

Prototyping On Paper (POP)

User Testing the Explore Trumbull App



Made with 

Ania Harrell

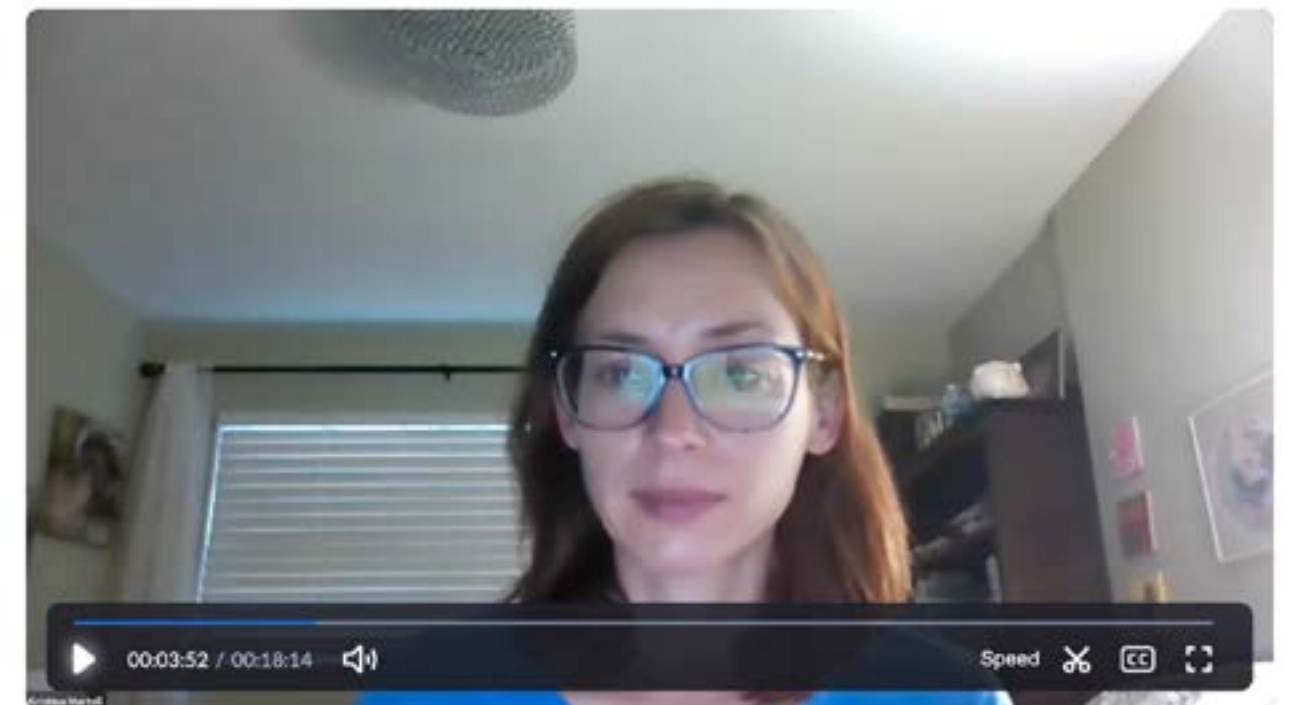
April 2021

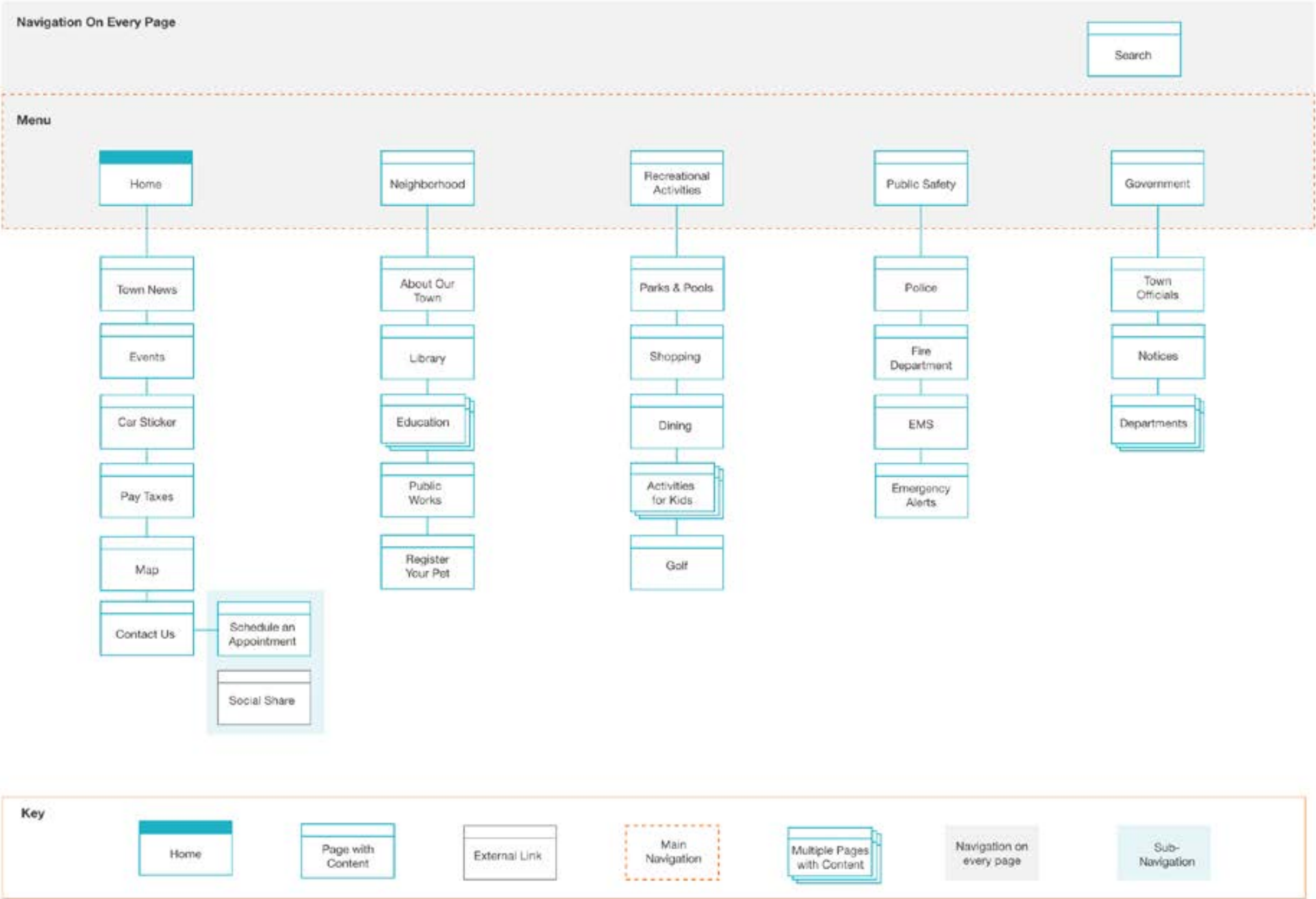
User Testing the Explore Trumbull App

After researching, determining user goals, creating site maps and user flows, the next phase of creating an app is to test prototypes on paper (POP). Hand drawings of the Explore Trumbull app have been uploaded to the website MarvelApp.com to create interactive prototypes. These prototypes are an inexpensive and very efficient way to communicate ideas with others and to gain constructive user feedback. Testing prototypes helps identify a majority of user problems early in the app development process.

This presentation walks you through a user-testing script, the four scenarios that will be used, and the predicted steps the user would take. Video links and results of the testing are also included.

[Explore Trumbull Prototype](#)





Hi, _____. Thank you for taking the time today to meet and test out an app I'm working on. The main purpose of this session is to see if this app is working as it is intended.

Before we start, I want to let you know a few things. First, this is a test for the app, not you. You can't make a mistake; if anything does not go right, it is a problem with the app. Please don't worry.

As you use the app, please 'think out loud as much as possible. Tell me about what you're seeing and thinking. It will be very helpful. Also, don't worry about hurting my feelings. The purpose of this meeting is to gain an understanding of what is working or not working currently with the app to help improve it later.

If you have any questions, please ask. However, I won't be able to answer each one because this test is to simulate how you would use the app by yourself. I can answer you once the session is complete. And let me know if you need a break, although I do not expect this to take more than 20 minutes.

Lastly, because this is a zoom call, can I please record this session? The recording will only be seen by a handful of people, including my professor and a few classmates but it will help me figure out how to improve the app. I would also like to post a few images or video clips of this session to my blog with your permission.

Do you have any questions so far?

Before we dive in, I want to ask you a few questions:

Now, roughly how many hours a week would you say you spend using the Internet, including Web browsing and email, at work and at home?
What kinds of sites are you looking at when you browse the Web?

Do you have any favorite Web sites?

OK, great. We're done with the questions, and we can start looking at things.

(User clicks link to prototype: <https://marvelapp.com/prototype/59a6h98>)

Don't click on anything yet.

Please tell me what you think of this first page. What strikes you about it, whose site do you think it is, what you can do here, and what it's for. Just look around and give me a little narrative.

Thanks. Now I'm going to ask you to try doing some specific tasks.

(Take the user through each scenario, listen and observe)

Thank you very much for taking the time to test these prototypes with me. Your comments and input were very helpful.

Do you have any questions or any additional comments?

Thanks again.

User Scenario 1

April 2021

It's summertime, and a friend of yours told you about the concerts on the green the town puts on. You want to find out when the events are and add one to your phone's calendar, so you don't forget to go.

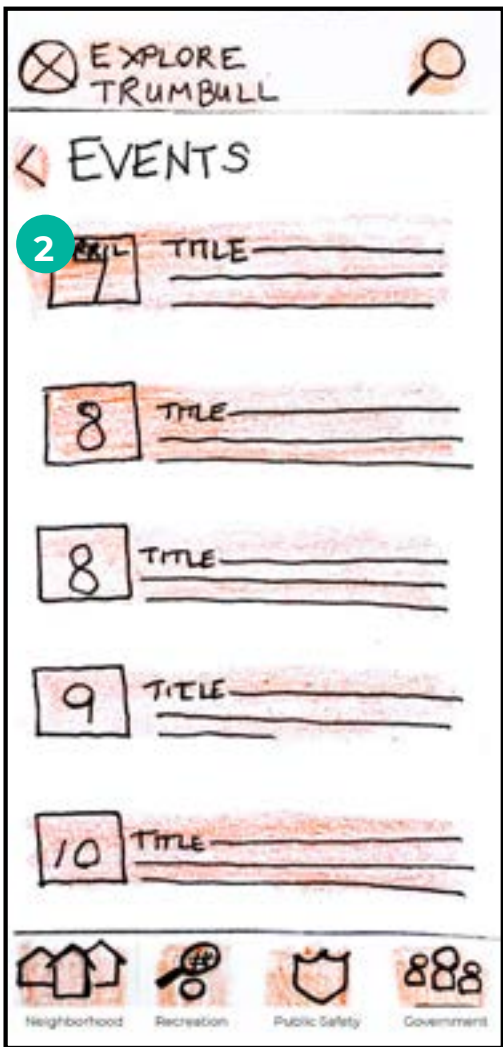
Task 1

Look at the town's events and add one to your calendar.

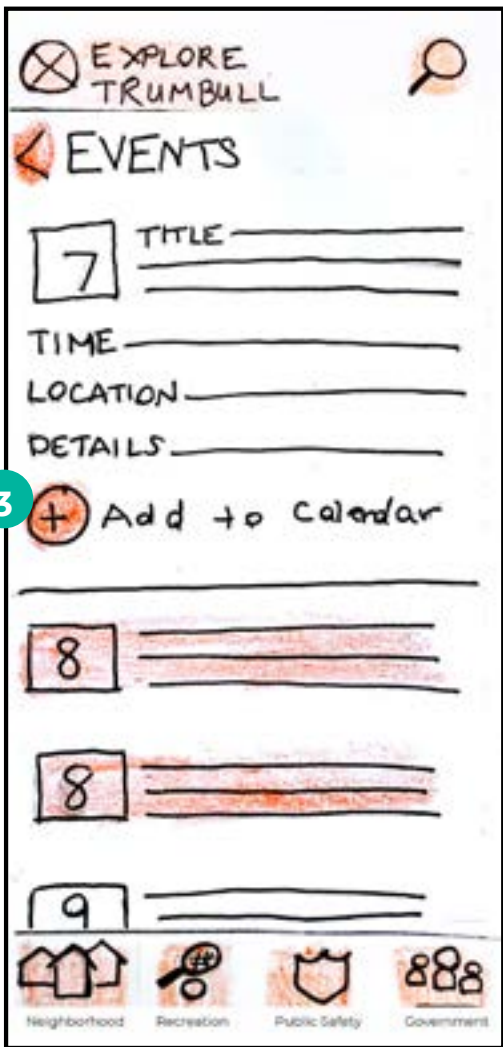
Predicted steps a user would take



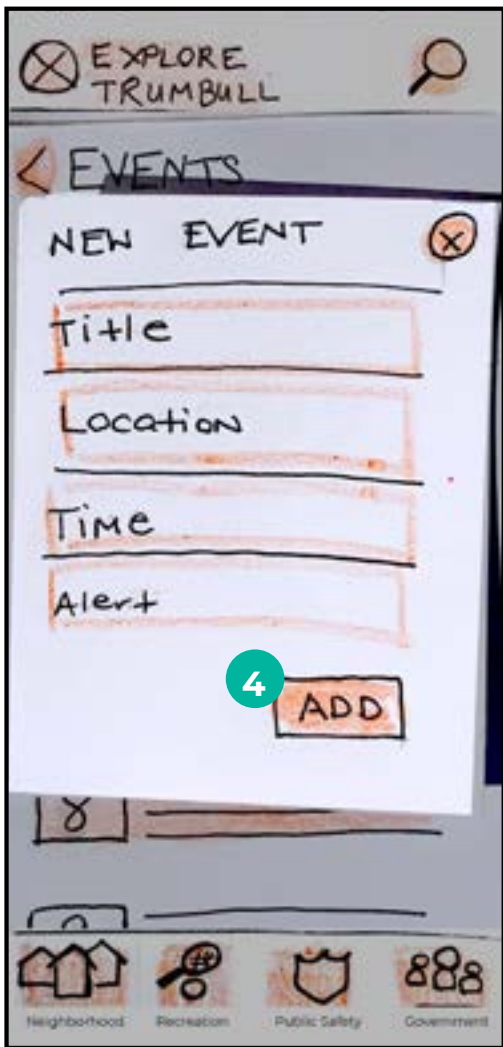
1. User taps on **Events** button



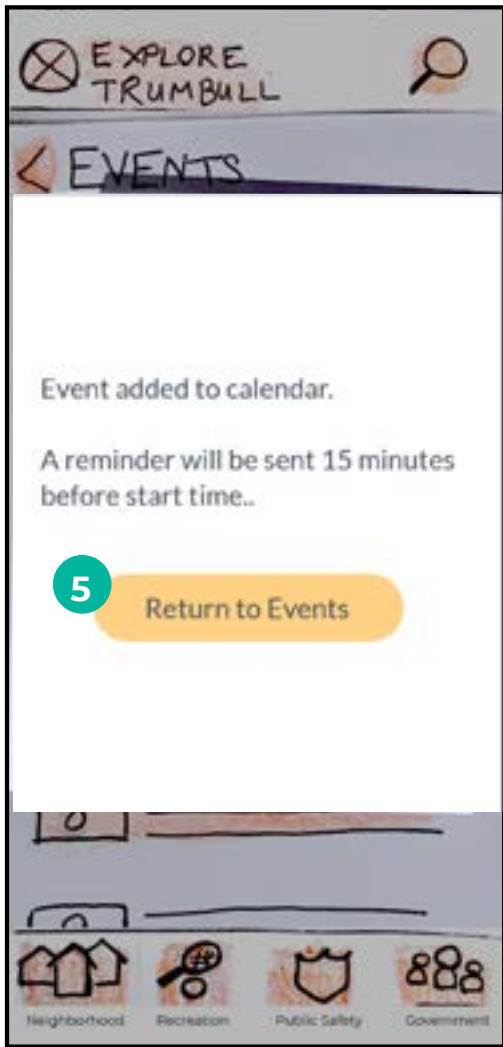
2. They select an **Event**



3. The user taps the + button



4. The phone's calendar events page opens and the user can edit the event and **Add** it to their phone's calendar.



5. User is notified that task is complete and they can **Return to Events** page.

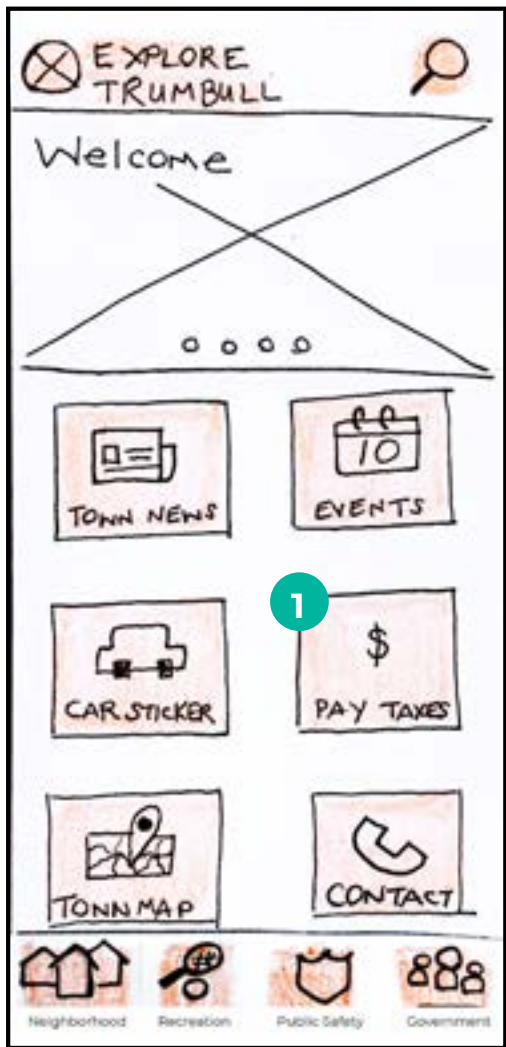
User Scenario 2

April 2021

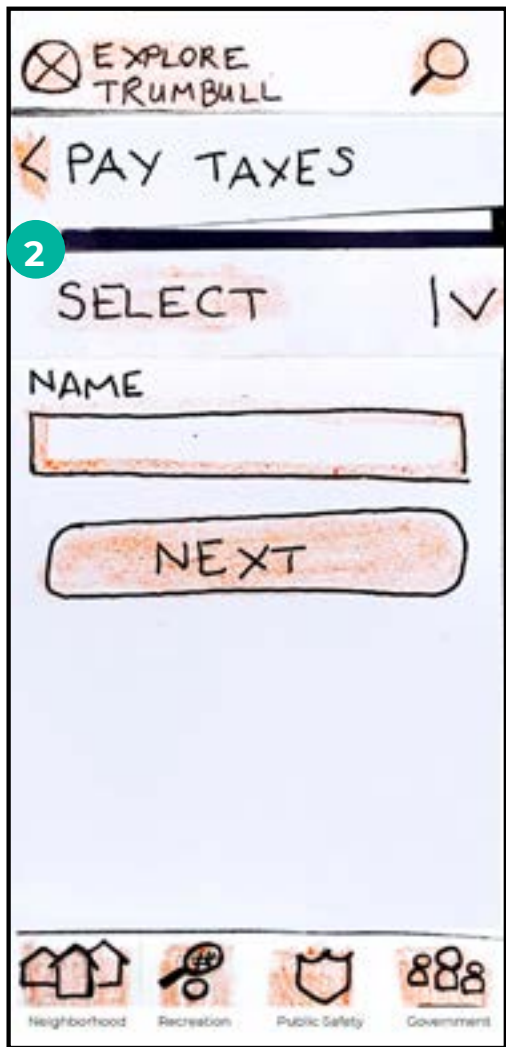
You just received your car tax bill in the mail. As you read through it, you notice you can now pay using the Explore Trumbull app. You think let's try this out, it beats going to the town hall to pay.

Task 2
Pay your Car taxes.

Predicted steps a user would take



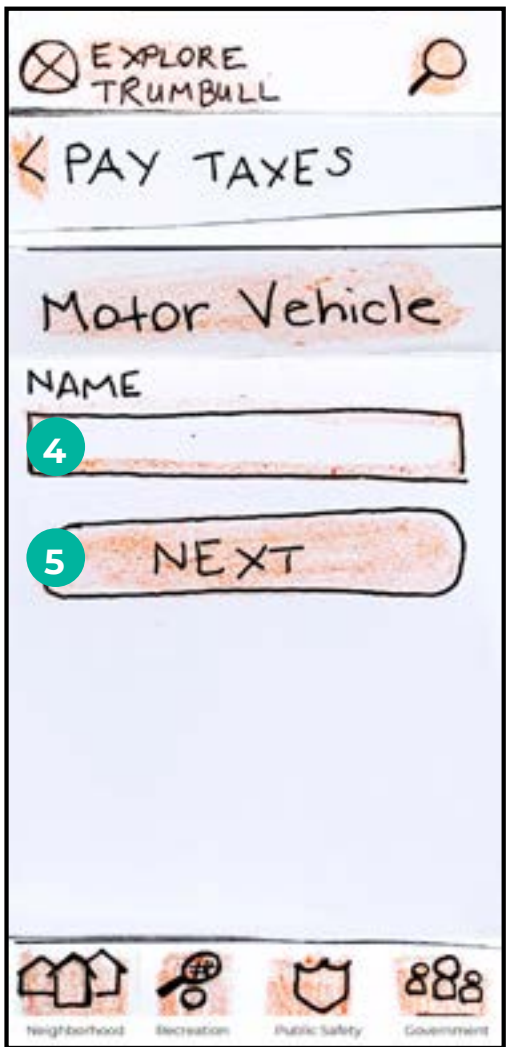
1. User taps on **Pay Taxes** button



2. They use the drop down menu to **Select** the tax to pay



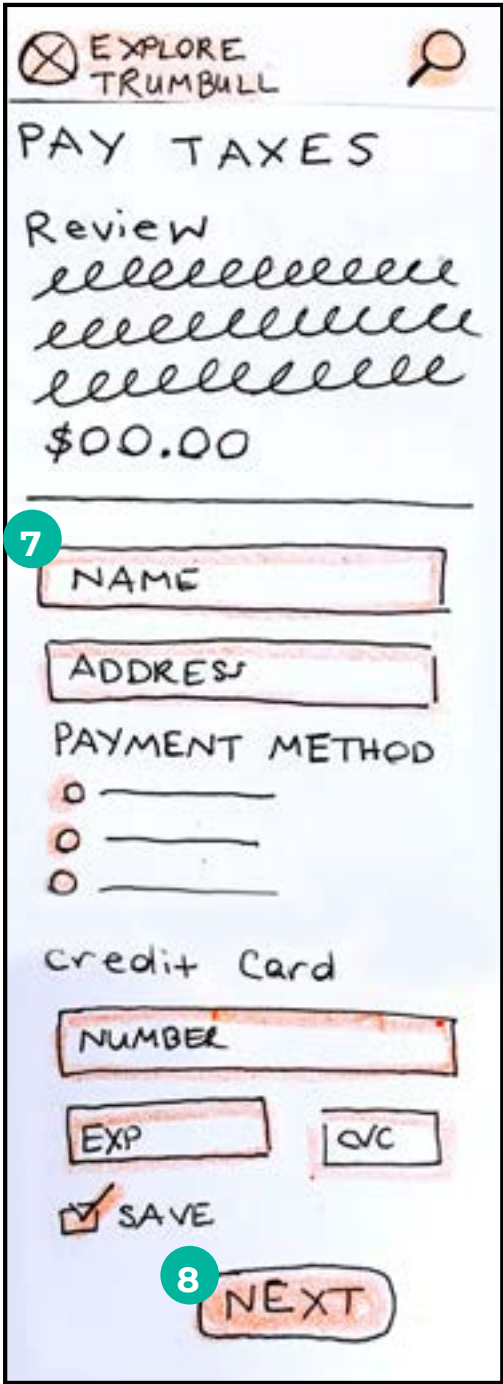
3. The user selects **Motor Vehicle**



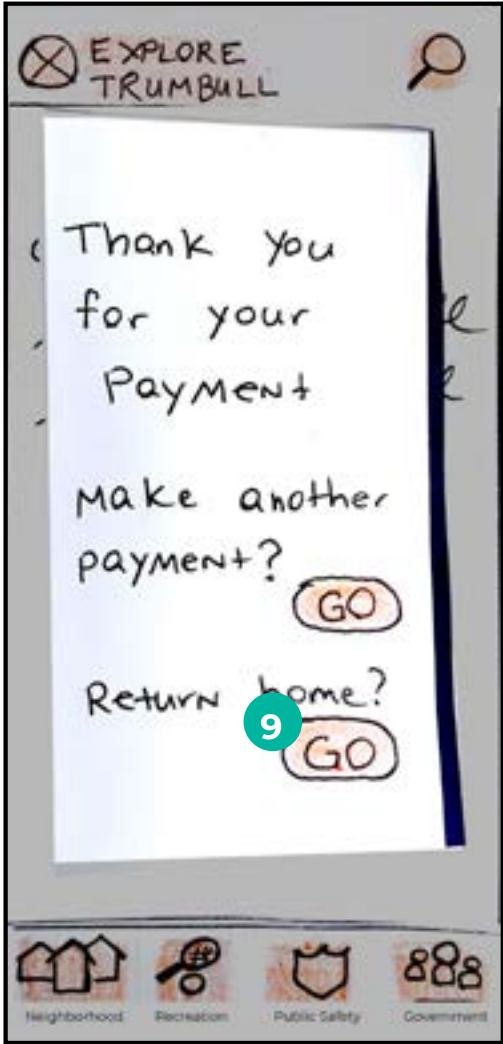
4. The user enters their name
5. Then taps **Next**



6. User reviews taxes to pay and selects **Pay**



7. User enters their personal information and credit card information.
8. Then they tap **Next**.



8. User taps **Go** to return back to the home page.

User Scenario 3

April 2021

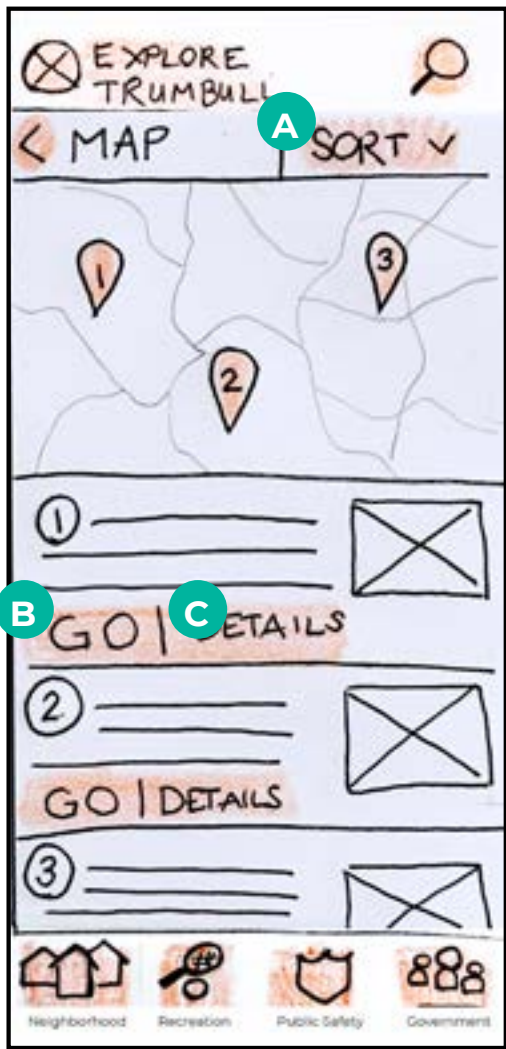
As a relatively new resident, you’ve heard so many great things about the parks in Trumbull. But you don’t know where they are located.

Task 3
Find a park.

Predicted steps a user would take



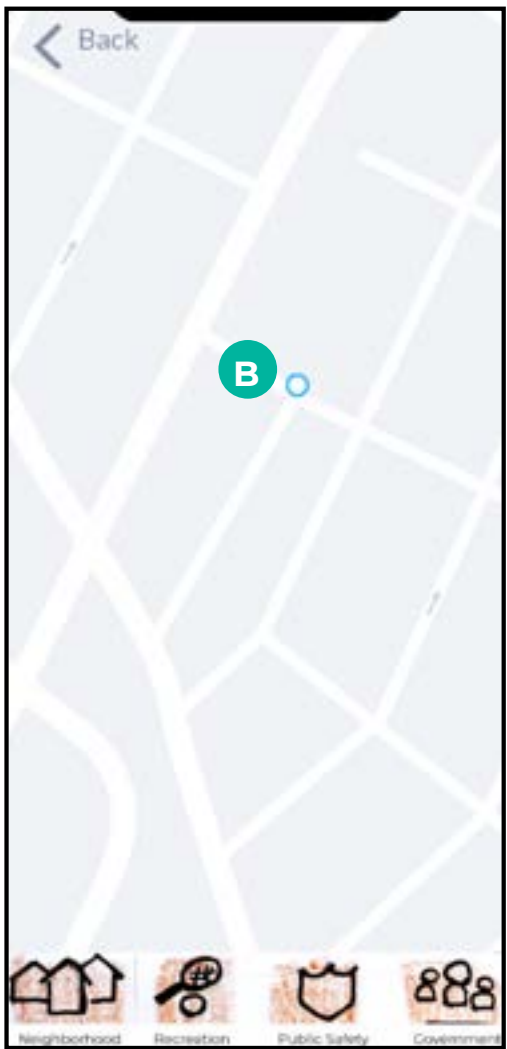
1. User taps on **Town Map** button



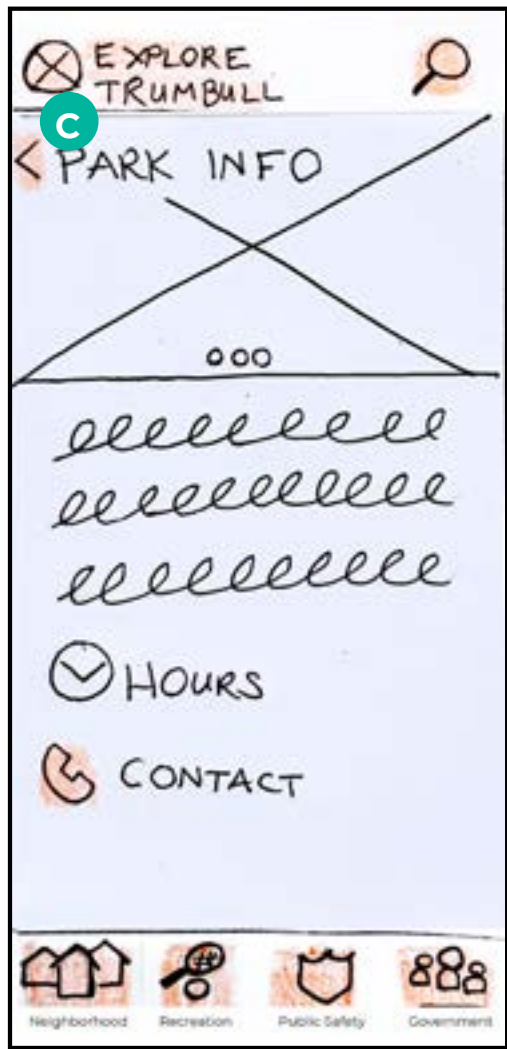
2. The user can choose one of three options:
A. Sort the map
B. Tap Go to get directions
C. Tap Details for more information



A. Sort will allow users to filter through various town destinations



B. Go will open an interactive map to show the user where the destination is located.



C. Details will give the user more information about the destination such as photos, hours and contact information.

User Scenario 4

April 2021

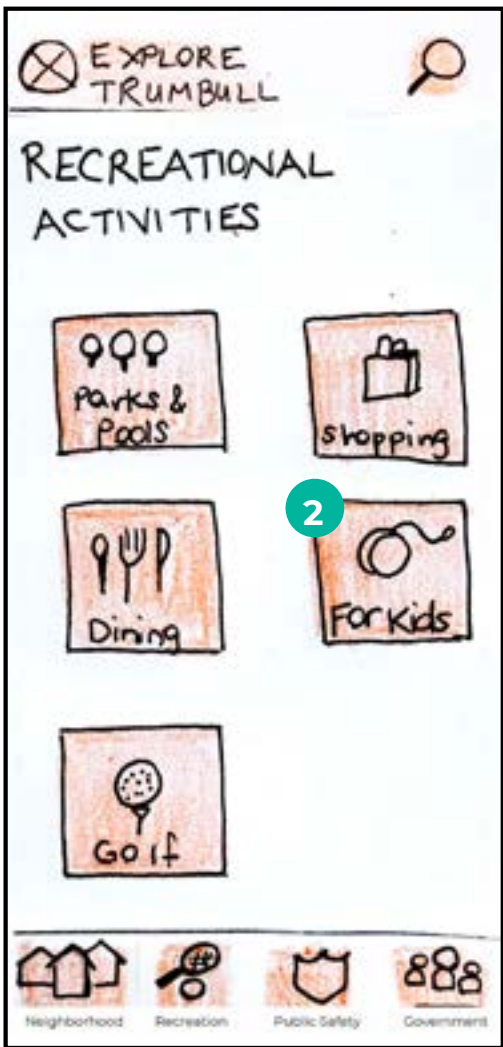
Your son/daughter just came home from school with a Summer Camp flyer in his backpack.
You think great; let me sign up right away, so he gets a spot.

Task 4
Sign up your child for Lego summer camp

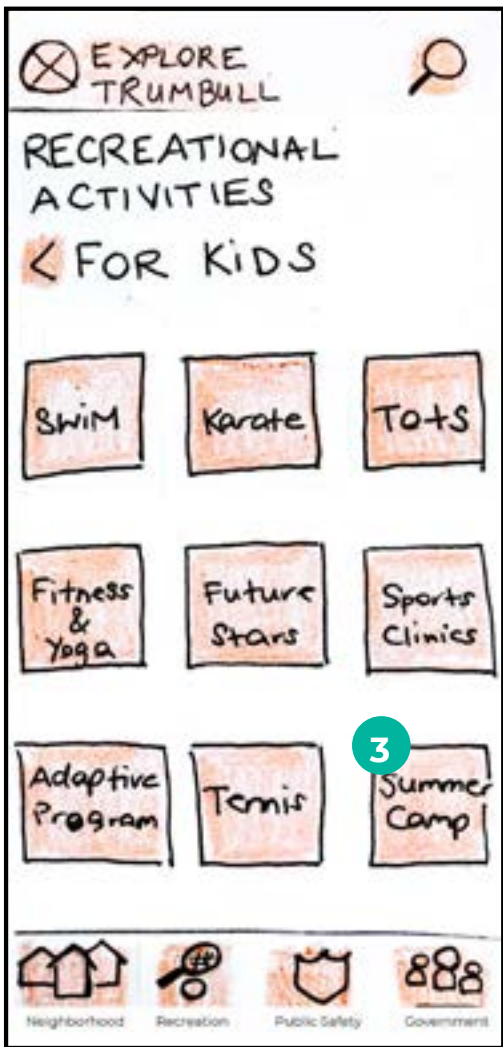
Predicted steps a user would take



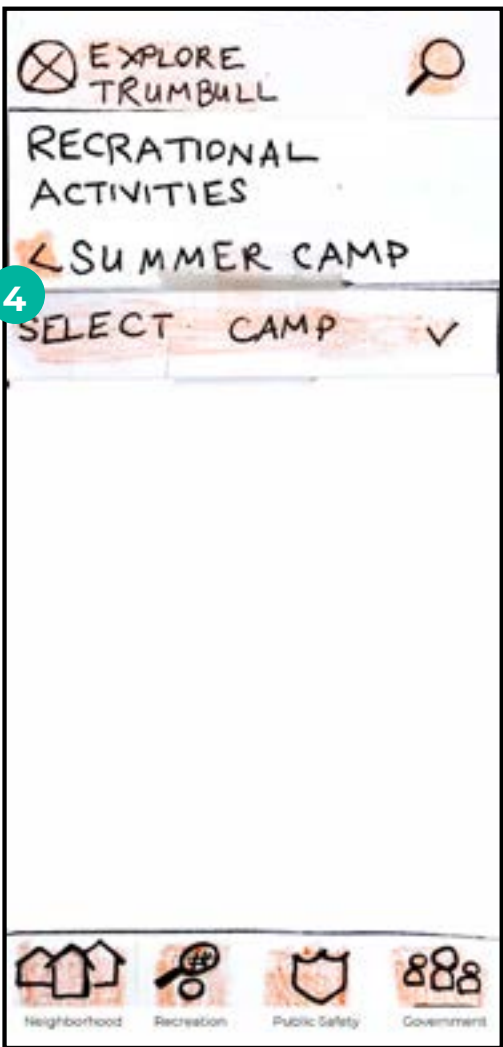
1. User taps on **Recreation** button



2. From the list of buttons, the user chooses **For Kids**



3. The user sees all of the options available, then selects **Summer Camp**



4. The user has to start with the **Select Camp** drop down menu



5. Then chooses **Lego Camp**

User Scenario 4 Continued

April 2021

Your son/daughter just came home from school with a Summer Camp flyer in his backpack. You think great; let me sign up right away, so he gets a spot.

Task 4
Sign up your child for Lego summer camp

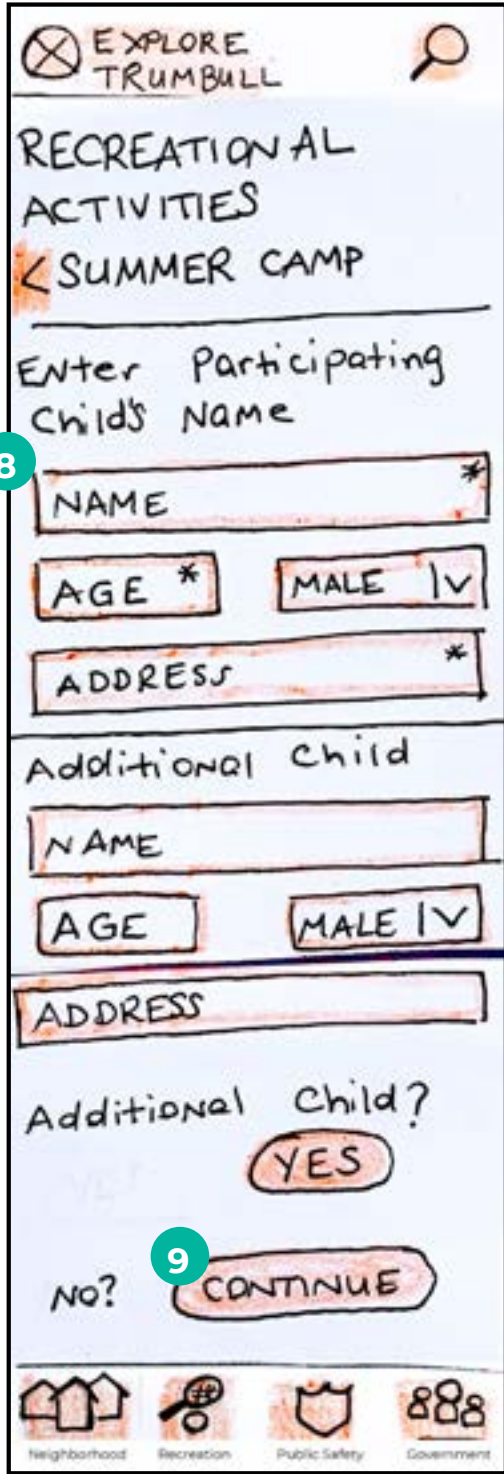
Predicted steps a user would take



6. User taps on + button for the camp option they wish



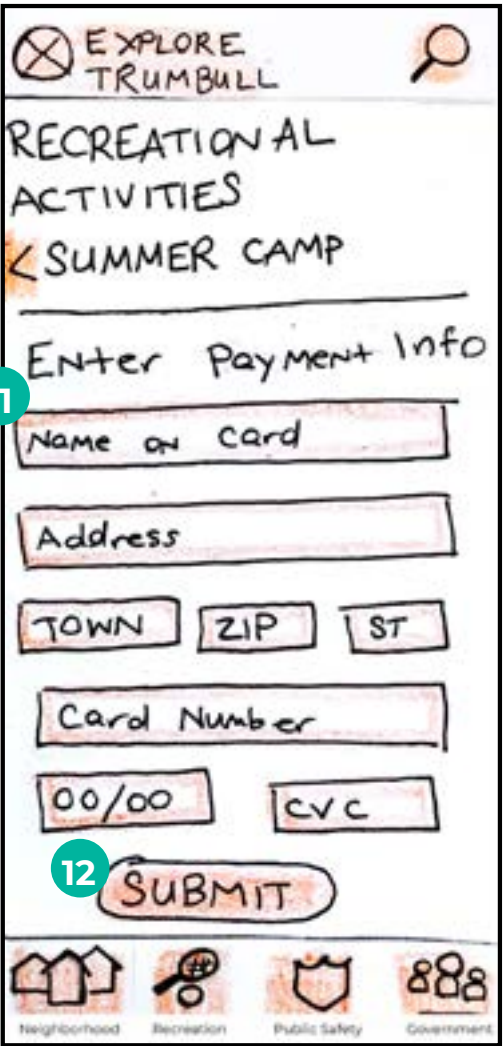
7. A check mark will appear on selected camp, then the user taps **Enroll Now**



8. The users will enter their child's information then tap **9. Continue**



10. A camp waiver will appear. Once they read the terms, they can click on **Agree**.



11. Payment Information must be entered, then the user can tap **12. Submit**

User Scenario 4 Continued

April 2021

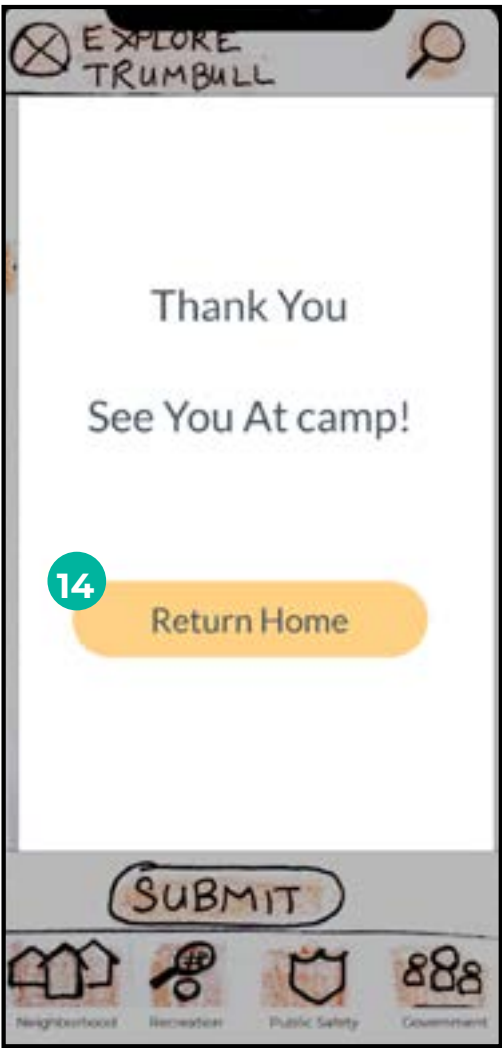
Your son/daughter just came home from school with a Summer Camp flyer in his backpack.
You think great; let me sign up right away, so he gets a spot.

Task 4
Sign up your child for Lego summer camp

Predicted steps a user would take



13. User reviews their information and taps the **Confirm** button to finalize camp registration



14. User is notified that their process is complete and they can **Return Home**.

About

- Uses Internet 10 hours/day
- Most comment sites: News, Facebook, Google, and Blogs
- Favorite site: Blogs
- Uses a Samsung smartphone
- Trumbull Resident
- Mother of 2
- College Graduate

Key Learnings

Task 1: Add An Event To Calendar

She was confused by the lack of information on the Events page. She didn't understand what she was looking at first, but then she figured out the lines and scribbles were placeholder text.

Task 2: Pay Car Taxes

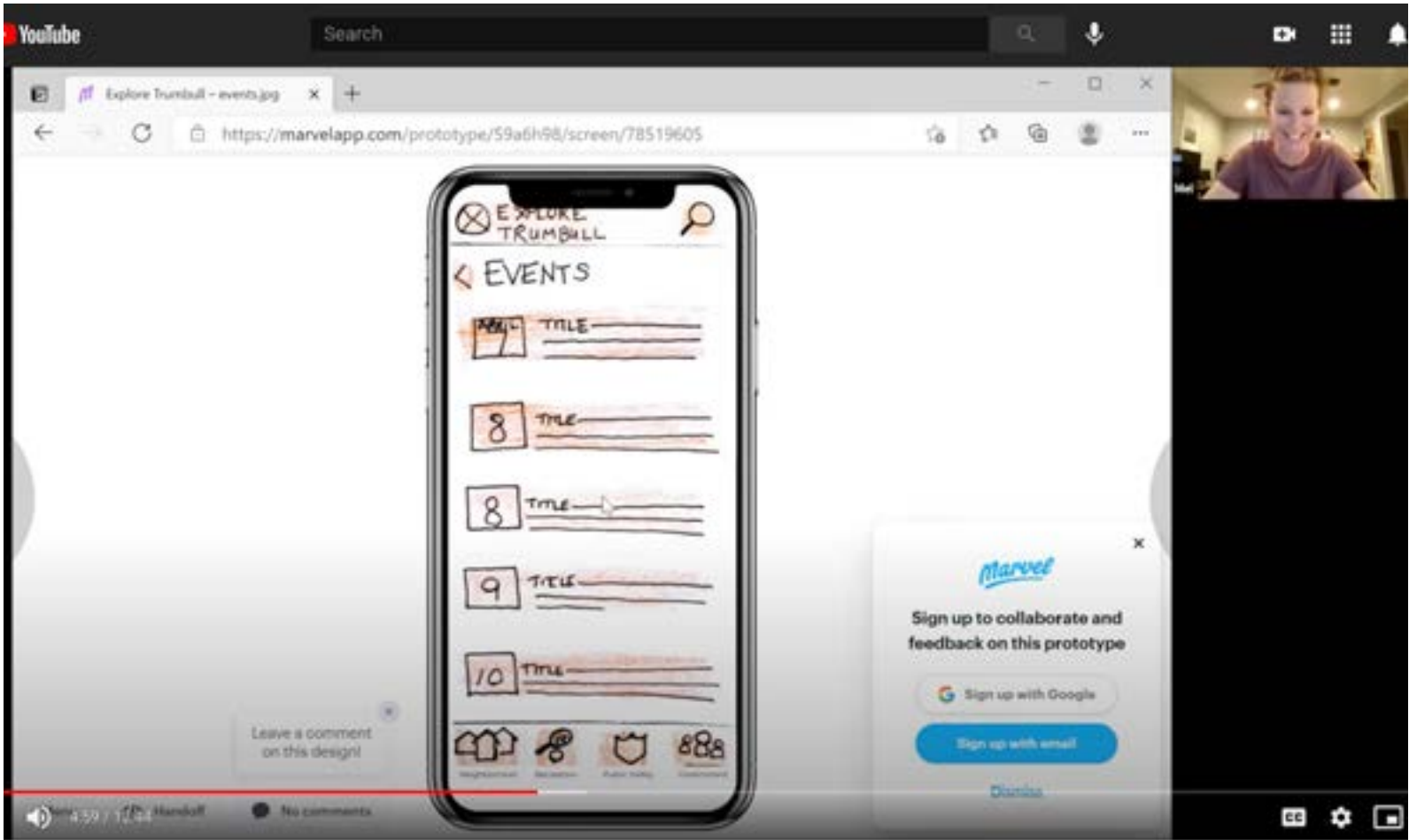
Mel did not understand the drop-down menu; it was not clear in the prototype. She wanted to enter her name first. She also wanted to make a second payment, which I did not plan for but was happy that the prototype worked.

Task 3: Find A Park

Again, Mel didn't completely understand because there were very few details in the prototype drawings. She did not click on the park "Details," but she completely figured out how to sort the map information and how the map would work.

Task 4: Sign Up Child For Summer Camp

At first, Mel was not sure where to start. On her third try, she found Recreation was the right place, and then she moved through the process quickly and easily.



[Click here to watch the video](#)

Overall:

Mel felt the app looked simple and easy to navigate. She was confused by the word "Sort" that I used to filter through the map options. I also observed that I needed to activate all of the buttons on each page for prototyping. I also felt it would help her if I used more 'real' text instead of generic words like "title." Lastly, for paying taxes, I think it would've benefited Mel if I only showed the Select button first, then after she selected the tax to pay, the name field would appear. This would make the steps clearer to follow.

Testing Kristina

April 2021

About

- Uses Internet 5+ hours/day
- Most comment sites: Google, Blogs & Shopping
- Favorite site: Money Saving Mom, Amazon, NPR
- Uses an iPhone
- Non-Trumbull Resident
- Mother of 2
- Graduate Degree

Key Learnings

Task 1: Add An Event To Calendar

Kristina found an event quickly and added it to the calendar. She understood that it was the phone’s event pop-up.

Task 2: Pay Car Taxes

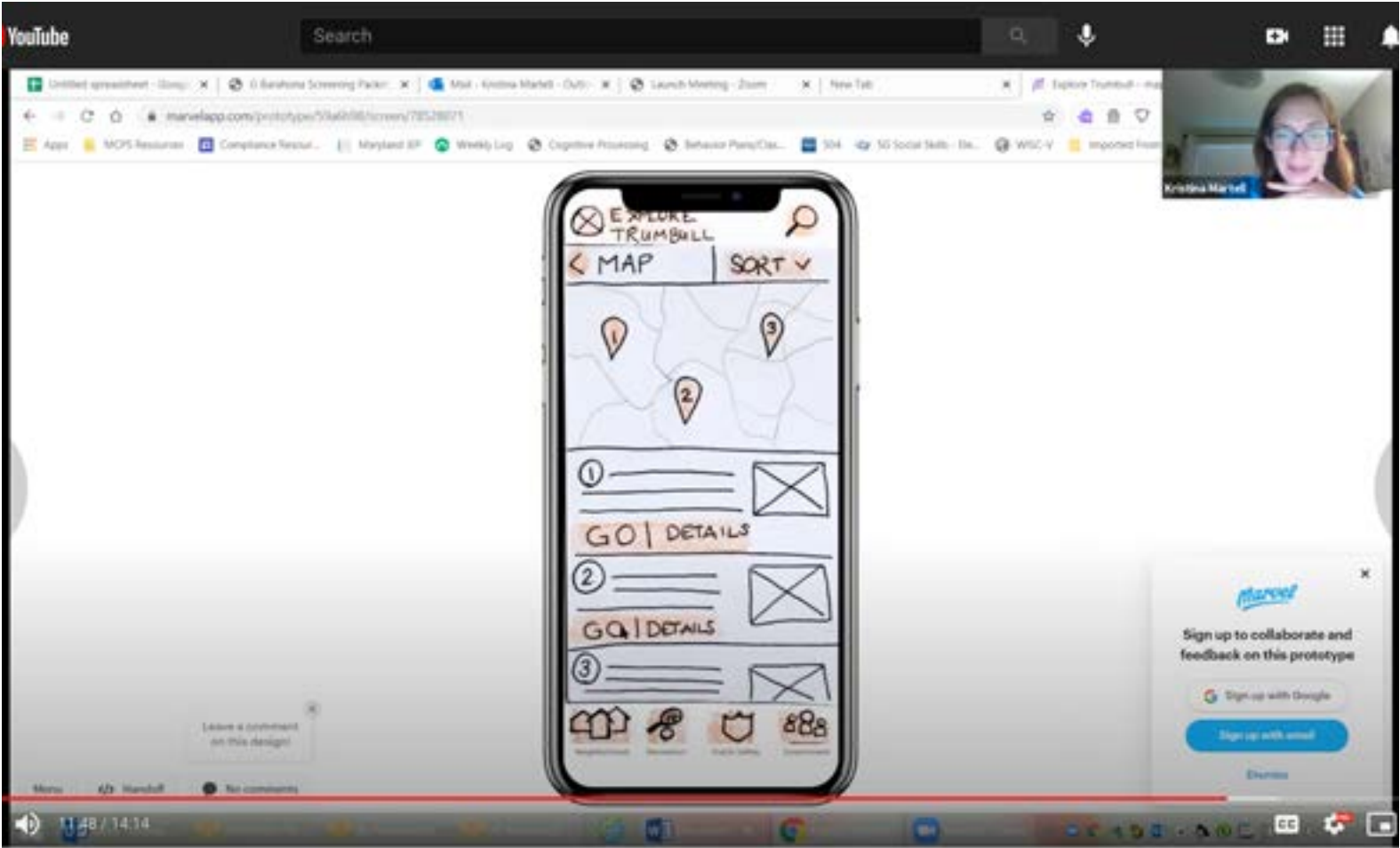
She was not sure where to start or what went into the Name field. She also found the payment method selection confusing.

Task 3: Find A Park

Kristina figured out the Maps and sorting quickly. She was looking for what the amenities of the park were and later noticed the Details button. She was also trying to click on the map pins.

Task 4: Sign Up Child For Summer Camp

She knew to click Recreation and easily navigated to sign her child up for camp. She wanted to add her second child and an ‘add to calendar’ feature.



[Click here to watch the video](#)

Overall:

Kristina understood each button, and she felt it would be helpful for someone new to town. Without any prompts, she knew she wanted to sign her kids up for something. This was a surprise to me because I gave her no background information on what was being tested. In the end, she felt it was a very useful app.

After testing two different users, I felt I learned a great deal about what needed to be improved in my app and how to improve the testing process.

First, I felt both users would have benefited from more “real” text instead of placeholder text. Instead of using the words like “Title,” I think putting an event title, or map destination name would’ve helped the users understand how to perform their tasks better.

Second, from observing how both users moved their mouses, I noticed they wanted to click on the map pins on the **Town Map** page. They did not go to the **Sort, Go**, or **Details** buttons first. Mel was also confused by the word “sort.” I plan to research other word options, but I think “filter” may work. I felt Kristina also wanted the map and park information on one page instead of separate pages.

When both users went to **Pax Taxes**, they were unsure where to start. I feel I needed to include better direction, such as prompting them to select which tax first, then stating that the last name must be entered. Additionally, the current **Pay Tax** method on the Town of Trumbull website lets users select their payment method such as bank routing, credit card, or PayPal. Because this was a drawing, that idea did not come through.

Lastly, it was encouraging to see both users wanted to interact more. Mel paid an extra tax, and Kristina wanted to add her second child to the summer camp program. I was also amazed when Kristina first observed the app, and she commented that she wanted to sign up for something. When I asked her to be my test subject, I only mentioned that she must consent to be recorded and nothing about the test. I was pleased that she could infer from the home page that tapping on **Recreation** could sign her up for something.

In summary, as much as I tried to anticipate every tap a user would take, it was eye-opening to see where they got stuck and where they wanted more. For future tests, I think it would be beneficial to know which apps the users enjoyed and why. I also would’ve like to have asked them more about their phone’s features.

