

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, read group reviews, read a host's profile, join a group, and 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 Google, and use the settings to edit your profile
- Find the "Cookings and Findings in Washington" group and find the review section
- Find and read the host's profile, then join their group
- Leave a review on the group page

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: 3/27/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using Google, and use the settings to edit your profile</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1:10.61	Errors: Hesitations:
<i>Find the “Cookings and Findings in Washington” group and find the review section</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:44.17	Errors: Hesitations:
<i>Find and read the host’s profile, then join their group</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:53.11	Errors: Hesitations:
<i>Leave a review on the group page</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:35.42	Errors: Hesitations:

Thoughts:

“Nice pronouns, excellent. Location...”

“It was good, really nice and clear.”

“Everything looks very clear... Everything that I'd want to know when joining a group like this is pretty easy to find.”

Notes:

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: 3/28/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using Google, and use the settings to edit your profile</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	2:15.40	Errors: Hesitations: Wasn't sure if they should click on "Continue with Google", thought they'd have to exit the app to log into their existing Google account
<i>Find the "Cookings and Findings in Washington" group and find the review section</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1:00.01	Errors: Clicked the arrow at the bottom of the prototype to navigate to the page, scrolled down to the Calendar area Hesitations:
<i>Find and read the host's profile, then join their group</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1:42.48	Errors: Hesitations:
<i>Leave a review on the group page</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1:59.76	Errors: Scrolled up and down when they weren't sure how to leave a review, then clicked around about five times on the text field to figure out how to leave a review Hesitations: Was looking for the option to type in the field to enter review

Thoughts:

Liked the wide variety of events available

Notes:

Went down to events calendar when looking for a group, thought it would be in the events calendar or in the description of the event, thought there would be a link to the group in the calendar

Wanted to edit the text in the profile (prototype limitation)

Was looking for the option to type in the field to enter review (prototype limitation)

- Wanted to click on "Discussions" when they couldn't
 - o Consider moving the "sign up" button to the bottom of the profile creation screen

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: 3/28/2022	Observer: Alia Hatch
Actions Performed	Time	Comments
<i>Create an account using Google, and use the settings to edit your profile</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:11.25	Errors: Hesitations:
<i>Find the "Cookings and Findings in Washington" group and find the review section</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:28.18	Errors: Hesitations:
<i>Find and read the host's profile, then join their group</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	01:21.93	Errors: Hesitations:
<i>Leave a review on the group page</i> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	00:20.77	Errors: Hesitations:

Thoughts:

"Navigation wise, it was pretty straightforward. I think it was similar to what I've seen in other apps, or things that I've signed up for and things like that."

"Going to the designated places seemed normal and natural to me."

"It was pretty easy for me to get to the review section to find... All of that was pretty kind of in your face."

Notes:

Was slightly confused by the prefilled sections, was expecting to type their info in (prototype limitation)

Next Steps:

- Create high-fi version
 - Add more screens into the prototype that simulate the ability to enter text
 - Add color and images
- Conduct usability testing for high-fi version
 - Update tasks, script, and language
- Change text on “RSVP” button to “Join and RSVP” (reflects the prerequisite to join a group before RSVPing for an event)
- Change the placement of the “Sign Up” button (on profile creation screen)