TheGivingTree

Lab Usability Study

Outline

Overview

Method

Discussion

Prototype Changes

Results

Closing

1 Overview

Alissa Vuillier
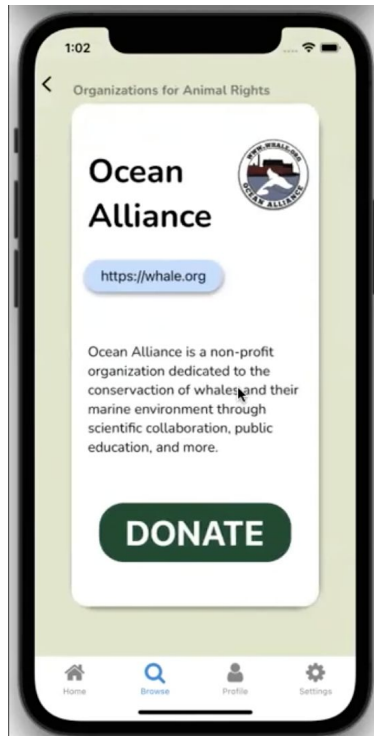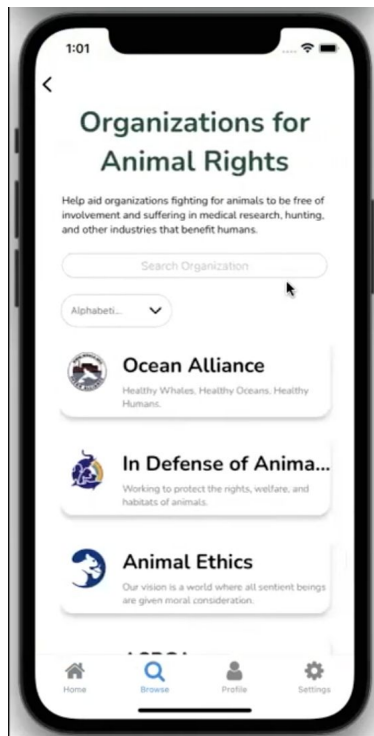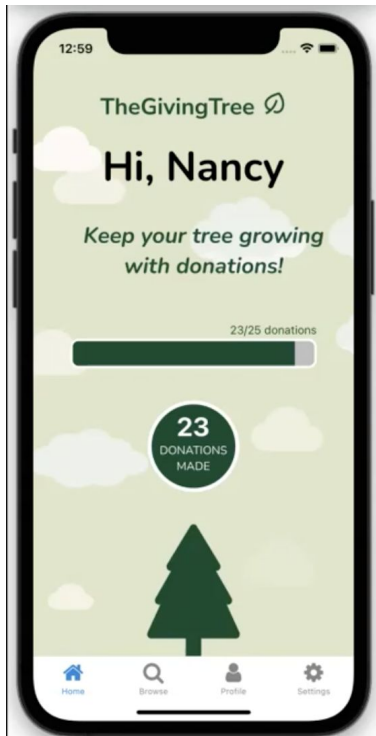DESIGNER/DEVELOPER

Britney Tran
DESIGNER/DEVELOPER

Kayla Patterson
DEVELOPER

Anna Chang
DESIGNER

2 Initial Prototype Changes

Firebase Realtime Database

Initialized database to account for user and donation information

Method

3

Meet Our Participants

Allisa Hastie
Stanford PhD Student
Frequent Donator
$15 Amazon Gift Card

Kibrework Mersha
77 years old
Extreme User
(Language Barrier)
$15 Amazon Gift Card

Griffin Glenn
Stanford PhD student
Frequent Donator
$15 Amazon Gift Card

Melanie Zhou
Undergrad Stanford Student
Frequent Donator
$15 Amazon Gift Card

Hebest Kurabachew
Nurse Practitioner
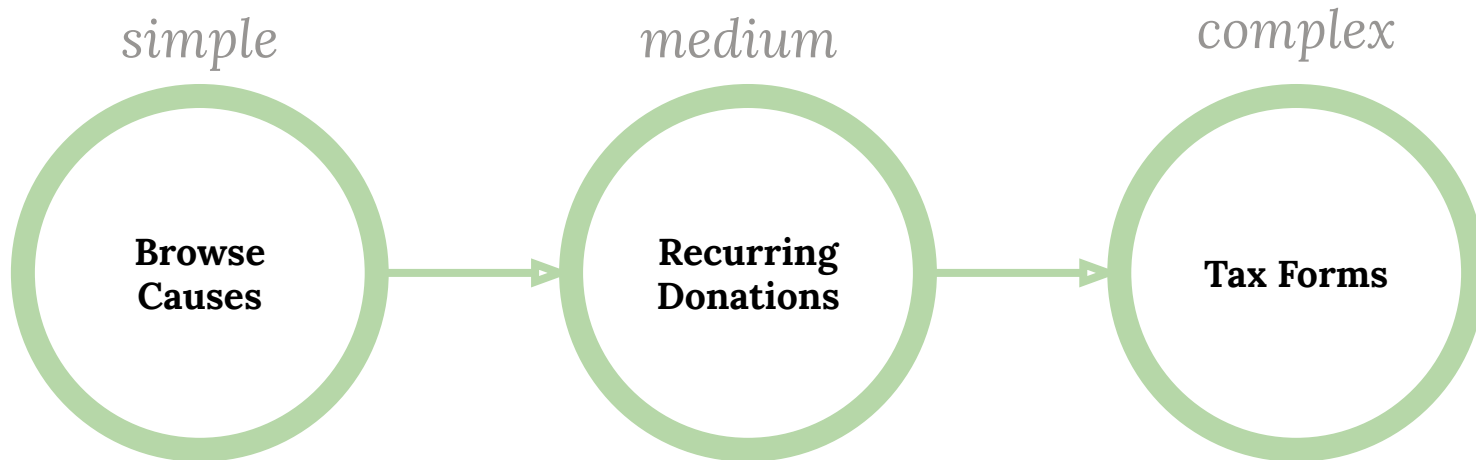Frequent Donator
$15 Amazon Gift Card

Apparatus

We conducted in-person user tests using:

- Expo Go Mobile App
- iPhone screen recording
- Front-facing camera
- Timer

Tasks

simple

medium

complex

Browse Causes → **Recurring Donations** → **Tax Forms**

Procedure

Background Questions → **Demo** → **Tasks** → **Probing Questions** → **Wrapping Up**
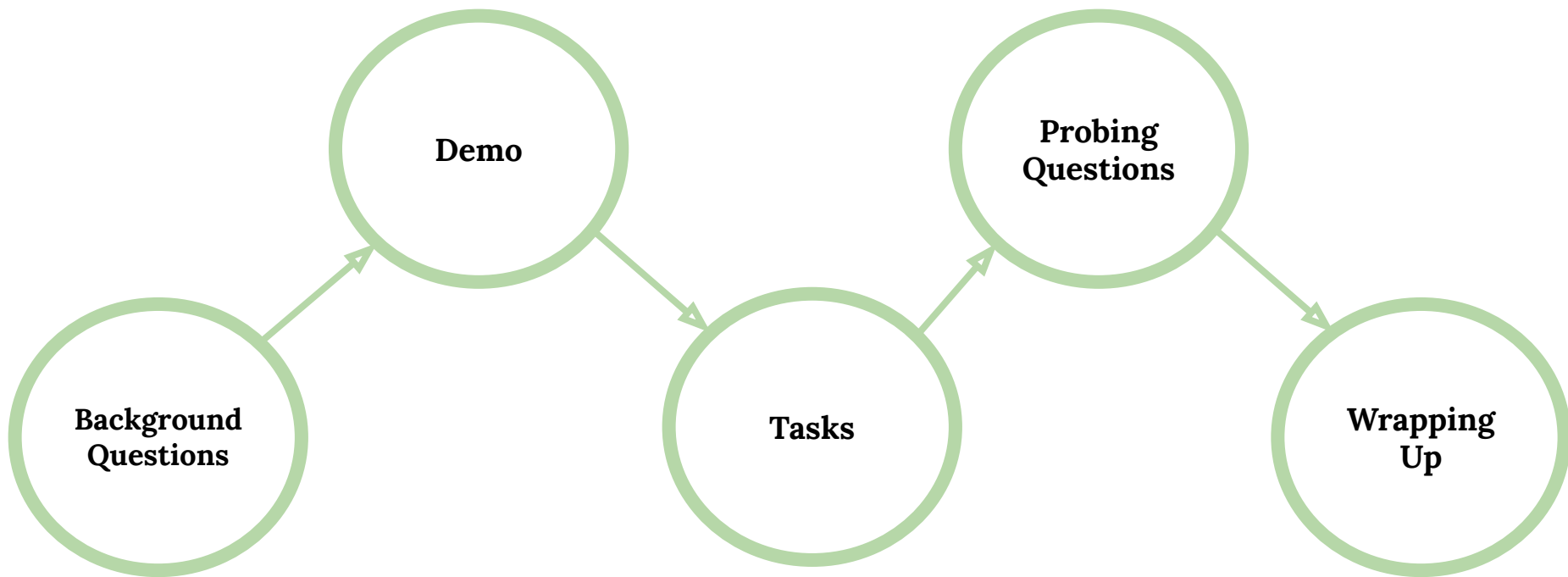
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- Do you have organizations or causes you donate to? If not, is there a reason why you do not donate to organizations?

- How do you find the organizations you donate to?

Probing Questions

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- What were some parts of the app that you found useful?

- Would you actually use this app? And if so, in what capacity?

- What would make you more likely to make recurring donations? One-time donations?

- How does the organization of the app influence how you donate?

Test Measures

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   a. Interface: number of times buttons are being clicked

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2. **Efficiency**

   a. Time to complete task

3. **Robustness**

   a. Errors made in trying to complete task, number of times intervention is needed
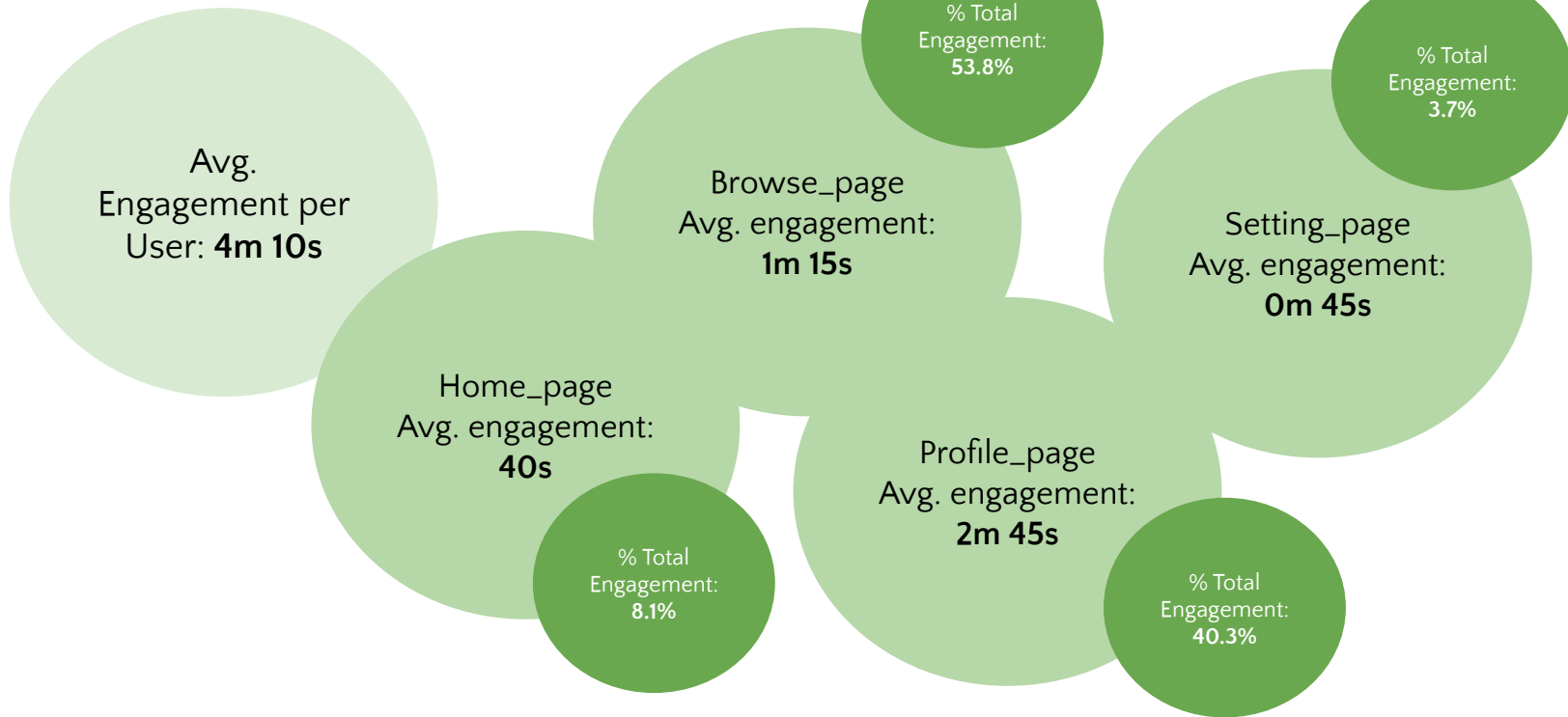
4 Results

Process Data

○   UI intuitive and easy to follow

○   Liked our filtering

○   Wanted other ways to donate

○   Wanted to see more organizations

○   Mentioned other ways they donate already that they would like to integrate into
    the application

Quantitative Data

	Allissa	Melanie	Kibrework	Hebest	Griffin
Simple Task: Browsing Causes	(1:30,0)	(1:24, 1)	(1:43, 1)	(2:05, 0)	(1:15, 0)
Medium Task: Making a Recurring Donation	(0:47,0)	(1:00, 1)	(2:33 , 0)	(1:08, 0)	(0:37, 0)
Complex Task: Filling Out Tax Forms	(1:11,0)	(1:50, 1)	(1:51, 1)	(0:46, 0)	(0:26, 0)

Logged Data from our Firebase Realtime Analytics

Avg. Engagement per User: **4m 10s**

% Total Engagement: **53.8%**

% Total Engagement: **3.7%**

Browse_page Avg. engagement: **1m 15s**

Setting_page Avg. engagement: **0m 45s**

Home_page Avg. engagement: **40s**

Profile_page Avg. engagement: **2m 45s**

% Total Engagement: **8.1%**

% Total Engagement: **40.3%**

6 Discussion

Learnings and Changes

Learnings

- Explaining too much in the demo could expose the simple task

- Donation habits vary widely

Changes for the "real" experiment

- Explain less in the demo

- Ask more about their current donation habits

Potential Changes of Interface

Search bar here

Browse Causes

- Change icon for Intuit website to be more intuitive
- Allow users to search for specific organizations
- Add quantitative facts about where the money is going

Tax Form 8283

View 2021

Add quick quantitative facts

Organizations for Shelter

THE NATIONAL COALITION FOR THE HOMELESS

National Coalition for the Homeless

https://nationalhomeless.org/

The National Coalition for the Homeless is a national network of people who are currently experiencing or who have experienced homelessness, activists and advocates, community-based and faith-based service providers, and others committed to a single mission: To end and prevent homelessness while ensuring the im

DONATE

Thanks!

Any **questions** ?