

USER TESTING FOR APP PROTOTYPE

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INTRODUCTION

WHAT IS USABILITY TESTING?

This kind of study looks at the functionality of an app by observing real people as they are completing tasks given to them by the researcher(s). Benefits of conducting this kind of study include identifying areas of complexity, how long it takes to complete a task, and to see if consumers are satisfied with the site.

HOW ARE THESE USEFUL? WHAT ARE THE GOALS?

Respondants attempt to complete tasks without guidance from researchers. Their responses are recorded for later analyzation. The prompts will be based on predicted app usage and how WFR's audience would use the app.

PARTICIPANTS

Two participants for this study was sufficient. Subject 1 is a 23-year-omale; subject 2 is a 28

THE APP OF STUDY

THE APP

www.WalkingForRochester.org

What is WFR?

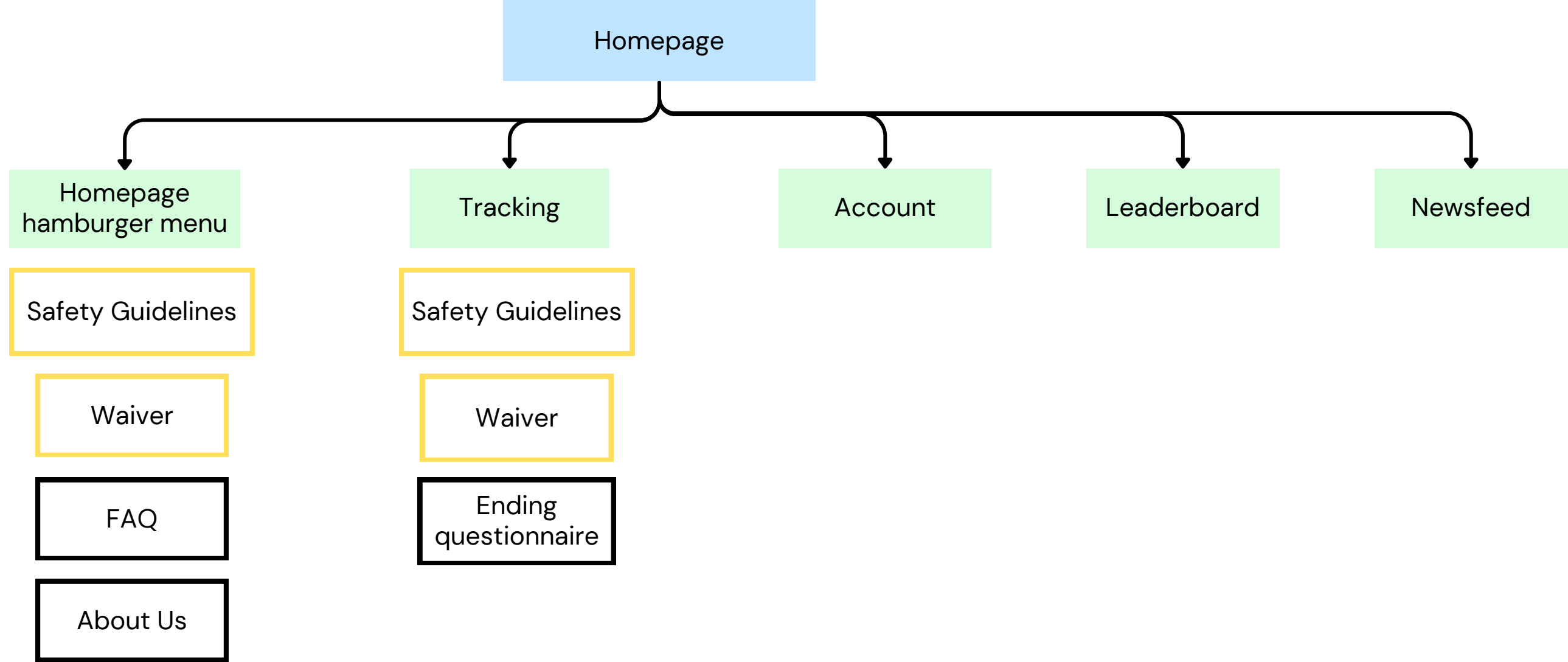
Walking For Rochester is a 501(c)3 non-profit organization in Rochester, NY. What exactly do they do for the community? They host weekly Community Cleanups, plan private Corporate Cleanups for businesses/teams, offer a Volunteer Program to record service hours, and have a Litter Removal Service.

APP SITE MAP & USER FLOWS

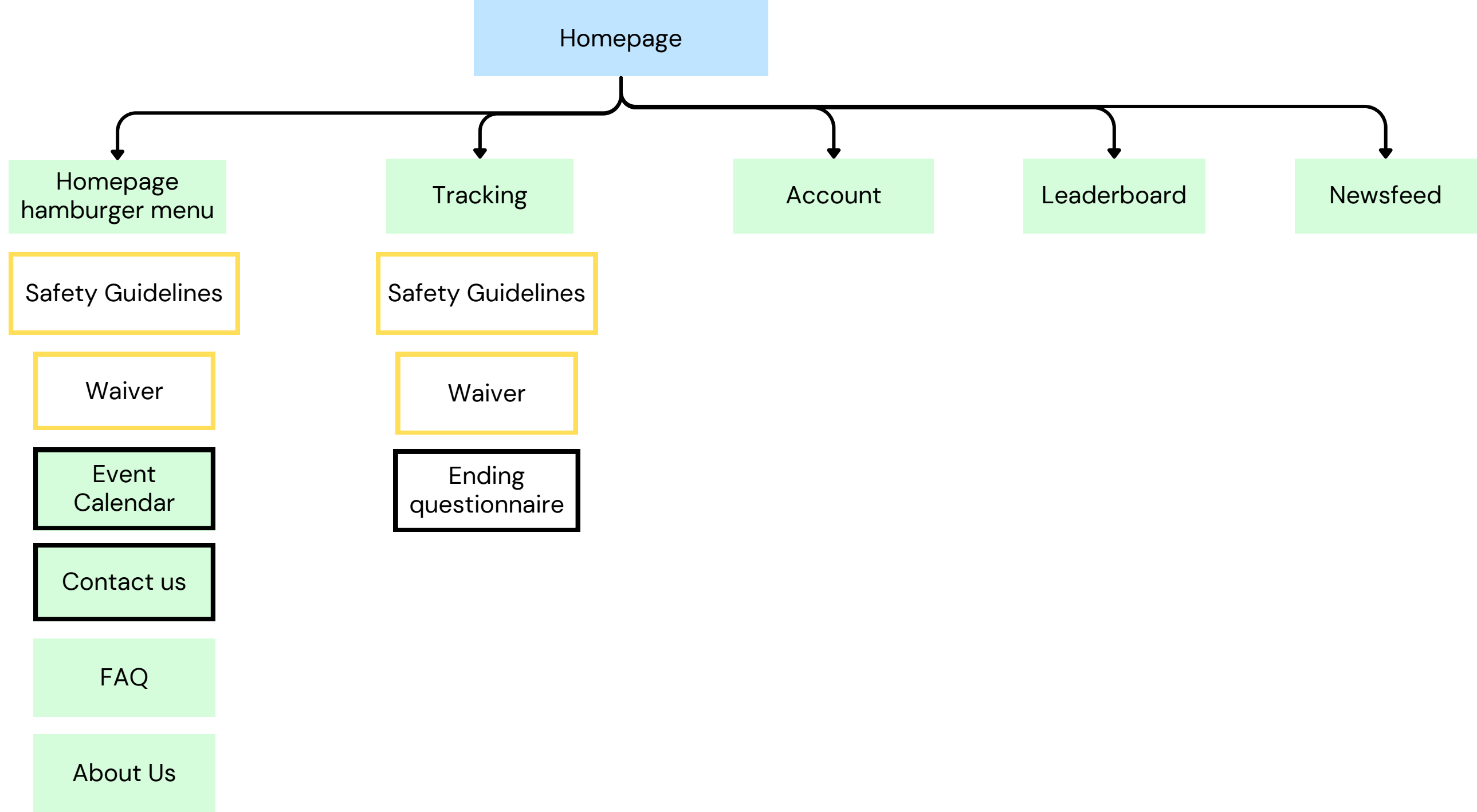
COMPONENTS OF THE SITE MAP

- Blue square - homepage
- Green square - landing page
- Yellow outline - outside links
- Black outline - information for the user
- Green square with black outline - proposed changes

ORIGINAL SITE MAP



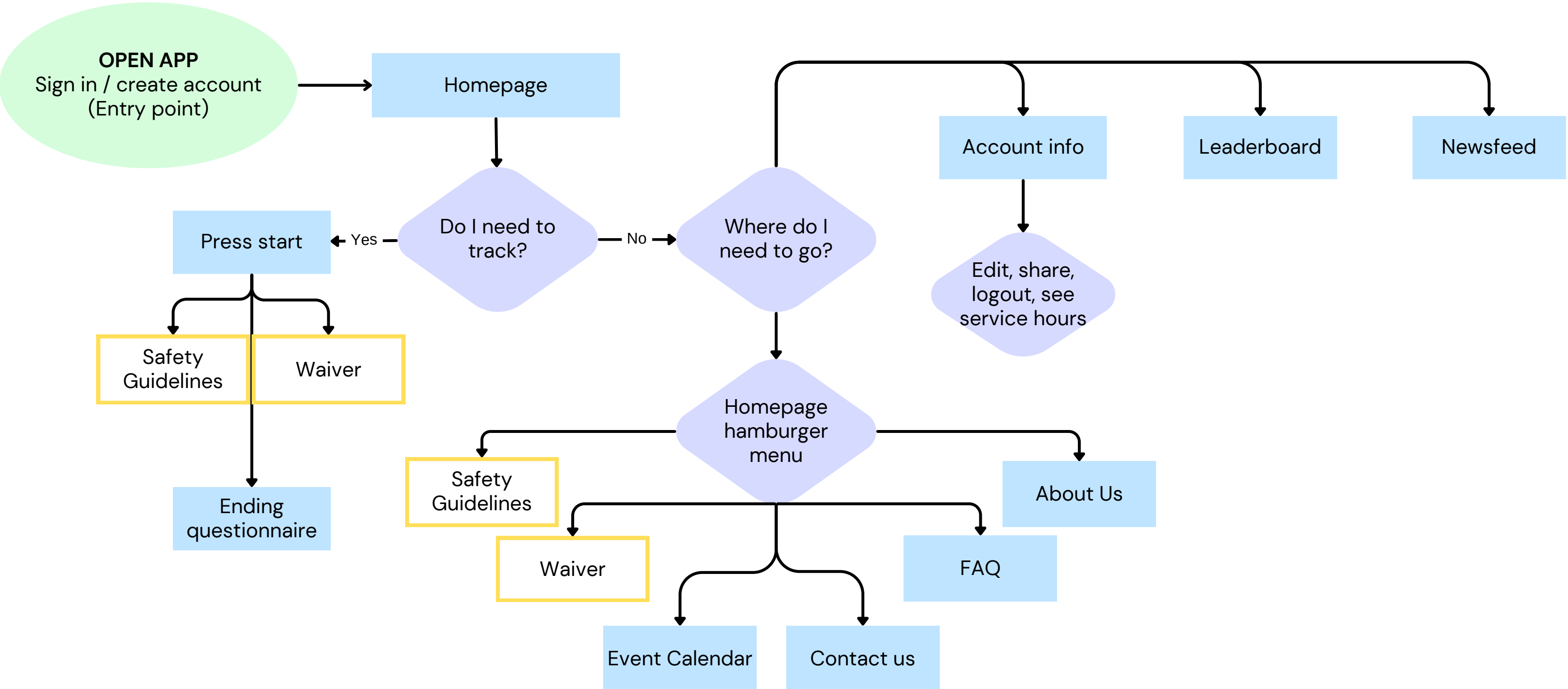
SITE MAP WITH PROPOSED CHANGES



COMPONENTS OF THE USER FLOW

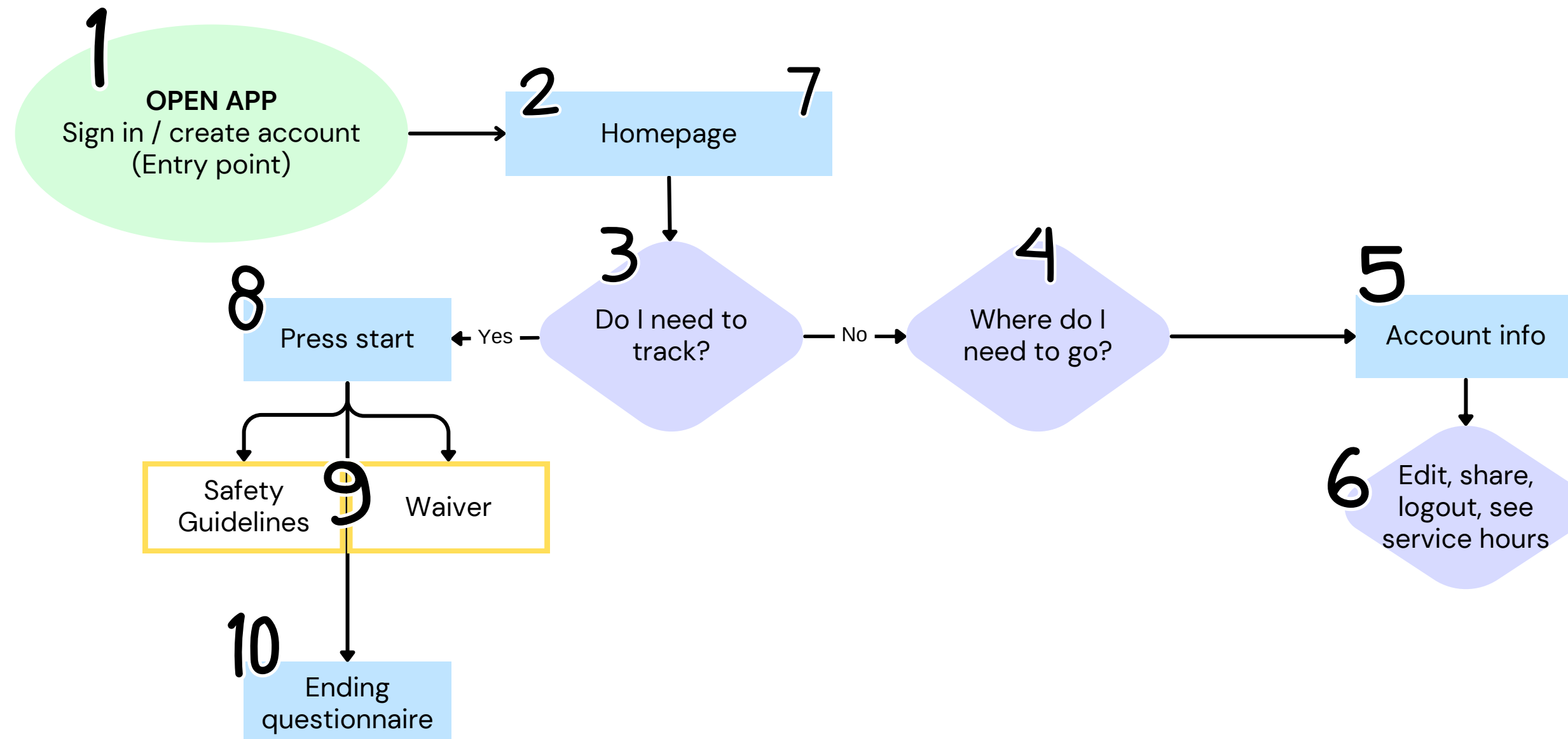
- Green circle - entry point
- Blue box - page
- Purple diamond - decision made by user
- Yellow square - outside links

EVERY POSSIBLE END-USER CAPABILITY



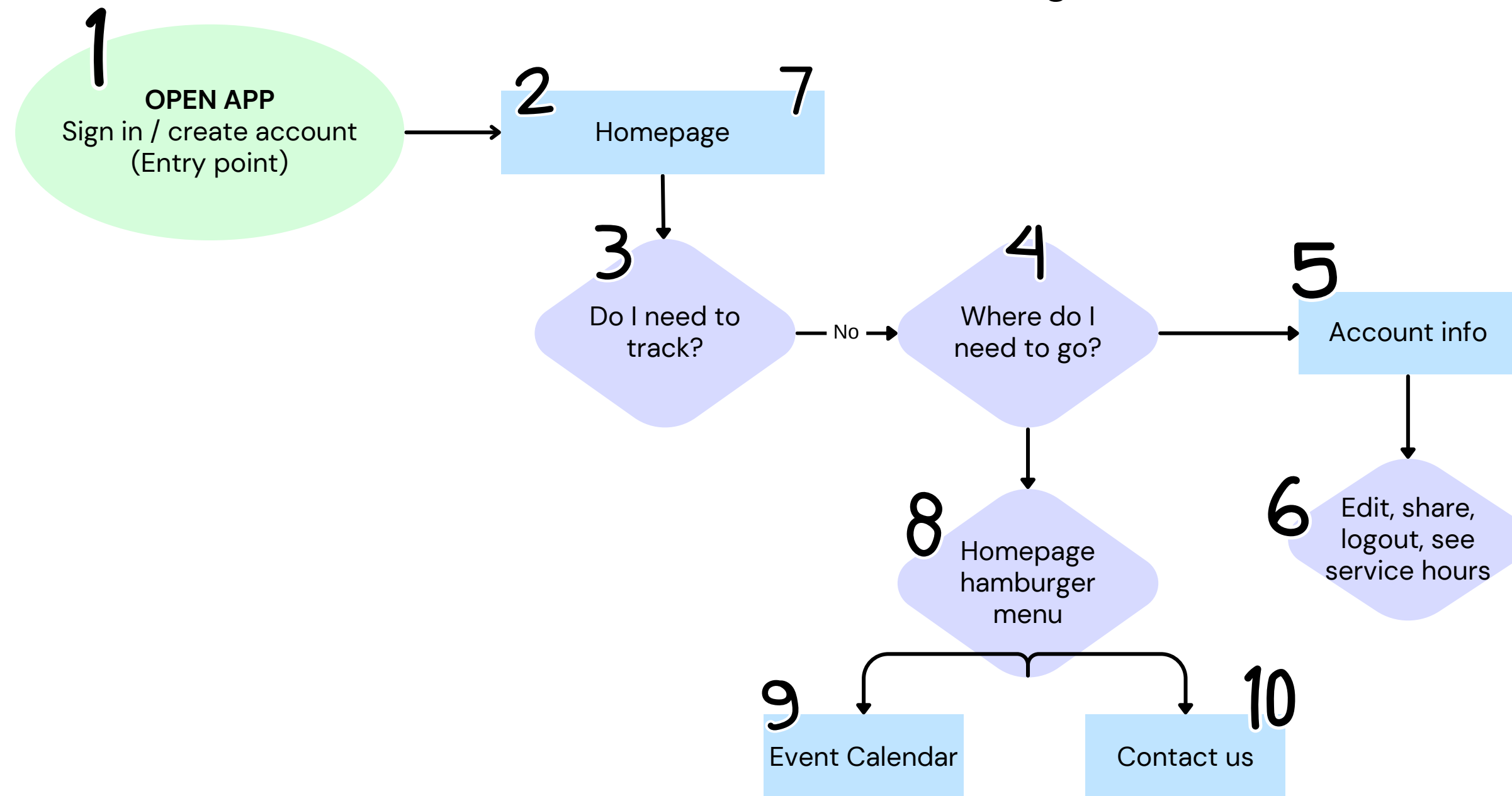
USER FLOW 1

Volunteer Program app user needs to check their account to see how many hours they have before tracking today.



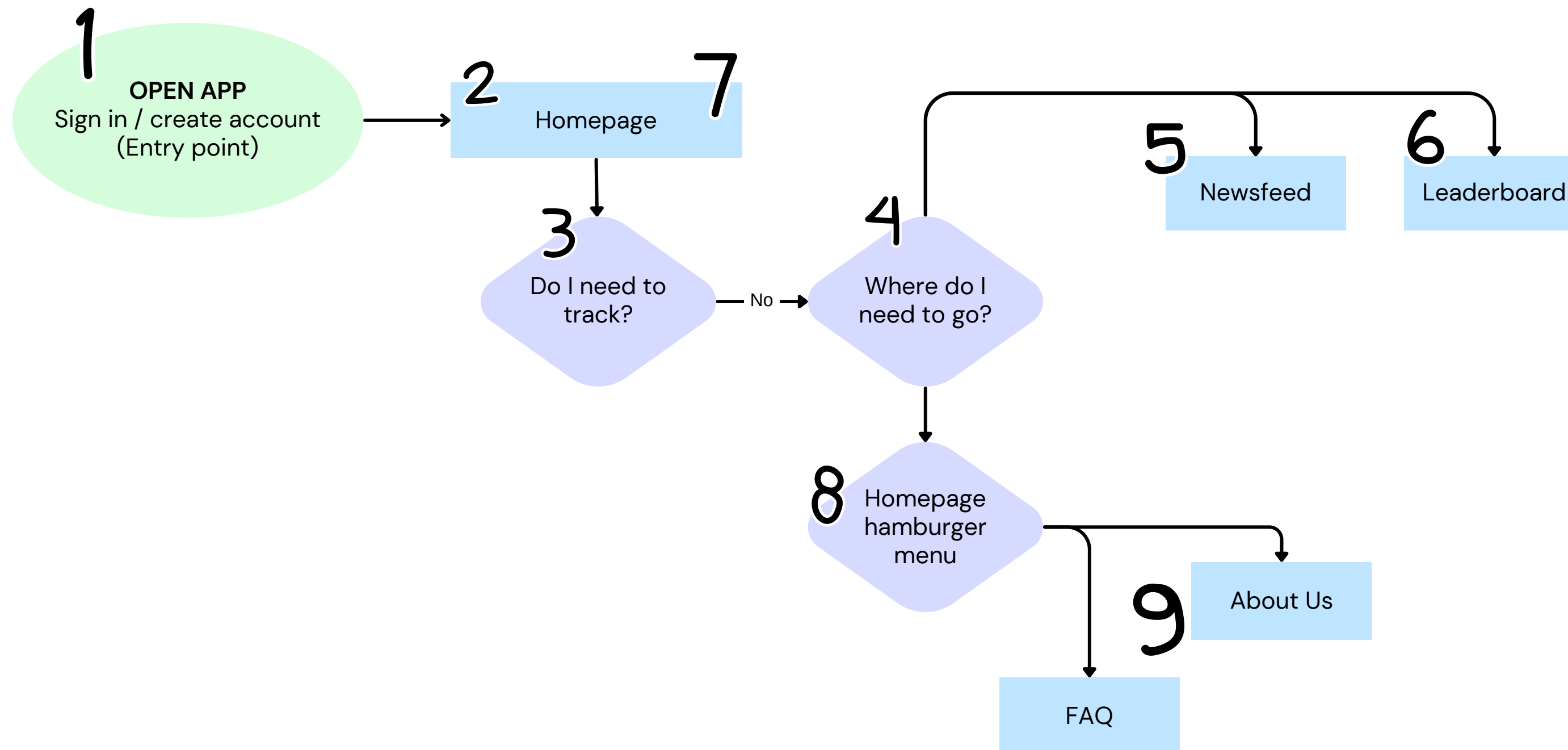
USER FLOW 2

User needs to update their account, and then wants to see what events have been scheduled. The user sees a mistake on the calendar and needs to let the org know.



USER FLOW 3

User wants to see recent organization news, then checks their status on the leaderboard. They then refresh their memory on the purpose of the org.



USER TESTING

SCRIPT

Opening statement:

Welcome to this Walking For Rochester app usability test, thank you for agreeing to participate! My name is Isabella and I am one of the board members of this non-profit. Thank you for joining me.

In this study we would like to see how you, as a user, would navigate the app with its proposed changes. For this test, I have a list of tasks that I will ask you to complete. Your response will help us to determine how easy our app is to use for our volunteers.

With your permission, I would like to record this experience to be later watched by the rest of the team. Having your comments recorded also allows the team to understand your thought process and receive further feedback. I would also like to time how long each task takes you to complete, is this okay with you?

If you need to leave this session at any point, you are free to do so and you are not required to stay. I encourage you to share your thoughts and comments during our session.

SCRIPT

Verbal instructions:

I cannot instruct on how to complete any of the tasks. There is no right or wrong answer, just do what comes naturally. This study is designed to gather your thoughts as an outsider to the organization.

**[Task #]* Do you have any questions about the end goal of this task? When you are ready to complete the task, let me know and I will start the timer.

Do you wish anything was different about this [process/page]

**(This step is repeated for the rest of the prompts)*

Wrap-up:

I appreciate your feedback and participation in this study! Are we able to contact you if we have further questions? Do you have any questions regarding the study?

Thank you again for your participation. Your feedback is incredibly helpful to determine the success of Walking For Rochester's app.

TASKS FOR USABILITY TEST

Task 1:

Please choose the screen that best fits the log in screen. What button would **you** press to create an account?

Task 2:

Now that you've signed up or logged in, you're on our homepage. Please navigate to our events calendar.

Task 3:

Please navigate to your account, can you tell me what information is available there? Please edit your account.

Task 4:

Please navigate to the safety guidelines and the waiver.

Task 5:

Finally, please navigate to the tracking. Start the tracker. Finish tracking. What kind of photo would you submit for this record?