rekindl



remember. reignite. repeat.



Ryan Cole



David Mora



Ikechi Akujobi



Ben Williams

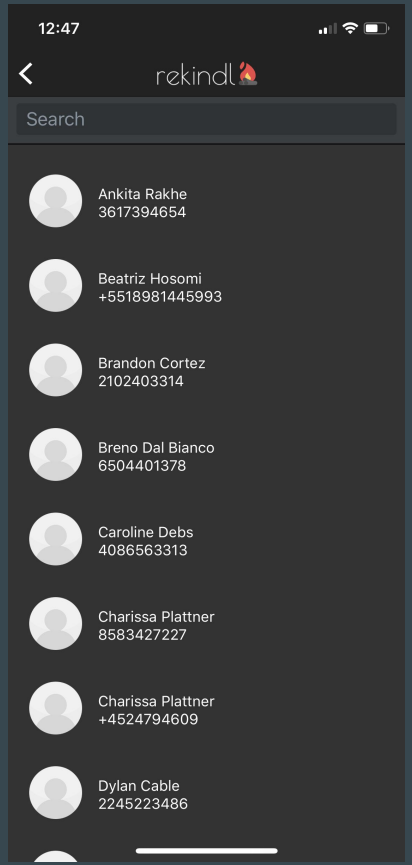


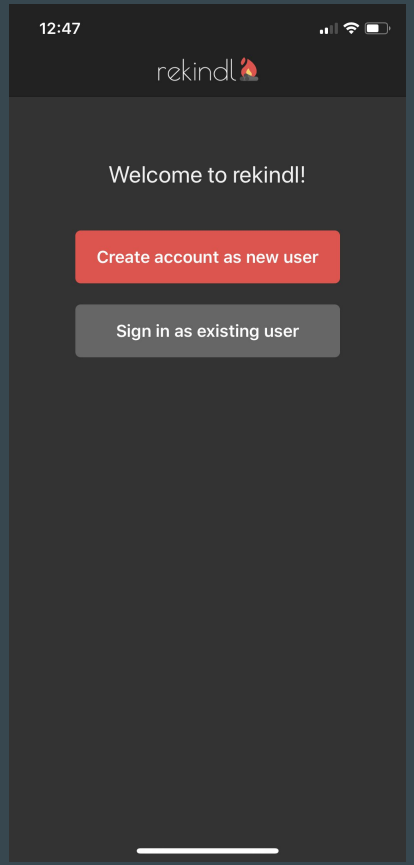
Jesse Candido

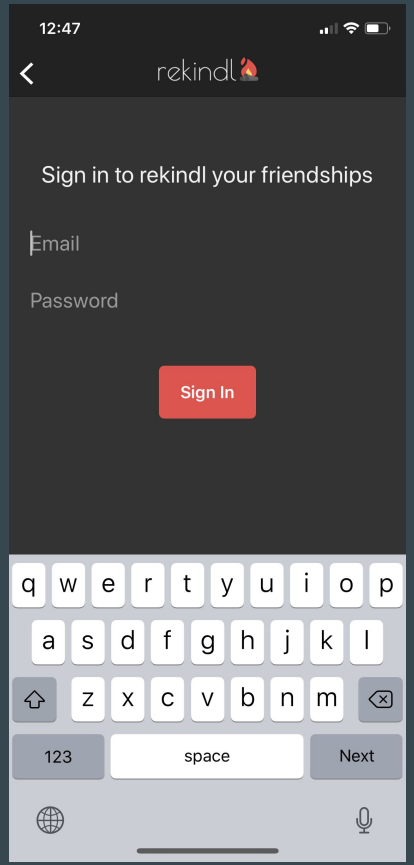


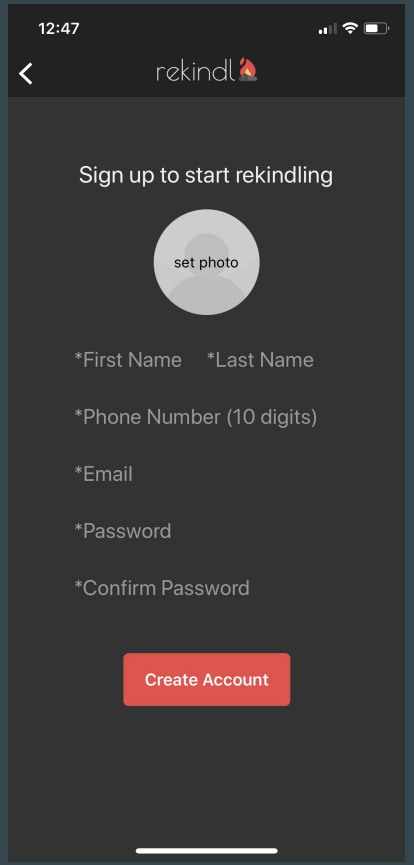
Development

- Backend fully functional (removed harcoding)
- Connected to contacts
- Sign up and login flows


12:47
rekindl
Search
Ankita Rakhe
3617394654
Beatriz Hosomi
+5518981445993
Brandon Cortez
2102403314
Breno Dal Bianco
6504401378
Caroline Debs
4086563313
Charissa Plattner
8583427227
Charissa Plattner
+4524794609
Dylan Cable
2245223486


12:47
rekindl
Welcome to rekindl!
Create account as new user
Sign in as existing user


12:47
rekindl
Sign in to rekindl your friendships
Email
Password
Sign In
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
Next


12:47
rekindl
Sign up to start rekindling
set photo
*First Name
*Last Name
*Phone Number (10 digits)
*Email
*Password
*Confirm Password
Create Account

Experiment

User testing leveraging event tracking

Purpose

- Precursor to larger study
- Learn how to keep track of user input and interaction with data analytics platforms
- Identify the data analytics platform we like the most

- Identify pain points
- Assess what works and how well it does
- Learn what to prioritize when redesigning
- Learn about how users interact with Rekindl

Outline

- ➔ Intro / Recap
- ➔ Method
- ➔ Test Measures
- ➔ Results
- ➔ Discussion
- ➔ Summary

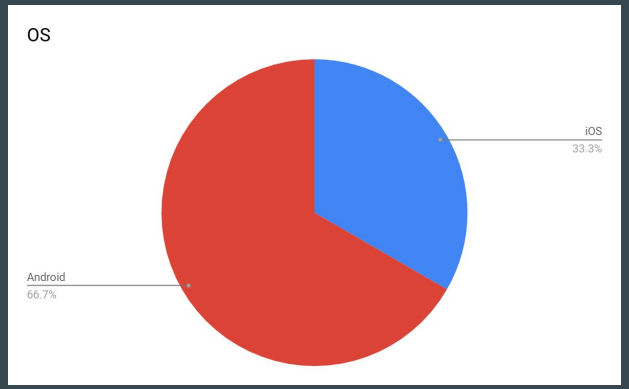
Method

Participants

6 participants
1 Undergrads, 2 Grad Students, 3 Young Workers

Compensation:
Enthusiastic “thank you”

Recruiting:
Texted friends who would fit the demographics established in our business plan (20 somethings)



Apparatus

Rekindl (on Expo)

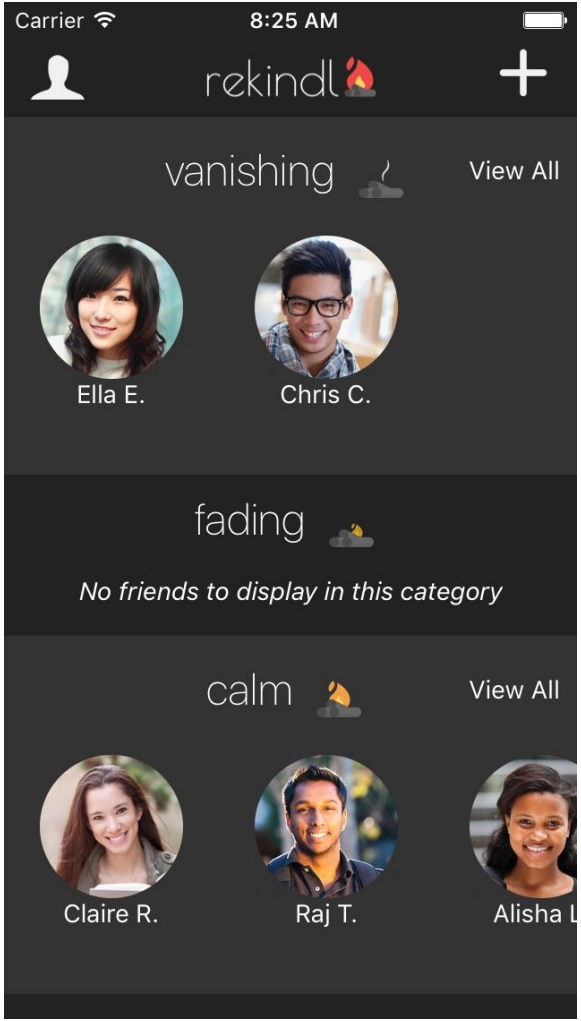
Quicktime / Lookback extension for recording

Skype screen sharing for 1 long distance test

Different locations: 1 participant’s work place, 1 dorm room, 1 coffee shop, 3 at their homes. Wanted to be as natural as possible

Tasks:

1. Add a new connection
    a. Were contacts being successfully loaded?
    b. How do users decide what category to add a friend?
2. Reach out to a friend
    a. Call vs Text vs Report Activity
3. Change your status
    a. The nature and length of the new status



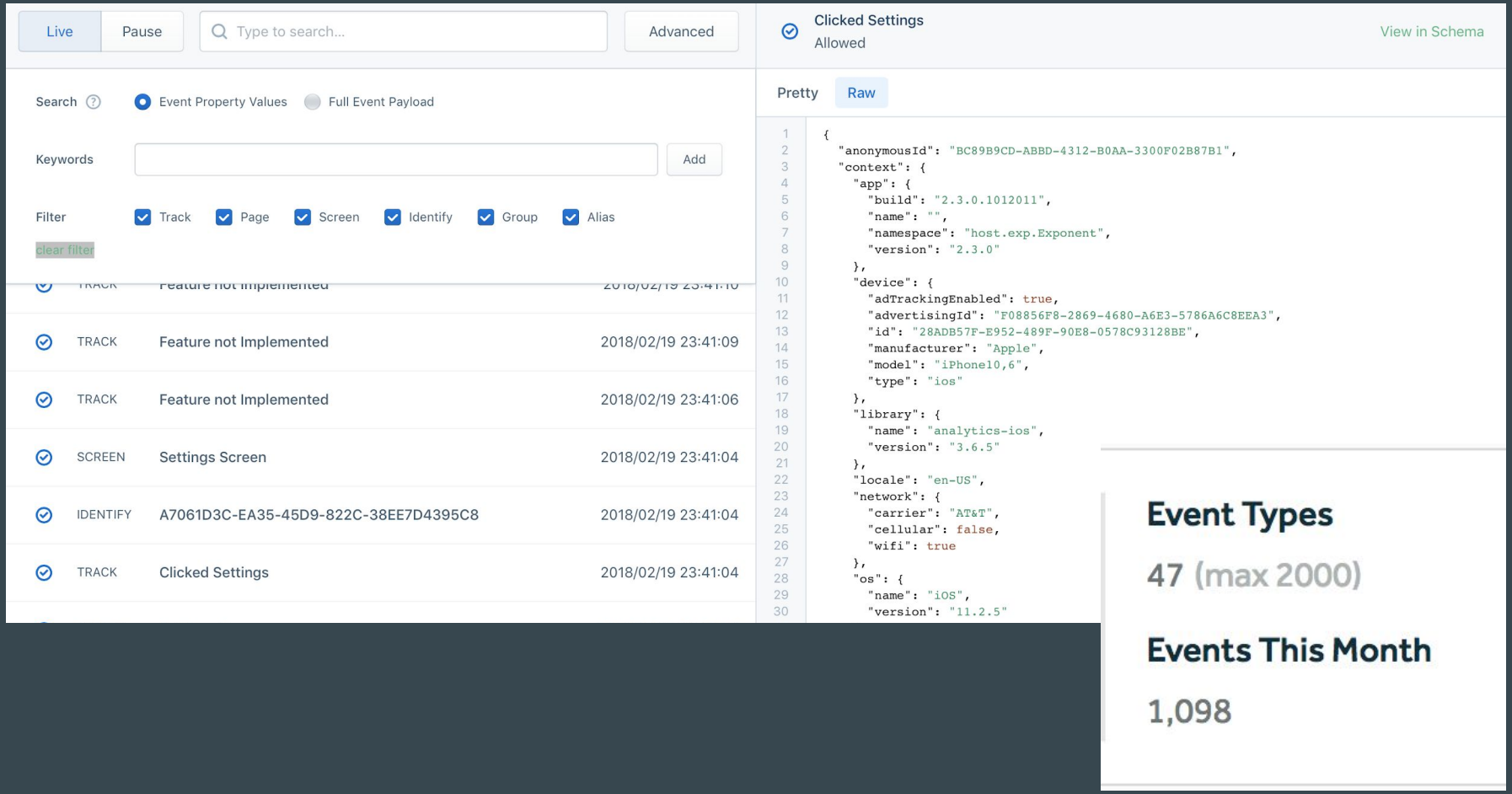
Procedure

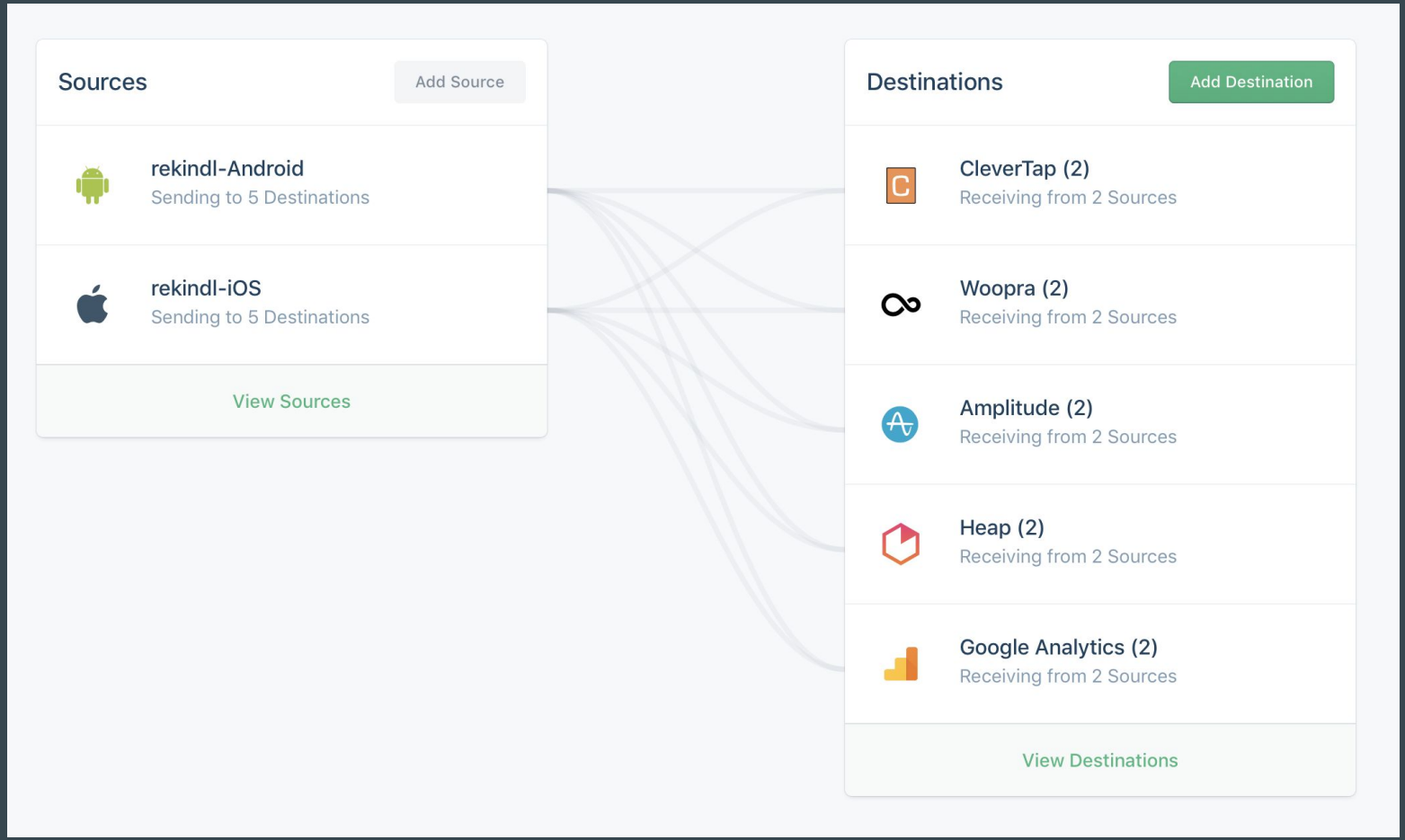
Consent form

Installed the app on their phones so that they would see their real contacts

Gave them each task, while recording the screen

Debrief


Live
Pause
Type to search...
Advanced
Search
Event Property Values
Full Event Payload
Keywords
Add
Filter
Track
Page
Screen
Identify
Group
Alias
clear filter
TRACK
Feature not Implemented
2018/02/19 23:41:09
TRACK
Feature not Implemented
2018/02/19 23:41:06
SCREEN
Settings Screen
2018/02/19 23:41:04
IDENTIFY
A7061D3C-EA35-45D9-822C-38EE7D4395C8
2018/02/19 23:41:04
TRACK
Clicked Settings
2018/02/19 23:41:04
Clicked Settings
Allowed
View in Schema
Pretty
Raw
{
"anonymousId": "BC89B9CD-ABBD-4312-B0AA-3300F02B87B1",
"context": {
"app": {
"build": "2.3.0.1012011",
"name": "",
"namespace": "host.exp.Exponent",
"version": "2.3.0"
},
"device": {
"adTrackingEnabled": true,
"advertisingId": "F08856F8-2869-4680-A6E3-5786A6C8EEA3",
"id": "28ADB57F-E952-489F-90E8-0578C93128BE",
"manufacturer": "Apple",
"model": "iPhone10,6",
"type": "ios"
},
"library": {
"name": "analytics-ios",
"version": "3.6.5"
},
"locale": "en-US",
"network": {
"carrier": "AT&T",
"cellular": false,
"wifi": true
},
"os": {
"name": "iOS",
"version": "11.2.5"
Event Types
47 (max 2000)
Events This Month
1,098


Sources
Add Source
rekindl-Android
Sending to 5 Destinations
rekindl-iOS
Sending to 5 Destinations
View Sources
Destinations
Add Destination
CleverTap (2)
Receiving from 2 Sources
Woopra (2)
Receiving from 2 Sources
Amplitude (2)
Receiving from 2 Sources
Heap (2)
Receiving from 2 Sources
Google Analytics (2)
Receiving from 2 Sources
View Destinations

Test Measures

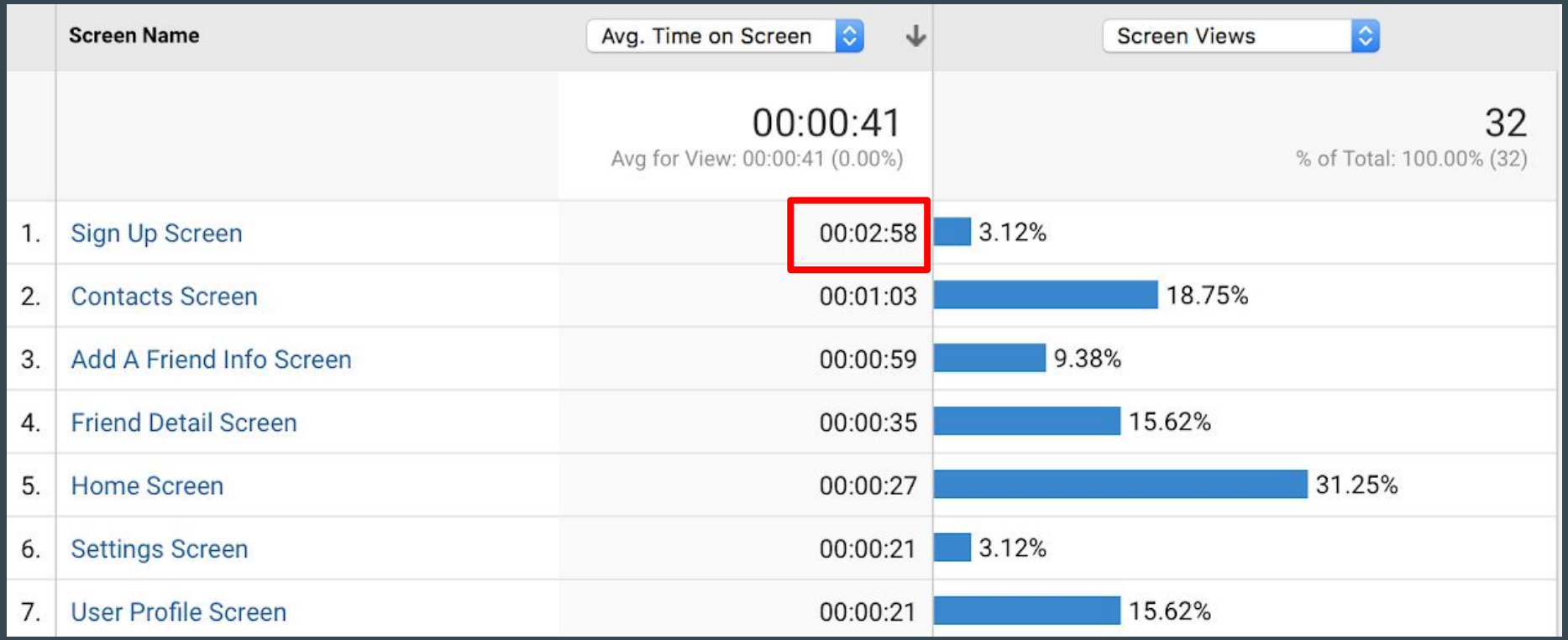
Device info, to help us solve bugs, such as phone dimensions, OS, OS version, carrier, wifi vs data

Events and Screens - timestamp, order and number of occurences, in order to analyze user behavior

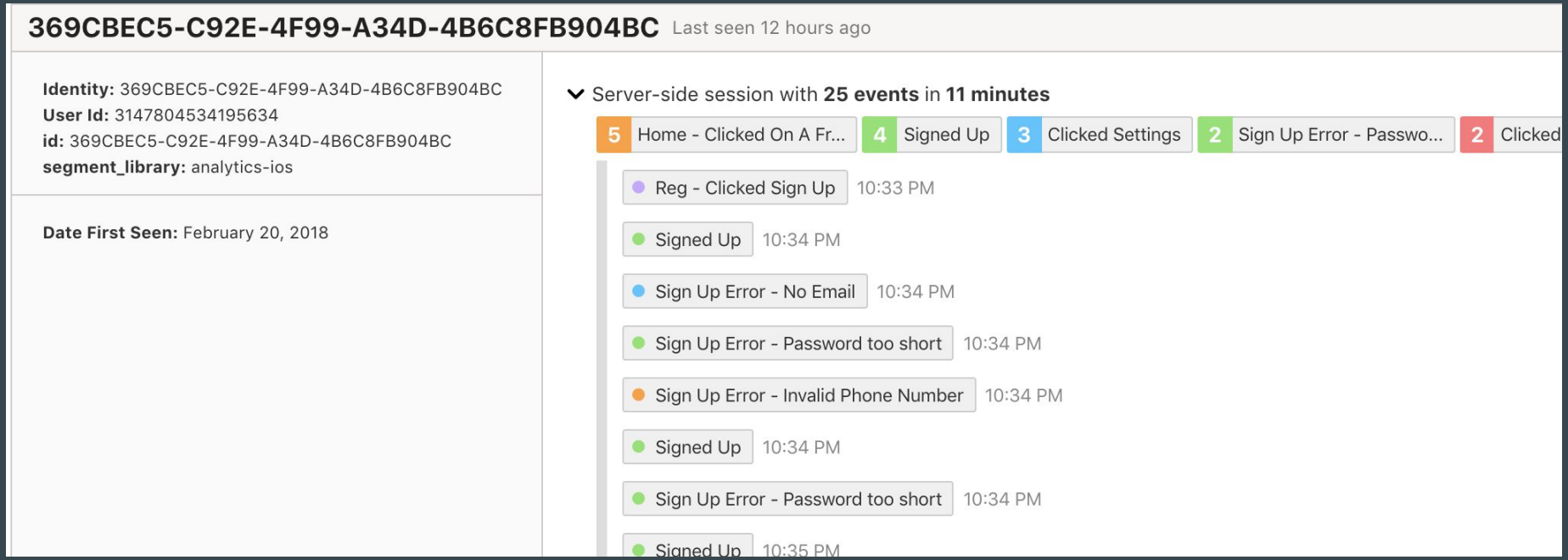
Results

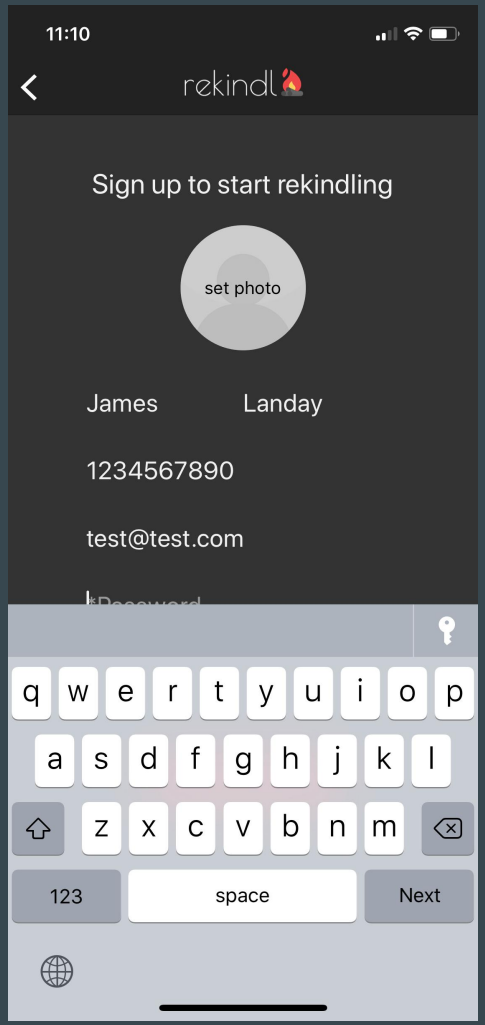
All completed tasks successfully (disconsidering app bugs)

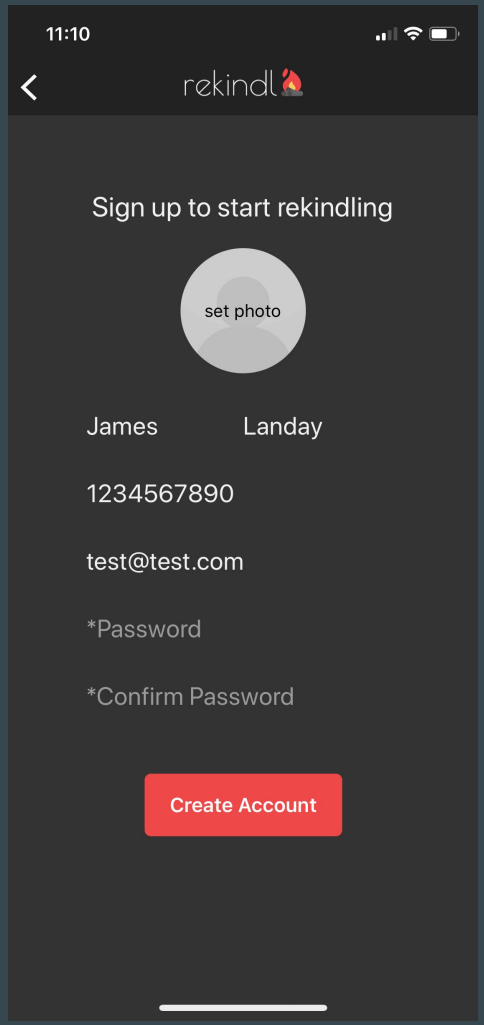
“Time spent isn’t necessarily the best metric (might be the wrong one). Better: time physically present with the person and how I feel about it.” - Luke
“I like that it doesn’t require [my friends] to have the app” -Ben
“**I think the background color scheme is what’s bothering me most**…” - Cecily
“I actually make lists of people I need to reach out to already.” - Cecily
“I could imagine it being burdensome if I had a long list of close friends” - Cecily

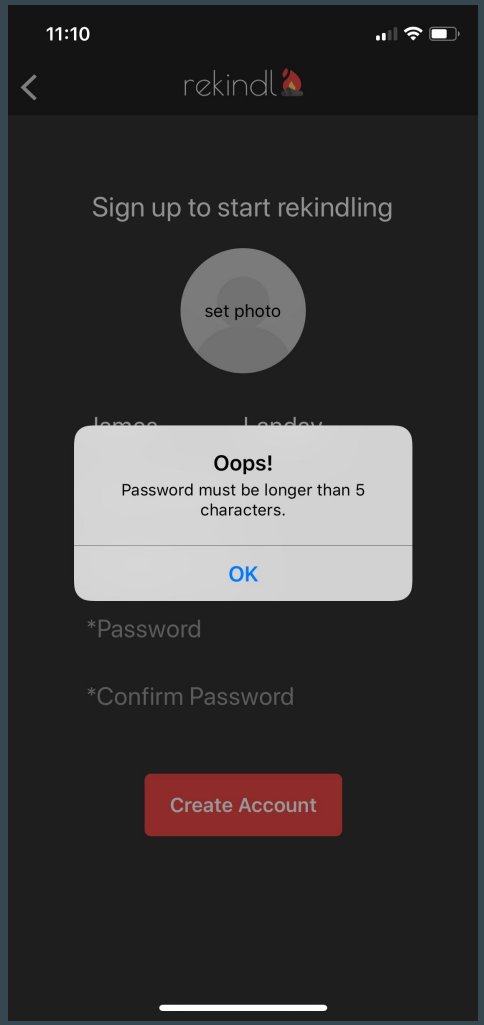


	Screen Name	Avg. Time on Screen	Screen Views
		00:00:41 Avg for View: 00:00:41 (0.00%)	32 % of Total: 100.00% (32)
1.	Sign Up Screen	00:02:58	3.12%
2.	Contacts Screen	00:01:03	18.75%
3.	Add A Friend Info Screen	00:00:59	9.38%
4.	Friend Detail Screen	00:00:35	15.62%
5.	Home Screen	00:00:27	31.25%
6.	Settings Screen	00:00:21	3.12%
7.	User Profile Screen	00:00:21	15.62%


369CBEC5-C92E-4F99-A34D-4B6C8FB904BC
Last seen 12 hours ago
Identity: 369CBEC5-C92E-4F99-A34D-4B6C8FB904BC
User Id: 3147804534195634
id: 369CBEC5-C92E-4F99-A34D-4B6C8FB904BC
segment_library: analytics-ios
Date First Seen: February 20, 2018
Server-side session with 25 events in 11 minutes
5 Home - Clicked On A Fr...
4 Signed Up
3 Clicked Settings
2 Sign Up Error - Passwo...
2 Clicked
Reg - Clicked Sign Up 10:33 PM
Signed Up 10:34 PM
Sign Up Error - No Email 10:34 PM
Sign Up Error - Password too short 10:34 PM
Sign Up Error - Invalid Phone Number 10:34 PM
Signed Up 10:34 PM
Sign Up Error - Password too short 10:34 PM
Signed Up 10:35 PM


11:10
rekindl
Sign up to start rekindling
set photo
James
Landay
1234567890
test@test.com
*Password
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
Next

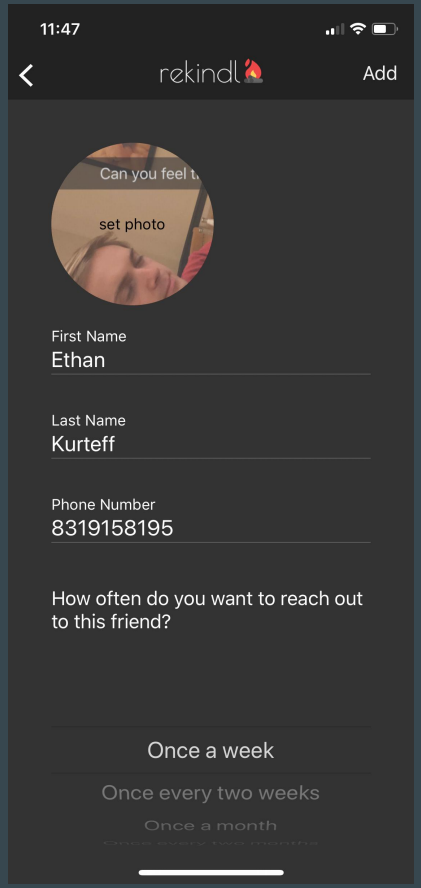

11:10
rekindl
Sign up to start rekindling
set photo
James
Landay
1234567890
test@test.com
*Password
*Confirm Password
Create Account


11:10
rekindl
Sign up to start rekindling
set photo
Oops!
Password must be longer than 5 characters.
OK
*Password
*Confirm Password
Create Account

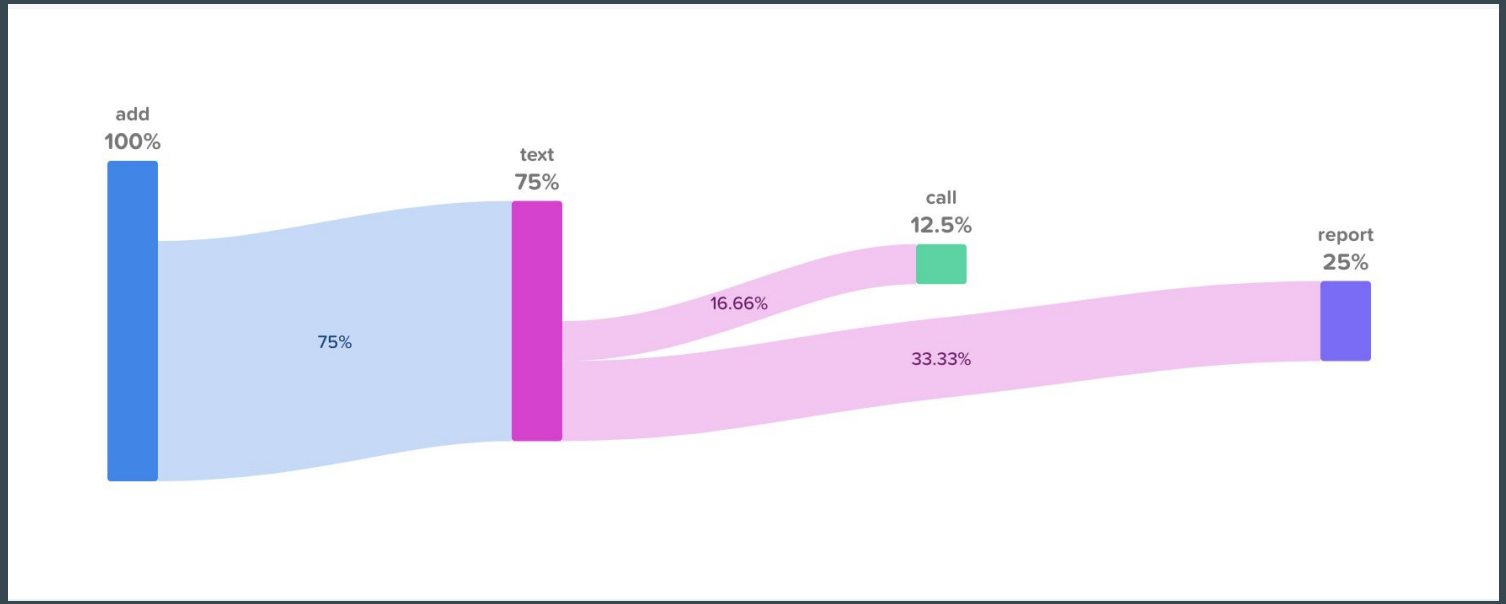
Task 1 - Add a friend

Contacts taking too long to load (up to 10 seconds in one case).
Wouldn't import phone numbers on Android

After clicking on a contact to add, people immediately clicked "Add," without adding a photo nor thinking about the category to read. Often, they did not even pay attention to the category picker.



Task 2 - Text vs Call ?



Task 3 - Update Status

Layout Problems
Profile screen - some names are longer than others

OS Problems
Update Status component - native to iOS, failed on Android

Short sentence, such as “hello”

Status?

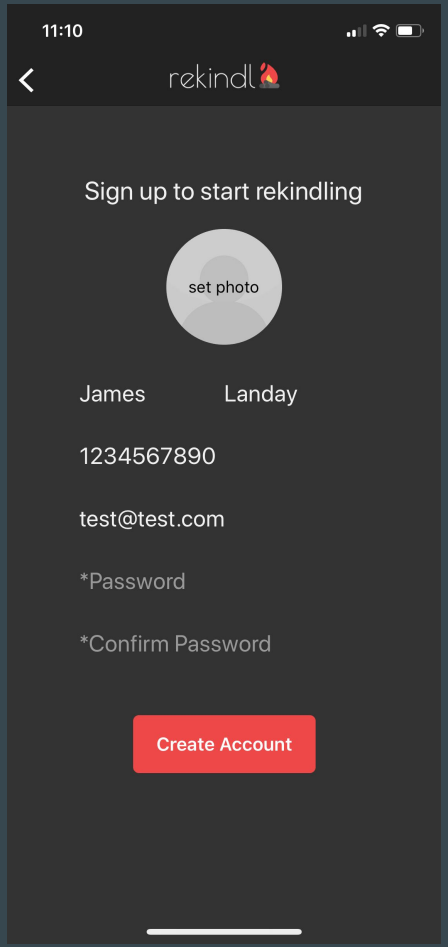


“I don’t get the whole status thing, to me this is just a way of sorting how long it’s been since I’ve texted/called someone ... skype has a status thing, which no one uses except that stupid friend. Unless you think people will be on this app all the time... **you don’t need the whole status thing**.” -Ben

Discussion

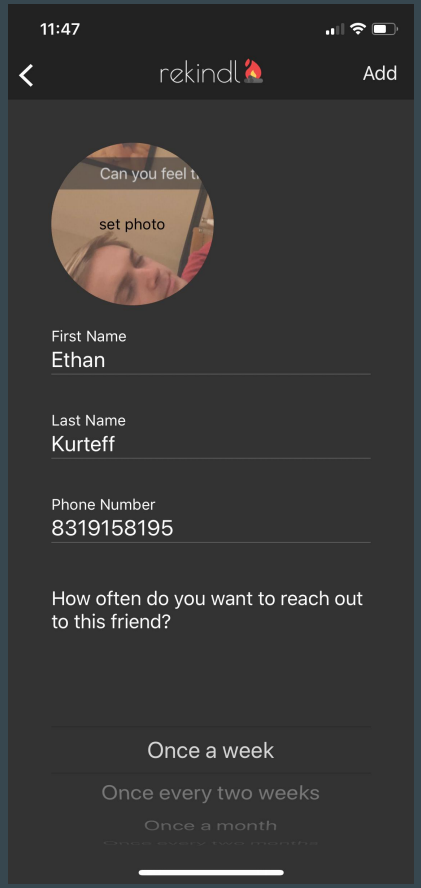
Password

Make it clear that the password has a minimum length, before the user types anything, by including this info in the placeholder text



Category Picker

Make it more prominent, perhaps even in a second screen



Report Activity?

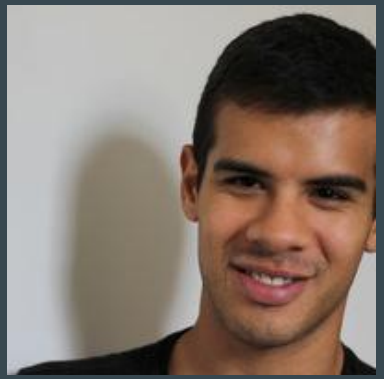


“When I see report activity I think it is like, report to the app creator about inappropriate behavior and stuff.” -Ethan

Come up with a better label

Call vs Text

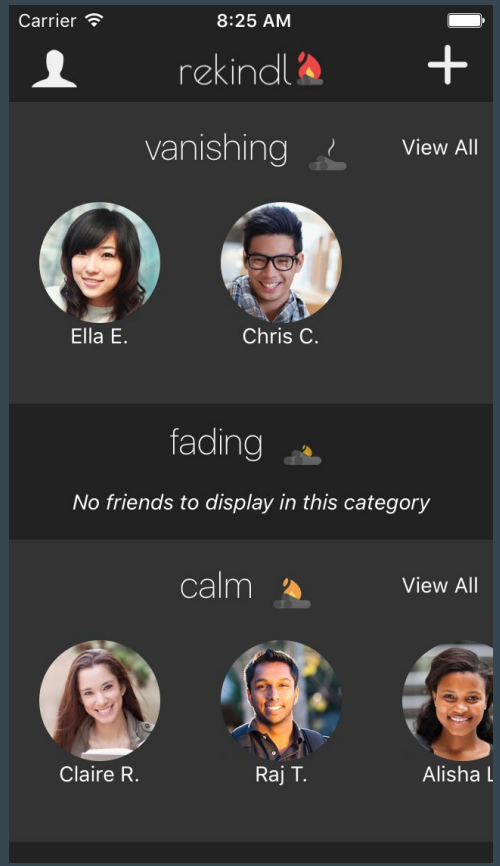
“What if they can’t talk right now? They could be busy.” -Matt

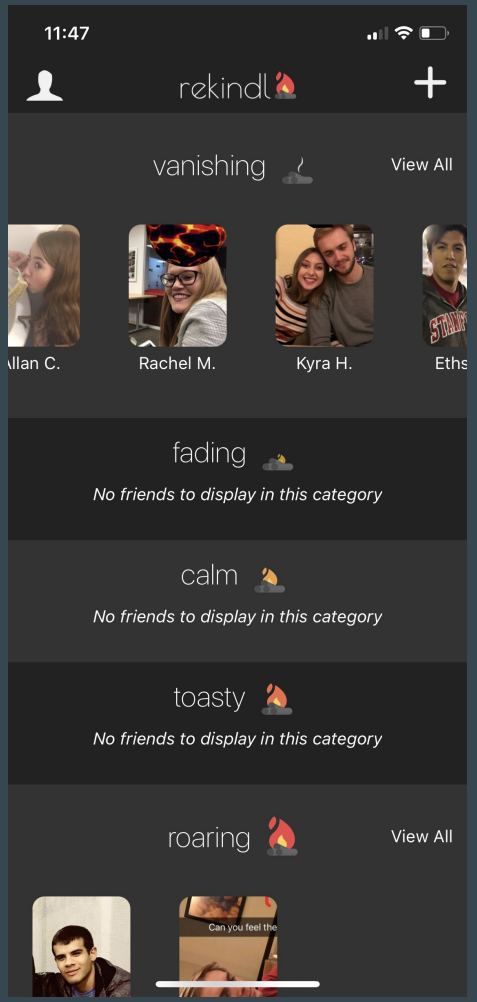


Possibly prioritize messaging

A/B test

Background color?





Testing “in situ”

Users don’t necessarily use the app the same way they would by themselves.

Eg: testers inputting a fake phone number, short statuses

Future test: diary study

Core idea of the app relies on users using the app over time, not just in 10 minutes

Some data analytics tools are better than others.

(Google analytics seems to take too long to load events, many features on Amplitude are paid… Woopra was the most intuitive and appealing in terms of visuals.)

Summary

Tested our testing method

Learned how to integrate tracking and analytics tools to our app

Test in different devices!

Want to conduct A/B test and diary study

Questions?