



# **HOBOKEN APP PROJECT**

Usability Test Results

# Usability Test Plan

**Purpose:** Tests if the design is usable and useful

## Test Objectives

Test overall ease of use and navigation of the design

Observe difficulties and confusions for users completing their task

Test task completion rate

Record errors

**Test Subject:** Mid-Fidelity Prototype for Hoboken App (recreation department) ios Mobile

## Methodology: Evaluative Research

**Method:** “Think Aloud” Usability Test

**How:** Remote Moderated over Zoom

## 5 Participants

### 2 Hoboken Residents

### 3 Non- Residents

Remote testing through zoom

Parents Ages 30- 44

Male & Female

Professionals & 1 Stay at home Mom

## Overall Test Results

**Completion rate** (the average percentage of tasks the user was able to complete):

70%

**Error Free rate** (the percentage of tasks completed without errors or confusions):

77%

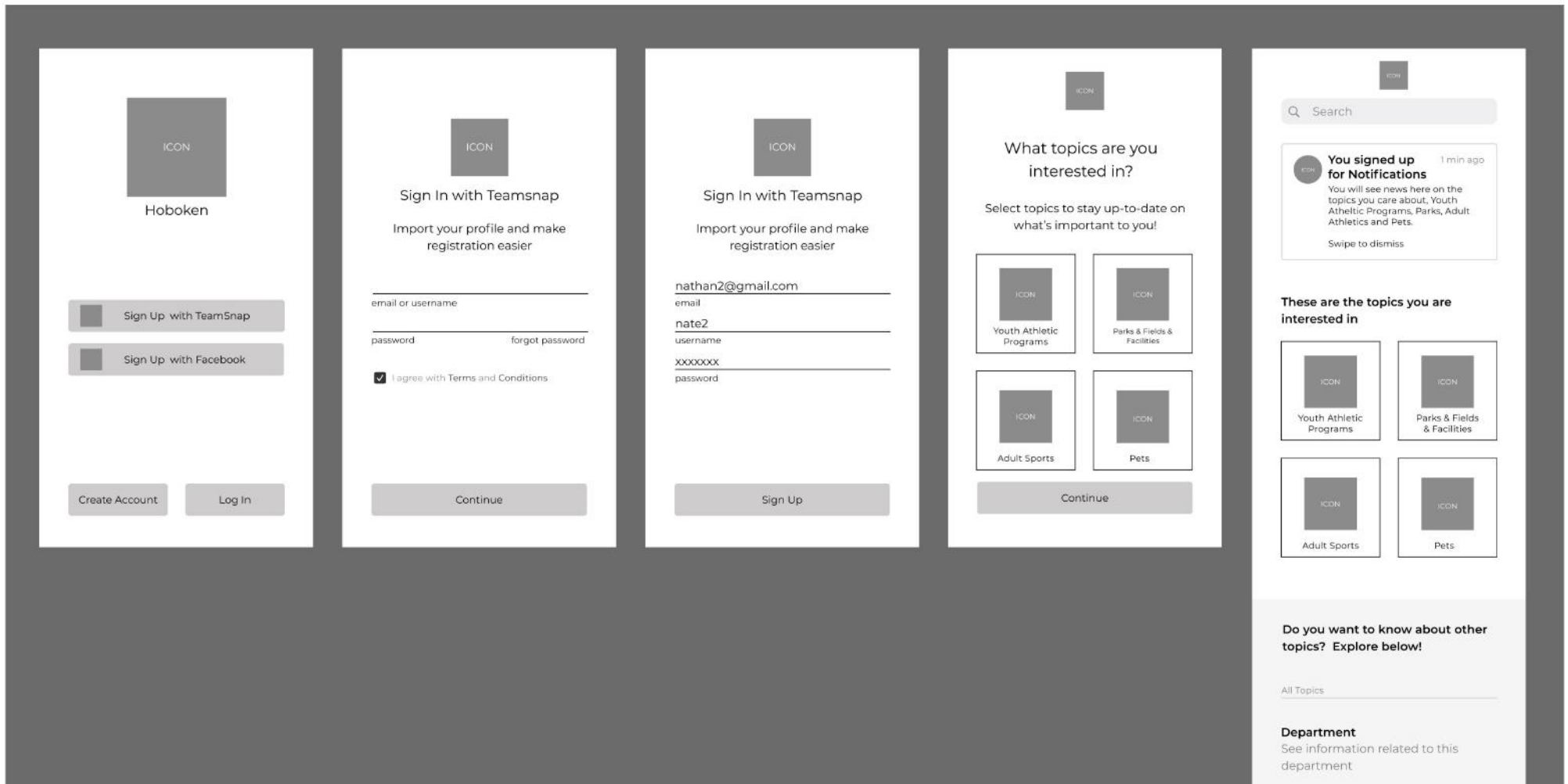
**Scenario 1:** Create a new account, you have a team snap account already and want to link it. You have a child, and are active yourself and enjoy the outdoors, and have a dog.

**Task 1:** Sign up, Opt into areas of interest

**Task Completion Rate:** 60%

**1 slip, 2 mistakes**

2 users clicked 'login' or 'create account' to login with Teamsnap. 3 users logged in with Teamsnap



## Insight

When users first create their account and choose topics of interest, they are not all clear on what that means. This leads to them clicking on the 'notification that they signed up for notifications' looking for info on the topic.

## Need

Residents need to be clear this is for their newsfeed

## Recommendations

Change language when picking topics for 'newsfeed' reserve notification label for text alerts.

Don't need confirmation they signed up to follow the topics. Just show them clickable newsfeed updates.

## Notifications on Home Screen are Confusing when create acct

could I opt into checkboxes about how to receive notifications?

Clicked on notifications first- looking for info on topic

signed up for notifications- not sure if signing up for notifications or just topics liked?

language is confusing

**Scenario 2:** Find a soccer program for your child. Before you go further, If you wanted to narrow down the results, tell me how you would do it?

**Task 2:** Find soccer program. Filter the results.

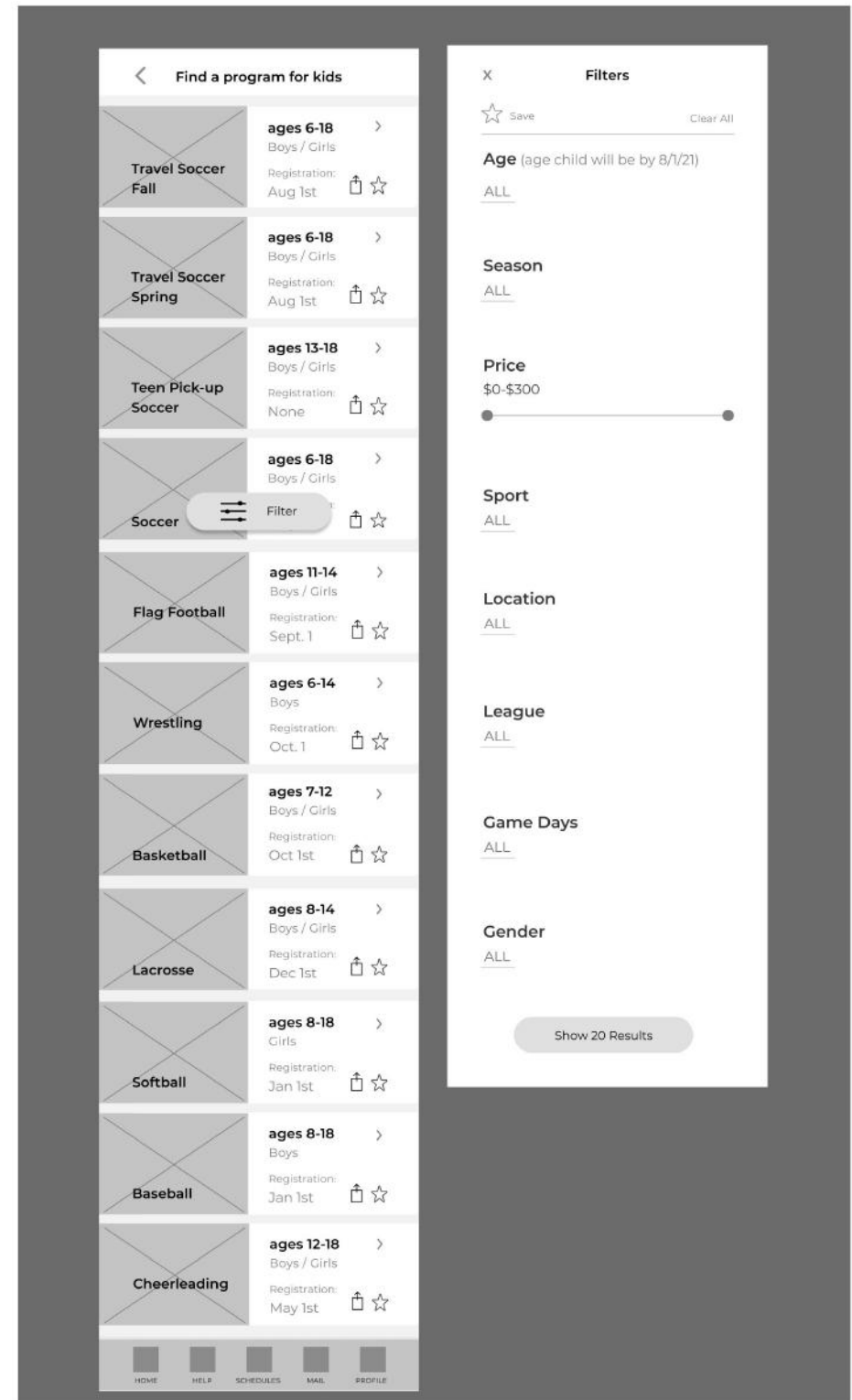
**Task Completion Rate:** 40%

### 3 mistakes

(2 users mistakenly clicked notifications at the top of the homescreen, 1 user went to schedule hoping to filter results)

\***Hoboken Residents** wanted to know about things like what was open for registration or if there is a waitlist option because from past experience know registration fills up quick.

\*Location was not an issue for **residents** since the town is small. **Non-residents** used to driving everywhere wanted something within 20 miles.



### Insight

Most important factors to filter by:  
Age, Sport, Upcoming Season, Days of week

\*Non-residents not familiar with area wanted something close (< 20 miles)

\*Resident familiar with programs getting filled up wanted to know what was open, and if there was a waitlist option

### Need

Filters to best narrow down their choices

### Recommendations

Prioritize seasons by upcoming season

Add filter option for 'registration open' & 'waitlist'

### Filtering



**Scenario 2a:** You want to sign your 6 year old child up for soccer, and you don't want to miss the registration date

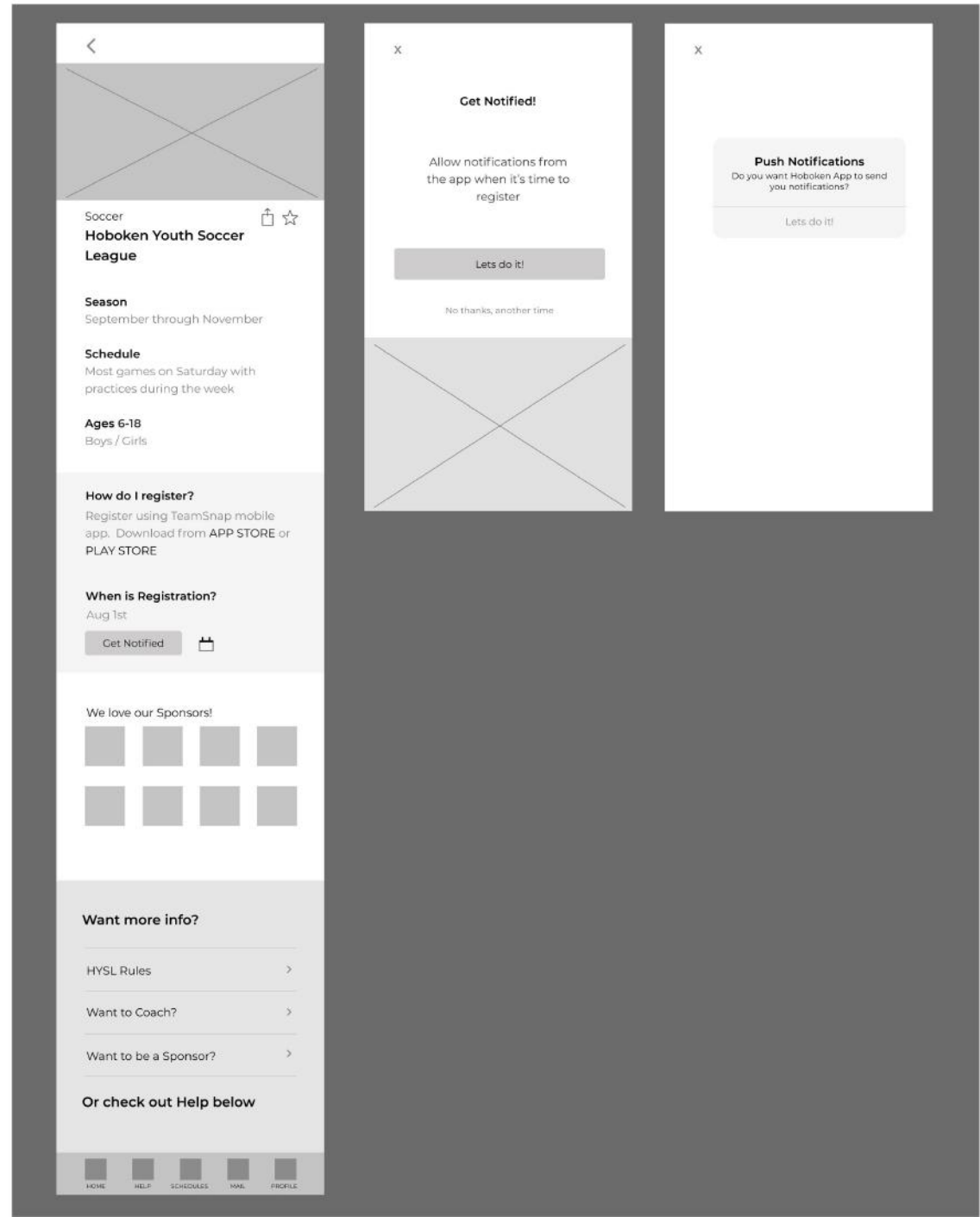
**Task 2a:** Select soccer league and sign up for notifications

**Task Completion Rate:** Partially Completed 100%

## 2 mistakes

Some users clicked Travel soccer instead of Soccer (testing error because I didn't specify non-travel soccer) A user didn't realize at first one was travel soccer, and another user expected them to fall into a general 'soccer' category

100% users clicked 'Get Notified' Successfully



**Scenario 3:** Pretend you close out of app. Next day open phone to check email. What do you do next?

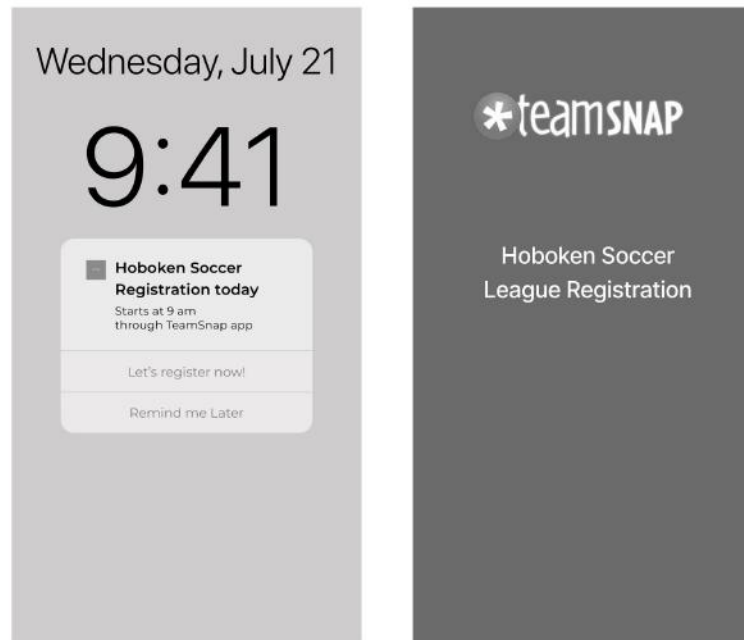
**Task 3:** See Notification for sign-up, register for league

**Task Completion Rate:** 100%

Users liked the reminder so they would not forget.

\*Residents would want notifications before registration started so they could plan & sign up ASAP

\*Non-Residents thought they would do it later, unless it was urgent but did not feel an urgency to sign-up



## Insight

Residents want alerts ahead of time so they can plan to register and not miss out

## Need

Residents need alerts ahead of registration

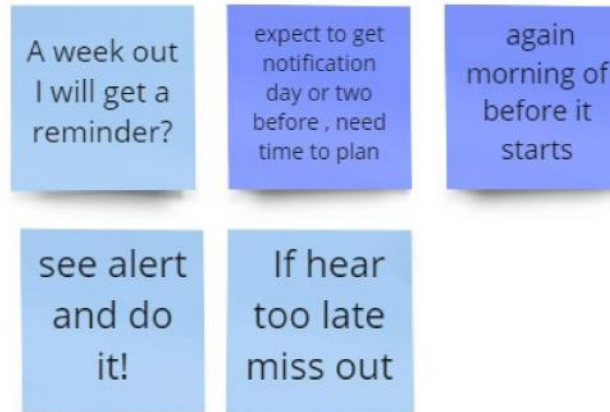
## Recommendations

Let users customize when they receive reminders

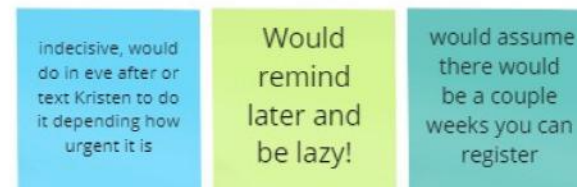
Give users more than 1 reminder

Progress bar to show how full registration

## Residents don't want to miss sign up



## People not familiar with Hoboken don't have same urgency for sign-up



## Insight

Users would prefer to use one app for their total experience, of finding programs and info and registering. Rather than one app for info and a second app (Teamsnap) for registering

## Need

Residents need a seamless experience to get the information they need and sign up for recreation programs.

## Recommendations

Have all features in one comprehensive app

Preserve User Data so info does not need to be re-entered

## Pain to open second app to register

Have to open up team snap- to register, pain in the ass to open second app

Would want to stay in same app

Only do other app if required, don't like downloading

## Don't want to re-enter info & paperwork

Husband has team snap account. would ask him or link to it

Wouldn't want to re-load all paperwork

have Child's profile from team snap

**Scenario 4:** Click finish & go to Home Screen please: You want to know how to enroll your child in a program. How do you find that out?

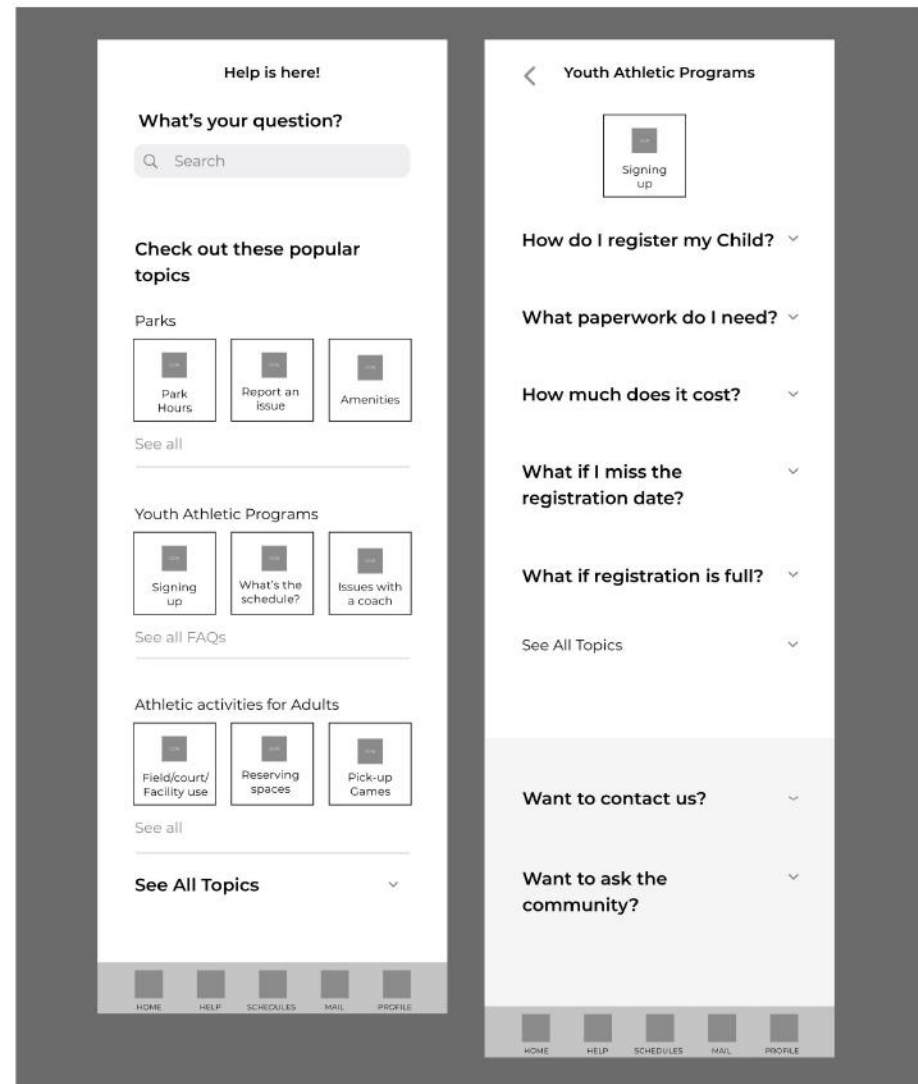
**Task 4:** Find FAQ how to register for program

**Task Completion Rate:** 60%

## 4 Mistakes

2 users mistakenly clicked 'Youth Athletic Leagues' button from homescreen (where they previously looked for programs) before going to help.

There were some prototype issues here as a user didn't notice the nav bar icons right away, and labels were cut off on a users phone and I had to say what the icons were.



**Scenario 4a:** You registered for a league and paid fees last year that got cancelled due to covid. You didn't get a refund. You want to know if that fee will get applied this year. How would you find that out?

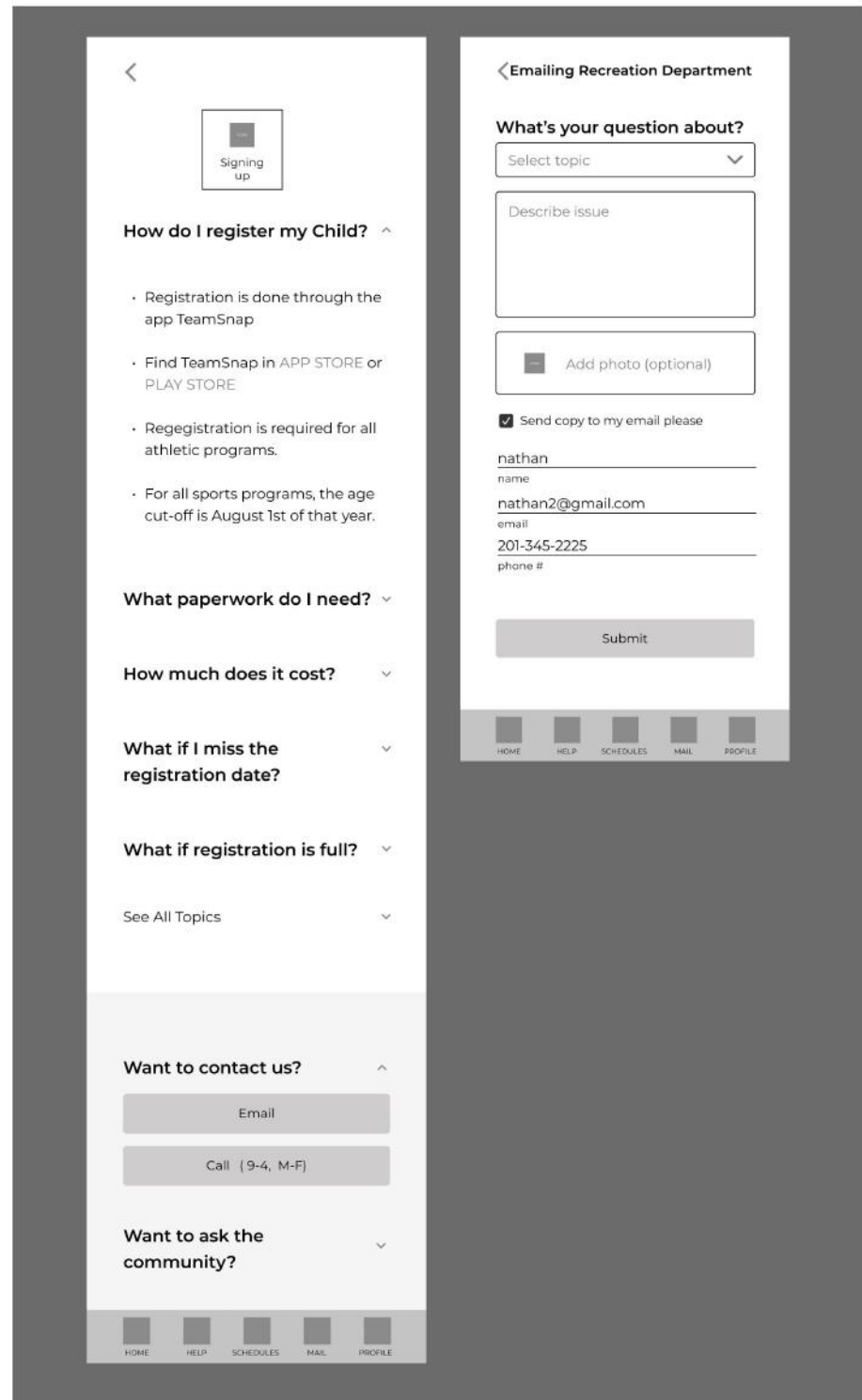
**Task 4a:** Call/ Email rec department with your question

**Task Completion Rate:** 100%

## 3 Slips

### 1 Mistake

Effort was high on this task. Users looked in Account Profile to see if there was a balance first, and in all FAQ but everyone found the 'email us' option eventually.



## Insight

Users would opt to have copies of messages sent to email to have a record of it

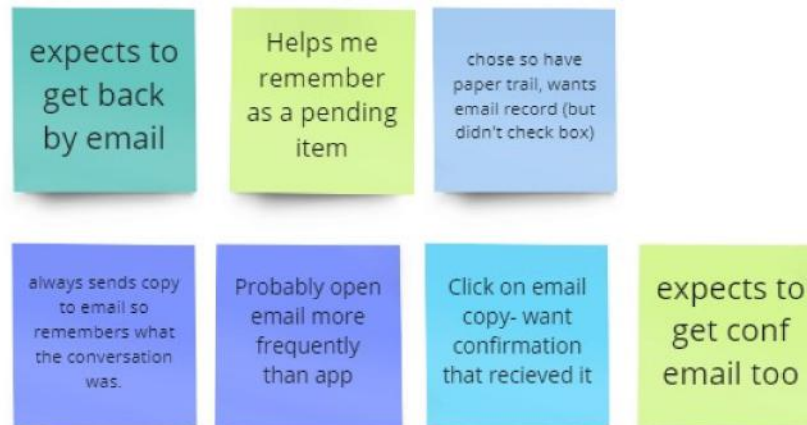
## Need

Residents need a record of the questions / issues they have asked about

## Recommendations

Make it the default to send a copy to their email (rather than opt-in)

## Users like email option for questions to have a record of it



**Scenario 5:** Go back to Home please. You want to find a time to play on a local soccer field with a friend one time (not in a league) How do you find out a time to go?

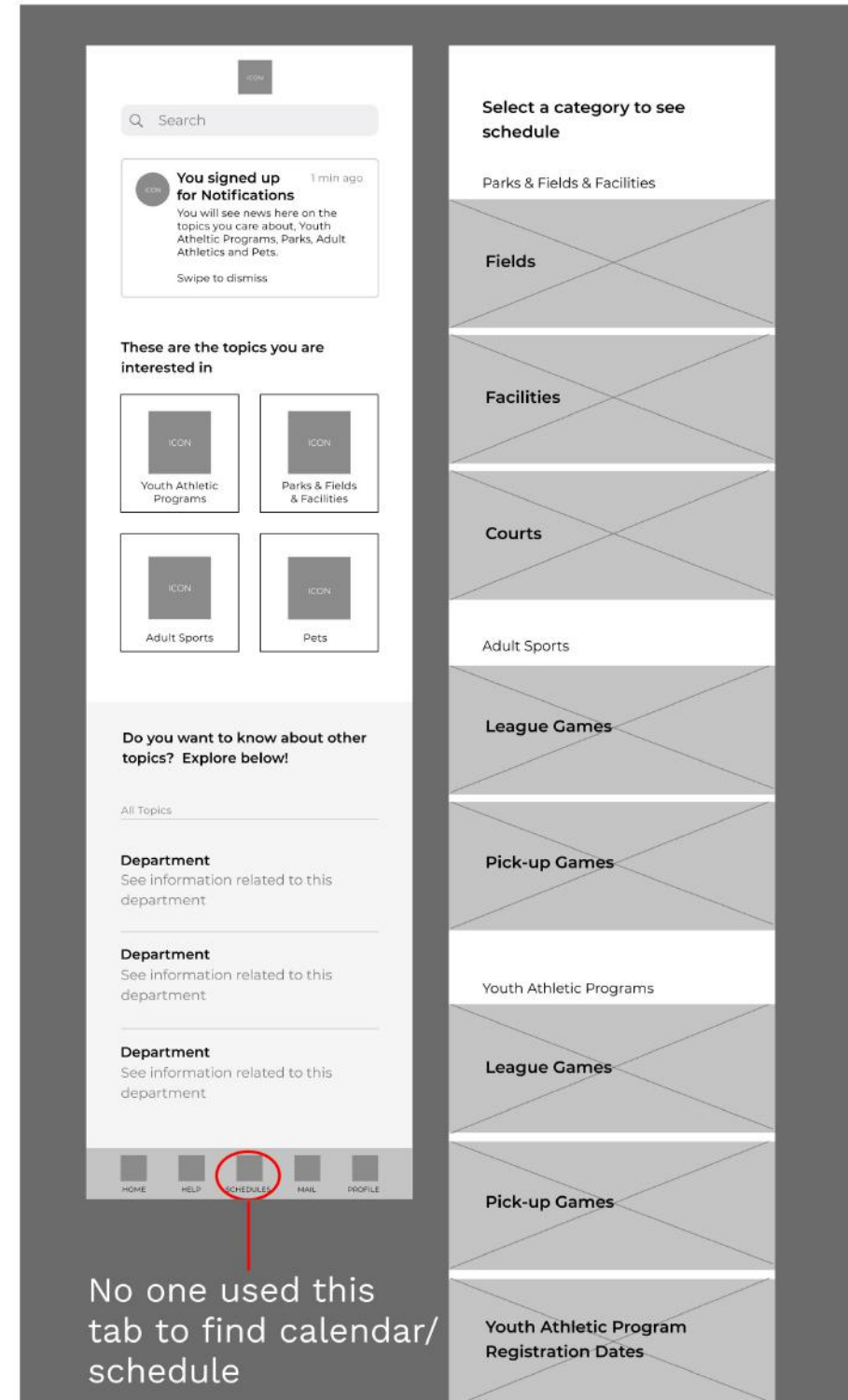
**Task 5:** Search schedules for an open field time

Task Completion Rate: 0%

### 6 Mistakes

#### 1 Slip

All users clicked on 'Parks & Fields' from the home screen or 'notifications' first. Had to prompt everyone to schedules.



No one used this tab to find calendar/schedule

## Insight

Users looked for field schedules under 'parks & fields' rather than under 'schedules' on nav bar

## Need

Users need clear way to find schedule from parks & fields screen

## Recommendations

Eliminate 'schedule' from nav bar

Allow users to see schedule from 'Parks & Fields' screen

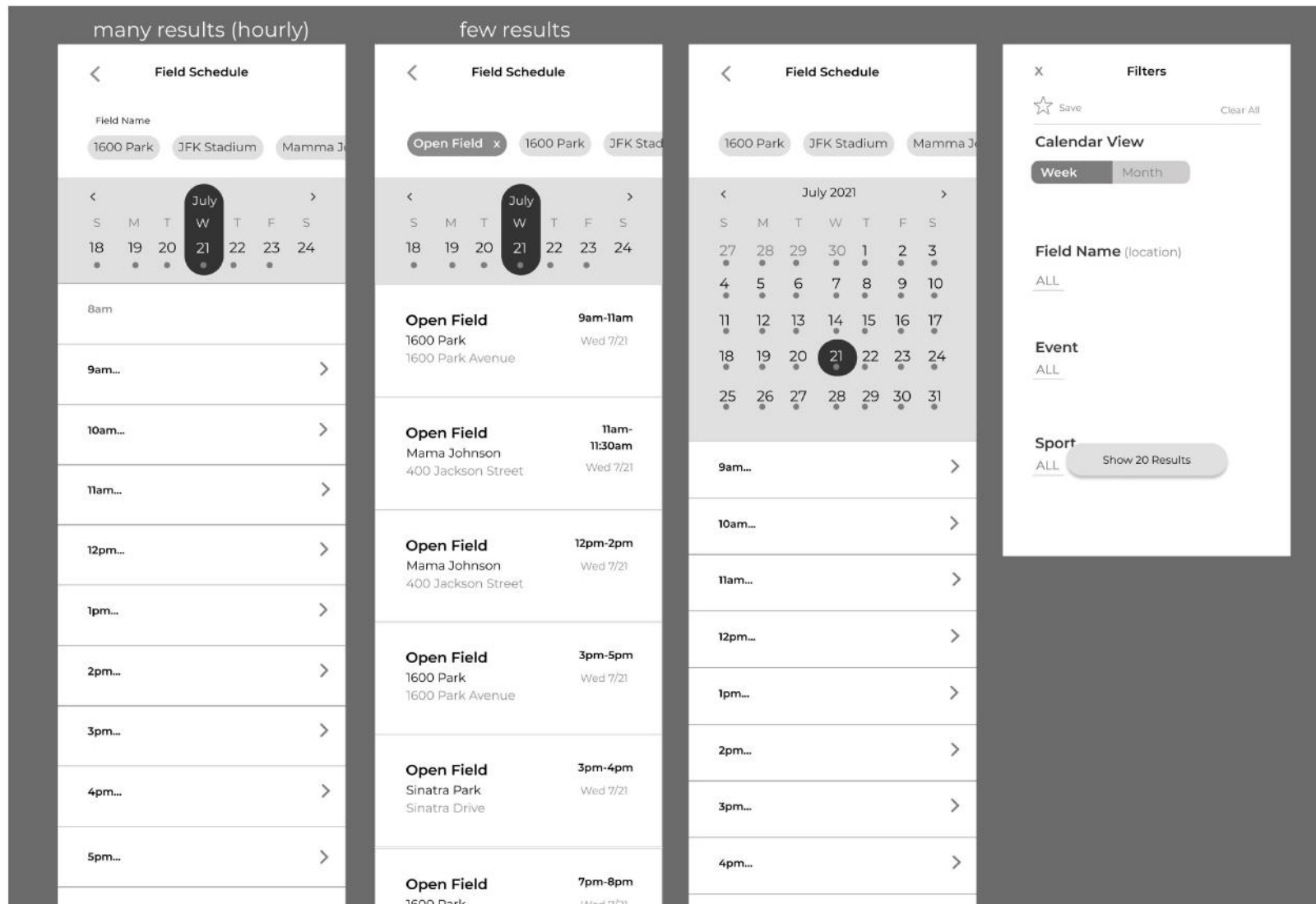
Establish a design pattern for the app for users to see any relevant schedule from the 'topic' screen

## Users clicked 'parks & fields' to look for schedule there



## HOBOKEN | Test Results

- Once on schedules, users understood the calendar weekly and monthly view.
- Users tried to filter location first rather than open field, although this may have been a prototype constraint because location was the first thing visible.
- If prototype was fully functional users would have found info, they just didn't take the path I thought



### Insight

Location, Date, and time are most important for filtering.

### Need

Users need to filter by these options easily

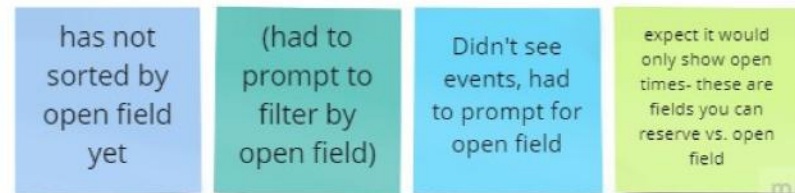
### Recommendations

Don't need open fields filter on main screen, this can be in the filter

### Filtering Field Schedule



### Users didn't sort by 'Open Field' as I expected



**Scenario 6:** You want to tell your friend when to meet you to play soccer. What do you do?

**Task 6:** Share event with friend

**Task Completion Rate:** 100%

**Error Free Rate:** 100%

All users found the icon to share with a friend (4 found it after going to the Field page) and would text or copy link and text.

