# User Testing & Interviews

## FEATURES, PAIN POINTS & STRATEGIC RECOMMENDATIONS
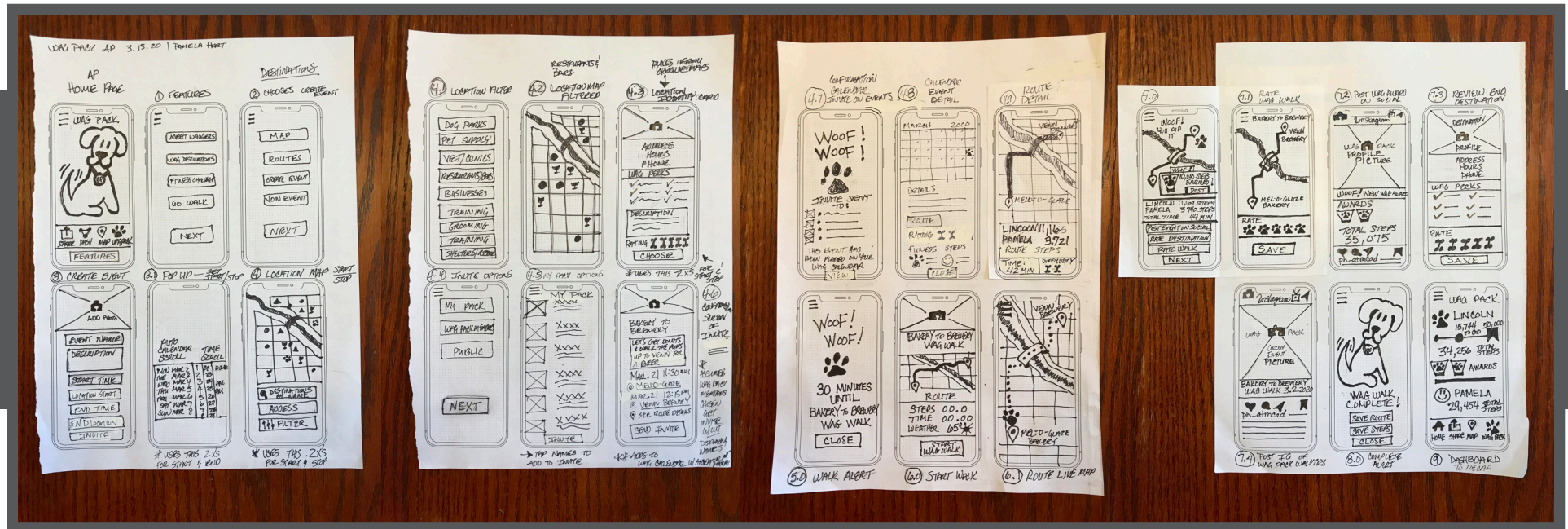
PH

The creation of the paper prototype from my sketches was tested with the following questions to help steer the next phase of design and to make sure the navigation was operating as it should for user to start and complete all the tasks of the testing. The testing shifted to online rather than in-person after one test was performed which yielded both navigational flaws and technical challenges.
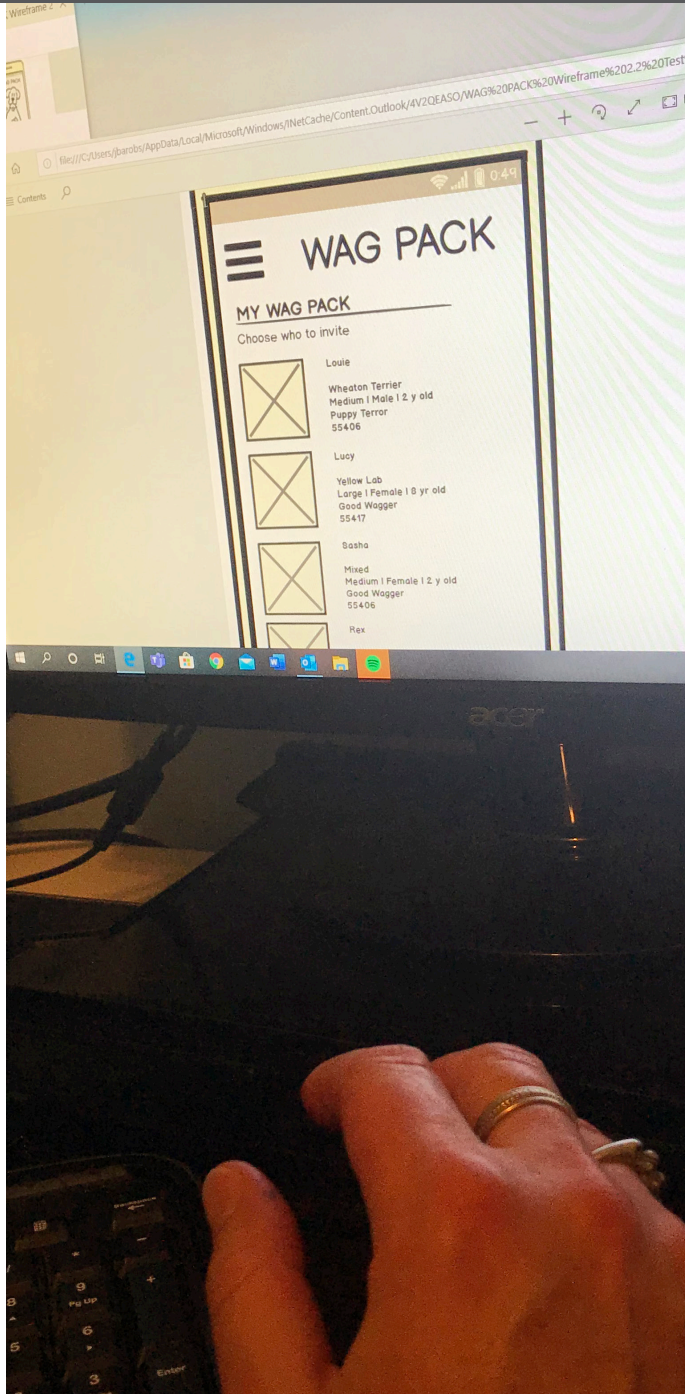
**TESTING QUESTIONS:**

1. From the home screen, what would you do to begin the process of creating a Wag Destination Event?

2. How would you choose your start and stop destination? Are the options clear?

3. After you've reached your destination, what are you able to do?

4. Would you want to take this route again? track your fitness and your dog's fitness



**WANT TO HEAR ONE OF THE SAMPLE TESTS IN ACTION?**
Have a listen to a Wag Pack Test performed online.

The process tested the feature to create a walking event. Several insights from testing were very informative.

Only one of my test subjects was in person. The other 4 were remote users due to the global crisis of a pandemic. People were on lock-down to flatten the curve of a virus threatening everyone. Adjustments for testing had to be made and remote testing with paper prototypes using pdf's and video conferencing to administer testing when possible. After I received my first 2 remote responses back I realized I was missing 2 important slides they didn't even notice were gone. The first slide was the alert to get to your start destination. The second was the start screen for the walk which has a start button! I made the adjustment for the last two remote testers and not necessarily better results, but much clearer process.

Also I made an adjustment to the start screen after nearly everyone needed a prompt about starting when I got results and asked specifically about the feature button. At which point I adjusted my home screen to have a new icon on the main bar to read features and eliminated the button for features.

A few really insightful thoughts when I called folks back and we talked more about the fitness portion of this test, the thought of adding a calibration feature was brought up and then talked through to offer a more accurate representation of the actual steps the dog would take based on the dog by using a 50ft walk calibration. Another good insight was the preferences folks had to Google maps and Wayfinder. I think this will be a key feature as well on the GPS choice. The need to have re-centering and using track up instead of north up.

Lastly the ap should bark. Which was great, not just seeing Woof on the screen, but hearing prompting action and being appropriate to the ap. Customizing the bark to your own dog, someone else's or using the ap's built in bark would work. Overall, I received really great responses from everyone. The fidelity of the digital paper prototype was strong enough to paint a solid user journey for the testers. They were able to imagine using the ap and provided good insights of trouble areas and insightful gems to move forward with the next design phase.

All of the test users found the ap very easy to get through and each screen was intuitive and accurate I heard as overall feedback. I found that to be extremely useful in this context because I sent the test out and was able to remote users and only walk 2 of the 4 through the questions. Therefore the fact that all of the testers were able to get through the ap without major issues I consider to be successful input and allows for the details to start really appearing and providing an even better experience as the ap develops. In that aspect I have written several notes on each of the wire-frame slides for future improvements for future edits.

> **\*KEY TAKE-AWAY**
> The fidelity of the digital paper prototype was strong enough to paint a solid user journey for the testers.

| | |
|---|---|
| Goal/Output | The purpose of the testing today will determine if one of the ap features called Wag Destinations accounts for all the needs of the user to complete creating an event, choosing destinations to start and end a walk, inviting friends, rating parts of the walk and posting to instagram. |
| Inputs | Personal calendar to confirm availability for walk schedules<br>GPS system is active and pulls in local destinations and photos of those destinations from phone |
| Assumptions | User is a registered user of this ap and is part of a family of members to one profile dog and is familiar with the rating system and selecting<br>locations off the map. |
| Steps | 1. Selects create a Wag Destination<br>2. Chooses route to start and end<br>3. Takes a photo to post on social<br>4. Rates walk & destination<br>5. Saves route to Wag Routes<br>6. Checks fitness levels of dog & walker |
| Success Criteria | Walk invite is successfully sent to other WAG members, members show up and complete walk with a picture that is posted on social media, a badge of walking success is achieved and route was good enough to save to WAG Routes to do again. |
| Notes: | -Dogs steps will need to be calibrated before the walk and then the steps of the dog can be accurate.<br><br>- Consider making fitness not optional but a standard built in feature.<br><br>- SEARCH replaces SHARE ON HOME PAGE<br><br>- CALIBRATE dog steps by using a 50-ft. walk.<br><br>- Allow to switch between NORTH UP and TRACK UP & Allow RECENTER MAP function. GPS system will be a big deal to calibrate so that it is using Wayfinder for walking if available would be ideal.<br><br>-Allow sync w/ iwatch, FITBIT and Garmin |

**Task 1 Test Results**

I would like you to begin by looking at the home screen and tell me how you would begin the process of creating a Wag Destination walk event the is one of the Ap's features?

| User 1 Julie - Remote | User 2 Molly- In person | User 3 Chieko-Remote | User 4 Joe-Remote | User 5 Eric-Remote |
|---|---|---|---|---|
| I would first go to the Wag Pack button, hit the Create Event CTA. Next I would follow the prompts by filling in the EVENT NAME, etc information and upload a picture | I would hit the Create Event | I would choose my walk by looking at the map and seeing what parks/ hang outs are close to me. | I feel like it is very self explanatory, depending on what I was thinking about doing, it seems very easy to get started. | I would search for my starting point and end point and create a route based on t hose locations. |

**Task 2 Test Results**

How would you choose your start and stop destinations?

| User 1 Julie - Remote | User 2 Molly- In person | User 3 Chieko-Remote | User 4 Joe-Remote | User 5 Eric-Remote |
|---|---|---|---|---|
| I would have that thought out before hand. Probably what would be convenient for the ma-jority of people I would be inviting to the event. I seem to like destinations that you can start and end at. Any place that is dog friendly. | I would select an icon on the map | I would like the app to tell me how long in time and distance the walk is. | Probably depending on the weather and how much time I had to spend on the event. | Search terms based on interest. |

**Task 3 Test Results**
After you've reached your end destination, there are 3 options for you to choose from. Can you identify them? Can you proceed to accomplish each of the 3 options?

| User 1<br>Julie - Remote | User 2<br>Molly- In person | User 3<br>Chieko-Remote | User 4<br>Joe-Remote | User 5<br>Eric-Remote |
|---|---|---|---|---|
| Yes: POST EVENT ON SOCIAL, RATE DESTINATION, RATE WALK. Can you proceed to accomplish each of the 3 options? YES, easily. | I would rate the destination, the walk and share it all | Rate the destination, Rate the Walk, or share it on social media. But I would not rate and share, but looks easy walk through | It seems very intuitive to post/view rewards/rate how the event went. | Yes, post on social; rate destination; rate walk. |

**Task 4 Test Results**
Would you take this route again and would you like to keep track of your dog's and your fitness?

| User 1<br>Julie - Remote | User 2<br>Molly- In person | User 3<br>Chieko-Remote | User 4<br>Joe-Remote | User 5<br>Eric-Remote |
|---|---|---|---|---|
| YES, It's fun to see (or encouraging) how far you have gone and the experience you have. I would totally rate the experience first based on the area we walked, dog friendly, watering areas, environment. | I would save the route and the fitness | I like that the app would store my likes/dislikes of walks I went on by me rating them...keeping it on file. My favorite part of the app is seeing the steps/fitness. | If it was enjoyable it would be cool to make it a regular thing. I have not used a fitness app before but I'm sure if I did it would be very convenient. | Yes, I like a sure thing! |

To gage interest in the Wag Pack ap and develop key features, a series of tests both formal and informal were conducted with a wide variety of users. Individuals were either former or current dog owners and a couple were non-dog owners with an age range from 15 to 78. With the focus on walking, fitness and social interaction the case study was able to establish some key features that were important to users.

# Q & A

| Question: What feaures are important to you in a dog walking ap to meet other dog lovers in your area? | Interview 1- Dog Owner | Interview 2- Former Dog Owner | Interview 3- Pro Dog Walker |
|---|---|---|---|
| | 1. Safety for my dog and myself and family<br><br>2. Can put a walk on my calendar that I can count on for others to meet me and go for a walk<br><br>3. Can find walks in any neighborhood | 1. Has pictures of routes that I can do in the amount of time I have and meet up with other furry friends to do it in my neighborhood<br><br>2. Can see photos & bios of dogs and their owners to decide if I want to walk with them or not | 1. Can help me find my dog if he gets lost<br><br>2. Tracks how many miles I walk to report to my clients and has a history of the routes I can follow next time<br><br>3. Has a filter for varying my walk by difficulty and scenary |

## KEY TAKE-AWAYS

- People like to stay fit by walking
- Ability to track steps of dogs is desired and unique

- People like to share on social media
- Dog owners want to meet other dog owners to walk with

- Ap has ability to expand with additional fitness challenges & new social distancing mapping due to world safety events in 2020