



USABILITY STUDY

June 21, 2026

Google Form Link:

<https://forms.gle/Yo6kGtEp8QWFJrCm9>

This was an unmoderated usability study using qualitative and quantitative methods to measure the navigation aspects of the app. Personal information was also collected to understand the experiences users had with crime and the true crime genre of entertainment. The expectation of this study is to discover the navigability of the app, its intuitive characteristics, and how interested the general public would have in contributing to the solving of crimes.

PARTICIPANTS

There were five participants. The participants were 60% men and 40% women. The age ranges were 60% 30-45 years old and 40% 18-29 year olds. The participants were found using Instagram and Reddit. The study itself occurred online.

Prioritized Insights

Priority 0

1. Based on the theme that: **all users will believe this app exploits the victims of true crime**, an insight is: **we need to make additions which will foreground the mission of the app.**
2. Based on the theme that: **most users will find the posts trustworthy**, an insight is: **the app should have one or two additional features that confirm the posts veracity.**

Priority 1

1. Based on the theme that: **almost all users will find the app easy to navigate**, an insight is: **navigation should be revisited for possible clarification changes.**

Priority 2

1. Based on the theme that: **all users will not have trouble making a post**, an insight is: **the post-making journey does not require revisiting.**
2. Based on the theme that: **all users will have a large knowledge of true crime events and its practices**, an insight is: **the app does not require any basic information describing law enforcement practices or knowledge of crime.**

TRUE CRIME CONSUMPTION

How often do you consume true crime?

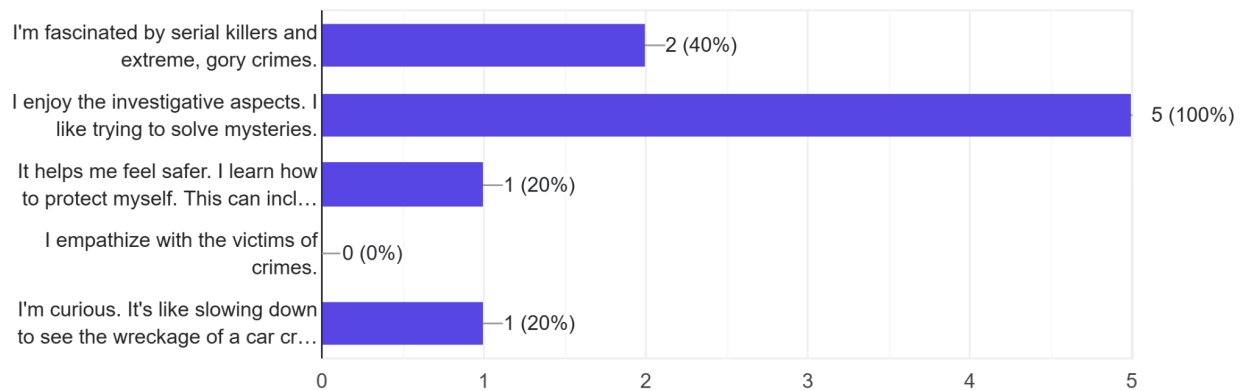
5 responses



All of the users have an interest in true crime. 60% have a serious interest in true crime, while 20% will watch a true crime documentary if it appears interesting or popular on a streaming platform. One person in five described themselves as an active true crime investigator. These results demonstrate that this app will have wide appeal amongst users.

If you're a fan of true crime, why do you watch it? Check all that apply.

5 responses



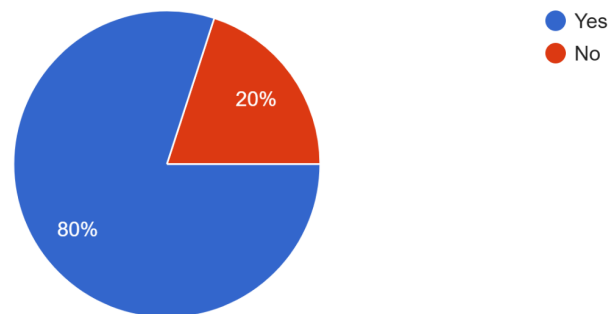
All of the participants find the investigative aspects of true crime and the analysis of a mystery as a reason for watching true crime. This reflects a widespread interest in solving mysteries, analysis, and collecting information. This is the core of the app.

Some users are attracted to true crime because of the goriness and schadenfreude. This statistic is important to consider. Users may visit the app expecting a fetishized experience. It is important to be aware of this expectation; the app is not a resource for exploitative experiences.

An important statistic is that none of the participants consume true crime seeking to empathize with the victims of crimes. We must develop features which will “humanize” the victims and place their experiences at the forefront.

Have you ever submitted a tip to law enforcement about a crime?

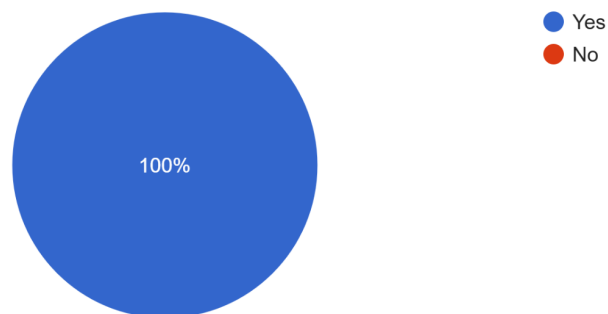
5 responses



Almost all users have submitted a tip to law enforcement about a crime. This reflects a high user interest in participating in aiding in the resolution of crimes.

Have you or anyone you know ever been the victim of a crime?

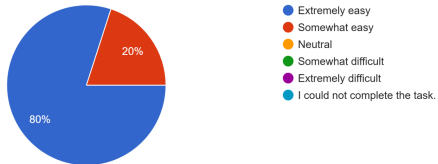
5 responses



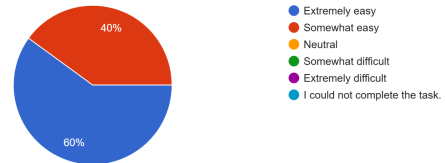
All users have been or known someone who has been the victim of a crime. This reflects the widespread experience of crime: crime is a norm in society that everyone must have an interest in.

NAVIGATION

How easy or difficult was to navigate the app?
5 responses

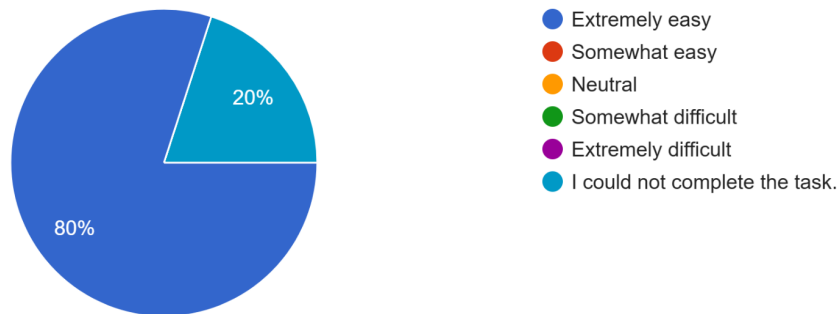


How easy or difficult was it to create a post?
5 responses



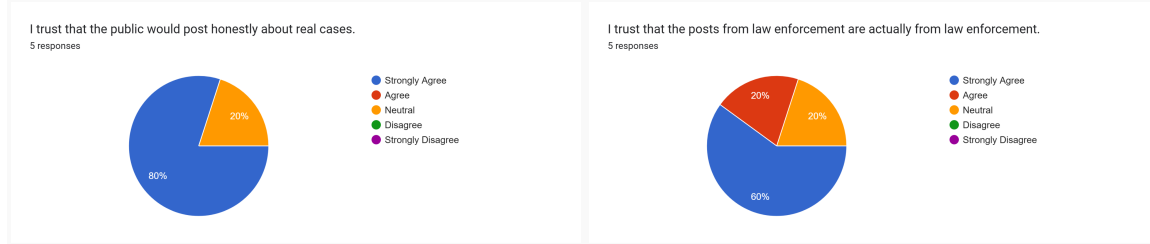
All of the users found the app easy to navigate and create a post. This area does not require further development.

How easy or difficult was it to find Nancy Guthrie's post?
5 responses



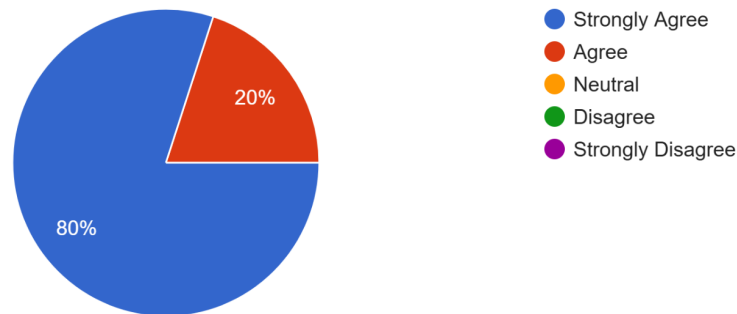
Almost all users found it extremely easy to find Nancy Guthrie's post, though 20% could not complete the task. This requires a revisit to the organizational aspects of the app.

TRUSTWORTHINESS



Almost all of the users believed that the submitted posts were trustworthy. However, one user in each question had a neutral reaction. I would interpret this as an opportunity to err on the side of caution. The trustworthiness of the posts is a concern; the users should not question their authenticity. There are steps we can take to assert this in the design.

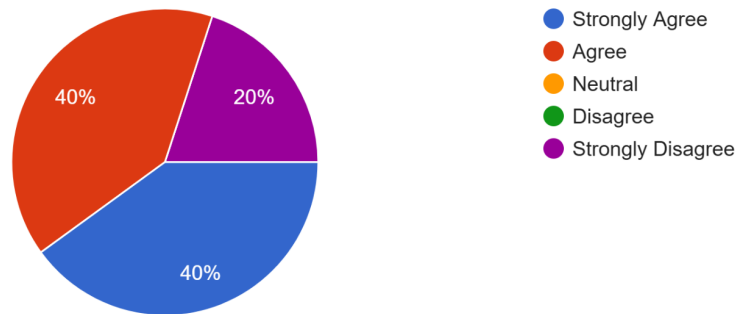
I think the app would be helpful solving crimes.
5 responses



All of the users would find this app helpful in resolving crimes. An overall vision change of the app is not necessary.

I think the app exploits victims of crimes.

5 responses



However, the most unsettling statistic is that 80% of users believe that this app exploits the victims of crimes. This must be addressed. Above, we saw the statistic that empathy is not a motivating factor for watching true crime. This, however, is a contradictory result: the app is seen as unempathetic. All of the users found this app helpful for solving crimes, yet see the app as exploiting victims.

A further study about the perspectives of true crime is necessary, as well as measures we can take to prevent negative interpretations.

QUALITATIVE RESPONSES

Describe your journey through the app. What stood out to you the most?

"To navigate the app, it's easy, love it"

"Creating a post was very easy for me"

"What really standout was user interface. It's was very easy to navigate"

"What stood out is this app make it's to solve crimes unlike other apps"

"A bit clunky, not intuitive as much as I need"

There are two main takeaways from these responses. The majority of the responses found the app easy to navigate with good user interface and its unique ability to

solve crimes. However, one response found the user interface “clunky” and “not intuitive as much as I need”. This requires a revisiting of the navigation aspects of the app and organization of information.

Do you have any other comments or feedback about the app?4 responses

No

I have loved it already

I would also love to see final release

The majority of responses are positive about the app as a whole.

MAIN TAKEAWAYS

There are three main areas for further development.

The highest priority to be revisited is the arrangement of information. It is important to revisit the hierarchy of information to help navigation.

Further research into the public perspective of true crime and its perceived lack of empathy and exploitative elements is necessary and urgent. This app is designed to help the victims of crimes and make society safer. Negative connotations will subvert this mission.

A task which isn't urgent, but would aid the strength of the app is emphasizing the trustworthiness of the posts by individuals and law enforcement would be helpful.

LO-FI PROTOTYPE

9:30

FBI

**Federal Bureau
of Investigation**

Nancy Guthrie

Tucson, AZ
• January 31, 2026

	Date of Birth	January 27, 1942
	Hair	Brown
	Eyes	Blue
	Height	5'4"
	Weight	150 lbs.
	Sex	Female
	Race	White

The FBI is offering a reward of up to \$50,000 for information leading to the recovery of Nancy Guthrie and/or the arrest and conviction of anyone involved in her disappearance.

The Federal Bureau of Investigation's Phoenix Field Office and the Pima County Sheriff's Department in Arizona are investigating the disappearance of Nancy Guthrie, last seen at her residence in the Catalina Foothills neighborhood of Tucson, Arizona, on the evening of January 31, 2026. She is considered to be a vulnerable adult who has difficulty walking, has a pacemaker, and needs daily medication for a heart condition.

The images show an armed individual appearing to have tampered with the camera at Nancy Guthrie's residence prior the morning of her disappearance. The suspect is described as a male, approximately 5'9" to 5'10", with an average build. In the video linked below, he is wearing a black, 25-liter Osprey Trail Hiker Pack backpack. The FBI seeks information that will lead to the identity of this individual.

SUSPECT RING CAM FOOTAGE

Anyone with information concerning this case is asked to contact the FBI at 1-800-CALL-FBI (1-800-225-5324) or submit a tip online at [tips.fbi.gov](#).

PLEASE SHARE

Home

Post

Search

9:30

THE PUBLIC

Lynette Hooker

last seen Sea of Abaco,
The Bahamas

• April 4, 2026

	Date of Birth	November 7, 1970
	Hair	Brown & grey
	Eyes	Hazel
	Height	5'7"
	Weight	135 lbs.
	Sex	Female
	Race	White

Lynette Hooker, 55, originally from Michigan, was last seen on board a dinghy near Sea of Abaco, in The Bahamas on April 4, 2026. Lynette may have fallen off and into the water. Lynette was last seen wearing a black two-piece swim suit, a teal shirt, and a blue headscarf.

Investigators are primarily seeking information about Lynette Hooker's whereabouts, as well as the identity of the occupants of a sailboat that was moored near her vessel (the Soulmate) on the night she disappeared.

If you have any information pertaining to the possible whereabouts of Lynette Hooker or have any information regarding her disappearance, please contact the US Coast Guard or Texas EquusSearch at (281) 309-9500.

Submit anonymous tips using the [CGIS Tips app](#), available in the Apple App Store and Google Play.

Karlie Aylesworth
Lynette Hooker's Daughter

There is a gofundme for a memorial for my mom. This is to help the search for her or to help lay her to rest. Anything would help. If you know anything, please let me know.

[gofundme](#)
KarlieAylesworth@gmail.com

PLEASE SHARE

Home

Post

Search

9:30

POLICE

Tammie McCormick

last seen Saratoga Springs, NY
• April 29, 1986

	Date of Birth	July 3, 1972
	Hair	Dark blonde
	Eyes	Hazel
	Height	5'5"
	Weight	108 lbs.
	Sex	Female
	Race	White

Tammie was last seen hitchhiking on April 29, 1986. She has a homemade tattoo of "T.A.M." on her upper left arm.

The authorities do suspect homicide.

The photo below is age-progressed to 45 years.

If you have any information, please call the Saratoga Springs Police Department at 518-584-1800.

Or you may e-mail the information to: nysscip@troopers.ny.gov

PLEASE SHARE

PUBLIC POSTS

Instagram

<https://tinyurl.com/helpmargie>

\$10
Amazon
Gift Card

***I need
your help***

I will pay for it.

I'm taking courses for a Google UX
Design Professional Certificate.

I've created a prototype app
and I need people to test it.

I NEED 5 VOLUNTEERS!

<https://tinyurl.com/helpmargie>

The app is almost fully functional. It is
accessible online. No need to download
anything.

This will be fast and easy.

You'll be given prompts to do simple
tasks and then answer questions about
each task.

There are no wrong answers.

I only need to know what you think.

I ONLY NEED 5 PEOPLE. After I have
5, I'll close the down the research.

For those of you who will accept this
mission, you have my deepest gratitude.
This is a major part of my course and
will help me get a job.

The link is in my bio.

<https://tinyurl.com/helpmargie>

Reddit

