# Achieve Mobile App Usability Plan

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**Background**: Achieve is a mobile app that assists people in the creation, achievement, and maintenance of their goals (if ongoing). Achieve is an effective tool for the creation, achievement, and maintenance of goals:

- <u>Support</u>: Support Community - social media geared towards the goal progress of users and a forum for users seeking guidance from others.
- <u>Accountability</u>: With Events, users can meet in person, create and join groups to have even further accountability as a team - in person and/or virtually. Users have access to financial incentives where they invest in their own goals and Achieve rewards them with their pre-selected Achievement Amount once goals are completed. Users can also invest in their teams as a further team and accountability incentive.
- <u>Motivation</u>: users can add a variety of media to their Motivation Board that they can access to keep themselves inspired and motivated.
- <u>Helpful habits</u>: Major keys in goal achievement lie in self-discipline, perspective, behaviors, habits, etc., Self-awareness is an important component for users to be aware of these major keys in order to develop themselves to best achieve their goals. Quizzes and personalized resources provide users with information on how to do this: Daily check-ins at the beginning and end of the day provide a way for users to tune into their inner experiences with their goals.
    - The quizzes provide users with their current state of behaviors, perspectives, etc., and users can track their results and their progress in time.
    - Resources provide users with what they can do to implement their findings from the quizzes and what they know about themselves.
- <u>Organization</u>: Calendar with daily and weekly to-do lists are a great way for users to remain organized with their goals.

**Objective**:
- Initial impressions of specific screens
- Usability problems in red-route

**Test questions / tasks:**
- How do users respond the the design of the main navigation pages' (My Goals, Motivation, Events) UI?
- How do users respond to the layout of the form screens' UI?
- Can users complete the goal creation process?
- How do users respond to the organization of the screens to a specific goal's UI?
- Can users successfully create a new message?
- How do users respond to the Motivation Board layout's UI?
- Can users effectively add new media to their Motivation Board?
- How do users respond to the Calendar screen's UI?
- What is the user's response to the overall prototype?

- Are there any components or features that the user finds to be missing?
- Are there any components or features that the user finds to be unnecessary, cumbersome, or that the user is unsatisfied with?
- Are there specific features or design portions that the user has negatively reacted towards?
- Are there specific features or design portions that the user has positively reacted towards?
- Is this prototype an app that the user would personally utilize or recommend to others interested in goal achievement? Why or why not?

**Testing methods**: Conduct 5 moderated usability tests. 2 tests in person, 3 tests via video call.

**Participant characteristics**:
- Utilizes mobile apps
- Interested in achieving goals

To recruit potential participants for the moderated usability tests:
- Post on Avocademy Slack channel
- Post on social media
- Ask members of my community
- Ask people if they know someone that may be interested and/or if they can forward the test link to them

**Schedule**:
- Participant recruitment: August 11th - August 15th
- Conduct test sessions: August 12th - August 17th
- Share test results: August 18th

## SCRIPT:

Hi, _____. My name is Daniela, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

Although you probably have an idea of why I've asked you here, I'm just going to go over it again briefly. I'm asking people to try using a mobile prototype for an app that I'm working on so that I can see whether it works as intended. This should take about an hour.

The first thing I want to make clear right away is that I'm testing the *prototype*, not you. So you can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the prototype, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're experiencing - thoughts and feelings about what you're doing, seeing, the functions, how it's working, and so on. This'll be a big help.

Also, please don't worry about hurting my feelings or anything like that. I'm doing this to improve it, so what I really need is to hear your open and honest reactions.

2 If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I'm interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help figure out how to improve the app, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes. Do I have your permission to record this session?


THE QUESTIONS:
Before we look at anything, I'd like to ask you just a few quick questions:

First, what's your occupation? What do you throughout your day?

What kind of mobile device do you use? What devices do you regularly use?

What kinds of things do you spend time doing on your mobile devices? What are some of your favorite mobile apps?


THE FIRST SCREEN TOUR:
OK, great. We're done with the questions, and we can start looking at things.

First, I'm going to ask you to click on the link.

Now, before you start doing anything, just look at the first screen and tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative.

You can scroll if you want, but please don't "click" (or tap) on anything yet.
*(allow this to continue for 2 - 3 mins at most)*

THE TASKS:

Thanks. Now I'm going to give you scenarios to complete some specific tasks, ok? And again, please be open honest, and think out loud as you go along.

1. You've been thinking about meditating everyday for some time now and have decided to work towards that. How would you put this in the app?

    What are your impressions of this screen?

    How did you feel about the task?

    What stands out about what you saw and experienced throughout this task, if anything? Anything that you'd change or that you didn't resonate with?


2. One of the other things that you're working on is to learn Portuguese but you'd like an accountability partner on this. Reach out to someone that is also working on a new skill so that you can help each other out.

    What are your impressions of this screen?

    How did you feel about the task?

    What stands out about what you saw and experienced throughout this task, if anything? Anything that you'd change or that you didn't resonate with?


3. You want to ensure that you achieve all that you're working towards and sometimes you're having trouble mustering up the desire to work towards it. You have some pictures on your phone that really inspire you and keep you focused. I want you to add these pictures so that you have them handy in the app to keep yourself inspired.

    What are your impressions of this screen?

    How did you feel about the task?

    What stands out about what you saw and experienced throughout this task, if anything? Anything that you'd change or that you didn't resonate with?


WRAPPING UP:

Great job with the tasks! I really appreciate your honesty and openness with everything. I have just a couple of last questions here:

If you could change anything about this prototype to create your ideal goal achievement app, what would you change, add, take out, and so on?

What was the navigation of the prototype like for you?

What was the design and the layout like for you?

Is there anything that you find ought to be improved?

Do you have any questions for me, now that we're done?

Thank you so much for your time with this. You've provided me with so much helpful information! If i have any further questions, is it okay if I reach out to you with this?

Thanks again, I really appreciate all of your help! Have a good one.