

Goal

To assess the learnability and efficiency of users interacting with my volunteering application for the first time on a mobile responsive web app. I would like to observe and measure how well new users are able to navigate the app, and complete basic initial functions such as searching and registering for volunteering opportunities and making an account.

Objectives

1. To see how well first-time users can view data policy
2. To see how well first-time users can sign up
3. To see how well first-time users can filter and search for opportunities
4. To see how well first-time users can register for an opportunity
5. To see how well first-time users can navigate back to the homepage

Test plan

Tester #1	<ul style="list-style-type: none">• <i>Name removed to protect participant confidentiality</i>• 13/06/2020, 14.00, Skype
Tester #2	<ul style="list-style-type: none">• <i>Name removed to protect participant confidentiality</i>• 13/06/2020, 15.00, In person at home
Tester #3	<ul style="list-style-type: none">• <i>Name removed to protect participant confidentiality</i>• 14/06/2020, 13.45, In person at home

Scope

- 1)** “When searching for opportunities, I want to be able to sufficiently filter results to fit my needs and desires, so I can find appropriate opportunities all in one place”
 - Find out if participants can easily use the search and filter function:
 - How quickly can participants navigate the search bar?
 - How easy is it to filter and generate their search results?
- 2)** “When registering for opportunities, I want to do this directly through the app, so I can register as quickly and easily as possible”
 - Find out how easily participants are able to register for an opportunity:
 - How easy is it to navigate the register function?
 - Once prompted to Sign up, how easily do participants go back and register?
 - What are the most common errors participants make when trying to register?
- 3)** “When registering for opportunities through the app, I want to know my personal data is protected and being stored safely, so I can feel safe when registering for opportunities”
 - Find out how easily participants can find and view the data policy
 - How quickly do they find the data policy?
 - Which route(s) do they take to find the data policy?
- 4)** Signing up
 - Find out how easily participants can sign up when they enter the app:
 - How quickly do they navigate and complete the sign up?
 - Do participants seem satisfied with the process?
 - What are the most common errors participants make when trying to sign up?
- 5)** Navigating back to the Homepage
 - Find out how easily participants return back to homepage:
 - Is there any hesitation around navigating back?

Equipment	<ul style="list-style-type: none">• In-person tests:<ul style="list-style-type: none">- Conducted on my laptop, using InVision prototype app- Camera to record- Pen and paper for observations• Remote tests:<ul style="list-style-type: none">- Conducted via Skype using screen-share function- Skype's recording function to record- Pen and paper for observations• Test script and tasks
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Test Script

Welcome and thank you for agreeing to help me test my app! Today, you'll be testing out a very basic prototype of a volunteering app. It's not a test of your ability in any way - it's to provide me with insight into how easy the app is to use and what could be improved. I'll give you four tasks to complete and, while you're completing them, I'll observe how you go about completing those tasks. I'd also like you to think aloud as you go - so talk me through what you're doing and why and highlight anything you like as well as anything you might find confusing or frustrating about the app. Don't worry about being brutally honest as I want your honest feedback! Take your time, there's no need to rush. Bear in mind this prototype is made up of sketches and is very basic, it isn't designed to have any functionality yet. So, you might find that some things you want to click aren't clickable - I'll give you some guidance here. So, to recap - you'll be given four tasks one-by-one, you'll think aloud as you complete each task, saying anything good or bad that you experience along the way. Do you have any questions before we start? Okay, let's begin!

Tasks

1. Start by viewing the app's data protection policy
2. Now, you want to sign up to make an account on the app. Show me how you'd do this.
3. You want to search for opportunities that fit your interests and needs. Show me how you'd do this.
4. Imagine you haven't signed up yet, but you want to register for one of these opportunities. Show me how you'd do this.
5. Now, return to the Homepage.

Okay, that's the end of the session! Thanks so much for taking part. Your feedback is really valuable - I can now try and apply the points you made to a second iteration of my app prototype. Do you have any final thoughts on the app or how experience using it could be improved? Thanks again!

Test notes

Tester #1	<p><i>Name and demographics removed to protect participant confidentiality</i></p> <p>Unfortunately, because we did screen share via Skype, I couldn't see her face, so couldn't read facial expressions or body language.</p>
Task #1 Notes Start by viewing the app's data protection policy	<p>X – Needed help</p> <p>Wanted to click hamburger menu. Didn't click profile icon straight away because she thought that would link straight to personal profile.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Move data policy under hamburger menu</i>
Task #2 Notes Imagine you are entering the app for the first time and the first thing you want to do is sign up. Show me how you'd do this.	<p>✓ - Clicked person profile icon straight away</p> <p>No issues here</p>
Task #3 Notes You want to search for opportunities that fit your interests and needs. Show me how you'd do this.	<p>✓</p> <p>Some hesitation - "I don't know if I need to click on the little arrow thing or the search icon"</p> <p>"Magnifying glass icon and arrow - I think it shouldn't be both, it should be one or the other because it's confusing to know which one to press, but the filtering was fine"</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Have either magnifying glass or arrow and make this a CTA to press enter once they've typed something in or applied a filter (i.e. dulled out when input field/filter is empty, and clickable when filled).</i>

<p>Task #4 Notes</p> <p>Imagine you haven't signed up yet, but you want to register for one of these opportunities. Show me how you'd do this.</p>	<p>X – Needed help</p> <p>Confusion here – tried to click the 'Sign up for hassle-free registration' button to register for the opportunity. Didn't know where else to click to continue to register directly.</p> <p>"I understand a lot of what this is and what's going on in principle, it makes sense, I just think it will make more sense when it's closer to being ready or a proper thing [the prototype]" – she understood the basic point and functions of the app, but the poor quality of prototype interfered with her execution of tasks.</p> <p>When I asked about how clear the registration process was, after being prompted to sign in, she said she felt like she missed the registration because it went to different screens. She didn't think to click the back arrow to go back to the opportunity as it didn't make sense to her. "I think if it prompted me to do that then it would have been different – if a little prompt came up that said 'you need to do something else now' then that would make sense, whereas I didn't really know what to do" – wanted direction on where to click/what to do next to continue to register.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none"> - <i>Make next prototype more representative of real thing in terms of written instructions/functions/icons, to ensure the basic features and functions that I want to test are clear. That way any confusion surrounding the low-fi prototype won't interfere with the functions I'm testing.</i> - <i>Provide better guidance on how to continue to register for an opportunity, after having signed up</i>
<p>Task #5 Notes</p> <p>Now, return to the Homepage</p>	<p>✓</p> <p>Returned straight away – seemed confident that closing the registration confirmation window and back arrow would return to homepage</p> <p>Once back on the homepage, she liked that the opportunity displayed indication that she'd registered for it.</p>
<p>Additional feedback</p>	<p>Wondered what the 'Opportunities recommended for you' was based on – didn't like how it was recommending her things when it didn't know her. If it had some sort of indication of who she was then this would be fine. She liked the idea of having a preference selection after the sign-up process/on the profile page, so personalised recommendations would be based off this.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none"> - <i>Personalisation – Building trust – have option for opportunity preference selection after sign-up process (including option to 'skip this for now'), so 'Opportunities recommended for you' is based on actual data</i>

Tester #2	<i>Name and demographics removed to protect participant confidentiality</i>
Task #1 Notes Start by viewing the app's data protection policy	✓ – Successful after attempting another route Wanted to click hamburger menu. Then clicked the person icon. "I wouldn't normally expect that to be on the person icon, because it's not unique to me". <i>Actions to take:</i> <ul style="list-style-type: none"> - <i>Move data policy under hamburger menu</i>
Task #2 Notes Imagine you are entering the app for the first time and the first thing you want to do is sign up. Show me how you'd do this.	✓ - Successful after attempting another route "Probably the [hamburger menu], I don't know, there's no direct sign up opportunity there... You'd expect a sign-up option up here [points to top bar]" "I suppose the person icon, but I'd only expect this to be used for something once I've signed up. When signing up I'd expect to see it as part of your main menu at the top of the page. If you think about Amazon, at the top there's a bar with your account name." <i>Actions to take:</i> <ul style="list-style-type: none"> - <i>Have Sign in/up option text next to profile icon, which changes to person's name once they've signed up</i>
Task #3 Notes You want to search for opportunities that fit your interests and needs. Show me how you'd do this.	✓ Expected to see an 'apply filter' button somewhere at the top. Also said "it would be good to have something that indicated your filters had been applied" – e.g. have the filter icon change state as soon as a filter is applied, not just when they've pressed 'search'. <i>Actions to take:</i> <ul style="list-style-type: none"> - <i>Add an 'Apply filter' button at the top</i> - <i>Change filter icon to filled colour once filters have been applied</i>

<p>Task #4 Notes</p> <p>Imagine you haven't signed up yet, but you want to register for one of these opportunities. Show me how you'd do this.</p>	<p>✓</p> <p>He liked that the whole opportunity area was clickable, i.e. text and picture, not just picture, so this aligned with his expectations.</p> <p>After the sign-up process, he knew to click the back arrow to take him back to the opportunity page. However – “Once I submitted the sign-up, I'm thinking I should straight away be given the option to continue with my registration, I shouldn't have to go back off this page” “I might be thinking this back arrow is taking me back to the homepage, or the data policy link will take down a rabbit hole and I won't be able to find the opportunity page again... Or just have a button that says 'continue to registration', rather than a back arrow. In my mind, a back arrow might take me back to the last page [sign up form], and then I don't know if my details have been taken – I'd be hesitant to click it”. I suggested having text saying 'back to opportunity' with the back arrow, asking if that would make him feel more confident, he said yes but would prefer 'Continue with registration'. I then suggested having a forward arrow with the text 'Continue with registration', and he really liked this idea – “that's it – you want to feel like you're going forward, you don't want to feel like you're going backwards”.</p> <p>After registering, he also pointed out that 'Registration confirmed' sounded unrealistic, as he wouldn't expect his registration to be confirmed so quickly.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Need to improve user guidance and confidence around what direction to take to continue with registration after signing up. Have text accompany a forward arrow icon saying 'continue with registration'</i>- <i>Change 'Registration confirmed' button to 'Registration received'</i>
<p>Task #5 Notes</p> <p>Now, return to the Homepage</p>	<p>✓</p> <p>“I still think having a home icon somewhere would be quite good, cause again I'm thinking, if I click back, is that gonna take me back to the page for data policy, and is it gonna unregister me? Or keep the menu bar there all the time”.</p> <p>“You could have the menu icon, profile icon and search bar at the top at all times, which always stays visible” – it would make him feel more confident always having those options there, so he doesn't feel stuck by only having one option, which he isn't certain about where it will take him.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Have a fixed top nav bar with Hamburger menu, search bar, and profile icon</i>

<p>Additional feedback</p>	<p>“Because there’s an ‘Opportunities near you’ section, it would make more sense to have a map on homepage under search bar with the opportunities dotted around”.</p> <p>Liked the user feedback that indicated he’d registered for the opportunity that was visible on the homepage. I proposed having it dimmed out with word ‘registered’ written across it, and he liked this idea. He also suggested highlighting opportunities that were new/ recently added.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none"> - <i>Have a map on the homepage</i> - <i>Make feedback regarding registered for opportunities clearer</i> - <i>Highlight new/recently added opportunities</i>
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<p>Tester #3</p>	<p><i>Name and demographics removed to protect participant confidentiality</i></p>
<p>Task #1 Notes</p> <p>Start by viewing the app’s data protection policy</p>	<p>X – Needed help</p> <p>Wanted to click hamburger menu. Confusion. “Because it’s a person I think that would be my account, I’d expect to find that in the other menu or at the very bottom”.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none"> - <i>Move data policy under hamburger menu</i>
<p>Task #2 Notes</p> <p>Imagine you are entering the app for the first time and the first thing you want to do is sign up. Show me how you’d do this.</p>	<p>✓</p> <p>Aligned with expectations</p>

<p>Task #3 Notes</p> <p>You want to search for opportunities that fit your interests and needs. Show me how you'd do this.</p>	<p>✓</p> <p>Thought that having a search icon and enter button was confusing.</p> <p>Have clear indication that filters had been selected. Proposed the idea of having criteria selections appear at the top, so you can immediately see what filters you've applied.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Have either magnifying glass or arrow</i>- <i>Have selected filters appear at the top</i>
<p>Task #4 Notes</p> <p>Imagine you haven't signed up yet, but you want to register for one of these opportunities. Show me how you'd do this.</p>	<p>✗ – Needed help</p> <p>Understood that she couldn't register without signing up first. Once signed up, she expected to have to go back and click 'register for the opportunity' again.</p> <p>However, confusion around Basic sign up vs Hassle-free registration. Thought the wording sounded similar so was easy to get these confused.</p> <p>Confusion around back arrow – thought Basic sign-up was connected to the back arrow. She didn't know if it was telling her to go back and do Basic sign-up or do Hassle-free registration.</p> <p>She only clicked the back arrow because this was the only option available, but she said she was quite happy to do this. Didn't feel confusion or hesitation around where it might send her. However, didn't want to feel like she'd gone through loads of opportunities and then lose the one she wanted to register for. "If I click that button now, the very first thing I want to see is back to what I was interested in... It could even go back to the homepage and prompt you to view the opportunity you were interested in, or you could click on your profile and view your saved opportunities"</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none">- <i>Change wording of 'Hassle-free registration' – make this sign up option really clear, e.g. allows automatic background check etc.</i>- <i>Make sure 'Basic sign up confirmed' is clearly separate from back arrow</i>- <i>Have 'saved opportunities' under profile, but don't have this instead of guidance for continuing with registration, as this assumes the user will have saved the opportunity before going through the sign-up process (if they haven't, then they've lost it)</i>

<p>Task #5 Notes</p> <p>Now, return to the Homepage</p>	<p>✓</p> <p>“Did I do that wrong?” – uncertainty that she’d gone back to the homepage. “It could say home on a bar at the top, so I know”.</p> <p>Also didn’t like that she had to go back through two screens.</p> <p><i>Actions to take:</i></p> <ul style="list-style-type: none"> - <i>Have a clearer and quicker route to return to homepage e.g. fixed top nav bar</i>
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Results synthesis

Main issues	Error Rating (0-4)	Suggestion(s)
All three participants tried to click the hamburger menu to find the data protection policy	3	Move data protection policy under hamburger menu
Some hesitation around where to sign up	2	Have Sign in/up option text next to profile icon, which changes to person’s name once they’ve signed up
<p>Confusion around Search icon and enter button</p> <p>Lack of indication that filters have been applied</p>	<p>2</p> <p>2</p>	<p>Have one search and enter button, i.e. make the magnifying glass the enter button</p> <p>Have the filter criteria display at the top along with an ‘Apply filter’ button</p>
All three participants exhibited confusion around back arrow from Sign-up confirmation page, and/or how to continue registering for opportunity	<p>3</p> <p>2</p>	<p>Improve user guidance and confidence around what direction to take to continue with registration after signing up, e.g. have text accompany a forward arrow icon saying ‘continue with registration’</p> <p>Change ‘Registration confirmed’ button to ‘Registration received’</p>

'Registration confirmed' sounds unrealistic Confusion around Basic sign up vs Hassle-free registration instructions	3	Change wording of 'Hassle-free registration' – make this sign up option really clear, e.g. allows for automatic background check, contacting referee etc.
Two participants indicated they'd prefer a clearer and quicker route back to homepage, along with more navigation options because they felt stuck	2	Have a fixed top nav bar with hamburger menu and link to homepage (optional with search bar and profile icon for consistency)
Scepticism around what 'Opportunities recommended for you' was based on	2	After signing up, or on profile page, have the option for an opportunity preference selection so 'Opportunities recommended for you' personalisation is based on actual user data

Key Performance Indicators

1) Task Success Rate

Percentage of tasks each user completed (without help/guidance): 60% 100% 60%

Percentage of each task completed overall:

- Viewing data policy – 33%
- Signing up – 100%
- Search and filtering results – 100%
- Registering for opportunity – 33%

Returning to homepage – 100%

2) Time on Task: Viewing data policy and Registration for opportunity took too long

3) User Error Rate:

- Viewing data policy – 100%
- Signing up – 33%
- Search and filtering results – 0%
- Registering for opportunity – 100%
- Returning to homepage – 0%