Buckets

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What is Buckets??

Usability Test Objectives

- Improvements and changes made
    - Backend
    - Inter-device communications
    - New layouts
- Data on user response to changes
- Tease out bugs
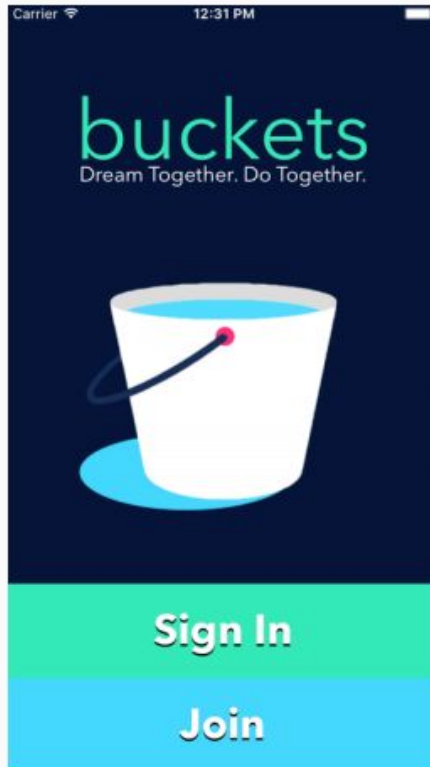- Actions for future iterations

Talk Outline

1. Changes
   a. Backend
   b. Frontend
2. Methods
   a. Participants
   b. Apparatus
   c. Tasks
   d. Procedure
3. Measurements
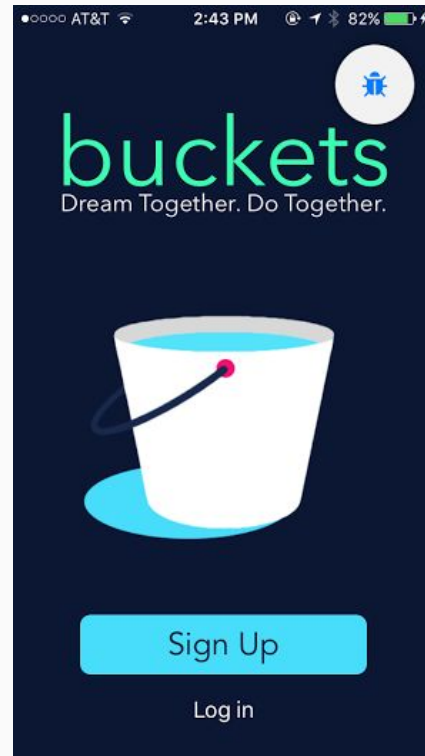4. Results

5. Analysis
6. Summary

Parse Integration

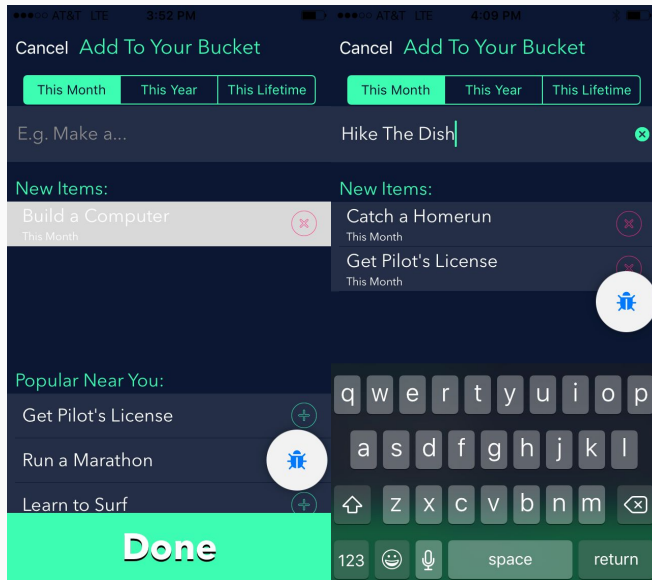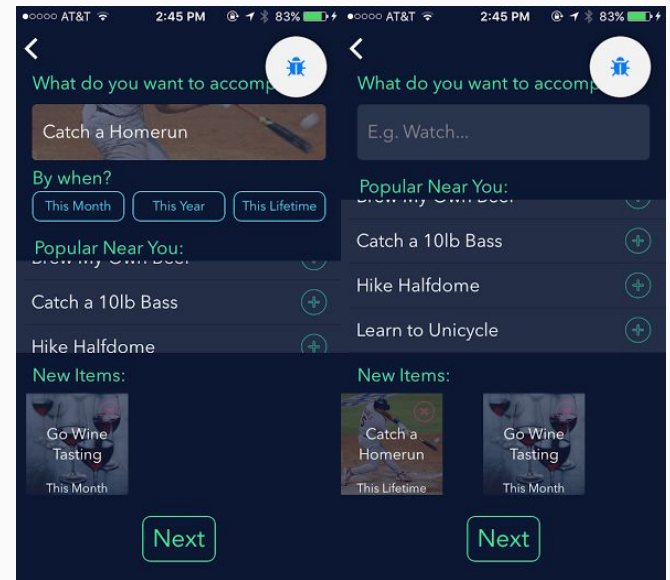# Interface Changes

Login

Old Design

New Design

Add new Items

Old Design
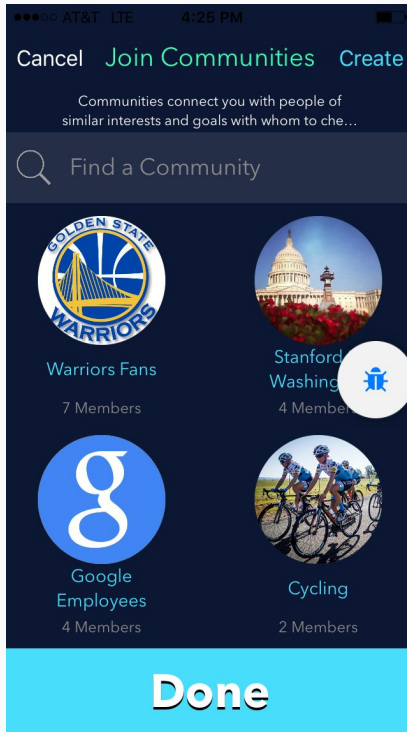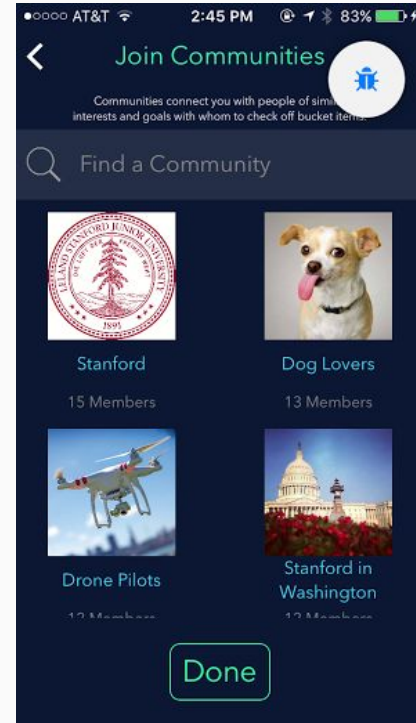
New Design

Join Communities

Old Design

New Design

My Plans Page

Old Design
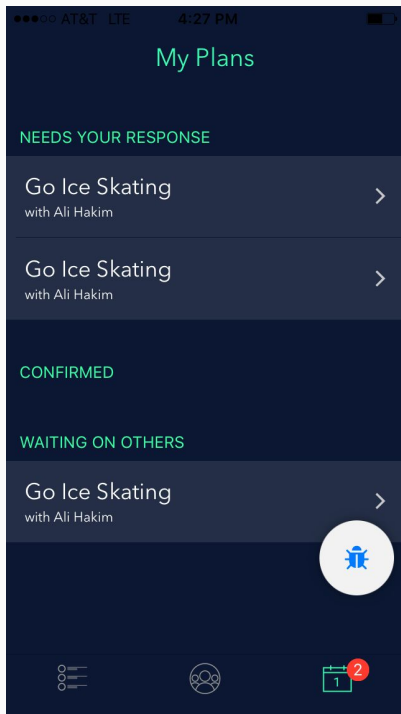
New Design

Methods

Participants

Demographic:

- Stanford Alum, developers, doctors, mechanical engineers
- 3 females and 2 males
- Age: 20s~40s

Reason for Selection:

- No current Stanford students
- Diversity
- Fresh perspectives (completely new participants)
- Potential target users

*No compensation. All agreed to consent form conditions

Apparatus

- iPhone 5s
- iOS simulator/Mac Desktop
- **Lookback** to record actions

Testing Environment

- Dorm room/lounge

- Corporate office

- Apartment

- Tressider

Test Measures

1. Time to complete (minutes)

2. # of errors

3. # of "How can I…?"

4. General comments

The Tasks

Tasks #1: Create a Bucket list

Description:

After logging in/creating new account, user should populate Bucket list with custom items or select from "Popular Near You."

What we looked for:

- Ease of adding items (custom or suggested)
- Use of time category selection (this month, year, lifetime)
- Notable frustrations
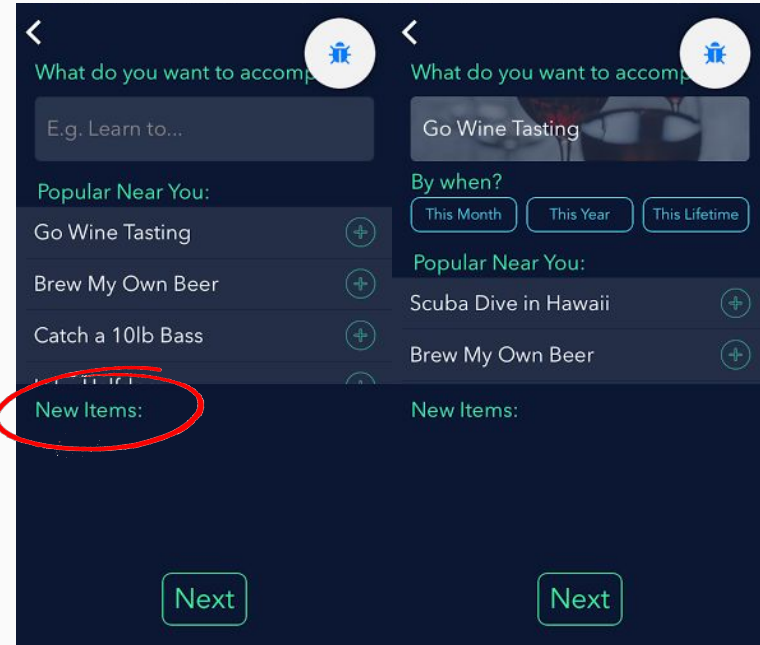
Task #1 Procedure

- Brief runthrough of our app

- Establish scenario, describe task #1.

- Have at it...
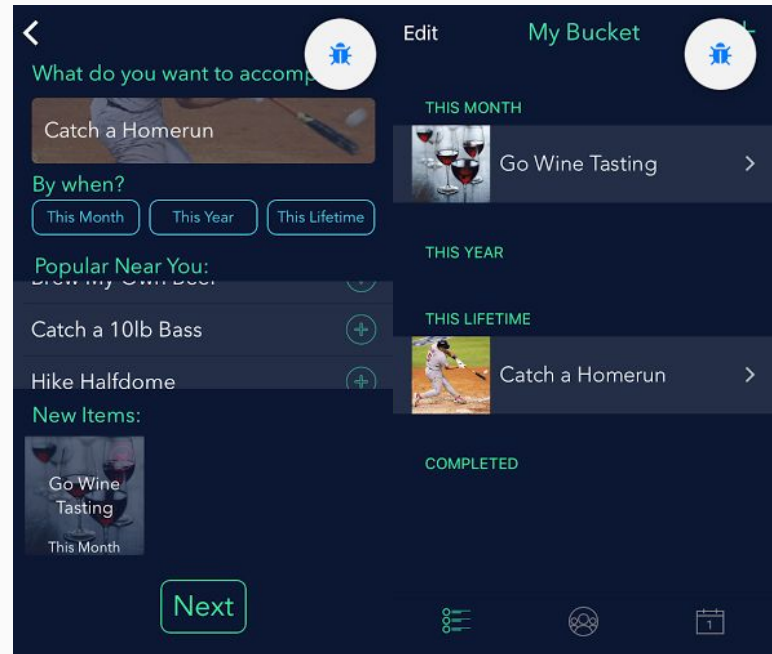
Task #1 Results

- Time to complete: average 5 mins
- # of errors: 0
- # of "How can I…?": 2 instances
- General comments:
    - "Ooh it changes images!"
    - Interpreted *New Items* as an actionable button
    - Confused by the role of *New Items* as a temporary "Items cart"

Tasks #2: Send an invite

Description:

Invite someone to complete one of your Bucket items with you.

What we looked for:

- Discoverability of invitation functionality
- Use of time selection feature
- Notable frustrations

Task #2 Procedure

- Manually sent invitations from our end
  - 2 phones
  - 1 phone, needed to log into separate account in order to initiate invite
- Establish scenario, describe task #2.
- Observe
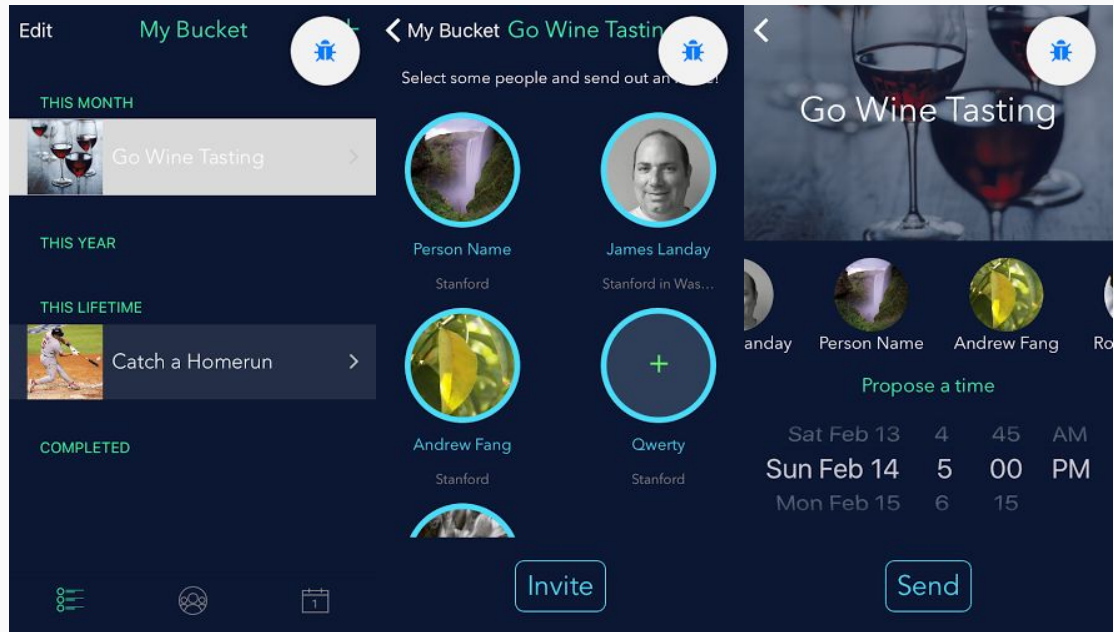
Task #2 Results

- Time to complete: average 1~1.5 mins
- # of errors: 0
- # of "How can I...?": 1 instance
- General comments:
  - "What do I do now!?"
  - "Can you have a tutorial in the beginning of the app...?" (uh-oh)
  - 'Accidentally' discovered invitation feature by tapping on a Bucket item
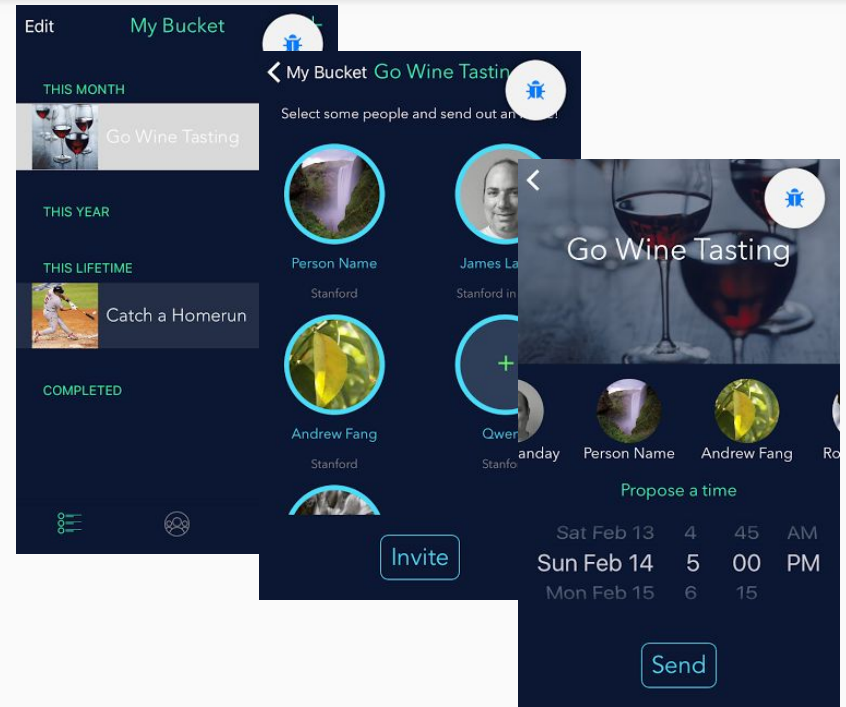
"Um...there's no one to invite"

Tasks #3: Respond to invite

Description:

   Reply to an invitation a from someone who shares a mutual Bucket item

What we looked for:

- Discoverability of new invites
- Sufficient information regarding invitation
- Intuitive use of functionalities

Task #3 Procedure

- Experimenters use separate account to send users Bucket item invitation
- Establish scenario, describe task #3.
- Observe interaction
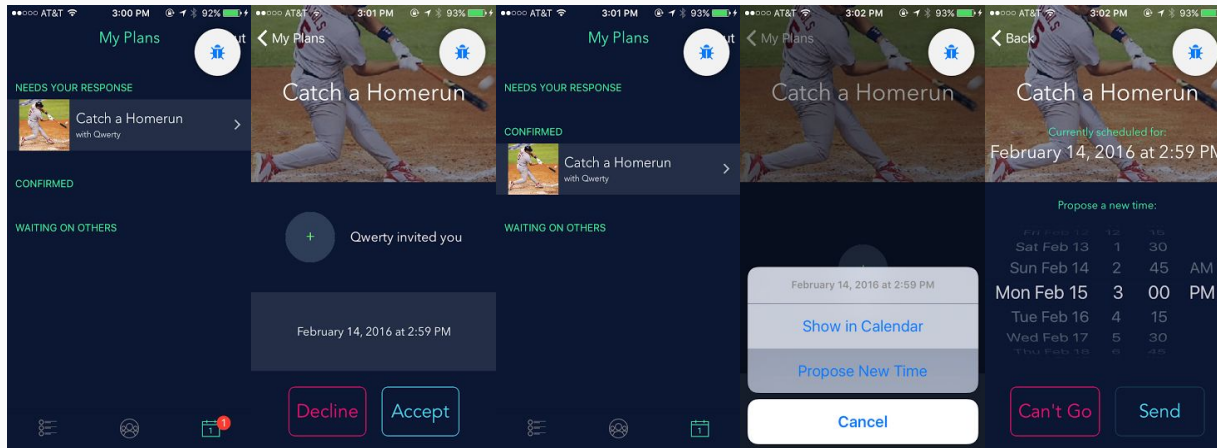
Task #3 Results

- Time to complete: average 2 mins
- # of errors: 0 (technical difficulties on our part)
- # of "How can I...?": 0
- General comments:
  - Did NOT notice new invitation. Notification covered by thumb.
  - "*Can't Go* should be on previous page"
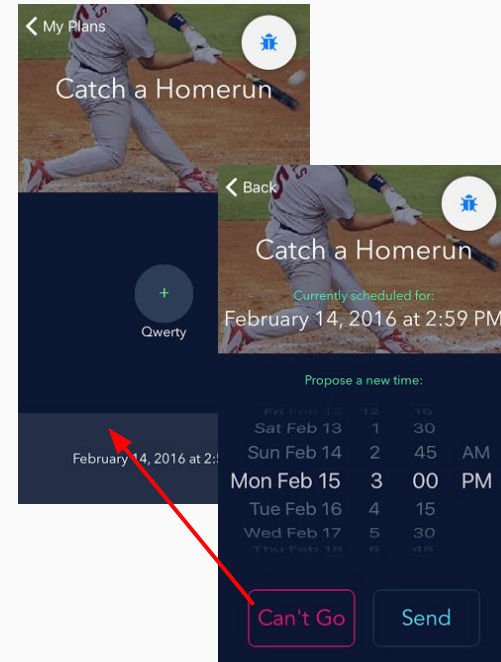
Discussions/What we learned

What worked!

- Task #1: Create Bucket List
  - Positive impression of of *Popular Near You* items. Allowed for quickly populating Bucket
  - Visual upgrades is a plus
- Task #2: Send an Invite
  - Backdrop visuals
  - Horizontal scroll (multiple invites)
- Task #3: Respond to an invitation
  - Relatively intuitive for the most part
  - Clear layout of confirmed/pending items

What didn't work :(

- Task #1: Create Bucket List
  - Confusing intermediate step for adding Bucket items (*New Items*)
  - Redesign item-adding process. Ditch the temporary-new-items-cart concept
- Task #2: Send an Invite
  - Unclear how to approach from *My Bucket* page
  - Offer various avenues for sending invitations (community members, people with shared items)
  - Stronger social element (search for specific people, friends system, etc.)
- Task #3: Respond to an invitation
  - Make notification clearer

Summary

- Usability Tests

    - Recruited and observed 5 new participants

    - more diverse and representative sample

    - Same 3 tasks. More refined UI

- Future work

    - Adding Bucket items, sending and responding to invitations all need further redesigning and refining

    - Additional pages (profile, communities, etc.)

    - Test different color schemes

Thank you!