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Know Roscoe: Paper Prototype & Usability Testing

Ideation, Prototyping & Testing
Spring 2022

OVERVIEW

The goal of this project was to develop a human-centered design for the Roscoe, NY companion app, called Know Roscoe. This week, user stories, user scenarios, use cases, and user flows were developed around the target audience for the app. Through the development of these elements, it ensures that the companion app will properly serve its purpose and meet the wants and needs of the target audience. Additionally, it will clarify the project scope, potential challenges, pain points, and necessary requirements to include in the final product. Three user stories, user scenarios, use cases, and user flows were created.

APP PURPOSE

The purpose of this app is to be a source for locals and visitors to access when looking for what Roscoe, NY has to offer. The goal of Know Roscoe is to provide users with a resource to know what events are going on and allow them to become involved in the local community.

APP FUNCTIONS

Within the app, users are able to complete a variety of tasks.

- Access calendar of events in local community
- Read Roscoe's recent news stories
- Access information on entertainment and recreation opportunities
- View a directory of local businesses (shops, eateries, lodging, services)
- Read through a guide for visitors

TARGET AUDIENCE

The target audience for Know Roscoe would be residents that want to be more involved in their community events as well as visitors looking for tourist and entertainment opportunities in the town of Roscoe, NY.

WHAT NEEDS WILL IT MEET?

Know Roscoe will meet the following needs/goals of the target audience:

- Users will have easy access to information regarding local events
- Users will have a better understanding of entertainment opportunities
- Users will become more involved in the local community
- Users will have access to a directory of local businesses
- Users can quickly and easily access the most recent local news stories

INFORMATION ARCHITECTURE
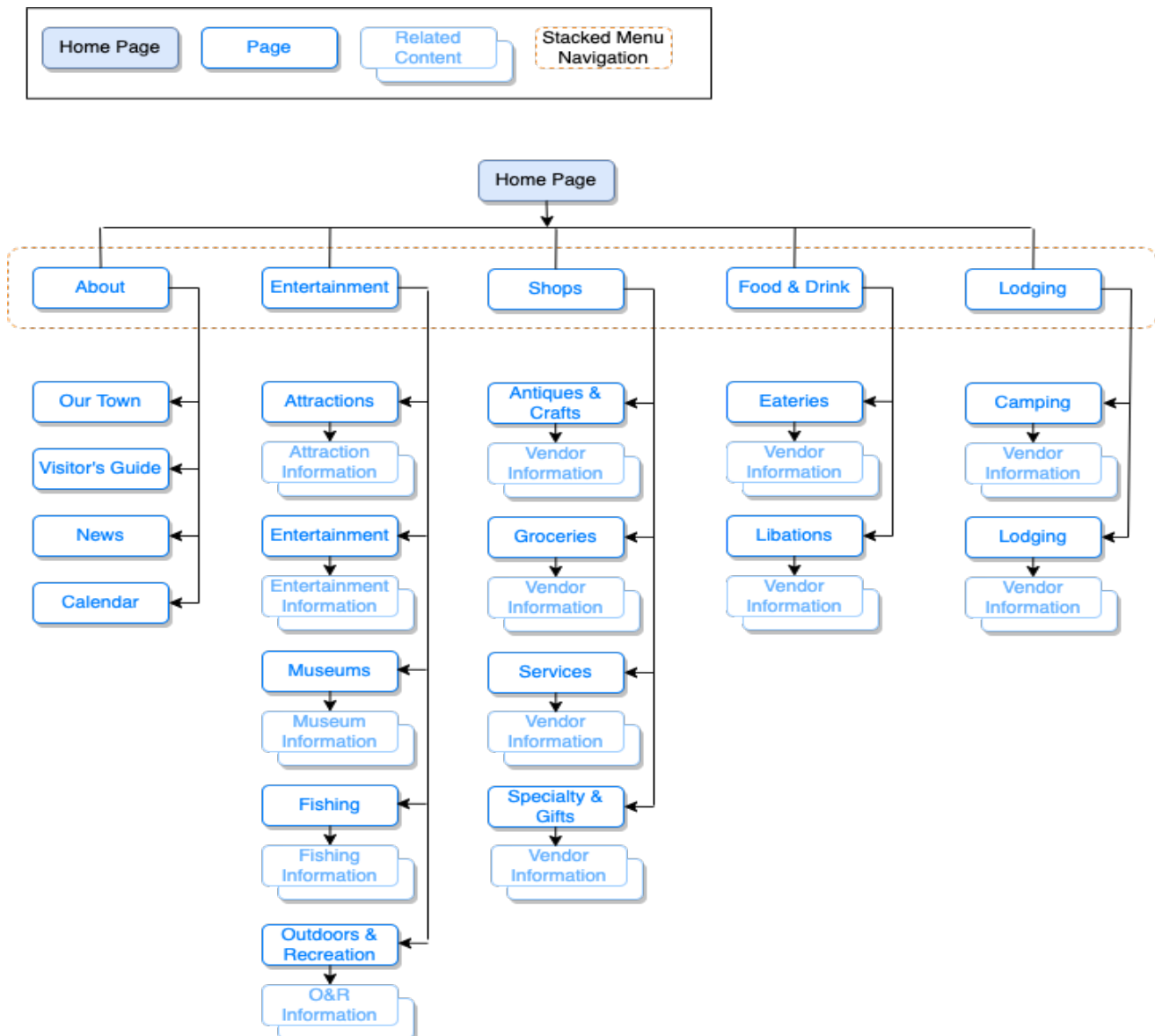
USER STORIES

STORY ONE:

As a long-time resident of Roscoe and recent retiree, I am looking for new ways to become involved with the local community. I want to be able to have the most up-to-date information on the events happening in Roscoe.

STORY TWO:

As a new resident of Roscoe I am looking for things to do in the area. I am not familiar with what opportunities are available to me and want to learn more about entertainment and recreation near me.

STORY THREE:

As a tourist who has never visited Roscoe, I want to try new things. I am looking to find local shops to visit and restaurants to try in this area, and give me a reason to come back.

USER SCENARIOS
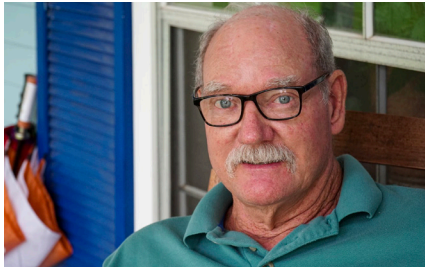
RICK POWERS

As a long-time resident of Roscoe, Rick has a great understanding of the opportunities the town has to offer but does not know how to become involved. Rick is looking for more ways to become involved in the Roscoe community. Because he is recently retired, he has a lot of free time on his hands and would love to keep busy. He would love to attend the events that are held in the Roscoe community center but doesn't always know when they are held.

JAMIE MAY

As a new resident of Roscoe, Jamie is not completely aware of the opportunities that the town has to offer. She loves to adventure and explore and wants to know things to do in Roscoe. As someone who can not stay in the house for too long, Jamie is always looking for something new to try outside and new places to see. She wants to know what new places she can see and new things she can do in Roscoe!
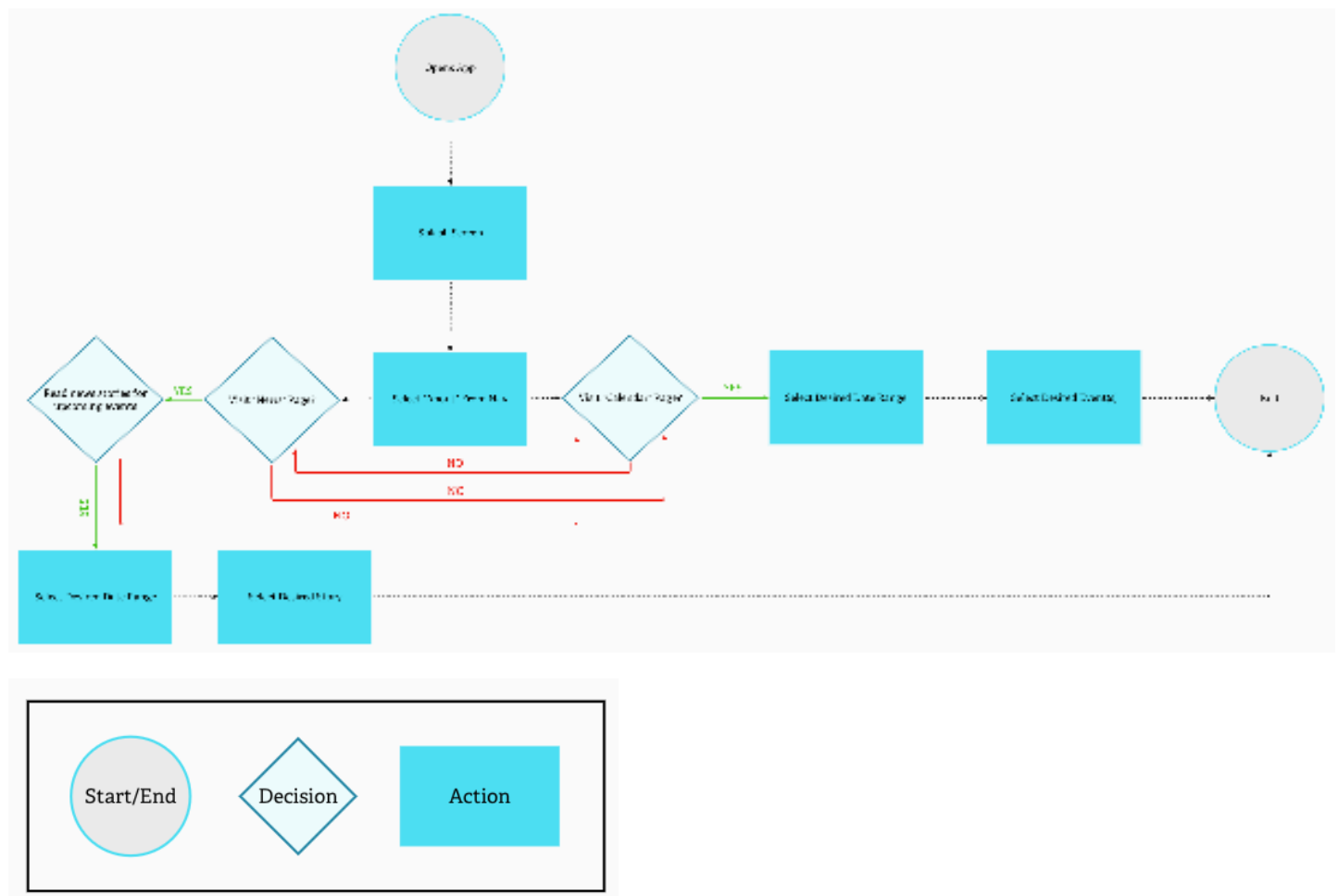
CARTER ACKLEE

Carter is always traveling, but he has not visited Roscoe yet. He is a foodie who is always looking for the best-hidden restaurants and bars to talk about on his food blog. As he is traveling to Roscoe, he decides to do a bit of research to see what restaurants and bars are there, and which are the best ones to go to.
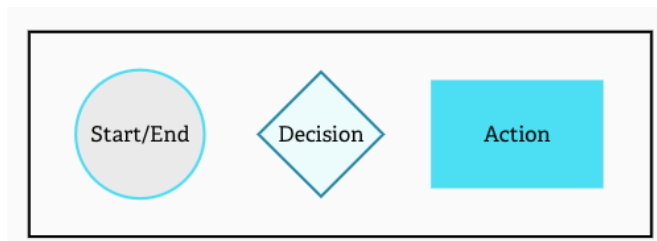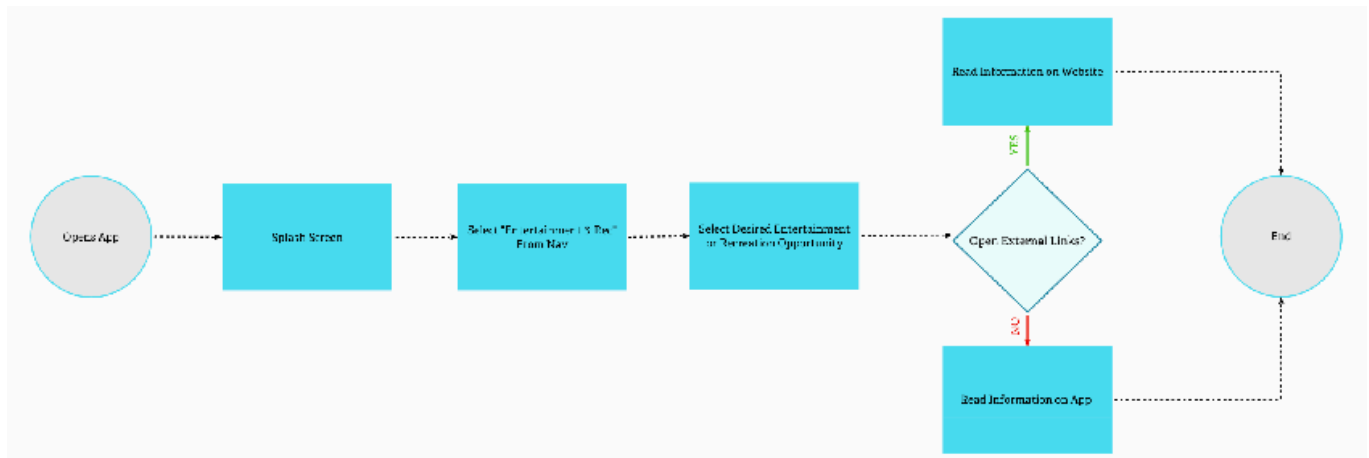
USE CASE ONE

RICK POWERS

As a long-time resident of Roscoe and recent retiree, I am looking for new ways to become involved with the local community. I want to be able to have the most up-to-date information on the events happening in Roscoe.

USE CASE TWO

JAMIE MAY

As a new resident of Roscoe I am looking for things to do in the area. I am not familiar with what opportunities are available to me and want to learn more about entertainment and recreation near me.
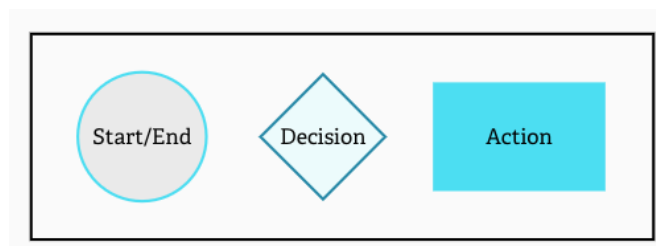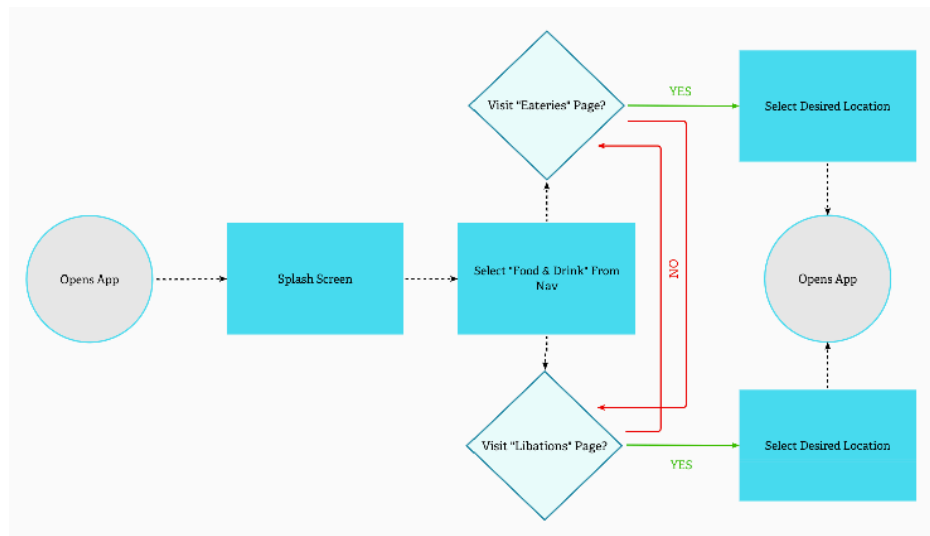
USE CASE ONE

CARTER ACKLEE

As a tourist who has never visited Roscoe, I want to try new things. I am looking to find local shops to visit and restaurants to try in this area, and give me a reason to come back.

PAPER PROTOTYPE

In this paper prototype, different highlight colors were used to represent different things within the prototype.

The color **pink** indicates the current location the user is within the app.

The color **yellow** indicates areas of potential user interaction within the app.

The color **blue** is not representative of anything interactive, but simply represents design elements and shadows that will be included in the final UI.
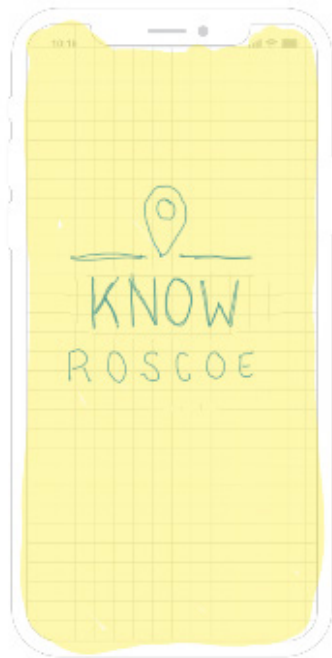
→ CURRENT LOCATION

→ AREAS OF INTERACTION

→ SHADOWS|DESIGN ELEMENTS

PAPER PROTOTYPE

Splash screen the user would see when opening the app
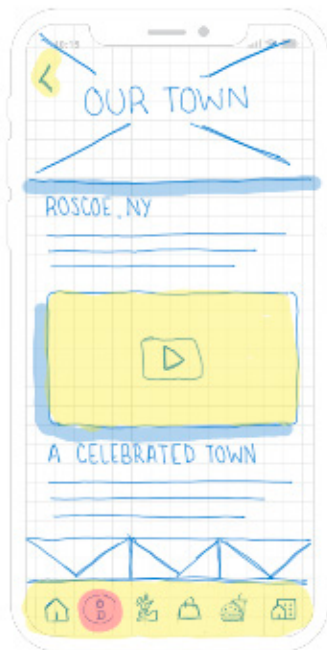

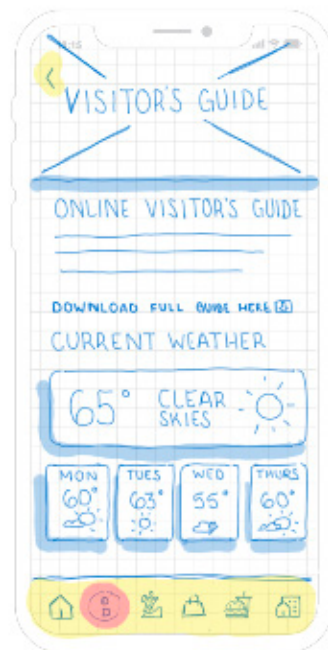Tutorial popup first time users would see to introduce the app

The homescreen the user would see with a photo gallery and recent news stories

"About" screen accessed from nav, highlights general town info

"Our Town" accessed from "About" with more specific town info and a video

"Visitor's Guide" accessed from "About" with helpful information for tourists

PAPER PROTOTYPE

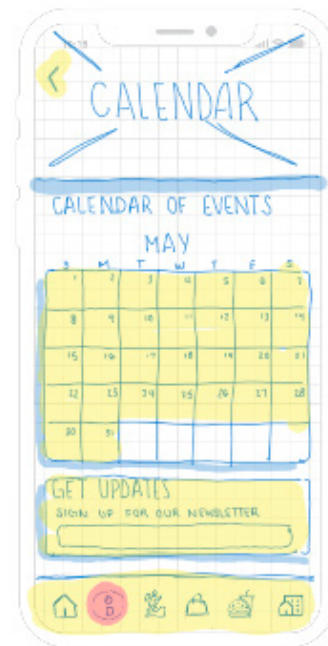"News" page accessed from "About" with recent news stories

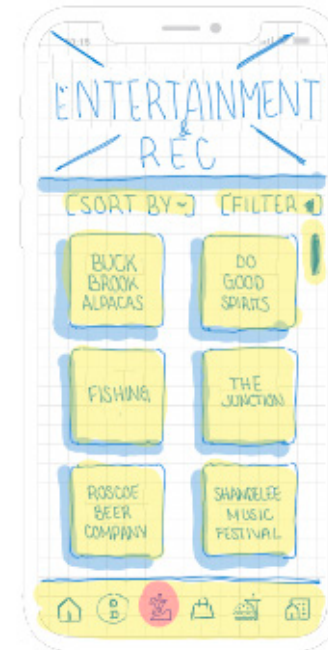Specific news article accessed from "News" page

"Calendar" page accessed from "News" showcasing upcoming community events

Date accessed from "Calendar" with events and times throughout the day

Event accessed from "Calendar" with full description and context

"Entertainment & Recreation" page from nav with multiple rec opportunities

PAPER PROTOTYPE

"Fishing" page accessed from "Entertainment & Rec" with different services

"Blast or Cast" page accessed from "Fishing" page with specific service info

"Shops" screen accessed from nav showcasing different types of shops in town
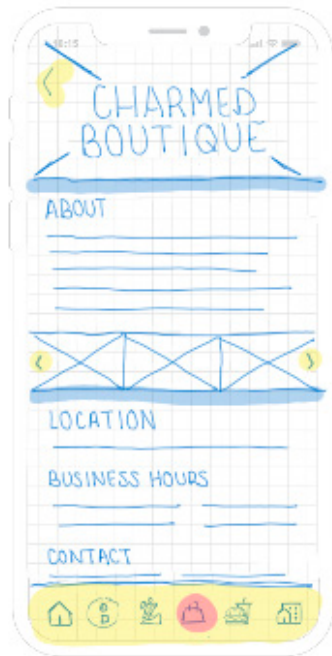
"Charmed Boutique" page accessed from "Shops" page with specific shop info
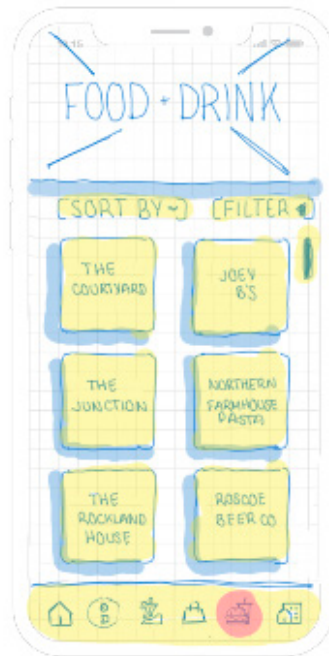
"Food & Drink" page accessed from nav with different eateries and libations
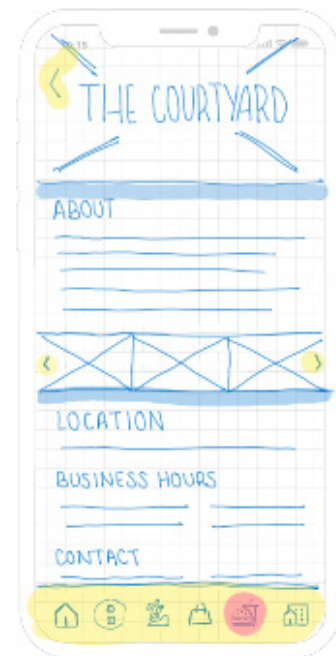
"The Courtyard" page accessed from "Food & Drink" with specific restaurant info

PAPER PROTOTYPE

"Lodging" page accessed from nav showcasing different places to stay

"Trout Town Inn" page accessed from "Lodging" page with specific location info

USABILITY TEST INTRODUCTION

To assess the functionality and efficiency of the current developed prototype for the Know Roscoe app, a usability test was conducted. The test consisted of 3 different tasks that required users to located information throughout the app.
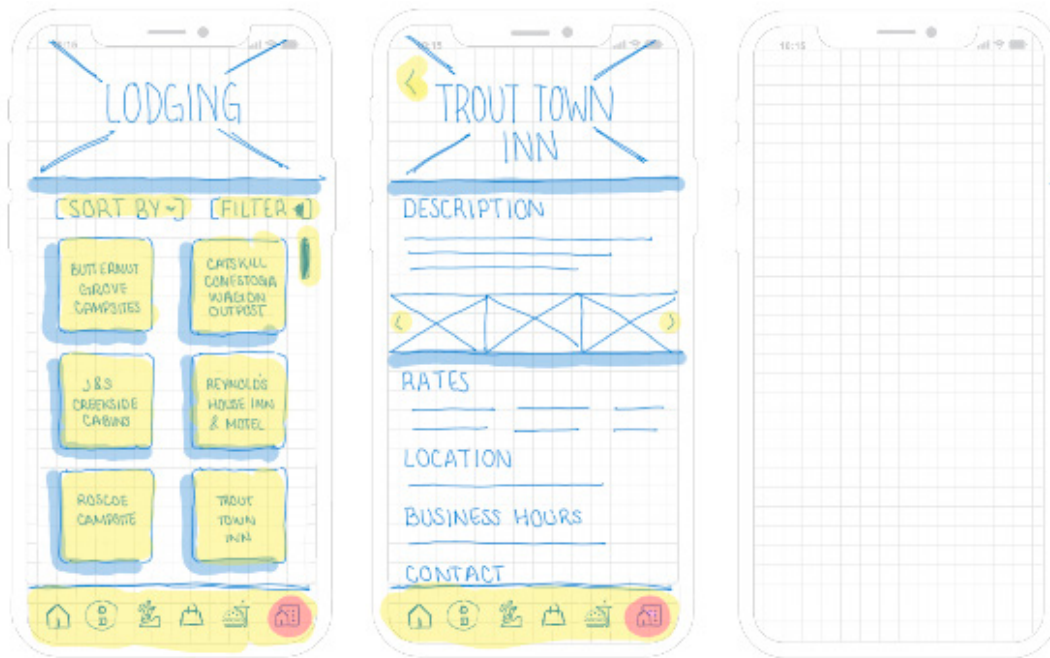
The test was recorded via a Zoom meeting, and the prototype was accessed via the Marvel App on a desktop. Two participants were recruited for this test, and a few questions were asked prior to the test to assess their familiarity with the internet and their day-to-day internet use.

PARTICIPANTS

PARTICIPANT ONE

- Male, 22

- Student, ~5 hours a day online/on apps

- Frequents Google and social media apps

- ~7 min to complete

PARTICIPANT TWO

- Male, 22

- Student, Most of time spent online/on apps

- Frequents Youtube and social media apps

- ~7 min to complete

LINKS

PROTOTYPE LINK

https://marvelapp.com/prototype/928gj55

PARTICIPANT ONE RECORDING LINK

https://quinnipiac.zoom.us/rec/share/fauawRzg-9e_a1yTPU8CkOpTe4SPAVp8exf8UtHkEtv6c-cvXYnks4QEAiC6qAsQ.7l1Q1LnQVwirjTwO

PARTICIPANT TWO RECORDING LINK

https://quinnipiac.zoom.us/rec/share/E_LRhwUemG1l-el_twbkNU1XBMMRX-gy4HhASrN-KQuIbhNhb-mRQiYAU_sPWsG40.TRFZoYsDWJpbR8mc

USABILITY TEST SCRIPT

Instructions: - Web browser should be open to Google or another "neutral" page

Hello, **<user name>**! My name is Cheyanne Ryder and I'm going to be walking you through this session today.

Before we get started, I have some information for you. I'll read through it to make sure that everything is covered. If you have any questions please stop me and let me know.

You probably already have an idea of why we asked you to come to participate in this study, but let me go over it again briefly. We're asking participants to try to use an app that we're working on so we can see whether it works as intended. The session should take only a few minutes.

I want to take a moment to clarify that we are testing the app, not you. You can't do anything wrong in this study, there is no incorrect course of action. Do not worry about making any mistakes.

As you use the app I ask that you think out loud and verbally express your thoughts as much as you can. State what you're looking at, what you're trying to do, and what you're thinking. This information will help us.

Also, please do not worry that you're going to hurt our feelings. We need to understand your real, honest thoughts to make necessary improvements to the site.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in a user's process without a support person. But if you still have any questions when we're done I'll answer them to the best of my abilities then. Also, if you need to take a break at any point, just let me know.

USABILITY TEST INTRODUCTION

With your permission, we would like to record what happens in our conversation and on the screen. The recording will only be used to help us figure out how to improve the site. It helps me because I don't have to take as many notes.

If you would, I'm going to ask you to sign a simple permission form for us. It just states that we have your permission to record you and your screen.

> **- Give them a recording permission form and a pen**
> **- While they sign it start the recording**

Do you have any questions so far?

Okay. Before we look at the site, I'd like to ask you a few quick questions.

1. What is your occupation? What do you do all day?

2. Roughly how many hours a week altogether (just a rough estimate) would you say you spend using the internet at work and at home? (ex. web browsing, sending emails, scrolling social media, etc.)

3. What kind of sites/apps (work and personal) are you looking at when you use the internet?

4. Do you have any favorite websites or apps?

Great, thank you for your answers. We're done with the questions and we can begin looking at things.

> **- Click on the bookmark for the prototype's splash screen/homepage/landing page**

USABILITY TEST SCRIPT

First, I'm asking you to look at this page and tell me what you think of it:

     - What strikes you about it?

     - Whose site do you think it is?

     - What can you do here?

     - What is it for?

Just take a moment to look around and voice your thoughts. You can scroll if you'd like, but don't click on anything just yet.

     - Allow this to continue for ~3 minutes

Thank you. Now, I'm going to ask you to try to complete some specific tasks. I'm going to read each one out loud and give you a printed copy as well.

I'm also going to ask that you do these tasks without using the search feature. We'll learn a lot more about how well the site works that way.

And again, as much as possible, it will help us if you can try to think out loud as you go along.

     - Hand the participant the first task, and read it aloud
     - Allow the user to proceed until you feel like it's no longer producing
      any value or the user becomes very frustrated
     - Repeat for each task or until time runs out

Thank you! That was very helpful. Do you have any questions for me now?

     - Stop and save the recording
     - Thank them, escort them out

USABILITY TEST TASKS

TASK ONE:
Imagine you are on a roadtrip and you plan on staying in Roscoe for a night to rest. However, you aren't quite ready to head to your hotel yet and you want to try out some of the local bars and restaurants.

Locate The Courtard restaurant information page.

TASK TWO:
Imagine you just moved to Roscoe. As a new resident you are looking to explore the area and see what opportunities for exploration are available.

Locate the "Blast or Cast" fishing services page.

TASK THREE:
Consider yourself a long-time resident of Roscoe and a recent retiree. With your new free-time you are looking to become more involved with community events.

Locate information on an upcoming event.

FINDINGS

While both participants completed the usability test in under 10 minutes, each test provided valuable insight into the development of the prototype and end product. Each participant spoke well about their actions and decision-making process as well as described any difficulties that they encountered.

Task One proved to be one of the easiest of the tasks as it took each participant only a few seconds to locate the restaurant specified in the task description. The icon within the navigation on the app proved to be effective in communicating the desired information.

Task Two was a bit more difficult than task one, taking only a few more seconds to complete. Each participant knew that the "i" icon stood for information and would be housing the information they were looking for according to the described task. There was a bit of confusion on which specific page the service could be found on, and this will likely call for a redesign of the "Information" page to improve efficiency.

Task Three proved to be the hardest of the three tasks. Participant Two struggled a bit more than Participant One however, the desired information was located by both. It was found that the calendar was hidden within other information on the app and should be located elsewhere, if not given its own navigation tab, so it can be found more quickly and easily.

While the app proved to be mostly simple to navigate, the usability test provided the necessary insight to improve the overall design and functionality of the prototype to provide for a more positive user experience.