

UX Research Study

Introduction

- **Title:** Testing ease of use and accessibility of the improved check-in experience in the Urban Sports Club iOS app
- **Author:** Daniel Marcinkowski, Junior UX Designer, hey@meetdaniel.me
- **Date:** Apr 11, 2025
- **Project background:** The current Urban Sports Club app requires users to check in by scanning a QR code upon arrival at fitness locations. This process is unintuitive and inconsistent, leading to user frustration and frequent missed check-ins — which result in a €13 no-show fee, even when the user attends the class. Based on survey insights and competitive analysis, this study aims to evaluate an improved check-in experience that includes widgets, notification reminders, and streamlined UI flows.
- **Research goals:** To assess whether the new additions to the Urban Sports Club iOS app — including Home Screen and Lock Screen widgets, proactive notifications, and reduced friction in check-in interactions — lead to a smoother, faster, and more accessible user experience.

Research questions

1. Do users find the new check-in experience easier and faster compared to the current USC process?
2. Do users understand and use widgets on the iPhone Lock screen or Home screen?
3. Would a check-in widget improve their experience with the Urban Sports Club app?
4. Would receiving a notification shortly before their class improve their chances of completing a check-in on time?
5. How many steps do users need to take from unlocking their phone to completing the check-in process?
6. What aspects of the new flow feel intuitive or confusing?
7. What (if anything) do users miss or wish they could do differently?

Key Performance Indicators (KPIs)

- **Ease of check-in** (measured via post-task NPS or SUS-style rating)
- **Speed of check-in** (measured by number of taps and/or time from unlock to confirmation)
- **Task success rate** (did the user complete the check-in?)
- **Navigation preference** (did the user use a widget, app icon, or notification?)
- **Qualitative feedback** (comfort, frustration, delight)

Methodology	<ul style="list-style-type: none"> ● Format: Remote or in-person moderated usability testing ● Structure: 1:1 sessions, ~20–30 minutes ● Tasks: Participants will be asked to interact with a Figma prototype that starts from the lock screen. <ul style="list-style-type: none"> ○ They can choose to check in via widget, app, or notification. ○ They'll complete the check-in process and reflect on their experience. ● Analysis: <ul style="list-style-type: none"> ○ Task timing and click/tap count ○ Observation of confusion or hesitation ○ Post-task feedback on satisfaction and suggestions ○ Thematic analysis across user comments
Participants	<ul style="list-style-type: none"> ● Target group: Existing Urban Sports Club users who use the iOS app ● Demographics: Adults (18–45), ideally users who attend classes or gyms 2–5x/week ● Accessibility note: If possible, include at least one participant with ADHD, vision impairment, or other neurodiversity to evaluate cognitive and visual accessibility
Script	<p>Welcome: Hi! Thanks for joining. I'm testing a prototype of a redesigned check-in experience for the Urban Sports Club iOS app. I'll be asking you to perform a simple task using the prototype — just act naturally, think out loud, and let me know if anything feels confusing or unexpected.</p> <p>Warm-up questions:</p> <ul style="list-style-type: none"> ● How often do you use the Urban Sports Club app? ● Have you ever forgotten to check in to a class or session? ● Do you use widgets or notifications on your iPhone? <p>Task: You attended a class at Rocycle Friedrichshain. You've just picked up your phone and realized you forgot to check-in for the class — try to check-in using whatever feels most natural.</p> <p>Follow-ups:</p> <ul style="list-style-type: none"> ● What made you choose that path? ● How easy or difficult did that feel, on a scale of 1–10? ● Was anything unclear or frustrating? ● What did you expect to happen that didn't? ● Is there anything you'd change or add?