

Petflix & Chill

Lab Usability Study



Scott Buckstaff, Austin Chustz, Ken Chhan, Hailey Spelman

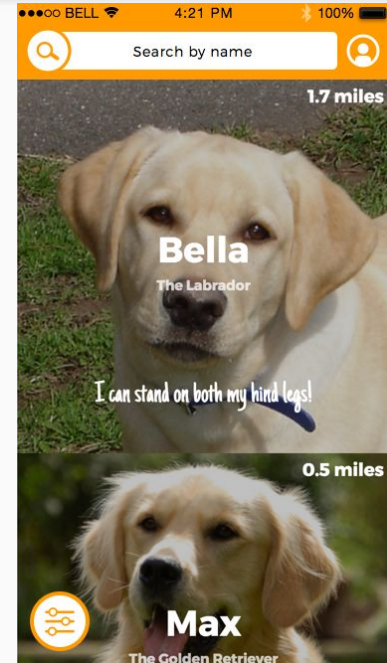
What is Petflix and Chill?

PETFLIX AND CHILL
is a dog sharing platform helping
recent graduates who have
moved to new cities create
meaningful connections by
bonding over dogs



This Experiment

We want to test our new screens based on the feedback given in our first usability study & discover what we still need to improve



Outline of Talk

- I. Method of Experiment
- II. Test Measures
- III. Results
- IV. Discussion
- V. Summary



Method

Participants

5 College students

2 Grad Students- 1 Boy & 1 Girl

3 Undergrads

*Chosen because our target user
is a recently graduated college
student or young adult*

Compensation



Method

Location

Bedroom setting

because this is the most likely field setting



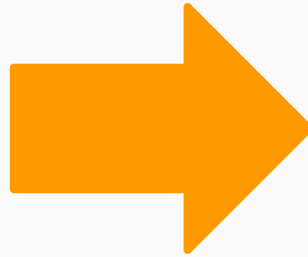
Apparatus

iPhone recording & manual data logging

Simple Task

The Task

Try signing up as an owner
and adding your dog on the
app



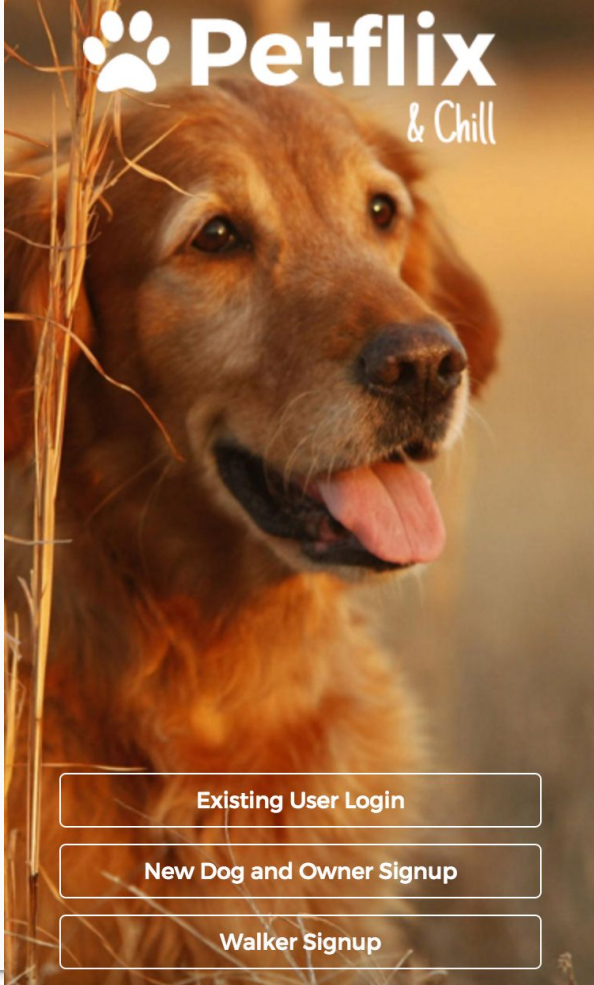
What We Looked For

Were the “Add Dog” fields
descriptive enough?

***important retest of the usability
study***

Did we improve our clarity?

Where could errors still remain?



← Add Owner Information

← Add Dog Information



Tell us about yourself!





Add Photo

?

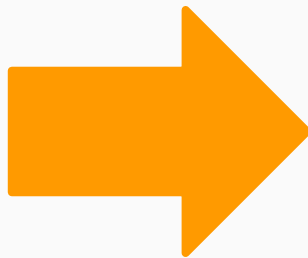
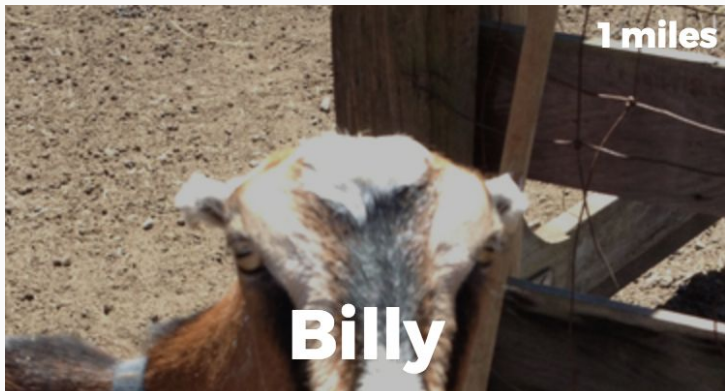
▼



Medium Task

The Task

Try searching for a dog named “Billy”



What We Looked For

Is the search bar more apparent?

Does the user understand the walker/owner distinction?

Were the walker sign-up field more clear?

Existing User Login

New Dog and Owner Signup

Walker Signup



Add Walker Information



Tell us about yourself!

Name

Address

Phone Number

Username

Password



Search by name



1.7 miles

Bella

The Labrador

I can stand on both my hind legs!

0.5 miles

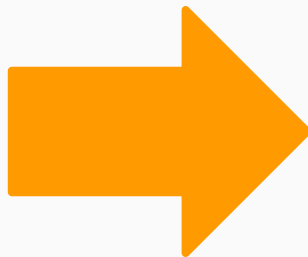
Max

The Golden Retriever

Complex Task

The Task

Select a dog to "chill" with
and schedule the time and
place for dog handoff



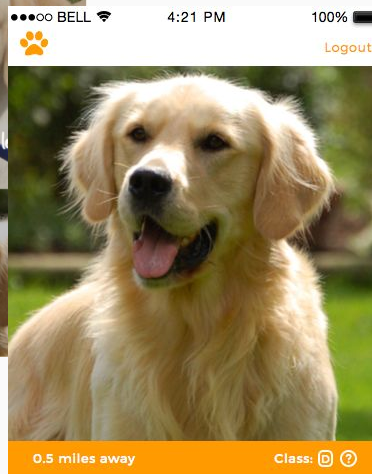
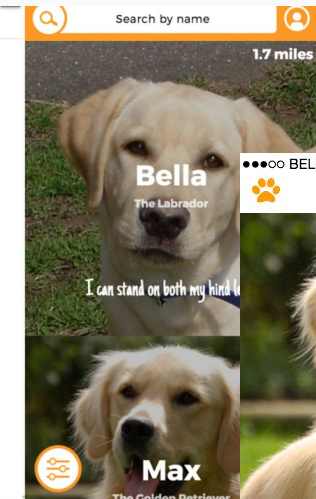
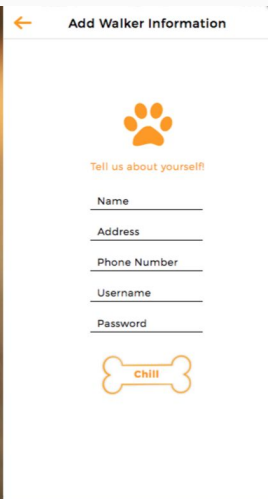
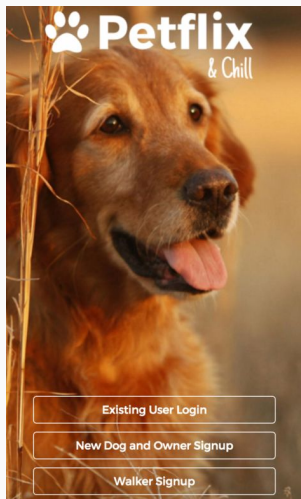
What We Looked For

Was the process intuitive?

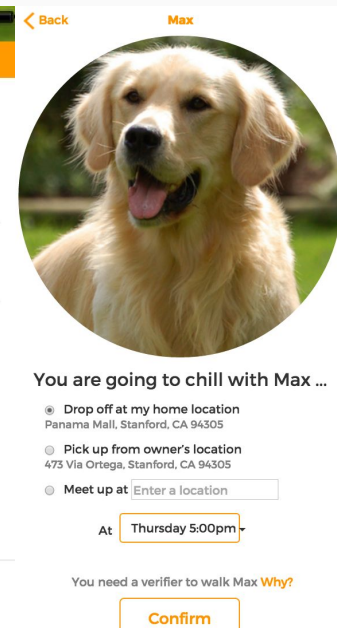
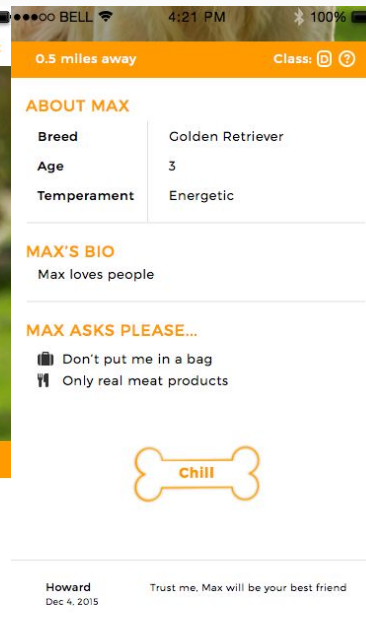
Did the user move through
repeated task flows **faster**?

What did the user enjoy?

Task 2 Repeated Screens



Task 3 New Screens



Procedure



- 1) Have participant sign consent form
- 2) Explain purpose of the app without giving a demo
- 3) Instruct user to speak aloud as they perform the tasks
- 4) Complete tasks while being recorded; manually log clicks & errors
- 5) Exit interview for further feedback
- 6) Cookies

Test Measures

Number of Errors

Do they understand the features?

→ *What do we still need to fix?*

Time for Task Completion

Where do they hesitate?

→ *Is the concept confusing?*

Which parts do they enjoy?

→ *How can we enhance/spread this?*

Time in between Clicks

What takes the longest?

→ *Is it because it is hard/confusing or is it because they enjoy the process?*

What works well?

→ *Do they improve times the more they interact with the system?*

Number of Errors

0

Results: Task #1

Average Time

89.26

User	Home Screen Click	Add Owner Info	Add Dog Info	Total
A	4.95	34.74	42.36	82.05
B	2.38	26.68	63.8	92.86
C	0.88	23.36	62.08	86.3
D	3.12	32.78	44.6	80.5
E	2.03	36.68	65.89	104.6
Average	2.67	30.85	55.75	89.26

Data Interpretation

- 1) Users that put more effort into putting in information had longer times in between clicks
- 2) Users without real dogs moved the quickest

Process data:

- “What’s a tagline? ... *clicks ?* Oh okay”
- “I wish I had an actual picture of my dog”
- Smiles on users thinking about their

●●●● BELL 4:21 PM 100%

← Add Dog Information


Add Photo

Name _____

Breed _____

Age _____

Tagline _____ ?

Temperament ▼

Bio _____



A tagline is short sentence that summarizes your dog's personality
This is an example of a dog posting:

OK

Number of Errors

0

Results: Task #2

Average Time

35.57

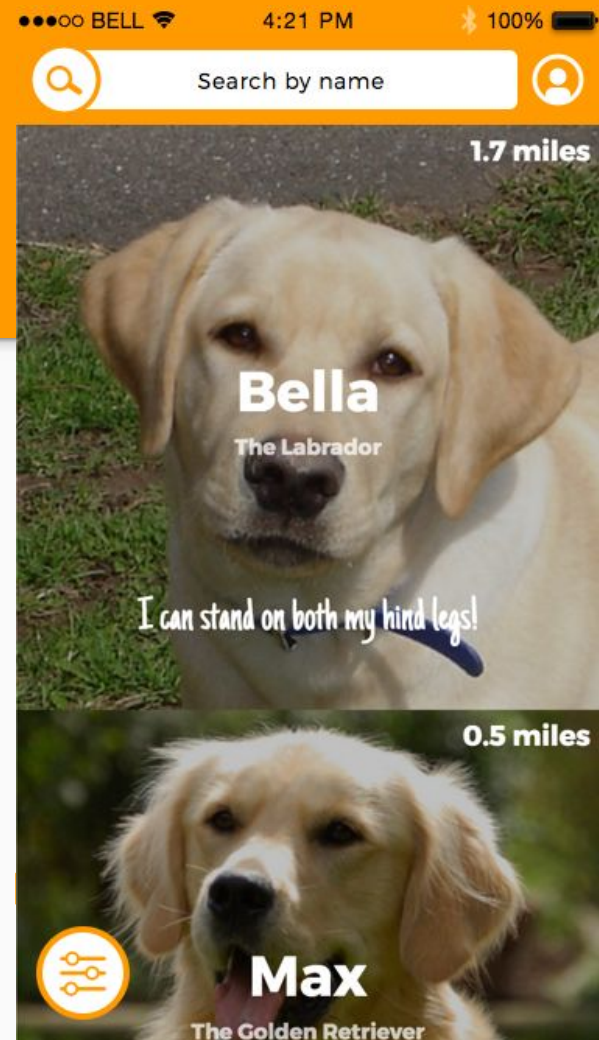
User	Home Screen Click	Add Walker Info	Search	Total
A	3.43	32.52	18.13	54.08
B	1.21	21.04	5.58	27.83
C	4.3	15.71	4.68	26.5
D	2.42	26.82	10.35	39.59
E	1.71	20.97	7.19	29.87
Average	2.61	23.41	9.19	35.57

Data Interpretation

- 1) Most users input information faster on walker side b/c familiarity with interface increasing
- 2) All users found the search bar easily! No scrolling errors
- 3) One user had hesitation at login page
- 4) Profile button was not distracting

Process data:

- “Do I need to be a Walker to view the dogs?”
- “Okay, I’m going to walk Billy”



Number of Errors

0

Results: Task #3

Average Time

45.54

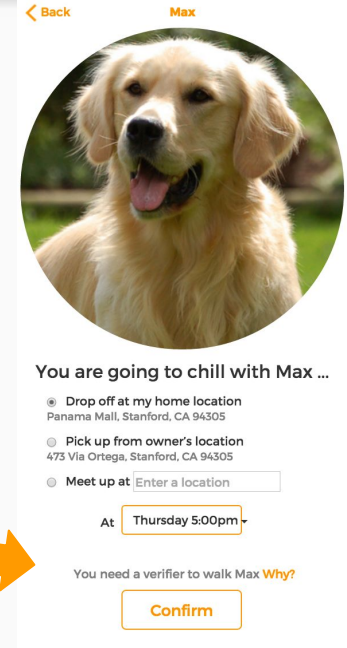
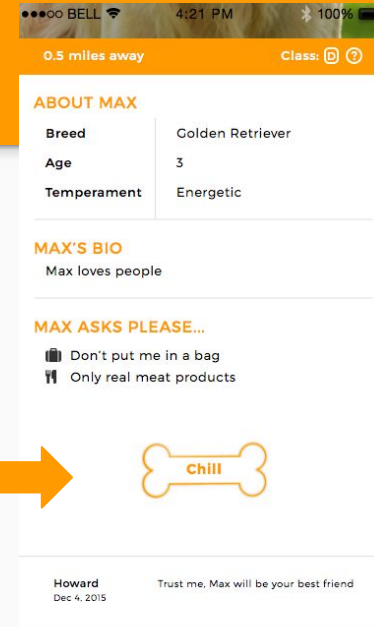
User	Home Screen Click	Add Walker Info	Click on Dog	“Chill” Button	Confirm	Okay-Verifier	Total
A	3.78	25.66	12.33	3.14	6.38	5.55	59.6
B	0.53	11.68	3.76	2.68	5.25	3.28	28.67
C	0.70	14.29	6.51	5.64	17.93	7.25	52.32
D	1.26	19.64	4.83	4.21	10.53	6.76	47.23
E	0.94	13.56	8.97	3.70	8.29	4.43	39.89
Average	1.44	16.97	7.28	3.87	9.68	5.45	45.54

Data Interpretation

- 1) Screens that were repeated from 2nd task in 3rd task were done much faster (*Add Walker Info was 6 seconds faster on average*)
- 2) “Chill” button very easily found (3.87s on average)
- 3) Longer time spent on screens associated with reading more info

Process data:

- “Ooh who do I want... I like that one”



Summary of Results

- 1) No confusion in the “Add Dog” fields or in finding the Search Bar
- 2) Icons and buttons very clear
- 3) Faster times between clicks as users became acclimated
- 4) Happiness for dog owners on Owner Side and dog lovers on Walker Side-- connect with target audience but not everyone

Total Number of Errors

0!

(Averages)

Task 1 time 89s

**Task 2 time
36s**

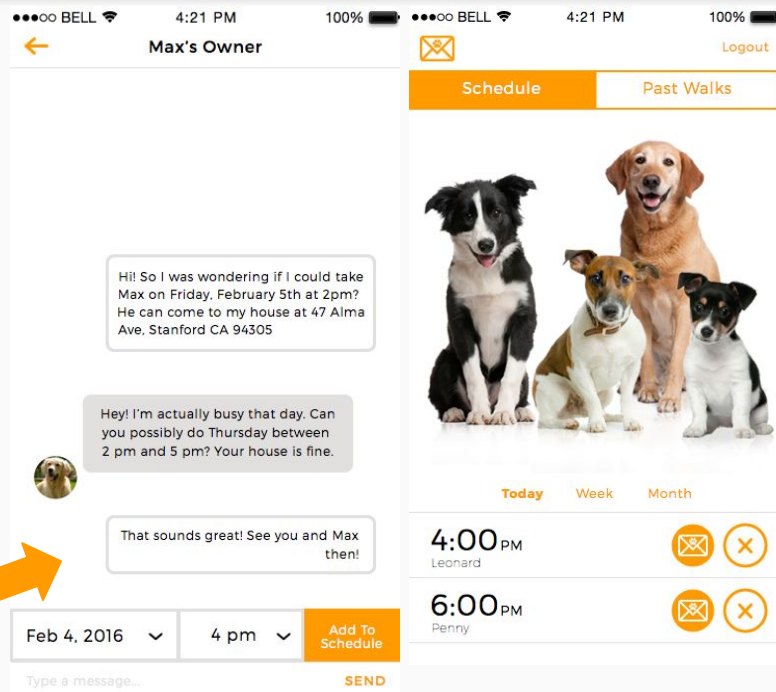
**Task 3 time
46s**

Discussion: Change for Real Experiment

Need to be more clear in our instructions of the task b/c one user hesitated choosing b/w login & sign-up → make them sign-up again

More effective/enjoyment if the user actually likes dogs → screen beforehand

Perhaps adjust the tasks to force interaction with more of the app → actually schedule



Discussion: Interface Changes

As far as the screens for the tasks we have presented today, we do not think we need any major interface changes

However, moving forward we need to:
Finish making the data persistent

AND

Discussion: Interface Changes

Change the scheduling
from this...

< Back Max



You are going to chill with Max ...

- Drop off at my home location
Panama Mall, Stanford, CA 94305
- Pick up from owner's location
473 Via Ortega, Stanford, CA 94305
- Meet up at

At

You need a verifier to walk Max [Why?](#)

BELL 4:21 PM 100%

← Max



Send a message to Max's owner to suggest

Type a message... SEND

BELL 4:21 PM 100%

← Messages

	Max's Owner	4:05 pm
	Bella's Owner	Yesterday
	Lily's Owner	2 / 3 / 16

Hi! So I was wondering if I could take Max on Friday, February 5th at 2pm? He can come to my house at 47 Alma Ave, Stanford CA 94305

Hey! I'm actually busy that day. Can you possibly do Thursday between 2 pm and 5 pm? Your house is fine.

That sounds great! See you and Max then!

Feb 4, 2016 4 pm Add To Schedule

Type a message... SEND

...to this

Discussion: Running the Experiment

The only difficulty we faced running it *in situ* was that the users were sometimes briefly distracted while performing the tasks

BUT

This is more realistic because most users would be using the app in a casual setting such as the bedroom we tested in

Summary

- 1) Tested 5 Users in the setting in which they would use the app
- 2) Resolved all user issues present in last User Study
- 3) Moving forward, we want to complete the app and test the messaging apparatus of scheduling