Petflix & Chill

Lab Usability Study

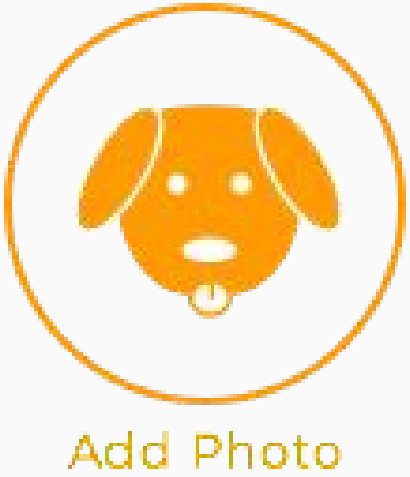
Scott Buckstaff, Austin Chustz, Ken Chhan, Hailey Spelman

Prototype Changes

Added the “Owner Side” of the app, which includes:

- Signing up as a dog owner
- Adding a dog & its details to the database
- Viewing the owner’s dashboard

Added a Search function to filter out dog results

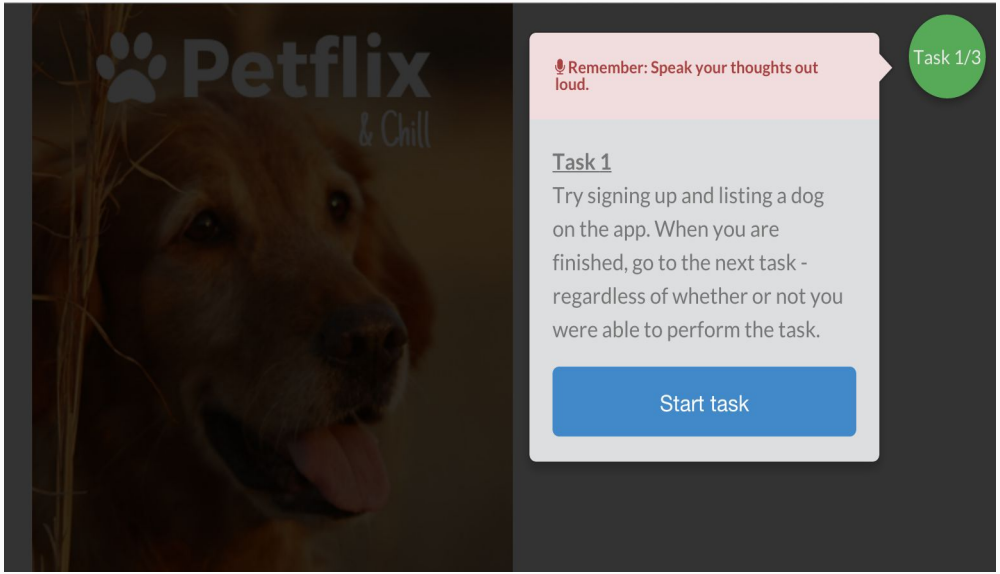


Method

Participants

4 College students

2 boys & 2 girls



Apparatus

Validately for Clickstream & Audio logging

iPhone recording

Simple Task

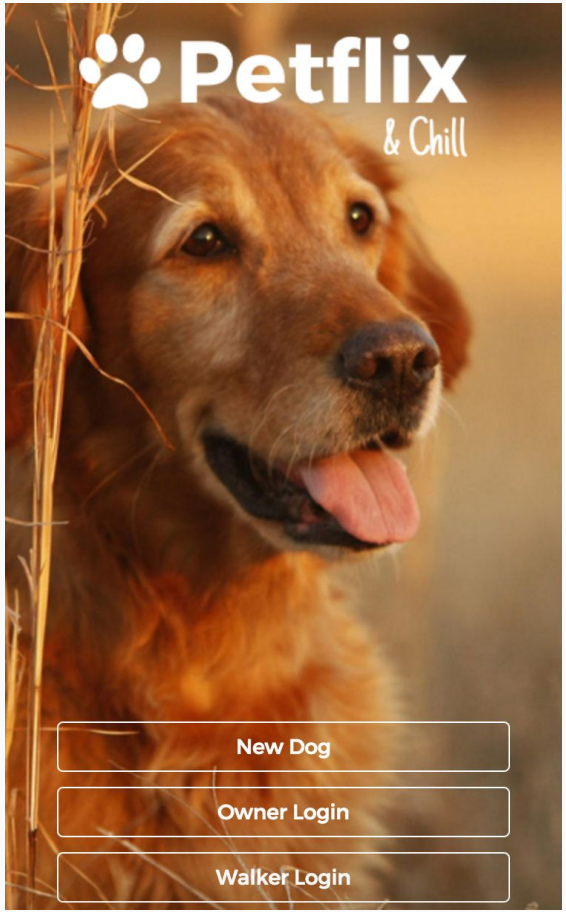
The Task

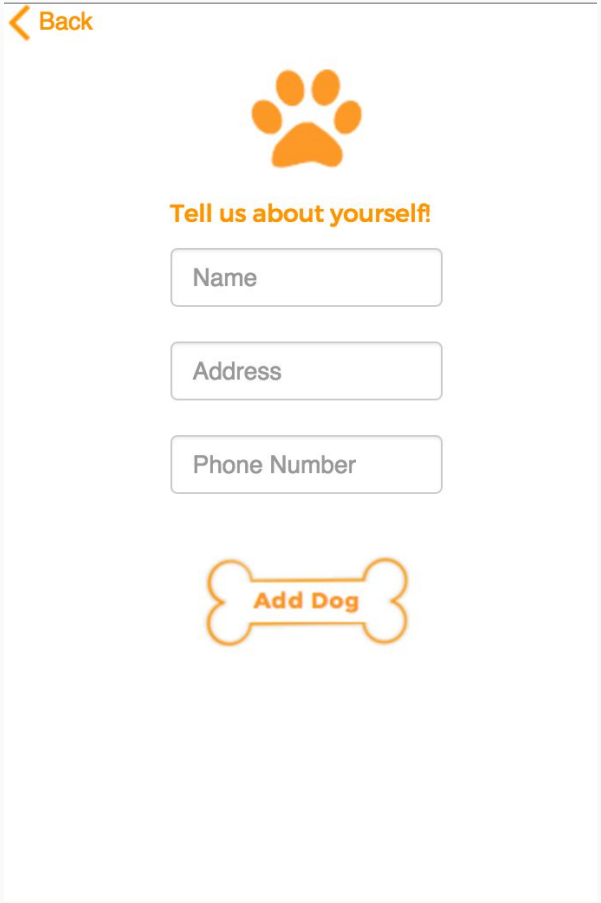
Try signing up as an owner and adding your dog on the app

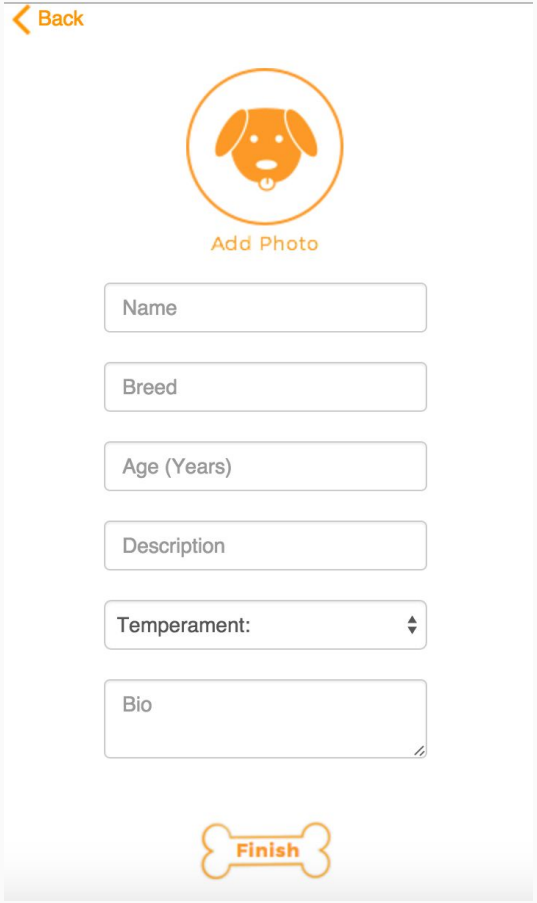
What We Looked For

Was there hesitation on the landing page?

Were the “Add Dog” fields descriptive enough?





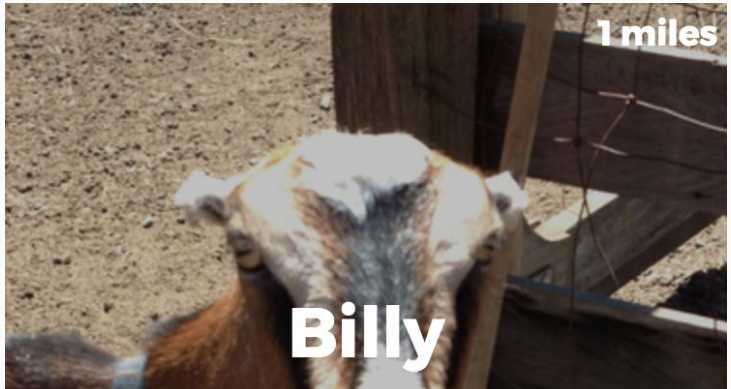


Task 1 Screens

Medium Task

The Task

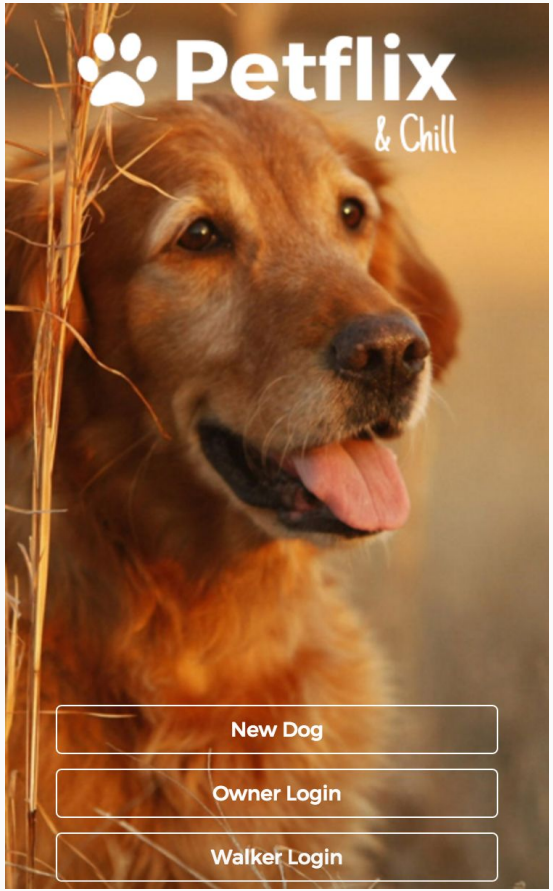
Try searching for a dog named “Billy”



What We Looked For

Did the user easily find the search bar?

Was it clear that the search bar searched all available dogs?



Task 2 Screens

Complex Task

The Task

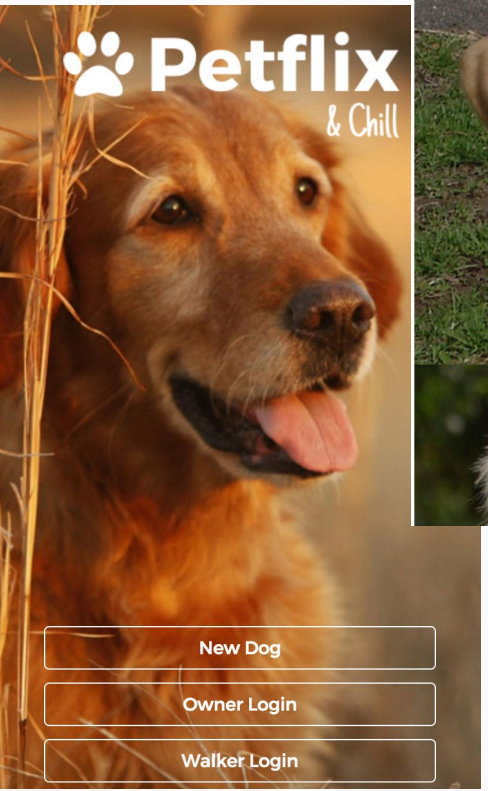
Select a dog to "chill" with and schedule the time and place for dog handoff

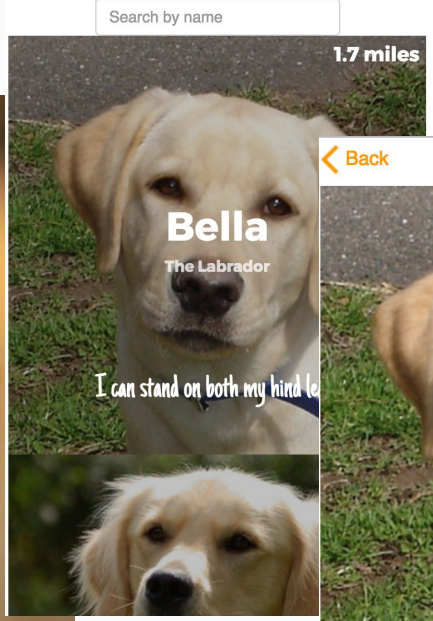
What We Looked For

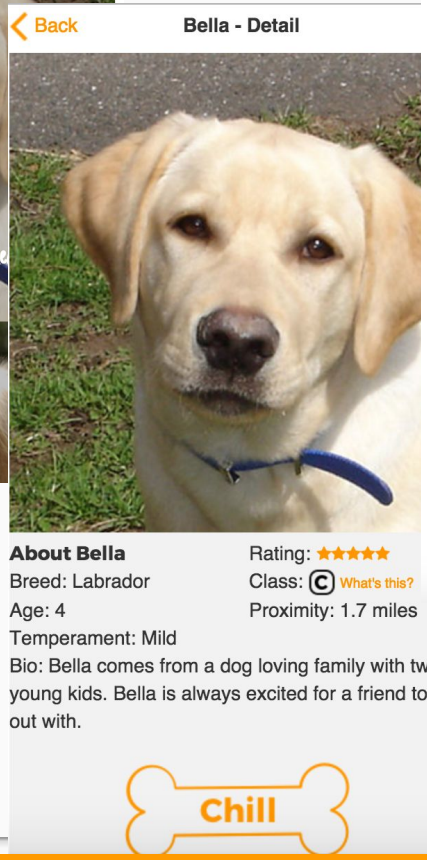
Was the process intuitive?

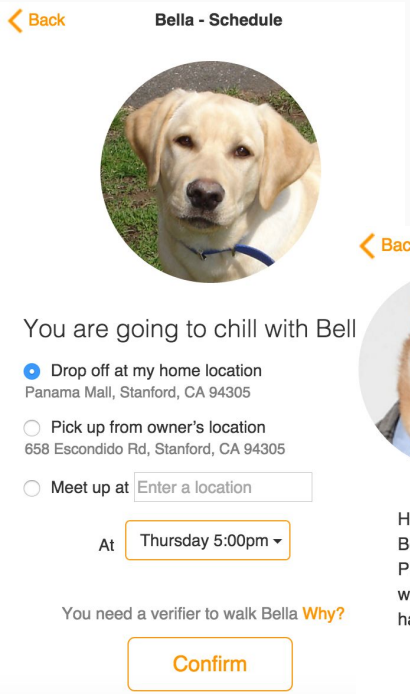
Was there any hesitation in button clicks?

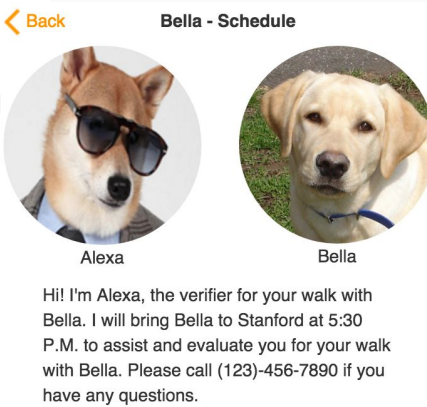
Did the user click on help boxes for “Class” and “Dog Verification”?







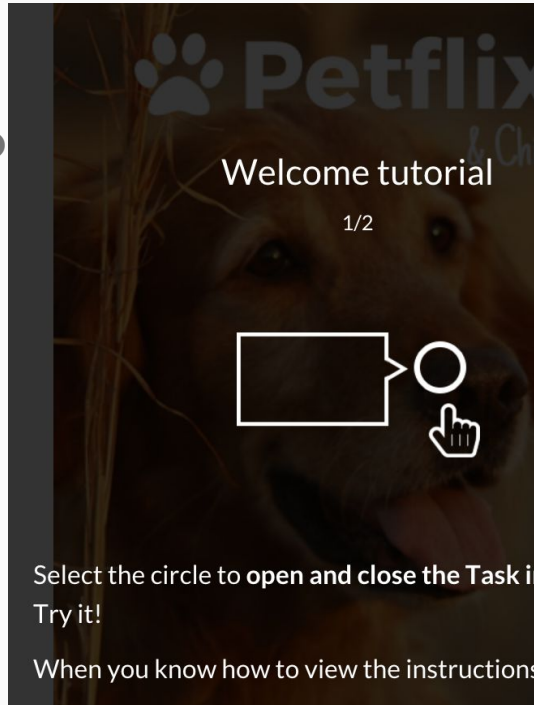




Task 3 Screens

Procedure

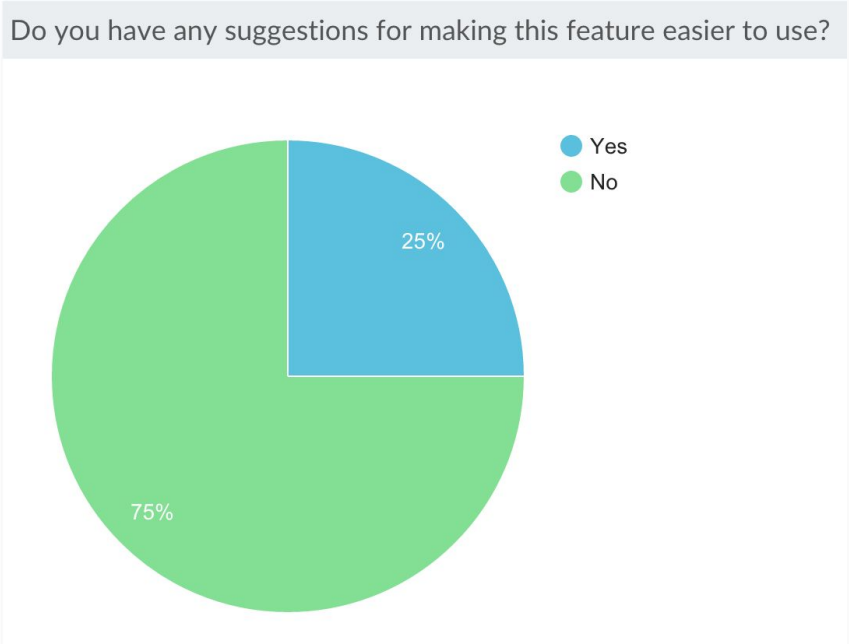
1) Have participant sign consent form
2) Explain purpose of the app without giving a demo
3) Allow participant to read Validately tutorial & acclimate
4) Instruct them to speak aloud as they perform the tasks
5) Complete tasks on Validately & answer follow-up questions after each task; manually log errors
6) Exit interview for further feedback



Test Measures

Number of Errors
Do they understand the features?
→ Should we clarify or simplify?

Time for Task Completion
Where do they hesitate?
→ Is the concept confusing?
Which parts do they enjoy?
→ How can we enhance/spread this?



Results: User #1 Black Male, 21

Task #2:
- Did not find the search bar (5s)
- Some hesitation on landing page when asked to search for “Billy”- Walker or Owner?

Task #3:
- No hesitation but also no curiosity about the class or the verifier- chose dog purely based on aesthetics
- Excitement around pressing “Chill” button (17s)

Number of Errors
1

Task 1 time 42s
Task 2 time
13s
Task 3 time 24s

Results: User #2 White Female, 20

Task #1:
- Puts her dog's name in where hers should go (15s)
- Genuinely enjoys describing her dog; "He's the best" (71s)

Task #2:
- Manually searches for Billy on the Owner Side (11s)

Task #3:
- Moves slow but makes it all the way through; does click on "What's this?" for Class (42s)
- Reads out description when choosing animal (19s)

Number of Errors
2

Task 1 time
115s
Task 2 time 41s
Task 3 time
64s

Results: User #3

Israeli Female, 24

Task #1:
- Gave a physical description (64s)

Task #2:
- Did not find search bar, scrolled instead (3s)

Task #3:
- Thoughtfully decides dog drop off location; “Oh I’d rather it come play at my house with my friends” (28s)
- Clicks on “Why?” for verifier (32s)

Number of Errors

1

Task 1 time	82s
Task 2 time	10s
Task 3 time	

39s

Results: User #4 White Male, 20

Task #1:
- Didn't find adding a new dog to be intuitive (22s)
- Thought maybe we should start with walker side (when we first show people the app) (40s)

Task #2:
- Typed lowercase for billy and didn't find him at first (4s)

Task #3:
- Made it through it all easily; Liked picking a dog a lot (14s)

Number of Errors

1

Task 1 time	40s
Task 2 time	20s
Task 3 time	18s

Summary of Results

Three Main Themes

1) Confusion in the “Add Dog” fields
2) Search bar is not clearly visible
3) Enjoyment in choosing a dog (Task 3)

Overall # Errors Per Task

Task 1	Task 2	Task 3
1	3	0

Average Number of Errors

1.25

(Averages)

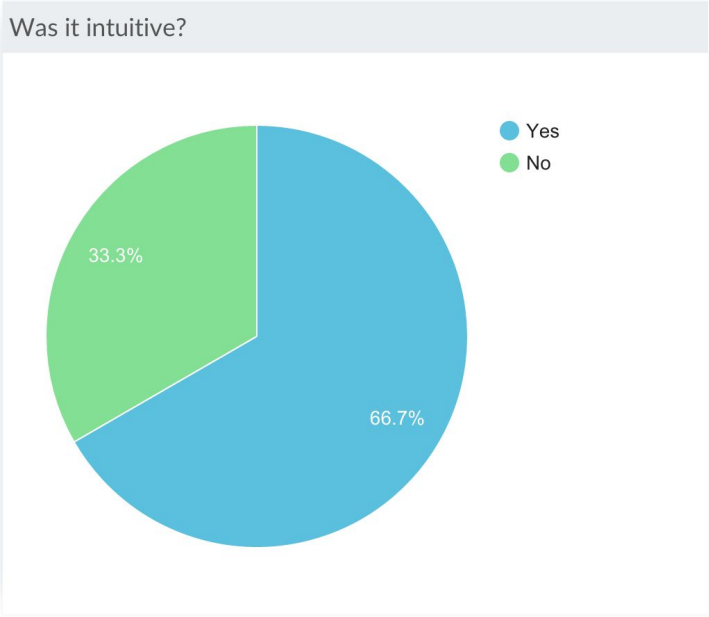
Task 1 time	70s
Task 2 time	21s
Task 3 time	36s

Discussion: Our Main Takeaways

The main goal of the app was enjoyable
→ Complex Task was the easiest

More technical features do not have a significant effect on the UX

“Add Dog” and “Search” process need to be more intuitive



Discussion: Changes to be Made

Clean Up the Interface
Search bar needs to be more clear (UI fix) & case insensitive
Add Dog fields need to be more descriptive

Help the User More
Mission of the app needs to be clearly stated and understood
Perhaps show an example of a dog entry when adding a new dog