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# Thundr

— Assignment 9: Field Usability  
Study —

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# The Team



Caroline Willis



Austin Jones



Emma Alderton



Daniel Kharitonov

# Field Study Purpose

- Look for pain points



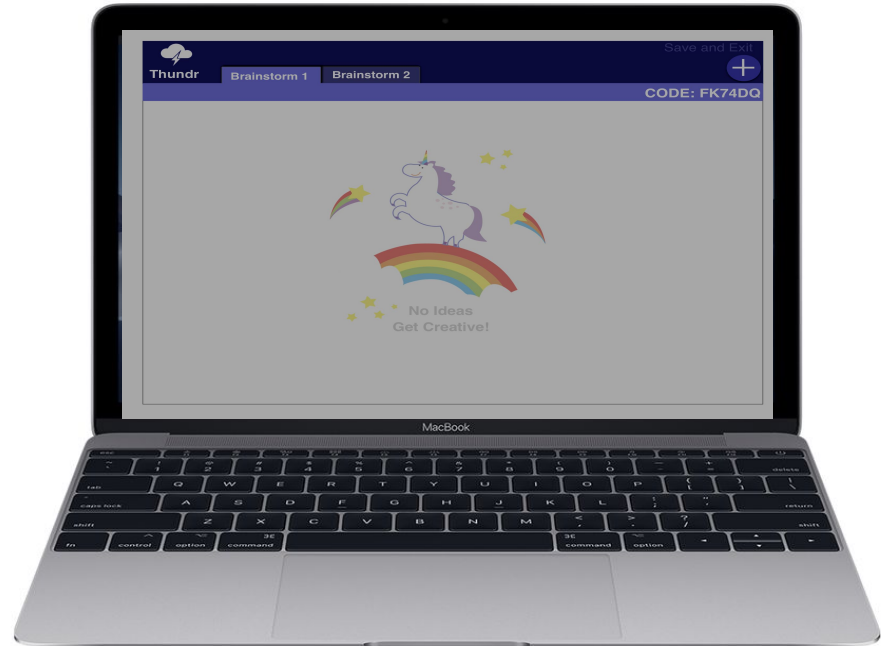
- Identify adoption obstacles

# Thundr system

Mobile component



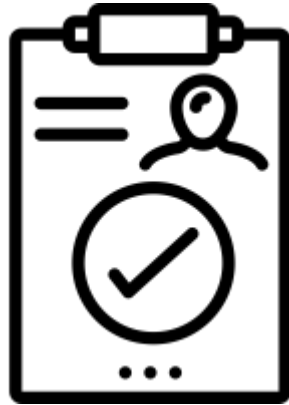
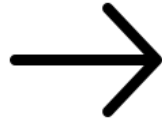
Web component



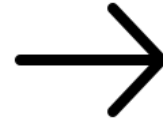
# Study Pipeline



Method

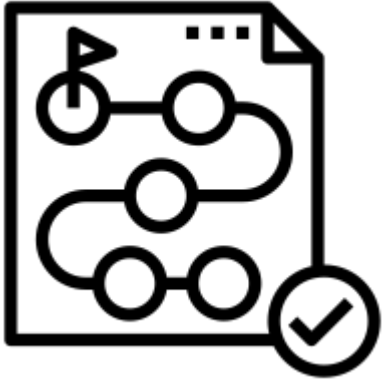


Measures and  
Observations



Take Away

# Method



Method

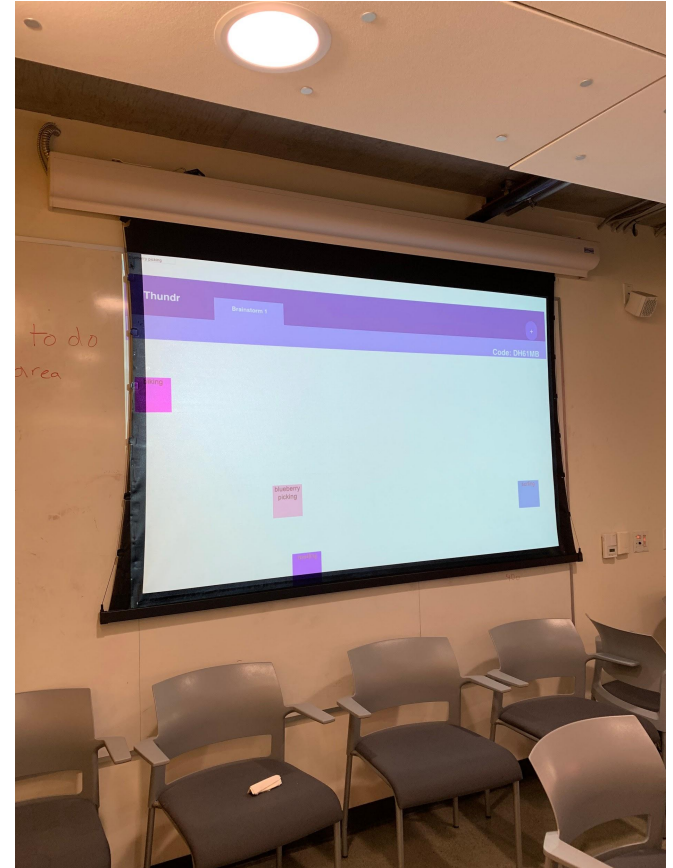
# Participant Profile

- Six total (3 individually, 3 in a group)
- Ages 19-26
- Variety of genders
- Highly educated
- Different professional backgrounds
- Range of brainstorming experience
- Rewards: Starbucks coffee!



# Method - Apparatus

- Run the mobile app
- Run the web app
- Test in a realistic environment (private room with projector)
- Use screen recording

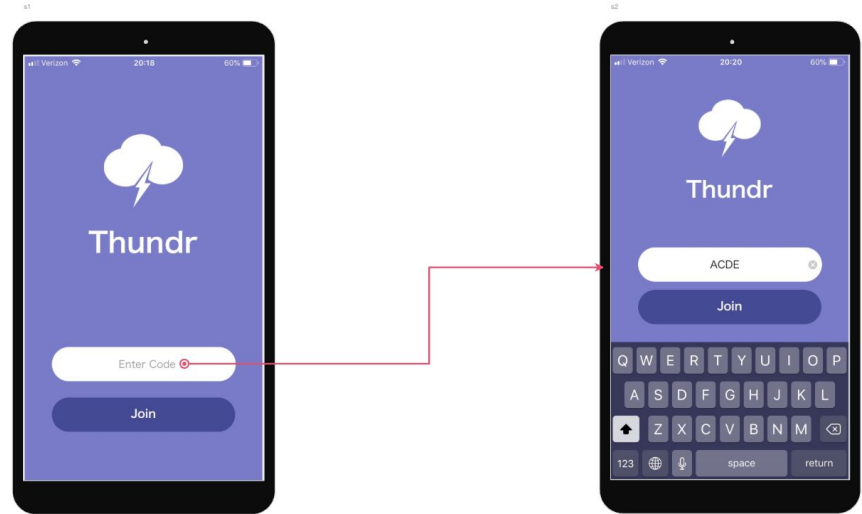


# Method - Tasks

## Task 1: Join brainstorm.

We want the app to be extremely intuitive, especially for this central task.

We want to measure the ease and speed with which people can complete this task.



# Method - Tasks

## Task 2: Dictate three ideas

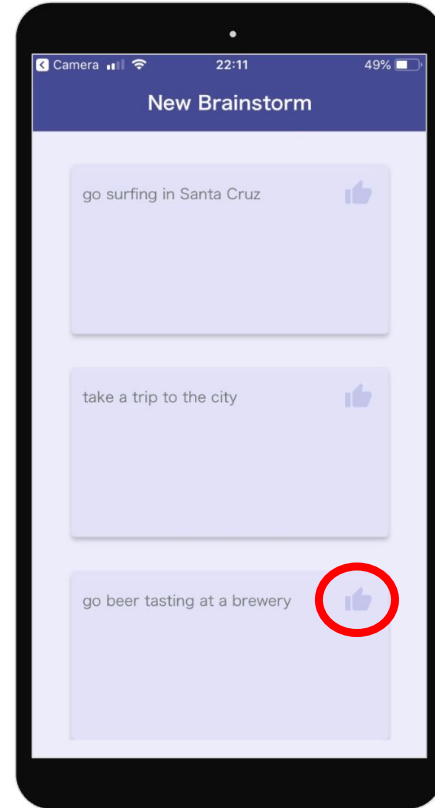
This task's purpose was to measure how clear the layout and interaction of the voice dictation screen and task flow.



# Method - Tasks

## Task 3: Vote on your favorite ideas

Throughout our design process, we have been interested in how users' interact with the "Vote" button. We wanted to see if this was intuitive



# Method - Process

1. Demo/ High level pitch
2. Brainstorm and complete tasks
3. Post-test Questionnaire

## Post Test Questionnaire:

For each word below, please indicate how well it describes the site.

Describes	Describes
the site	the site
very poorly	very well

Accurate \* \* \* \* \*

Annoying \* \* \* \* \*

Helpful \* \* \* \* \*

Interesting \* \* \* \* \*

Likable \* \* \* \* \*

**Please circle the appropriate dot for each of the following questions:**

How frustrated did you feel while working in this app?

not at all	very
frustrated	frustrated

\* \* \* \* \*

Compared to what you expected, how quickly did the tasks go?

not at all	very
quickly	quickly

\* \* \* \* \*

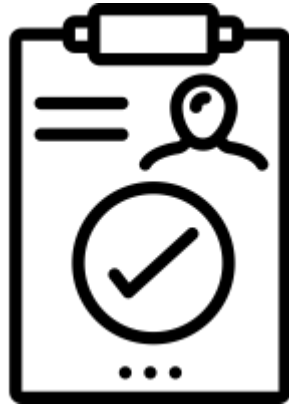
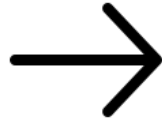
How pleasing was the overall look and feel of the site?

not	very
pleasing	pleasing

# Measures and observations



Method



Measures and  
Observations

# Measures

- Measured if the user completed a task, the time it took to complete each task, and how many errors they made
- Took down observational notes during the experiment as well
- We wanted to see if users struggled with any particular task and observe the reasons

Test:	Task 1	Task 2	Task 3
Task Completed			
Task Time			
# of Errors			
# Critical Errors			

## Process Data:

Time:	Description

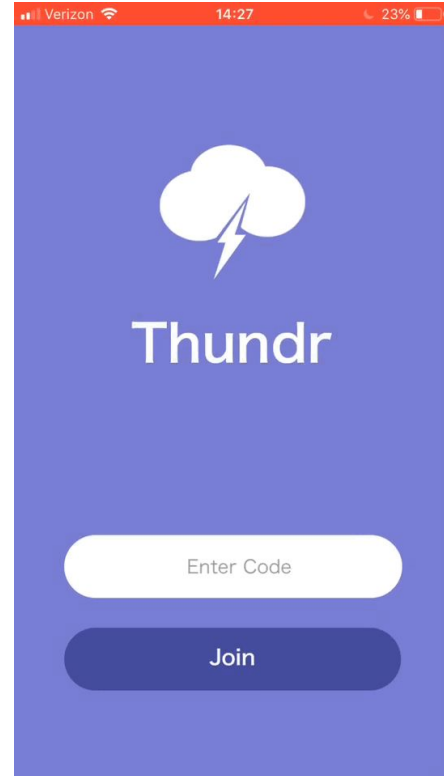
# Observations - Quantitative Data

**Task 1: Join brainstorm.**

83% complete (<sup>5</sup>/<sub>6</sub>)

Avg speed for those completed: 3 seconds

1 Critical Error



# Observations - Quantitative Data

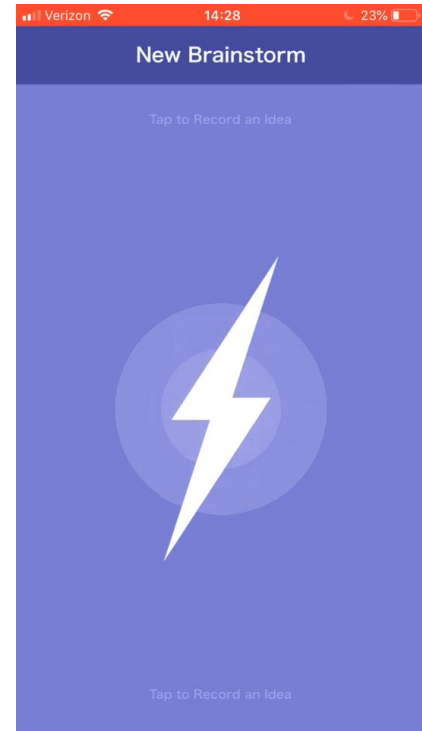
- **Task 2: Dictate three ideas**

60% complete (4/6)

Avg speed for those completed: 21 seconds

1 Error

1 Critical Error



# Observations - Quantitative Data

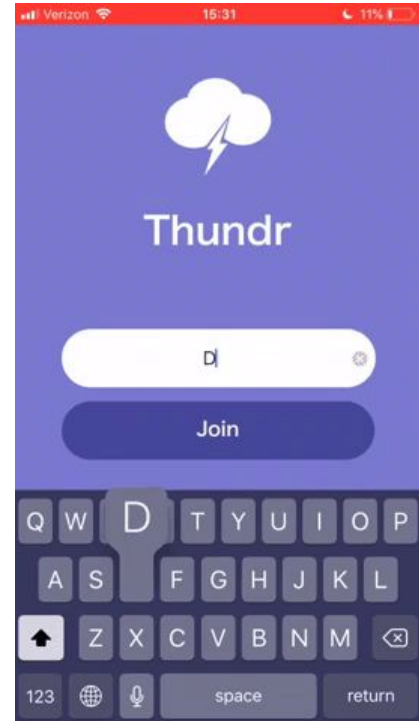
## Task 3: Vote on Idea

83% completed the task (5/6)

Avg speed for those completed: 5.25 seconds

0 Errors

1 Critical Error (consequent)



# Observations - Qualitative Data

- **Task 1**

Didn't see code  
on Web Screen

Tried to join  
immediately  
without code

- **Task 2**

Unsure if has to  
tap for each idea

Didn't realise  
they could edit  
Idea

- **Task 3**

No hesitation in  
tapping like  
button

# Positive Moments

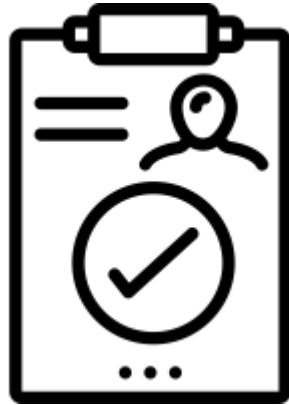
- People found the app to be highly accurate
- People found the app to be very helpful
- People found the app to be pleasing to look at



## Take away



Method



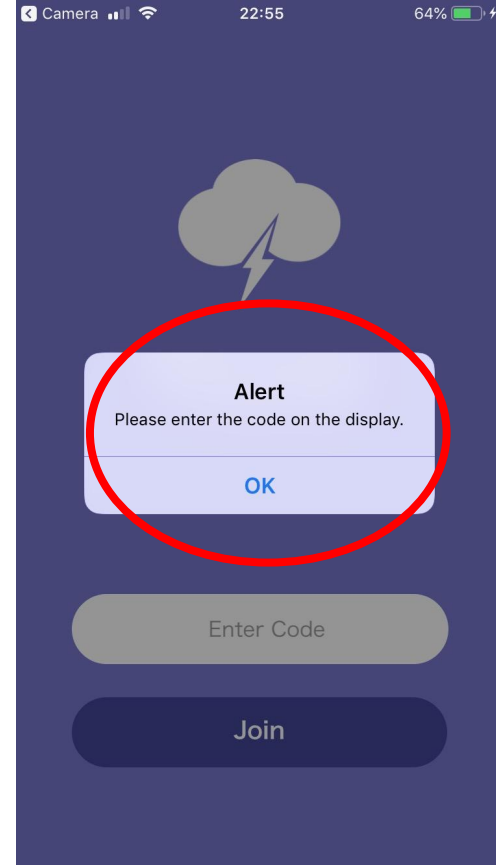
Measures and  
Observations



Take Away

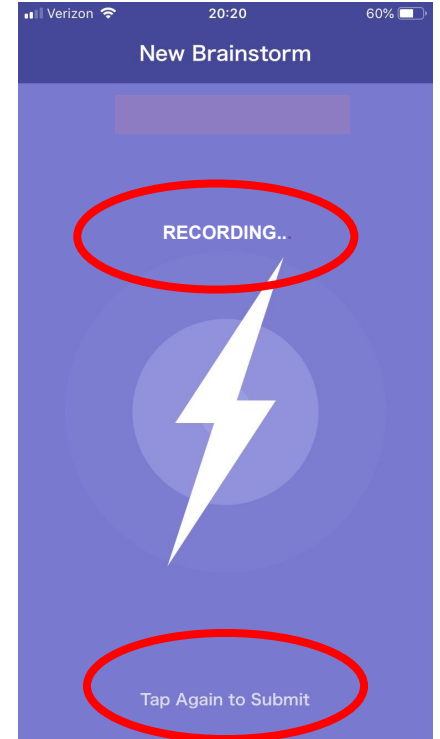
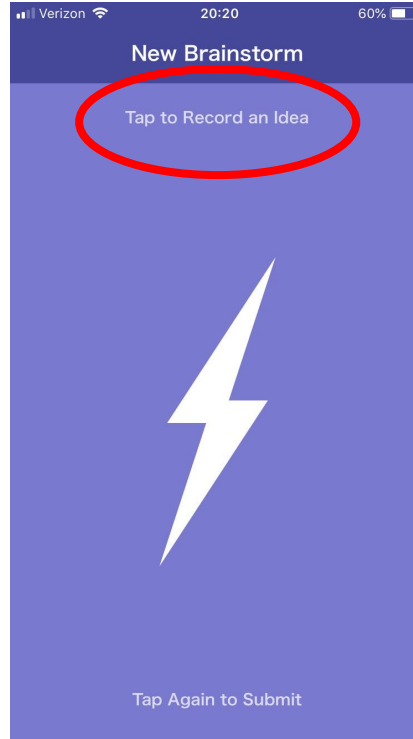
# Proposed changes

- Add an alert to prevent people from joining without code



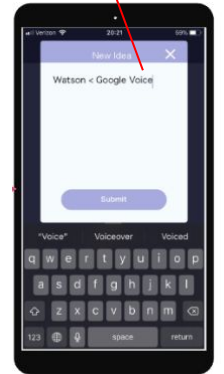
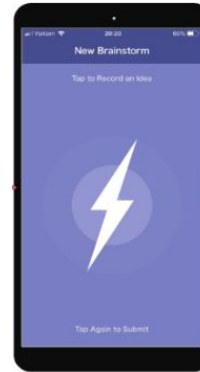
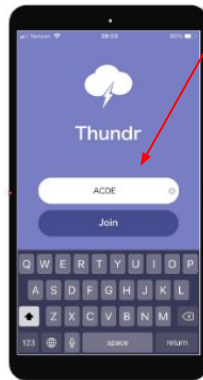
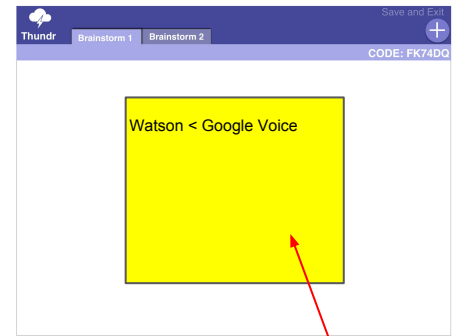
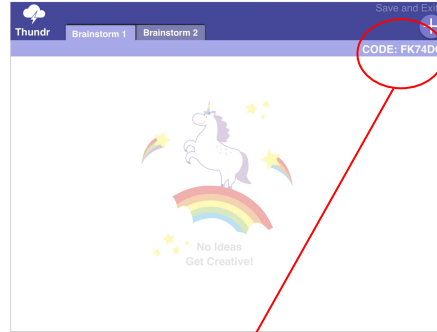
# Proposed Changes

- Create larger prompts that are animated



# Proposed changes

- Create in-app tutorial



# Difficulties

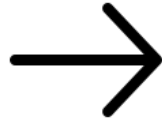
- Difficult to simulate the realistic environment.
- Difficult to record data for multiple people at once.
- People interpret instructions differently



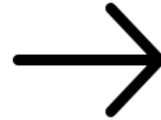
# Conclusion



Method



Measures and  
Observations



Take Away

# Conclusion

- While most people were able to complete the tasks, we need to offer users more help and instruction

