEN ENDED)

Items Measured:

(1 being most negative, 5 being most positive for each of the following)

Level of confusion from 1 - 5

Level of intuition from 1 - 5

Level of usefulness from 1- 5

Survey Link: [Here](#)

Study Procedure

We will break into teams of two - each team taking one of the prototypes. We will give them the core user task and then let them figure out how to achieve that on their own using the prototype. We will observe the users testing each one and make notes, encouraging them to think out loud.

And then after they will complete a quick survey (of the above questions) that we will share by a tinyurl. Then we will ask if they have any additional questions or comments.

We want to focus on what we observe because our app is to encourage people to go out and talk to people of different perspectives or to provide already motivated individuals with an easy way to connect with people of different views from them. The survey we provide is just as a way to get overall impressions while we really are interested in their specific feedback in person or

by observation. The challenge of this user study procedure is that it will not be a complete simulation of everything the app has to offer since it relies on other users to meet with the user and have discussions. Our hope with this study is to see if our interface is useful and usable by the user.

Data Collected

Raw Data:

<https://docs.google.com/spreadsheets/d/1vXb07YaHGg2-mlhy1XjkzOSa3-VconJ94yJv091KSR/edit?usp=sharing>

Summary:

https://drive.google.com/open?id=0B35QOU_yPFredkiCLVh6RIhBQIk

Some notes from discussing the regular prototype with both groups:

- Need a scale for motivation, like points and prizes
- Starter questions could be provided by the app so that it is easier to engage in conversation with strangers
- Modify the design so it is clearer that it is more for a meetup and not an event
- Colors should indicate point values
- Make add event/meetup more intuitive and less like a hospital/emergency sign
- Search topic
- Could be in some sort of area with no people of different perspectives/people willing to meet so need to find a way to include those users

Reflection

It was hard for us to find measures that would be useful to measure through a survey. It would be better for our data collection to ask more short answer and just observational data especially because of how our apps are designed.

It was also difficult for participants to answer specific questions about use because our apps are about getting out and meeting people in person who have different perspectives. What would be good to do next time is to actually have the time to do a complete mock up of the application where the test user would go out and meet someone and have a discussion to see if really did have the impact that we were hoping for.

We used one Google Form for both applications, with the user just selecting the app they used/tested before they answered the other questions. However, the summary from that ended up combining all the results together so that we couldn't see the overall results from each app. Next time we would export data to excel instead of just relying on Google Forms to generate a summary.

However, the study was useful in learning what we would try differently next time as well as being able to get some good information about the user's perspectives on the interface. The scale questions worked well and the users wanted more of those as opposed to just yes or no

questions. The short answer responses were useful too, they encouraged the tester to have a conversation with us about what their thoughts were.