

Over the weekend I conducted a total of three interviews, two pair interviews and one solo. The candidates varied in age, gender, and occupation -- ages ranging from 21-56 years old, 3 females, 2 males, students, 9-5 job workers, and a housewife. Since a goal with this app is to bring it beyond the bullet journal community to the general public, I was looking to gather individuals who are not familiar with or know little about the spiraldex tool. My expectations going into these interviews were that I would get general feedback regarding my design and people would still be confused about the spiraldex -- I was pleasantly surprised that I received amazing insight from each interview that I will be able to use to improve my app.

Overall from the interviews, I believe it would be best to redesign my app entirely since I received numerous feedback regarding the layout and design currently being used -- pointing out that I can use the vertical space more efficiently and the middle of the spiraldex seems to be wasted. Additionally, I received feedback on the colors used on the app as well. Since the colors of tasks are customizable by the user, the way I was using the light green color on the app seemed to be distracting and was clashing with the task's colors used on the clock. It was advised to stick with a flat colorway of mainly whites and greys with the light green being used minimally.

There were 2 significant patterns throughout my interviews -- all participants noted that the tutorial wireframe seems too long and having a key for the colors used on the clock would be beneficial.

While the length of the tutorial seems informative, it was pointed out that there may be slides that are not needed or could be combined. One example mentioned was to get rid of the calendar slide, maybe just have the tutorial point to the icon instead of having the user go into the calendar view. Another example was how I introduced the shortcut creation in the tutorial, it seemed unnecessary that I included another message to have the user tap again when I can just combine it in one slide and instruct the user to double tap. I will be going through and refining the tutorial process to make it as short and simple as possible while keeping it informative, especially for first time users.

For the key, they mentioned that they would like to see some way to see a representation of the colors on the clock. One user mentioned having the color circle with the title show one by one under the clock as you log more colors. Another suggestion was a tap and hold feature to not take up any screen space -- when the user presses and holds on a color section on the clock, the title text will hover over. Another suggestion was having icons showing instead of colors as well.

I also received a few unique insights that I would like to look into further such as having a color palette for a user's clock, having a share feature, a zoom in/zoom out feature for the calendar, and making it compatible with light/dark mode.

My initial idea with task colors was to have the user get to choose from a rainbow color spectrum. While I didn't mention this in the interview, an interviewee mentioned that some users

may not know what colors to pick and could feel overwhelmed as a result so there should be set color palettes that the user can choose from to always ensure that their clocks look nice.

Regarding the share feature, the interviewee mentioned that would be a good way to introduce a key and it would arrange the layout into a shareable format where the users can post on their socials. This would be a great way to get word of mouth on the app if it were to launch.

The zoom in/zoom out feature for the calendar view was pointed out because the interviewee stated that it would be nice to be able to see more than one month on the screen. An example is that the user would be able to zoom out of May and to view the yearly calendar or the user could zoom in to view a layout of the week. Since the calendar feature is laid out the way it is due to needing space to show the spiralex of each day, this would be something challenging to introduce but I would like to see if it's possible to do so.

It was pointed out by an interviewee that many apps are now compatible with light/dark mode and it would be beneficial to also have a dark mode for the users that utilize it -- whether that is for personal preference or accessibility.

Based on my interviews, my main next step is to update my design system and wireflows. Since I am redesigning the app, I will need to update my design system to reflect the changes that I will be making -- specifically on the colors and components. I will also work on redesigning the wireflows and will work towards the new design moving forward when it comes to utilizing the vertical space. With the new wireflows, I will polish up the tutorial wires based on feedback and look into introducing a key system for the clock. Secondary next steps will be to create some color palettes for tasks, look into the share feature, look into zooming in/out for the calendar view, and make it compatible for dark mode (since the current display is light).