

Assignment 5

Low-fi Prototyping & Pilot Usability Testing

Jacqueline Vertino, Lucas Ramos, Annie Shi, Geraldine Lopez



Introduction

Value Proposition

Make pet care a family affair.

Mission Statement

Our goal is to make proper dog-care knowledge and task distribution fun and accessible for the entire family.

Problem/ Solution Overview

Caring for a new dog can be a daunting task that not all new dog-owners, especially the kids, are prepared for. Most often, it is a single person in the family that is the most knowledgeable and only person tackling dog-care tasks. We provide a platform for democratizing dog-care knowledge called Fetch, where the entire family can compete each week to see who collects the most points through task snatching, stealing, and completing! With gamifying dog-care tasks, we hope to equally involve the entire family in their dog's care, ultimately making each family member just as knowledgeable and close to their dog.

Overview of sketches



Figure 1: Preassigned tasks



Figure 2: Tasks for multiple pets

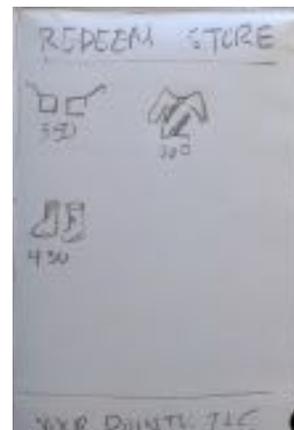
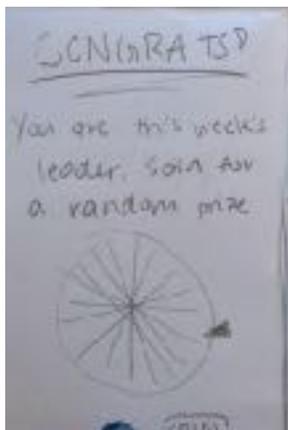
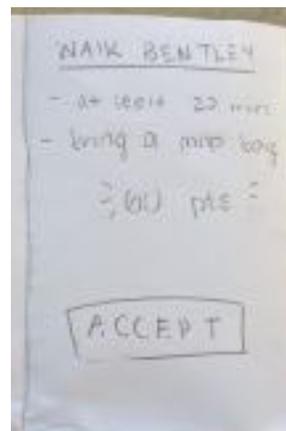
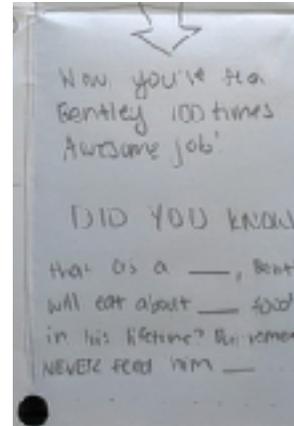
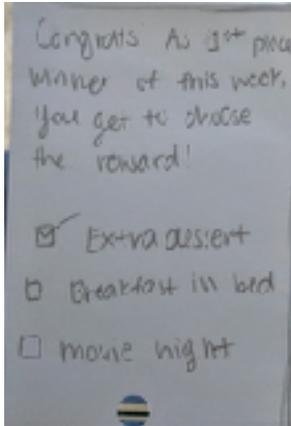
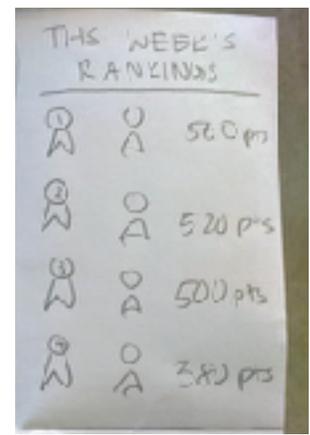
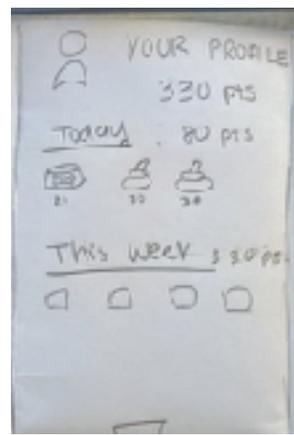
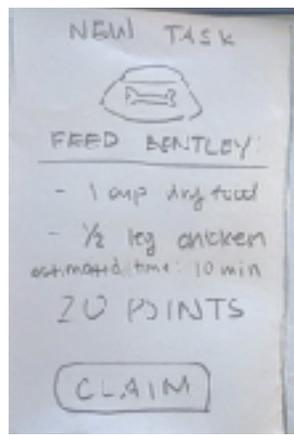


Figure 3: Task snatching

Top 2 Designs Storyboarded

The top 2 designs were the *Preassigned Tasks* design (Fig 1) and the *Task Snatching* design (Fig 3). Here are further developed storyboards of each.

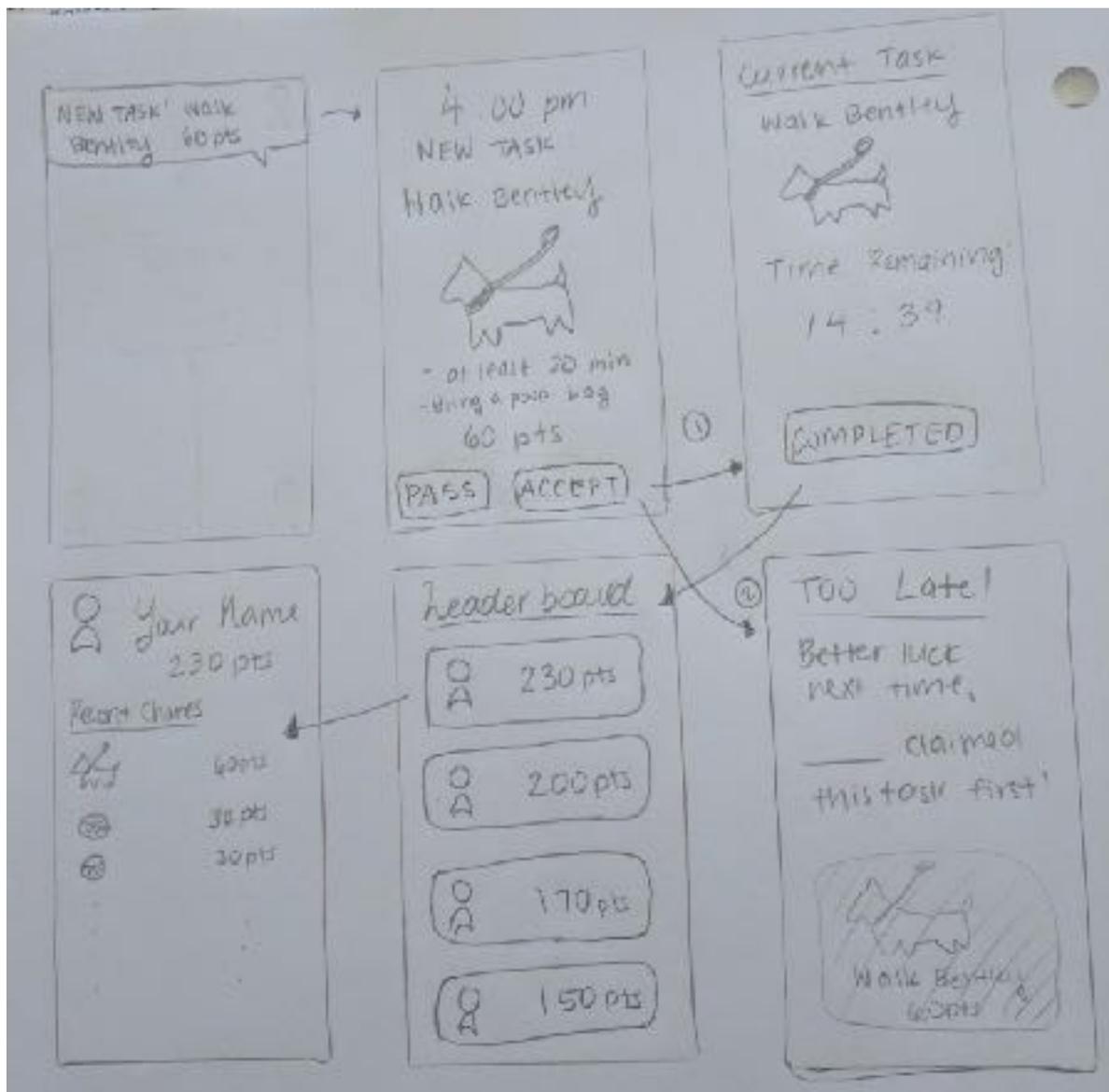


Figure 4A: Task snatching Storyboard

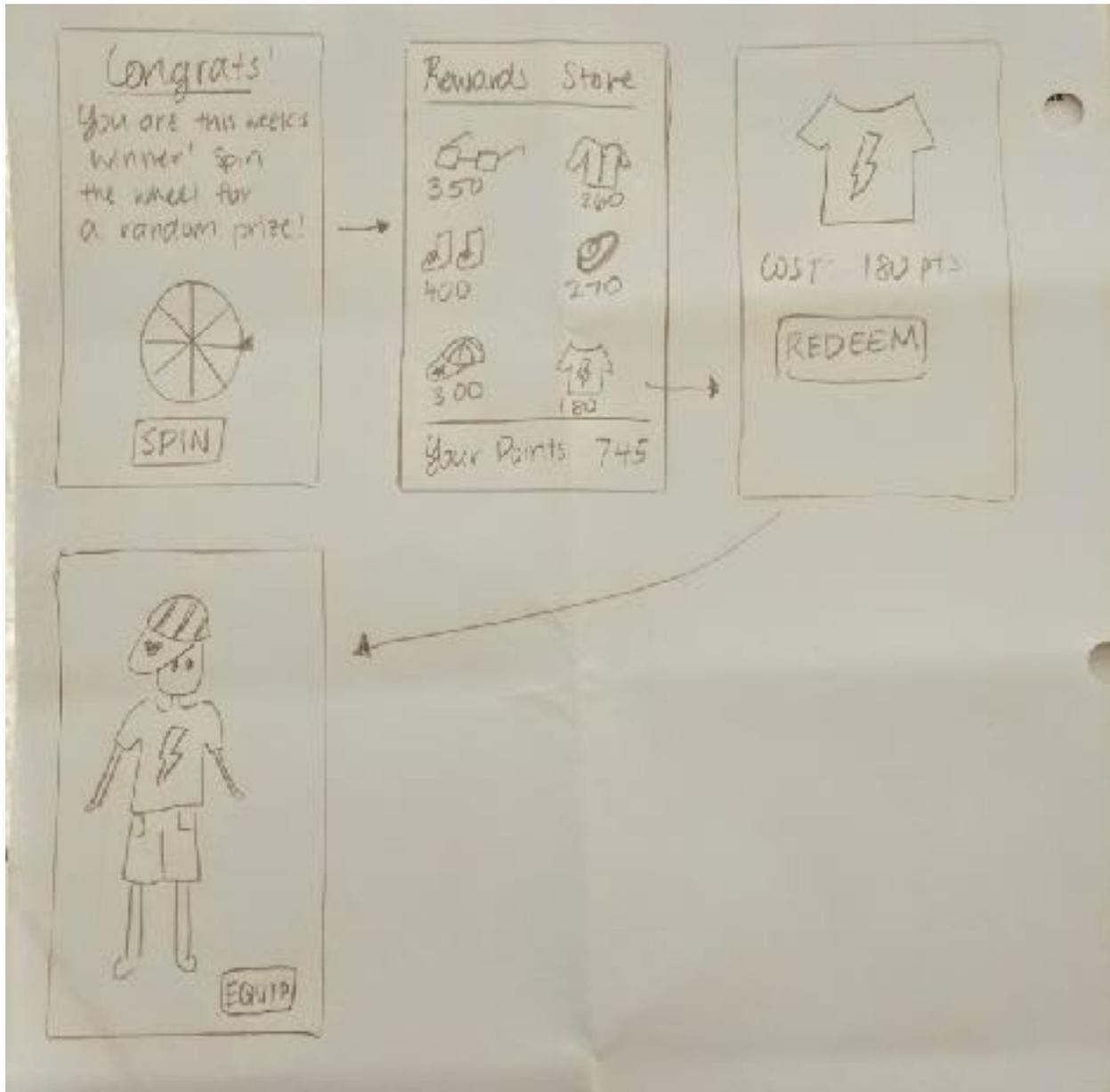


Figure 4B: Task snatching Storyboard

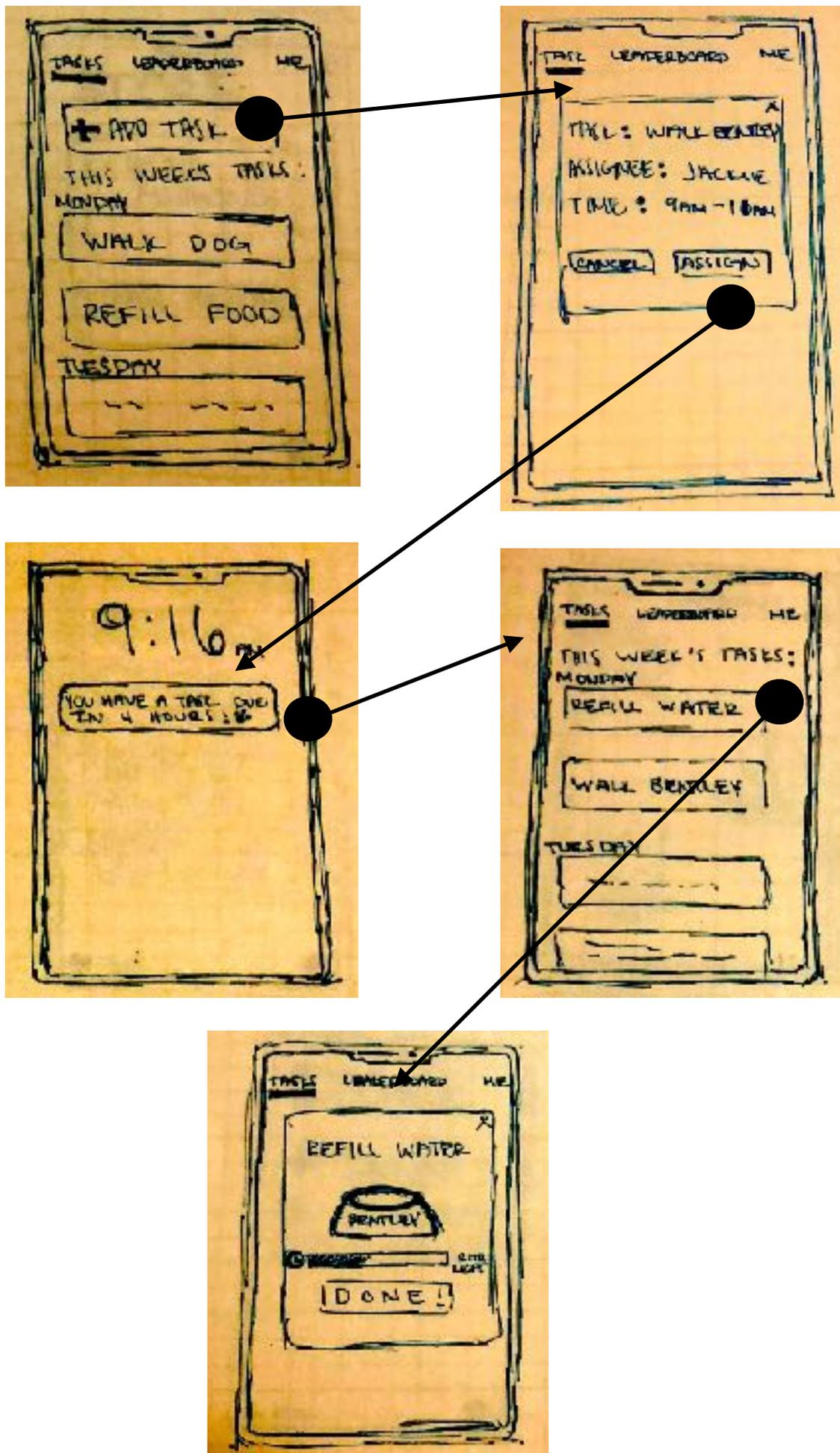


Figure 5A: Preassigned Tasks Storyboard

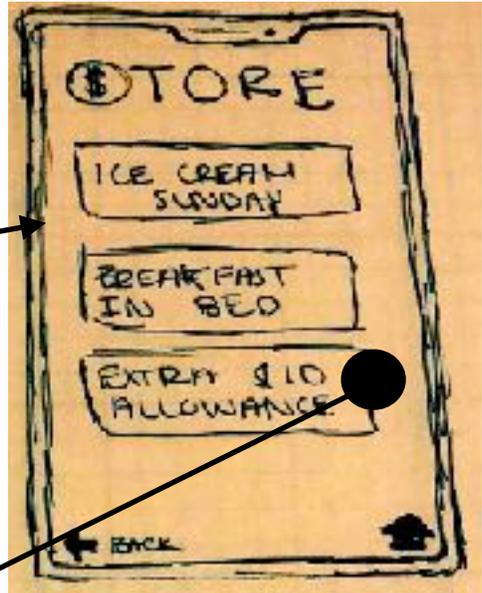
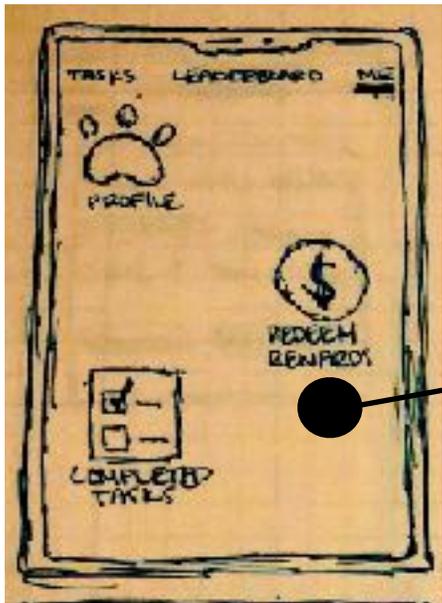


Figure 5B: Preassigned Tasks Storyboard

Task Snatch

PROS	CONS
Competition with task snatching is fun and engaging	Task snatching can be complicated for younger users
Pre-suggested tasks based on dog breed make it easier on the family	Finding the right reward for each user is difficult
Bonus reward wheel gives extra incentive for the family to compete	Allowing users to snatch task before another user confirms it is costly from an engineering perspective
Addictive!	

Preassigned Tasks

PROS	CONS
Family has the power!	A lot of pressure on the parents to come up with tasks and rewards each week
Internal family rewards could be more appealing to users	There isn't much competition when tasks are preassigned
	Not as engaging/addictive

We ultimately chose to go with a mix of both designs. We really liked how with task snatching (at the beginning of the week there is a limited time period to snatch tasks) made the app more competitive and addictive. However, we also wanted to make sure that 1) the family members were actually enticed by the rewards that they were competing and 2) that the tasks actually applied to their pet.

Balancing these two goals with also ensuring that there was not a heavy set-up burden on the user each week led us to the idea of 'suggested but editable tasks and rewards'. All the tasks would be pre-suggested, with the opportunity for the parents to review them at the start of the week and make edits as needed. The rewards would, as in the Task Snatch designs, be local to the family (i.e. more allowance vs. in-app rewards) but would also allow the parents to make edits and add new tasks at the beginning of the week.

Storyboards for 3 tasks

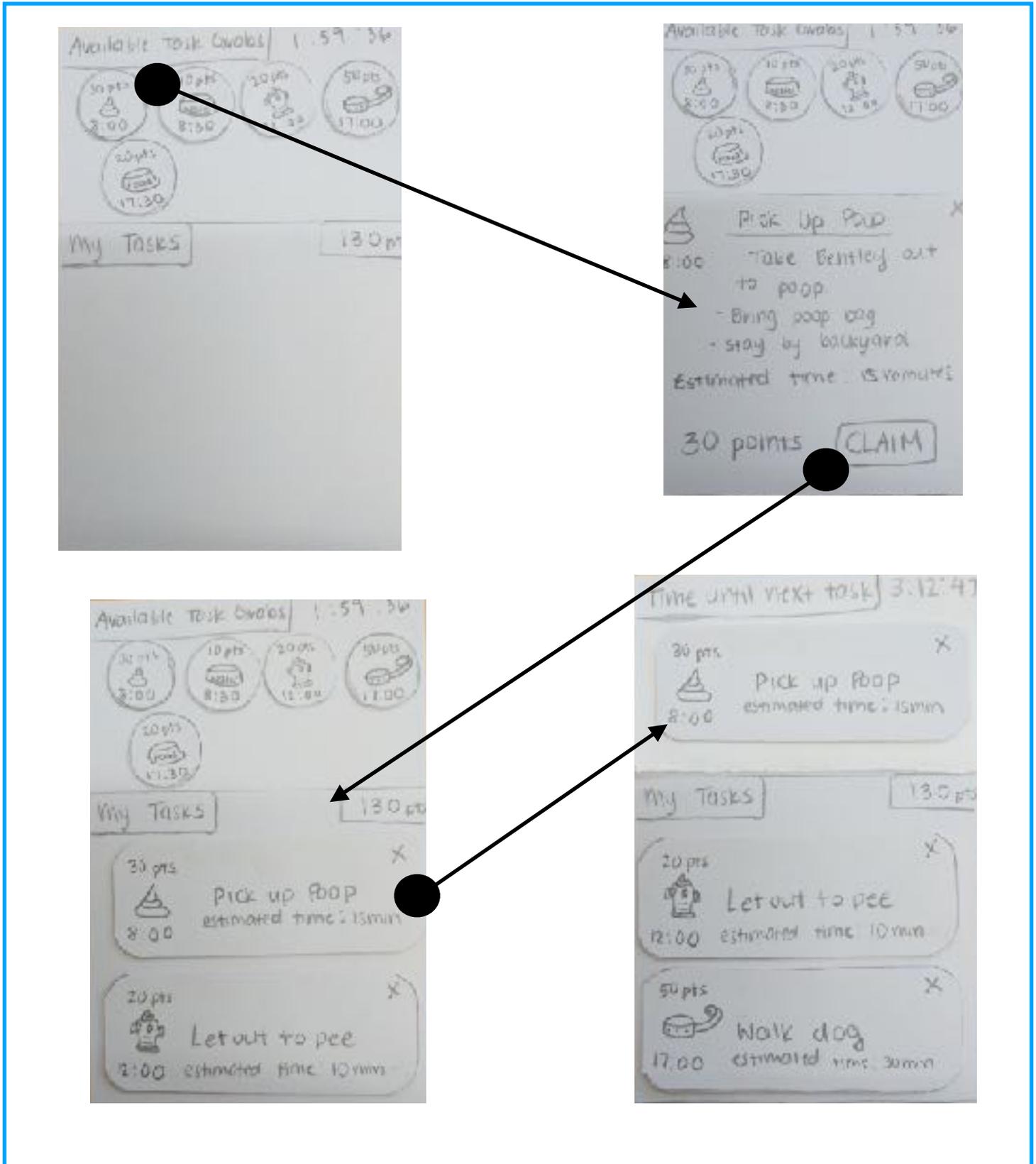


Figure 6: Task1- Check Tasks

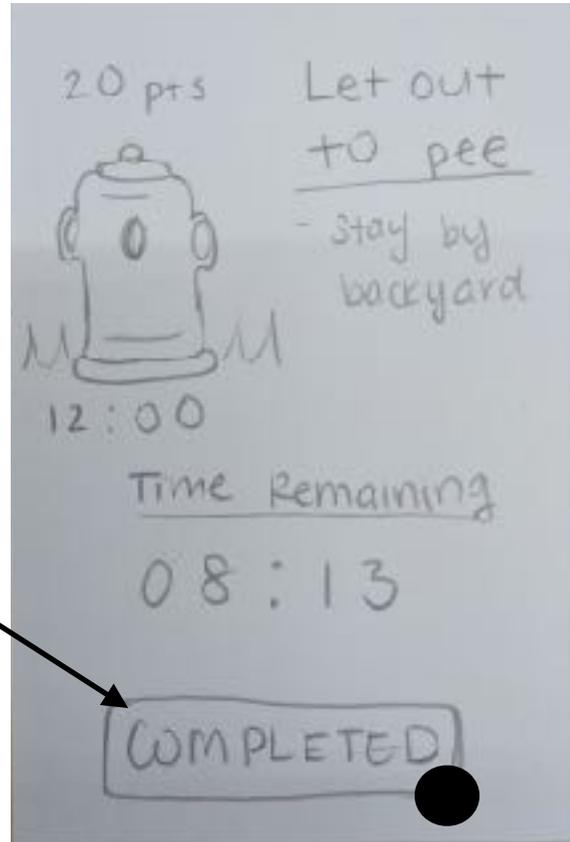
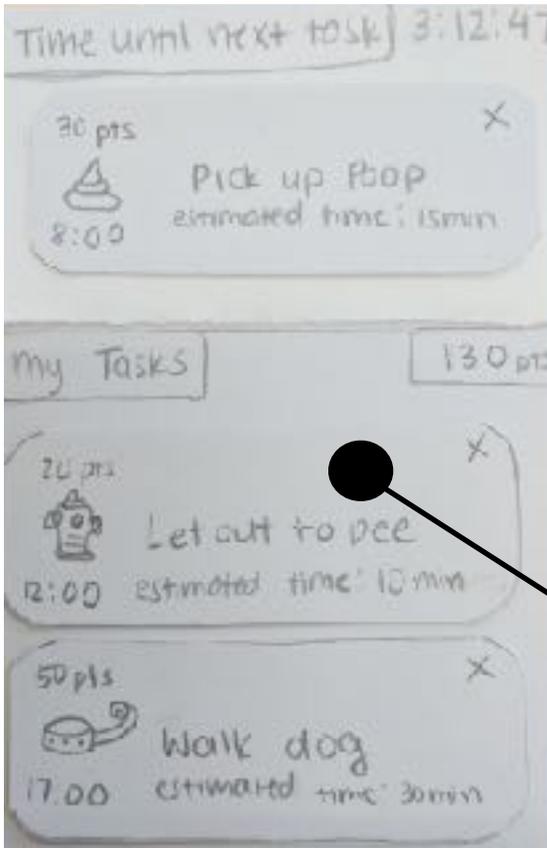


Figure 7: Complete a Task

Leaderboard

 <u>name</u>	130 pts
 <u>Name</u>	100 pts
 <u>Name</u>	90 pts
 <u>Name</u>	75 pts

Rewards

This week's reward choices ending mm/dd

CHOICES

<input type="checkbox"/> Extra Dessert	<input type="checkbox"/> Pick a movie night
<input type="checkbox"/>	<input type="checkbox"/>

Figure 8: Redeem Reward

Reasoning

We selected this design by taking components from our top 2 storyboards (Fig 4 & 5), through the reasoning presented in our pros/ and cons for each. Ultimately, we believe that this mix of features led us to the best version of our app thus far.

Selected Interface Design

Description

We selected this design by taking components from our top 2 storyboards (Fig 4 & 5), through the reasoning presented in our pros/ and cons for each. Ultimately, we believe that this mix of features led us to the best version of our app thus far.

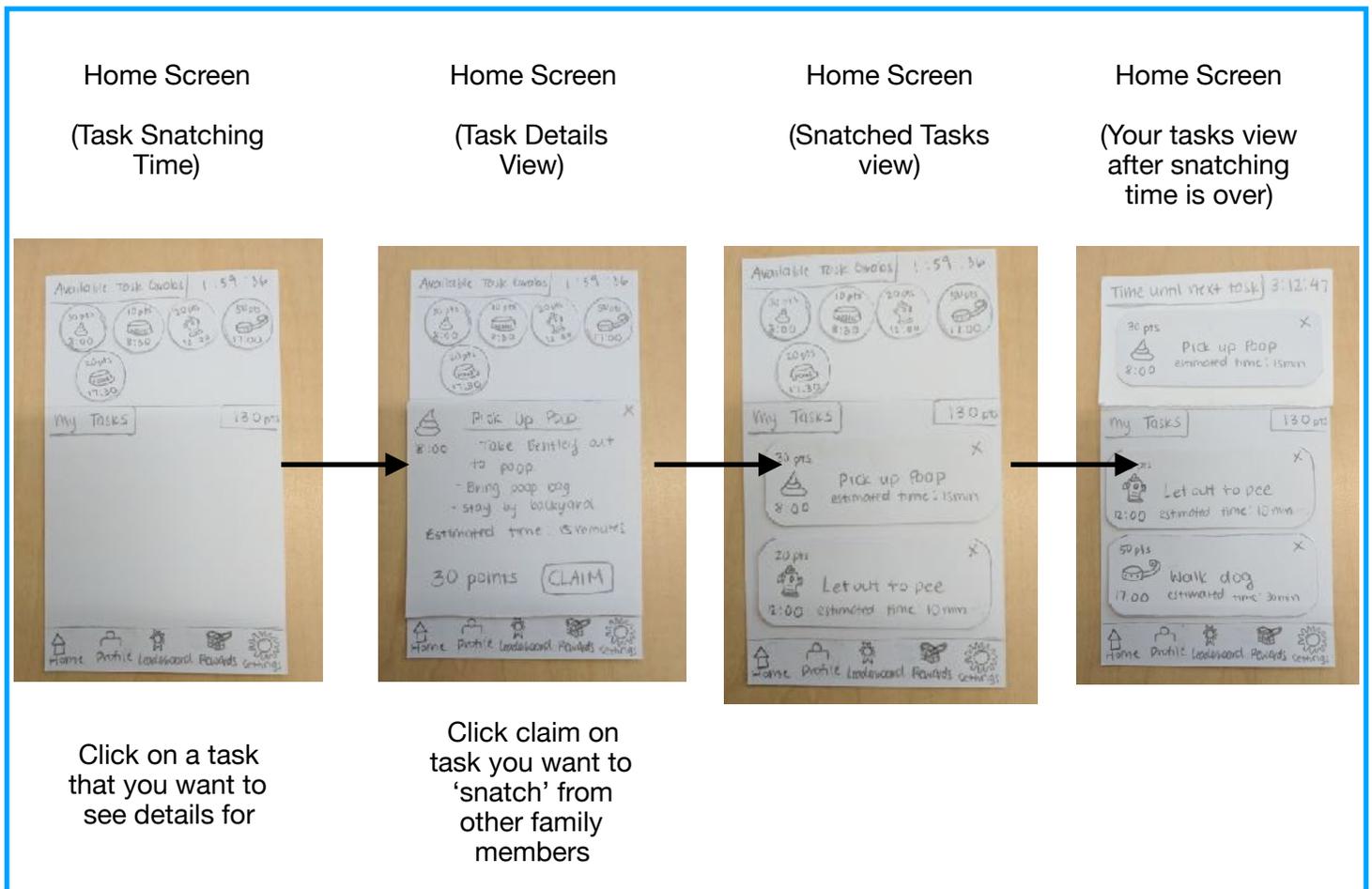


Figure 9: Snatch Tasks

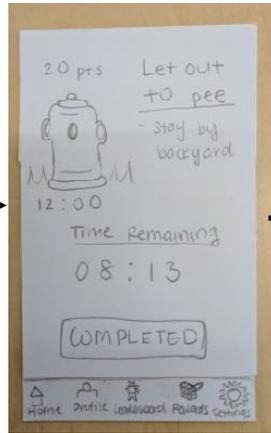
Home Screen

(Your tasks view after snatching time is over)



Home Screen

(Your task detailed view)



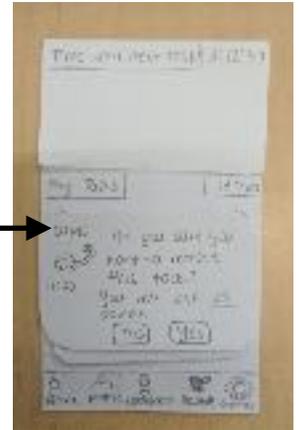
Home Screen

(Back to tasks view after snatching time is over)



Home Screen

(Confirmation that you want to delete task and lose points)



Click on a task that you want to see details for

Click on completed once done with task

Click on top right x of any task you want to delete

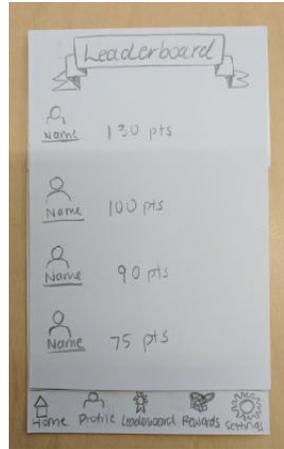
Figure 10: Complete Tasks

Home Screen
(Your tasks view)



Click on
Leaderboard on
bottom menu

Leaderboard
Screen



Click on
Leaderboard on
bottom menu

Rewards Screen



Figure 11: Redeem Rewards



Methods

For our participants, we chose our participants based on diversity. From our selection, we were able to get some young people, one with experience with a dog, and one without in addition to interviewing kids of a family. Our test subjects were kind enough to be interviewed without any compensation.

To make it easy for the participants, we allowed them to set the meeting place so we could simply go to them.

For the demonstration, we had each of our test subjects go through many of the tasks available in the app. This would be such as selecting tasks to do, getting notifications upon task completion, viewing leaderboards and redeeming prizes.

For our procedure, we began by demonstrating some of the key functionalities of the application, such as getting new tasks and completing tasks. Afterwards, we gave them a sample screen to start with, and let them interact with it however they choose. In this time, we would allow them to get tasks, decide to complete them, and view the leaderboard. We would then ask them for feedback based on what their experience was.

For our experiment, our test measures was to see how functional the app was overall. We were going to see how much the application felt natural to the user, and see how often they would get stuck in certain pages. Our goal was that everything would be intuitive to use and where it expected to be.

When we were testing, we planned on having only two team members there to not overwhelm the user. Our plan was to have one person being the main person interacting with our user to give guidance about the general idea of the app and give an explanation of what is happening, while the second person would be recording and take notes.

Participant 1:

Our first participant was Sandy, a junior at Berkeley who was visiting her boyfriend at Stanford. Sandy was very eager to test our Lo-Fi prototype because as a dog owner who has multiple siblings, dividing the chores has always been an area of stress within her family. Sandy's initial reaction to using the prototype was of excitement. She commented on easy it was to be able to choose the chores she wanted to perform that week. Dragging chores from the "chore pool" down to her "My Tasks" section was very intuitive to her. Sandy also commented that having easy access to a leaderboard made competing with her siblings all the more fun. Finally, she recognized the usefulness of having notifications to remind her of her dog chores. *Some of the struggles with using the prototype included confusion when completing tasks. A more intuitive design is needed for users who are trying to check off completed tasks. Furthermore, Sandy stressed concern over not having a form of task completion verifier. She believes that there should be an admin account to verify whether tasks have actually been completed.*

Participant 2:

We ran into Scott near the bookstore as he was handing water bottles because he's an employee of PathWater . *Although Scott has never owned a dog, he believes that he would use our app once he adopts one. Scott believes that gamifying dog chores is a great way to get new pet owners invested. Scott found the "Time Left" notification for chores very useful. Finally, he also mentioned that the dog facts that show up when completing tasks are very educational and interesting.* Some of the things Scott believes should be worked on include a need for a "User Profile" tab in order to check up on his own progress. He believes that not having the ability to check on previously completed tasks could be an issue for dog owners interested in keeping records of their dog's activities. Scott also mentioned that there needs to be a way to verify task completions which we had also heard when testing our prototype on Sandy.

Participant 3:

We ran into Samuel at Tressider. He was a young Swedish kid, around 8 years old, and we were interested in seeing how well a kid would be able to react to using our application. Samuel's first reaction I think was a bit puzzling, as I he was not completely clear about what was happening, but as he realized that it was a big game, he got more excited. Some of the features that he got excited over were the prizes, as he excitedly reacted to the idea of more ice cream. *However, one thing that Samuel wanted was a friends list, so he could compare progress with his friends.*



Through this testing round we re-verified that our assumptions are correct: families do need a way to get the entire family involved in pet ownership, competing against other family members is engaging and fun, and family-centric rewards are the correct incentive to use. Also we learned that the gamified presentation of chores got our users excited to use the app.

However, we also learned that some of our tasks are somewhat unintuitive. Users are really good at 'snatching tasks' and understand the competition involved in the task. However when it comes to completing tasks they get stuck on the task home screen. It is highly unintuitive for them to click on a single task and click on 'complete'.

Another 'nugget of wisdom' we gained from testing was that users really want to be able to see all of the tasks they have completed in the past. This is interesting because we had initially sketched a 'past tasks' screen, but dropped it along the way because we assumed users would not care to see that. Our team may now want to reconsider that decision!

Lastly, our greatest fear going into testing was that younger users would not find it intuitive to snatch tasks, therefore losing every week against older sibling. We were surprised to see that the little ones were extremely comfortable with the interface and knew just how to snatch up a task, even before their parents! All together, this testing was extremely helpful in showing us that it is where we least expect it that the app needs refinement.