

UV Disco Sabers

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CONTEXT QUESTIONS TO KEEP IN MIND

1. Am I able to explain how I was able to do this?
2. Do I understand why this was important to the process?
3. What were our goals when doing this exercise and why does it matter?
4. What were our takeaways? How do they help guide us to our next steps?
5. Why were these insights we pulled important to call out?

CONTEXT

This is a usability test report. It analyzes the data and insights I gained from conducting usability tests of my prototype.

GOALS

1. Document the purpose of the usability tests as well as provide context of the test in relation to the project brief
2. Detail my methodology for conducting the test
3. Give a brief overview of my testing participants
4. Review the testing environment
5. Synthesize data results
6. Provide a summary of my findings and recommendations

EXPECTED OUTCOME

The expected outcome of this document is to summarize findings from my usability test as well as provide recommendations for product improvements.

TAKEAWAYS

This document is important for my next steps because it will allow me to decipher what I can improve on in the future and how to proceed going forward. It will be a valuable document to go back to if I decide to continue building out this product at a later date. Furthermore, as my team starts to develop our sprint four presentation, referring back to this document will help us decide which final testing results are vital to share with our audience.

PURPOSE AND CONTEXT

Goals

My team had the following goals for our usability testing sessions:

- Gain insight on the second iteration of our high fidelity prototypes and how to refine them in the future.
- Perform usability testing that gauges users' perception of navigation, interaction, and functionality.
- Learn how users think and analyze their behavior when it comes to using a prototype.
- Learn how to test and collect data from prototypes.

Project Context

The United States is experiencing its lowest rate of volunteerism in the last two decades, but it's still evident that people care about their community and giving back in general. Rates are at an all-time low and this may be due to a lack of time, immediate opportunity, or interest.

As designers of the NYC Department of Volunteering, we have been asked to create an app (and design system) that is intended to increase volunteering rates in the community. The app specifically concerns micro-volunteering. This is when individuals complete small tasks, a few minutes to a few hours in duration, that are part of a larger project. The objective of the app is to aggregate micro-volunteering services to incentivize time-strapped users to continue engaging in volunteer opportunities by being able to unlock rewards as they volunteer.

We have targeted young, busy professionals of the ages 20-35 because they have the lowest volunteering rates in the US.

Research and usability testing were conducted to see if my prototype met user needs. User testing will also be vital for future iterations of the volunteering app and design system.

Lessons Learned

- Users will be more inclined to do the interview if they're given a reward such as a gift card
- Users don't like it when an interview runs more than an hour. I noticed that this leads to skewed results and the user getting lazy with their responses.
- It helps to interview people who are interested in the project brief or have experience on the topic of the brief.
- It's worth it to spend some extra time evaluating the user interview plan. I noticed I was asking similar questions and this frustrated my participants.
- Recording the interview makes it seem more serious and I feel like it could lead to better results.
- Follow-up questions are important because some participants will provide very basic answers that won't be of much use, whereas others will say too much and just ramble.
- Creating a "Scenario" and "Task" structure was helpful because it gave participants more context about each task.

METHODOLOGY

The two tests I conducted were done in-person with the mobile app prototype displayed on a computer screen. Outreach for these interviews was done by asking family members if they would like to participate. Each interview followed Jake Knapp's "[Five-Act Interview](#)" approach, which is as follows:

1. Friendly Welcome
2. Context questions about volunteering and the onboarding process in applications
3. Introduce the Prototype
4. Tasks + Follow-Up Questions ([Refer to Plan](#))
5. Quick Debrief

Moderation Techniques

Participants were encouraged to be honest by saying what they were feeling and thinking as they were using the prototype. This is commonly referred to as the Think Aloud Method.

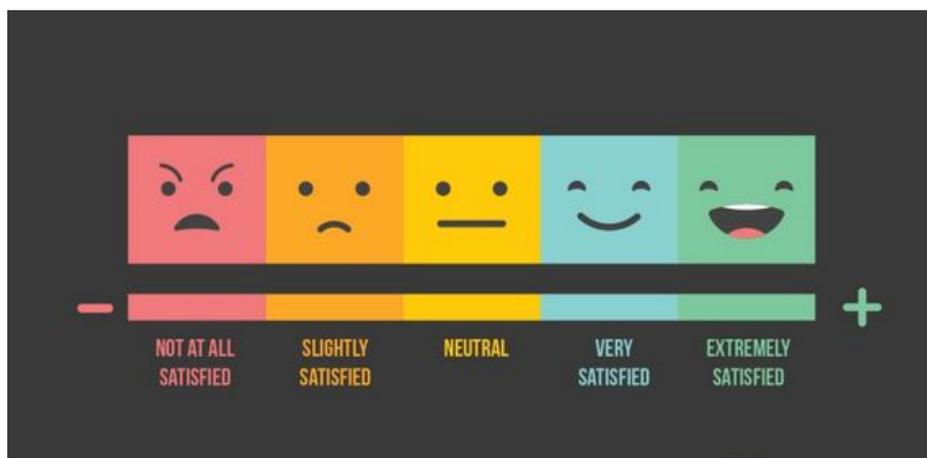
Metrics Collected

Quantitative and Qualitative data was collected.

A Likert Scale with three questions was used to assess participants' opinions on each task.

How successful or unsuccessful do you feel you were at completing this task?	Overall, how easy or difficult did you find this task?	Provide an estimation for how long this task took.
1 - Unsuccessful	1 - Extremely difficult	1 - Much less time than expected
2 - Successful, but with difficulty	2 - Somewhat difficult	2 - A little less time than expected
3 - Successful	3 - Neither easy nor difficult	3 - About as much time as expected
	4 - Somewhat easy	4 - A little more time than expected
	5 - Extremely easy	5 - Significantly more time than expected

That was followed up by a Satisfaction Scale to assess the participant's feelings and emotions.



After each task was completed and the scales were reviewed, participants were asked to elaborate on their answers. The moderator asked “Why” several times to get as much information as possible out of the user.

Furthermore, although this isn’t necessarily a metric, the moderator used the [Quesenbery 5Es](#) to assess the overall usability of the prototype:

Effective	Efficient	Engaging	Error Tolerant	Easy to Learn
How completely and accurately the work or experience is completed or goals reached	How quickly this work can be completed	How well the interface draws the user into the interaction and how pleasant and satisfying it is to use	How well the product prevents errors and can help the user recover from mistakes that do occur	How well the product supports both the initial orientation and continued learning throughout the complete lifetime of use

Overview of Scenarios & Tasks

There were four tasks for each team member’s prototype.

Scenario 1:

You’re looking to get involved in your community. You came across a volunteering app called Voluntopia. Open the app and sign up for an account.

Task 1: Choose a sign-up option and complete the onboarding process. Make sure you connect with at least one social media platform.

Scenario 2: You want to make sure everyone has easy access to public buildings.

Task 2: Complete a micro-volunteering task for wheelchair accessibility.

Scenario 3: Now that you've earned a reward from completing the micro-volunteering task, you're looking to earn extra points to get a reward, but don't have enough time to complete another task. Adding friends is another way for you to earn rewards.

Task 3: That being said, invite your friends to volunteer with you.

Scenario 4: One of your friends lives in Florida and is quite concerned about misinformation in their community. Help them spread awareness on proper COVID-19 safety guidelines.

Task 4: Complete a micro-volunteering task for COVID-19 and spread awareness to your friends.

PARTICIPANTS

Each teammate interviewed two participants, resulting in a total of six participants for our usability tests.

Teammate 1: Celine

	Participant 1	Participant 2
Age	29	25
Profession	Graphic designer & photographer	Video producer & editor
Internet Usage	Heavy - work & at home (Instagram, banking and fitness apps)	Heavy - work & at home (Twitter, Snapchat, YouTube)

Teammate 2: Jee

	Participant 3	Participant 4
Age	25	34
Profession	Dental student	Student
Internet Usage	Instagram and Google	Amazon and YouTube

Teammate 3: Youssef

	Participant 5	Participant 6
Age	29	26
Profession	Marketing site manager	Suiting manager
Internet Usage	No social media but does research for work	Instagram and Facebook

TESTING ENVIRONMENT

Celine and Youssef conducted their tests in-person. Jee conducted one test in-person and one test remotely. Tests were held on Saturday, July 18th, and Sunday, July 19th. Some tools and resources used include:

- Zoom for video calls
- Google Docs for note-taking
- Soundcloud and otter.ai for audio recording

DATA RESULTS

Percentages:

- 1 participant = 16.7%
- 2 participants = 33.4%
- 3 participants = 50.1%
- 4 participants = 65.6%
- 5 participants = 83.5%
- 6 participants = 100%

Likert Scale

Question 1: How successful or unsuccessful do you feel you were at completing this task?

	Task 1 - Onboarding	Task 2 - Assessing Wheelchair Accessibility	Task 3 - Invite Friends	Task 4 - Spreading COVID Guidelines
(1) Unsuccessful	16.7%	33.4%	16.7%	16.7%

(2) Successful, but with difficulty	33.4%	16.7%	0%	0%
(3) Successful	50.1%	50.1%	83.5%	83.5%

Question 2: Overall, how easy or difficult did you find this task?

	Task 1 - Onboarding	Task 2 - Assessing Wheelchair Accessibility	Task 3 - Invite Friends	Task 4 - Spreading COVID Guidelines
(1) Extremely difficult	0%	0%	0%	0%
(2) Somewhat difficult	50.1%	16.7%	0%	0%
(3) Neither easy nor difficult	16.7%	0%	33.4%	0%
(4) Somewhat easy	16.7%	50.1%	16.7%	16.7%
(5) Extremely easy	16.7%	33.4%	50.1%	83.5%

Question 3: Provide an estimation of how long this task took.

	Task 1 - Onboarding	Task 2 - Assessing Wheelchair Accessibility	Task 3 - Invite Friends	Task 4 - Spreading COVID Guidelines
(1) Much less time than expected	0%	33.4%	16.7%	33.4%
(2) A little less time than expected	0%	0%	0%	16.7%
(3) About as much time as expected	33.4%	50.1%	65.6%	33.4%
(4) A little more	33.4%	0%	16.7%	16.7%

time than expected				
(5) Significantly more time than expected	33.4%	16.7%	0%	0%

Satisfaction Scale

Question: Please rate your overall satisfaction with this task.

	Task 1 - Onboarding	Task 2 - Assessing Wheelchair Accessibility	Task 3 - Invite Friends	Task 4 - Spreading COVID Guidelines
Not at all satisfied	33.4%	0%	16.7%	16.7%
Slightly satisfied	16.7%	16.7%	16.7%	0%
Neutral	33.4%	0%	0%	16.7%
Very satisfied	16.7%	50.1%	65.6%	65.6%
Extremely satisfied	0%	33.4%	0%	0%

Likert Scale Results:

- Most successful tasks - Tasks 3 & 4
- Easiest task - Task 4
- Most difficult task - Task 1
- Tasks that took about as much time as expected - Tasks 2 & 3
- Task that took more time than expected - Task 1

Satisfaction Scale Results:

- Most satisfying tasks - Tasks 3 & 4
- Least satisfying task - Task 1

SUMMARY OF FINDINGS AND RECOMMENDATIONS

Based on Task

Scenario/Task	Findings	Recommendations
Task 1	Onboarding needs to be re-designed	<ul style="list-style-type: none"> • Multiple login methods • Keep onboarding on one screen and keep it concise • While explaining what the app does, find a balance between too much info and too little info
Task 2	Instructions screen was unclear/not helpful	<ul style="list-style-type: none"> • All content must fit within phone viewport • Have options to view instructions as GIF or text • Keep instruction steps at the top • Use color-coding • Balance between text and images
Task 2	Layout wasn't preferred by all users	<ul style="list-style-type: none"> • Have options to toggle between list view, grid view, and map view • Use familiar UI patterns that the user is already comfortable with • Put micro-volunteering tasks in the right category and explain each category in onboarding
Task 3	Friends screen & activity feed	<ul style="list-style-type: none"> • Too cramped and too much going on (there should be one primary action per screen) • "Select All" option when inviting friends • Don't force people to share information they don't want to
Task 3	Reward system wasn't	<ul style="list-style-type: none"> • Detail this in onboarding

	explained well	<ul style="list-style-type: none"> • Language/information architecture must be clear at all times • First-time users should get tooltips the first time they click on certain screens/buttons
Task 4	Health tasks list could be more legible and organized	<ul style="list-style-type: none"> • Source of volunteer organization should be very apparent • Put the most popular/trending task at the top
Task 4	COVID guidelines	<ul style="list-style-type: none"> • Needs to be a generous ratio of text to images that don't overwhelm the user

Overall Recommendations

Findings	Recommendations
Better social media integration	Allow users to share that they completed a micro-volunteering task to their social media platform of choice
Sell the app and market it better. Answer the questions: Why should I use this app? How will it benefit me?	Make this part of the onboarding process before the user signs up for an account
A user should be able to go into this app and figure out what it does immediately	Find a good balance for the onboarding screens and keep in mind the design of the home screen because this is probably the first thing users will see
Home screen layout wasn't preferred by all interview participants	Add the option to easily switch between grid view and list view
Users were confused which categories certain tasks were in	Explain each category in the onboarding process
Inconsistent home screen layout	If there's going to be a big category card at the top and smaller category cards below it, the bigger card needs to have some significance (for example, maybe Civic opportunities are trending in the community which is why the Civic card is larger than the other categories)

Avatars weren't diverse	Have multiple avatars for the user to select or even allow them to create their own
Users were confused by the map	Add zoom in and zoom out capabilities, easily switch to list view, and make the location pins bigger

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