

# daha

explore your community's closet



Project Presentation #2 Pilot Lab Usability Study

# The Team



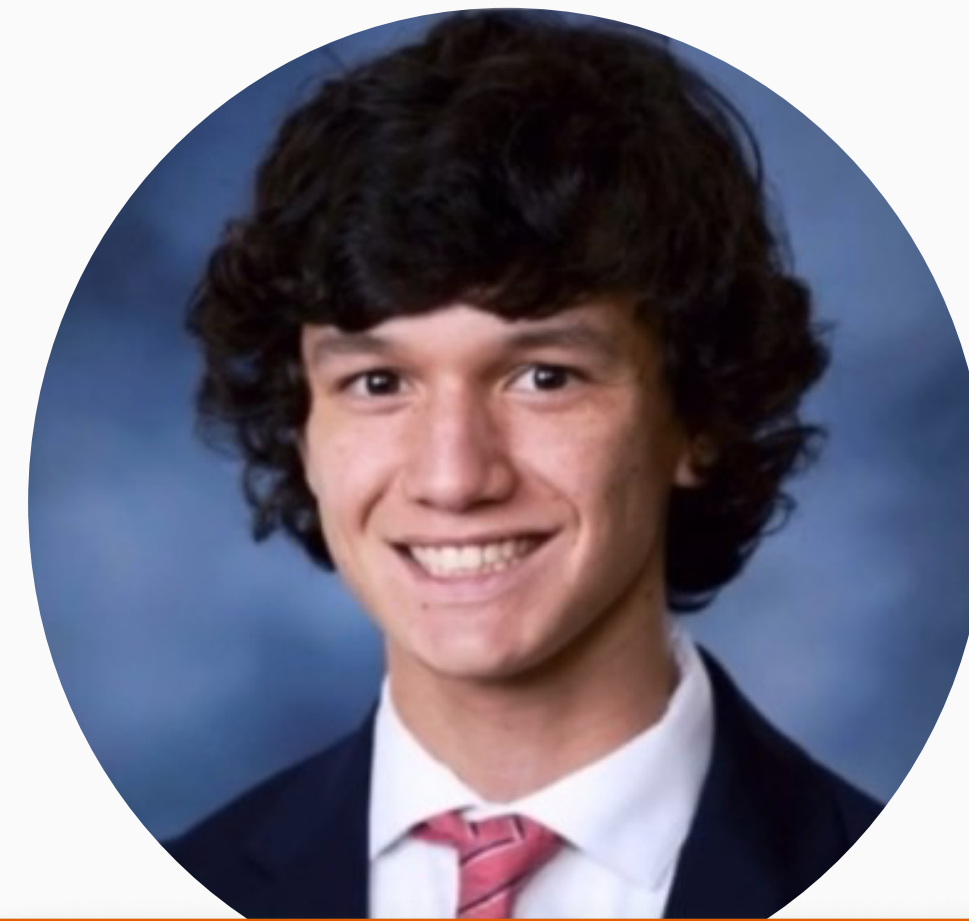
Peter Ling

Developer



Eli Waldman

Designer



Drew Silva

Developer



Olivia Wang

Designer

# Content

- Initial prototype changes
- Method
- Results
- Discussion

# Initial Prototype Changes

- Medium Task revision
- Typing on phone
  - user can now test app on their own phone
- Post screen adjustments

# Medium Task Revisions

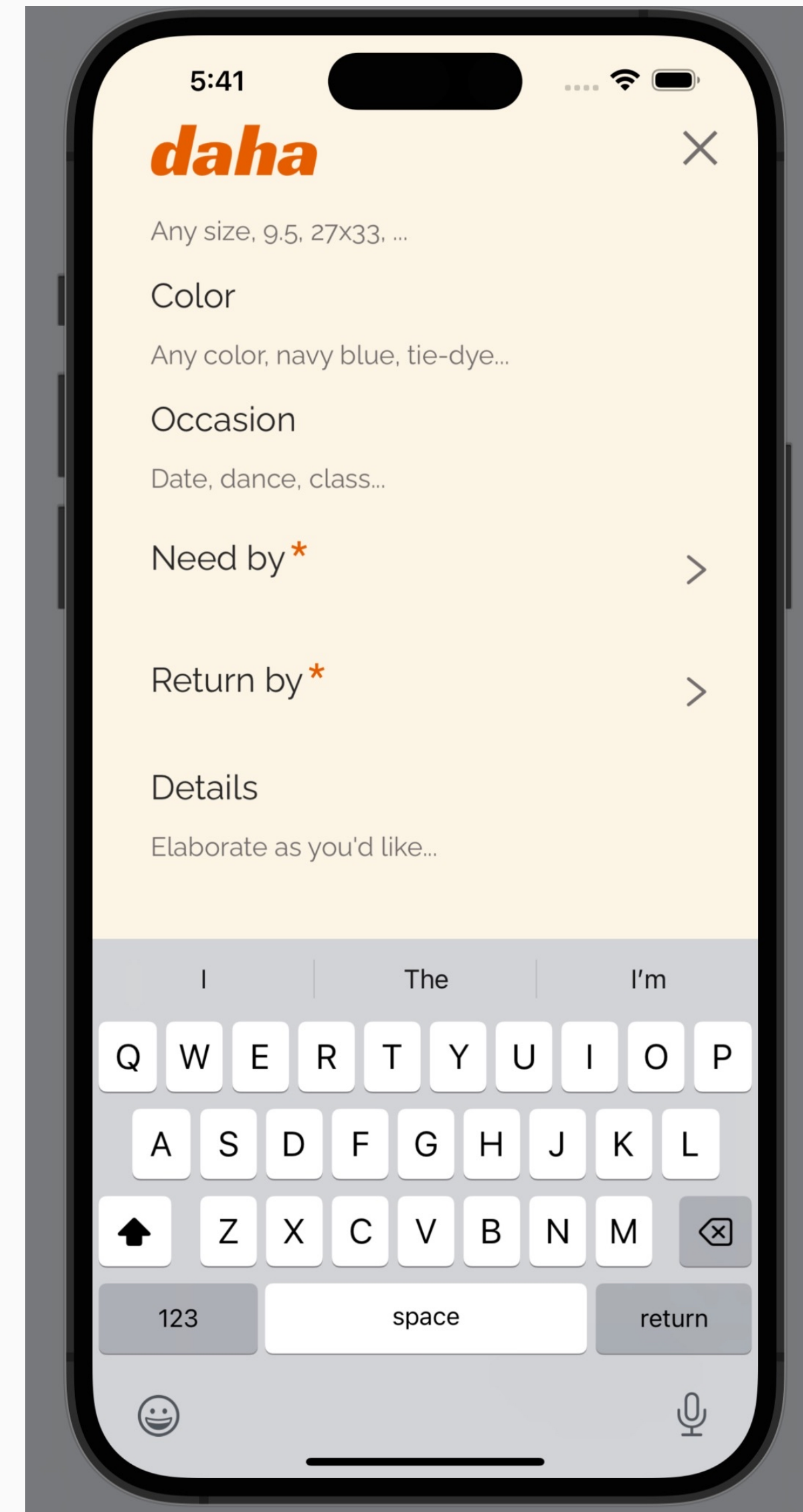
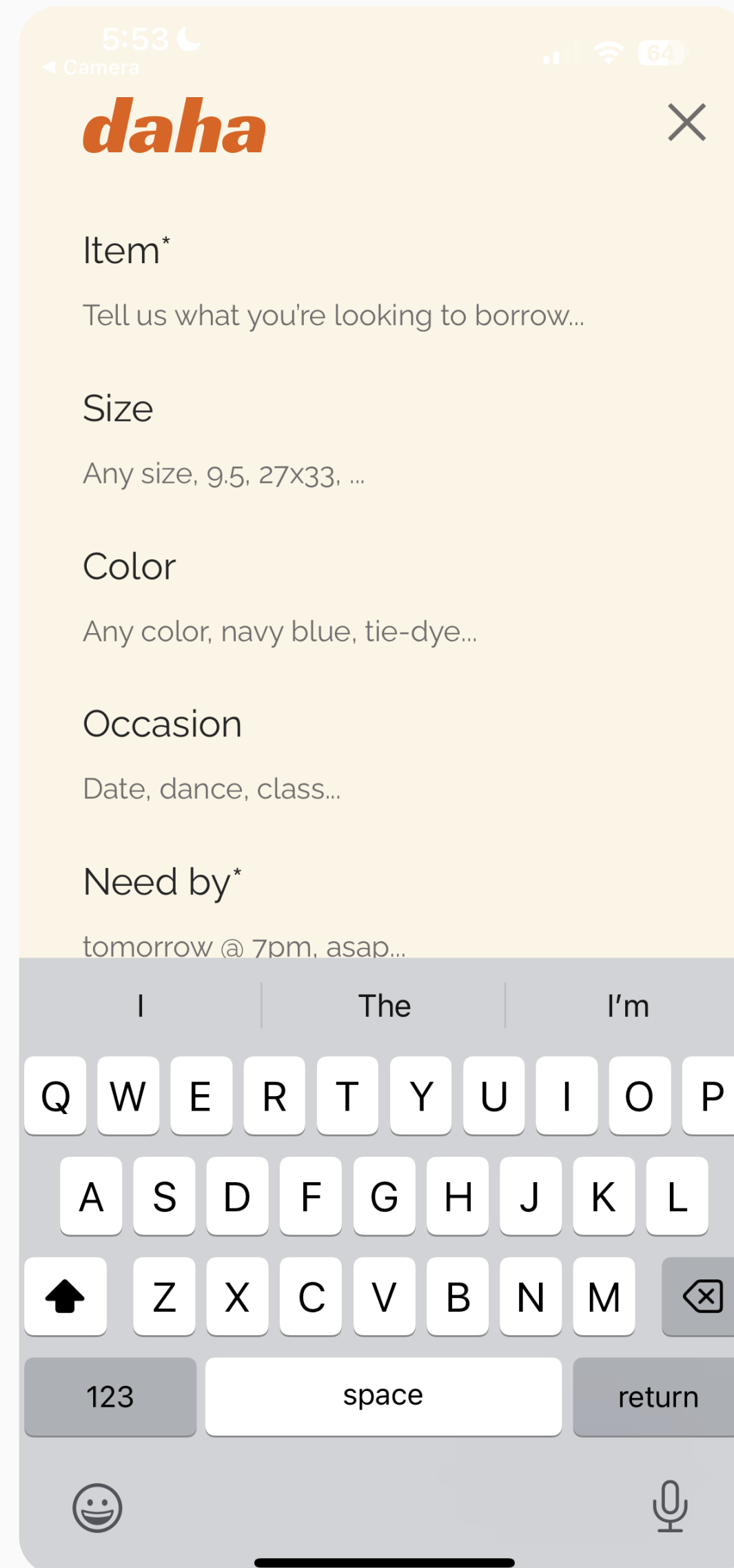
## Initially

- “join a community”

## Shifting Focus

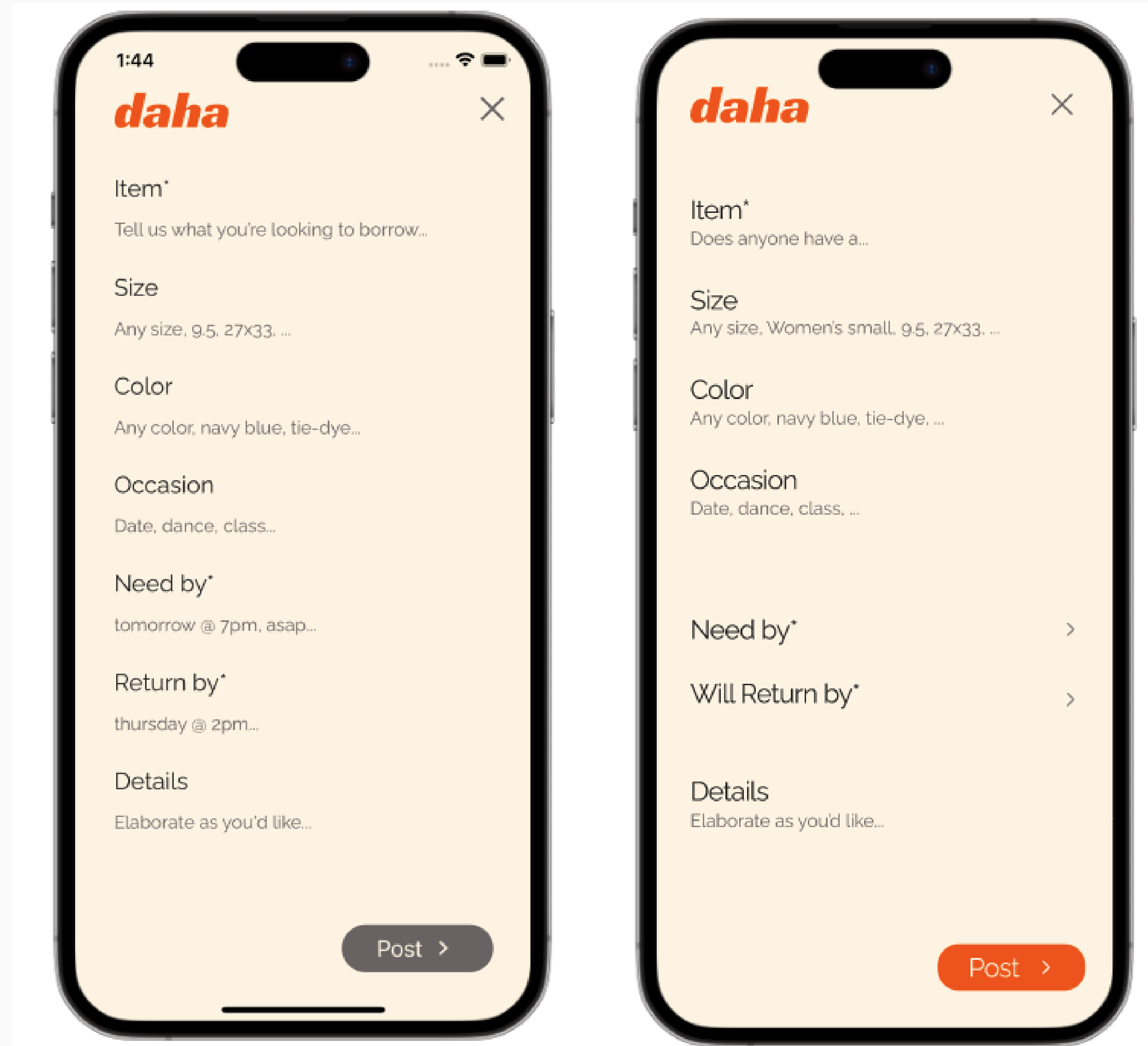
- Building friendships with others
  - initial goal, want to keep this
- “connect with friends”
- “expand your network”
- “find X person you met at FashionX meeting”

# Typing



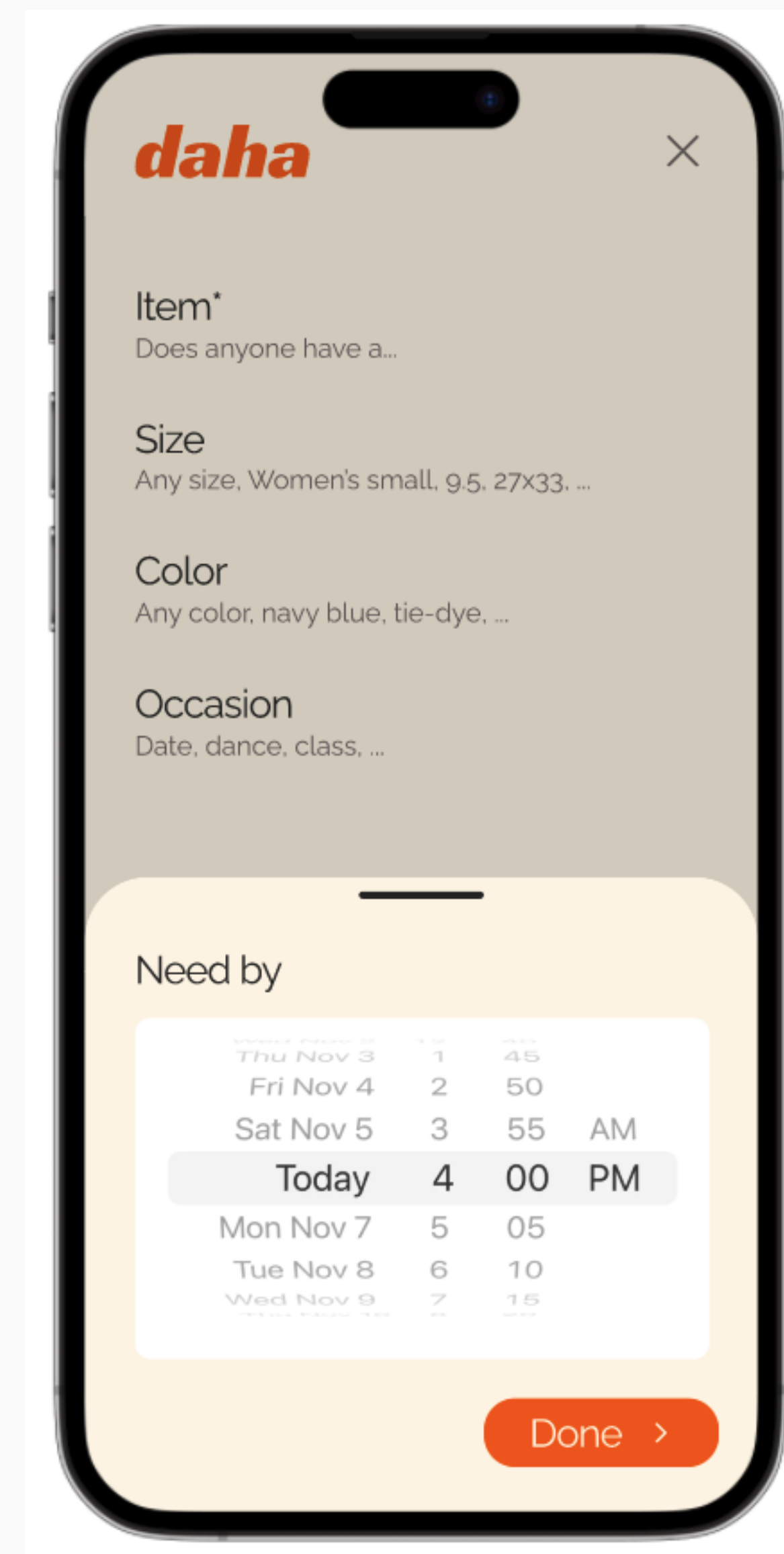
**daha**

# Post Screen Adjustments



**daha**

# Post Screen Adjustments



**daha**

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# Participants

## New faces

- we wanted people who didn't know about daha from last quarter

## College students

- our target audience
- students involved in little or few communities (wide range)
- limit power imbalance between researcher and subject

(no compensation)

mostly friends, dinner on us :)

***daha***

# Participants



**Cole**

fraternity has daha discord, has been searching for something like this!



**Ells**

dahas frequently to friends over text



**Ayesha**

always sending last minute dahas



**Izzy**

constantly in need of clothes

***daha***

# Apparatus

## Equipment/Software

- iPhone 14 + screen record
- Additional iPhone to serve as camera
- iPad for consent forms
- Expo Go (React Native)
- Excel: script, notes, critical incidents, data on each participant

## Location

- Ells & Cole: SigEp
- Ayesha & Izzy: Pluto

# Procedure

With each participant

- Olivia read script & took quick notes
- Peter recorded statistics, critical incidents, gathered click data
- Eli walked them through a demo
- Drew managed the excel sheet and gathered statistical data



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# Script

Search the menus (Option+/)						
	A	B	C	D	E	F
1	Script	Els	Ayesha	Cole	Izzy	Sam
2	Introduction					
2	<p><i>"Hi! Welcome to the lab usability test for daha. Thank you for agreeing to be a participant. We are very grateful.</i></p> <p><i>To provide some background, daha is a peer-to-peer lending platform for college students. We started this project during our intro to HCI course last quarter. From our needfinding and user research sessions, we learned that students often need to borrow one-time use items on a short notice. Through weeks of reseaching, designing, and building, we worked to develop daha and simplify the process of borrowing from your peers.</i></p> <p><i>We're doing this usability test to see how users like you interact with our product, and to hear you thoughts on it. We're trying to make daha the best it can be, so your honest thoughts are really important to us.</i></p> <p><i>Before we begin, remember that we aren't testing you today, we're testing our program. So if something isn't working, don't worry, it's a problem with our software and not something you've done wrong. In fact, there are no wrong answers here.</i></p> <p><i>When using the program, try to act as naturally as possible. I get that it's hard to do that with us watching your screen. But, please try to act as if you were using the app on your own, without anyone watching.</i></p> <p><i>Please think aloud as you're using our program. We really want to hear your thoughts, like where you're navigating on the page, why you're clicking somewhere, what you expect to happen when you do click, that sort of thing. If you have questions, feel free to ask me, and I'll answer all of them I can.</i></p> <p><i>Do you have any questions so far?</i></p> <p><i>You'll be using this phone to view our prototype tonight. Before we begin, can you sign this consent form.</i></p> <p><i>Do we have permission to screenrecord your activity so we can look back on it later?</i></p> <p><i>Now before we begin, we would love a brief introduction of yourself!</i></p>	<p>Junior at Stanford from VA studying comm + econ, manager for mens basketball team, managing editor for sports stanford daily, rush chair at SigEp</p>	<p>Ayesha, International student from India. Symysys HAI. I love adrenaliney stuff sports: deep sea diving, cliff jumping. I love talking. Speaks Hindi. Dahas lots of things.</p>	<p>Junior in SigEp but also masters student, fraternity has a daha discord, sometimes does not like having to text the entire group</p>	<p>Izzy, Junior. CS. AI Track. Can't eat bananas.</p>	<p><b>Sophomore studying Psych, interested in climate and entrepreneurship, bases and sensa, avid piggleballer, in need of a girlfriend</b></p>
3	<p><i>Before we begin, remember that we aren't testing you today, we're testing our program. So if something isn't working, don't worry, it's a problem with our software and not something you've done wrong. In fact, there are no wrong answers here.</i></p> <p><i>When using the program, try to act as naturally as possible. I get that it's hard to do that with us watching your screen. But, please try to act as if you were using the app on your own, without anyone watching.</i></p> <p><i>Please think aloud as you're using our program. We really want to hear your thoughts, like where you're navigating on the page, why you're clicking somewhere, what you expect to happen when you do click, that sort of thing. If you have questions, feel free to ask me, and I'll answer all of them I can.</i></p> <p><i>Do you have any questions so far?</i></p> <p><i>You'll be using this phone to view our prototype tonight. Before we begin, can you sign this consent form.</i></p> <p><i>Do we have permission to screenrecord your activity so we can look back on it later?</i></p> <p><i>Now before we begin, we would love a brief introduction of yourself!</i></p>					
4	Task Completion					
5	Task 1					
6	<p><i>"For the first part of this usability test, please take a look at the home page. Tell us what you're seeing."</i></p>	<p>Names + requests, reply like and repost button, understands gotchu, looks like twitter</p>	<p>People from Stanford. Their names, their needs. What does heart mean? Why would someone want to repost? Likes the different color of gotchu</p>	<p>Doesn't know if he is in a group? Who are these people on the home page. Why would I like a daha? Either I have it or I don't</p>	<p>Scrolling. You can comment, repost?, like, gotchu.</p> <p>Have the ability to comment, like, or notify them that i have what they need doesn't know the redaha one</p> <p>5 options at the bottom</p>	<p>Scrolling function of different profiles who have posted different needs of theirs</p> <p>Straight to +</p> <p>Bug with details</p>
7	<p><i>"Next, please try to create a daha post."</i></p>	<p>Looks like ebay creating a listing</p> <p>Looks complicated at first glance, but later realizes that most of the categories are not required</p> <p>- A lot of categories, was</p>	<p>Makes sense up to need by Don't need every minute interval.</p> <p>What happens after the post button?</p> <p>Expected to see home page with new post at the top after hitting button</p>	<p>Found plus button easily. Took a lot of time to type in occasion. Bug with need by / return by timing</p> <p>Could use a loading sign for post</p>	<p>Plus button. Just clothes? Or all items? Pretty straight forward. Ok we need intervals! And shouldn't be able to view past times. Scrolls for details!!</p> <p>Distinguish between EXIT</p>	<p>Straight to +</p> <p>Bug with details</p> <p>Presumably has posted it and then is being presented with almost a receipt</p>
9	Ease of Use (X/5)					
10	Task 2					
11	<p><i>"For the second part of this usability test, please try to find the explore page. Take a look at the page and tell us what you're seeing."</i></p>	<p>Found it right away Did not realize it would be an "add friends" kind of app.</p> <p>Thought you would automatically be logged into the stanford network a la fizz</p> <p>Would like the idea of a public or my friends only posts</p>	<p>Found it right away How do communities work Tries to scroll / assumes it would be scrollable Would want section by section scroll Seeing members makes sense What would a community do? Understood purpose after explanation + sees similarity to venmo</p>	<p>Seeing friends and communities, he's trying to scroll both ways</p> <p>Add a swipe</p> <p>Search doesn't work</p> <p>Wants to click on profile</p>	<p>Don't know what community is.</p> <p>I don't know why there's suggest friends.</p> <p>Clicked on the search bar.</p> <p>Assuming this page would scroll as well as the communities.</p> <p>Scroll on the page.</p> <p>Space between EXPLORE and suggested friends is too big.</p>	<p>Suggested friends like most social medias (looks like snapchat)</p> <p>Tries to scroll down</p> <p>Suppose could join specific communities which is "interesting" (not sure how it would be utilized)</p>
12	<p><i>"Next, please try to join a community."</i></p>	<p>With ease</p> <p>Request is pending</p>	<p>Doesn't need a pop up - instagram just says request pending</p> <p>Not mad at pop up</p>	<p>Don't need a pop up</p>	<p>Pop up is good.</p> <p>Can you text a community or request from a community? Send a message when you request to join a community.</p>	<p>Got there pretty easily</p>

Search the menus (Option+/)						
	A	B	C	D	E	F
7	<p><i>"Next, please try to create a daha post."</i></p>	<p>Looks like ebay creating a listing</p> <p>Looks complicated at first glance, but later realizes that most of the categories are not required</p> <p>- A lot of categories, was not expecting to see so many categories after hitting +</p> <p>- was expecting there to just be one text box</p>	<p>Makes sense up to need by Don't need every minute interval.</p> <p>What happens after the post button?</p> <p>Expected to see home page with new post at the top after hitting button</p>	<p>Found plus button easily. Took a lot of time to type in occasion. Bug with need by / return by timing</p> <p>Could use a loading sign for post</p> <p>Also didn't know how to get rid of keyboard</p>	<p>Plus button. Just clothes? Or all items? Pretty straight forward. Ok we need intervals! And shouldn't be able to view past times. Scrolls for details!!</p> <p>Distinguish between EXIT BUTTONS AND BACK BUTTONS.</p>	<p>Stright to +</p> <p>Bug with details</p> <p>Presumably has posted it and then is being presented with almost a receipt</p> <p>I can edit it or delete it, assume that X will bring back to page before</p>
8	<p><i>"Great! What did you think of the home page and the experience of creating a daha post?"</i></p>	<p>Only limit is the confusion surrounding whether my post sent or not - post confirmation now!</p>	<p>No complaints</p>	<p>Hitting X afterwards made it feel like delete</p> <p>Not too much and not too little</p> <p>Requirements made sense</p>	<p>I don't know if I created a daha post tbh. I think WHAT THEY NEED should be bigger, not their names. When it's due by BIGGER too.</p> <p>Most of it was straightforward but the post thing was confusing.</p> <p>Would prefer to have urgency prioritized rather than friends.</p> <p>All the information up front for post page makes sense.</p> <p>Size, color, and occasion in detail section. So it's 4 sections. @drew</p>	<p>It was all clear</p> <p>The receipt page was unexpe</p> <p>Not confused getting out of th</p>
9	Ease of Use (X/5)					
10	Task 2					
11	<p><i>"For the second part of this usability test, please try to find the explore page. Take a look at the page and tell us what you're seeing."</i></p>	<p>Found it right away Did not realize it would be an "add friends" kind of app.</p> <p>Thought you would automatically be logged into the stanford network a la fizz</p> <p>Would like the idea of a public or my friends only posts</p>	<p>Found it right away How do communities work Tries to scroll / assumes it would be scrollable Would want section by section scroll Seeing members makes sense What would a community do? Understood purpose after explanation + sees similarity to venmo</p>	<p>Seeing friends and communities, he's trying to scroll both ways</p> <p>Add a swipe</p> <p>Search doesn't work</p> <p>Wants to click on profile</p>	<p>Don't know what community is.</p> <p>I don't know why there's suggest friends.</p> <p>Clicked on the search bar.</p> <p>Assuming this page would scroll as well as the communities.</p> <p>Scroll on the page.</p> <p>Space between EXPLORE and suggested friends is too big.</p>	<p>Suggested friends like most social medias (looks like snapchat)</p> <p>Tries to scroll down</p> <p>Suppose could join specific communities which is "interesting" (not sure how it would be utilized)</p>
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script and notes here

# Test Measures

Completion of task

Ease of use of each task (0 - 5)

Would participant use in real “daha” situation (0 - 5)

Critical incidents

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# Process Data

## Most frequent comments

- Post screen feels cluttered
- Better feedback after post is published
- How is home screen organized? Can I filter my feed?
- Improved sign posting with buttons (“X” isn’t good enough)
  - distinguish between X buttons and “back” buttons
- Go to profiles from explore page
- Option to be private/public

# Quantitative Data

Simple Task: 4/4 participants completed

- 5/5 ease of use & usability
- 0 critical errors

Medium Task: 4/4 participants completed

- 4.6/5 ease of use, 4/5 usability
- shortest average time to complete task
- 0 critical errors

Advanced Task: 4/4 participants completed

- 3/5 ease of use, 3/5 usability
- longest average time to find beginning of task flow (review screen)
- 10+ critical errors/major misclicks
  - all users understood task location after finding...

# Logged Data

## Simple Task

- “simple, necessary, efficient”

## Medium Task

- “great way to expand network”, “easy enough”

## Advanced Task

- no one person took the same path
- many routes
- initial confusion

# Making a Post

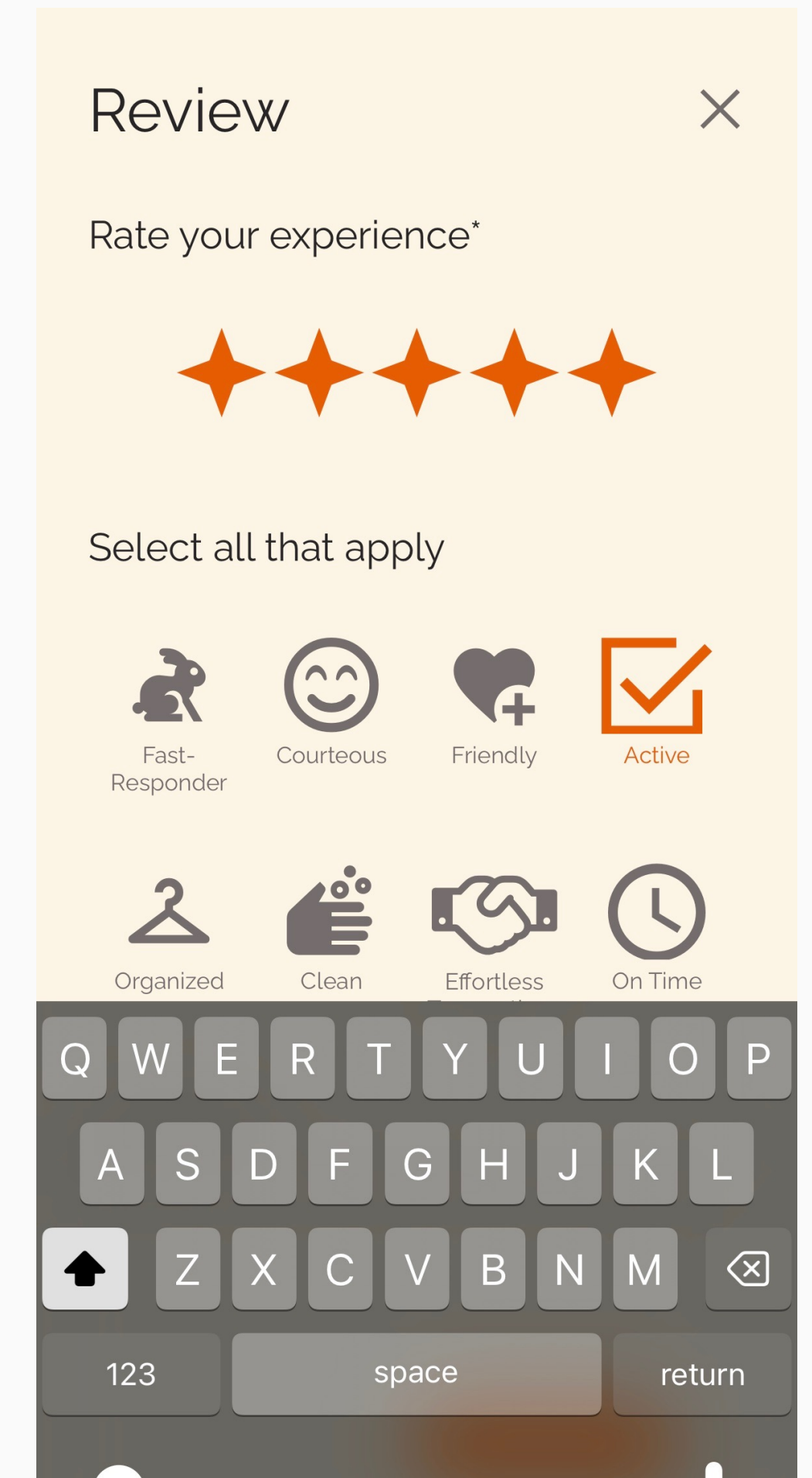
- 4/4 participants completed
- 0 critical errors
- Post screen feels cluttered
- Better feedback after post is published
- How is home screen organized? Can I filter my feed?
- Why like? repost?
- “That’s not me” - account creation

# Finding Friends + Community

- 4/4 participants completed
- 0 critical errors
- “Feels standard”
- “Found it immediately” x3
- “Wish it was scrollable”
- Private vs public accounts?
  - how does this apply once you join a community

# Leaving a Review

- 4/4 participants completed (eventually)
- 10+ critical errors/major misclicks
- Variety of routes
- Not very intuitive
- Keyboard bug



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# What we learned/what we'll change

## More functionality

- messaging + account creation- core function
- error feedback pop-ups with helpful dialog
- keyboard issue
- more scrolling

## Multiple avenues doesn't always mean more screens

- more interconnectivity
- many ways to complete the same task

# Interface Changes

Less redundancy

- don't need pop-ups and button/environment changes

Redaha -- assess feature's value. Can we solve this problem another way?

Post screen

- what they need more important than their name
- need by date more prominent
- loading sign for post for further confirmation

***daha***

Thank You

***daha***