

***daha***

explore your community's closet

project presentation four

**“pilot” field usability study**

# team



peter ling



eli waldman



drew silva



olivia wang

system

**task one** creating an account

**task two** creating a daha post

**task three** review one of your transactions

***daha***

# purpose

**task one** creating an account

- test brand new flow

**task two** creating a daha post

- test redesign of main task on app

**task three** review a past transaction

- gage improvement in navigation

***daha***

# roadmap

- method
- results
- discussion

# participants

## new faces

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

## still college students

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

## compensation

- \$10 per test

**daha**

# participants



kelly n.

stanford '24

avid lender in dorm  
currently uses dive  
frustrated that daha  
requests get lost in the  
noise



etienne i.

stanford '23

always daha-ing for big  
events  
currently texts close  
friends and group  
chats



afnaan h.

stanford '24

created daha discord  
channel in his  
fraternity  
currently uses discord



paige o.

usc '24

doesn't borrow or lend  
much



keithan d.

cal '25

doesn't borrow or lend  
much

**daha**

# apparatus

## equipment

- iphone for testing
- iphone for recording
- ipad for consent forms
- expo go (react native) for prototype
- excel sheet for script, notes, logging data

## locations

- dorm rooms
- cafeteria
- facetime for non-stanford students

# procedure a standardized script

CS194H Field Usability Script

File Edit View Insert Format Data Tools Extensions Help Last edit was yesterday at 11:46 PM

90% \$ % .0 .00 123 Raleway 10 B I S A

	A	B	C	D	E	F
4	<b>Task Completion</b>					
5	<b>Task 1 – Creating an Account</b>					
6	<i>"For the first part of this usability test, please create an account, as if you are in need of IXI. Tell us what you're seeing."</i>	Okay. Things are going well. That was super easy.  I think I created my account.	Elects to take a photo for profile photo Retakes it cause he doesn't like it Moving face, not centered, can't move around but can zoom Welcome to daha Afnaan Hashmi stupid that it's on two lines Formatting was kinda stupid	effortless. super easy. loves the pfp feature	loves UX writing ("OMG I love it!!!!")	Please and thank you kind of passive aggressive university.edu instead of Stanford Can I make a cool name w emojis? Don't overthink it for photo is good Did not add photo Very gen Z with lowercase Sees capitals on home page
7	<i>"Great! What did you think of creating an account flow?"</i>	Super easy, loved the UX writing like "wtf is daha?"	Makes sense All the steps in order that make sense Makes sense to force a photo Arrows were nice to click on "Artsy fartsy"	good, easy, short. Very little on screen is good, i love that. wasn't overwhelmed	so easy so seamless, loed the writing, so catchy, so the vibe of daha, loved everything so simple. to lift. WOULD NOT STOP HALF WAY	straightforward
8	<i>"Now I'll give you a brief overview of the app." Walk through home page, explore, new post, messages, and profile.</i>					
9	Ease of Use (X/5)		5	4	5	5
10	Completion Time (s)		52	90	40	38
11	Number of Hesitations / Confusing Pauses (#)		0	0	0	0
12	Number of Misclicks (#)		0	0	0	0
13	Number of Critical Errors (#)		0	0	0	0
14	<b>Task 2 – Create a daha post</b>					
15	<i>"For the second part of this usability test, please try to create a daha post, as if you need to actually borrow _____"</i>	"I'm guessting it's the orange post."  Fills out relatively fast.	Hard to click on text input boxes  I guess Thursday, no specific time Return by: two weeks from now cause will not go to shopping center for a while Details: I had a big dinner and broke my only belt Annoying to exit out of the keyboard  Liked by default	bug: return time before request time, easy, super effortless	wants to put things other than clothes, there's no "not return" option, keyboard error	Pretty intuitive What if u don't know return date? Filled out pretty fast

Sheet1 Explore

[open here](#)

# procedure a standardized script

## introduction

- introducing daha, explaining usability test
- emphasizing honesty and verbalization
- consent forms

## pre-test questions

- current daha behavior
- last thing they borrowed – used this to inform our tasks

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# procedure a standardized script

## task testing

- proposing scenarios
- taking notes and recording metrics

## concluding general feedback

- hopes for daha
- would they replace current daha behavior to use daha

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# task one creating an account

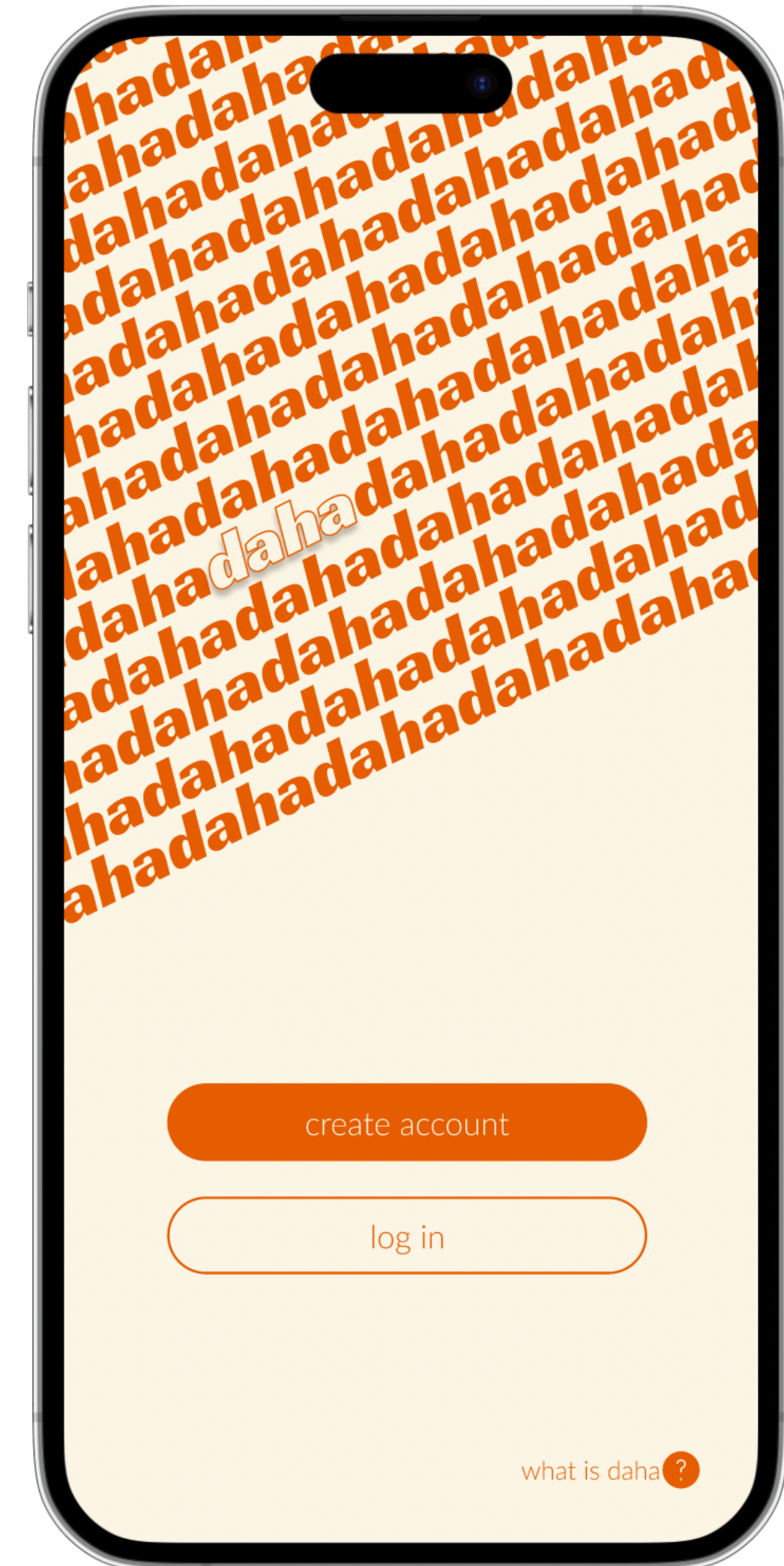
if a user want to use daha at all (create a daha request or fulfill someone else's request) you have to make an account first

## quant metrics

- ease of use
- completion time
- number of hesitations
- number of misclicks
- number of critical errors

## qual metrics

- smooth navigation
- high engagement with UX writing



# task two creating a daha request

creating a daha post based on what they most recently needed.

## quant metrics

- ease of use
- completion time
- number of hesitations
- number of misclicks
- number of critical errors

## qual metrics

- filling out required fields
- acknowledging that post was successfully uploaded

new **daha** request ×

item\*  
*blue blazer, red heels, banana costume...*

size  
*any size, medium, 32x34...*

need by\* >

return by\* >

details  
*prefer baggier fit, date-appropriate, comfortable to dance in...*

post

# task 3 writing a review

writing a review based on

**case a** smooth, efficient transaction

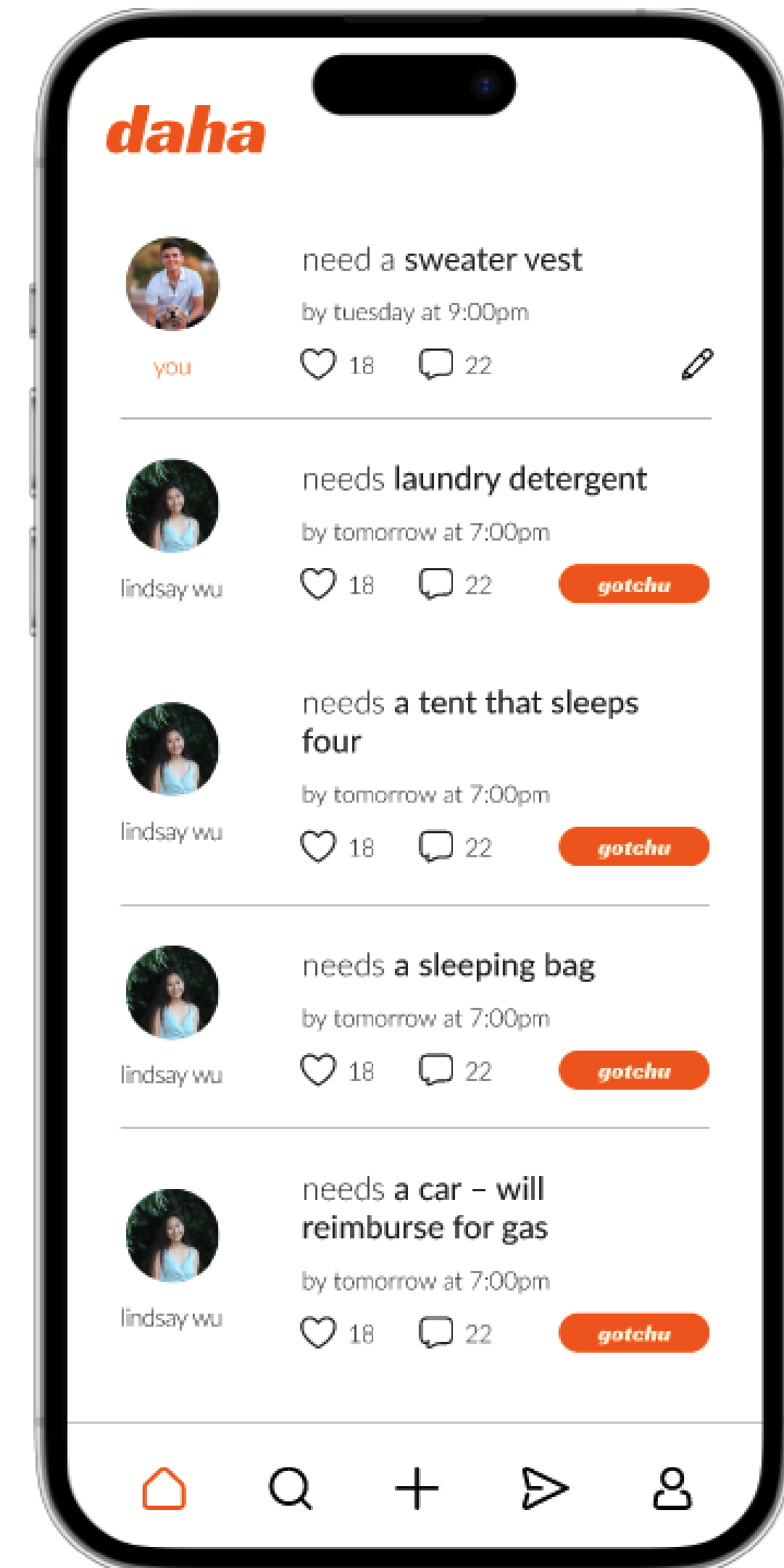
**case b** slow, inconvenient transaction

## quant metrics

- ease of use
- completion time
- number of hesitations
- number of misclicks
- number of critical errors

## qual metrics

- ease of navigation (after high level overview)
- interaction with icons



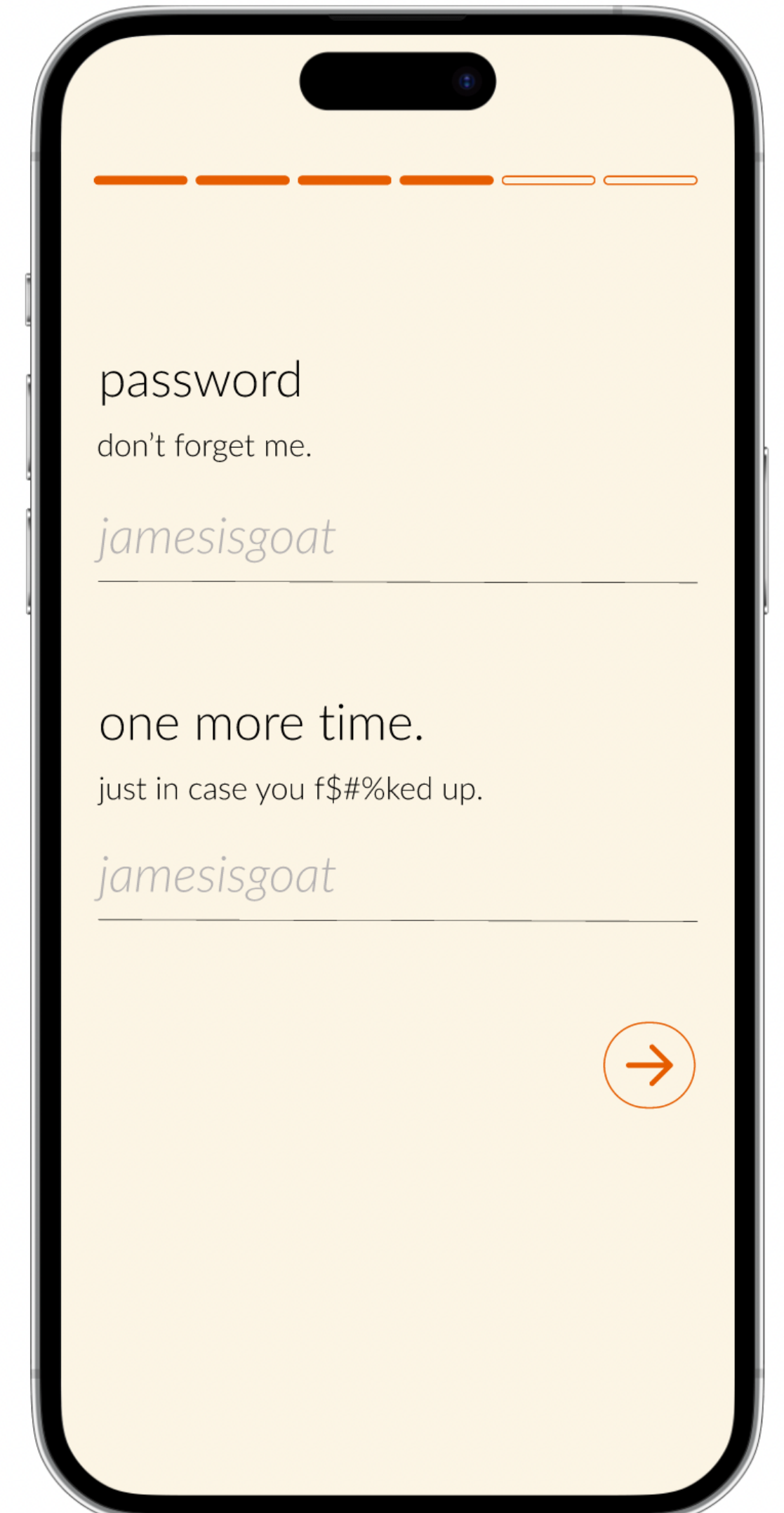
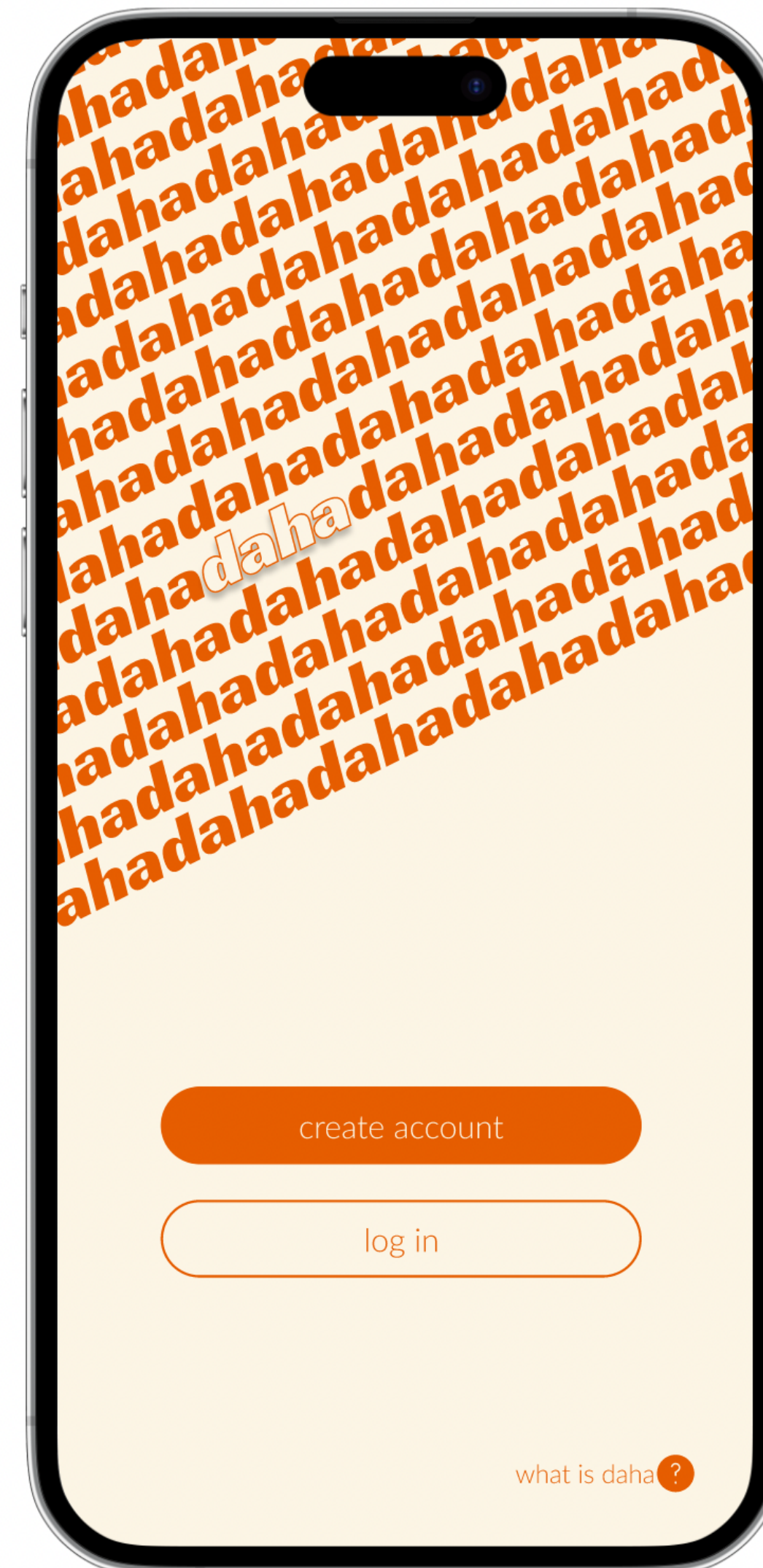
# roadmap

- method
- results
- discussion

# task one creating an account

## highlights

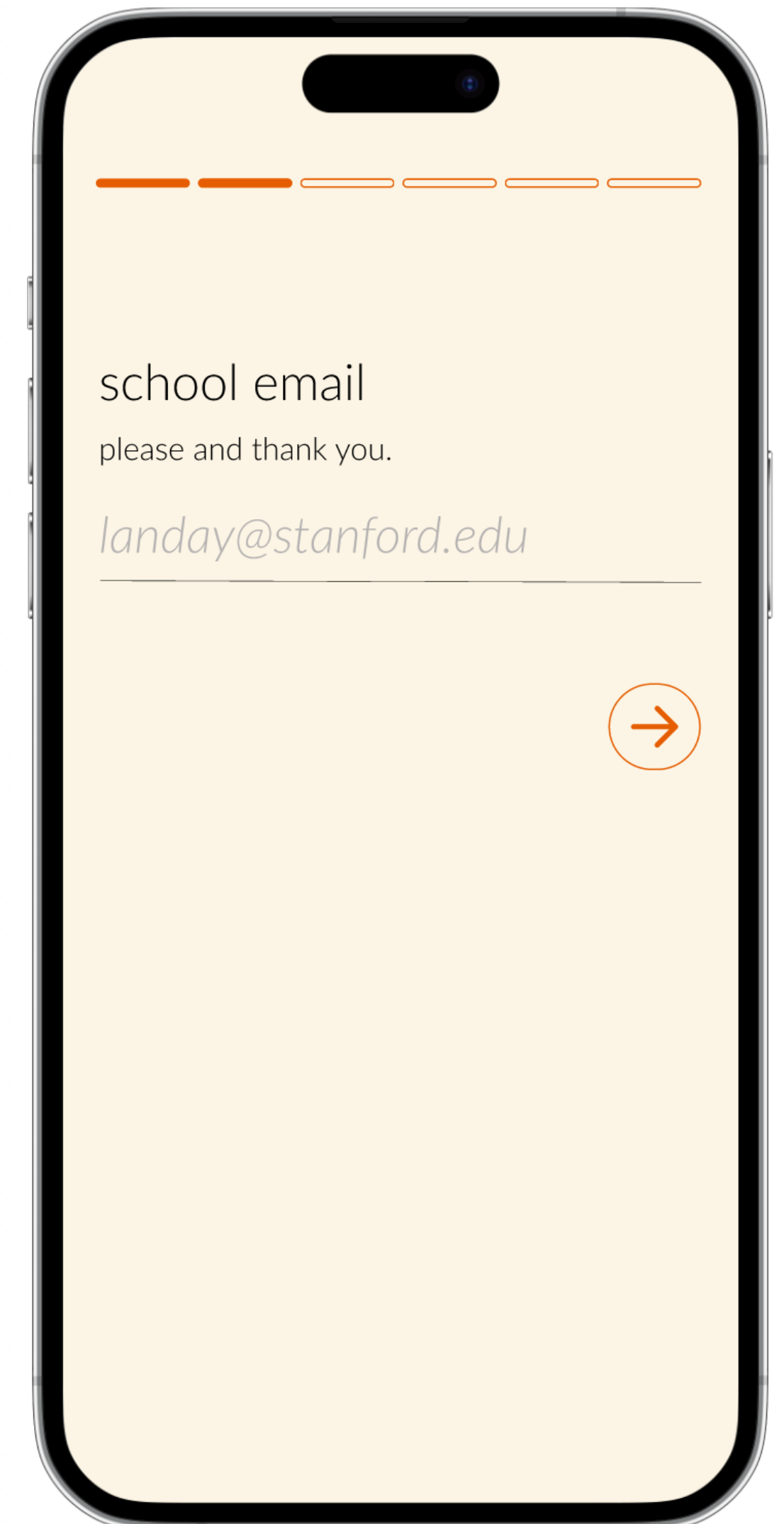
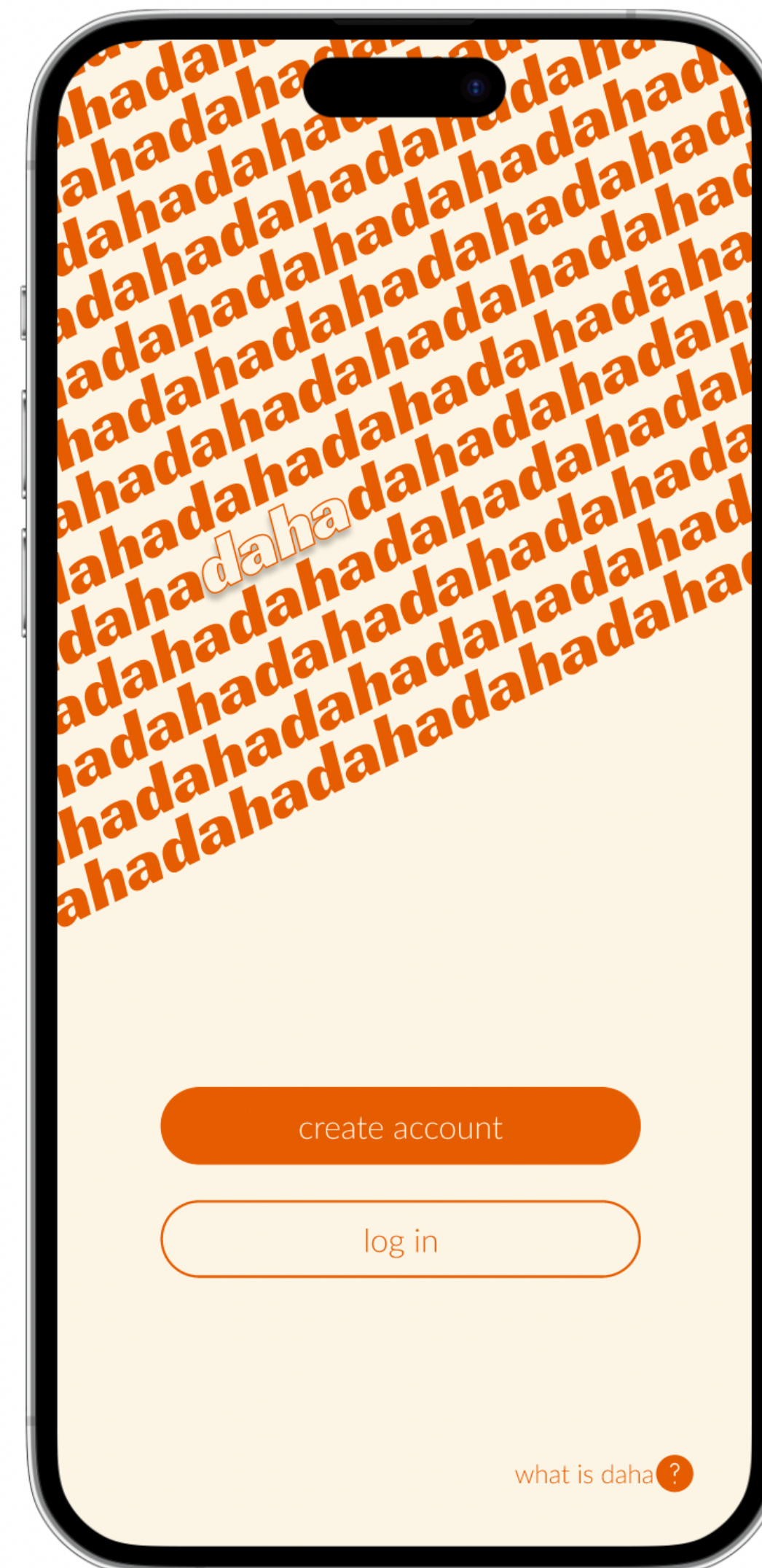
- *“so easy so seamless”*
- *“i love the captions, esp wtf is daha”*
- *“makes sense to ask for a profile pic”*
- *“progress bar made it clear”*
- *“low lift – would not exit midway”*



# task one creating an account

## points of improvement

- *“this keyboard is a little tricky to navigate”*
- *“please and thank you writing feels a little passive aggressive”*



# task one creating an account

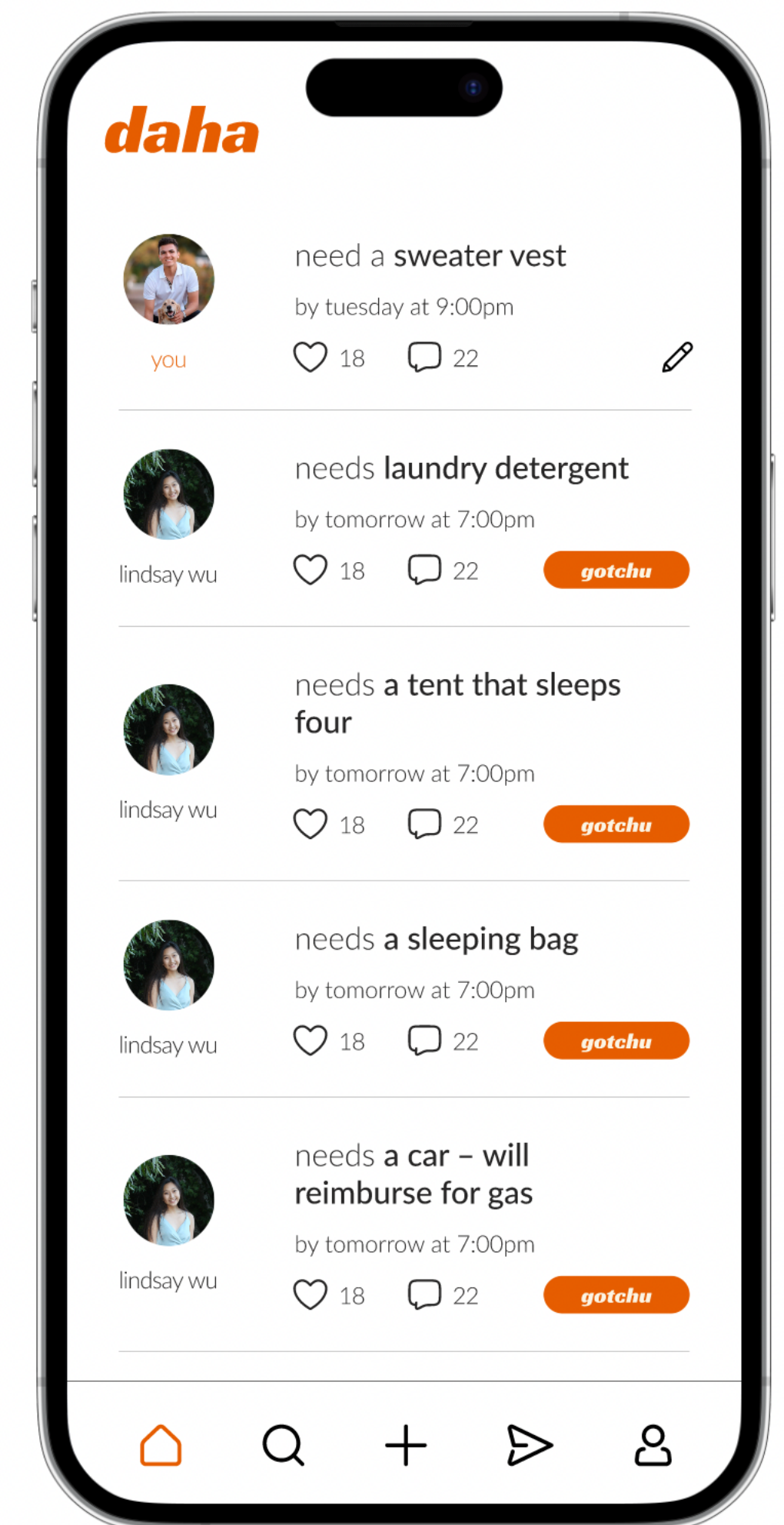
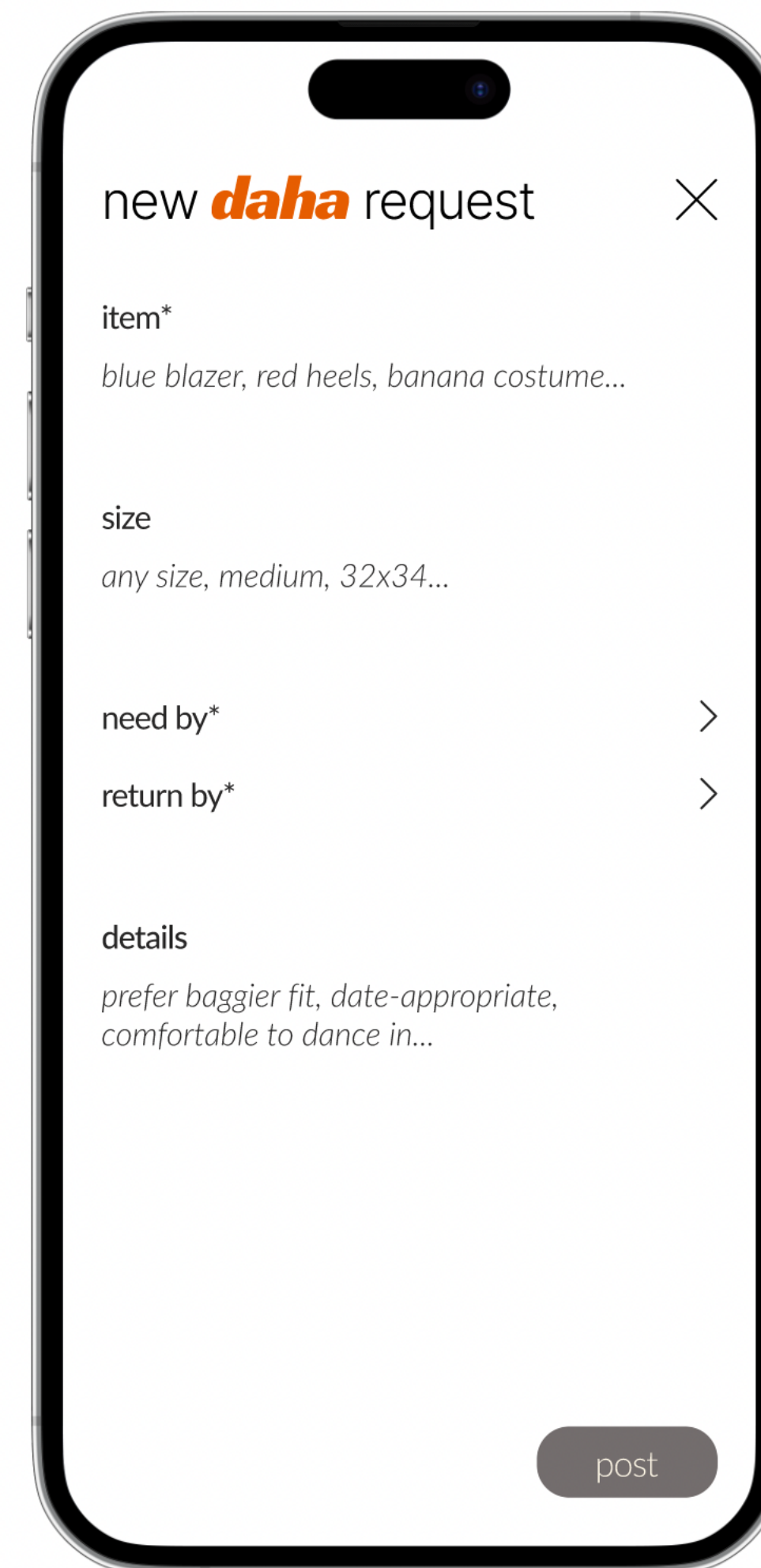
## the numbers

avg. ease of use	5
avg. completion time	50.4
number of hesitations	0
number of misclicks	0
number of critical errors	0

# task two creating a daha post

## highlights

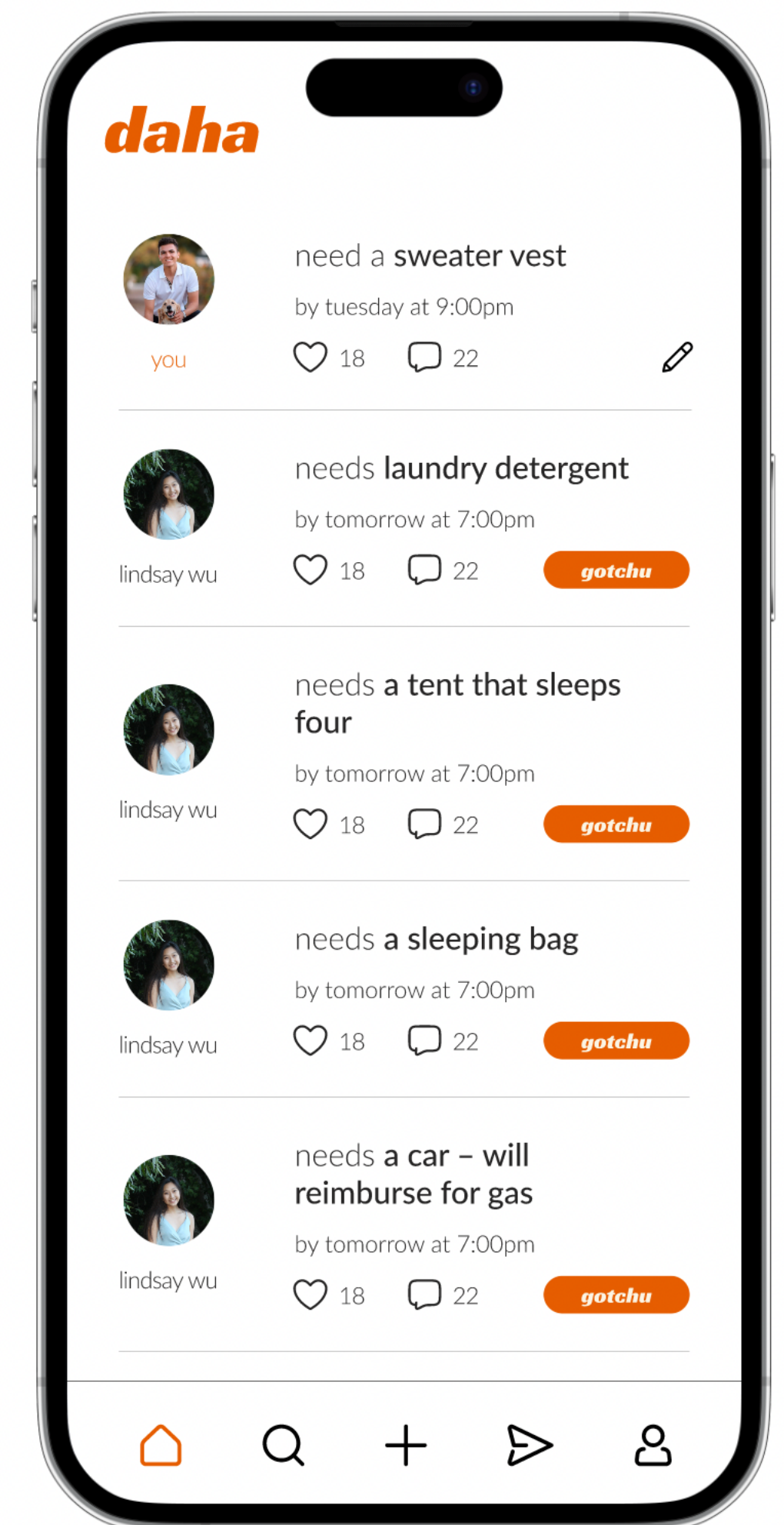
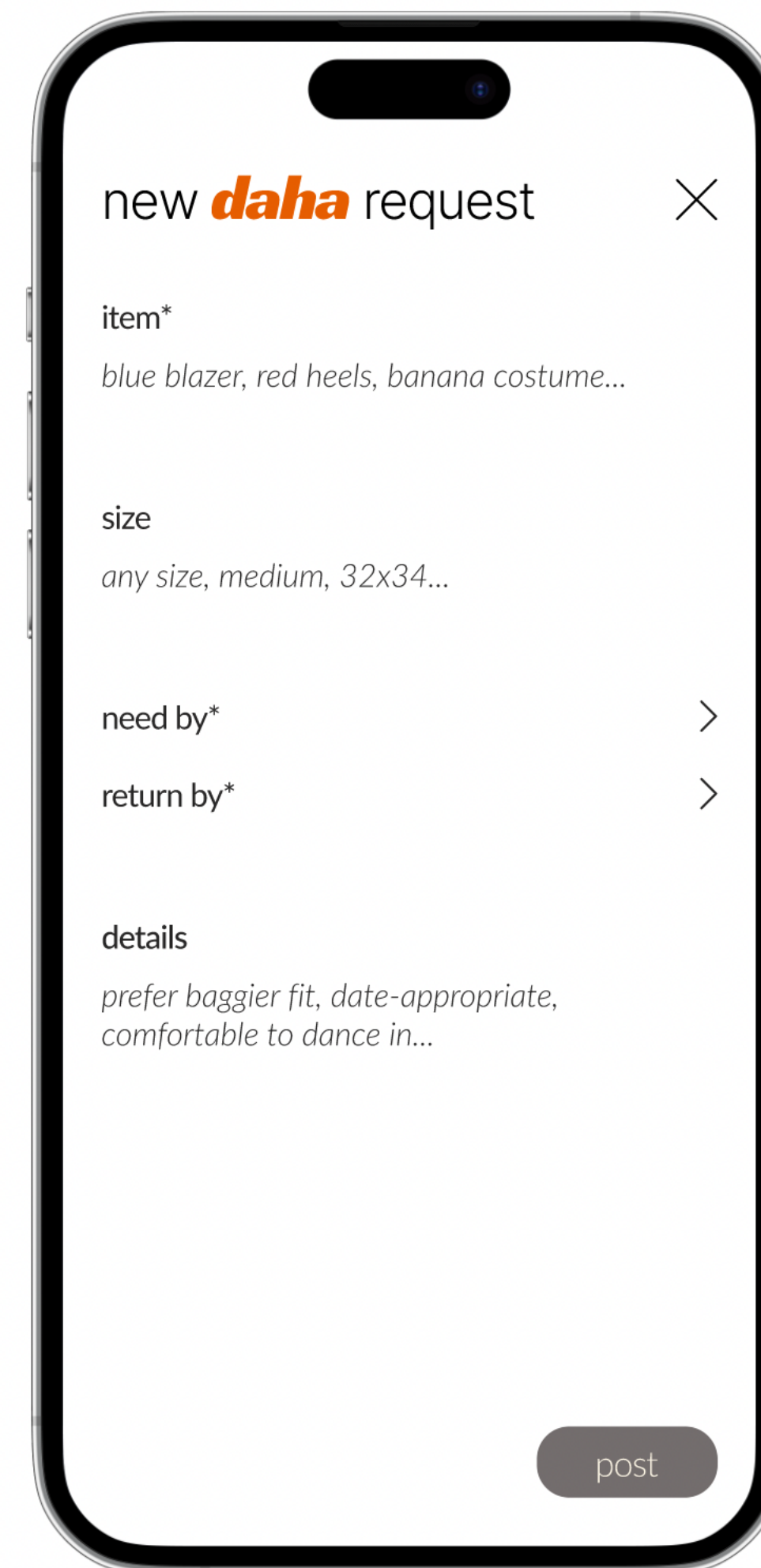
- *“really easy and intuitive”*
- *“i like being able to see my post immediately in the feed”*



# task two creating a daha post

## points of improvement

- *“i might not have a return date for disposable items”*
- *“would be nice to add photos”*



# task two creating a daha post

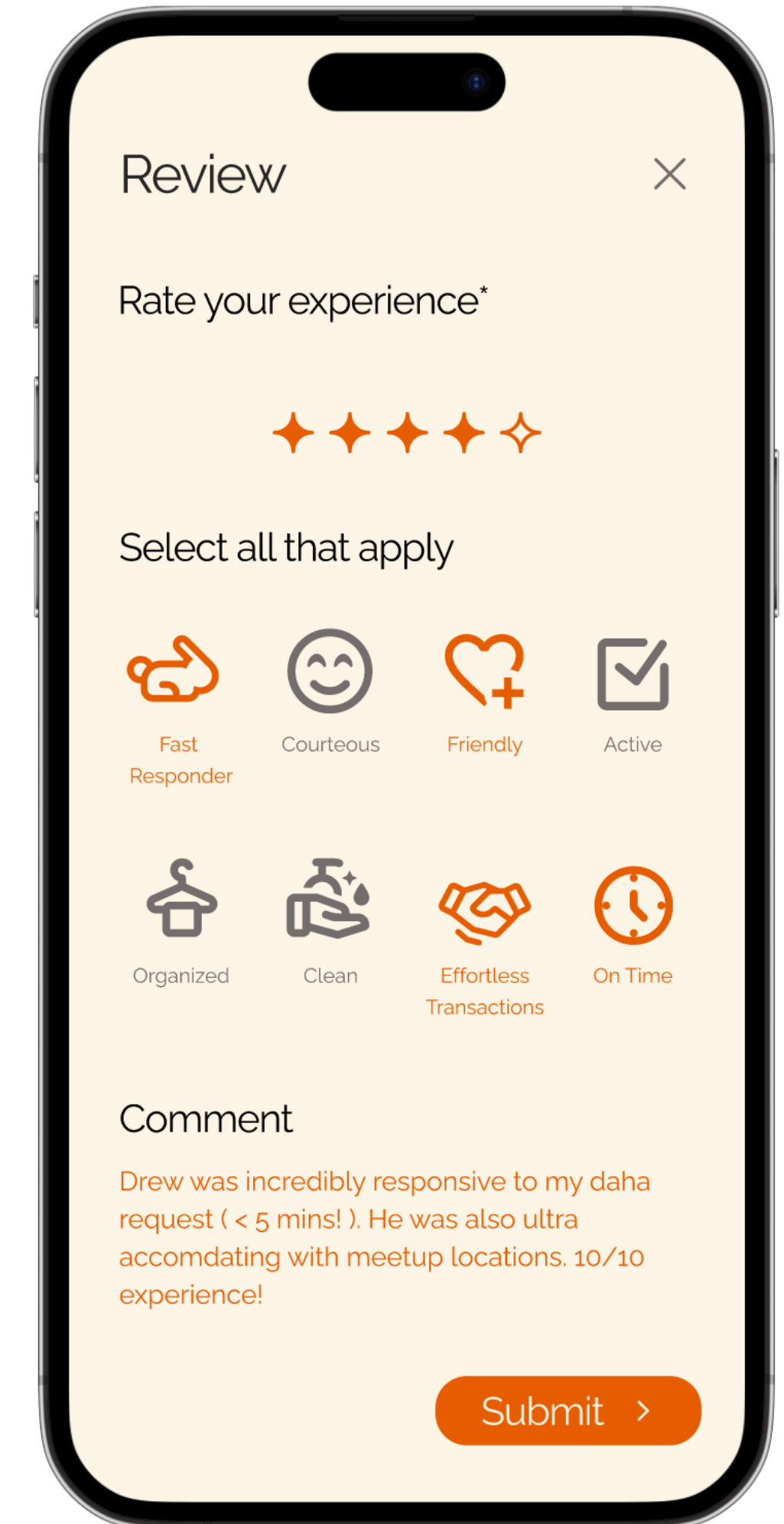
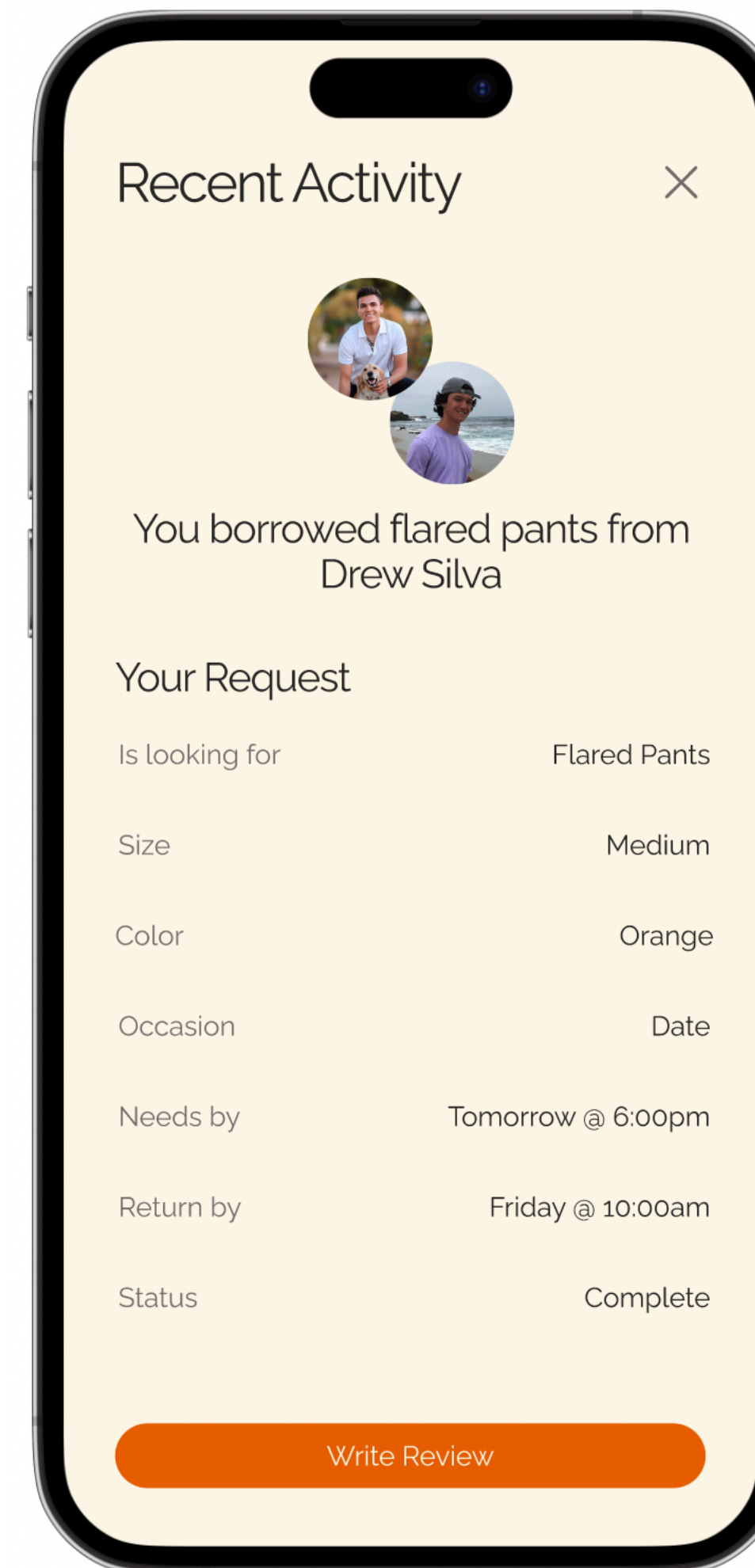
## the numbers

avg. ease of use	4.8
avg. completion time	44.8
number of hesitations	1
number of misclicks	1
number of critical errors	0

# task three writing a review

## highlights

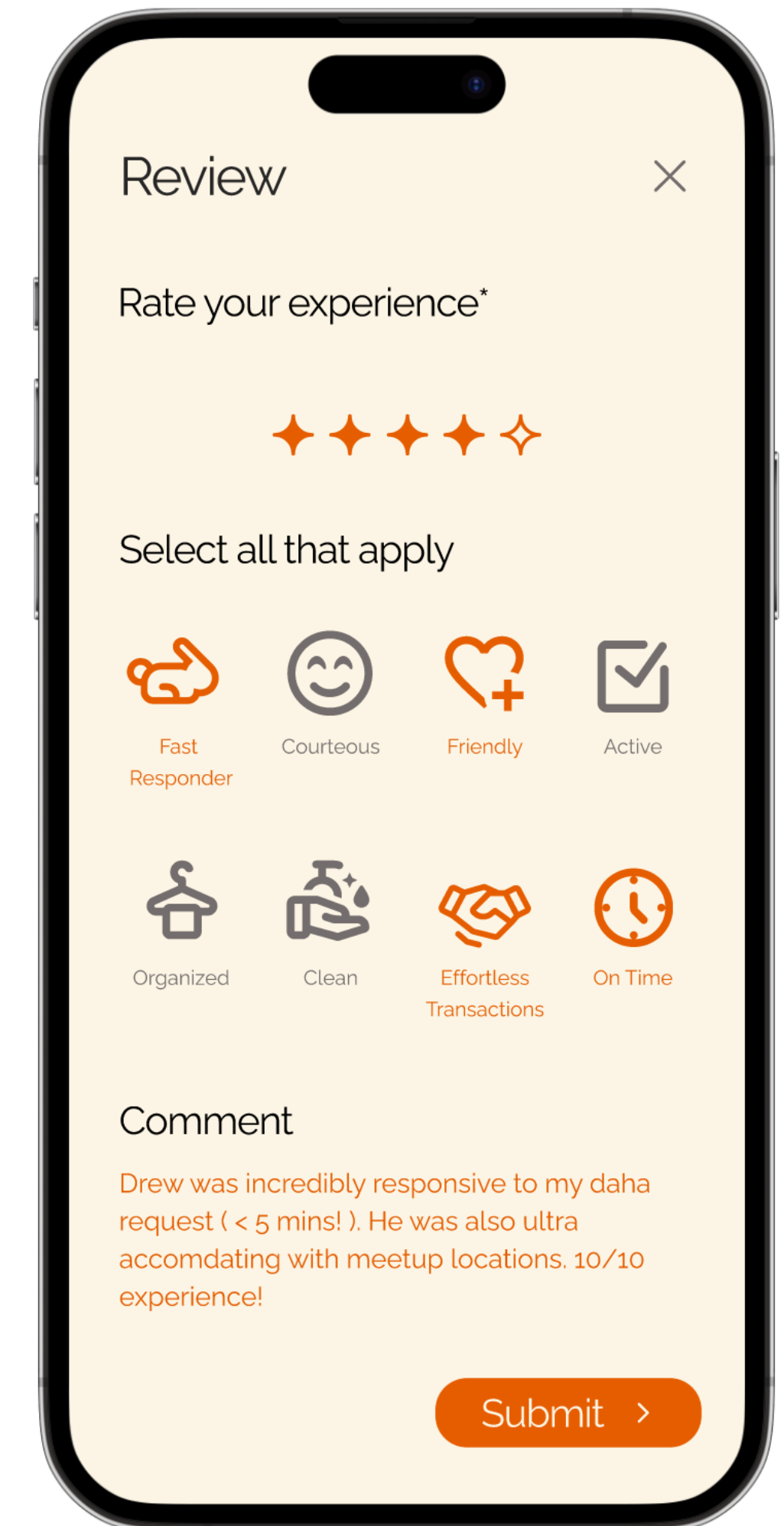
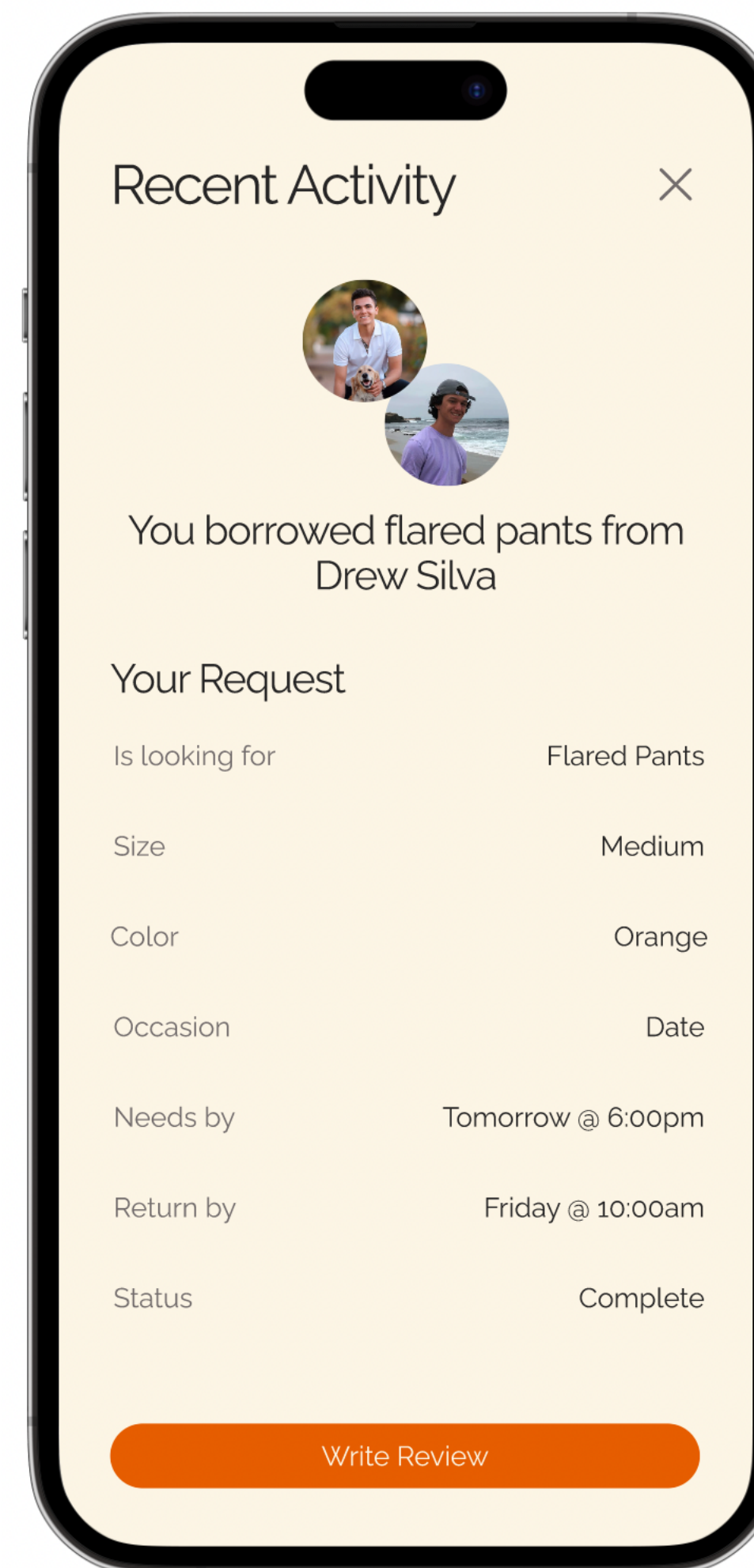
- *“my first thought it to go to the profile page”*
- *2 of 5 users successfully navigated to review with no nudge*



# task three writing a review

## points of improvement

- *“could use more clear call to action that an item needs to be reviewed”*
- *“popup and receipt of review might not be necessary”*
- *“diversity of icons for bad experiences too”*
- *“keyboard exit not as smooth as it could be”*



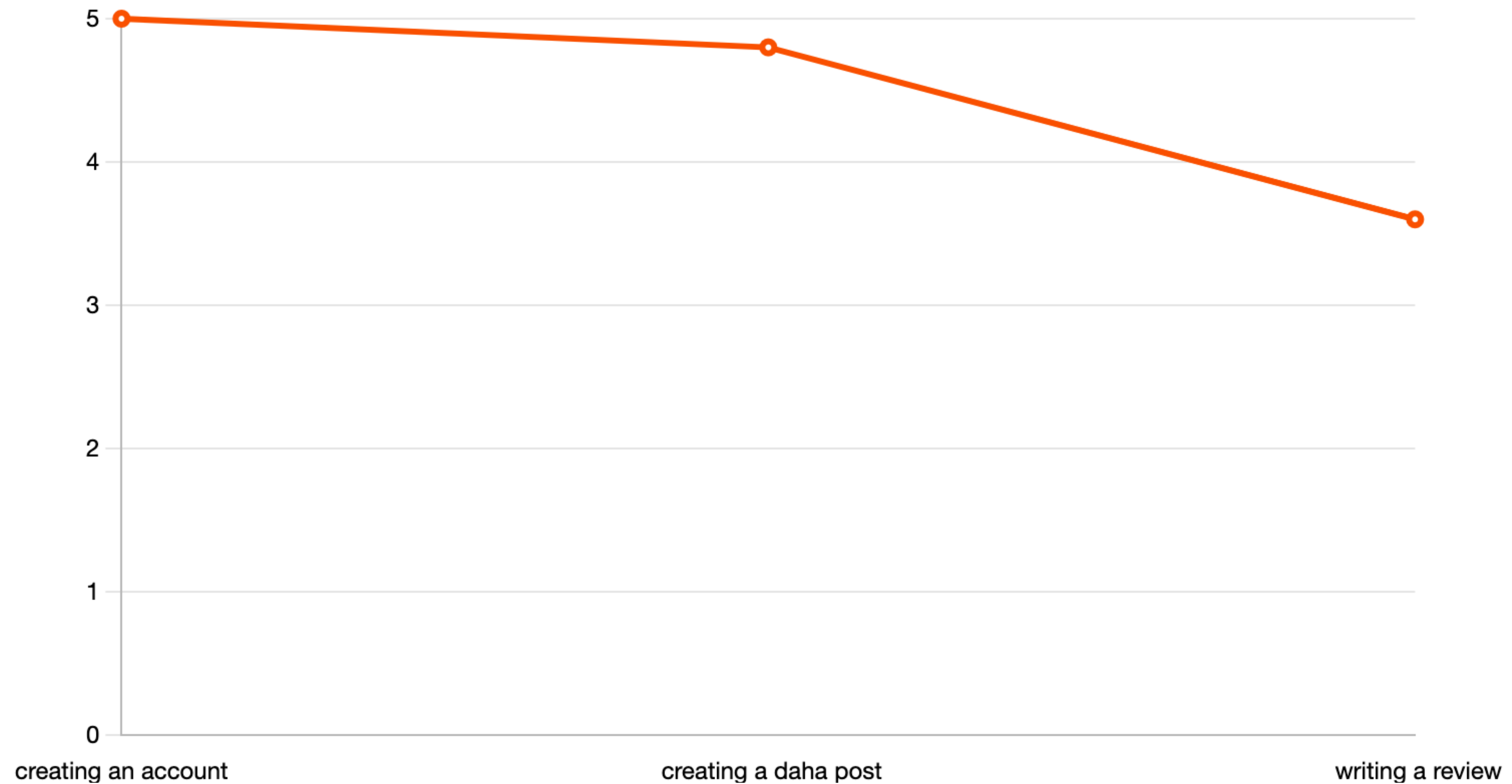
# task three writing a review

## the numbers

avg. ease of use	<b>3.6</b>
avg. completion time	<b>60.8</b>
number of hesitations	<b>12</b>
number of misclicks	<b>6</b>
number of critical errors	<b>3</b>

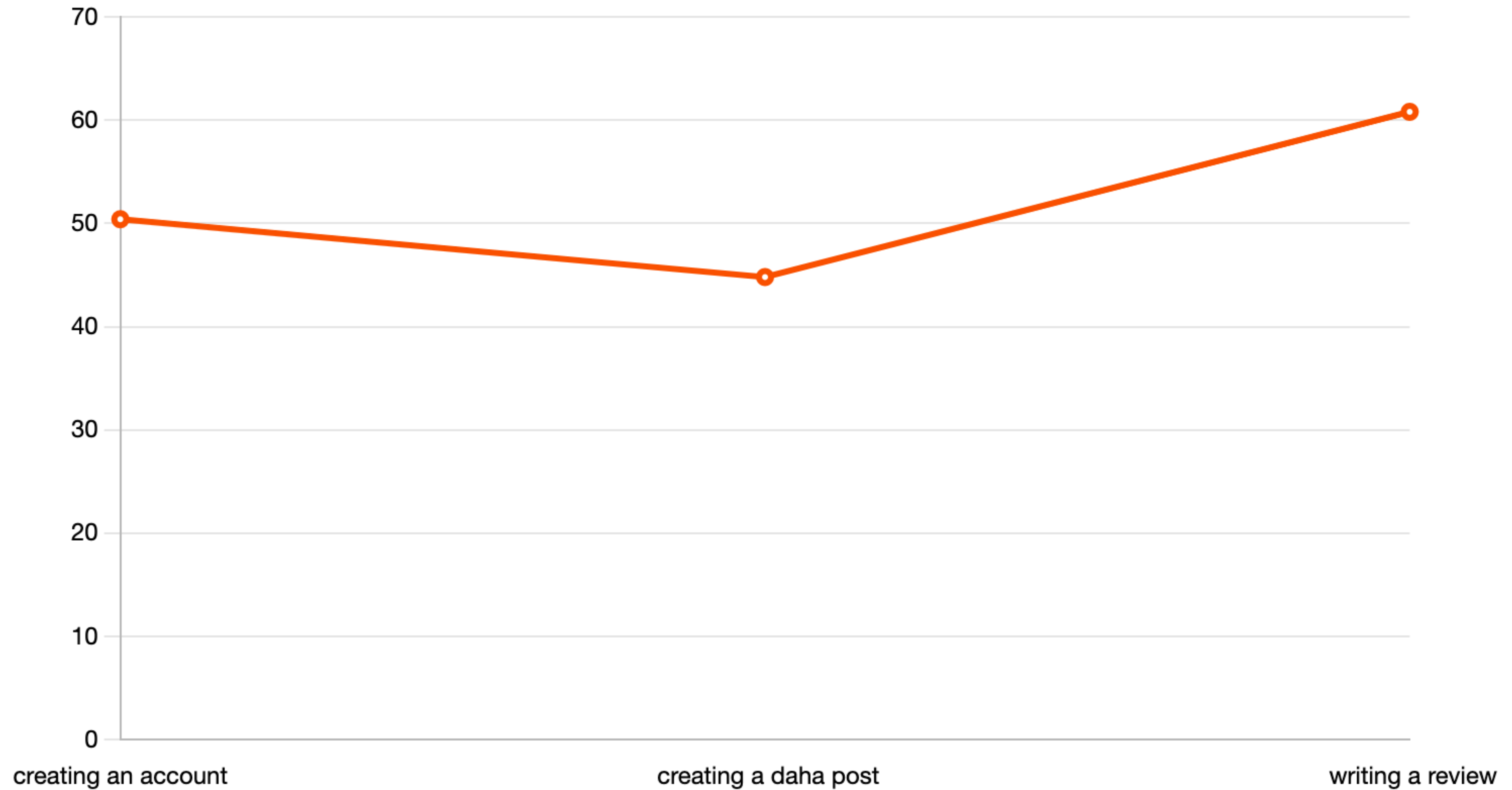
# an overview

ease of use



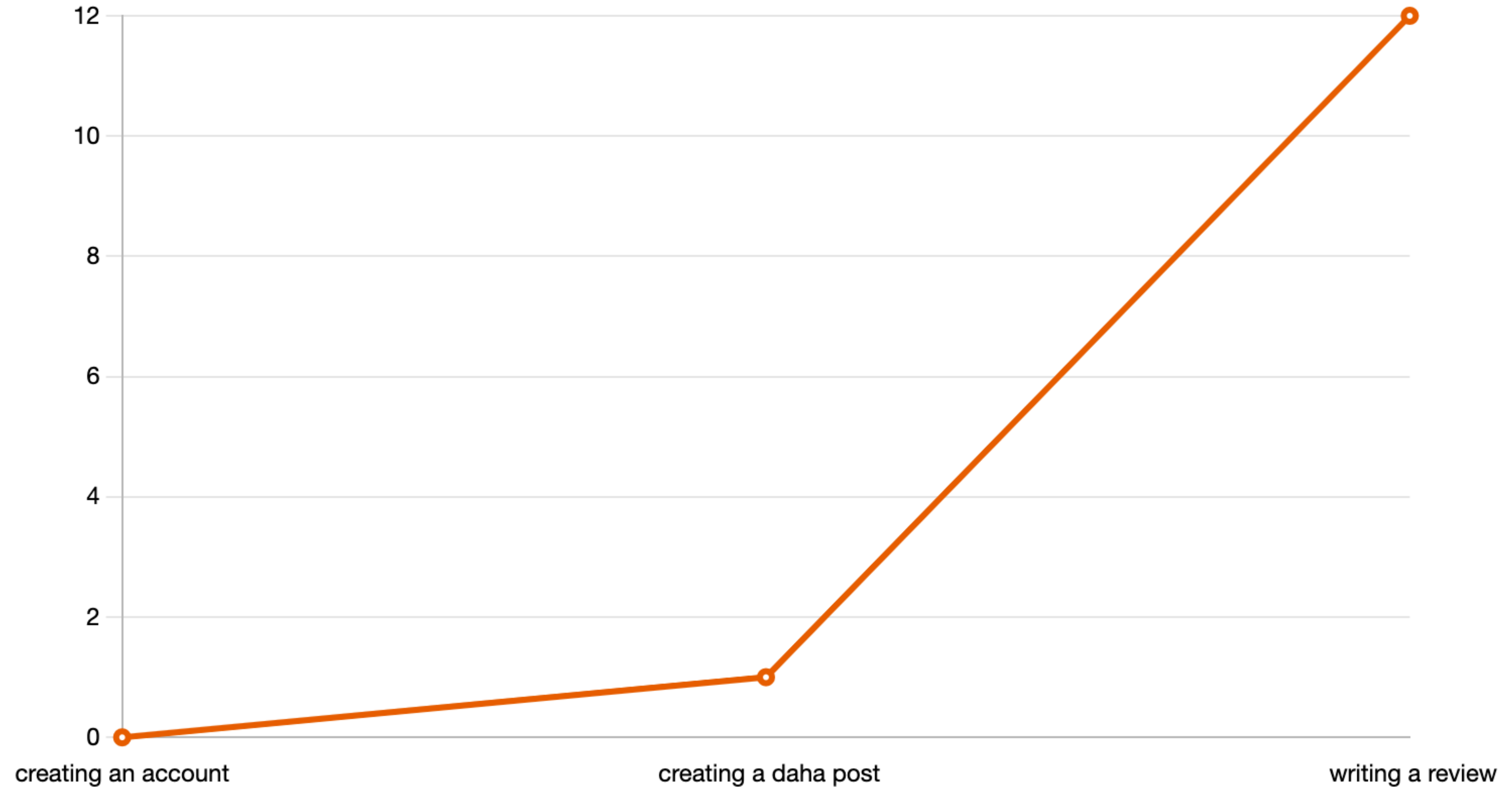
# an overview

## completion time



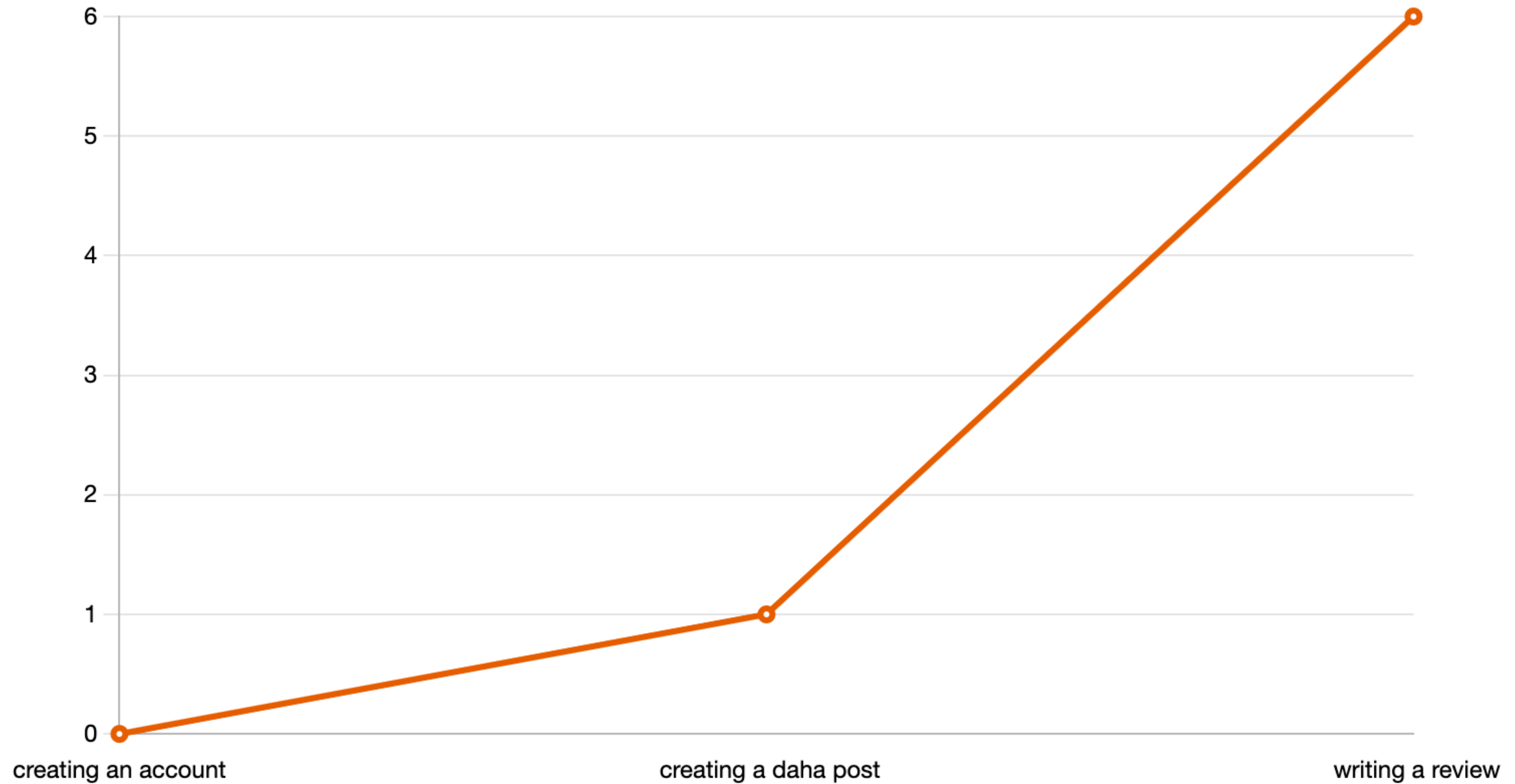
# an overview

number of hesitations



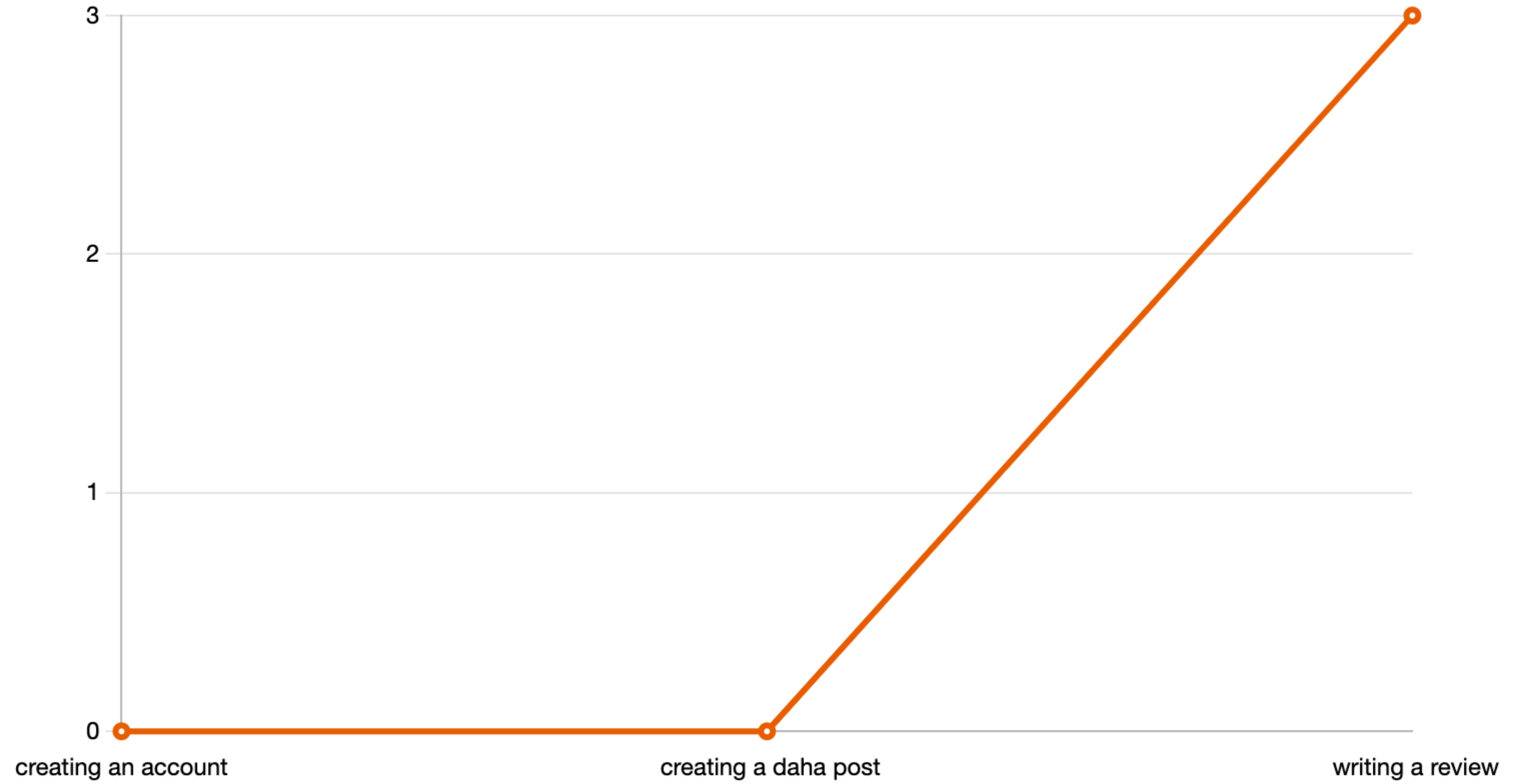
# an overview

number of misclicks



# an overview

number of critical errors



# an overview

## the averages

avg. ease of use	4.5
avg. completion time	52
number of hesitations	13
number of misclicks	7
number of critical errors	3

# general feedback

the big win

100% of users would prefer daha  
over their current borrowing routine

# roadmap

- method
- results
- discussion

# digesting our usability test

## **learned observation**

navigation to write a review improved after providing high level overview and walkthrough of app

## **action item**

a tutorial of the app might be important post-account creation

# digesting our usability test

## **learned observation**

return time is incredibly important for trust and visibility, but some items don't necessarily have a return date (eg. bandaid, snacks, disposable items)

## **action item**

rethink the requirements of return by date (does it *need* to be a requirement?)

# digesting our usability test

## **learned observation**

heavy resonance with UX writing

## **action item**

continuation of this tone and style throughout the app (with pop ups, reviews)

# digesting our usability test

## **learned observation**

the third task of writing a review continues to be the most difficult

## **action item**

prototype a pop up that nudges users to go straight to review OR create a clear CTA on profile page for outstanding reviews

# digesting our usability test

## **learned observation**

2 of our users were ultra curious and were clicking buttons that weren't prototyped – specifically profile pictures

## **action item**

link screens and create more fluidity between pages

# digesting our usability test

## **learned observation**

for the most part, users did not find issue with the profile picture part of onboarding, but it may be a point of exit for users who are not comfortable with uploading an image

## **action item**

competitive analysis and industry research on photo requirements. potentially make it a skip for now step.

# for the “real” experiment

- having all four of us present for each usability test for a smoother test run
- recruit random test subjects (stanford, non-stanford) to avoid bias
- more elaborate scenarios for writing a review

# difficulties

- more unpredictability with user led to edge cases
- big learning curve on orchestrating a smooth usability test
- learning to walk the line of total user freedom in navigation and stepping in to help when they're stuck

thank you!

***daha***