

# User Testing Recommendations

*“Aashiyaan” Mobile App, MVP v1*

*1:1 interviews conducted May 3, 2017 at Arts Technica event, Boston, MA*

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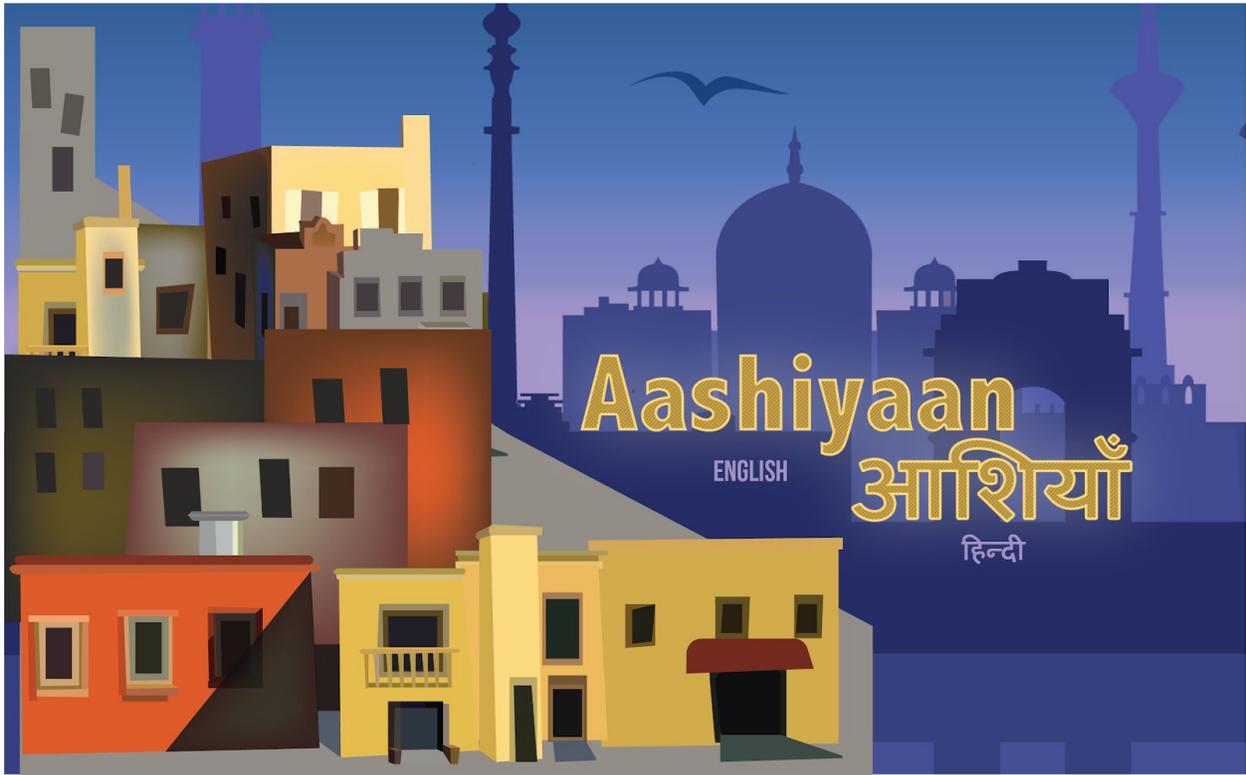
05.09.2018

## **SUMMARY**

The background art was very well received. Explore ways to enhance the artistic appeal of the Objects screen.

While the Objects paradigm was mostly understood, many users wanted a more personal relationship with the content. There is an opportunity to explore more “levels” that reveal a deeper understanding about the women and their lives as the user goes deeper into the experience.

The lag time to play the video was a hindrance to enjoying the experience. Explore the source of the problem and look for solutions. If the lag can't be helped, perhaps display an animation during the transition or another method of entertaining or informing while the video loads in the background.



Splash Screen / Language Select

High level of understanding and usability with Western audience.

### Recommendations

- Consider testing on users who choose "Hindi" as their preferred language.
- While we don't anticipate issues, controlled testing should be done for the entire app with users matching our "primary audience".
- Priority: **Medium**

### Icons



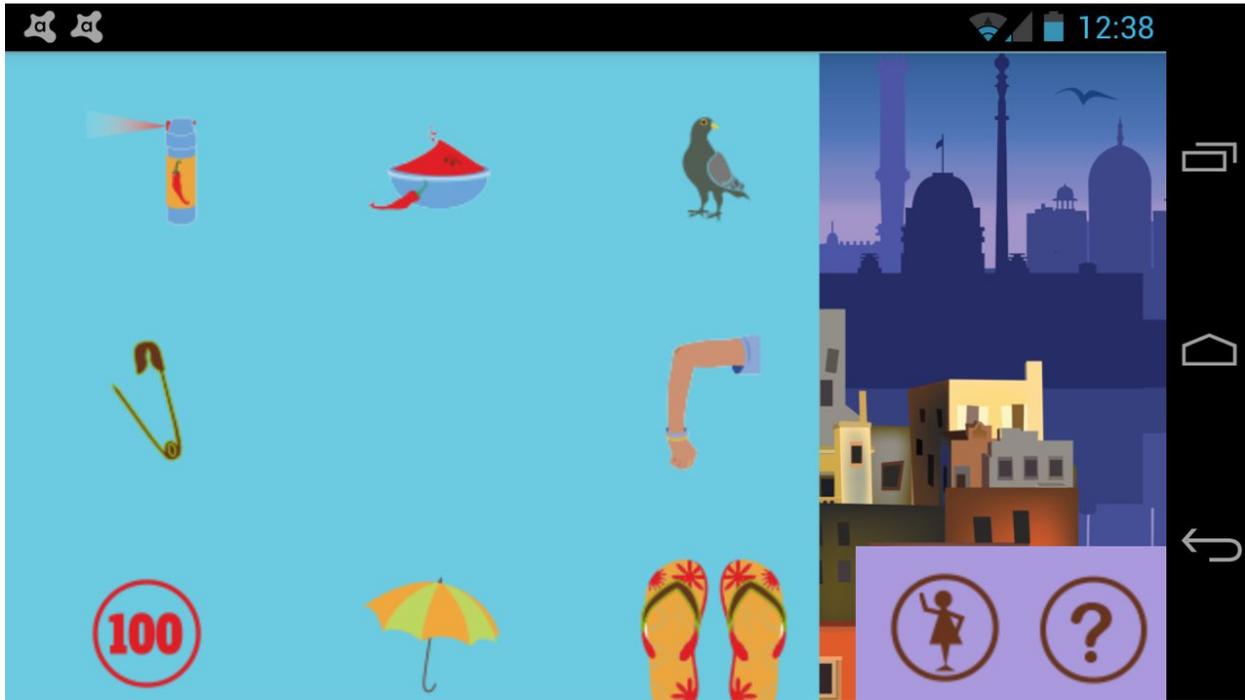
Umbrella and slippers invoked "beach" and "vacation" to some users.

### Recommendations

- Avoid placing umbrella and slippers next to each other.

- Consider avoiding multi-colored panels on umbrella (which is more typical of a beach umbrella to Western users).
- Priority: **Low**

## Objects screen



Several users attempted to swipe left to move the the whole group of objects. They were trying to reveal more of the "background" panel partially revealed on the right side of the screen.

Users quickly understand that there is a relationship between objects and the underlying video as presented in this prototype.

### Recommendations

- If the same screen design is used on next rev, then consider allowing a swipe to reveal help.
- Priority: **Low**

## Icons



“Bird/Pigeon” and “100” icons were the least understood icons (however, video for these objects was not available to view in this prototype.) Bowl of chile was often guessed correctly, although they were surprised they were right.

### Recommendations

- Conduct user testing on icons before introducing new ones to the app.
- Future research question: *What is the optimal balance between "clear understanding" and "delight of discovering and solving "a puzzle"?*
- Priority: **Low/Med**

### Global Nav Icons



“Woman” icon (currently links to "about") was overwhelmingly misunderstood. Users expected to find "about" content under the question mark icon.

### Recommendations

- Put Help, About, FAQs, and Resources together under a question mark icon.
- Consider "contextual help" (or "right place, right time", instruction or guidance or help at the moment it is needed) when possible.
- Consider "home" icon.
- Priority: **High**

### Remnants



About 25% did not notice remnants icon appearing after watching two videos.

(Note: Testing was somewhat impaired by lag times and minimal mapping of objects to video in this prototype.)

### Recommendations

- Consider another way of displaying Remnants. The icon is similar to the other icons, but contains very different content.
- Conduct complete end-to-end testing for Remnants.
- Priority: **High**

### Additional Observations:

- **Background image:** **Users liked the background art.** At times some users expected to be able to interact with it. “grid of icons is less interesting than background. Can you incorporate icons into background for visual interest?” “I really like the background. [it would be nice] if there was a way to make it more personal stories”
- **Make it personal:** While users understood Objects paradigm, they wanted or expected a deeper relationship with the people “the deeper they go”.
- **Suggestion from user:** How about a reflection question? “You’ve seen x examples of objects to defend yourself. Pick an object within 10 ft of you right now that you would use to defend yourself.
- **Future research question:** *What is the optimal balance between "clear understanding" and "delight of discovering and solving "a puzzle"?*

### Notes and Supporting Materials

Spreadsheet of study goals, interview questions and participant responses can be found here:

[https://docs.google.com/spreadsheets/d/1oxdekF\\_PxVaRlX42Hvmg9GapAMTOSZFzJz128xzpTU/edit?usp=drive\\_web&ouid=108811602909872805542](https://docs.google.com/spreadsheets/d/1oxdekF_PxVaRlX42Hvmg9GapAMTOSZFzJz128xzpTU/edit?usp=drive_web&ouid=108811602909872805542)