



Buckets

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Before the interviews



Prototype Changes

- Integrated Lookback (allowed us to record user and user interactions)
- Minor visual changes to segue animation

About the Participants

Demographic:

- Students, engineer, physicist, banker
- 3 females and 2 males
- Age in early 20s

Reason for selection:

- *Fresh perspective:* All had no experience with app nor making bucket lists
- *Target users:* College students and young adults have many to-do's and goals, open to new experiences, and have growing network of friends

No compensation for study.

Apparatus

- iPhone 5s (4 experiments)
- iOS simulator/Mac Desktop (1 user study)
- **Lookback** to record actions

Environment:

- Dorm room
- Apartment
- Tressider

Interview Structure



Procedure

1. **Briefly explain Bucket's objective:** why people would use the app
 2. **Briefly summarize tasks verbally**
 3. **Explain task 1 to participant**
 - a. "Now I want you to do X."
 4. After task 1 completion, **explain task 2 to participant**
 5. After task 2 completion, **explain task 3 to participant**
 6. **Let them play with the app**
- No demos of the app given beforehand b/c it would **bias** the test
 - Users informed data on app is fake (communities, popular activities)

Test Measures

MEASUREMENT

JUSTIFICATION

Time to complete

Red flag if a task takes too long to complete

of errors

Any error signals a user is confused or needs clarification

of “How can I ... ?”

User needs outside of task definition

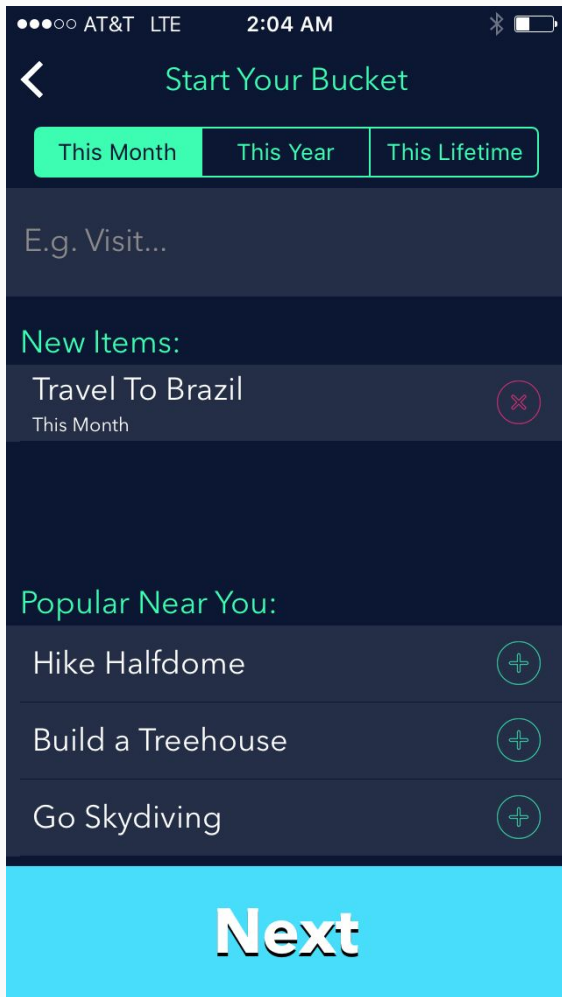
of positive points

Aware of what we are doing well and should be maintain in the midst of future changes

User studies

Tasks, Results, and Discussion





Task 1: Create a bucket list

(complex task)

Task description:

Create a bucket list with your own custom items
or select from Popular Near You

What we looked for:

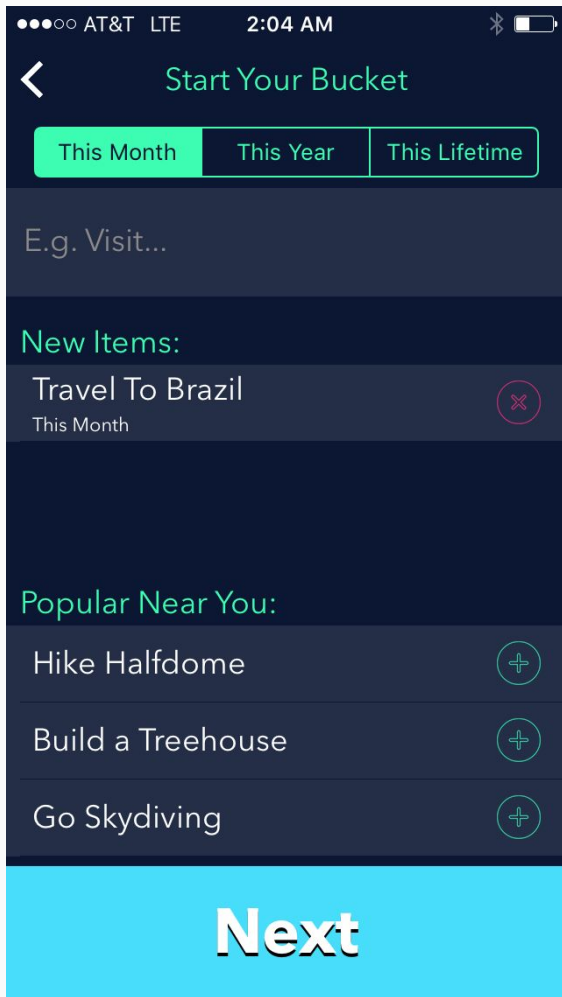
1. Ease in creating custom items
2. Ease in selecting from existing, popular items
3. Use of month, year, lifetime categories

Task 1 Results: Variable values & summary

Participant	Time to complete (min)	# of errors	# of "How can I...?"	# of positive points
A	0.5	3	0	0
B (T)	2	1	0	0
C (D)	3	3	2	0
D (Ray)	2	1	0	1
E (Ro)	2.5	1	1	2

mean	2*	1.8	0.6	0.6
median	2	1	0	0
std dev.	0.94	1.1	0.8	0.8

Process data results + Discussion



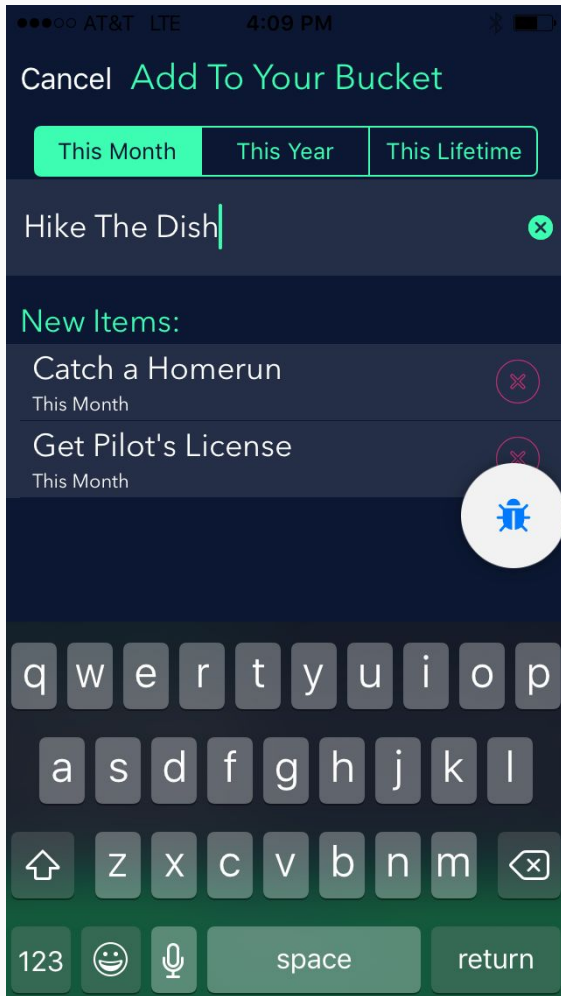
What worked

“Pretty straightforward. I like the multiple prompts, both in the text field and the suggested bucket items.”

“It’s nice that you can put each item in a different time frame.”

Likes look-and-feel of app.

- All participants successfully created a bucket list
 - Add custom items
 - Add popular” items



What did NOT worked

“Clicking on an item deletes it? I thought it would give me more details.”

“Why are these popular near me? They’re kinda obscure”

“What happens when you don’t accomplish your goals in time?”

- Confusion about categories => filters
- Clicking an item deletes it. Want detail view
- “Return” vs “Done” on keyboard

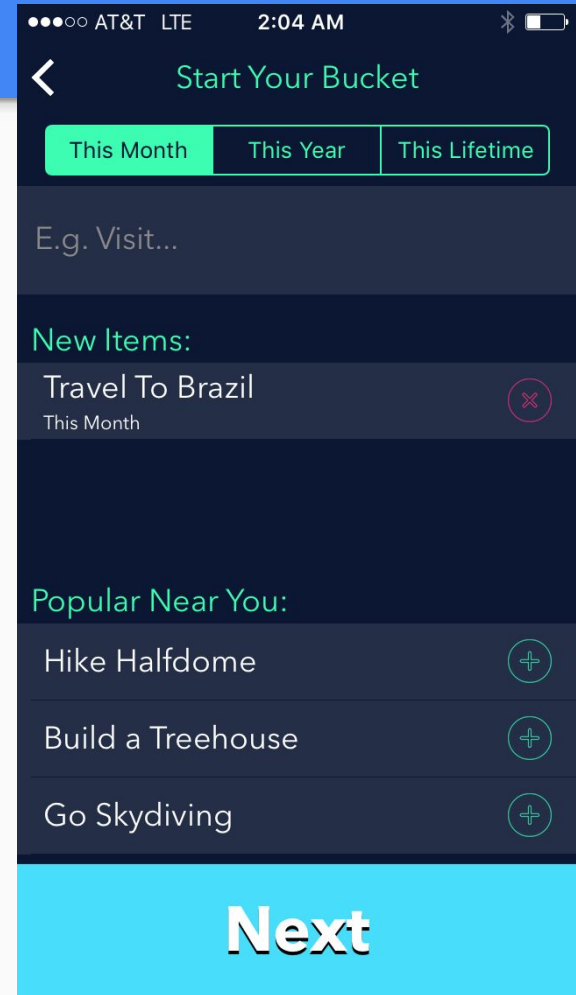
Changes for field study

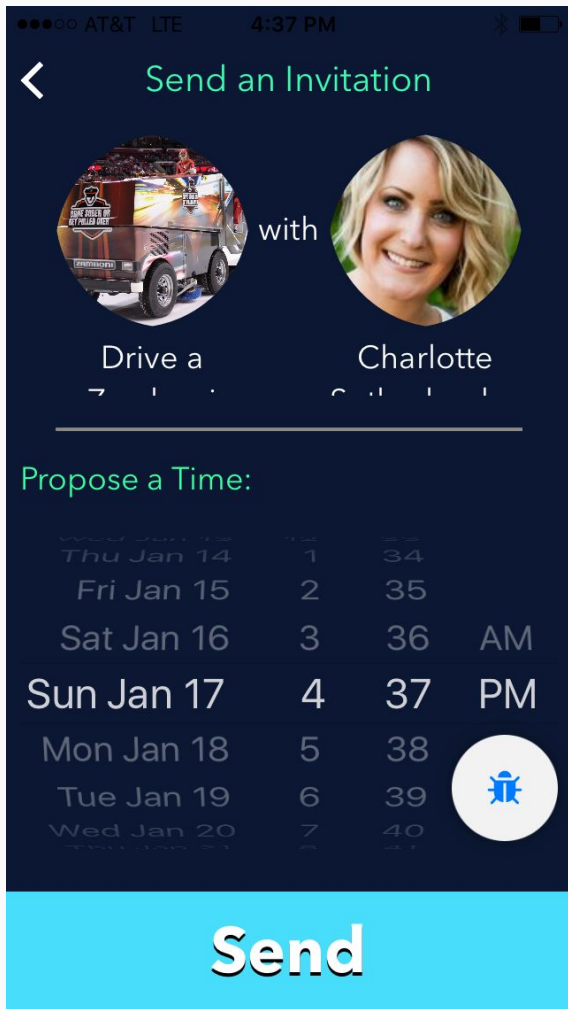
Design

- Redesign month, year, lifetime categories
- On-click bucket item -> detail view
 - Ability to move items to time categories.
 - Add description and event location info

Implementation

- Change keyboard from 'Return' to 'Done'
- Facebook integration - more context around popular events





Task 2: Send an invite

(medium task)

Task description:

Invite someone to complete one of your bucket items with you

What we looked for:

1. Discoverability of invitation functionality
2. Ease in selecting a time for invite

Task 2 Results: Variable values & summary

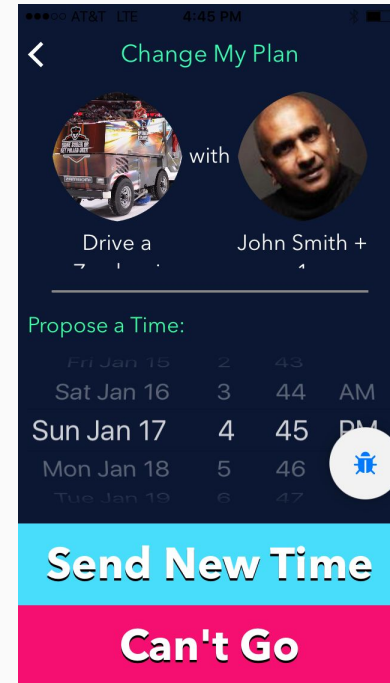
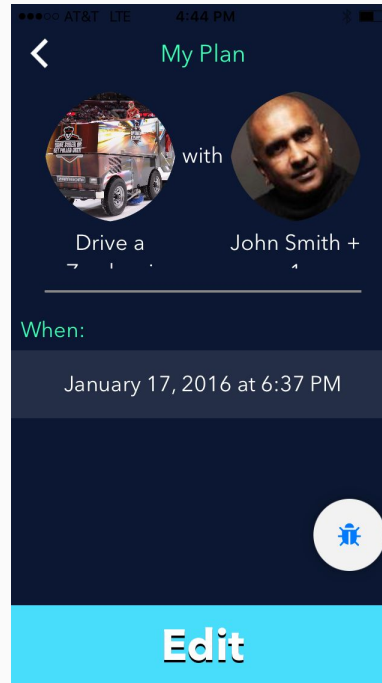
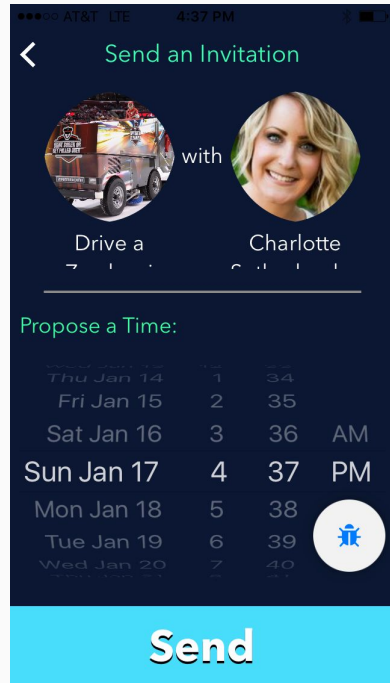
Participant	Time to complete (min)	# of errors	# of “How can I...?”	# of positive points
A	0.35	2	0	0
B (T)	1	1	1	0
C (D)	1	0	1	0
D (Ray)	1	0	0	0
E (Ro)	1	0	1	0

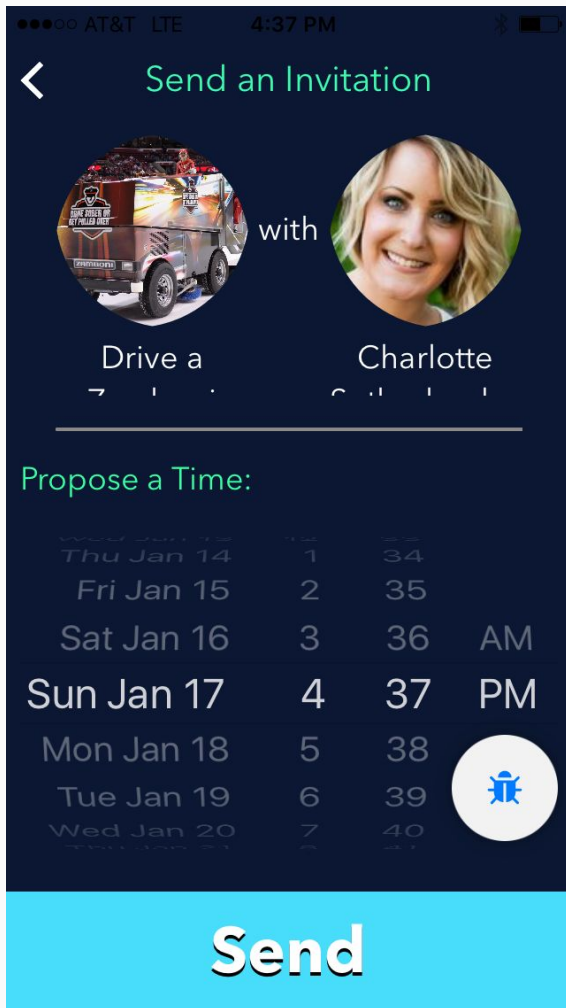
mean	0.87	0.6	0.6	0
median	21	0	0	0
std dev.	0.29	0.8	0.55	0

Process data results + Discussion

What worked

- Invite functionality is easily discoverable
- Users knew how to edit time of invite
- Quickly accomplish task (<=1 min)





What did NOT worked

“Lots of info on this page!”

*“Is this the event?
The two photos are the same size.”*

“Do they have the same goals as me?”

- Careless with the date selector
 - Too many intervals / why can you go in the past

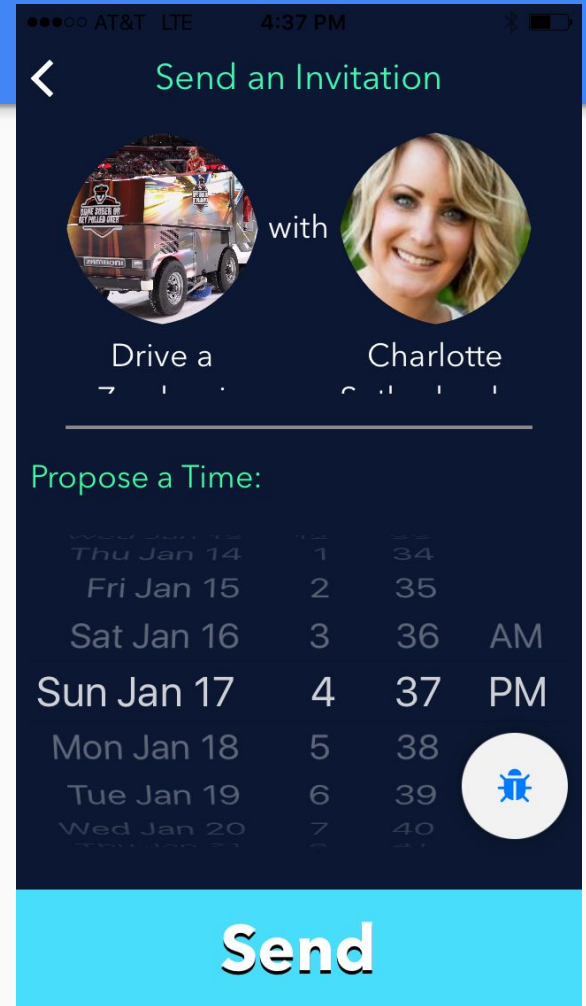
Changes for field study

Design

- Declutter - Make use of negative space
- Redesign header to clarify event vs profile; show multiple people invited

Implementation

- Facebook integration to find communities of peers to invite
- Limit date selector to 15 minute intervals
 - Avoid excessive scrolling
- Don't allow ability to propose a time in the past



Task 3: Respond to an invite

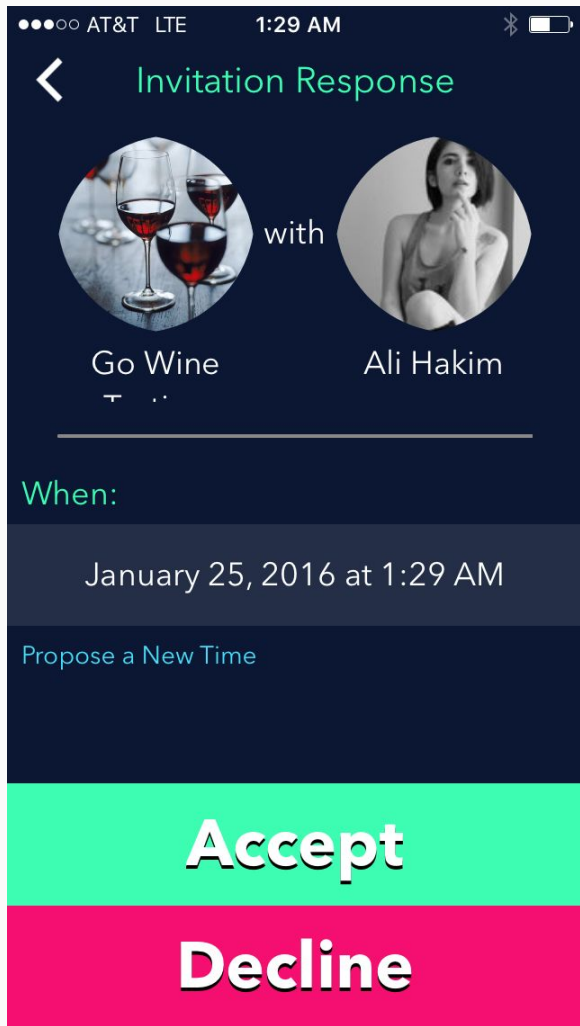
(simple task)

Task description:

Respond to an invite from a someone in your communities who wants to complete 1 of your bucket items with you

What we looked for:

1. If we display sufficient info make decision
2. Ease in accepting or declining invite
3. Awareness of “Propose New Time” functionality

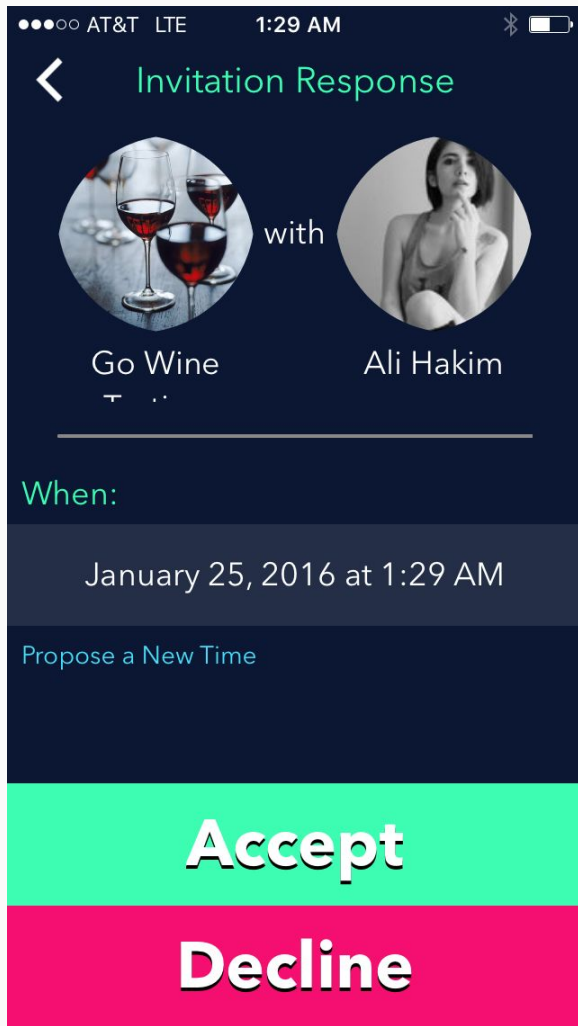


Task 3 Results: Variable values & summary

Participant	Time to complete (min)	# of errors	# of "How can I...?"	# of positive points
A	0.2	2	0	0
B (T)	1	1	0	0
C (D)	1	1	3	0
D (Ray)	5	2	0	0
E (Ro)	1	0	0	0

mean	1.64	1.2	0.6	0
median	1	1	3	0
std dev.	1.9	0.83	1.3	0

Process data results + Discussion



What did NOT worked

Users successfully completed task 3, but ...

“Who is Ali Hakim?”

“I want to know more about this person”

“How can I write a message to explain why I decline?”

“Are you notified if someone declines your invite?”

- Kept clicking on profile pic

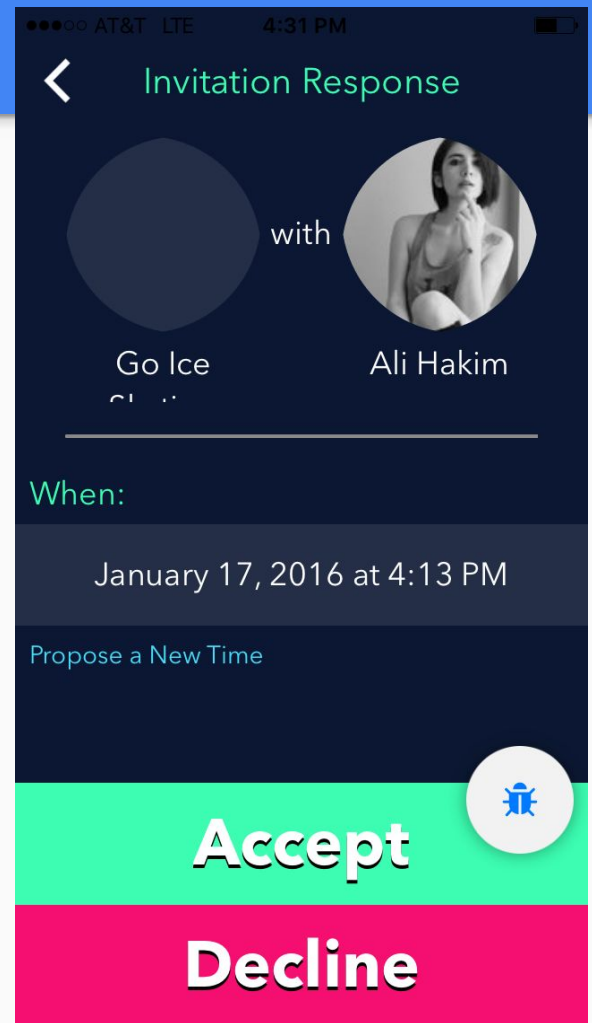
Changes for field study

Design

- Profile pages + Facebook integration (strangers vs mutual friends)
- Message box to explain decline decision

Implementation

- Upload custom photos for events (bucket item detail page)
- Notification that a user declined your invite



Lessons from Pilot Run

to change for field experiment

Lessons learned from Pilot Run

- Find an alternative to Lookback (trouble uploading videos >15 min)
- Prompt users to 'think aloud' more
- Be more cautious with leading questions

Summary

- **Overall, users can accomplish tasks:**
 - Create a bucket list
 - Invite someone
 - Respond to an invite
- **but with some hiccups:**
 - Users confused by fake data (both community people + activities)
 - Some interface layouts contain too little info (left with questions) or pack too much info
 - Reasonable # of “how can I ... ?”
- **Design/code changes for field study:**
 - Time categories
 - Bucket item detail page
 - Profile pages
 - Facebook integration



Thank you!