User Testing

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[User Testing Results](#)

[Interview Notes (Compiled)](#)

User Testing Plan

- Mix of moderated user interviews (task-based) and A/B testing
- Stakeholders: test web app and mobile app functionality through user interviews
- General users: moderated user interviews for mobile app functionality, A/B testing for UI design

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Stakeholders: Moderated User Testing

- [On the main page] What do you think you should see when you first look at this tableview?
  - This question has two main purposes: one is to see which attributes they would like to see in the tableview columns (as currently, we do not display all attributes); the other is to see if we should include all events or just the ones with points.

- **Note:** Say this question vaguely at first to see what they think, but if they are confused by the vagueness, ask if they would like to see all the events (with or without points), or just the loaded events (that have points already). Also can ask specifically which attributes they would like to see / if they think that the displayed attributes are all of the attributes that we keep track of.
- **Task 1: Let us assume that you have already made an event in your separate API. How would you be able to add points to that event to view it on the main Duke Rewards events page?**
  - Questions to ask while they complete this task:
    - [On the dropdown select page] Ask them if it is enough to distinguish between events simply by name, or if the time must be included as well for the case of repeat events with the same name.
      - Are most of your events recurring or not?
      - Perhaps we can simplify the drop down to only display name if time is unnecessary.

    - Before they click "Submit", ask them where they think the button will take them, e.g. "What do you think should happen once you've clicked submit?"
      - This can guide us in terms of displaying a confirmation pop up, and if we should direct them to a show detail of that page or the general tableview.
    - After they fill out the form, ask them where and how they can view the QR code of the event?
      - This can tell us if we should display the QR code in the tableview as well or if it is okay to leave it just in the show details page.
- **Task 2: How might you create a new reward through this web interface?**
  - Questions to ask while they complete this task:

- While they fill out the form, ask which ones they think they would always have information for and which ones should just be optional?
    - This can guide us in terms of which attributes should be made mandatory
- What are some examples of the types of rewards you may give?
    - This can give us a better understanding of how we should go about time / location and expiry dates / quantity. ***can specifically ask about what they think w.r.t. the time / location and expiry dates / quantity attributes***
- Before they click "Submit", ask them where they think the button will take them, e.g. "What do you think should happen once you've clicked submit?"
    - This can guide us in terms of displaying a confirmation pop up, and if we should direct them to a show detail of that page or the general tableview.
- Before transitioning to task 3, ask stakeholders: Looking at this page (should be on the tableview page), what are some features that you can use to help manage all of your rewards?
    - We can see if our "Actions" column is clear and intuitive enough for users to notice.
- **Task 3: Let us assume that you already have a reward created. How would you go about modifying an existing reward?**
    - Questions to ask while they complete this task:
        - Where do you think the "Back" button takes you?
        - After modifying a reward, where do you think the page should take you?
            - This can guide us in determining which button is more important — the "Back" button to tableview, or the "Show" button to the details page.

- Click on the "Show" button. Now where do you think the "Back" button takes you?
  - If they say "Edit" page, we need to change the naming, but majority still say "tableview", then no changes are necessary.
- Once you've seen the Show Detail page, and looked at your changes, would you prefer the "Back" button to be on the left / "Edit" button on the right, or vice versa?
  - This tells us if it is more intuitive to have the "Back" button placed in the same location, or to have the user path flow be directed by having the buttons you'd be more likely to press in the same location.
- Ask them if "Back" button in general is confusing – specifically where they think it takes them on each page.
- Clarify how they plan on handling emails for users who redeem rewards. Let them know of our current auto-generated email receipt plan that needs a stakeholder's email contact info for them to get the second email that contains more specifics about the reward.
- **Task 4: How might you create a new announcement through this web interface?**
  - Questions to ask while they complete this task:
    - What are some examples of announcements that you may make?
      - This can give us a better understanding of what we should allow as features. Perhaps, they want more than just a text announcement and would like to include pictures or something, similar to an email blast.
    - While they fill out the form, ask if they feel that there are missing attributes that they would also like to have.
    - Before telling them how we plan on sending out notifications, ask them how they envision notifying users of announcements.
      - This can allow us to consider better options, such as an email notification, SMS notification, or push notifications. (plus, if email /

SMS seems to be preferred, we already know that the Communications team knows how to do this)

- After completing these 4 tasks, move on to the mobile side.

- **Task 5: Let us assume you are now at the event. How would you display the QR code for a specific event so that event participants can scan it from your mobile device?**

  - Questions to ask while they complete this task:

    - Once you've logged in, would you like for the mobile app to automatically know that you are on the admin side, or would you prefer being able to "turn off / on" the admin view (e.g. you would be able to see exactly what general users see)?

      - This can inform us if the admin tab in the hamburger menu is inconvenient or not.

    - **Note:** It is important that you note that the admin view still has all of the functionality that the general user has as well (e.g. you can both scan and show QR code).

- **General Feedback Questions:**

  - Ask them to just explore the mobile app and voice out any thoughts.

    - Where can they find a list of announcements?

    - Where can they find rewards?

    - How do they think the reward redemption process works?

    - Should there be any added admin features other than the show QR code? (Possible example may be another admin feature for the rewards?)

    - Is it easy to keep track of points? Are there any thoughts on how we display and categorize points?

    - Generally, do they find the app intuitive and the features easy to find?

    - What are their opinions on app structure and layout? Did we highlight the main priority features?

General Users: Moderated User Testing

- **Task 1: Log in using your NetID.**

  - Questions to ask while they complete this task:

    - [On the onboarding screen] What are your thoughts on the How It Works page? After looking at this page, what do you think this app does / is for?

      - This tells us if our onboarding page clearly communicates our app's main features and goals effectively.

    - [On the setup profile page] If you are a new user signing up for this app, would you fill in the information on this page, or would you set it up later? (Be honest)

      - If they ask whether or not there even is an option to set it up later, ask them if they think that all of the details are mandatory. The fact that uploading a picture is optional may not be completely obvious, which may or may not be beneficial for our app (on one hand, we would like more people to actually feel like they should put a profile picture, but on the other hand, we do not want people to find this annoying when setting up their profile).

    - [On the setup profile page] Is the autofilled information correct? Would you want to change any of the autofilled information?

      - This can tell us if we need to create the option of allowing them to change autofilled information or not.

    - Overall, on a scale from 1 - 5 (5 being very easy), how easy was it for you to log in / create a user profile on this app?

      - This just provides us with overall feedback about our login process and if our set up profile page requires too much from users.

  - Once they reach the main page, you can ask them general questions first:

- What are your first thoughts when you open the app?

- Looking at this screen, what do you think are the primary features of this app?

- What do the numbers on the top right corner symbolize? (Make sure to also check if they understand what the colors mean)

- Before clicking into the hamburger menu, ask them: What do you think are some of the options in the hamburger menu?

  - They might not think of Announcements, but most likely they should be able to guess that Profile and Settings will be there.

- Ask them to click into the hamburger menu, then see if they understand what those pages mean / ask them to guess what those pages are for.

  - What do you think is the purpose of the Scan feature?

  - Any suggestions or input on the way we structure our hamburger menu?

- Any glaring concerns or issues? Any confusion?

- **Task 2: Let us assume that you are a user of this app and would like to primarily use this app as a way to earn points for attending events. How would you earn points for an event? Please walk us through the process.**

  - Questions to ask while they complete this task:

    - Would you browse through the list of events to find events you'd like to attend, then save those events for planning purposes, or would you simply go on this app when you already know there's an event you want to attend, and then search for that specific event to earn points? ** NEEDS TO BE PHRASED BETTER **

      - We need to gauge how users will actually use this app. I am personally already suspecting that no matter how good the rewards are, most people won't be encouraged to go to events simply because of the points they can earn. We can also see how users plan on taking advantage of the bookmark / save feature.

- Before clicking on the filter and sort dropdowns, what options do you think will you have to filter and sort events? Is there a particular order that you wish to see the events view in?
  - This can guide us if there are any unnecessary filter / sort options or if we are missing crucial options as well.
- Looking at the cell table view, do you have any thoughts about how the information is laid out? Which event attribute do you prioritize the most? Which detail do you base your decision to attend the event on? Any general suggestions about the layout?
  - This can guide us with the layout and formatting of the tableview, and ensure that we are highlighting the important information.
- **Task 3: Let us assume that you want to spend your points to win rewards. How would you check to see the amount of points associated with each reward and how would you go about receiving your reward? Please walk us through the process.**
  - Before clicking on the filter and sort dropdowns, what options do you think will you have to filter and sort events? Is there a particular order that you wish to see the events view in?
    - This can guide us if there are any unnecessary filter / sort options or if we are missing crucial options as well.
  - Before clicking on the redeem button, what do you think will happen when you click on the redeem button? How would you like to be notified after redeeming a reward (ex. include SMS, email, push notification)? How do you think the redemption process works? After clicking on it, what are your thoughts on the redemption process?
    - This can tell us if our confirmation process is clear enough in letting users know how they will receive their reward.
  - Similar to the events page, do you have any thoughts about how the information is laid out on the rewards page? Which reward attribute do you prioritize the most?
    - This can guide us with the layout and formatting of the tableview, and ensure that we are highlighting the important information.

- Before asking users to complete task 4, ask them:

  - On a scale of 1-5 (with 5 being very often), how often do you use the social features in gaming / community-based apps similar to this? (ex. features include leaderboards, rankings, stats)

  - On a scale of 1-5, how likely would you use the social features of this app with friends?

    - This can tell us how much people are interested in having the leaderboard/category breakdown and rankings feature

- **Task 4: Let us assume that Duke Athletics has just sent out a notification saying that the first 50 people to arrive at the football game will get free t-shirts, but you accidentally missed it and want to view the history of all notification messages to check what they said. Where would you go to find it?**

  - What are your thoughts on the layout of this page? Which pieces of information do you prioritize the most when looking at the announcements?

    - This can guide us with the layout and formatting of the tableview, and ensure that we are highlighting the important information.

  - Are there any additional features that you would like to have when viewing announcements?

    - Wait until they come up with their own input before you make suggestions, such as a "pin announcement to top" feature (would work similarly to bookmark / favorite, but we would not have a filter and instead would just always display it at the top)

- **General Feedback Questions:**

  - Ask them to just explore the mobile app and voice out any thoughts.

    - What do you think the scan feature in the hamburger menu is for?

      - If they cannot guess what the purpose is, tell them that it is just another convenient way of accessing the scan QR code button

within each event details page. Then follow up with: On a scale of 1-5, how likely would you use this feature?

- This can tell us if this feature is unnecessary or if it is actually useful / convenient.

- Is it easy to keep track of points? Are there any thoughts on how we display and categorize points?

- Generally, do they find the app intuitive and the features easy to find?

- What would be your main goal when using this app? Looking at how this app works, have we accomplished that goal?

- Do you have any suggestions as to how to improve the earn or redemption process?

- Do you have any suggestions as to how to improve the social features of this app?

- On a scale of 1-5, how likely are you to recommend this app to a friend?

A/B Testing

- Which do you prefer - Table view cells or table view cards?

  - Pros of cells:

    - Takes advantage of space (more info can fit in one screen)

    - White background

may seem cleaner?

- Pros of cards:
  - Sleek UI
  - Rounded corners fit overall style
  - May seem less overwhelming (more whitespace)
  -

- Which do you prefer - charts button on top right or category breakdown on bottom
  - Pros of top right:
    - Less invasive
    - Looks more natural
    - Focus more on leaderboard
    - Can fit more users
  - Pros of bottom:
    - Larger focus on category
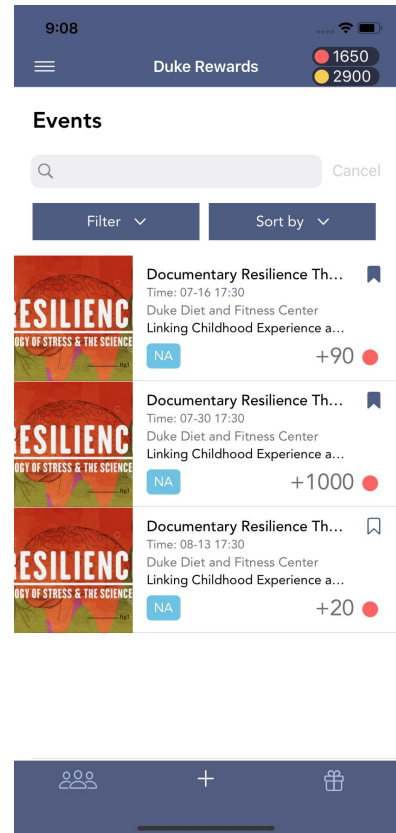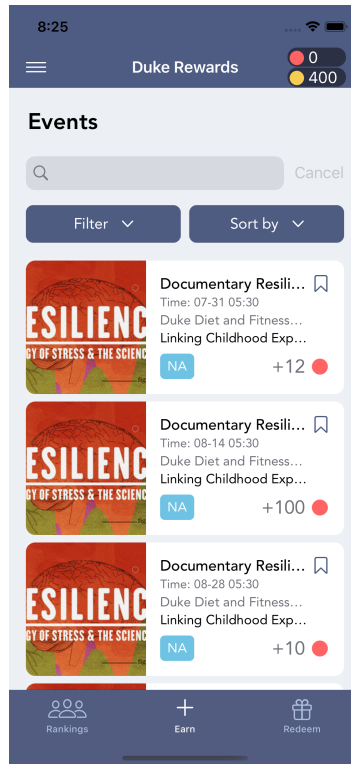
breakdown

- May seem
  more intuitive
  (in what it is
  for)
- More
  accessible