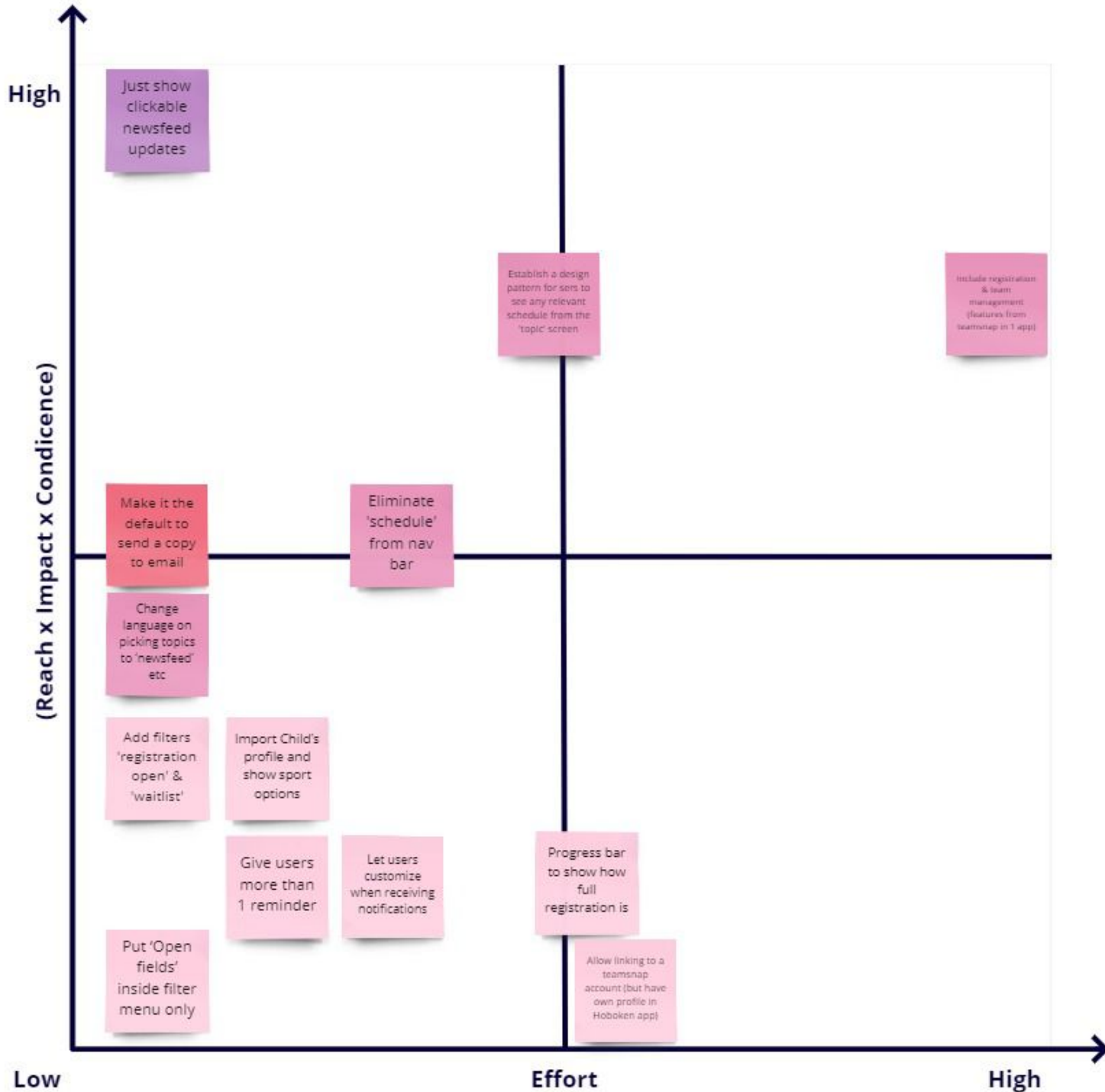


Hoboken App- Usability Testing Prioritization Matrix

Prepared by Kim Scerbinski UX Designer



Reach x Impact x Confidence / Effort = RICE SCORE

- # users per 100
- 3 = massive impact
- 2 = high impact
- 1 = medium impact
- .5 = low impact
- 100% = high
- 80% = medium
- 50% = low
- # of weeks

Just show clickable newsfeed updates

$$100 \times 2 \times 1 / 1 = 200$$

Make it the default to send a copy to email

$$50 \times 2 \times 1 / 1 = 100$$

Establish design pattern for app for users to see any relevant schedule from the 'topic' screen

$$70 \times 2 \times 1 / 3 = 46.6$$

Include registration & team management (features from teamsnap in 1 app)

$$75 \times 3 \times 1 / 5 = 45$$

Eliminate 'schedule' from nav bar

$$50 \times 2 \times .8 / 2 = 40$$

Change language on picking topics to 'newsfeed' etc

$$50 \times 1 \times .8 / 1 = 40$$

Add filters 'registration open' & 'waitlist'

$$30 \times 1 \times .8 / 1 = 24$$

Import Child's profile and show sport options

$$50 \times 1 \times .8 / 2 = 20$$

Give users more than 1 reminder

$$30 \times 2 \times .5 / 2 = 15$$

Allow linking to a teamsnap account (but have own profile in Hoboken app)

$$20 \times 1 \times .8 / 3 = 5.3$$

Progress bar to show how full registration is

$$50 \times 1 \times .5 / 3 = 7.5$$

Put 'Open fields' inside filter menu only

$$20 \times .5 \times .8 / 1 = 8$$

Let users customize when receiving notifications

$$30 \times 2 \times .5 / 2 = 15$$