

Purpose: Our purpose is to test an updated profile customization and review process on Meetup's iOS app, as well as a new group and event rating system.

Goal: Users will be able to create and customize a user profile, find group reviews, find an organizer's profile, join a group, RSVP for the group's event, then leave a review on the group page within 15 minutes.

Logistics: The test will be conducted via moderated remote tests.

Persona: 32, Washington, DC, Insurance Adjuster

Tasks:

- Create an account using your Google credentials
- Input the name, location, pronouns, and age
- Connect your Twitter and Instagram accounts to your profile, and input the personal bio
- Select 3 interests to add to your profile (Cooking, Baking, and Food Photography)
- Complete the profile creation process and view your completed profile
- Explore Meetup groups
- Find the "All About Seasonings and Oils" event
- View the homepage of the group that is hosting this event
- View the profile of the group's organizer
- Find the group's reviews on their homepage
- Join the "DC Cooks!" group and RSVP to "Attend" the "All About Seasonings and Oils" event
- Go back to the "DC Cooks!" homepage, and leave a review

Metrics: Errors made, hesitations, time to complete tasks, number of errors/misclicks

Opening Script: Hi, _____! Thanks so much for agreeing to talk to me today. I greatly appreciate it. To tell you a little bit about me, my name is Alia, and I'm studying user experience design at General Assembly. What I'm interested in today is how you use an updated profile customization feature. I'm also interested in how you use a new rating system. Everything we talk about today is completely confidential and won't be shared with anyone outside of our own internal research team. Before we begin, do you have any questions for me? Do you mind if I record our session for my notes? Thank you.

I'm testing the product, not you. As you go through the process, I ask that you think out loud, even if you're unsure of what's happening. Focus on explaining what you think is happening, not on how you would fix it.

Closing Script: Is there anything we haven't touched on or that you'd like to discuss? Do you have any questions for me? The next steps will be _____, and I'll be using this information to help make further improvements to the design. [Exchange contact information here] Do I have your permission to contact you again? If you need to contact me, please feel free to call me at _____, or via email at alia.hatch.phila@gmail.com.

Scenario/Description: You are using Meetup to join online communities to find other people with shared interests (with the option of meeting in person).		
Participant #: 1	Date: 3/30/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using your Google credentials</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:18.23	Errors: Hesitations:
<i>Input the name, location, pronouns, and age</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:17.76	Errors: Hesitations:
<i>Connect your Twitter and Instagram accounts to your profile, and input the personal bio</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1:00.66	Errors: 6 misclicks Hesitations: Hesitation, misclicks took place when the user was looking for the social media icons, kept moving the pointer around the screen
<i>Select 3 interests to add to your profile (Cooking, Baking, and Food Photography)</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:11.00	Errors: Hesitations:
<i>Complete the profile creation process and view your completed profile</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:10.03	Errors: Hesitations:
<i>Explore Meetup groups</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:10.27	Errors: Hesitations:
<i>Find the "All About Seasonings and Oils" event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:10.27	Errors: Hesitations:

<i>View the homepage of the group that is hosting this event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:09.95	Errors: Hesitations:
<i>View the profile of the group's organizer</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:12.14	Errors: Hesitations:
<i>Find the group's reviews on their homepage</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:23.80	Errors: 4 misclicks – user had difficulty getting the back arrow to work Hesitations:
<i>Join the “DC Cooks!” group and RSVP to “Attend” the “All About Seasonings and Oils” event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:26.76	Errors: Hesitations:
<i>Go back to the “DC Cooks!” homepage, and leave a review</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:30.22	Errors: Hesitations:

Thoughts:

“The process was very simple, very easy to move through the instructions”

“This group sounds amazing, I wish it was a real group in Philadelphia so that I could attend.”

Said that social media connection buttons blended with the mouse clicker, not clear to see (app mostly white and main things being red, when she scrolled over anything white, the pointer would blend in with the background)

Wasn't able to see social media icons clearly (wasn't standing out enough)

Notes:

Total time: 4:01.15

Consider darkening the pre-connected social media buttons for visibility

Go back to the group's page task (the back button wasn't working well, scrolled down to click on the group instead) – consider making back arrow bigger/more easily clickable

Scenario/Description: You are using Meetup to join online communities to find other people with shared interests (with the option of meeting in person).		
Participant #: 2	Date: 3/30/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using your Google credentials</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:08.49	Errors: Hesitations:
<i>Input the name, location, pronouns, and age</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:13.66	Errors: Hesitations:
<i>Connect your Twitter and Instagram accounts to your profile, and input the personal bio</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:16.10	Errors: Hesitations:
<i>Select 3 interests to add to your profile (Cooking, Baking, and Food Photography)</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:13.67	Errors: Hesitations:
<i>Complete the profile creation process and view your completed profile</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	00:30:42	Errors: 1 misclick – after creating the profile, the user tapped the wrong button Hesitations: When user tapped the wrong button, they paused to figure out how to get back to the prior page
<i>Explore Meetup groups</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:05.00	Errors: Hesitations:
<i>Find the “All About Seasonings and Oils” event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:05.00	Errors: Hesitations:

<p><i>View the homepage of the group that is hosting this event</i></p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	00:12.34	<p>Errors:</p> <p>Hesitations:</p>
<p><i>View the profile of the group's organizer</i></p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	00:08.00	<p>Errors:</p> <p>Hesitations:</p>
<p><i>Find the group's reviews on their homepage</i></p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	00:15.48	<p>Errors:</p> <p>Hesitations:</p>
<p><i>Join the "DC Cooks!" group and RSVP to "Attend" the "All About Seasonings and Oils" event</i></p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	00:24.51	<p>Errors:</p> <p>Hesitations:</p>
<p><i>Go back to the "DC Cooks!" homepage, and leave a review</i></p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p>	00:14.00	<p>Errors:</p> <p>Hesitations:</p>

Thoughts:

"I thought I clicked 'View My Own Profile' but either maybe I was off as far as like where my finger was, or something like that." (re: the error in task #5)

"Everything else in the process other than [the error in task #5) was straightforward. Exactly where I thought that it would be as exactly where it was and it kind of took me to where I thought it should."

Notes:

Total time: 02:46.72

In the "Interests" section, baking was listed twice, needs to be changed to something else

Scenario/Description: You are using Meetup to join online communities to find other people with shared interests (with the option of meeting in person).		
Participant #: 3	Date: 3/30/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using your Google credentials</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:29.77	Errors: Hesitations:
<i>Input the name, location, pronouns, and age</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:12.13	Errors: Hesitations:
<i>Connect your Twitter and Instagram accounts to your profile, and input the personal bio</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:13.93	Errors: Hesitations:
<i>Select 3 interests to add to your profile (Cooking, Baking, and Food Photography)</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:15.43	Errors: Hesitations:
<i>Complete the profile creation process and view your completed profile</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:09.38	Errors: Hesitations:
<i>Explore Meetup groups</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:06.97	Errors: Hesitations:
<i>Find the "All About Seasonings and Oils" event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:07.66	Errors: Hesitations:

<i>View the homepage of the group that is hosting this event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:07.95	Errors: Hesitations:
<i>View the profile of the group's organizer</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:11.57	Errors: Hesitations:
<i>Check out the group's reviews on their homepage</i> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	00:37.83	Errors: 10 misclicks Hesitations: User kept clicking "see more" to expand and see the entire review section
<i>Join the "DC Cooks!" group and RSVP to "Attend" the "All About Seasonings and Oils" event</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:25.30	Errors: Hesitations:
<i>Go back to the "DC Cooks!" homepage, and leave a review</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:14.75	Errors: Hesitations:

Thoughts:

"see more" on group review page – organizer's profile review bounce back (blue flashing prototype indicator) instead of being able to see full review section

Wanted to click "see more" (or see most helpful reviews first)

"If a feature isn't open to certain people, there should be a popup that comes up if it's a private feature."

Lack of scrolling bar (re: the error when executing task #10 to check out the group reviews)

Profile pic – verification (may prove to be an issue for some users)

Notes:

Total time: 02:46.72

I forgot to reword the "group review" task in question on this form (should've changed "check out" to "find")

User didn't realize the page scrolled vertically, thought the rest of the review section was hidden behind the "see more" link (build another screen for the next prototype just in case?)

The user mentioned the possibility of profile pic uploads being an issue for some users. I asked the user to tell me more, and they mentioned that some apps ask for photo verification. I then asked the user whether they had experience with that feature on other apps, and when they answered in the affirmative, I asked them to tell me more. They talked about how on some apps (including dating apps they've used), users are not only asked to upload profile pictures so their identity can be verified, but

they're also asked to take and upload a selfie with a specific pose for their profile to be verified. (possible safety and security feature?)

Next Steps:

- Make high contrast changes to the social media buttons (profile customization feature)
- Change replicated "Baking" interest tab to "Whiskey"
- Track number of people joining groups
- Track number of people RSVPing to events
- Track number of people attending said events
- Track how people are using the review feature
- Use heat maps to determine how people are using the site, how long and how often they spend in certain areas (ex, the review section - does it increase user engagement?)
- "Reading reviews" into "joining a group" aspect – what is the percentage of people who join a group after reading group reviews?