

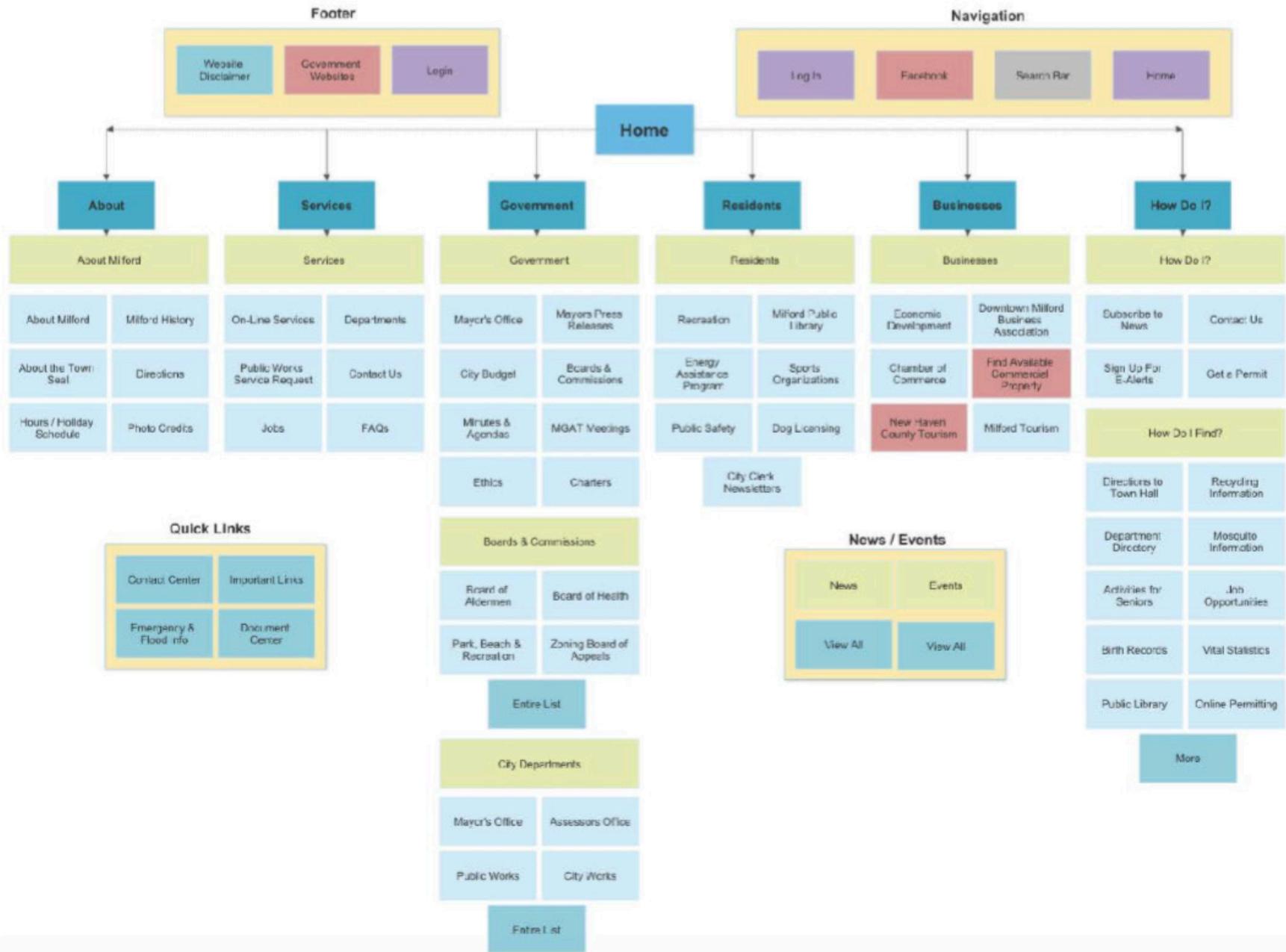
Milford Town App: High Fidelity and Wrap-Up

By: Bret Schneider

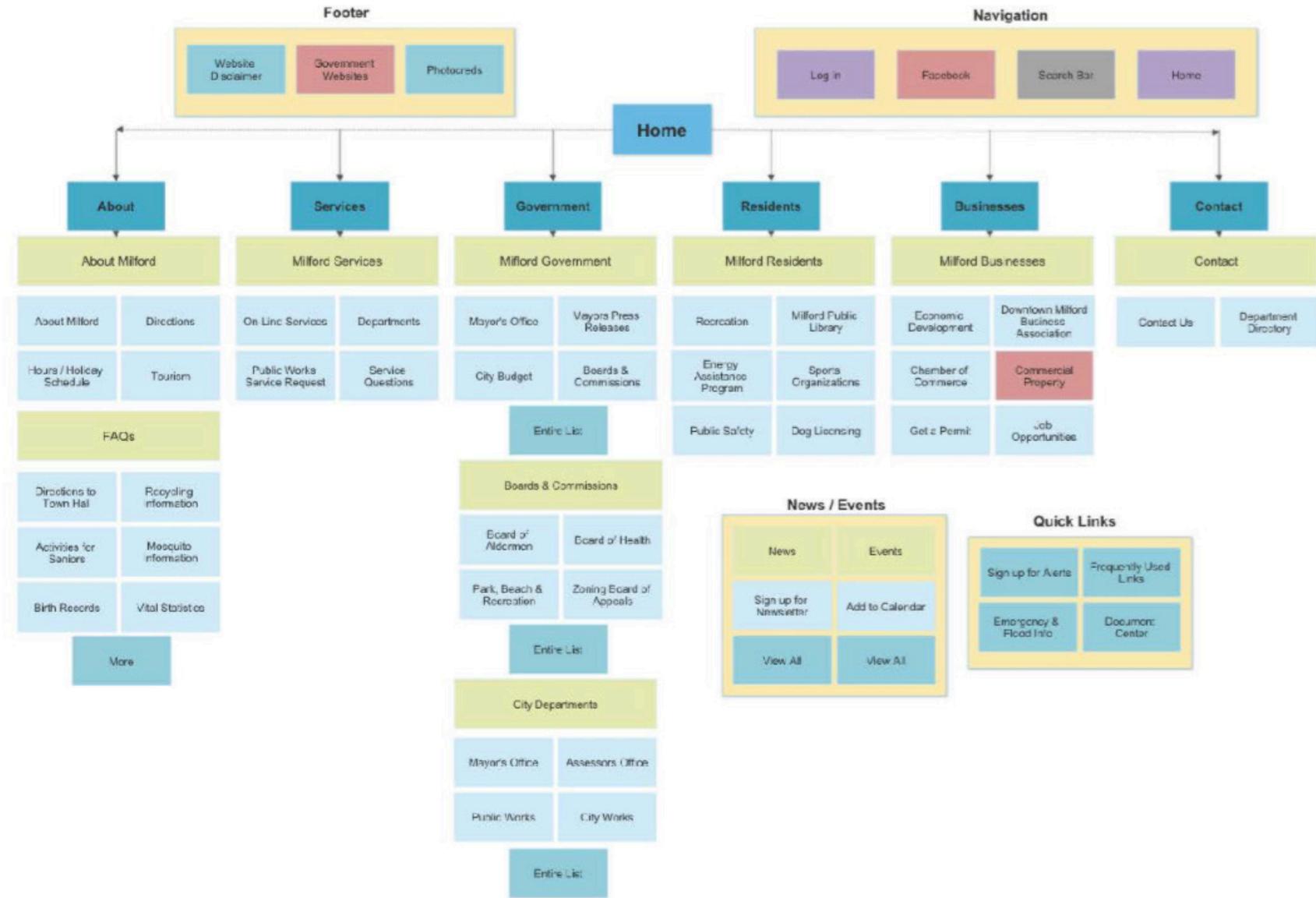
Table of Contents

Information Architecture.....	pg. 3-5
User Flow Charts.....	pg. 6-8
User Testing.....	pg. 9-14
Paper Prototypes.....	pg. 15-22
High Fidelity.....	pg. 23-31
Summary.....	pg. 32-33

Old Site Map

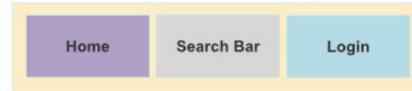


New Site Map

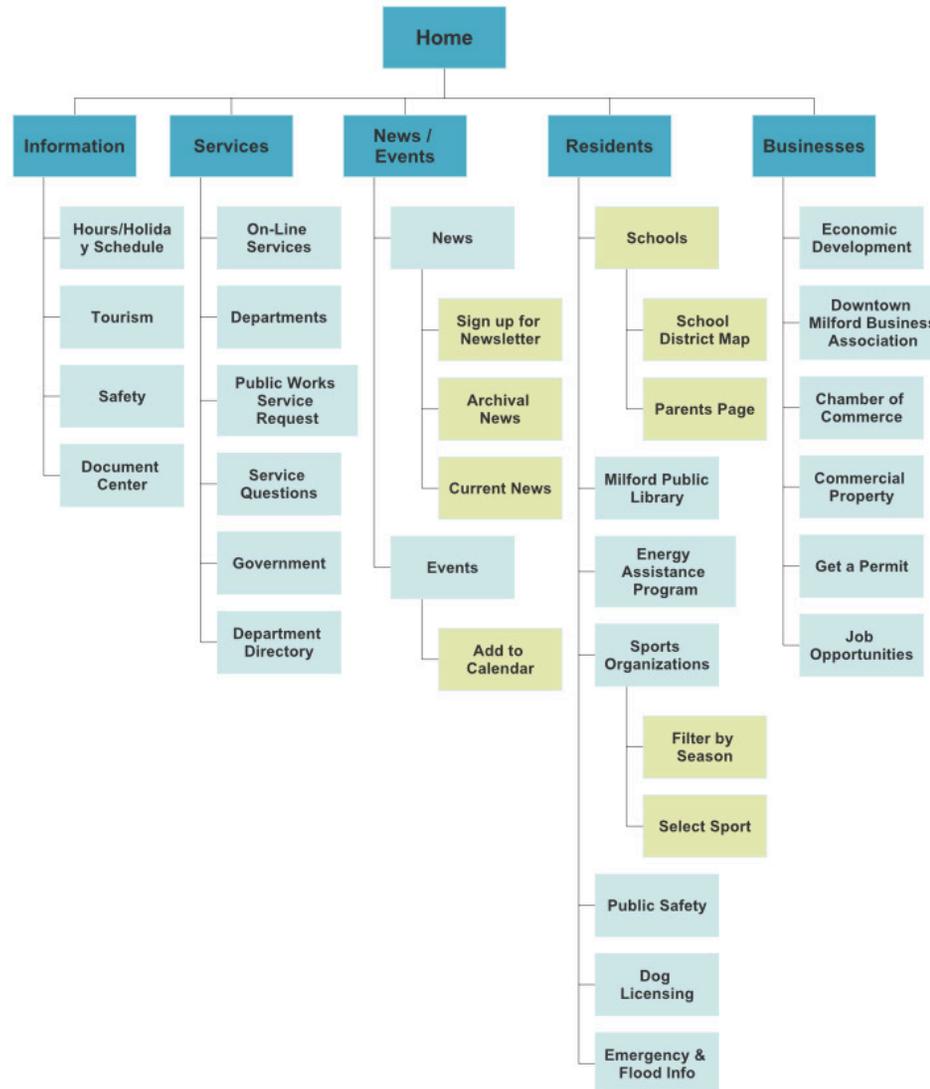


Milford Town App

Navigation (on top of pages)

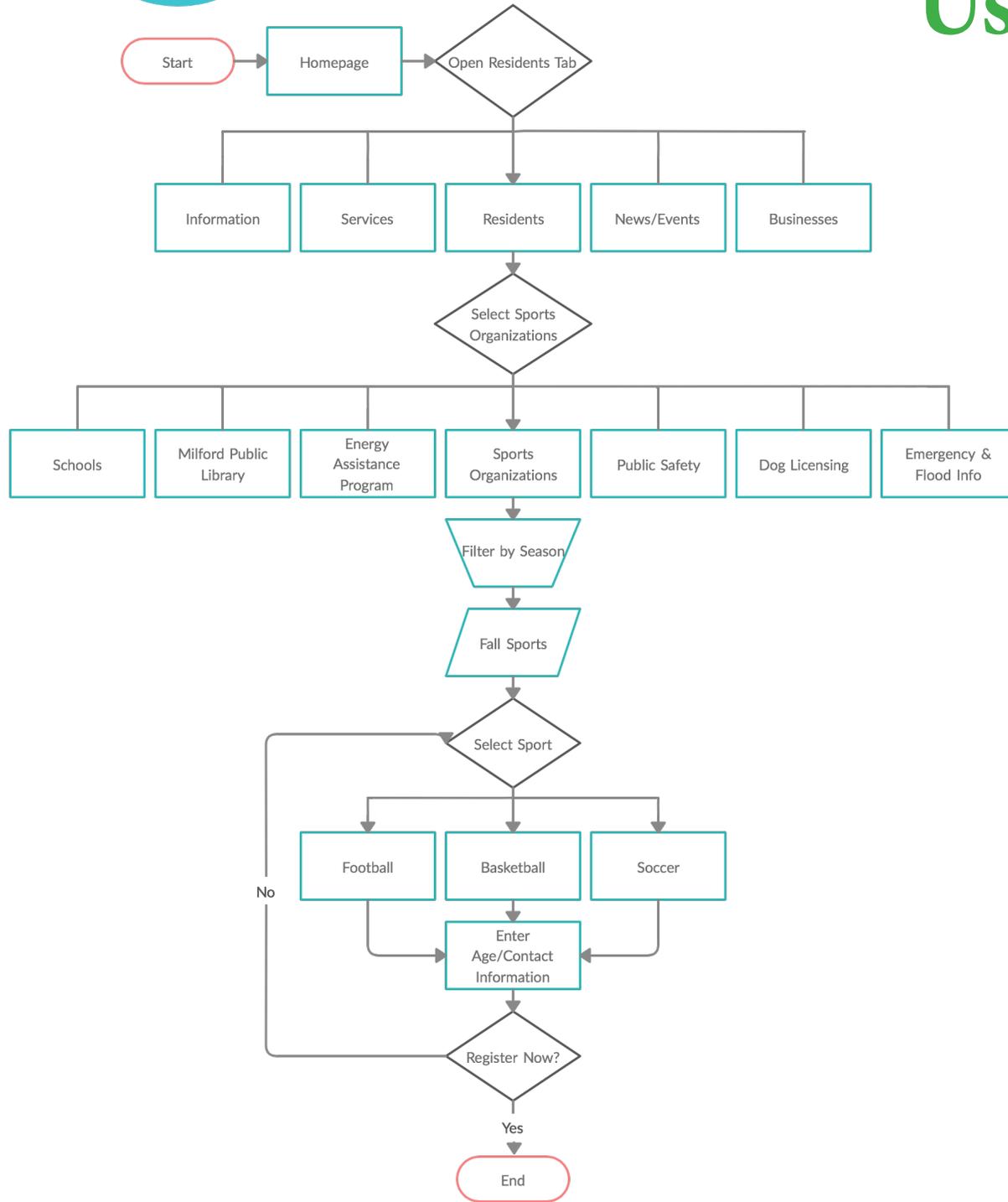


Footer (at bottom of pages)



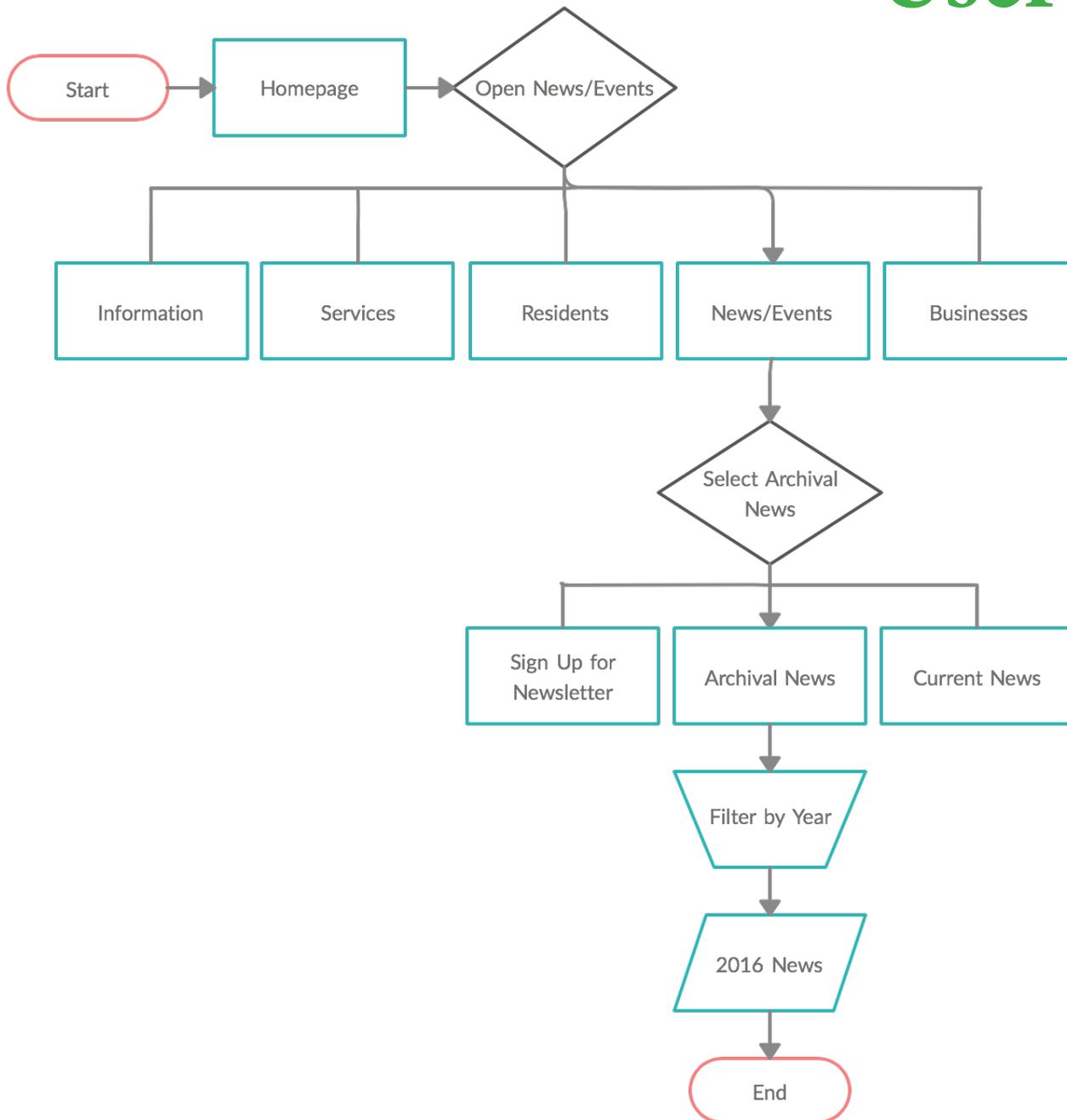
Signing up for Soccer

User Flow #1



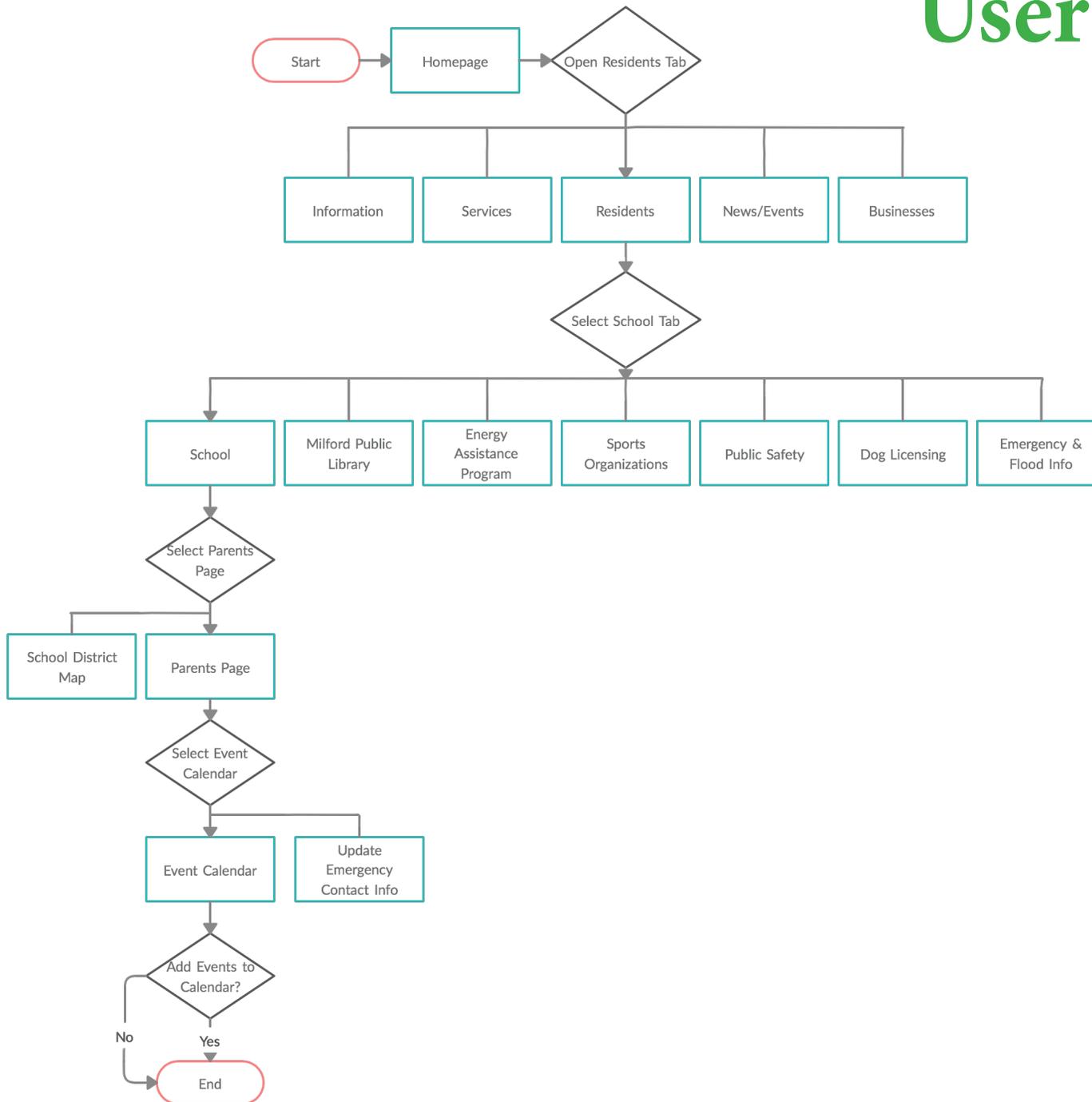
Looking for News
Articles from 2016

User Flow #2



Adding School Events to Phone Calendar

User Flow #3



Script

Thank you for agreeing to help me out today with my project. For the past couple of weeks, I have been working on designing a new app called the Milford Town App. This app was created to help the residents of Milford Connecticut learn more about the town they live in and have access to all the news and updates regarding their news, recreational activities, and schools. For this test I am talking to people who have either current live in the town of Milford, are looking to move there, or have worked there/interacted with the local businesses Milford has to offer.

Today my goal is to have you complete some tasks using my new app. I know not all of the scenarios may not directly apply to you currently, but please do your best to put yourself in the mindset of them. I am not testing your performance on the app individually but rather the durability of the navigation of the app itself. There are three total tasks I am asking you to complete in total each.

Those tasks include signing up for a fall sport, locating news archives from the year 2016, and updating your phone calendar with school events.

I have tried my best to make the app as user-friendly as it can be but I need your help today to see how the app fares with someone seeing it for the first time. Your work here today will help me to take note of both the positives and negatives of the app so that I can better improve it before moving on to the next developmental phase.

Please know that I am here to observe and take note of your interactions with the app today and the test will begin when you are ready and end when you feel you have the completed the tasks I have given you. Thank you again for helping out and are you ready to hear the first task?

Task 1

You want your kid(s) to start getting involved in sports within the town of Milford so you decide to sign them up for the upcoming fall sports season.

Task 2

You're writing a historical paper on the year 2016 and need all of the major news and headlines from the Milford newspapers that were written and posted back in that year.

Task 3

You want to set up your phone to update your personal phone calendar with all of the upcoming school year events.

User 1: Tommy (POP)

Task 1

On the log-in page for the app Tommy decided chose the option to sign in as a guest which brought him to the homepage. He then asked if there were any differences if he signed in with an account. He then clicked on services and then online services looking for the sports tab but realized he wasn't on the right track. He then looked for a way to go back and clicked on the name Milford at the top before clicking on the home icon. He then clicked on the resident's tab and hesitated before clicking on the sports organizations tab and then went through the registration process quickly only asking if there was a specific sport he had to sign up for. After submitting the form though he questioned if the task was over and suggested there should be a confirmation popup or alert sent to the phone.

Task 2

Tommy was able to quickly identify the news/events tab on the homepage. He then clicked on the archival news link but hesitate for a moment when he reached the option to select a year and tried to see if the arrows moved anything but then clicked on 2016. He then recommended having a way to quick search the year in a search bar feature instead of using the arrows to scroll through all the years individually had there been a need to go back further.

Task 3

Tommy was able to immediately find the schools tab saying he remembered seeing it from the first task he did with sports organizations also being in the residents tab. He then clicked on the link which brought him to the parents page. He then asked how he got to the parents page from the school icon and if students had anything on the app to help them or if they could use features on the parents page. He then clicked on the school event calendar link and the my calendar option and clicked yes for the phone calendar and notifications to be added. He then questioned if he did it.

User 2: Elaine (POP)

Task 1

Elaine questioned if she should sign in with a username and password being a resident of Milford and then clicked the password to bring her to the homepage. She then clicked on the information tab instead of the resident's tab and read through the links but realized her mistake by clicking on the home icon. She then correctly picked the residents tabs but asked if the sports organizations tab was the correct next step and took a moment to read all of the other options before clicking. She then clicked on register and referenced back to the task listed to select the fall season and "filled out" the information info before completing hitting submit and completing the task.

Task 2

Elaine was able to quickly identify the news/events tab on the homepage. She then referred back to the task assignment before clicking on the archival news link. She then examined the page before selecting the 2016 option and asking if she completed the task. She then asked what exactly she was looking for in the year 2016 and I told her it was nothing specific. She then recommended that there be a search feature to search for key words within the year 2016 instead of seeing all the articles related to 2016 to help make the search easier for a specific topic.

Task 3

Elaine took a few moments to decide which tab to click on and referred to the task assignment before choosing the residents tab and then the schools one. She then asked if she had to pick a specific school for the calendar but then clicked on the calendar tab and then struggled to find the add to calendar option within the my calendar link. She then wondered why she was back on the homepage after hitting the yes option.

User 3: Stephen (Paper)

Task 1

Stephen looked at the login page for a moment and questioned if he needed to sign in to use the app but instead of clicking on the guest login he clicked on the homepage. He then clicked on the resident's tab and immediately found the sports organization tab. Before hitting register, he asked which sports were available to register for and recommended having the upcoming seasons available to see. He then selected fall and basketball and submitted the form. He also questioned if he completed the task and wondered if there was a way to confirm his submission.

Task 2

Stephen was going for the search icon at the top but quickly re-directed himself to the news/events tab. He then clicked on the archival news link and chose the 2016 icon to lead him to the news for that year. He then asked where the collection was saved and if it was on the phone or the app to refer back to because he didn't recall seeing a collection tab. I then let him hit the home icon and look back through the app to see how well he navigated it without a given task.

Task 3

Stephen first clicked on the information tab from the menu and realized his mistake and asked if there was a back button before realizing there was a home icon at the top. He then clicked on the resident's tab and chose the schools option. He then clicked on the school event calendar on the parents page but wasn't sure what to do next. He talked out loud about how he saw a calendar and the upcoming dates in May, but didn't know how to save it to his calendar. He then tried clicking on the calendar and the dates before choosing the my calendar option which gave him the option to add the events to his calendar. After he recommended moving that option to the prior screen rather than making one extra step.

User Testing Results Summary

There were three total users that I had test out the Milford Town App. Elaine is a current resident of Milford, Tommy is looking to move there possible one day, and Stephen is familiar with the area only a little bit. Each of the participants engaged in the three different tasks that I laid out through the use of the information architecture and flowcharts I had created prior to the test. This would allow me to help analyze and see if the users were able to navigate and follow the same path I had in mind for them.

Some of my key findings were that the naming of the different icons is very important as the users were able to navigate some spots easily such as the news/events tab while the information and resident's tabs were mixed up sometimes when trying to find school and sports related content. I also found that some users were unaware of when they officially completed a task due to there being no "confirmation pop-up" that informed them they correctly signed up or added an alert. Some users also suggested to me that I shorten up the necessary steps to reach the goal of a task. For example, one person suggested that I add the calendar addition option to the main page of the school event calendar instead of creating a separate page for it. This can relate back to information architecture which helped explain that the less material and words people are given the less overwhelmed and confused they will be which is what I strive for as I moved forward with all my notes from testing for this app.

Link to POP Prototype:
<https://marvelapp.com/1ha7fgjg>



Paper Prototypes

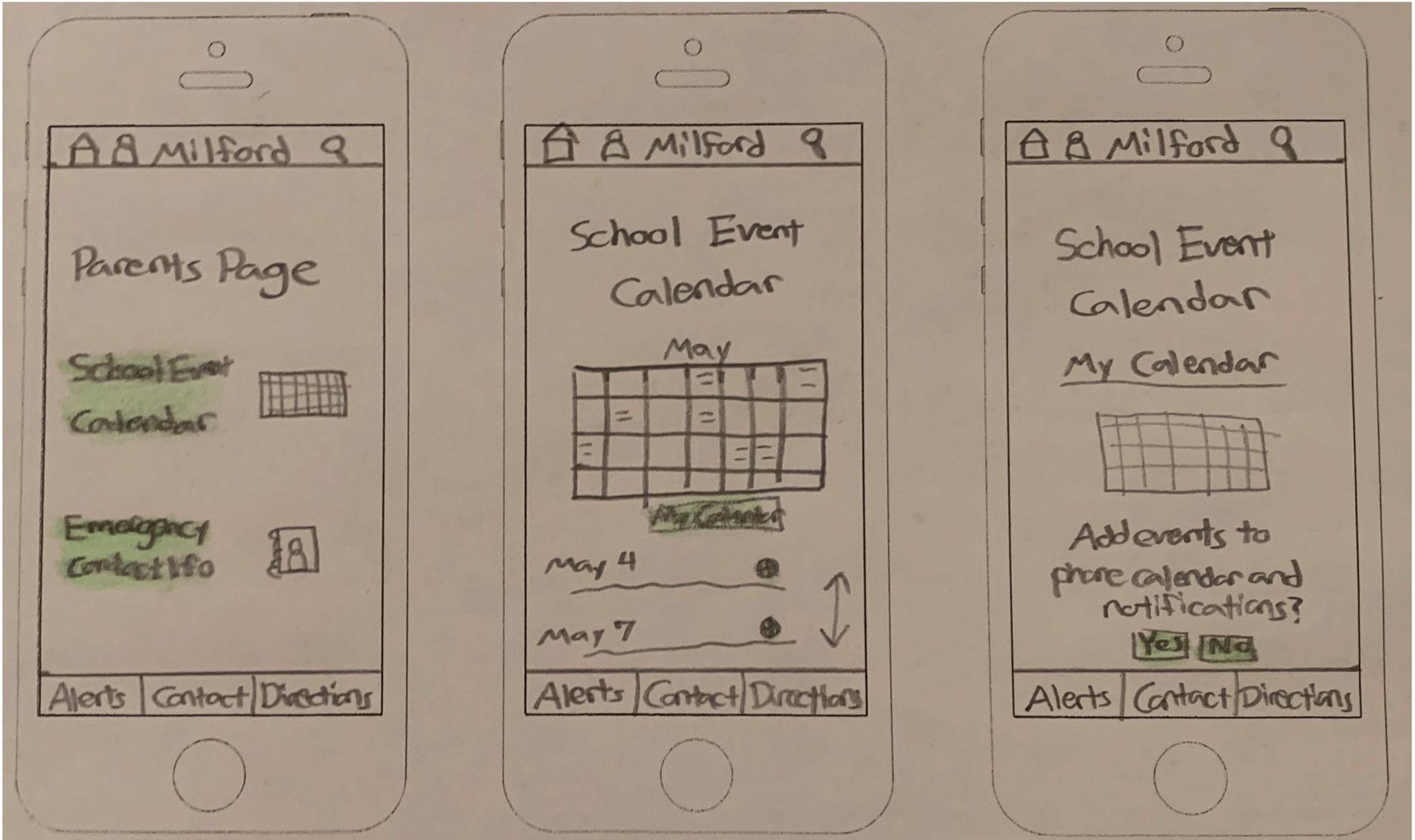


Login Page

Profile

Homepage

Paper Prototypes

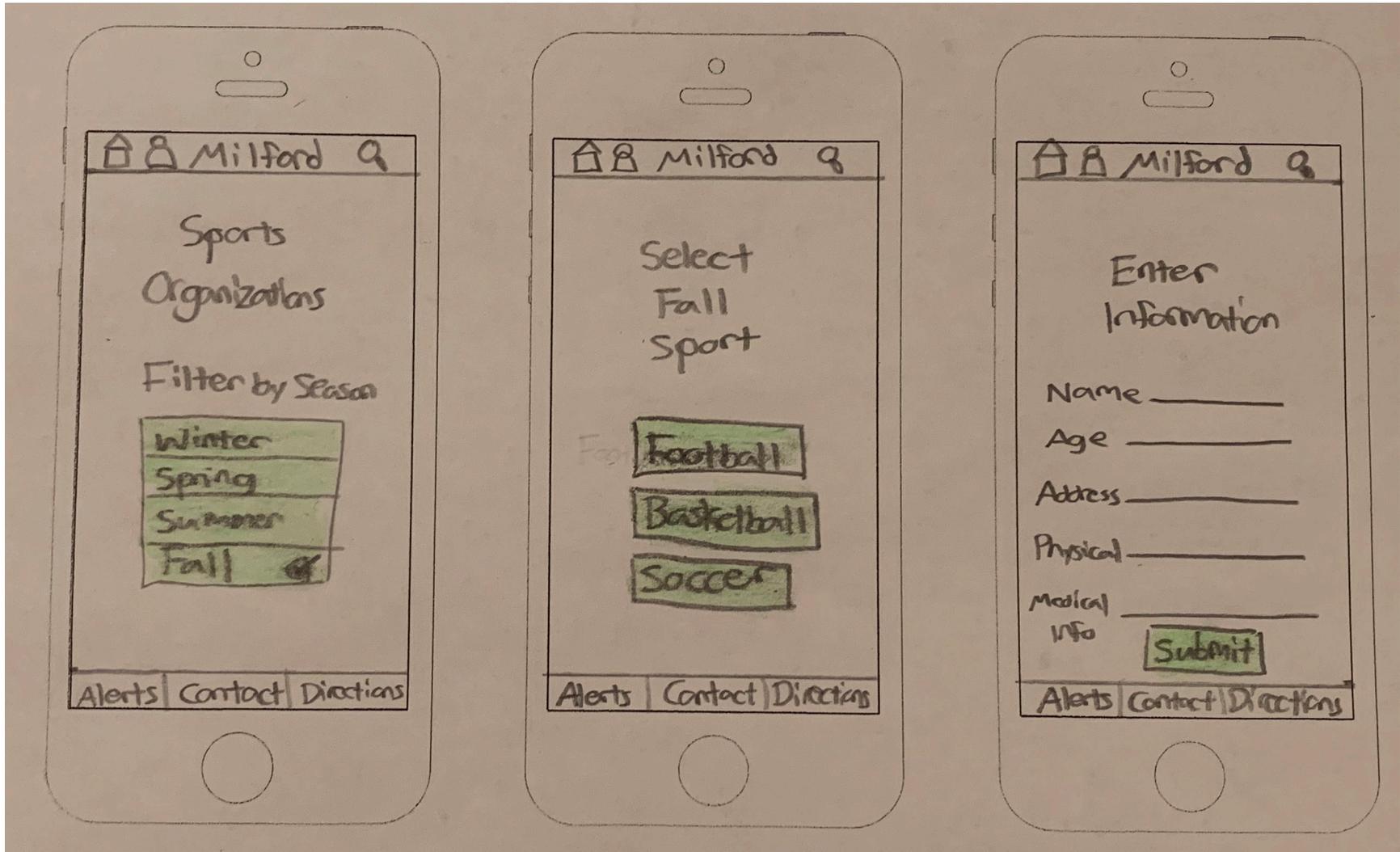


Parents Page

School Event
Calendar

My Calendar

Paper Prototypes

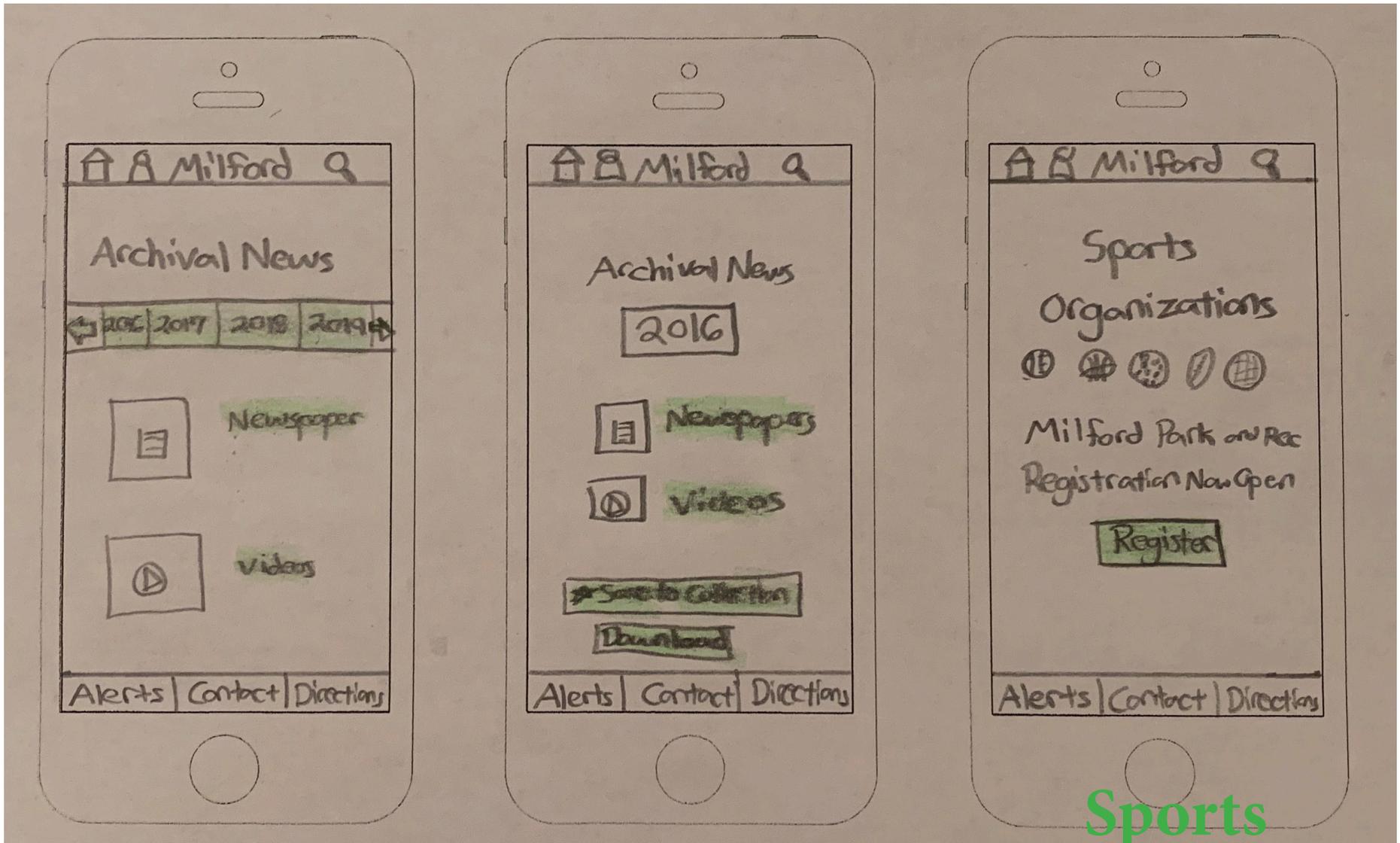


**Sports
Organizations**

Select Sport

Information

Paper Prototypes

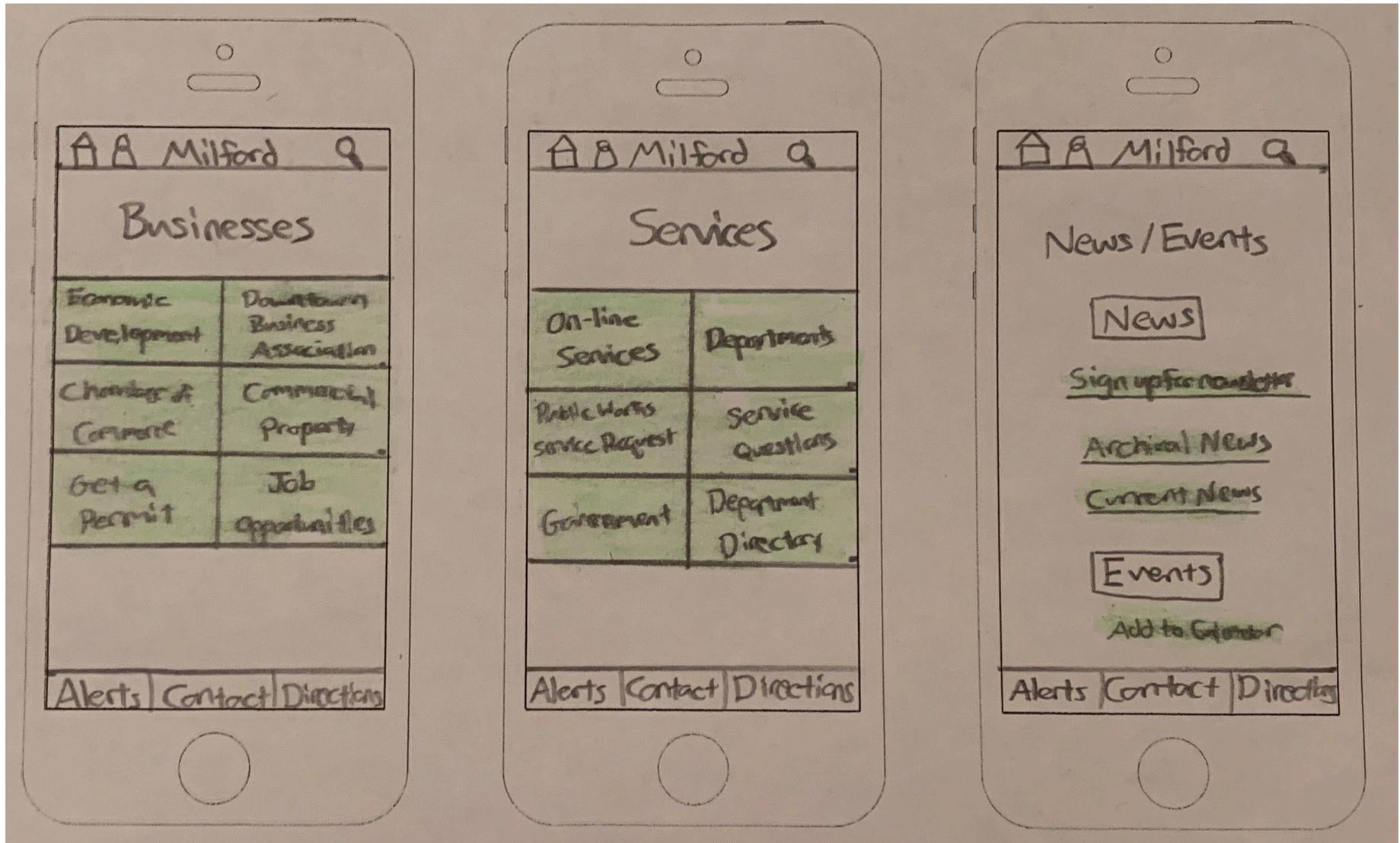


Archival News

Archival News
(2016)

Sports
Organizations
Register

Paper Prototypes

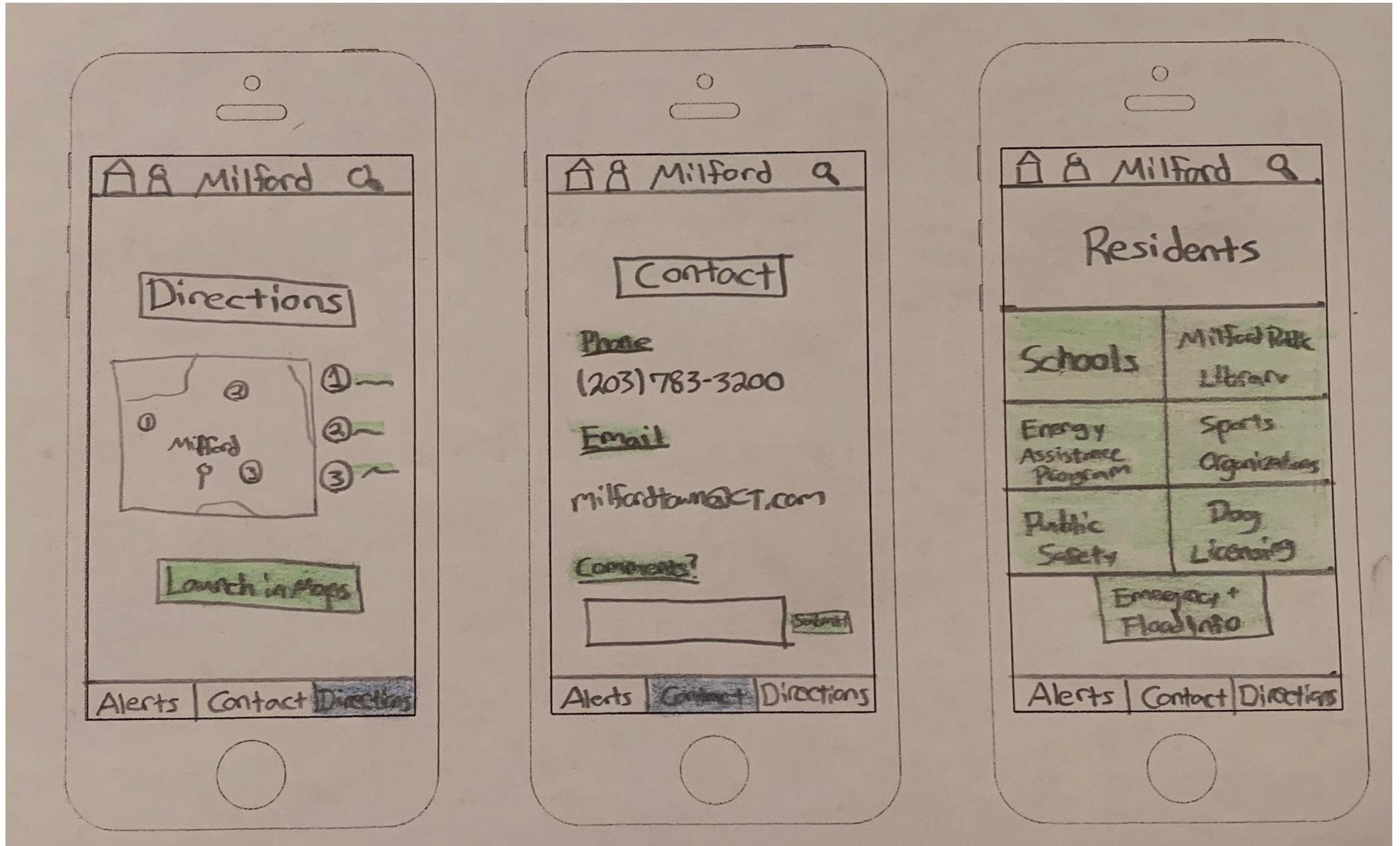


Businesses

Services

News/Events

Paper Prototypes

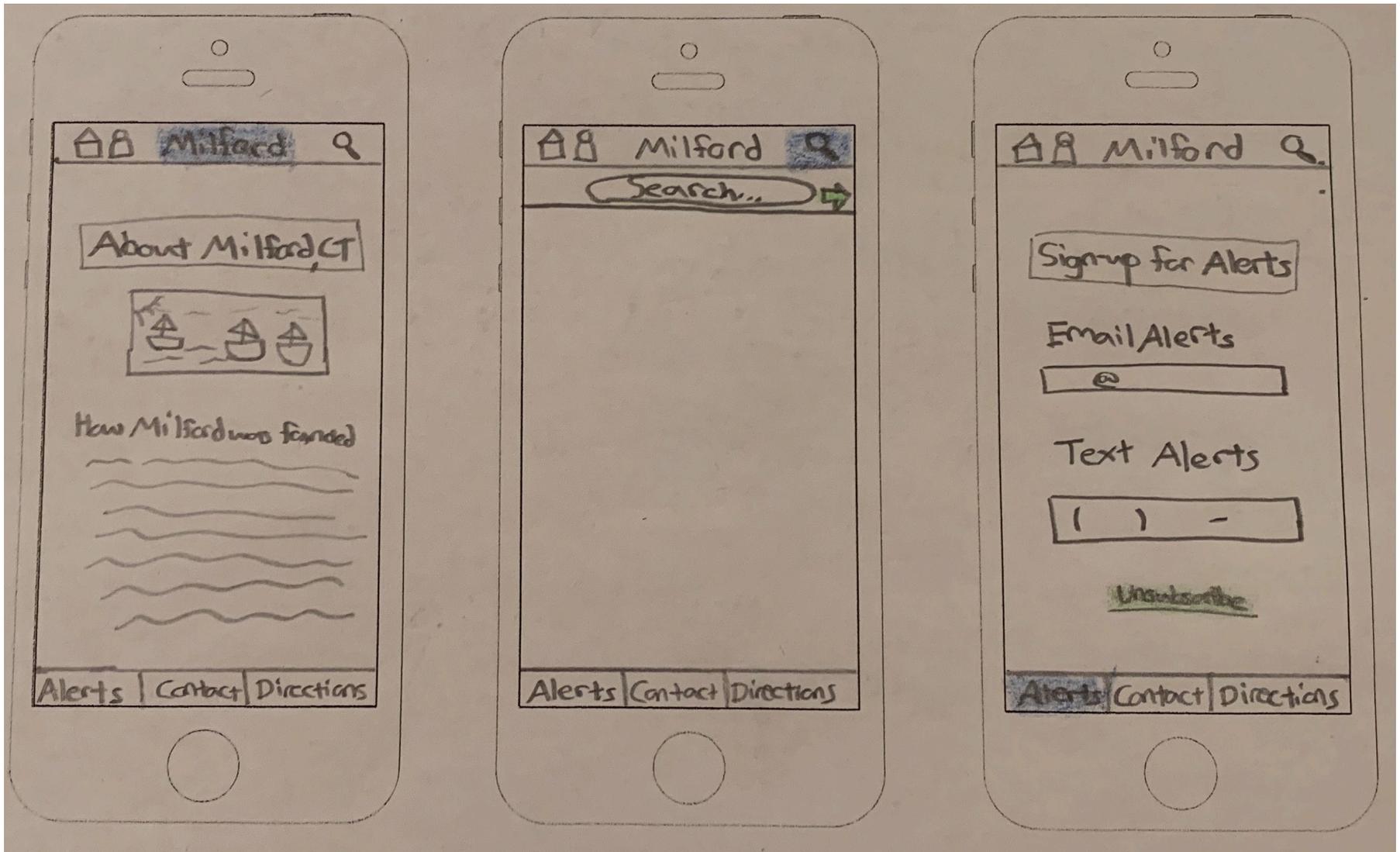


Directions

Contact

Residents

Paper Prototypes

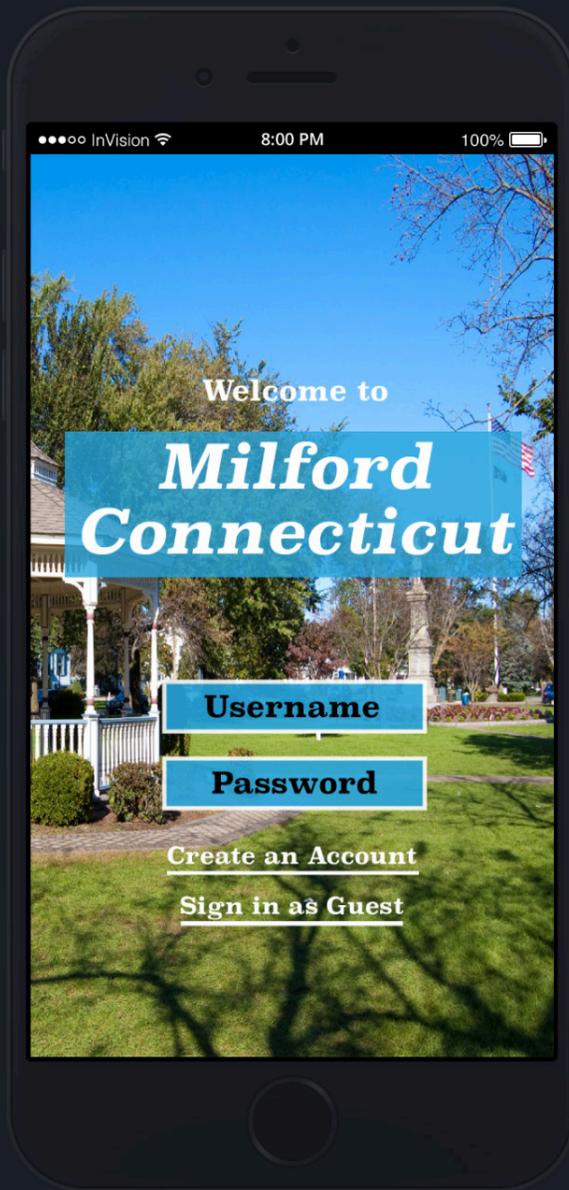


About Milford

Search Tab

Alerts

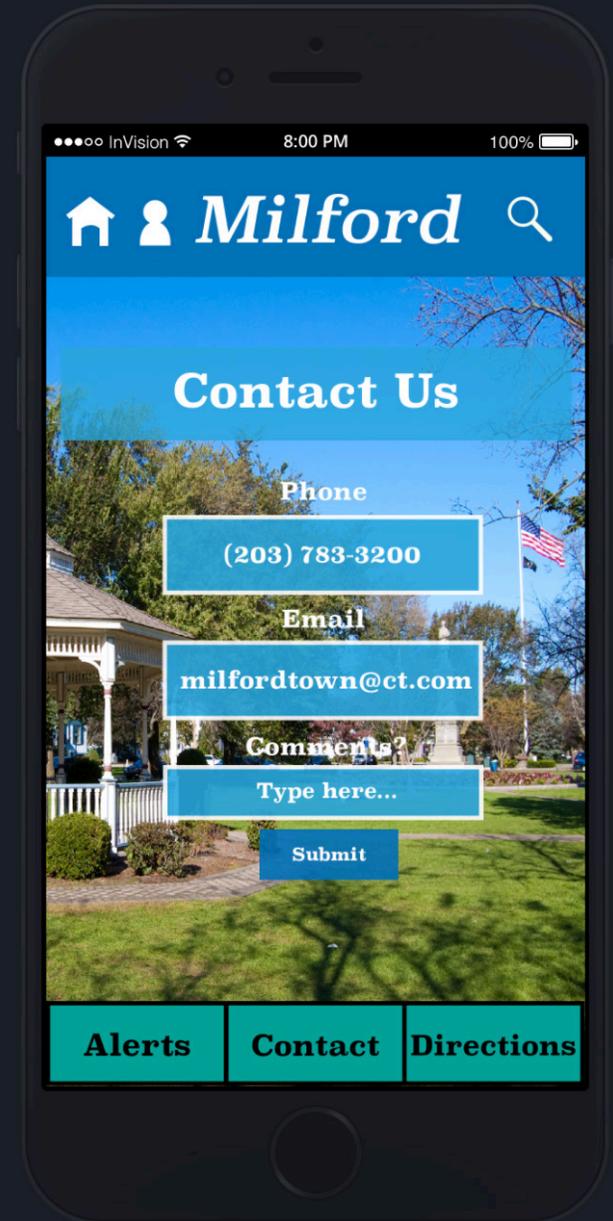
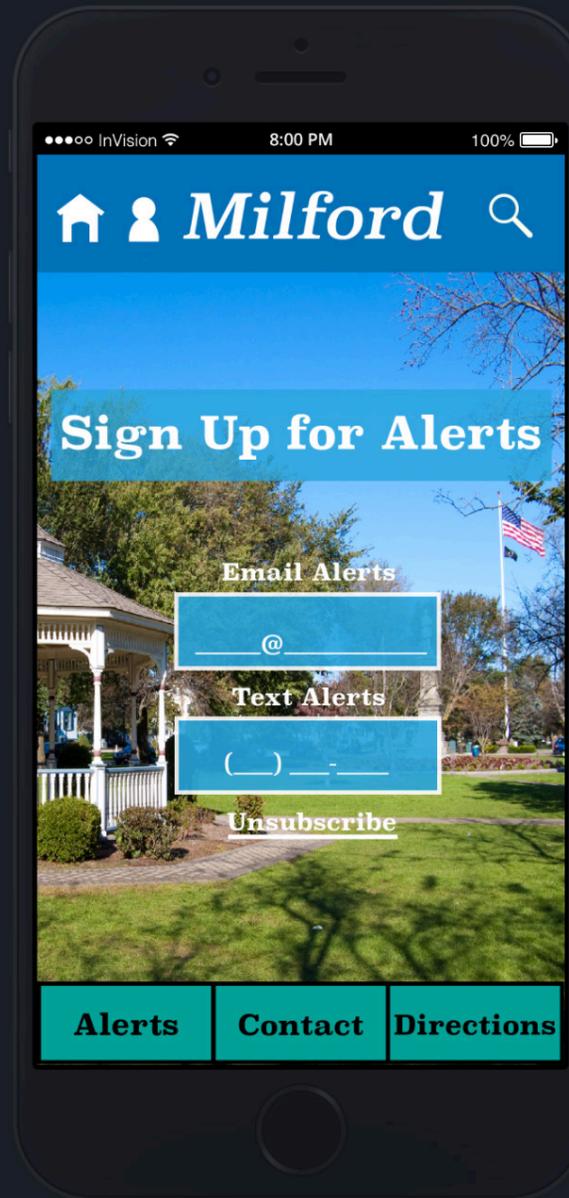
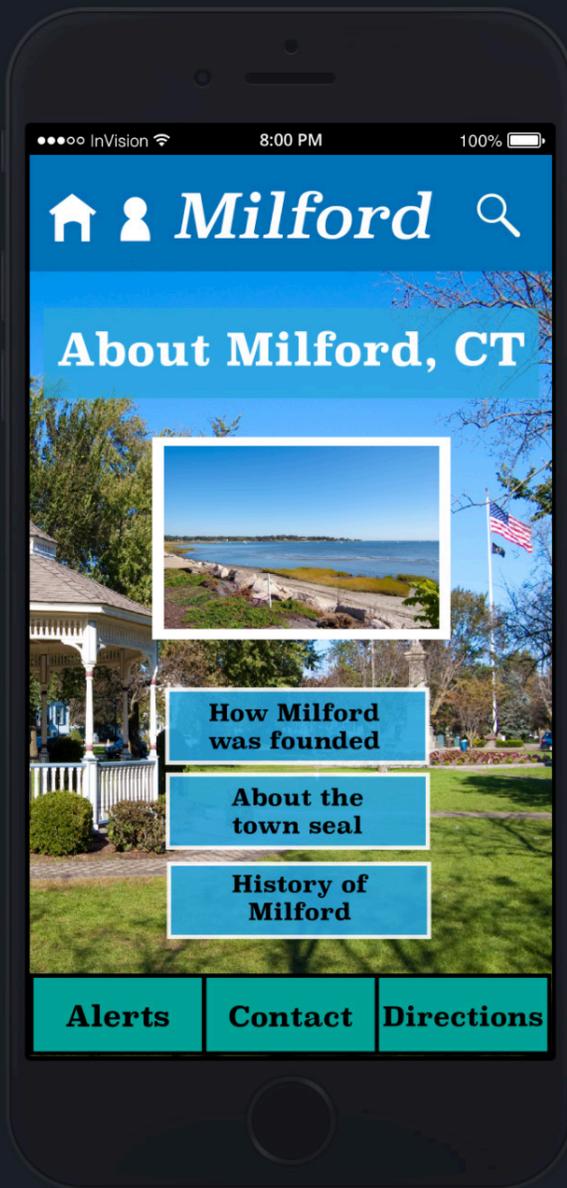
High Fidelity Testing



High Fidelity Testing



High Fidelity Testing



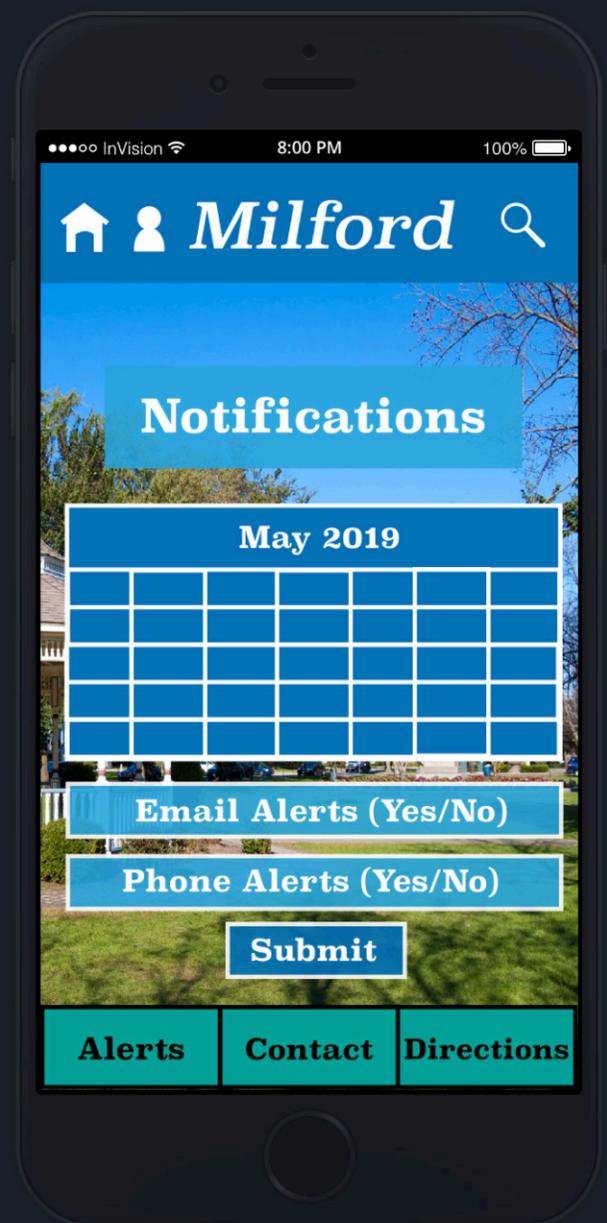
High Fidelity Testing



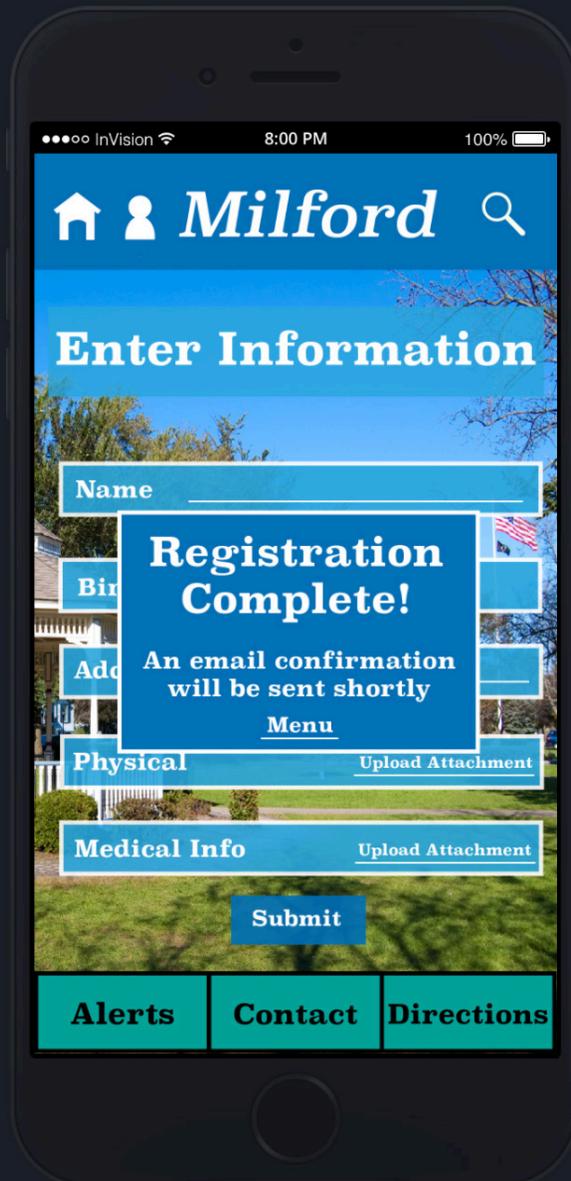
High Fidelity Testing



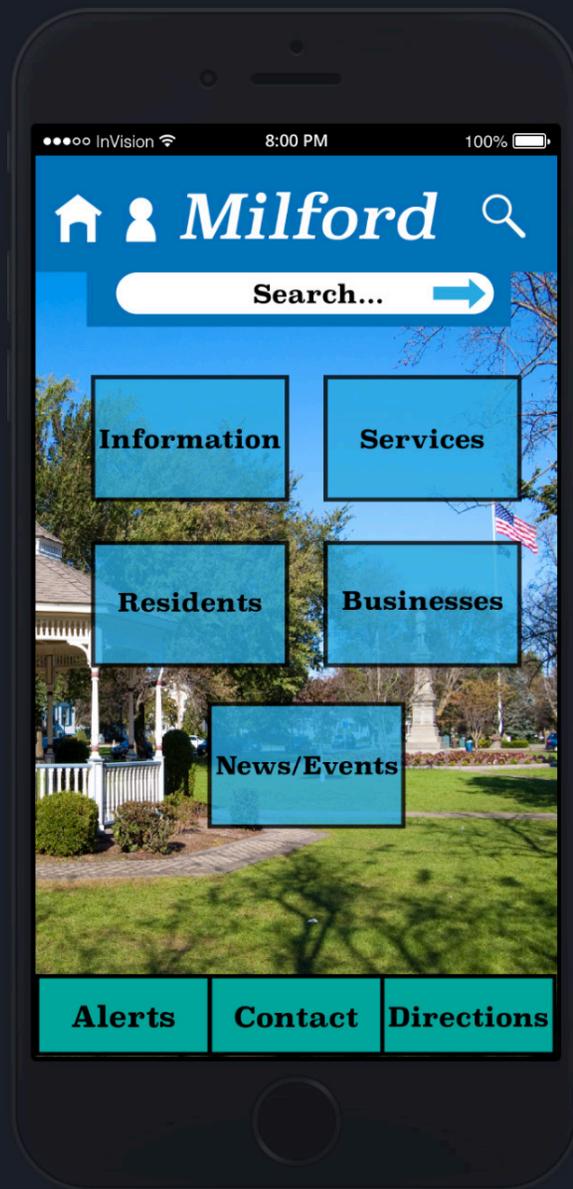
High Fidelity Testing



High Fidelity Testing



High Fidelity Testing



App Walkthrough

YouTube Link:

https://www.youtube.com/watch?v=vFjg_w0YJWg&feature=youtu.be

High Fidelity Process

When I began the search process for high- fidelity programs, I knew I wanted something that was easy to use but also produced the highest quality of work. When I first went onto invision-app.com I was immediately drawn to their user layout. It allowed for quick and easy uploading of screens as well as swapping out screens if need be. It also allowed for a similar setup to that of the Marvel App which I used for the paper prototyping testing on my phone where you could add links to the “buttons” on the screens that sent you to the different pages. Once I uploaded all of the screens onto invision, after creating the high fidelity versions in Adobe Illustrator, I was able to recreate what I did in the app on the site for creating a walkthrough of the app.

Some things that changed in the app after user testing was the addition of confirmation pop-ups. I found that some users were unaware of when they officially completed a task due to there being no “confirmation pop-up” so I added those to the end of the sports registration and school calendar pages. I also added a main school page so that the parents and students could know where to navigate. I then brought the “add to calendar” option the main page of the school event calendar instead of creating a separate page for it to help create one less step. I also added in the option to return to the home screen of each section and not the app home screen in case users wanted to go through the tasks again instead of having to be taken back to the beginning when they already know which section they want to be in.

What I Learned

What I learned from this process was that user testing is the make or break part of the visual design process because designers can either improve upon what they've created or set themselves up for issues later on that could've been addressed during this step. Some designers make take everything they learned in the user testing phase and apply it to their high fidelity design, while others make take the issues they saw pop up the most and ignore the ones that came up more coincidentally than frequently. And some may choose to ignore everything which is a big mistake.

But what I want to bring is how the user testing can help to take a good app to a great app. And this starts not on this step but in the early stages of the process in ideation. If the designer does not put the willpower and thinking into their early ideation sessions of empathy for the user and navigation through the app, then all of the issues and improvements will come up during the user testing phase. But if they're able to go through and see for themselves all of those minor issues that can be correctly right away, then it helps to filter out the issues that designers can't see until user testing and allow for more valuable feedback that can't be discovered except through user testing. Time is valuable during the user testing phase to help fix and improve the app and it shouldn't have to cover things that could've been addressed in earlier stages of the design process.