

Find Your People

Usability Testing Plan

Introduction

FYP is an app used to empower young adults to engage in local government so that they can better shape their future, by connecting them to like-minded community actors and issues that they hold close to their hearts. Through this document, we will focus on connecting gen. Zer members to local community groups and organizations that align to their values and interests.

This document contains the following:

- A Script on how to best interview new users
- Interview objectives, questions and scenario
- User insights and validations
- User comments, feedback and observations to help with future design plans

We will specifically be testing how to connect gen.z members with other moms via chat, while checking in and receiving support by Betty the bot.

As part of the Impact design process, we plan to conduct two rounds of usability tests with 5 users in each round of testing in order to obtain practical, real-time feedback that can be incorporated to improve the design, in order to provide a more optimal user experience.

Testing Gen.Zers who are eager to do good, but don't know how to navigate the political realm.

- Never used the app before, first time user
- Is familiar with social media app
- Limited familiarity with government based topics

Goal: an opportunity to observe and get feedback from users. User feedback will be used to make future improvements. In this particular instance, our main focus is to help gen. Z members connect with groups and organizations of interests to spark engagement thus allowing young adults to learn more about politics through engagement/ participation.

- Connect & engage by finding local community groups and organizations that align with my values, so that gen z members can get involved and make a difference.
- Search & share a local community group and/or organization

Test Script

Please read the following script to user:

THE INSTRUCTIONS

- The mobile device should be open to something “neutral,” like the device’s Groups screen

Hi, _____. My name is _____, and I’m going to be walking you through this session today.

Before we begin, I have some information for you, and I’m going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. I’m asking people to try using a mobile app that I’m working on so I can see whether it works as intended. The session should take about **15 minutes**.

The first thing I want to make clear right away is that I’m testing the *app*, not you. You can’t do anything wrong here. In fact, this is probably the one place today where you don’t have to worry about making mistakes.

As you use the app, I’m going to ask you as much as possible to try to **think out loud**: to say what you’re looking at, what you’re trying to do, and what you’re thinking. This will be a big help to me.

Also, please don’t worry that you’re going to hurt our feelings. I’m doing this to improve it, so we need to hear your honest reactions.

If you have any **questions as we go along, just ask them**. I may not be able to answer them right away, since we’re interested in how people do when they don’t have someone sitting next to them to help. But if you still have any questions when we’re done I’ll try to answer them then. And if you need to take a break at any point, just let me know.

Do you have **any questions so far**?

Use the following script to help with instructions and asking users questions:

THE QUESTIONS

Warm-Up Questions:

- First, what's your occupation? What do you do all day?
- What kind of mobile device (or devices) do you use, like smartphones or a tablet?
- What kinds of things do you spend time doing on your mobile devices?
- Do you have any favorite mobile apps?

THE FIRST SCREEN TOUR

OK, great. We're done with the questions, and we can start looking at things.

- First, I'm going to ask you to open up the app labeled -----
- Now, before you start doing anything, just look at the first screen and tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative.
- You can scroll if you want, but please don't "click" (or tap) on anything yet.

Allow this to continue for two or three minutes, at most.

THE TASKS

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using Search. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

- Hand the participant the first scenario, and read it aloud.
- Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.
- Repeat for each task or until time runs out.

PROBING

These questions can be used when completing tasks to get more information from the users.

Probing Questions:

- What do you see?
- What are you thinking? Why?
- I see that you [x]. Can you explain why you did that?
- Why did you go with that option?
- How did you [x]?
- Before clicking what would you do next?
- Anywhere else you'd like to tap?
- Tell me what you see now.
- Is there anything else you would do on the screen?
- Is the language on this screen clear to you?
- Without doing anything, what would you do next?
- What do these options mean to you?

WRAPPING UP

Do you have any questions for me, now that we're done?

Wrap-up Questions:

- What did you think of the app overall? Why?
- What did you like the most/ least about the product? Why?
- How would you describe your experience with this product?
- Would you use such a product to do [x] in real life?
- What features would make you more likely to use this product more?

Thank the participants and escort them out.

After Testing Round 1: Sessions Output Document

Executive Summary

[Click Here](#) to view the Prototype users will be testing today.

Usability test was completed one-on-one between the user and tester to limit distractions and allow the user to focus on the tasks. As part of the Impact design process, we plan to conduct usability tests with 5 users in order to obtain practical, real-time feedback that can be incorporated to improve the design, in order to provide a more optimal user experience. 2 rounds of user testing will be performed. Iterations will be made after each round of user testing.

Most users understood components of the app due to familiarity with other apps. Example: Cards in the “Home” and “Results” screen are similar to Pinterest users, while sharing features and icons are familiar to Instagram users. Therefore, users were able to quickly understand its function, even during the mid-fi prototype.

Some successes include:

- Clear language
- Clean and easy to digest layout
- Overall icons were understood and connected to its function

Some challenges needing attention include:

- Labels on CTAs throughout the app
- Language in guiding user throughout the app
- Other options to reach the same outcome. Ex. Clicking on the “today”, “events”, or other tabs on the top navigation bar on the “Home” screen to find something new near you to engage with.

The remainder of this document will focus on notes taken during each user testing and what the users overall reactions, successes, and challenges were. For a more detailed document with in-depth opinions and reactions from users can be found in the [User Testing Notes](#).

Evaluation Tasks

Goal: Help gen. Z members find local community groups and organizations that align with my values, so that I can get involved and create an impact.

- **Task 1:** Select “Discover”
- **Task 2:** Input interests : Tap pills
- **Task 3:** Tap search and input location
- **Task 4:** Select a group: Tap on Group Card

- **Task 5:** Share with Friend
- **Task 6:** Send friend a message

THE FIRST SCREEN TOUR

Just look at the first screen and tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative.

Task 1: Select "Discover"

Scenario: "Imagine you want to make an impact in your local politics by getting engaged, but don't know where to start or what you can do to get involved. So, you want to find something new, how would you go about doing that?"

Task 2: Input interests : Tapping pills

Scenario: "You love everything books and want to find ways that you can make an impact in your local government through your interests. How would you do that?"

Task 3: Tap search and input location

Scenario: "You want to find something near you so you can learn/ discover what's in your community. How would you do that?"

Task 4: Select a group: Tap on Group Card

Scenario: "You found a group you're interested in called "Engage Miami" and want to learn more about it, what would you do?"

Task 5: Tap on "share (paper plane)" icon to share with friend

Scenario: "You think this group is really neat and want to get involved to learn more of how you can make an impact, but would love for your friend to join you. How would you go about sharing this group with your bestie?"

Task 6: Input and tap send message to share with friend

Scenario: "Now that you've selected your bestie, you want to mention something about the group to give them a little bit of context. How would you do that?"

Testing Records

User Test # 1

Date: April 13, 2023

Time: 8:30 pm

Location: Users Home, kitchen

Scenario of the test: User is familiar with popular social media apps. Is a History buff, but not engaged in local politics.

Describe the tester: Male; early 20's, university student, degree in Computer Science; english and spanish speaker, Cuban & Spanish

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new quickly, without hesitation
 - Successfully completed Task 2: input interests, feeling it is clear and simple
 - Successfully completed Task 3: search location on map
 - Successfully completed Task 4: select group
 - Successfully completed Task 5: share group with a friend quickly but first reaction was to tap on friend name instead of radio button next to name
 - Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - Confused by the button labeled "button" on Task 2, the user understood that it was to be pressed to go next but was taken aback and a little confused. User would recommend a different title
- Additional notes?
 - The user found language easy to understand.
 - Liked and understood the layout of the screens.
 - Wanted map to suggest more places near them with pins that could be clicked on for sneak peek like in google maps.
 - Video tab on Group Screen is not very clear of what it would be (but not part of task flow - future thinking)
 - Suggested Calling app IMPACT! - because when you engage in hopes of creating change and making an impact in your community by learning more.

User Test # 2

Date: April 13, 2023

Time: 9:00 pm

Location: Users #1's Home, kitchen

Scenario of the test: User is a big phone user for watching videos, playing games, and connecting with others.

Describe the tester: Male; early 20's, freelance artist/ designer

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new

- Successfully completed Task 2: input interests was clear because of familiar layout to user
- Successfully completed Task 3: search location on map. The user navigated this screen with ease but was at first confused as to its purpose. (perhaps a prompt would help give him confidence in why).
- Successfully completed Task 4: select group by tapping on card
- Successfully completed Task 5: share group with a friend
- Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - Was a little confused as to the purpose of the map screen at first
 - The user was confused about the order of sending a message. To the user it should be to write a message and then pick a friend to send it to.
- Additional notes?
 - User wanted phone to already have google maps linked to app so wouldn't have to look up their location
 - Overall impression: easy, clear, simple to use and reaks information up nicely, just ordering of things does not instinctively match the user, ut also made sense to user after completing tasks
 - User did not appreciate the "slay" message at the end. The user felt it was forceful and pushy, believing the social aspect of the app is encouraging enough to continue discovering and learning.

User Test # 3

Date: April 14th, 2023

Time: 9:00 pm

Location: Testers home, quiet living room

Scenario of the test: User has never heard of the problem space or the app so needed to be debriefed on the challenges of younger generations trying to get involved and learn more about local government and the goals they would like (based on user stories and persona).

Describe the tester: Female; 21 years old; Cuban-American; english speaker

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new.
 - Successfully completed Task 2: input interests
 - Successfully completed Task 3: search location on map
 - Successfully completed Task 4: select group by tapping card
 - Successfully completed Task 5: share a group with a friend
 - Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?

- For Task 1, the user's first impression was to click on the "today" tab thinking of exploring options around in the moment ("to see what's up") but then followed to click on the "discover" icon.
- User confused by button labeled "button" on Task 2.
- User was surprised by the option to write a message, though it was just to share/send the link to a friend.
- Additional notes?
 - The User really appreciated the ability to share group info with a friend outside of the app (social compatibility).
 - Overall: thought it was very user friendly; clear layout and familiar; liked that home could be based on passion

User Test # 4

Date: April 114, 2023

Time: 10:00 pm

Location: Testers home; open living room; background music

Scenario of the test: The user has been exposed to prompt as was an initial interviewee. The user is familiar with social media apps. The user does not have an iPhone but Samsung.

Describe the tester: 18 year old, highschool student that enjoys volunteering, English speaker

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new right after clicking on events- wanted to discover and find events that she could attend.
 - Successfully completed Task 2: input interests right away, quick, easy.
 - Successfully completed Task 3: search location on map
 - Successfully completed Task 4: select group by tapping card
 - Successfully completed Task 5: share group with a friend
 - Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - The user found the button labeled "button" on Task 2 funny.
- Additional notes?
 - Although not part of task, the user was confused by the bell (notification icon) and the purpose it would serve on certain pages.
 - on Task 4, the user really appreciate that they had the option to share with friend in and out of the platform
 - The user got overly excited about the "Slay" message at the end of Task 6.

User Test # 5

Date: April 114, 2023

Overall Task Analysis

Task # 1

- Overall all users successfully completed Task 1 quickly and without hesitation. They believe to be well grouped, clear language and CTA. Able to predict the purpose of components without being given a prompt or explanation.
- Most users have interacted with a home feed that is tailored to you. All users understand the navigation bar and the purpose of the “pills” on the top bar. Most users went straight to the “discover” icon to find something new, while few attempted to complete the same task by discovering what is happening around them but clicking the “today” or “event” pill before the “discover” icon.
- A key insight is that some users search for ways to find answers in different ways so the user needs to be able to find the same information but through different routes/ ways.
- The usability of this task could be improved by creating a variety of ways for the user to get the same information. Example: Allowing the user to click on the “Today” or “Events” pill to find events near them, as a way to learn about topics happening and that they could engage with to start creating impact in the community at a local level.

Task # 2

- Overall all users successfully completed Task 2. Most users understood prompts and how to interact with components on screen.
- All users were to some degree confused by the button labeled “button”
- The usability of this task could be improved by adjusting the language on the button to help guide users to next steps.

Task # 3

- Overall all users successfully completed Task 3. Users expected the ability to have several location pins on map results and to be able to interact more with the map itself.
- A small portion of users did not understand the purpose of the maps screen right away.
- The usability of this task could be improved by providing the users a prompt to guide them as to why they are completing the set task on screen- how it will help them accomplish their goal!

Task # 4

- Overall all users successfully completed Task 4. Quick, easy, no hesitation.
- Most users have interacted with social media and other apps, and understood their layout due to its familiarity. Users that had not experienced similar apps also felt it was a clear layout and purpose.
- The usability of this task could be improved by adding a little bit of shadow to further emphasize the cards interactivity.

Task # 5

- Overall all users successfully completed Task 5.
- Most users have interacted with sharing information on other social media sites so the icon was clear, easy to see and access.
- The usability of this task can be improved by adding color. Other than that, I am not sure and would need to consult with the team.

Task # 6

- Overall all users successfully completed Task 6. All users found the layout clear.
- All users understood how to interact with the components and its purpose.
- A key insight is that some users did not expect the option to message friends after selecting. Some users were excited about the additional step to personalize messages instead of just sending the group link.
- 1 out of the 5 users was confused about the order, expecting to write a message and then select who it was sent to after. But this was only a minority of the users tested, so does not show a big impact on the overall goal.
- The usability of this task could be improved by adding a more clear prompt, helping users understand what is happening and what will come next in the journey.

Conclusion

Key Learnings:

- Complete a usability test even during low-fi! Make sure the flow makes sense to the user.
- While testing you can get great insight on the user's understanding of the screen before giving them the next prompt/ task.
- Make sure the scenarios are clear so the user has a complete understanding of the task, but also be careful that the language of the scenarios doesn't give the answers away- there's a fine line.
- Although all Tasks were successfully completed, there is always a way to make it better and easier for all users.

Next Steps:

- Make sure all buttons are clearly labeled to help users understand the purpose and what will happen next!
- Create a matrix based on users feedback to define what needs to be fixed right away and what can wait based on time. Finish adding/ fixing bugs based on user feedback.
- Complete another round of user testing to validate updates.

After Testing Round 2: Sessions Output Document

Executive Summary

[Click Here](#) to view the Revised Prototype V.2 users will be testing today.

During the second round of usability tests were completed in person and virtually. Tests were also conducted one-on-one between the user and tester to limit distractions and allow the user to focus on the tasks. As part of the Impact design process, this will be the last usability test with 5 users in order to obtain practical, real-time feedback that can be incorporated to improve the design, for the “Final” Prototype V.3.

Again, most users understood components of the app due to familiarity with other apps. Example: Circular profiles are consistent with other platforms such as Instagram and Youtube, some of the most popular apps used among gen. Z actors.

Similar to last round successes include:

- Clear language, guidance and steps throughout the screens where even more clear to users
- Clean and easy to digest layout, allowing users to have a positive interaction with the app, while easily being able to navigate through it.
- Overall icons were understood and connected to its function

Some challenges needing attention include:

- The lack of images within placeholders, created curiosity among users, but not confusion due to labels / text
- Create the ability to track location: users are used to phone already tracking location and not having to input locations. This did not affect the task but is a consideration to keep users happy and allow them to reach their goal more efficiently.

The remainder of this document will focus on notes taken during each user testing and what the users overall reactions, successes, and challenges were. For a more detailed document with in-depth opinions and reactions from users can be found in the [User Testing Notes](#).

Evaluation Tasks

Goal: Help gen. Z members find local community groups and organizations that align with my values, so that I can get involved and create an impact.

- **Task 1:** Select “Discover”
- **Task 2:** Input interests : Tap pills
- **Task 3:** Tap search and input location

- **Task 4:** Select a group: Tap on Group Card
- **Task 5:** Share with Friend
- **Task 6:** Send friend a message

THE FIRST SCREEN TOUR

Just look at the first screen and tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative.

Task 1: Select "Discover"

Scenario: "Imagine you want to make an impact in your local politics by getting engaged, but don't know where to start or what you can do to get involved. So, you want to find something new, how would you go about doing that?"

Task 2: Input interests : Tapping pills

Scenario: "You love everything books and want to find ways that you can make an impact in your local government through your interests. How would you do that?"

Task 3: Tap search and input location

Scenario: "You want to find something near you so you can learn/ discover what's in your community. How would you do that?"

Task 4: Select a group: Tap on Group Card

Scenario: "You found a group you're interested in called "Engage Miami" and want to learn more about it, what would you do?"

Task 5: Tap on "share (paper plane)" icon to share with friend

Scenario: "You think this group is really neat and want to get involved to learn more of how you can make an impact, but would love for your friend to join you. How would you go about sharing this group with your bestie?"

Task 6: Input and tap send message to share with friend

Scenario: "Now that you've selected your bestie, you want to mention something about the group to give them a little bit of context. How would you do that?"

Testing Records

User Test # 1

Date: April 15, 2023

Time: 12:00 pm

Location: Virtual Test; Users bedroom

Scenario of the test: User is familiar with popular social media apps. Has an ios, and is familiar with its features.

Describe the tester: university student, working towards becoming a nurse; english and spanish speaker

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new quickly, without hesitation; was excited about the home page
 - Successfully completed Task 2: input interests. Users found it clear and fun.
 - Successfully completed Task 3: search location on map; tapped on search after interacting with map
 - Successfully completed Task 4: select group “Engage Miami”
 - Successfully completed Task 5: share group with a friend by tapping radio button
 - Successfully completed Task 6: send friend a message about the group, first reaction was to tap fire emoji then text field.
- Additional notes?
 - The user found the app cute and engaging!
 - The user found the congratulatory “Slay Modal” a nice reminder. Believes that important things deserve to be celebrated.
 - Overall would like to use as shares that work with users location and schedule

User Test # 2

Date: April 15, 2023

Time: 12:45 pm

Location: Users home, quiet room

Scenario of the test: User is a fan of Instagram for communication and Youtube for information.

Describe the tester: early 20's, architect

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover to find something new
 - Successfully completed Task 2: input interests was clear because of familiar layout to user
 - Successfully completed Task 3: search location on map. The user navigated this screen quickly and knew to click on button as it “lit up”
 - Successfully completed Task 4: select group by tapping on card without hesitation
 - Successfully completed Task 5: share group with a friend
 - Successfully completed Task 6: send friend a message about the group (also tried to tap the fire emoji- that is not prototyped)
- Misinterpret any components?
 - The user wanted to respond to message by tapping the fire emoji, which has not been prototyped

- Additional notes?
 - The user appreciated being able to pick pill rather than thinking of what to type or search
 - The user found the language straightforward and clear.
 - The user knew the function of pills, cards, and how to navigate a map with ease.
 - The user was very excited about the congratulatory modal saying “I love it, I love it, I love it - Slay- that’s funny”
 - The user is not sure if would commit to app- as they do not feel like it is something they would need to have. But enjoys the social aspect, as currently uses social to look up these topics and believes it would be a neat way to find others also interested in similar topics and interested in doing good in the community

User Test # 3

Date: April 15th, 2023

Time: 2:00 pm

Location: Testers home, quiet living room

Scenario of the test: User has never heard of the problem space or the app so needed to be debriefed on the challenges of younger generations trying to get involved and learn more about local government and the goals they would like (based on user stories and persona).

Describe the tester: 26 years old, recent grad working in finance

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover
 - Successfully completed Task 2: input interests
 - Successfully completed Task 3: search location on map right away
 - Successfully completed Task 4: select group by tapping card
 - Successfully completed Task 5: share a group with a friend
 - Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - For task 4, the user was not initially sure of what EngageMiami card was, but the “member” label helped user understand that it was a group and not an event (Sidenot: how would we display events, by date? - can it be more visual?)
 - In Task 5, the user hesitated to press the share “paper plane” icon as the user was expecting to see the “arrow pointing up” icon as the share signal, as that is what is familiar to the user on other platforms
- Additional notes?
 - Overall: the user found the experience intuitive and familiar. The user found the language playful, clear and straightforward
 - The user felt like it took as boring subject and made it fun and social
 - For task 1, the user tapped the discover but also voiced wanting to scroll and click on photos suggested on the “for you” page

- For task 3, user wanted to see more of the playful language - although appreciated the minimal nature of the screen

User Test # 4

Date: April 15, 2023

Time: 4:15 pm

Location: Testers home; quiet office room

Scenario of the test: The user has been exposed to the problem space and the purpose of the app.

Describe the tester: 19 year old, FIU undergrad, Spanish speaker

Main Points:

- Successfully complete each task?
 - Successfully completed Task 1: tap on discover icon
 - Successfully completed Task 2: input interests right away - after taking a little bit of time reading pills
 - Successfully completed Task 3: search location on map
 - Successfully completed Task 4: select group by tapping card
 - Successfully completed Task 5: share group with a friend
 - Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - The user did not misinterpret any components
- Additional notes?
 - User spent a little longer than other users reading pills as english is not the users first language
 - Te user would appreciate some more visuals on “Group Profile” screen to help with understanding the groups purpose

User Test # 5

Date: April 15, 2023

Time: 5:30 pm

Location: Testers home; in open kitchen

Scenario of the test: The user has been exposed to prompt and the purpose of the app beforehand. The user is familiar with social media apps and spends a good amount of time on mobile device.

Describe the tester: 25 year old,

Main Points:

- Successfully complete each task?

- Successfully completed Task 1: tap on discover to find something new quickly and with no hesitation
- Successfully completed Task 2: input interests
- Successfully completed Task 3: search location on map
- Successfully completed Task 4: select group by tapping card
- Successfully completed Task 5: share group with a friend
- Successfully completed Task 6: send friend a message about the group
- Misinterpret any components?
 - On Task 2, the user tapped plane icon as it is familiar but also thought it could stand for send a message
- Additional notes?
 - Overall the user thought the language was clear and personable.
 - The user thought layout was simple to understand and did not feel overwhelmed
 - User voiced the want to get reminders and it be able to be linked to calendar or to set notifications to stay up to date with fave groups/ events

Overall Testing Results

	Task 1: select Discover	Task 2: Input interests	Tas 3: Search location	Task 4: Select group	Task 5: Share	Task 6: Send message
User 1	✓	✓	✓	✓	✓	✓
User 2	✓	✓	✓	✓	✓	✓
User 3	✓	✓	✓	✓	✓	✓
User 4	✓	✓	✓	✓	✓	✓
User 5	✓	✓	✓	✓	✓	✓
Average	5 / 5	5 / 5	5 / 5	5 / 5	5 / 5	5 / 5

Overall Task Analysis

Task # 1

- Overall all users successfully completed Task 1 quickly and without hesitation. They believe to be well grouped, clear language and CTA. Able to predict the purpose of components without being given a prompt or explanation. Some users voiced also approaching finding something new through other routes/ options.
- A key insight is that some users search for ways to find answers in different ways so the user needs to be able to find the same information but through different routes/ ways.
- The usability of this task can be improved by adding color to help guide the user (once we add color!)

Task # 2

- Overall all users successfully completed Task 2. Most users understood prompts and how to interact with components on screen.
- 4 out of the 5 users were able to clearly understand the prompt and the options [pills] provided. Non-english speaking users took a little bit longer to complete Task 2.
- The usability of this task could be improved by adding visual aid such as emojis to help all users better understand prompts and options

Task # 3

- Overall all users successfully completed Task 3.
- A small portion of users did not understand the purpose of the maps screen right away.
- A small portion of users would like to skip step and make the app track their location
- The usability of this task could be improved by providing the users a prompt beforehand, like a loading page to prepare the user for the next step and its purpose. Another things that could be done it to create a systems preference page for users who do not want to input location.

Task # 4

- Overall all users successfully completed Task 4.
- Most users have interacted with social media and other apps, and understood their layout due to its familiarity.
- All users understood to tap on the card to view more about group or organization

Task # 5

- Overall all users successfully completed Task 5.
- 1 out of the 5 users (older gen.z) was momentarily confused by the share “paper plane” icon.
- The usability of this task could be improved by adding a label to the icons or finding a new icon that can be universal for all age ranges within the gen, z group.

Task # 6

- Overall all users successfully completed Task 6: Input and send message to a friend

- All users understood how to interact with the components and its purpose.
- A key insight is that most users wanted to share a fire emoji.
- The usability of this task could be improved by adding more commonly used emojis as quick options.

Conclusion

Key Learnings:

- There is a range of users within the gen z demographic. Things to consider to make more accessible to all is the language for the non native english speakers, and icon meaning to the older actors of the groups.
- It is important to try to mimic a real life app (more high-fi) so user do
- This is more of a new question than key learning: Can one take a survey of icons and there meaning to send to a wider range of gen.z to then see what would make the most sense rather than user testing?

Next Steps:

- Create a Hi-Fi Prototype: make sure transitions are more in tune with the apps functionality
- Send out a survey to get a better insight on icon meanings, maps location preferences, and general opinion on “congratulatory” pop-up screen.
- Start thinking about the apps name, wordmark, brand feel and add color!