

# Pixels

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## Milestone 2

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# Usability Study Findings

We conducted a usability study of our paper prototype to explore user's understanding of the mobile commute tracking application. The study contained five participants. All participants expressed willingness for the app to track their commutes automatically, so that commutes would not need to be entered manually. Below are the summarized results from the study by screen type. Link to additional details: <http://www.pixelshcde.emilyabarrows.com/?p=151>

## Commute Tracking Screens

### Today's Commute



- (3/5) Understood page displayed completed commute details
- (5/5) Understand commute information can be viewed in multiple views (days, weeks)

### Week's Commute



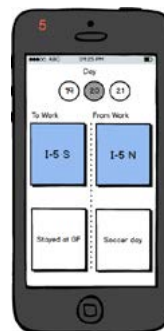
- (5/5) Understood screen showed modes taken per day
- (3/5) Requested ability to see information at a month view

### Commute Details



- (4/5) Understood page showed a week's transportation modes by percent
- (2/5) Wants to see additional breakdown of time spent and money saved/earned

### Saved Routes



- (3/5) Did not understand screen contained saved routes
- (2/5) Expressed concern for work knowing about extracurricular activities

## Settings Screen



- (4/5) Expressed need to provide clear tracking information (such as legalese and it's on)
- (3/5) Stated start/end times felt like too much work/complexity

# Usability Study Findings Cont'd.

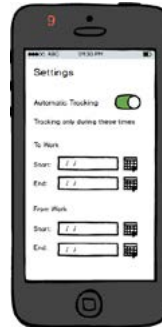
## Competition/Team Screens

### Team Goals



- (3/5) Confused by the goal (what is it, why is it 360)
- (4/5) Understood it showed a team view

## Reward Screen



- (3/5) Confused by number of trees saved compared to number of trees on the page
- (2/5) Confused by money saved (who earned/saved \$)

### City of Seattle



- (2/5) Liked seeing what others were doing
- (3/5) Were confused by absent information on the page (competing for, units, kind of commute?)

### Teammates



- (4/5) Understood screen displayed team members standing
- (1/5) Don't understand what the graph is measuring

# Design Implications

## Luum Feedback

After conducting the usability study, the team had a check-in meeting with Luum. During the meeting, our team and Luum shared progress and updates. In addition, Luum provided clarification for the product's behavior, namely: current automated tracking features and functionality, and details of employee compensation. This information impacts our design implications in the following ways:

- Users must be able to log a manual trip using one mode of transportation.
- Display Team ranking based on the team's average.
- Provide users the ability to see commute charges incurred, commute savings, and if applicable commute bonus money included in user's paycheck.

The below design implications include input from Luum\* as well as the usability study.

## Commute Tracking Screens

- Provide users the ability to view by today, days, weeks, and months
- Provide users consistent navigation between today, days, weeks, months views
- Add time (duration + start/stop) to screens
- Add a screen to manually enter a the mode for a single commute\*

## Settings Screen

- Provide users the ability to read company's information tracking policy.

## Team Screens

- Provide visual indicators for the data displayed in graphs
- Provide users the ability to display a profile picture on the Teammate screen
- Provide users the ability to display a team picture on the Goals screen
- Display team ranking based on the team's average\*
- Provide users visual indication that teams/challenges are optional\*

## Reward Screen

- Provide clear visual indication of user's savings, charges, and/or bonus money\*
- Provide users the ability to see their commutes' carbon footprint\*

\*Indicates design implication influenced by Luum feedback

# Logistics & Test Script

Date/Time: 4/22 & 4/23 (6-8pm)

Locations: Coffee shop & an office location

Participants: 4 males 1 female in mid 20s to mid 30s

Test Format: Paper prototype (Balsamiq wireframes printed on paper)

## Testing Script

### Overall goals

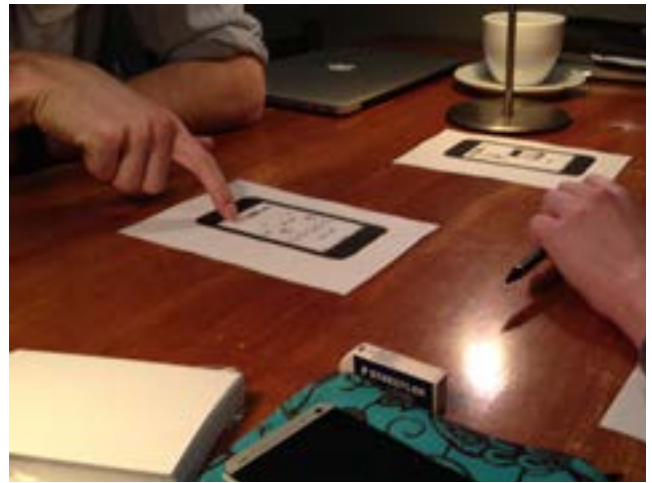
- What content do they think will be there?
- Understanding expectations on nav
- Does our design make sense?
- What would keep people coming back to the app?

### Define what the test will answer

1. What would you expect to see on a page that summarizes how you commuted this week? (A, B)
  - Does the commute details page make sense?
  - What do you like/dislike?
  - Where do you go from here?
  - What do you want to see on this screen?
2. What would you expect to see on a Team Page? (H)
  - How has your team done?
  - Where does your team rank?
  - What do you think you can do from here?
  - What other information would you like here?
  - What would you expect to see if you clicked on your team?
3. How would you expect to be able to select that you took a saved route? (D)
4. What settings do you think you should be able to modify in this app?

### 3 main functions we are pursuing

1. Tracking (this is going to be assumed to be taken care of simply)
  - Auto



- Auto within certain times
  - Manually select what you did online
2. Individual Stats
    - my money
    - my green score
    - my commute breakdowns
    - me vs everyone
  3. Team Information
    - my team
    - team vs team