


# Sketching, Low-fi Prototyping & Pilot Usability Testing

Assignment 5

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Grace Miller, Ginelle  
Servat, CJ Indart, Riley  
Pittman

An abstract graphic element at the bottom center of the slide. It consists of three yellow, rounded, vertical shapes that resemble stylized fingers or a simplified 'W' shape. They are positioned below a horizontal line that ends in an arrowhead pointing to the right.

# Our Team



CJ Indart



Ginelle Servat



Grace Miller



Riley Pittman



# ELEVATE

Students connecting for shared success



# Novelty of our Application

## The Problem

- Students searching for jobs and post-graduate career options often feel isolated or alone

## Our Solution

- Connect students with similar interests to form community groups where they can appreciate and support each other



# Agenda



Sketching Explorations

Interface & Rationale

Low-fi Prototype

Task Flows

Testing Methodology

Testing Results

Implications

Appendix

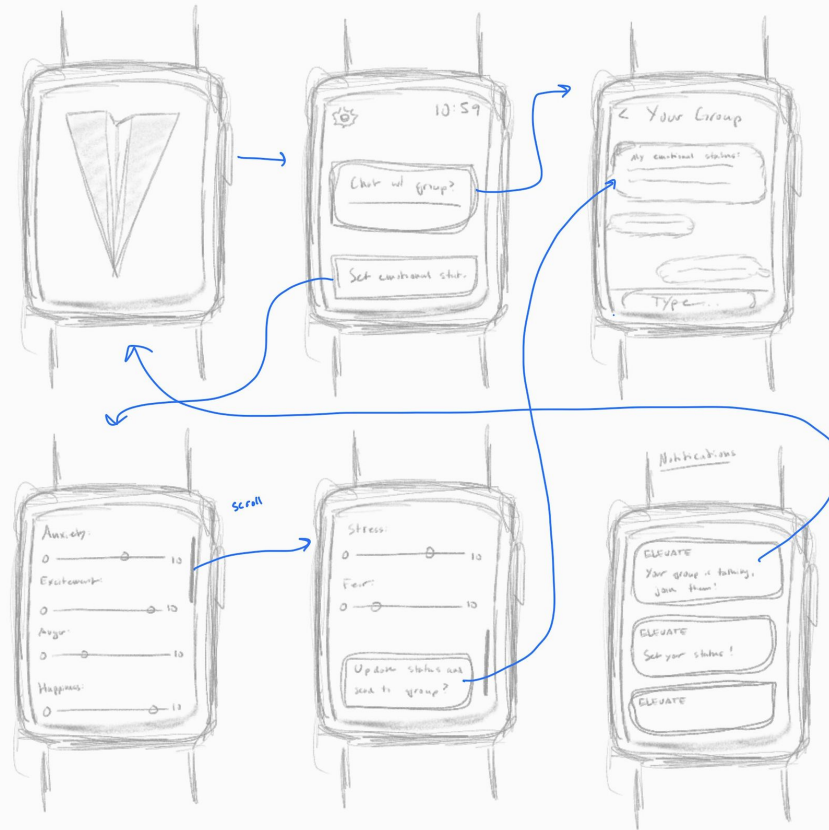


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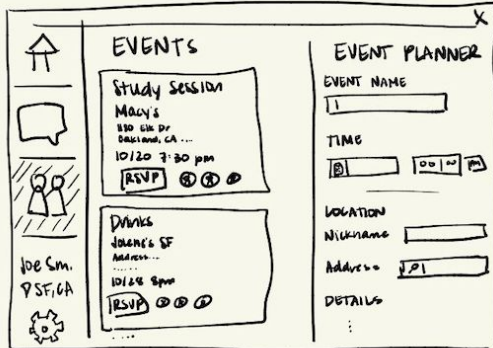
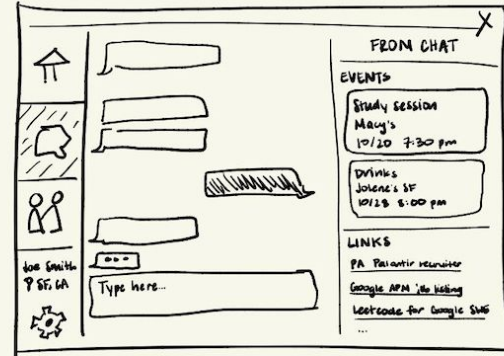
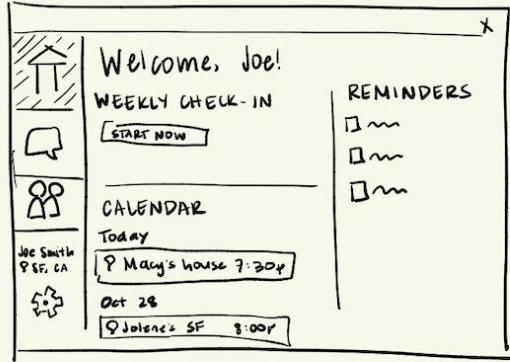
# Sketching Explorations



# Concept 1: Apple Watch



# Concept 2: Desktop









# Top 2 Realizations

# Desktop

## Pros

- More screen space allows expanded interfaces for functionalities like goal planning
- Makes it easier for users to share content like files and links
- Easier for users to access professional resources on their laptop

## Cons

- Messaging/communication features are harder to keep up with
- Users may open or use the app less often
- More screen space could encourage an unnecessarily complicated UI for tasks that could be simple

# Mobile App

## Pros

- Makes messaging and communication on the app intuitive
- Users are more likely to open and use the app frequently
- Notifications can be used to support goal-setting, reminders, and deadlines

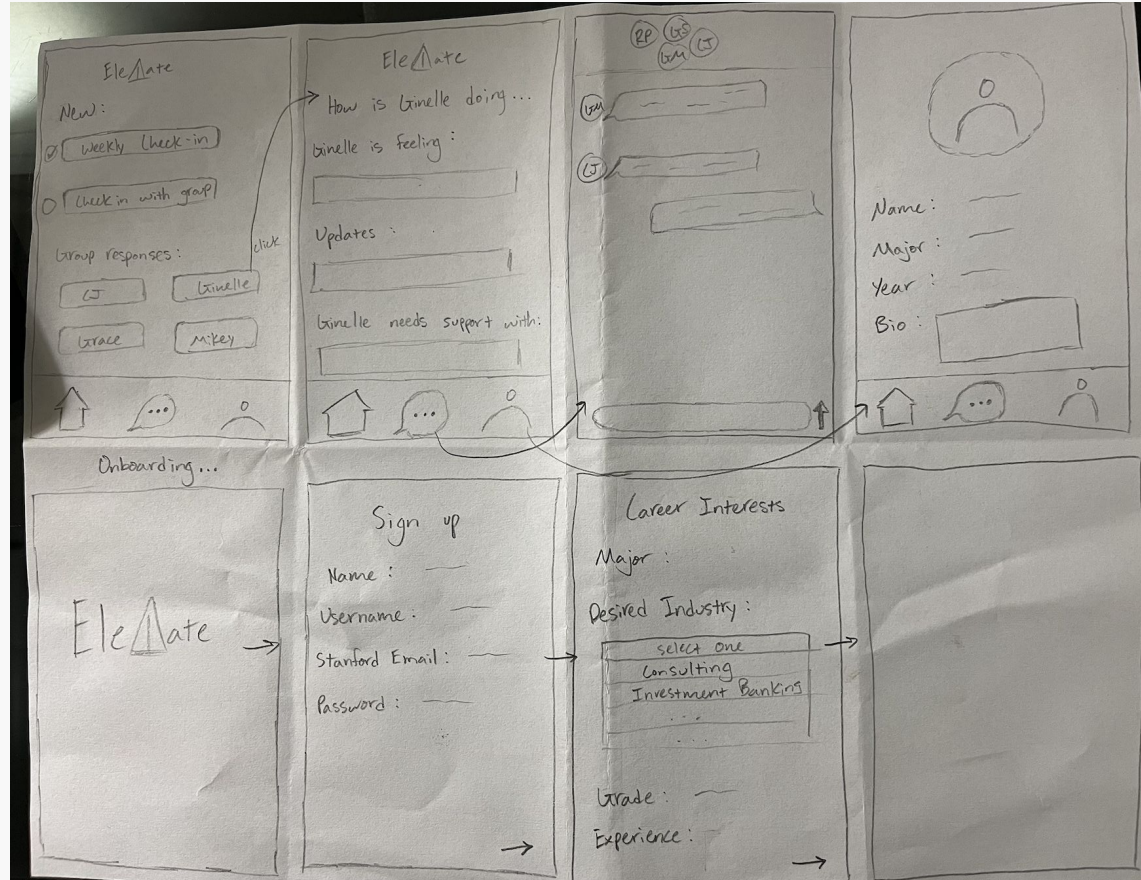
## Cons

- Small screen restricts options for UI and functionality
- Chat function needs to be strongly differentiated from phone messages to justify chatting on-app

The page features four abstract, colorful shapes in the corners: a yellow and blue shape in the top-left, a yellow, blue, and green shape in the top-right, a pink and blue shape in the bottom-left, and a blue shape in the bottom-right. The text "Selected Interface" is centered in the middle of the page.

# Selected Interface

# Mobile App



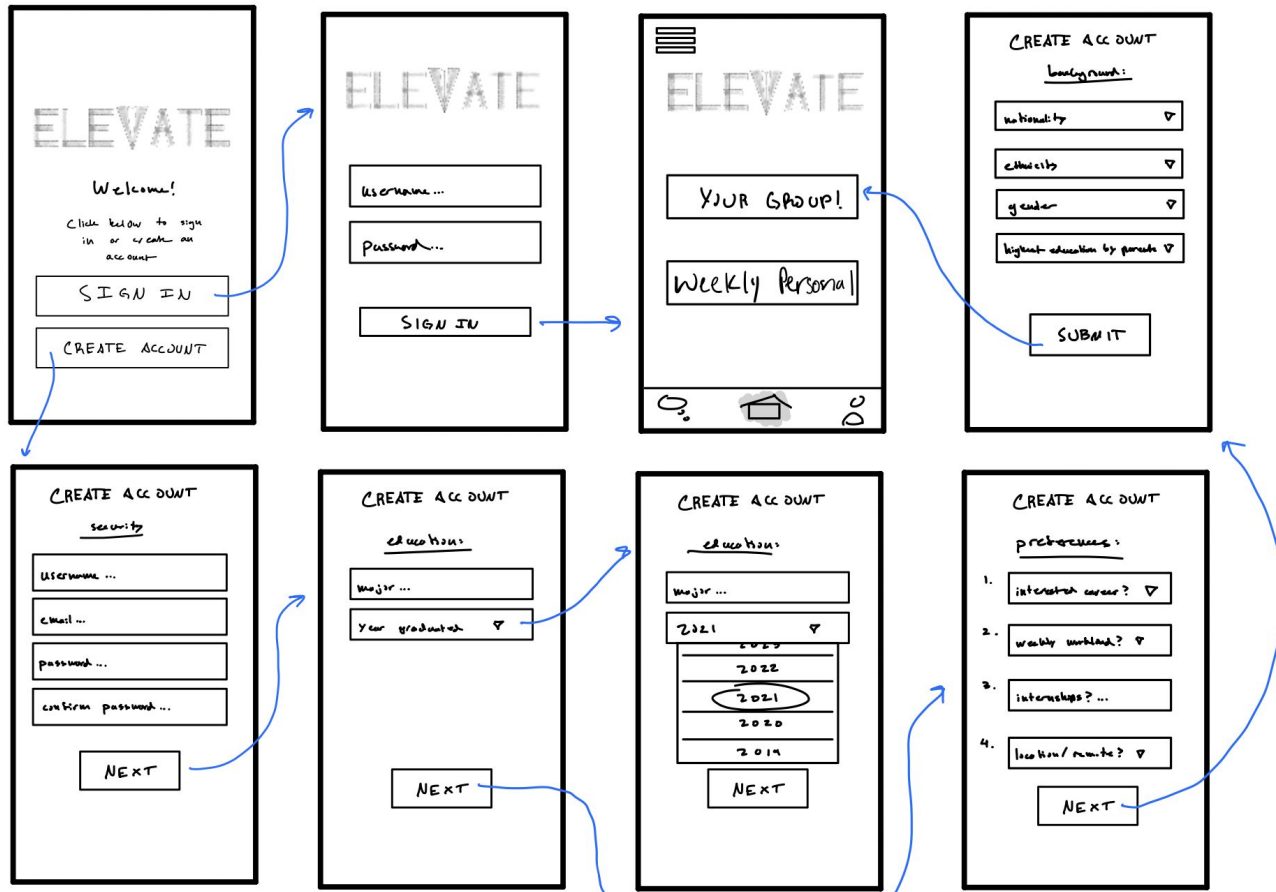
# Rationale

- Consistent use of our app helps accomplish our task goals
- Familiarity with mobile communication optimizes supportive interactions
- Notifications complement deadline, scheduling, and wellness check-in functions



—————→ Low-fi Prototype



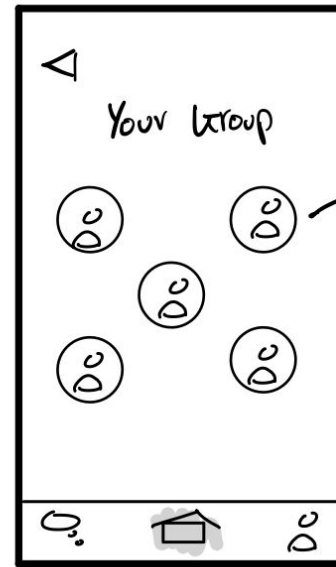
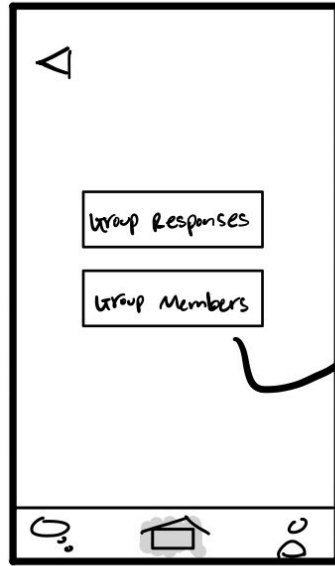
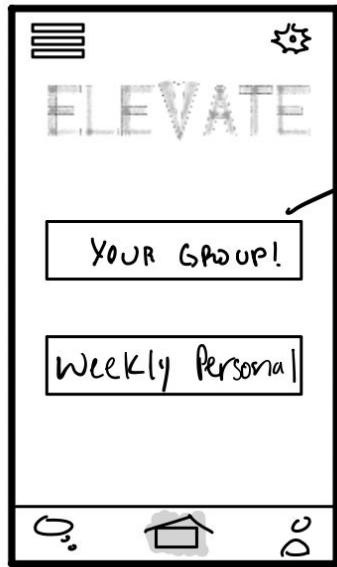


... = text input  
 ▾ = drop down

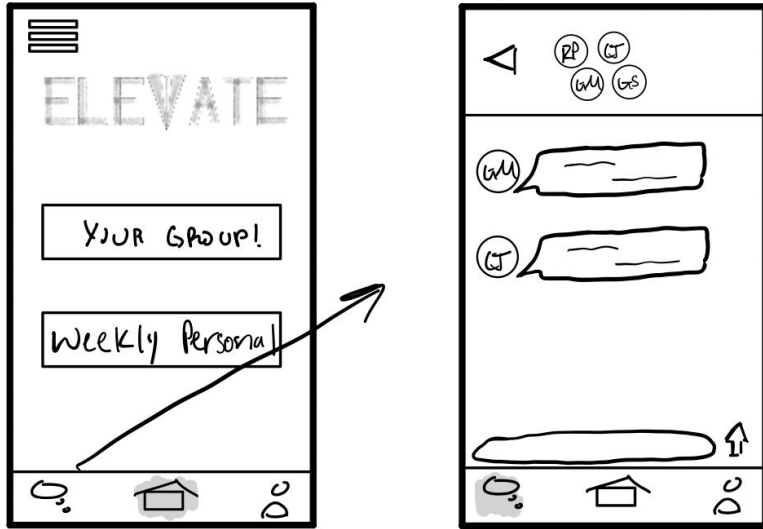
First-time users are prompted to give their interests



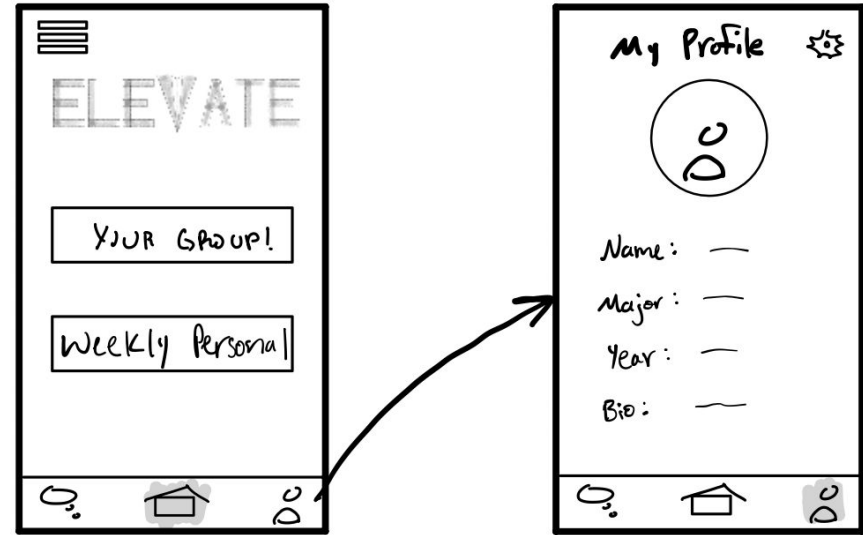
Once matched, check out group members

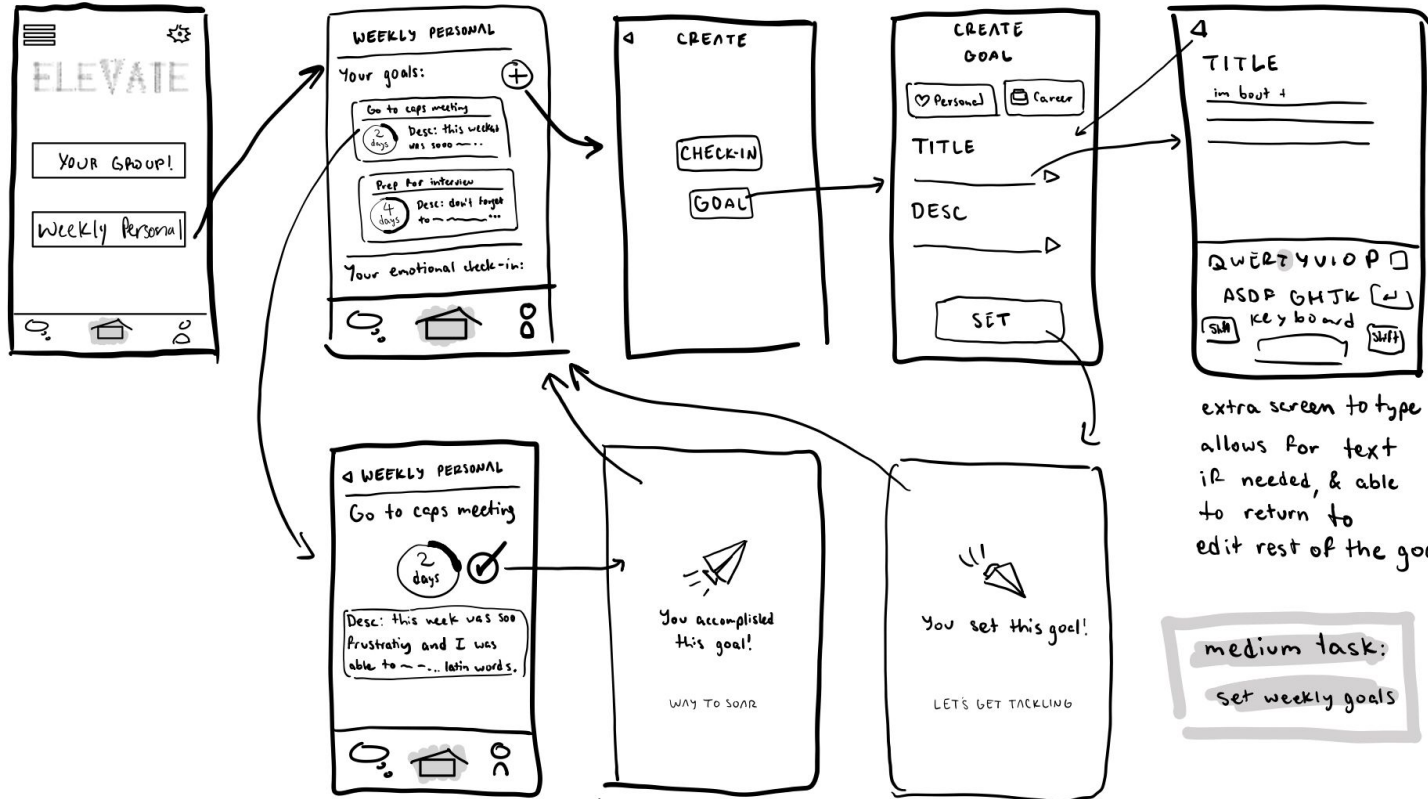


## Chat with group members



## Customize your profile





Desc is editable

returns to personal page after n seconds

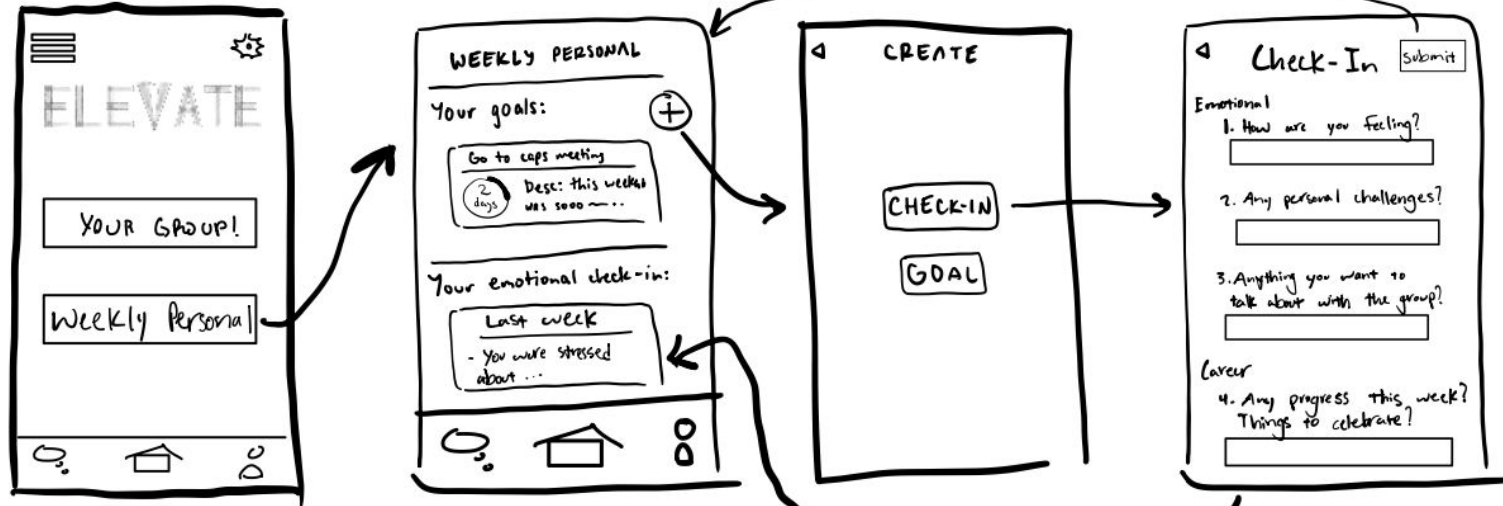
extra screen to type allows for text if needed, & able to return to edit rest of the goal

medium task:  
set weekly goals

# Set weekly goals

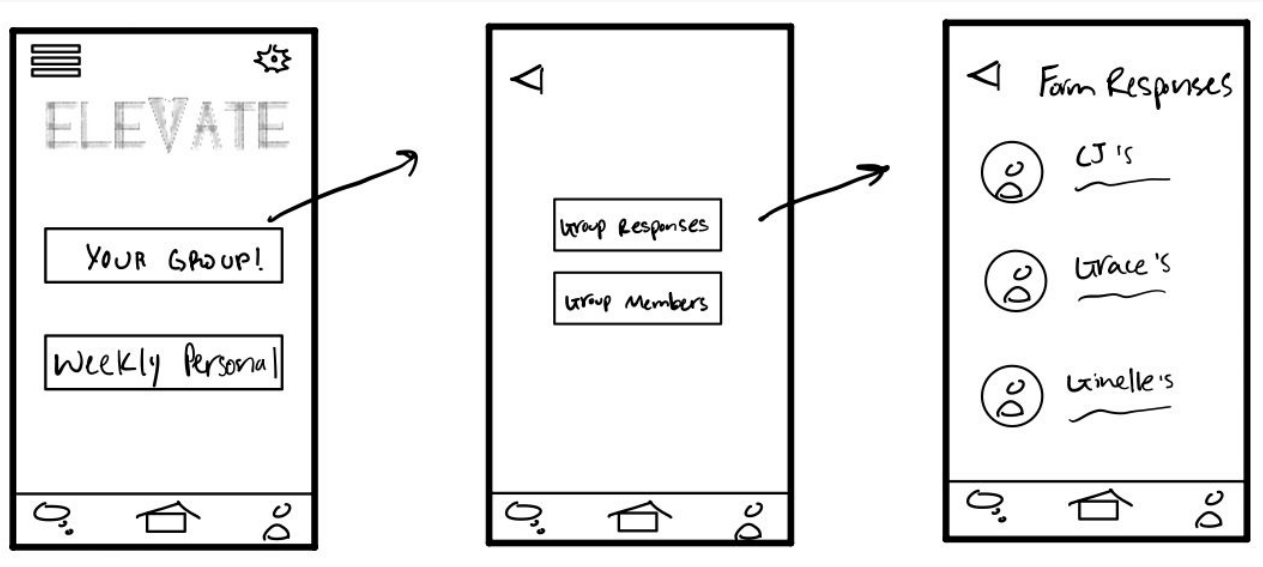


# Fill out weekly check-in forms



once submitted, it shows up here

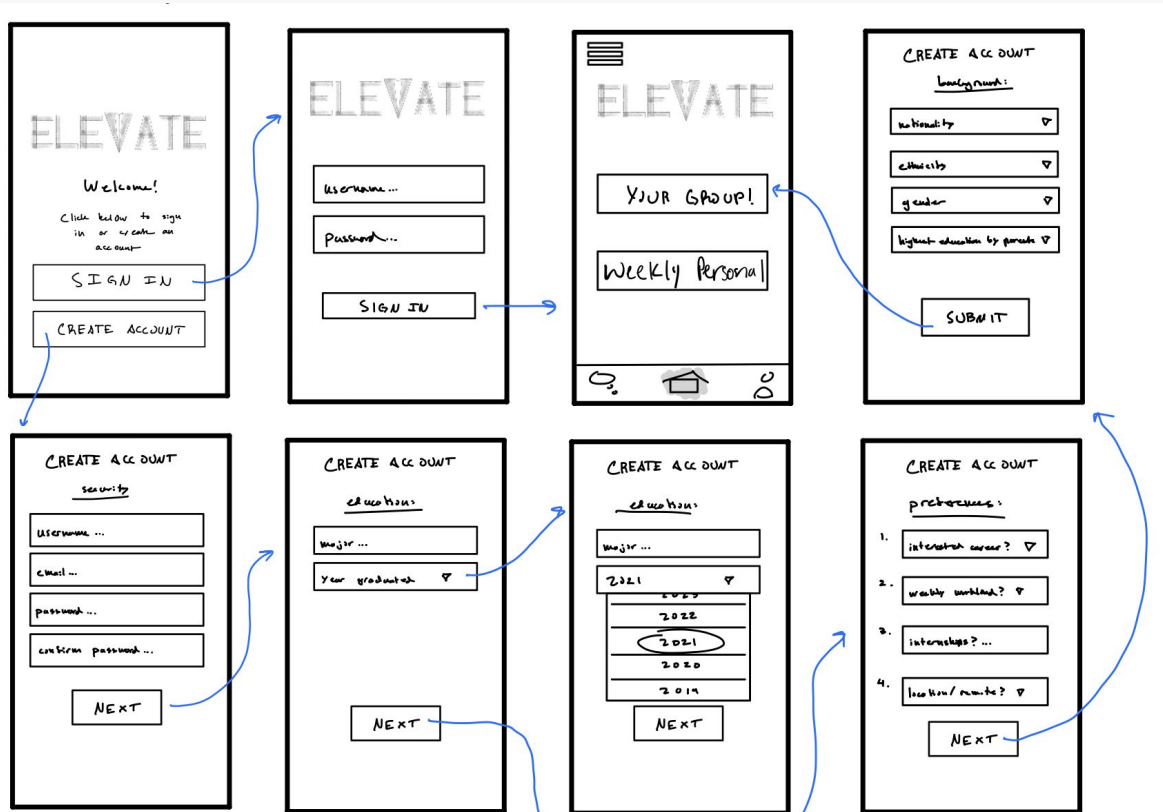
# See other members' weekly check-in responses





→ Task Flows

# Simple: match with other users of similar interests

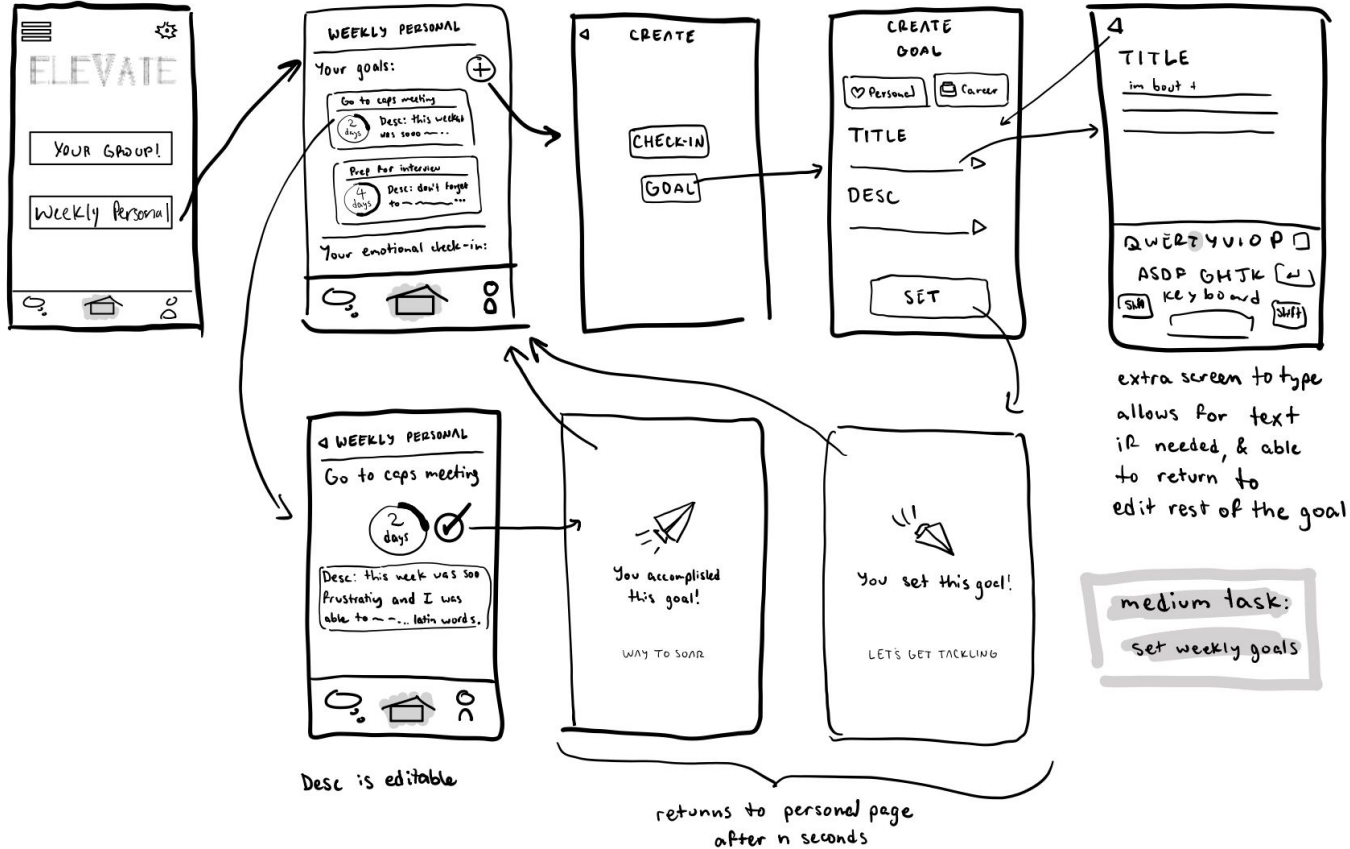


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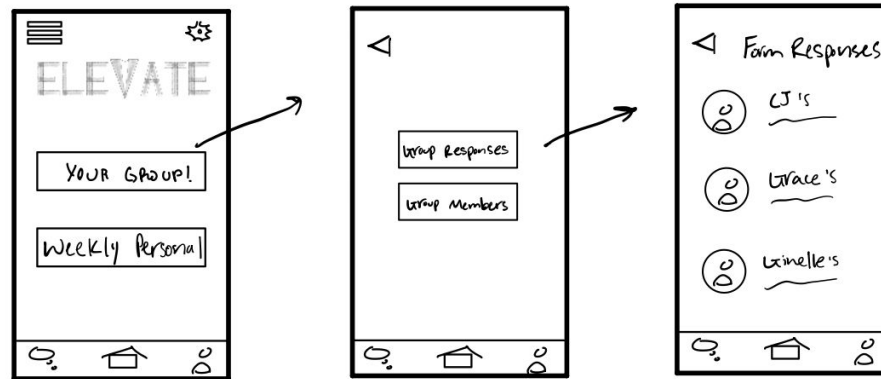
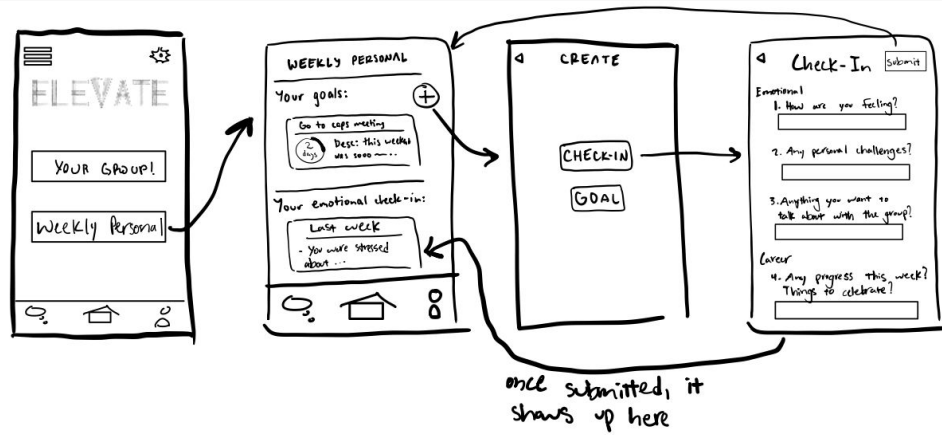
▽ = drop down



# Moderate: set weekly goals



# Complex: participate in weekly emotional and job search check-ins





Testing Methodology



# Users

Matthew

Age 26, friend of a sibling, no  
compensation

Sarah

Age 22, Stanford undergrad  
student, no compensation

Kath

24, friend of a sibling, PhD  
student at UCSC, no  
compensation


Liz

23, friend of a sibling, PhD  
student at UCSC, no  
compensation





# Environment and Apparatus

- Laid out every page of the low-fi prototype
  - One screen per page
  - Took place on a large table
- 

ELEVATE  
Welcome!  
Click below to get started  
SIGN IN  
CREATE ACCOUNT

ELEVATE  
Username  
Password  
SIGN IN

CREATE AN ACCOUNT  
First Name  
Last Name  
Email  
Password  
Confirm Password  
NEXT

CREATE AN ACCOUNT  
First Name  
Last Name  
Email  
Password  
Confirm Password  
NEXT

CREATE AN ACCOUNT  
PROFESSIONS:  
1. Software Engineer  
2. Data Scientist  
3. Product Manager  
4. Business Analyst  
NEXT

CREATE AN ACCOUNT  
Address  
City  
Country  
NEXT

CREATE AN ACCOUNT  
Country  
City  
Address  
Gender  
Date of Birth  
SUBMIT

ELEVATE  
YOUR GROUP!  
Weekly Personal

Group Responses  
Group Members

Form Responses  
@ CSIS  
@ UVA  
@ Waterloo

Your Group  
@ @ @ @ @

Name: \_\_\_\_\_  
Major: \_\_\_\_\_  
Year: \_\_\_\_\_  
Bio: \_\_\_\_\_

Group chat interface with messages and icons.

Check-In  
Emotional  
1. How are you feeling?  
2. Any personal challenges?  
3. Anything you want to talk about with the group?  
4. Any progress this week? (Thump to celebrate!)

WEEKLY PERSONAL  
Go to cogs meeting  
@ @ @  
Check this week next the frustrating and I was able to... learn words.

My Profile  
Name: \_\_\_\_\_  
Major: \_\_\_\_\_  
Year: \_\_\_\_\_  
Bio: \_\_\_\_\_

WEEKLY PERSONAL  
Your goals:  
Go to cogs meeting  
Check this week next the frustrating and I was able to... learn words.  
Your emotional check-in:

CREATE  
CHECK-IN  
GOAL

CREATE GOAL  
Personal Career  
TITLE  
DESC  
SET

TITLE  
in level 4  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ASDF GHJK [Enter]  
[Shift] key board [Shift]

You set this goal!  
LET'S GET TACKLING

You accomplished this goal!  
WAY TO GO!

# Team Member Roles



CJ  
Note-taker



Ginelle  
Note-taker



Grace  
Computer



Riley  
Facilitator

# Procedure

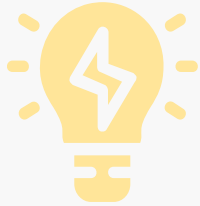
- Gave users some basic context behind Elevate
- Brief demo of the system
- Took notes as users completed each task
  - They were asked to think out loud



# Procedure

- Asked the users the following questions:
  - Were there any features that were unclear? Not useful?
  - How was the UI in ease of use?
  - General feedback?
  - On a scale from 1-10, how likely are you to use the chat feature?  
How about the weekly check-in forms? And the goal setting?

# Usability Goals and Their Measurements



## Intuitive UI

Measure the number of mis-clicks



## Likelihood To Use Feature

Participants rate how likely they are to use feature from

1-10



Testing Results



# Process Data - All Participants

- Unaware they were paired into a group after onboarding
- Had difficulty finding where to do the weekly check-in
- Found it difficult to know all functionalities of the app from the home page
- Found the UI to be mostly intuitive

# Process Data - Other Takeaways

- 2 participants clicked on the profile button to get to personal goals
- 2 participants thought members' responses were in the chat page
- Need to think about what happens if users don't get along with group members
- All got the simple and moderate tasks, and took longer to complete the complex

# User Feedback

- “What if I want to connect with one specific person in the group?”
- Need a back button on the weekly personal screen
- Users might not want to fill out the background questions in onboarding

# Usability Goals and Their Measurements



## Intuitive UI

Measured 5 mis-clicks



## Likelihood To Use Feature

Main features earned ratings  
of 6-8, none below 5



—→ Implications



# What Testing Couldn't Reveal

- How much groups would use the chat feature
- How satisfied users would be with their groups
- Impact on mental health

# Implications

- Users expect more visibility and control over group creation
- Users expect to be able to communicate independently, not just in a group chat
- Task flow details need refining, particularly weekly check-in and goal creation and checkoff

# Changes We'll Make

- Rethink weekly check-in task flow, especially where to begin completing the form
- Make group sorting process more visually clear to the user; possibly involve the user more
- Give users more control over and individual communication with the members of their group
- Put more thought into introductory questions on signup

The background features abstract, colorful shapes in the corners. Top-left: a pink hand-like shape overlapping a yellow circle. Top-right: a yellow shape overlapping a blue shape. Bottom-left: a blue shape overlapping a yellow circle and a pink shape. Bottom-right: a blue shape overlapping a pink circle and a yellow vertical oval.

Thank you!

The page features abstract, colorful shapes in the corners. In the top-left, there is a pink hand-like shape with a yellow circle below it. In the top-right, there are yellow and blue shapes. In the bottom-left, there are yellow, blue, and pink shapes. In the bottom-right, there is a blue shape with a pink circle and a yellow vertical oval overlapping it.

# Appendix

# Testing Results

- First user:
  - didn't know he was matched at first
  - Asked how to connect with one person
  - Took a second to recognize the plus sign used to create goals or do the check in
  - What if he only wants to stay connected to one group member and he doesn't like the others? He wanted to connect with one person
  - Hard to know he can create a goal from home
  - Only error was initially clicking on the chat page to get to group members' responses

# Testing Results (continued)

Tester Sarah:

- Participant completed all tasks with minimal error
  - didn't know when to mark that the first task ended
  - longest delay/confusion in the plus sign symbol in the personal weekly for creating a check-in
- Unsure about sharing certain information at different points in the app
  - At matching sign-up and account creation:
    - drop down inconsistency/misclicking
    - confused by section names
    - preferences questions didn't feel clear enough to tester and raised confusion
    - background questions resulted in "prefer not to answer"
  - At weekly check-in:
    - Q's 2-3, "not really," "no."
    - Suggested collapsible segments for people who didn't make progress or clear goals that week

# Testing Results (continued)

## Tester 1 (Kath)

### Measurements:

-number of confusion points

> class year

>didn't realize the checkpoint on close up goal was clickable bc it was already checked

>couldn't find where to start weekly check-in

> need back arrow on weekly personal screen

-errors

> tried to navigate to personal goals thru personal tab of menu

> tried to click on emotional check-in to get to check-in form

> hit goal to try to get to weekly check-in form

> tried to go to chat to get to members' responses

## Tester 2 (Liz)

-number of confusion points

>didn't realize she was sorted into a group

>thought bubble should be a speech bubble (couldn't find the chat because of it)

>couldn't find weekly check-in (went to group first, then didn't know what to do from weekly personal)

-errors

>clicked self icon in menu bar to try to get to personal goals

>went to group to try to find weekly check-in

-notes

>did get correct for marking goal accomplished (didn't confuse bc of check)

>used home screen in menu repeatedly to get back to "your group" / "weekly check-in" page



# Log of Critical Incidents

Incident	Severity
Wanted to connect with one specific person	2
Concerned about disliking group members	2
Wouldn't have known he could create goals or do the check-in forms if we didn't tell him	3
Initially clicked on chat button to find group responses	2

# Log of Critical Incidents

Incident	Severity
Tried to navigate to personal goals through personal tab on menu bar	2
Couldn't find weekly check-in form	3
Didn't initially realize that group selection/formation had already happened	3
Hesitant to answer account creation questions	2

# Script

Facilitator: “Hi, we’d like you to test out our low-fi prototype of our app. The app is designed to help students connect with other students based on similar career interests and create a support group.”

Facilitator: “We’re going to give you tasks to complete. Pretend these papers are the screen, click on a button, and we’ll navigate you to the next screen by handing you the next paper. We’ll track where you click and what you think as you go. Please think out loud as you navigate! Any questions?”

Facilitator: “The first task is to match with other users based on your interests.”

Facilitator: “Great, now try to set goals for this week.”

Facilitator: “Okay now the task is to fill out a weekly check in form.”

Facilitator: “These aren’t tasks, but I’d like to see if you can find how to check other group members’ check in responses, and how to check your weekly goals.”

Facilitator: “Were there any features that were unclear? Any that weren’t useful?”

Facilitator: “How was the UI? Easy to use? Any challenges?”

Facilitator: “Could you rate on a scale from 1-10 how likely you’d be to use the group chat feature? How about the check in forms? How about setting goals?”

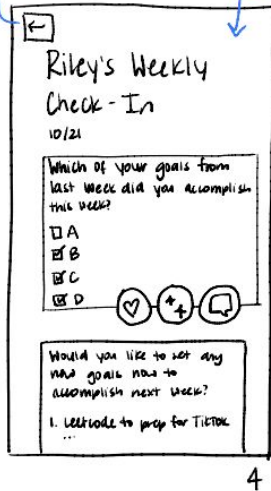
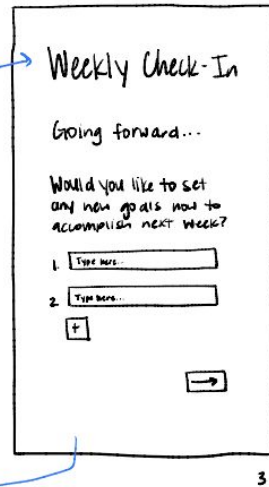
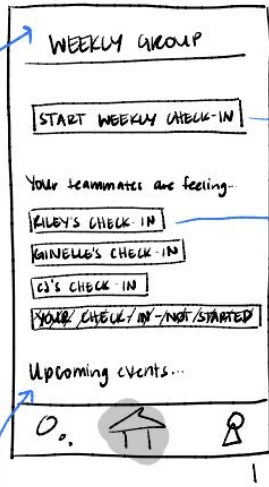
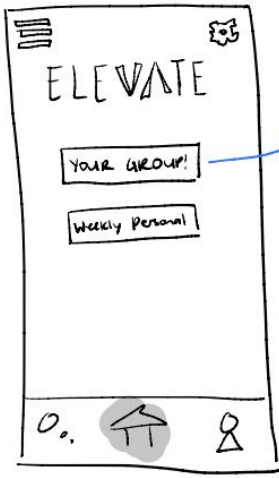
# Apple Watch Pros/Cons

## Pros

- Ultra-portable, convenient interface makes app a part of users' daily physical lives
- Optimized for notifications to support goals/events
- Small screen requires UI to be condensed to only essential elements

## Cons

- Functionality is extremely limited
- App development for Apple Watch only is a challenge from a practical standpoint
- Extremely limited in audience (only Apple Watch users)



More detailed version of complex check-in task flow – we didn't end up using this prototype for testing, but may implement some of its elements to address pain points

### Weekly Check-In

Going forward...

Set deadlines for yourself for this week

1. GOAL 1 [M, T, W...] [00:00]

2. GOAL 2 [M, T, W...] [00:00]

(from #2)

...

→

7

### Weekly Check-In

Looking back...

Select the words that best describe how you felt this week.

- Anxious
- Stressed
- Scared
- Confident
- Together
- Scattered
- ...

→

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### Weekly Check-In

Upcoming...

Let your team know which of this week's events you'll be attending.

Study Session

Hosted by CJ

Coffee Shop - 123 Fake Rd

Friday 11:00 am

RSVP

...

SUBMIT

9

### WEEKLY PERSONAL

Your goals: (+)

Go to caps meeting

2 Desc: This mtg is for...

---

Your check-in:

Last week

You focused on...

🏠 ⬆️ 👤

12

### WEEKLY GROUP

START WEEKLY CHECK-IN

Your teammates are feeling...

- KELBY'S CHECK-IN
- RAINELLE'S CHECK-IN
- CJ'S CHECK-IN
- YOUR CHECK-IN

Upcoming events...

🏠 ⬆️ 👤

11

### Weekly Check-In

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...

SUBMIT

10

here