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Design Assessment Report

Research Approach

In order to research Reminder X user experience, I recruited 4 participants. All of them are between 49 and 57 years old. All but one of them holds at least a college degree. All the participants would describe themselves as busy people with a considerable amount of responsibilities to meet weekly. These are people used to using devices such as computers, tablets and cell phones. Only one of them does not own a smart phone, but he is a programmer. Simultaneously, perhaps because of the complexity of their everyday life schedules and work environment, they are looking for simplicity. They look for simple solutions that would make their lives easier. Most of my participants have a tendency to preserve their organizational methodologies as they are, but are open to new solutions if they truly offered considerable benefits.

The research methodology used was based on interview evaluations. Two of them were performed through distance, using Skype. The other two were performed face to face. The first ones were done using a PowerPoint presentation. This presentation offered, in an orderly manner, each scenario sequence of screen interfaces, from the very first screen through the necessary steps and back again to the beginning. The face to face evaluation was performed in a similar way, but in this case the participant was presented with a set of paper screens that he or she could manipulate, write on, and move around. However, as in the previous case, the participant would navigate every scenario from screen 1 through all the screens necessary, and back again to the beginning. The participants that used the paper test were provided with a clean set each. This allowed them to make notes directly on the papers with suggestions or modification they might have offered. Both methodologies offered extra tools, such as drop buttons with options and text boxes to write on them, as they would appear in the real device. Each interview lasted between 25 and 45 minutes. Before starting each test, the participants

were addressed with a description of the process and were offered to make questions and feel relaxed and free to give up the test at any desired time.

Research Findings

The Research findings were significantly homogenous in general, and each participant's feedback, comments and feeling about the app were consistent with each other.

The following findings emerged from the research:

Reminder X design priorities were met

- All participants found the Reminder X design to be easy and mostly very easy through all scenarios from 1 to 6.

- All participants regarded the design's navigation to be simple enough to validate the solution offered.

- All participants felt they understood each process enough to go back to each and performed it again without further effort. In other words, the app was easy to learn.

Design problems

- The *Reminder x* button that takes the users back to the very first opening screen named *Reminder x* was not clear to all but one participant. A couple of participants expected to see a *home* button.
- The *New Reminder* screen needs a *More Options* button. This was a design problem, the button was missing and interfered with the flow of one of the scenarios, since a couple of users would have liked to create a more customized reminder from the beginning of the process.

Potential unidentified variables

- Although all participants found the first screen to be inviting to very inviting, since half of them could appreciate it in black and white only (paper), their feedback cannot be truly reliable.

Research Analysis and Recommendation

Issues with the methodology

- Using black and white paper screens for the face to face testing might have not allowed the participants to properly evaluate their appeal to the design. Although all of them liked it, one of them could not distinguish the paper note image on the first screen.
- Although, the design was in general found to be simple enough, I would make a point. As the participants advanced through the test, they felt more comfortable and found each step to be easier. This could have interfered with the evaluation of the simplicity of the app.

Suggestions

- I suggest to replace the *Reminder x* button with a *Home* button to avoid confusions about how to return to the starting page or "home page".
- Since half of the participants would have wanted to create customized reminders in most cases - rather than creating quick reminders at times and customized reminders with more options at other times - I suggest adding a *More Options* button at the botton of the *New Reminder* screen. Then, users could save a quick reminder at that point or continue adding more options by clicking *More Options*.
- The addition of voice to text would be appreciated by some users without interfering negatively with the simplicity of the design. One of our participants strongly craved the mentioned feature.
- In order to enhance the appearance, clarity and attractiveness of the first screen and all the screens where the paper note appear, I suggest adding paper lines such as the ones we find on paper notes.