

New Mobile App

Test conducted remotely without moderator

2018 September

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Summary

These sessions allow us to check some of the features and tasks related to the new mobile app, making sure interactions features are understandable and detect potential problems.

Test has been done exclusively on Mobile App, and measures the capacity and ability to complete each task and list all the observations, comments from the users, using video screen recording and audio.

- Test was conducted remotely through Lookback App without any moderator, with a list of tasks and an introduction to give the context to users,
- Only Existing users participated as they already know our products so it's easier to get feedback on the features.
- Test was released in early September until the last week of October.

After analyzing basic use cases of the New Mobile App it came to our attention that further analysis and a test with real users is crucial for validating the overall usability.

After thorough preparation of test scripts (described in the section “Scenarios & Tasks”, we’ve gathered a group of **13 participants** who use a current version of the Nixplay App.

On 28th of August we invited users by email through Intercom and we’ve recorded their interaction with the product while they were performing typical tasks.

Analysis of the recordings showed clearly that:

- **Showing the frame on the Homescreen is a clear improvement** for the user as they clearly understand content is associated with the frame.
- Need to increase the **navigation font size and icon shortcut on the Homescreen** as some users struggle to read.
- Some users seem to be a little bit disorientated when they create a new playlist as they are used to type a name before picking the content they want to add to the new playlist.
- Some users struggled to find the Frame selector on top of the screen but it’s not critical as they always find the way.

Further recommendations can be found in the section “Recommendations”.

The following document details the way we’ve conducted the research, describes the results, and provides a list of recommended changes.

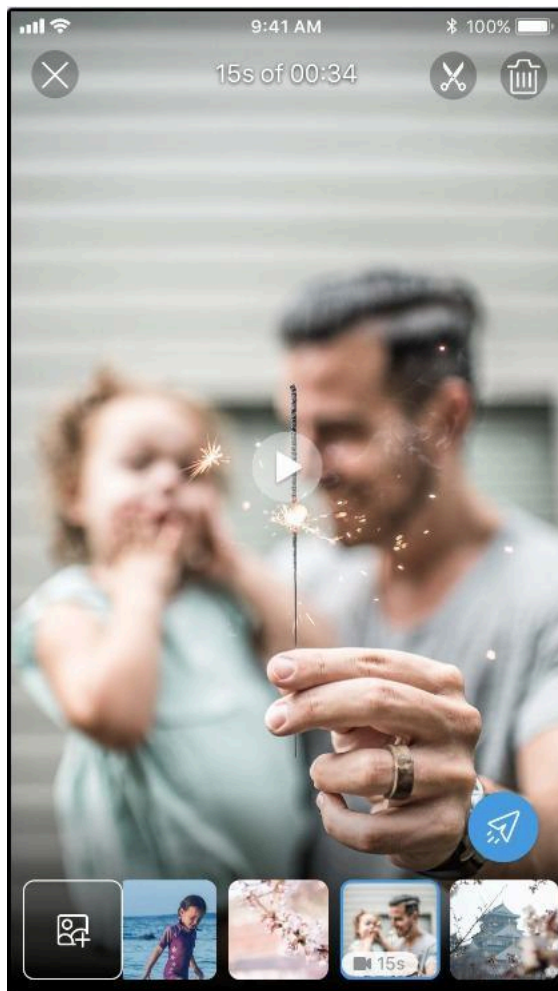
Introduction about users

- 57% of users are male
- Age: 53% -> 18 to 35, 30% -> 36 to 50, 15% -> 51 to 60
- 92% have more than 5 years' experience using mobile app
- 46% use our product weekly VS 23% daily.

Scenarios and tasks

TASK 1

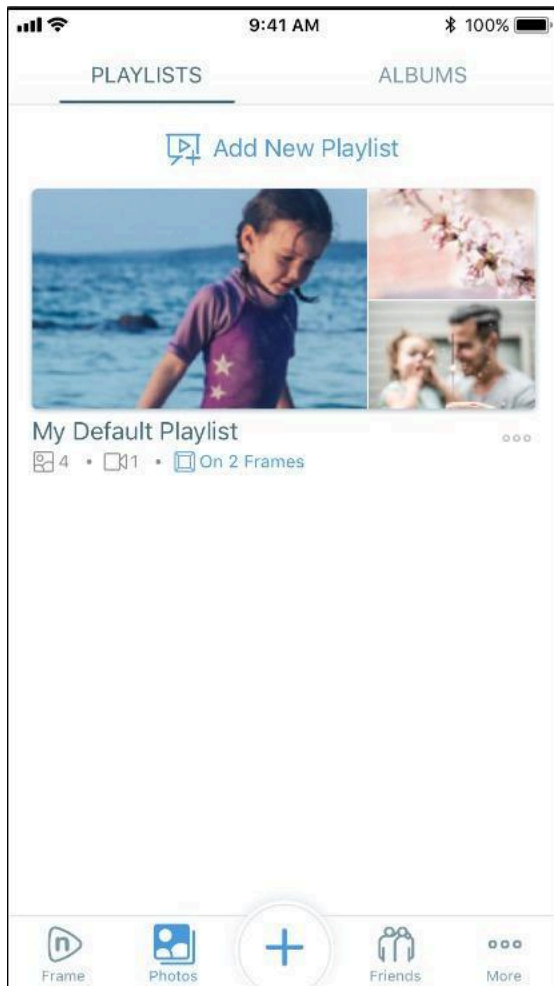
Check if the upload process is clear and if the user understands easily how to trim the video.



- All users have completed the task successfully
- This point has been confirmed by the survey where 93% answered it was very easy or easy.
- The Video Trim feature is also very intuitive as nobody missed it on the preview screen.

TASK 2

Check if the Playlist creation process is easy to access and if the Photo Tab is clearly understandable.

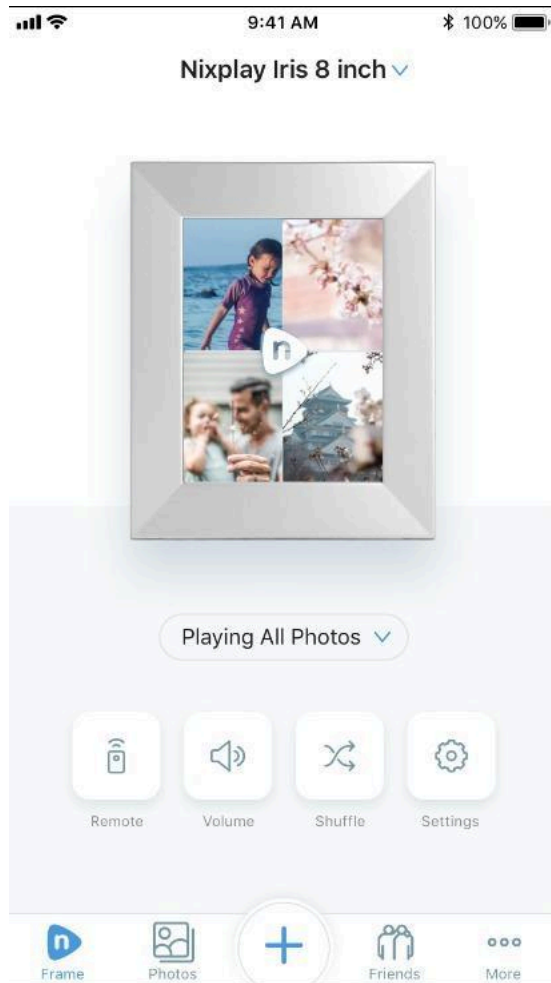


- There was no major issue spotted in the completion of the tasks – 85% of the users found the Playlist creation and assignment very easy or easy.

- However, as we were asking users to find their default Playlist, 1 user struggled a little bit to find the Photo tab. This can also be due to the small size of the font we are using in the navigation Tab.
- For 2 users, it took time to find the “Add new playlist” CTA on top of the screen.
- 1 user seems to be a little bit disorientated when creating a Playlist. We guess that it may be due to the fact that the flow is different from the current App where we ask to name the playlist first before selecting the photos from the device.

TASK 3

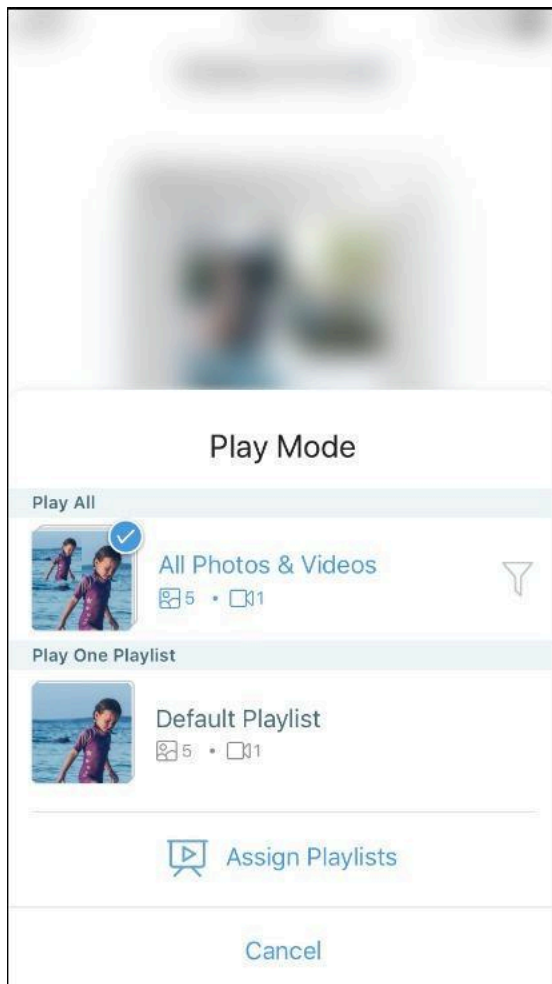
Check if the Playlist mode dropdown and the frame preview are easily understandable. What is the natural user behavior when he/she needs to check what is playing on the frame.



- Majority of users tend to click on the dropdown to check what is currently playing more than the Frame preview.
- Also, in the test, we don't provide any animation on the Frame preview, so we guess that it will be more obvious.
- Only 1 user found it somewhat difficult to check what is currently playing on the frame.

TASK 4

Check the clarity of the Playlist mode dropdown.

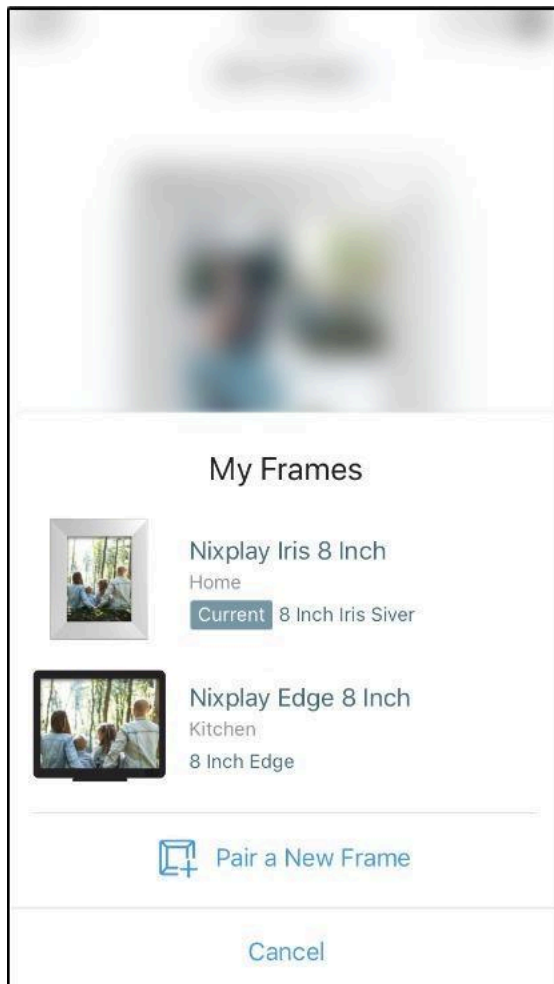


- There was no major issue spotted in this task.

- 1 User found it somewhat difficult to access the Playlist mode, saying it's not very intuitive. However in the video session he easily reached the feature.

TASK 5

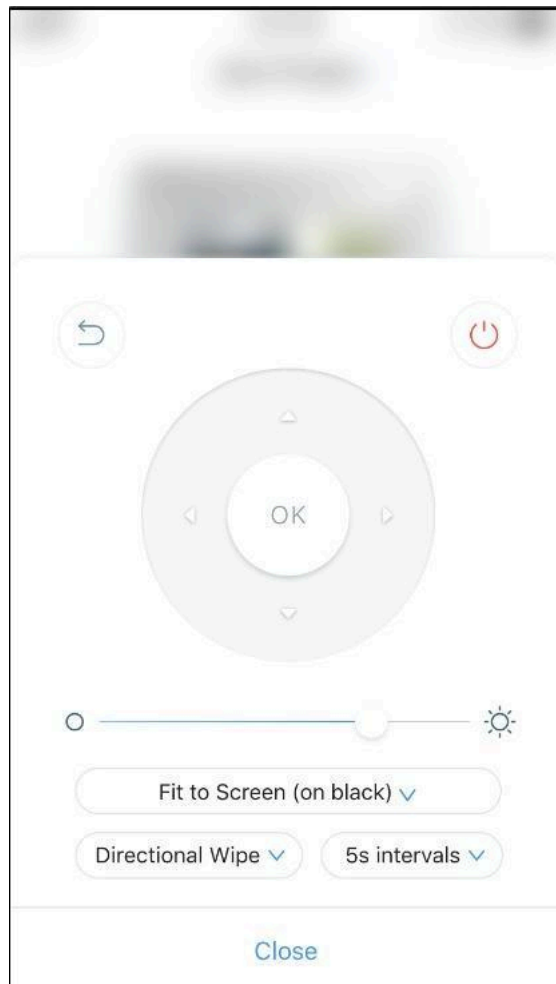
Test visibility of the Frame selector/picker. How to switch to another frame when more than 1 frame



- There was no major issue spotted in this task. 85% found the task very easy or easy to complete.
- 1 User found it somewhat difficult to access the Playlist mode. However looking at the details, the user said it was due to the fact he wasn't looking at the top of the screen.
- 1 user commented the arrow next to the Frame name is a bit small and it took a while to notice.

TASK 6

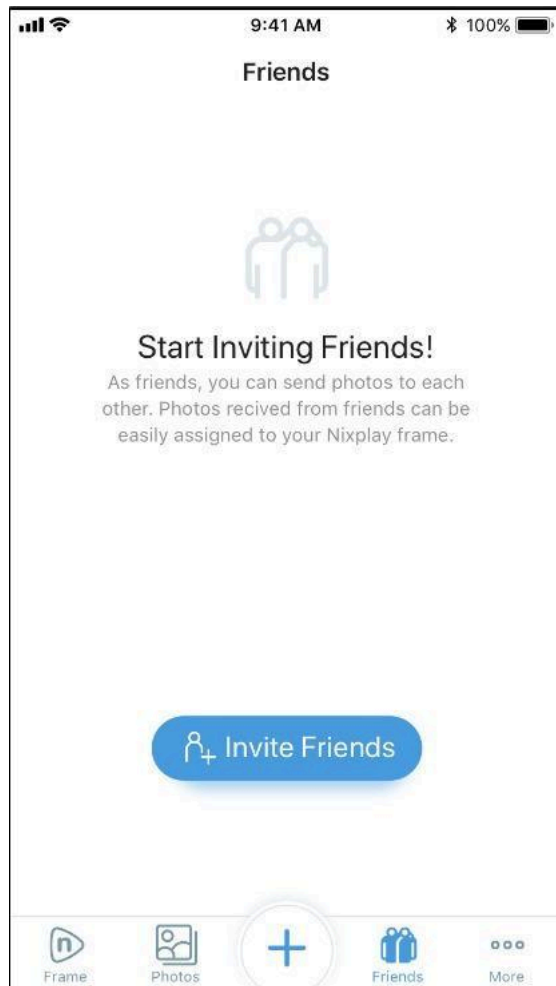
Check the visibility of the remote control icon and verify if the icon is enough understandable.



- 85 % of users found it easy to understand the remote control icon.
- 1 user missed it. We guess the font size is not helping to identify the icon.

TASK 7

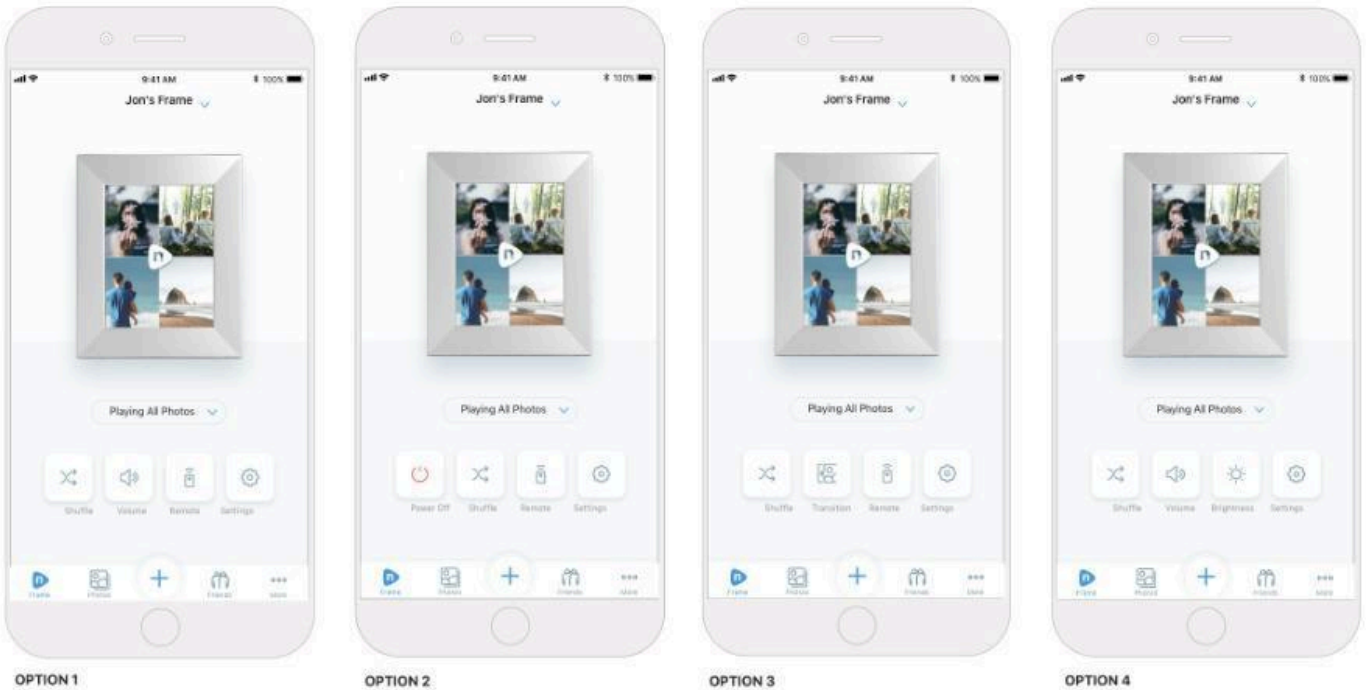
Check if the “send to friend” feature is easy to complete as in the current app we have a clear section “Send Photos” on the Homescreen.



- There was no major issue spotted in the task.
- Once they've invited a friend, Users tend to go inside the friend screen to send photos or use the + button naturally as they are already used to this behavior in the current app.
- It took time for 1 user to find the Friend tab. We guess that it's due to the size of the font.

Home screen shortcut options

We asked users which option they prefer regarding to the shortcut we provide under the Frame preview.



- **Option 1** with the combination of Shuffle mode, Volume, Remote and Settings is the preferred version.
- **Option 2 and 3** are the following preferred versions.

Conclusion

Overall, the new mobile app is easy to use. The usability test shows that there are not severe issues with the new navigation and the home screen.

Implementing the recommendations and continuing to work with users (i.e., real lay persons) will give us the insights needed to continue improving the product.

Recommendations:

- Increase size font of the main navigation tab, shortcut icon font size on the Home screen.
- Need to change a little bit the design of the Frame selector dropdown on top of the screen to be more visible.
- Need to think about naming the Photo tab, maybe using Playlist will be better when we also rethink the Album Tab.
- Maybe we need to improve the Frame preview with some Hint or icon to make it more obvious as users tend to select the photo tab to find the playlist.
- Improve visibility of “Create a Playlist” CTA in the Playlist section

Appendix

Dashboard > New Mobile App Help

Med Nixplay

Self-test with Wilson

Share recording

Chrome

https://projects.invisionapp.com/frames/20NHEWVTMBH/screens/214232950

Nixplay Iris 8 Inch

Playing All Photos

Back Home Settings

CONTEXT

You already use a Playlist Frame but you just downloaded a new one (Nixplay Iris), after logging in to the watch app, you join the new frame and discover the new Frame Tab on your mobile.

TASK 1

- Select some photos and 1 video from your mobile device to upload to your new frame
- Tap the video to have a duration of 8 seconds
- Select the photos/videos to your default playlist (Nixplay Iris 8 Inch)

TASK 2

- Find your Default playlist to check which photos you have previously added
- Create a new playlist and call it "Summer holidays"
- Assign this new Playlist only to your new frame called "Nixplay Iris 8 Inch"
- Once done go back to the Frame Tab

TASK 3

- From the Frame Tab, How do you check what is currently playing on your frame?

TASK 4

End Session

01:40

03:41.9

10:54

Dashboard > New Mobile App Help

Med Nixplay

Self-test with Judy LaBarge

Share recording

Playlist Default Home

https://projects.invisionapp.com/frames/20NHEWVTMBH/screens/214232950

Nixplay Iris 8 Inch

Playing Default Playlist

Back Home Settings

Lookback

30:02:25

TASK 2

- Find your Default playlist to check which photos you have previously added
- Create a new playlist and call it "Summer holidays"
- Assign this new Playlist only to your new frame called "Nixplay Iris 8 Inch"
- Once done go back to the Frame Tab

TASK 3

- From the Frame Tab, How do you check what is currently playing on your frame?

TASK 4

- How do you set your frame to only show/play the playlist called "Summer holidays"?

End Session

02:23

00:03.0

10:21

Self-test with Judy LaBarge

Disable live comments

Aug 31, 01:43 5 views

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