





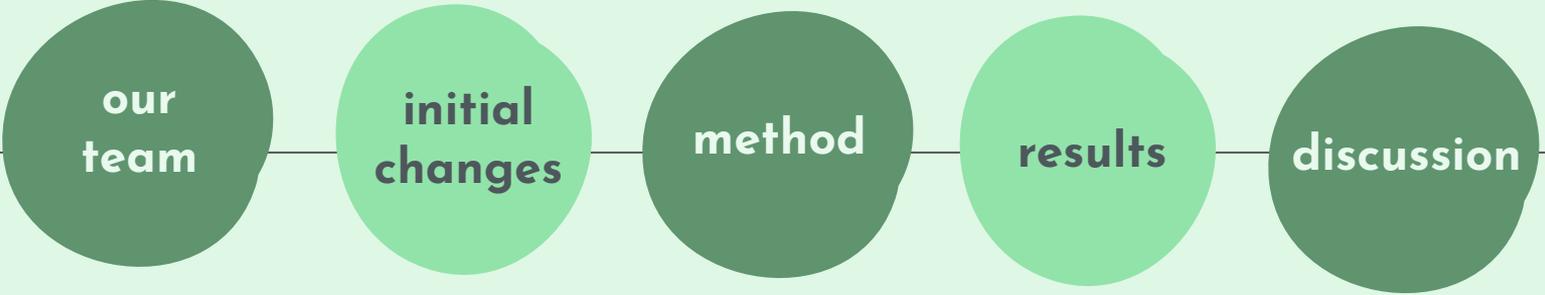




root

Engage with communities through shared
goals and experiences

Roadmap



A horizontal line with five circular nodes. The nodes are colored in a sequence of dark green, light green, dark green, light green, and dark green from left to right. The text inside each node is white.

**our
team**

**initial
changes**

method

results

discussion

Roadmap

**our
team**

01

**initial
changes**

method

results

discussion

Our team



**Nate
Fleischli**



**Elysia
Smyers**



**Lyndsea
Warkenthien**



**Jack
Clark**



**Tristan
Sinclair**

Roadmap

our
team

initial
changes

02

method

results

discussion

We are keeping task flows and functionality while changing the app's context

Before

Join **groups** and log your **exercise** activity to work together towards abstract **common goals**

After

Join **local** or large-scale **communities** and **contribute** to goals by participating in tangible **community health activities** like beach cleanups, planting trees, or anything in between

We maintained our usability goals

Fun

Learnability

Efficiency

We made changes to content and phrasing of our tests, but made few visual changes

Content

We populated the app with non-exercise related content

Phrasing

We asked users to log minutes spent on a beach cleanup walk

Culture

Individual well-being → Community well-being

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03

We recruited 4 participants



Dave

57 year old Australian man at Peet's Coffee
(cold approach)



Helena

Late 20's law student at Boichik's Bagels
(cold approach)



Pedro

Mid-30s tech employee at Peet's Coffee
(cold approach)



Alex

Early 20's undergraduate student in his dorm room

**We used a phone, screen recorder, stopwatch,
and pen and paper**



We tested at Town and Country and on campus



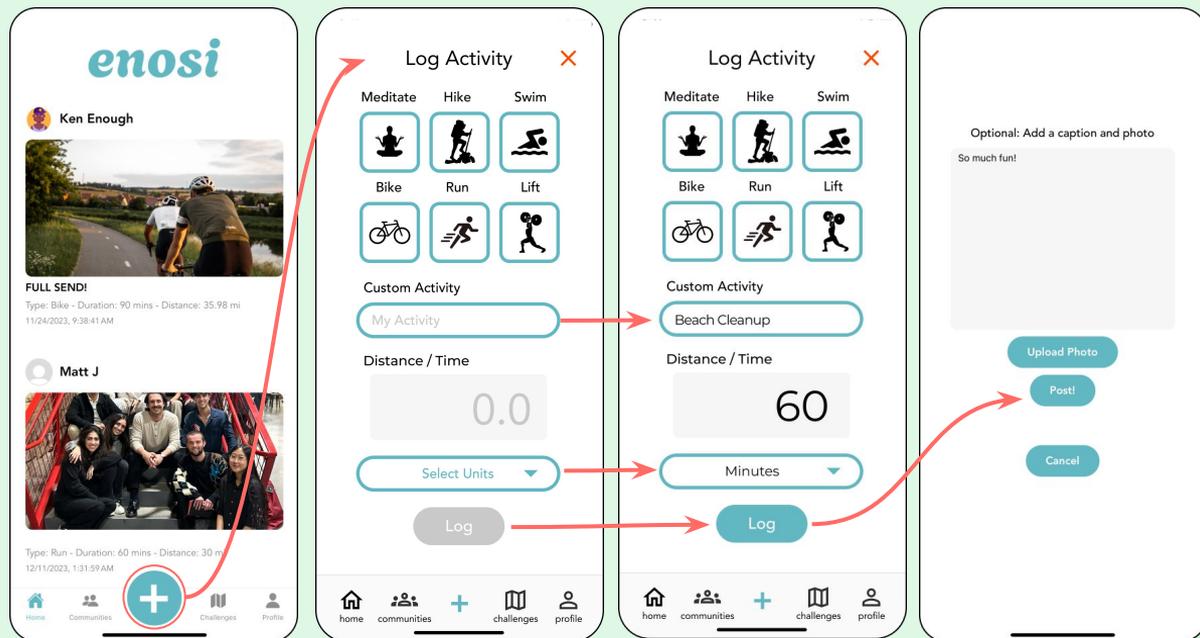
x3



x1

Test 1 was our simple task, logging a 60 minute community beach walk

Learn how the current activity logging UI functions, especially custom activities



Our Test 1 procedure

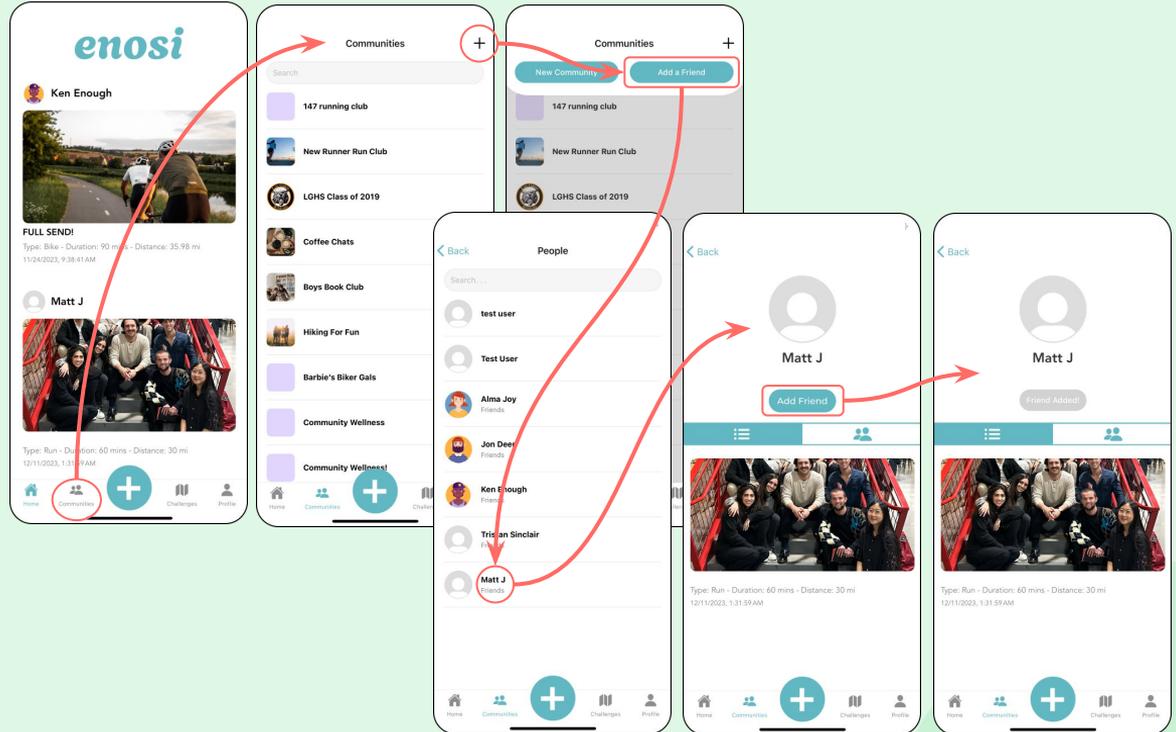


Your first task is to log an activity in the app. Imagine you've just finished walking for 60 minutes along the beach for a community clean-up activity and want to record it. Please start when you're ready.



Test 2 was adding a friend through the communities tab

Learn if people can figure out how to get to the “add friend” area effectively and if the multi-use search is intuitive



Our Test 2 procedure

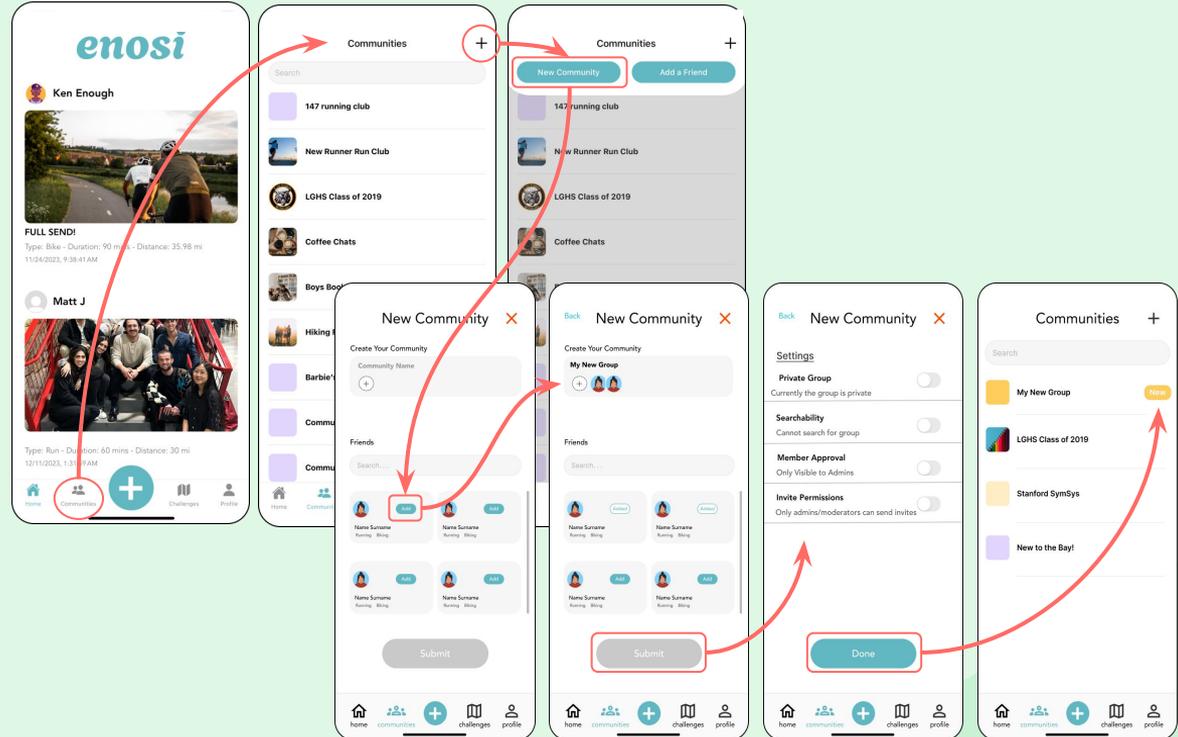


For the second task, add a new friend to your network in the app. Try to find and add 'Matt J'. Begin when you're ready.



Test 3 was creating a community through the communities tab

Learn if people can figure out how to get to the "new community" area effectively and if the multi-use search is intuitive



Our Test 3 procedure



Your final task is to create a community within the app, centered around 'community wellness.'
Start whenever you're comfortable.



Finally, we asked wrap up questions scale of 1-5

1-5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

1-5

How confident did you feel using the system?

1-5

This is a complete overview of our procedure

1

Introduction, signing consent form, begin recording, and brief demo

2

Prompting of tasks, participant taps through and thinks aloud

3

Taking notes of feedback and actions and utilizing stopwatch to record task times

4

Ask wrap-up questions on a scale of 1-5

5

Review footage afterwards to confirm data

We measured 3 quantitative metrics

Time to
complete
each task



Critical errors
or
starting over



Hesitations
or
confusion

We utilized a table to record data for each participant

| Measurement | Units | Simple task | Medium task | Complex task |
|------------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | | | |
| Critical error or start over | Count (#) | | | |
| Hesitation or confusion | Count (#) | | | |

We also noted everything the participants said and anything we noticed, in real time

- ▶ Verbal confusion
- ▶ Verbal excitement
- ▶ Patterns of mistakes

Follow ups
- 4
- 1
- 5

DAVE
- Task 1
- would I go to web?
- hesitation
- looks through all allergies
- custom: "It's not an option"
- bug of # (keyboard)
- keyboard stuck
* - go off log screen after pass!!
* - post result show up

Task 2
- Find John Deer
- somebody I need to web as a friend??
- CONFUSION!
* - Very unclear - have a copy clear friends get
- Jon ✓
- Visited every tab

Task 3
- Easy ✓✓

Stanford 3L Helena late 20's

Task 1:
- walk aint in the menu
- walk + deta
HARD TO FIND MINS

Task 2:
- New friend * unhelpful a friend
- swiping through screens
CONFUSION
"Can I phone a friend?"

Task 3:
- Fu
- playing w/ settings

3.5 would use
↳ seems like hitting/winning is reluctant to stream

- not complex

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04

Dave



Test #01 - Dave - Quantitative Data

| Measurement | Units | Simple task | Medium task | Complex task |
|-------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | 2:57 | 1:30 | 0:41 |
| Error or start over | Count (#) | 4 | 6 | 0 |
| Hesitation or confusion | Count (#) | 3 | 2 | 0 |

Test #01 - Dave - Qualitative Data



I assume I'd go to
Custom Activity
because it's not an
option to put it down



Us oldies have still got
it!



I felt confident
because you all are
standing here

Test #01 - Dave - Notable Errors and Confusions

Simple Task:

- Challenges and Communities tabs visited multiple times instead of Activity Log (3)
- Minutes misclick initially (1)
- Couldn't see the return button partially covered by the keyboard (1)
- Hesitating on post bio (1)
- Unsure if he completed the task after he did (1)

Medium Task:

- Visited Friends tab in Profile and was generally swapping through screens before **we gave a hint** that he had to go to the Community tab (6)
- Hesitating on Log Activity tab (1)
- Hesitating on Profile tab (1)

Complex Task:

- Seamless!

Test #01 - Dave - What else we noticed

Keyboard
Behavior



Medium
Task was
difficult



Immediate
Recall for
Complex Task

Test #01 - Dave - Follow up questions

4/5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

1/5

5/5

How confident did you feel using the system?

Helena



Test #02 - Helena

| Measurement | Units | Simple task | Medium task | Complex task |
|------------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | 1:01 | 0:32 | 0:30 |
| Critical error or start over | Count (#) | 4 | 2 | 0 |
| Hesitation or confusion | Count (#) | 1 | 0 | 1 |

Test #02 - Helena - Qualitative Data



Can I phone a friend?
[about the medium
task]



I've done this before!
[about the complex
task]



It seems like the
walking, hiking, and
running parts are
redundant to Strava

Test #02 - Helena - Critical Errors and Confusions

Simple Task:

- General struggles with the Log Activity screen (2)
- Minutes button in the Units dropdown misclicks (2)
- Keyboard covering part of the minutes led to confusion - she struggled to tap Minutes (1)

Medium Task:

- Like Dave, checked the Friends tab in the Profile and Home (2)

Complex Task:

- Hesitation with adding friends - unclear that it's optional (1)

Test #02 - Helena - What else we noticed

Very fast
completion
times



Interest in
fitness and
comparison
to Strava



Interest in
privacy
settings

Test #02 - Helena - Follow up questions

3.5/5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

1/5

4.5/5

How confident did you feel using the system?

Pedro



Test #03 - Pedro

| Measurement | Units | Simple task | Medium task | Complex task |
|------------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | 1:02 | 0:27 | 0:28 |
| Critical error or start over | Count (#) | 3 | 3 | 1 |
| Hesitation or confusion | Count (#) | 0 | 0 | 1 |

Test #03 - Pedro - Qualitative Data



It's pretty straightforward



It would be cool if once you go to "+", you can also add a friend, doing it all in one place



I think there are already apps that have similar functionality... The app's groups seem similar to apps like Instagram

Test #03 - Pedro - Errors and Confusions

Simple Task:

- Similar keyboard issues to everyone else (3)

Medium Task:

- Critical errors in returning to the Log Activity screen multiple times (2)
- Also tried adding a friend in the Profile (1)

Complex Task:

- Went back to Log Activity again (1)
- Hesitation/confusion with adding friends at first (1)

Test #03 - Pedro - What else we noticed

Distinguishing between hike, run, and walk was confusing



Continuously returned to the Log Activity screen



Very quickly navigated with back buttons and correct tabs

Test #03 - Pedro - Follow up questions

1/5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

3/5

How confident did you feel using the system?

4/5

Alex



Test #04 - Alex

| Measurement | Units | Simple task | Medium task | Complex task |
|------------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | 2:02 | 0:20 | 1:01 |
| Critical error or start over | Count (#) | 5 | 0 | 0 |
| Hesitation or confusion | Count (#) | 3 | 1 | 1 |

Test #04 - Alex - Qualitative Data



My inkling is to see if I have any past runs I can click to reactivate again



The Log Button is kind of close to the "+" button - maybe I'm over-spamming it?



I feel pretty cool now that I've got a Community!

Test #04 - Alex - Errors and Confusions

Simple Task:

- Clicks Profile first (1)
- Categorizes walk as run and *also* tracks custom activity and then misclicks units (3)
- Failure to upload first time - more of a fault of our database (1)
- Confusion with Log Button behavior and hesitating at photo upload (2)
- Confusion as to whether or not the activity was actually logged - requires a restart (1)

Medium Task:

- Hesitating as to whether he should add a specific person (1)

Complex Task:

- Hesitation with recall of friends' names (1)

Test #04 - Alex - What else we noticed

Had intuition
to log previous
activities as a
shortcut



We need more
immediate and
affirmative
notifications of
something
being posted



Had intuition
to be able to
add friends to
Communities

Test #04 - Alex - Follow up questions

4/5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

1/5

5/5

How confident did you feel using the system?

Overall average metrics of all the tests

| Measurement | Units | Simple task | Medium task | Complex task |
|------------------------------|----------------|-------------|-------------|--------------|
| Time to complete a task | Time (min:sec) | 1:45 | 0:42 | 0:40 |
| Critical error or start over | Count (#) | 4 | 2.75 | 0.25 |
| Hesitation or confusion | Count (#) | 1.75 | 0.75 | 0.75 |

Overall average responses of all the follow up questions

3.1/5

Do you think you'd like to use this system frequently?

Did you find the system unnecessarily complex?

1.5/5

4.9/5

How confident did you feel using the system?

Roadmap

**our
team**

**initial
changes**

method

results

discussion

06

So, what about our usability goals?

Fun

Learnability

Efficiency

We want to make these changes before the next round of testing

**Keyboard and
button
behavior in
Log Activity**

**Database
upload times**

**Begin to
implement
new branding**

Some more long-term things to think about

Reworking
the Friends
feature

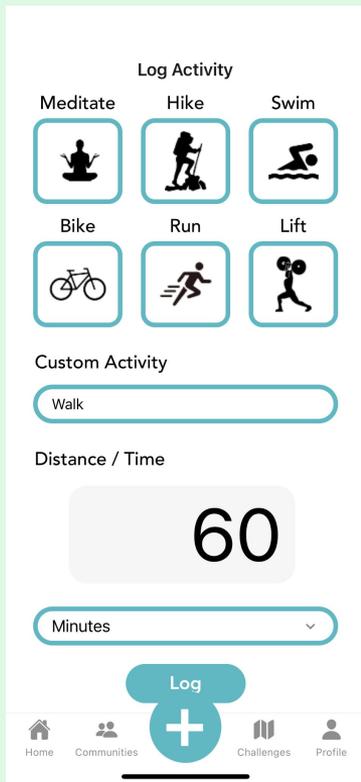


More user
freedom on
who or what
to add



Intelligent
recommendations
to make users'
lives easier

Simple task potential changes



Keyboard and
dropdown behavior

Focus more on
purpose than statistics

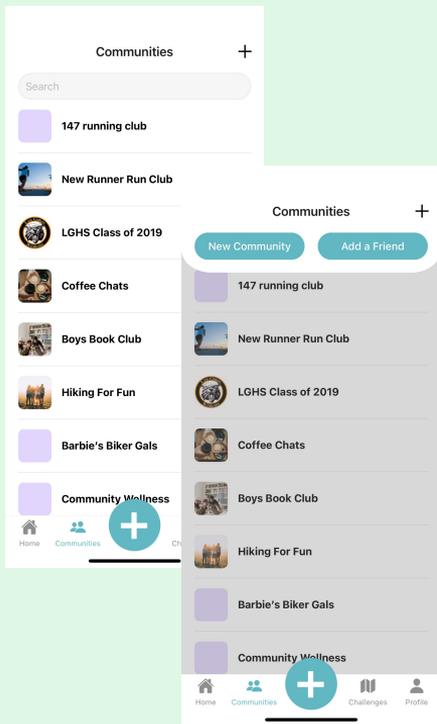
Recommended
exercises to log

"The Log Button is kind of close to the "+" button - maybe I'm over-spamming it?" - Alex

"It seems like the walking, hiking, and running parts are redundant to Strava" - Helena

"My inkling is to see if I have any past runs I can click to reactivate again" - Alex

Medium task potential changes



Move “Add a friend”
to a more accessible
entry point

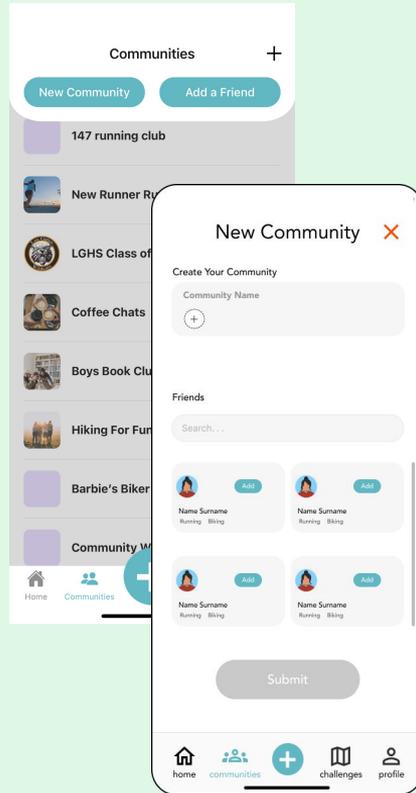
Condense flow to
fewer “clicks”

Helena and Dave both needed assistance from the testing team to complete this task.

“Can I phone a friend?” - Helena

“It would be cool if once you go to “+”, you can also add a friend, doing it all in one place” - Pedro

Complex task potential changes



More streamlined
access

Recommended
friends to add

With the move of the "Add a friend" section, the "+" can lead directly to "New Community"

Alex mentioned recommended task logging, so with that, maybe consider recommended friends as well?

We also thought some about what distinguishes root from other apps



"I think there are already apps that have similar functionality... The app's groups seem similar to apps like Instagram" - Pedro

"It seems like the walking, hiking, and running parts are redundant to Strava" - Helena

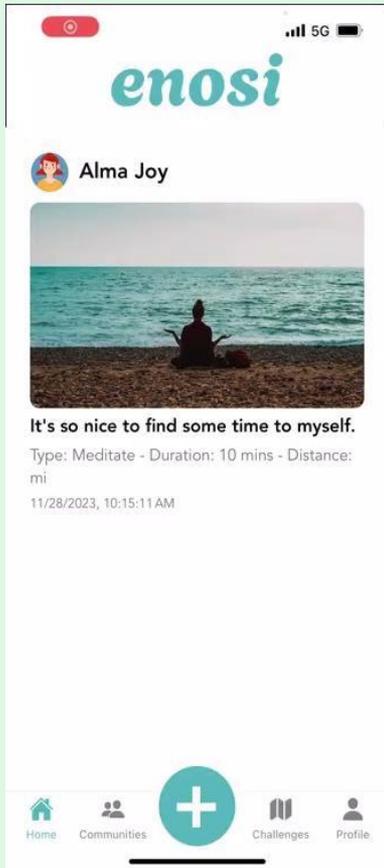
To be unique, let's double down on our plan to be focused on community and values

Join **local** or large-scale **communities** and **contribute** to goals by participating in tangible **community health activities** like beach cleanups, planting trees, or anything in between

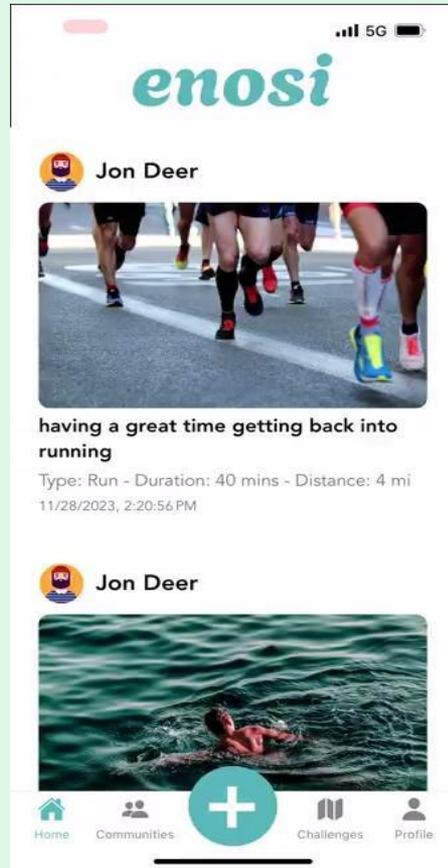


Appendix

Dave



Helena



Pedro



Alex



Interview Notes

Follow ups

- 4
- 1
- 5
-

DAVE

- Task 1

- would I go to add?
- hesitation
- looks through challenges
- custom: "I+'s not an option"
- bug of # (keyboard)
- keyboards suck
- * - go off log screen after post!!
- * - post doesn't show up

Task 2

- Find John Deer
- somebody I need to add as a friend??
- CONFUSION!
- * - Very vague - have a more clear friends list
- Jon ✓
- visited every tab

Task 3

- Easy ✓✓

Stanford 3L Helena late 20's

Task 1:

- walk aint in the menu
 - walk + data
- HARD TO HIT MINS

Task 2:

- New friend * unhelpful a friend
 - swiping through screens
- CONFUSION
- "Can I phone a friend?"

Task 3:

- Fun
- playing w/ settings

3.5 would use
↳ seems like hitting/pinning is redundant to straw

- not complex

PEDRO Mid 30's

Task 1:

- Custom ✓✓
 - confused w/ keyboard
- photo too!

Task 2:

- Add friend w/ ⊕ too
- Easy

Task 3:

- keeps thinking the ⊕ does everything
- wants to invite

Straight forward

- would not use
↳ app like Insta w/ groups
& plus

- Not complex: 3

- Confident: 4

Full process data

| Measurements | Units | Person 1 | | | Person 2 | | | Person 3 | | | Person 4 | | |
|-----------------------------|------------|------------|------------|------------|----------|--------|--------|----------|--------|--------|----------|--------|--------|
| | | Task 1 | Task 2 | Task 3 | Task 1 | Task 2 | Task 3 | Task 1 | Task 2 | Task 3 | Task 1 | Task 2 | Task 3 |
| Time to complete a task | Seconds | 2:57 | 1:30 | 0:41 | 1:01 | 0:32 | 0:30 | 1:02 | 0:27 | 0:28 | 2:02 | 0:20 | 1:01 |
| Error/starting over | Count | 4 | 6 | 0 | 4 | 2 | 0 | 3 | 3 | 1 | 5 | 0 | 0 |
| Hesitation/confusion counts | Count | 3 | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 3 | 1 | 1 |
| | | Task 1 avg | task 2 avg | task 3 avg | | | | | | | | | |
| | time | 1:45 | 0:42 | 0:40 | | | | | | | | | |
| | error | 4 | 2.75 | 0.25 | | | | | | | | | |
| | confusion | 1.75 | 0.75 | 0.75 | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | avg | | | | | | | | |
| | frequently | 4 | 3.5 | 1 | 4 | 3.125 | | | | | | | |
| | complex | 1 | 1 | 3 | 1 | 1.5 | | | | | | | |
| | confident | 5 | 4.5 | 5 | 5 | 4.875 | | | | | | | |

Full script

Lab Study Script

Introduction

Script: "Hello, and thank you for participating in our usability study today. Your insights are vital for improving our application. Before we start, please read and sign these consent forms. They detail your participation and data usage. Once you've signed, we'll proceed with the study."

Demo

Script: "I'll now give you a brief demonstration of our system. This isn't a guide for the tasks but an overview of the application's functionality. Pay close attention as it will assist you during the tasks."

Demo Content: Demonstrate the primary navigation and features of the application without detailing the specific tasks.

Task Instructions

Task 1: Log an Activity (Simple)

Script: "Your first task is to log an activity in the app. Imagine you've just finished walking for 60 minutes along the beach for a community clean-up activity and want to record it. Please start when you're ready."

Task 2: Search for and Add a Friend (Moderate)

Script: "For the second task, add a new friend to your network in the app. Try to find and add 'Jon Deer'. Begin when you're ready."

Task 3: Create a Community (Complex)

Script: "Your final task is to create a community within the app, centered around 'community wellness.' Start whenever you're comfortable."

Usability Goals Assessment - Measures and Observations

Usability Goals Assessment

Goals:

- **Fun:** Assess if the user enjoys signing up and engaging with the community.
- **Learnability:** Evaluate if the user logs activities faster on their second attempt.
- **Efficiency:** Determine if completing tasks is easy and time-efficient.

Usability Test Measurements

Participant Information:

| Participant ID | Age | Gender | Tech Proficiency |
|----------------|-----------|--------|------------------|
| P1 | 57 | Male | 4/10 |
| P2 | Late 20's | Female | 8/10 |
| P3 | mid-30s | Male | 6/10 |
| P4 | 23 | Male | 6/10 |

Full script

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Usability Goals Assessment - Measures and Observations

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| P4 | 23 | Male | 6/10 |

Full script

Task Completion Data:

| Measurements | Units |
|-----------------------------|---------|
| Time to Complete a Task | Seconds |
| Error/Starting Over Count | Count |
| Hesitation/Confusion Counts | Count |

During:

- Time to complete a task: Time from start to finish for each task.
- Error/starting over counts: For each task, keep track of misclicks and false navigation when the interviewee has to start over.
- Hesitation/confusion counts: The user verbally or nonverbally expresses confusion. This can be judged immediately and after the fact when watching recordings.

After:

Script: "Now that you've seen the demo, please answer the following questions on a scale of 1 to 5."

- "Do you think you'd like to use this system frequently?"
- "Did you find the system unnecessarily complex?"
- "How well integrated did you find the various functions in the system?"
- "How consistent did you find the system?"
- "How confident did you feel using the system?"

Post-Demo Feedback:

| Participant ID | Use | Complexity (1-5) | Function Integration (1-5) | Consistency (1-5) | Confidence (1-5) | Additional Comments |
|----------------|-------------------------------|------------------|---|------------------------------------|--|---|
| | Frequency (1-5) | | | | | |
| P1 | 4 | 1 | | | 5 | |
| P2 | 3.5 | 1 | | | 4.5 | |
| P3 | 1 | 3 | | | 4 | |
| P4 | 5 - daily basis if in a group | 1- super simple | 3 - buttons didn't all work well, more tiles for choosing activity = top tiles at the top, details about the activity | 4 - some spacing isn't coordinated | 4 - log not working well made him feel not confident, inputting all the info | Want more control over logging in the app |