

# ***Shindig v1* - Usability Test Report**

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## **Overview**

Five moderated usability tests - four remotely via *Zoom* video calls and one in-person - were conducted on July 23, 2021. Subjects were recruited from the messaging platform, *Slack*. Users were asked to complete three tasks using the first iteration of the *Shindig* prototype after a brief discussion regarding their experience with similar event-based platforms. The testing intended to identify any major usability concerns, discover if and how users engaged with the app's main features, and gauge users' interests in various aspects of event-based social network apps.

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## **Findings**

### **Issue #1:** Confusion with purpose and location of event-specific notifications

#### **Summary:**

- Only one tester engaged with the “event notifications” button after RSVPing despite most testers acknowledging it.
- Several testers mentioned they weren't sure what it would be used for and two guessed it would be a more general setting rather than specific to each event.
- Two testers stated they wouldn't expect to see it in the modal after RSVPing.
- All users either attempted to add the event to an external calendar or reported that normally they would.
- Three testers stated that they don't like getting push notifications.

#### **Recommendations:**

- Remove “event notifications” button from RSVP modals
- Utilize the kebab menu on the event's screen to house event-specific notification options

- Reduce the number of notification options

## **Issue #2:** Uncertainty regarding the star button's purpose

### **Summary:**

- Three testers were hesitant when describing what they thought the small star button would do.
- One user thought the button may be to save the group rather than just the event.

### **Recommendations:**

- Change "saved" on the home screen to "starred."
- Change the star button to one with text that reads "Save."

## **Issue #3:** Functionality of contacting hosts

### **Summary:**

- Two users expressed concern with being able to contact hosts so easily, especially if it's a large event. They mentioned that it didn't seem practical because hosts could potentially receive hundreds of messages and therefore their individual messages may not get addressed.
- Most users didn't seem interested in contacting the hosts, despite several seeing it as a useful feature.

### **Recommendations:**

- Add a FAQ section to curb the number of messages hosts could potentially receive
- Expand the comments section to function as more of a discussion forum to help field questions
- Incorporate a modal that directs users to the FAQs and forums before allowing them to send the hosts messages

## **Issue #4:** Lack of interest in and engagement with chats

### **Summary:**

- All users noticed the section of the event screen that mentioned friends were going and expressed interest in seeing which friends were attending but that they likely would contact that friend via text if able.
- Two users mentioned they would want to view someone's profile before sending them a chat.
- Three users inquired about the ability to have group chats or event chats.

### **Recommendations:**

- Add more direct chat-related tasks during the next round of usability tests
- Build out screens for user profiles and viewing friends who have RSVPed for a specific event
- Gamify the entire prototype and give users rewards for initiating or responding to chats

## **Issue #5:** Inclination to interact with their own groups first

### **Summary:**

- Three users initially tried to review the lists of their groups to complete the first task which involved locating the Craft Beer Night event.
- Two users reported that they would probably want to review the group's page and member list before RSVPing for an event outside of one of their own groups.

### **Recommendations:**

- Build out group's screen and its member list section
- Create a flow to allow users to find events via their current groups
- Gamify the entire prototype and give users rewards for interacting with groups they aren't already a part of

## Issue #6: Confusion regarding the “Your Events” section on the home screen

### Summary:

- Two users were confused as to whether all upcoming events were already being shown under “Your Events.”
- Two users reported they would like to have a search option for their events as the list could get pretty long.

### Recommendations:

- Add an “expand list” or “see all” button
- Add a search bar
- Redesign cards to look more like other longer lists within the app

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## Usability Issues by Priority

Priority	Issue	Recommendation
<b>Critical</b>	Confusion with purpose and location of event-specific notifications	<ul style="list-style-type: none"><li>• Remove “event notifications” button from RSVP modals</li><li>• Utilize the kebab menu on the event’s screen to house event-specific notification options</li><li>• Reduce the number of notification options</li></ul>
<b>Critical</b>	Functionality of contacting hosts	<ul style="list-style-type: none"><li>• Add a FAQ section to curb the number of messages hosts could potentially receive.</li><li>• Incorporate a modal that directs users to the FAQs and forums before allowing them to send the hosts messages.</li><li>• Expand the comments section to function as more of a discussion forum to help field questions.</li></ul>

<p><b>Critical</b></p>	<p>Inclination to interact with their own groups first</p>	<ul style="list-style-type: none"> <li>• Build out group's screen and its member list section.</li> <li>• Create a flow to allow users to find events via their current groups.</li> <li>• Gamify the entire prototype and give users rewards for interacting with groups they aren't already a part of.</li> </ul>
<p>Major</p>	<p>Uncertainty regarding the star button's purpose</p>	<ul style="list-style-type: none"> <li>• Change "saved" on the home screen to "starred."</li> </ul>
<p>Major</p>	<p>Lack of interest in and engagement with chats</p>	<ul style="list-style-type: none"> <li>• Add more direct chat-related tasks during the next round of usability tests.</li> <li>• Build out screens for user profiles and viewing friends who have RSVPed for a specific event.</li> <li>• Gamify the entire prototype and give users rewards for initiating or responding to chats.</li> </ul>
<p>Minor</p>	<p>Confusion regarding the "Your Events" section on the home screen</p>	<ul style="list-style-type: none"> <li>• Add an "expand list" or "see all" button</li> <li>• Add a search bar</li> <li>• Redesign cards to look more like other longer lists within the app</li> </ul>
<p>Normal</p>	<p>Tailored recommendations for groups and events were non-existent</p>	<ul style="list-style-type: none"> <li>• Add sections to event screens and home screen that includes suggestions for events and groups.</li> </ul>
<p>Normal</p>	<p>Inability to see how many spots are available for events</p>	<ul style="list-style-type: none"> <li>• Add a section that notes how many RSVPs are still available (if there is a limit)</li> </ul>