



NightOwl

Field Test



Griffin Dietz - Lachlan Green - Zara Saraon - Evan Nixon - Priyanka Rao

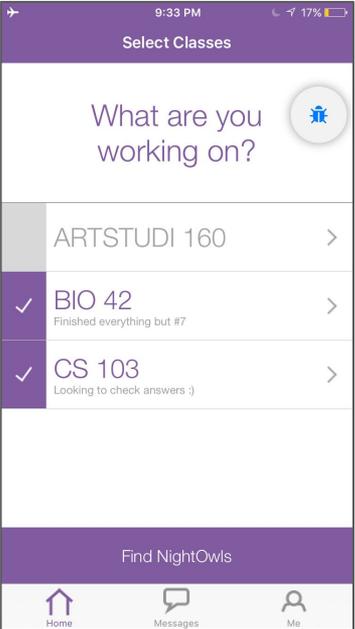
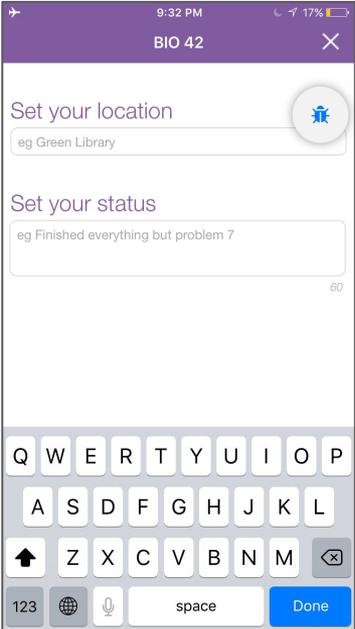
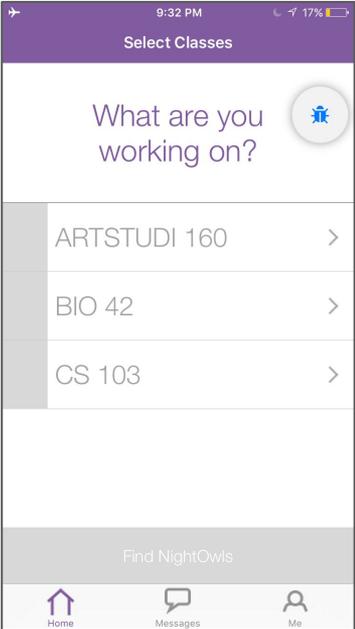
What does NightOwl do?

NightOwl connects students to classmates who are awake, nearby, and working on the same thing.

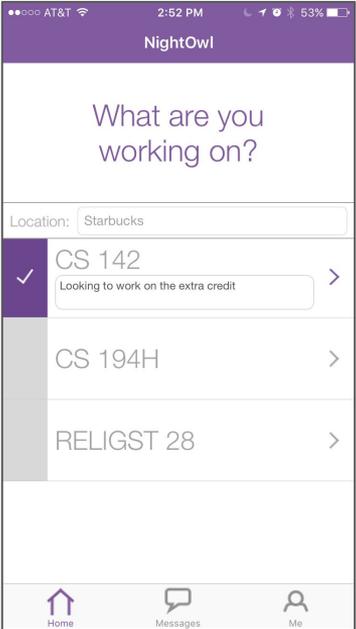


Purpose of field test

Old Screens



New Screen



Flight Path



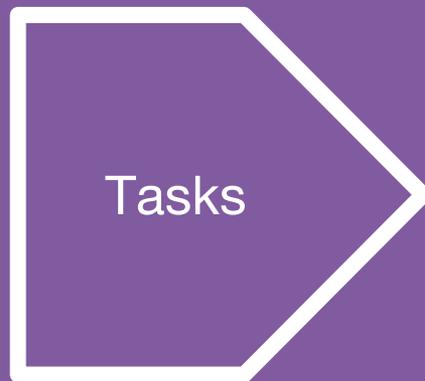
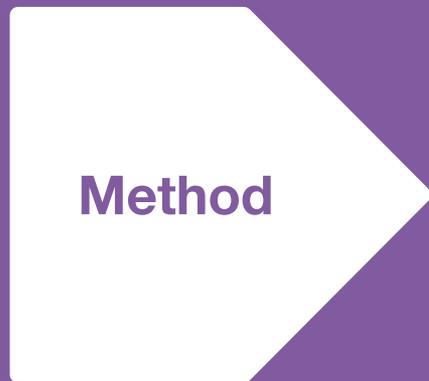
Method

Tasks

Results

Discussion

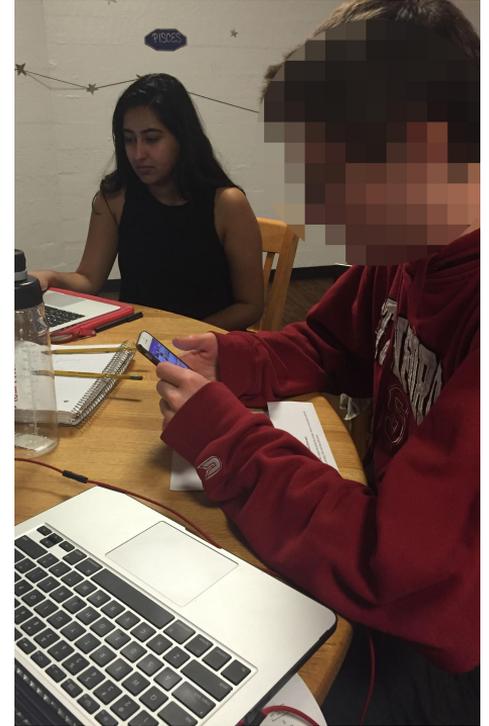
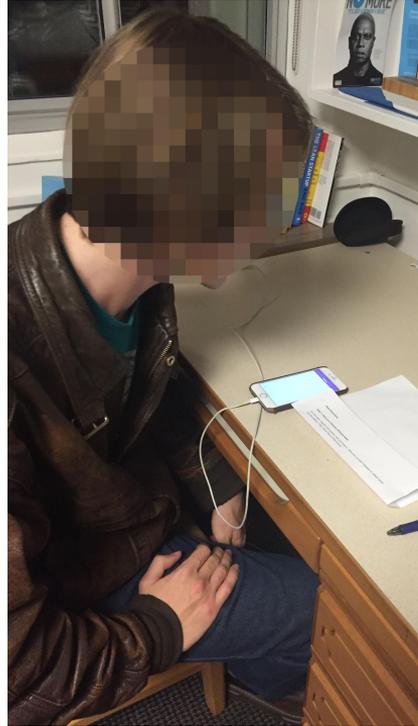
Flight Path



Participants

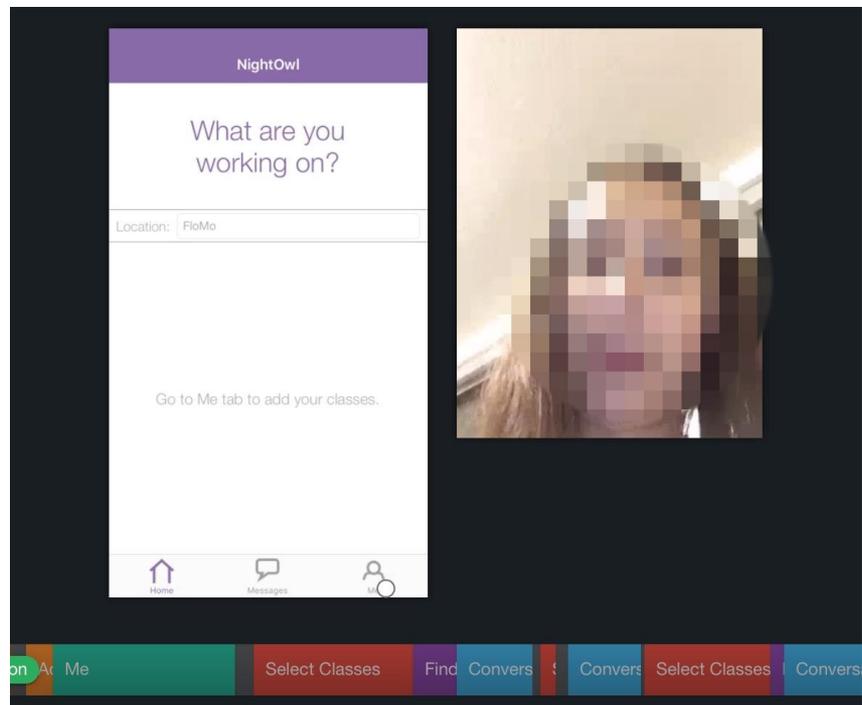
6 Stanford Students

- 2 Masters students
- 1 Junior
- 3 Freshman



Apparatus

- used Lookback
- on iPhone 6
- tested in an isolated area in Lathrop, a FloMo lounge, and a dorm room



Flight Path



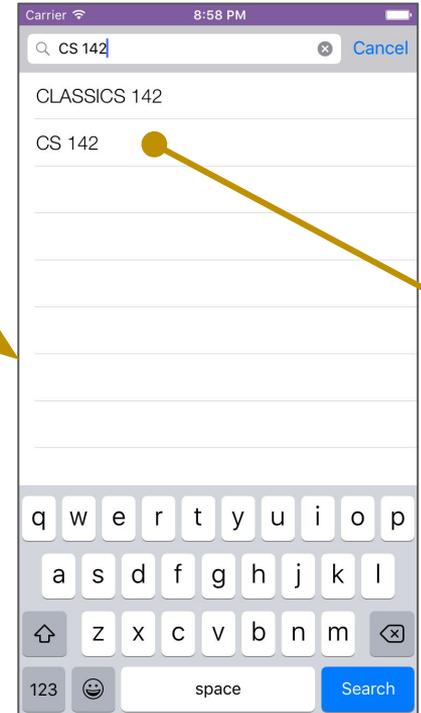
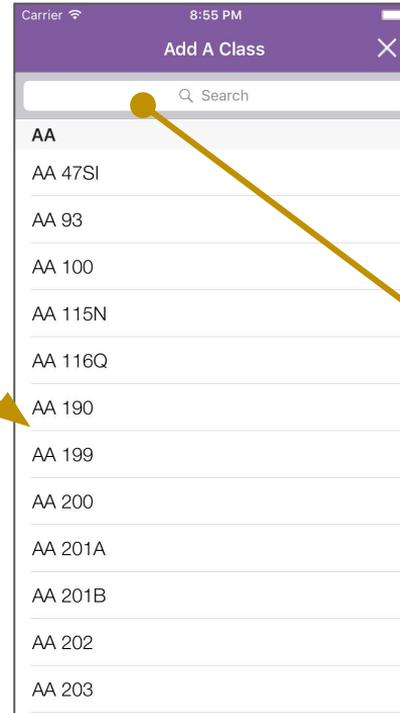
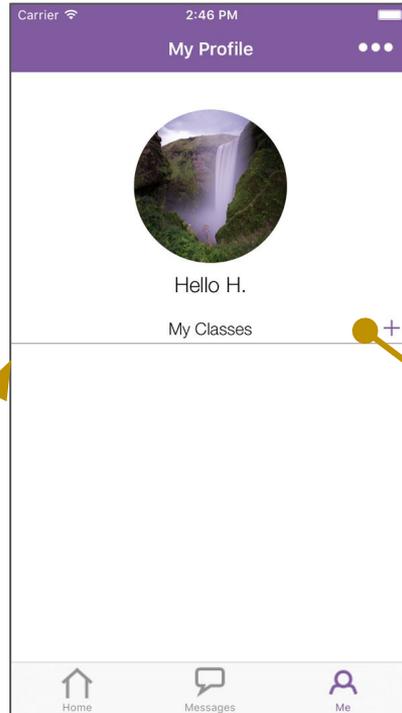
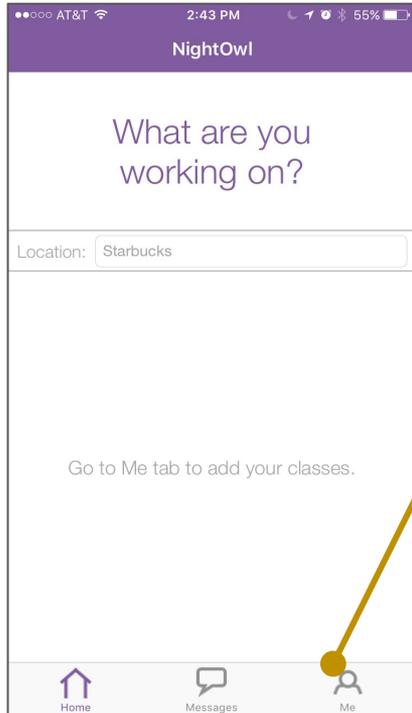
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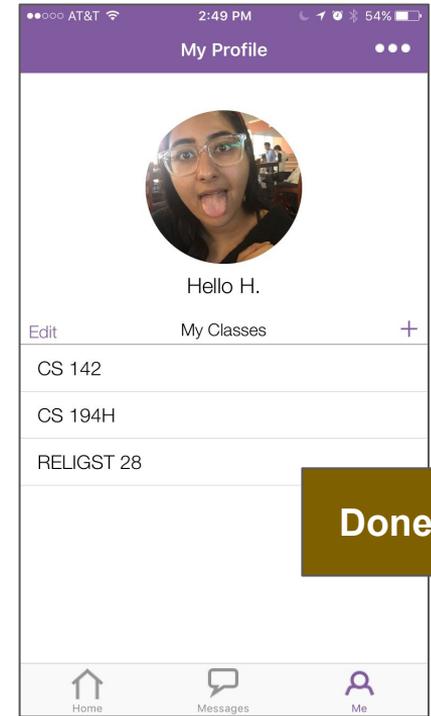
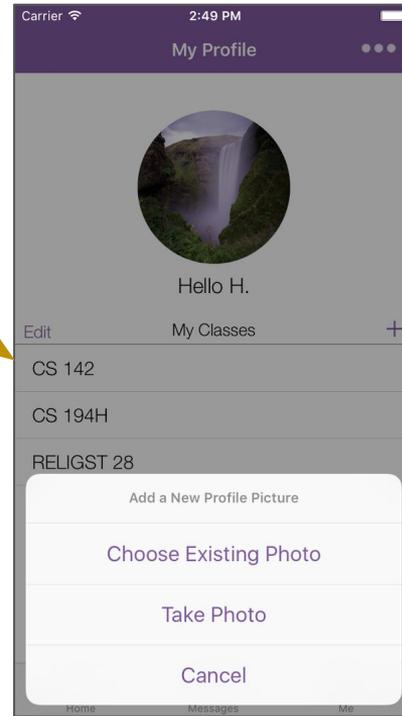
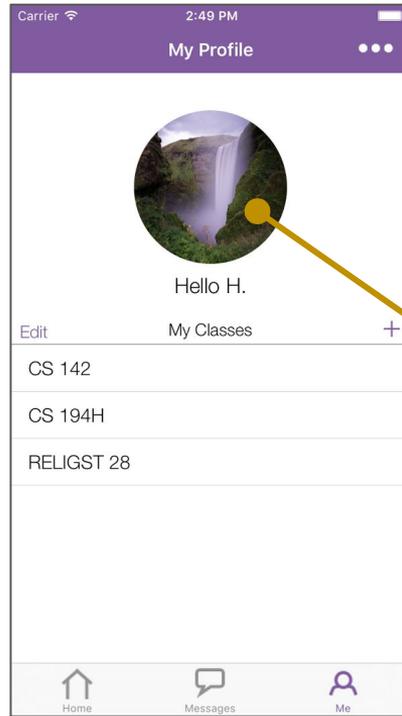
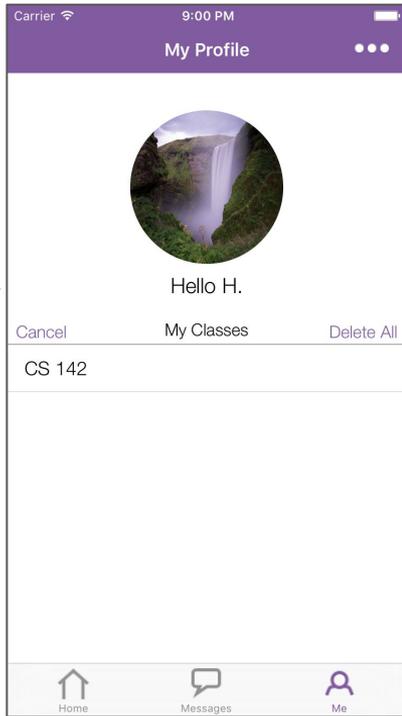
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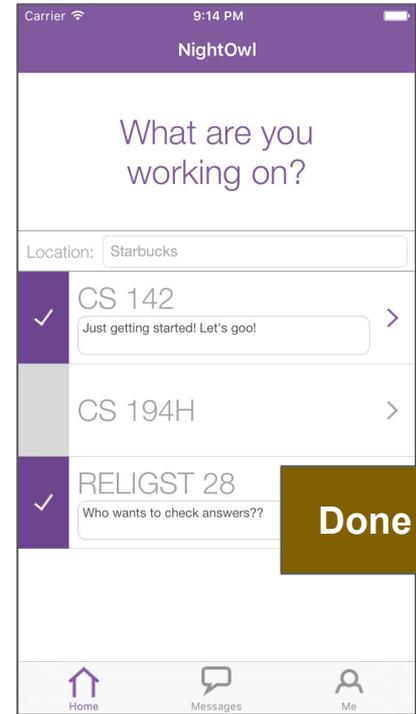
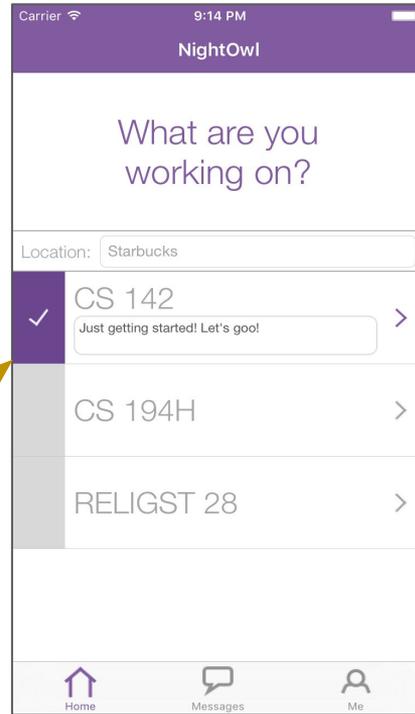
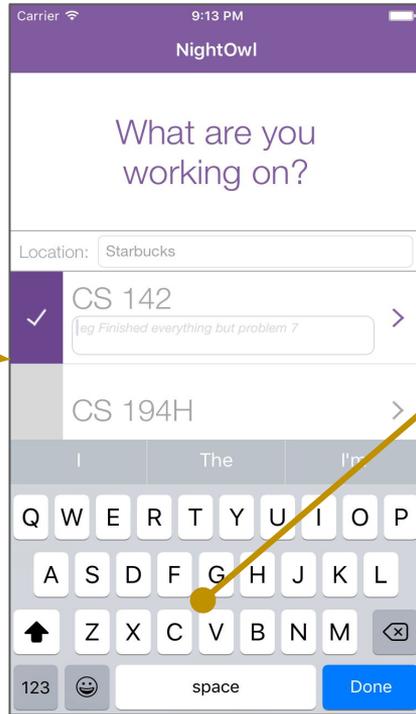
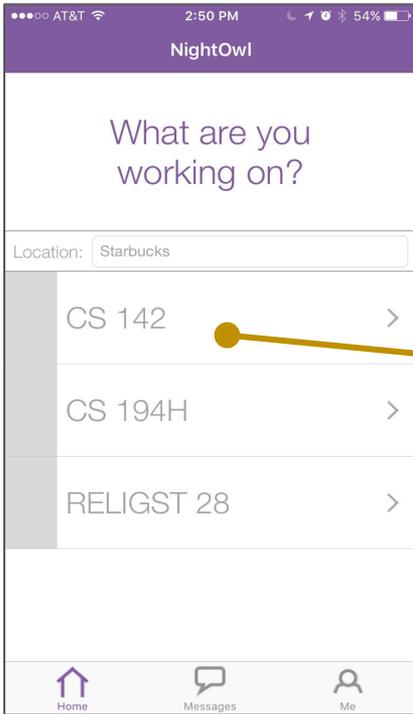
Task 1: Add your classes (Simple)



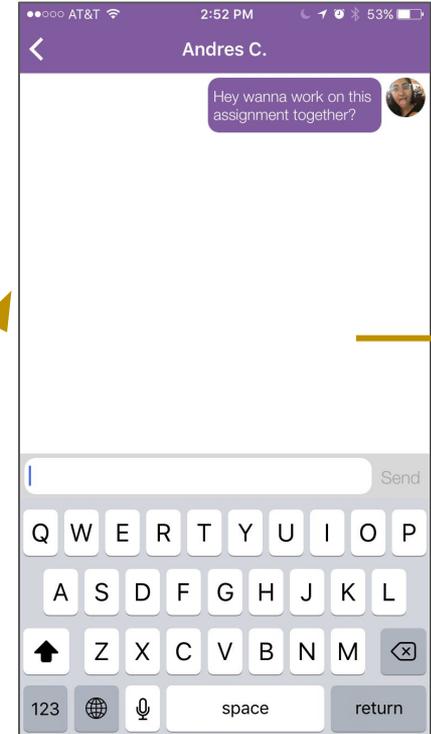
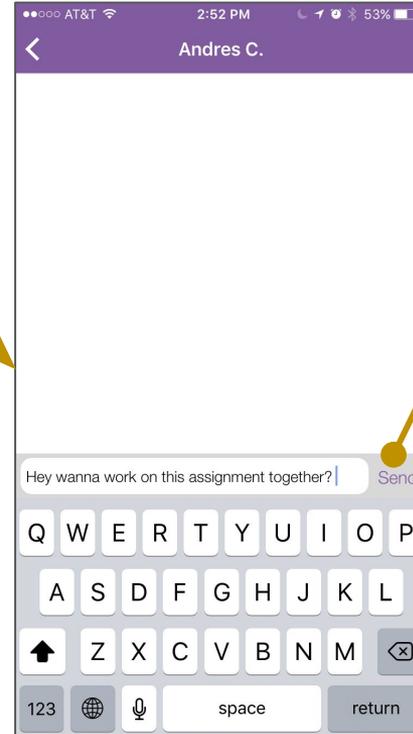
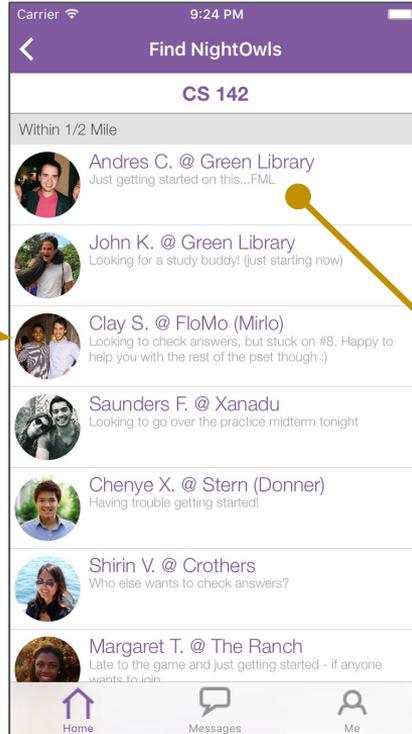
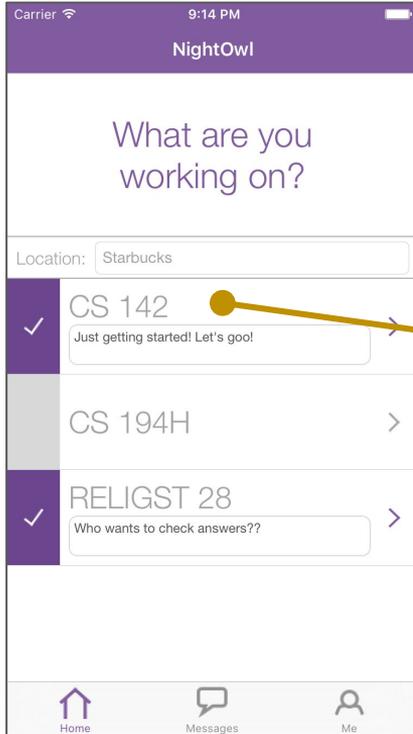
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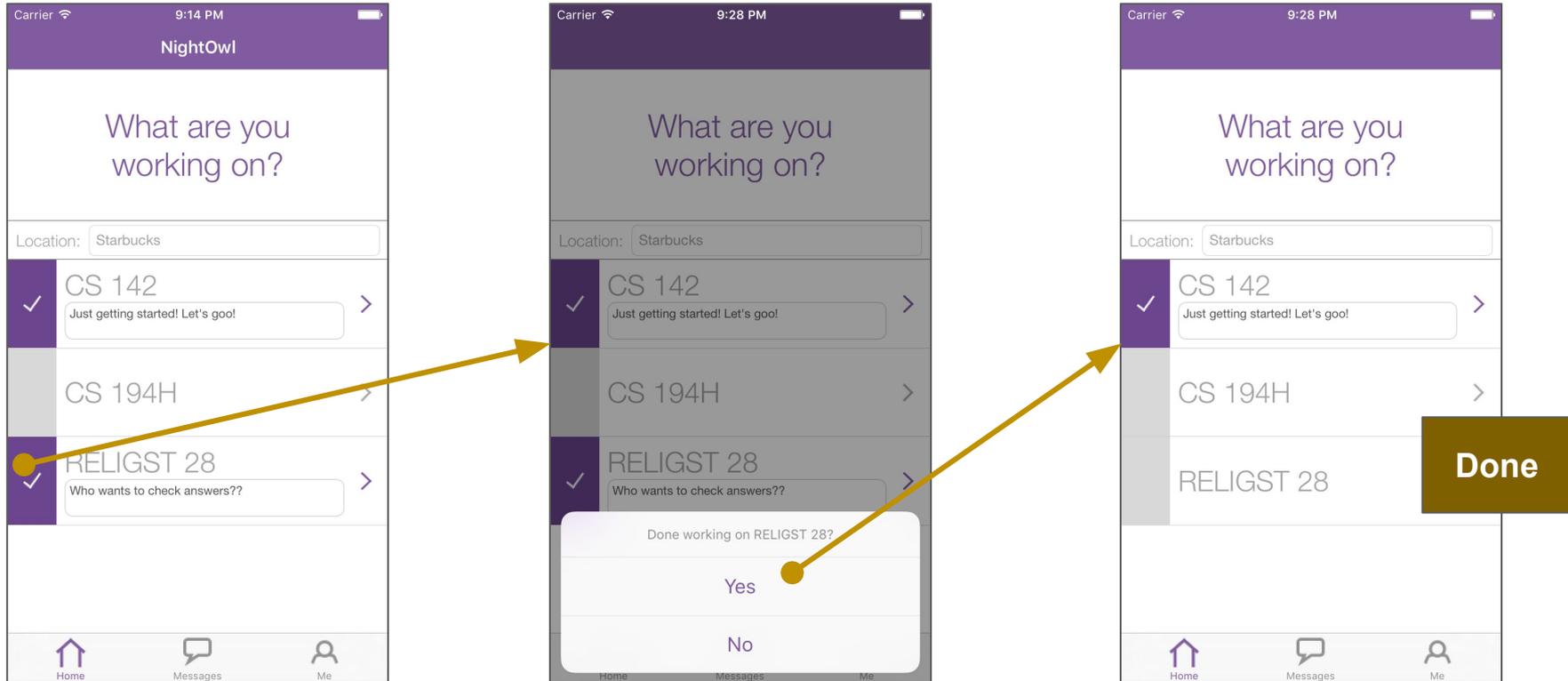
Task 2: Pick 2 classes to get help with (Moderate)



Task 3: Reach out to classmates (Complex)



Task 3: Reach out to classmates (Complex)



Procedure

1. Collected consent form
2. Summarized NightOwl (no demo)
3. Observed participants completing tasks
4. Solicited general feedback
5. Reviewed data with Lookback

A/B Testing

Changes

Participants #1, #2, #3

Participants #4, #5, #6

Classes

Classes already added

No classes added initially

**Deactivate
Message**

“Do you want to deactivate CS140?”

“Done working on CS140?”

**Task
Instructions**

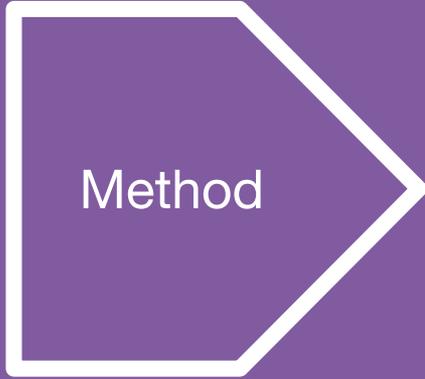
Ambiguous wording

Clearer

Test Measures

- Qualitative
 - exclamations/quotes
 - points of confusion
 - errors
- Quantitative
 - time/task
 - errors/task
 - #taps/task compared to bottomline

Flight Path



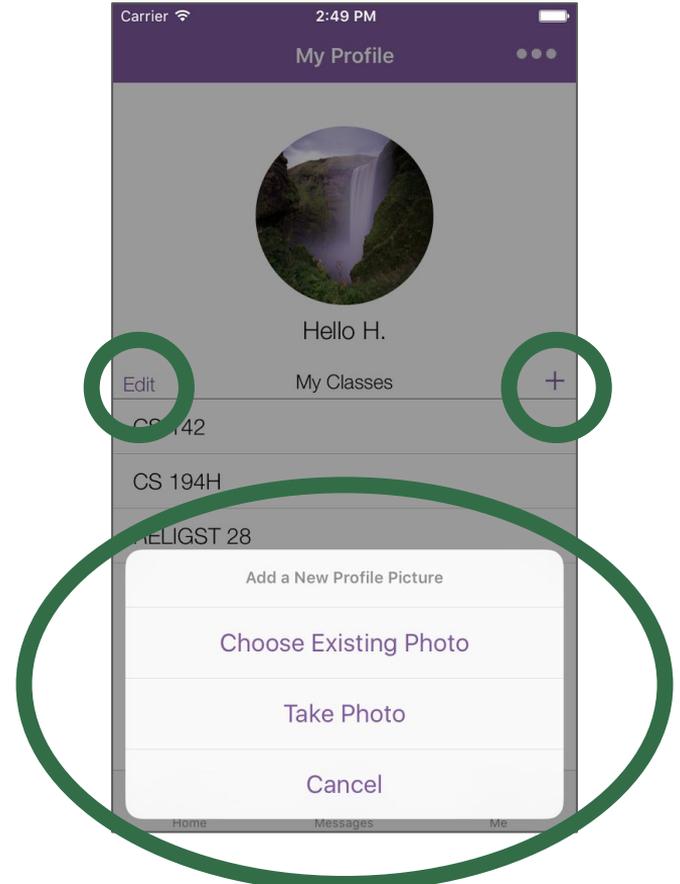
Task 1: Add your classes

What worked

- navigation
- adding classes w/ search feature
- deleting classes
- changing profile picture

Errors

- finding search bar
- forgetting class code



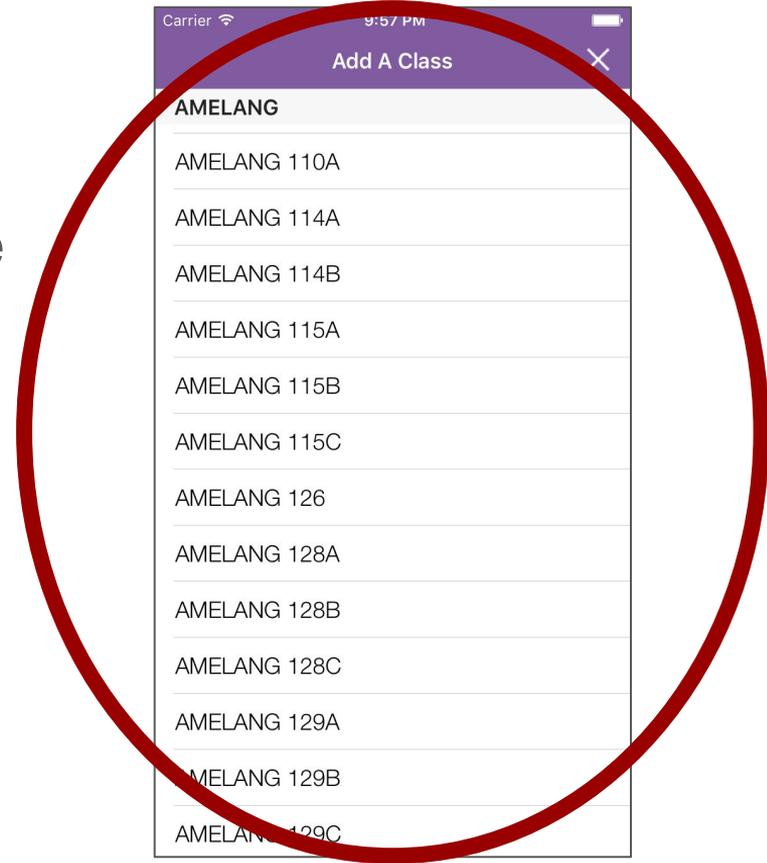
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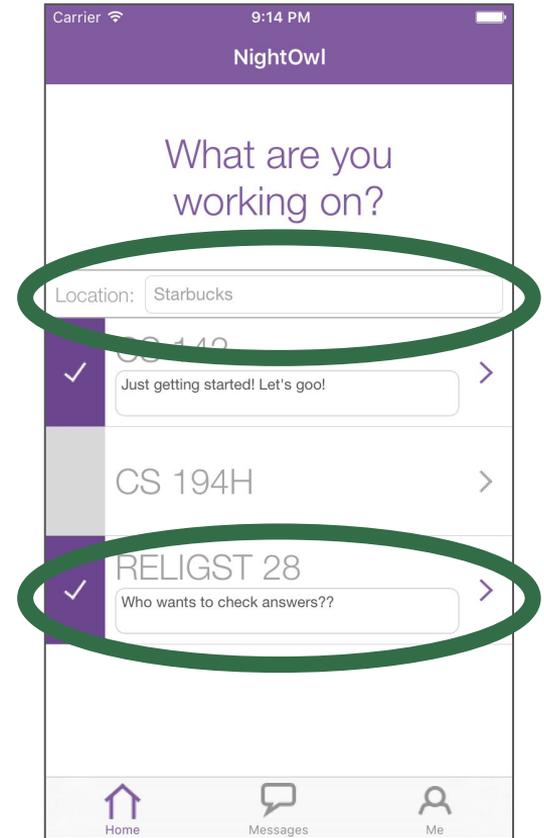
Task 2: Pick 2 classes to get help with

What worked

- auto-filled location
- setting status on home screen

Errors

- not realizing they were available after tapping on a class



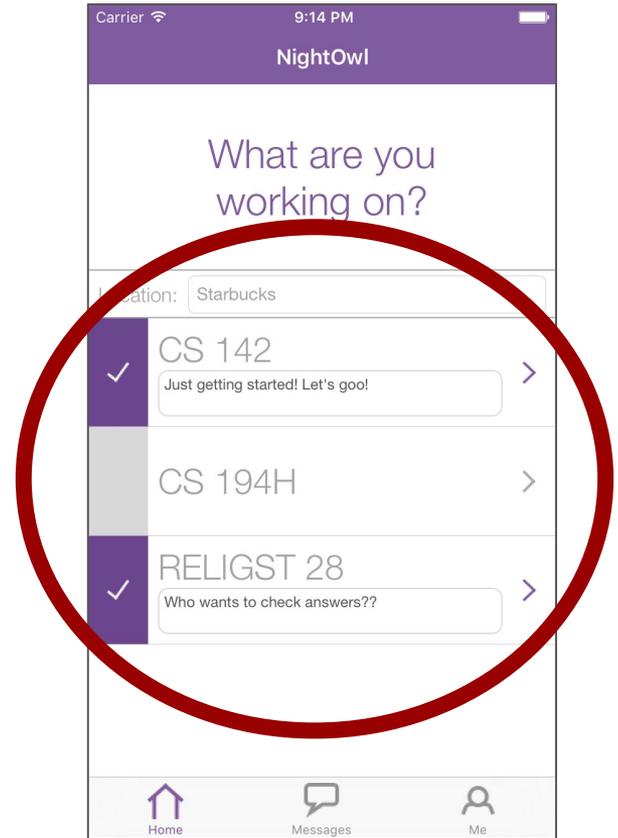
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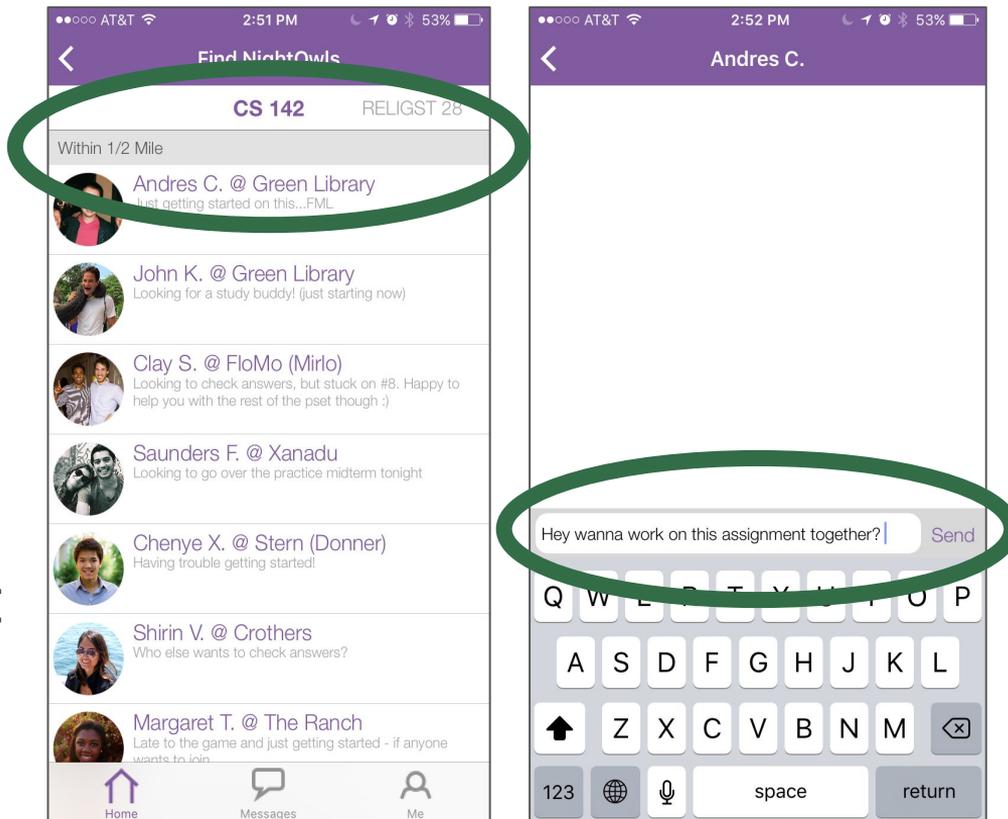
Task 3: Reach out to classmates

What worked

- listing by proximity
- bolded class title

Errors

- thinking deactivating a class meant dropping it



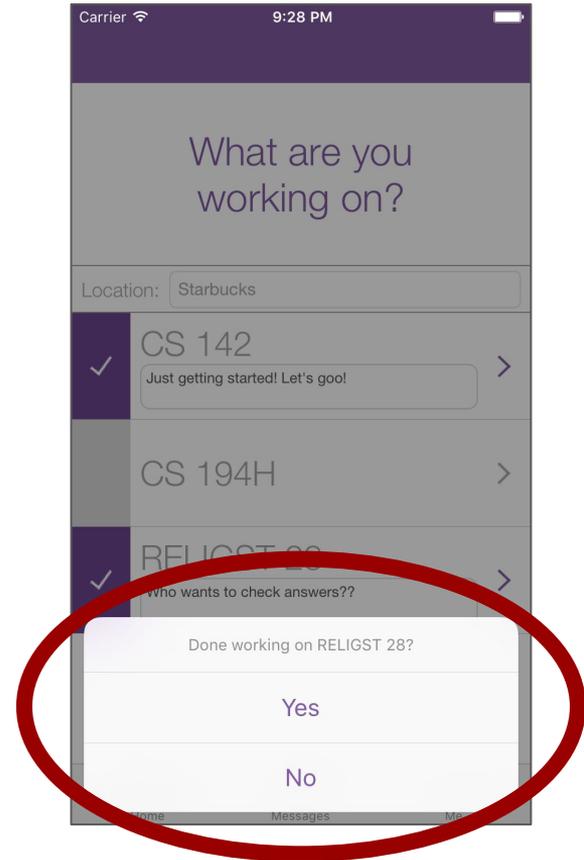
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Errors

- thinking deactivating a class meant dropping it



Bottom-line Data

Task	Avg. # errors	Avg. time/task (min)	Avg. # taps	Minimum # taps
1	1	2:25	18	12
2	2	1:37	8	6
3	1	1:02	6	5

Flight Path



Method

Tasks

Results

Discussion

Pilot run vs “real” experiment: Learnings

- Additional A/B testing
- Importance of task wording
- Really emphasizing thinking out loud

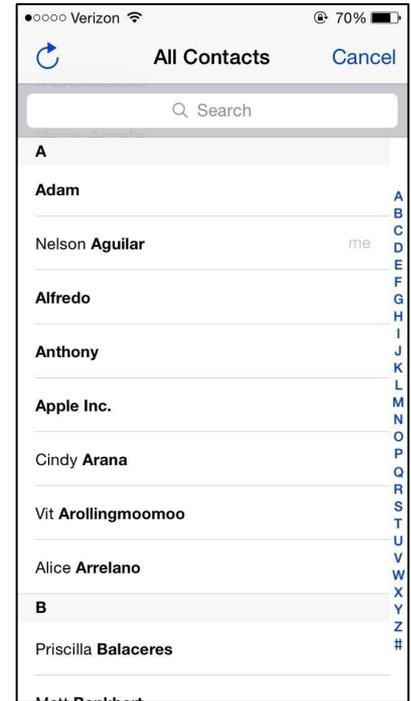
Changes: Task 1 (Add your classes)

Error

- finding search bar

Potential Fixes

- Add persistent letters on side
- Keep search bar during scrolling



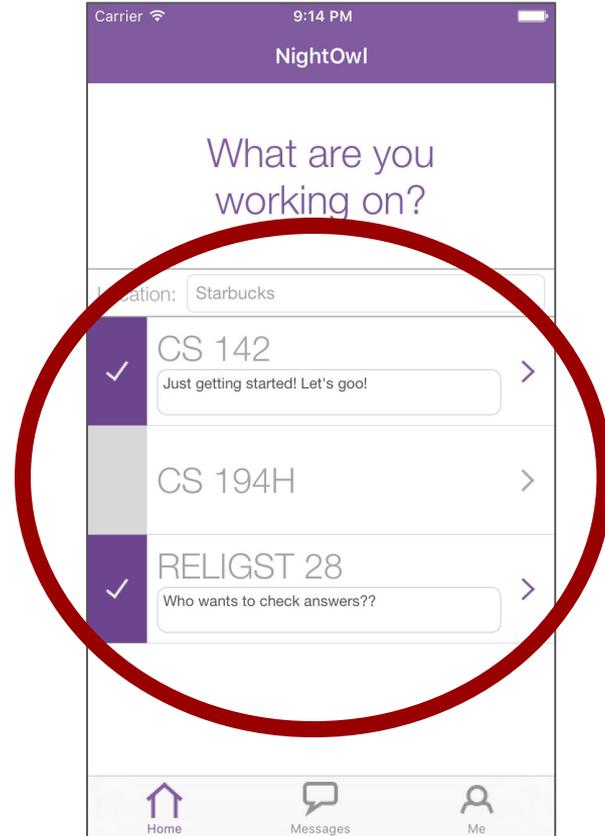
Changes: Task 2 (Pick 2 classes to get help with)

Error

- Not realizing they were available

Potential Fixes

- Pop up screen (feedback)
- Getting rid of text box outline after status entered
- Changing check mark



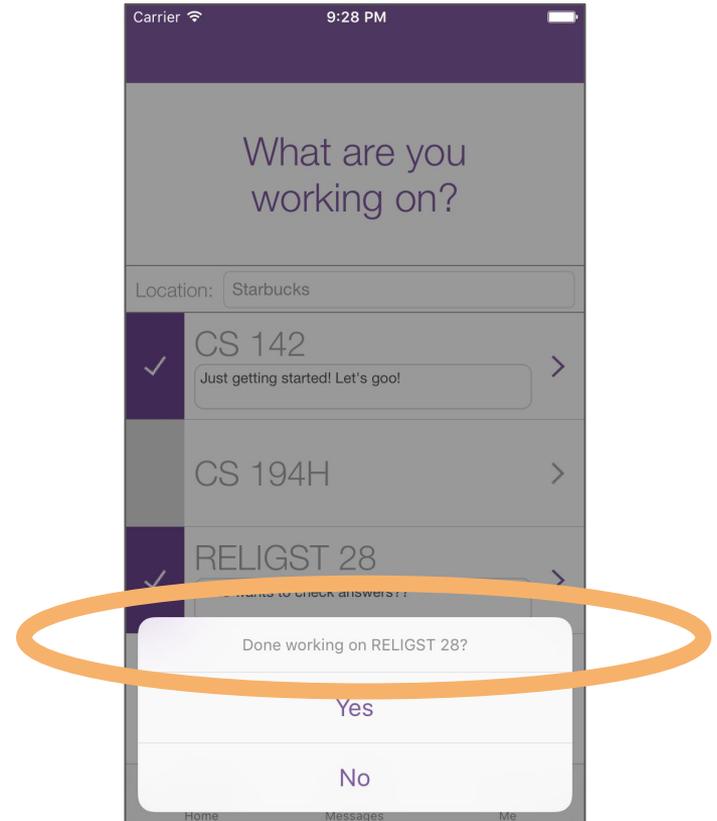
Changes: Task 3 (Reach out to classmates)

Error

- Thinking deactivating a class meant dropping

Fix

- Changed pop up text



Running the experiment *in situ*

Difficulties

- Finding people in the midst of work

Advantages

- More realistic, more helpful

Summary

- Interviewed 6 Stanford students *in situ*
- Observed them attempt our tasks
- Brainstormed potential changes that respond to errors and points of confusion that came up

Questions

Appendix

Additional Potential UI Changes

- making status required to see other NightOwls
- exit keyboard by tapping on screen
- make classes searchable by class name
- make class name purple once student available
- purple box outline when tapping