

WE'RE NOT REALLY STRANGERS

Unmoderated Remote User Testing

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EXECUTIVE SUMMARY

02

WHAT IS “WE’RE NOT REALLY STRANGERS”?

“**We’re Not Really Strangers**” is a brand that sells card games meant for people to get to know each other better on different levels (friendships, relationships, etc). The intention behind the brand is for players to forge meaningful connections with others.

METHODOLOGY

Our team conducted **11 unmoderated remote user tests** on the website [usertesting.com](https://www.usertesting.com) and received video feedback on the website and the scenario and tasks we provided.

RECOMMENDATIONS

1. Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge, and move social media icons to footer
2. Add filters to “Shop” pages
3. Add information in “About” section and add “About” as a title to match navigation bar labeling

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INTRODUCTION

“We’re Not Really Strangers” is a brand that sells card games meant for people to get to know each other better on different levels (friendships, relationships, etc). The intention behind the brand is for players to forge meaningful connections with others.

The brand blew up on social media and are catered to young adults. Their online website allows users to shop games and other merchandise, play quizzes, and download free games.

METHODOLOGY

UNMODERATED REMOTE USER TESTING

This study was conducted via **Unmoderated Remote User Testing** to garner feedback from participants to form recommendations. This method allows us to use a software application to run the studies instead of having a researcher attend a session (Whitenton, 2019)

The software used for this study was www.usertesting.com where participants were able to record their session and follow tasks that were created beforehand by the researchers, while also recording their screens.

We received videos from **11 participants** who recorded their experience on the website and performed the tasks, as they “think aloud” in their own environment.

METHODOLOGY cont.

USERS

- Age: 18 - 27 years old
- Gender: Any
- Employment Status: Student

SCENARIO

You are a first semester college freshman planning a small get together with some friends and acquaintances. You want to find something to bring everyone closer and you are wondering if “We’re Not Really Strangers” could be a game to play after hearing about it on social media.

TASKS & QUESTIONS

1. Go to <https://www.werenotreallystrangers.com/> and browse without clicking.
2. Look for what the brand is about to learn more about it.
3. Based on what you saw on this page, how would you describe “We’re Not Really Strangers” to a friend?
4. Find and download a free game that you and your friends would enjoy.
5. Would you visit this website again?
6. How easy or difficult was it to explore the navigation bar?

RESULTS

90%

**OF USERS FOUND IT EASY TO
LEARN WHAT THE SITE WAS
ABOUT, BUT THROUGH
TASK 1+2**

TASK 2

While only one participant was confused, we know based on the previous task (which was to browse website for understanding) and watching the videos, that users grasped what the website was about based on the contents as a whole not solely the “About” page.

RESULTS cont.

81%

OF USERS FOUND IT DIFFICULT
TO FIND THE FREE
DOWNLOADABLE GAMES

TASK 4

We wanted to learn how discoverable the site's content was & this proved that it is not. 1/11 found the free downloadable game.

RESULTS cont.

10/11

**PARTICIPANTS RATED THE
NAVIGATION'S EASE OF USE
ABOVE A 3 RATING, ON A SCALE
OF 1-5**

TASK 6

Despite all users having a difficult time navigating the website, they rated the website's navigation highly. This is most likely due to misinterpreting the question as many participants confessed to not knowing what a navigation bar is, one claiming the site had no navigation bar at all! It is highly likely they misunderstood the question being that when answering aloud, they pointed out the aesthetic features of the navigation bar like, "Maybe if it could be a bit bigger so that people could see it more clearly, it would be easier to explore."

RECOMMENDATION 1

Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge, and move social media icons to footer.

USER PROBLEM: Users have a difficult time finding free games. Many users were confused about labeling and mentioned they weren’t clear, and that size was an issue.

QUOTES FROM USERS:

"I wasn't able to find able to find a free game ."

"I didn't really know what the online tab was for. it's like a little bit vague, online can mean anything."

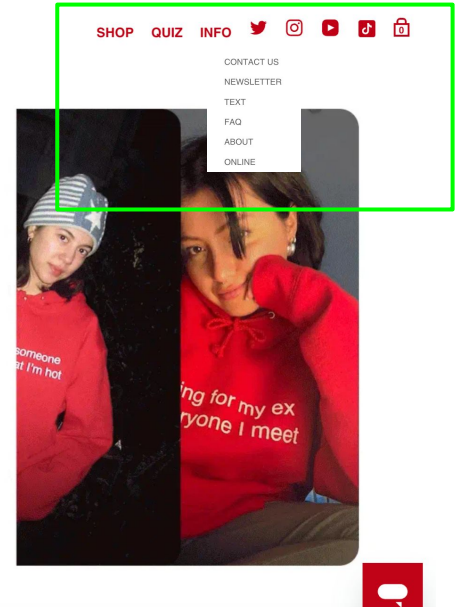
"Maybe if it could be a bit bigger so that people could see it more clearly, it would be easier to explore."

"The place where it (the downloadable game) was in the online section was a little hidden.."

WE'RE NOT REALLY STRANGERS

Looking for love?

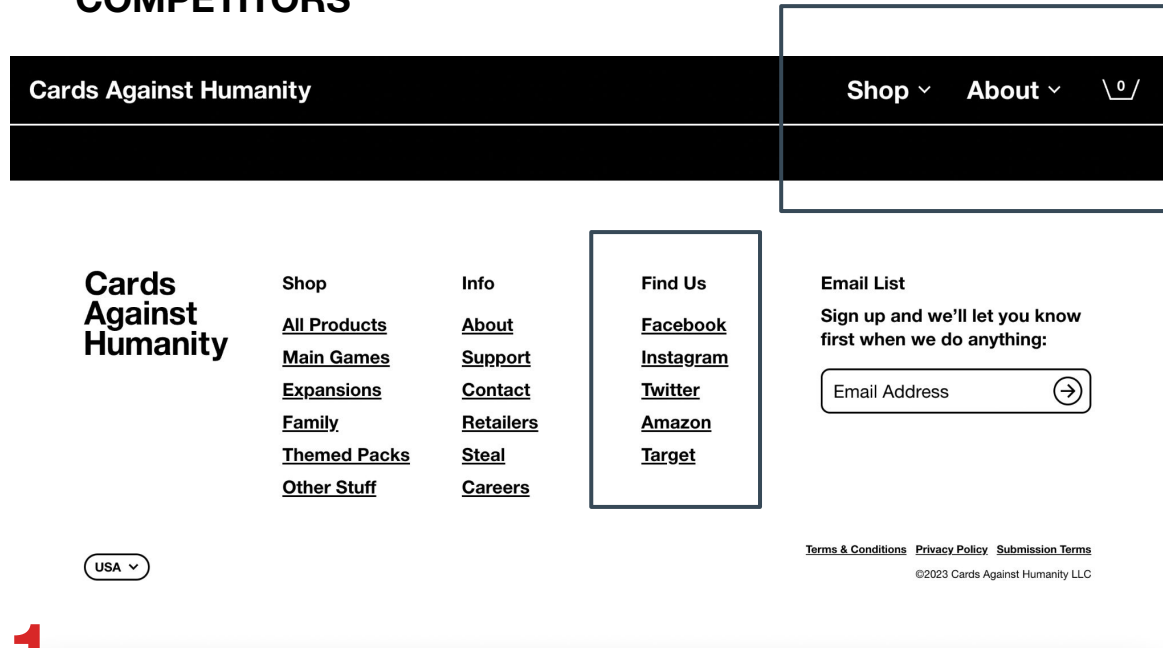
FIND A MATCH



RECOMMENDATION 1 cont.

Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge bar, and move social media icons to footer.

COMPETITORS

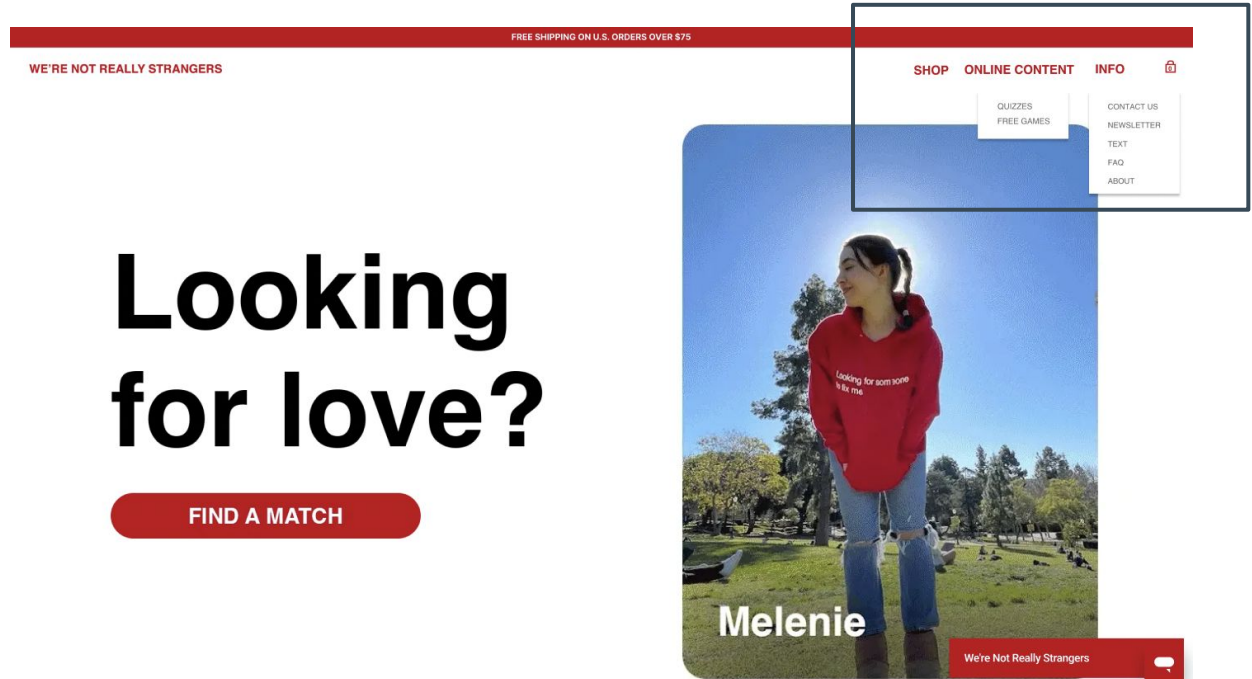


- Cards Against Humanity website set their website in clear way in the navigation bar without looking too cluttered.
- The Cards Against Humanity website placed their social media icons in the footer page

RECOMMENDATION 1 cont.

Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge, and move social media icons to footer.

- We changed the “Quiz” tab to “Online Content”, removed “Online” from “Info” to “Online Content”, removed the social media icons, and resized it to match the size of the brand name.



RECOMMENDATION 1 cont.

Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge bar, and move social media icons to footer.

- We moved social media icons to footer to minimize the potential distractions in the navigation bar while staying consistent to conventional standards

IN CASE YOU MISSED IT...

The Race and Privilege Expansion Pack is still available to download. A digital toolkit to help empower hard conversations about race and privilege with the people in your life. 25 questions and wildcards to dig deeper on a conversation long overdue.

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WE'RE NOT REALLY STRANGERS

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RECOMMENDATION 2

Add filters to “Shop” pages

USER PROBLEM: Users are not able to filter through shop choices in “Shop” pages like “Games”

QUOTES FROM USERS:

"It's really hard to find what you're looking for."

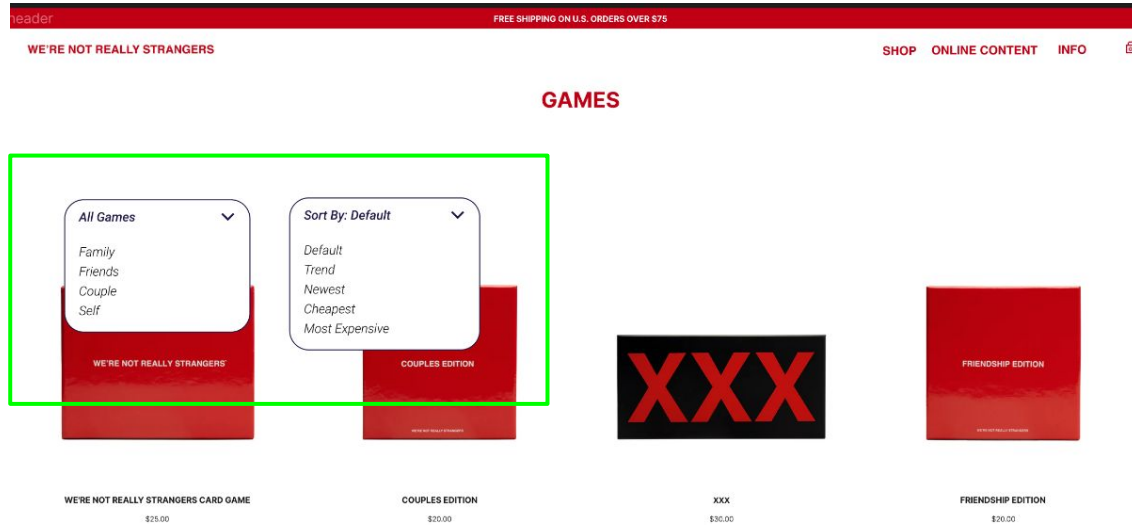
"Some things you can't find and then you have to look for it for ages."



RECOMMENDATION 2 cont.

Add filters to “Shop” pages

OUR MOCKUP



- We added two filters. The first filter bar helps customers to find games based on specific categories, and the second filter bar is based on different criteria such as default, newest, trend, and price.

RECOMMENDATION 3

Add more information to “About” section and add “About” as a title to match navigation bar labeling

USER PROBLEM: "About" section is not clear enough for users to fully understand brand and mission.

QUOTE FROM USERS:

"It's really hard to actually find the company's mission."

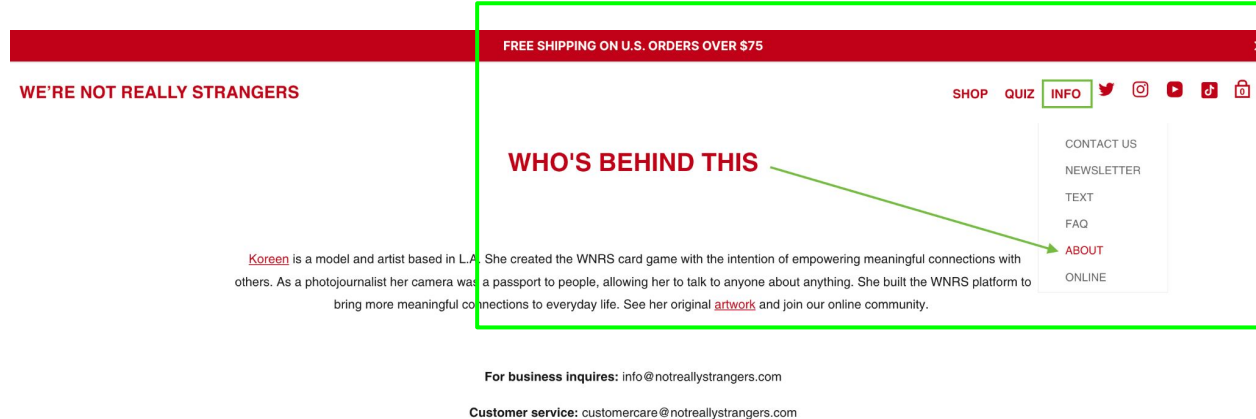


Figure ? This page is supposed to be the about page but it is titled “Who’s Behind This” instead. It hardly talks about the brands in general.

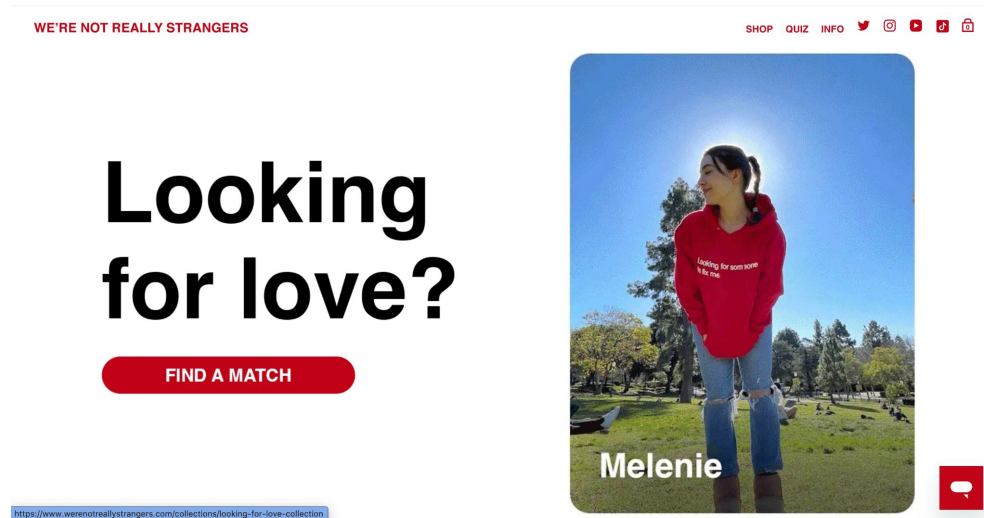
RECOMMENDATION 3 cont.

Add more information to “About” section and add “About” as a title to match navigation bar labeling

- Many users made assumptions about what the brand was based on the products listed on their site and their marketing material which made some users believe that this was a dating site.

QUOTE FROM USERS:

"I think that needs to be defined a lot more because I was confused."



This is the current home page. The pictures actually swipe left similarly to Tinder which makes sense why some users assumed this was a dating site. Especially with the button “FIND A MATCH” there. All of this is actually to advertise sweaters they are currently selling.

RECOMMENDATION 3 cont.

Add more information to “About” section and add “About” as a title to match navigation bar labeling

COMPETITORS

Cards Against Humanity



Cards Against Humanity is a game. It is made of cards. You put the cards together to make jokes. It's pretty stupid.

We made the first version to play at a New Year's Eve party. People seemed to like it, so we put it up on Kickstarter in 2010. It made a lot of money. We couldn't believe it.

Since then, we've done a lot of stupid things with the money, like send people literal bullshit, sell a car for \$97, and dig a hole for no reason. We also donated a bunch of money to charity because we felt bad.

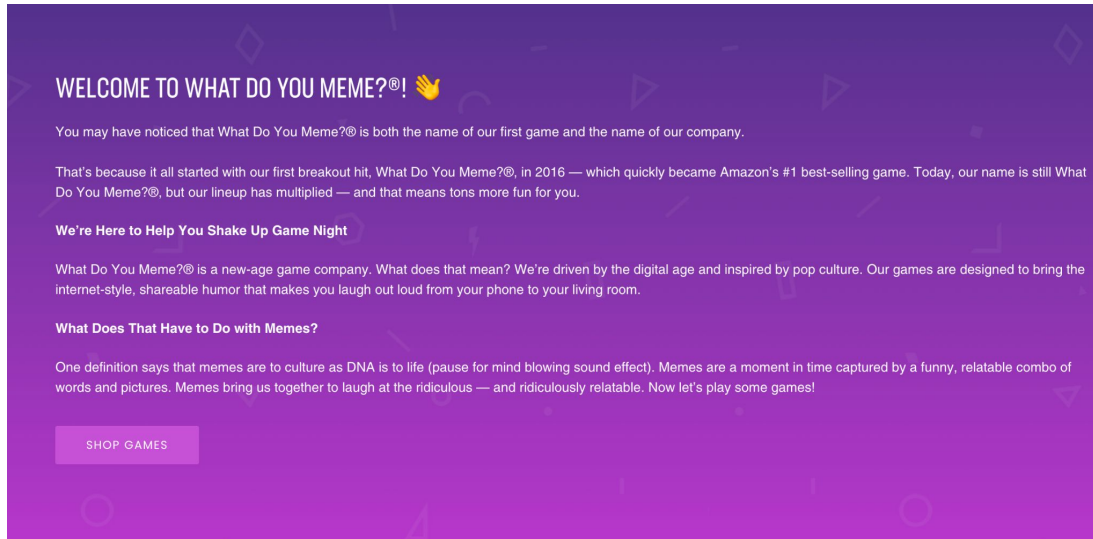
Anyway, that about does it. Here's a collage of more dumb stuff we did. You can click the pictures!

- This about section from Cards Against Humanity, another fun card game, goes in detail about the game only and how it was created.
- The very first line is about what the game is about/how to play.

RECOMMENDATION 3 cont.

Add more information to “About” section and add “About” as a title to match navigation bar labeling

COMPETITORS

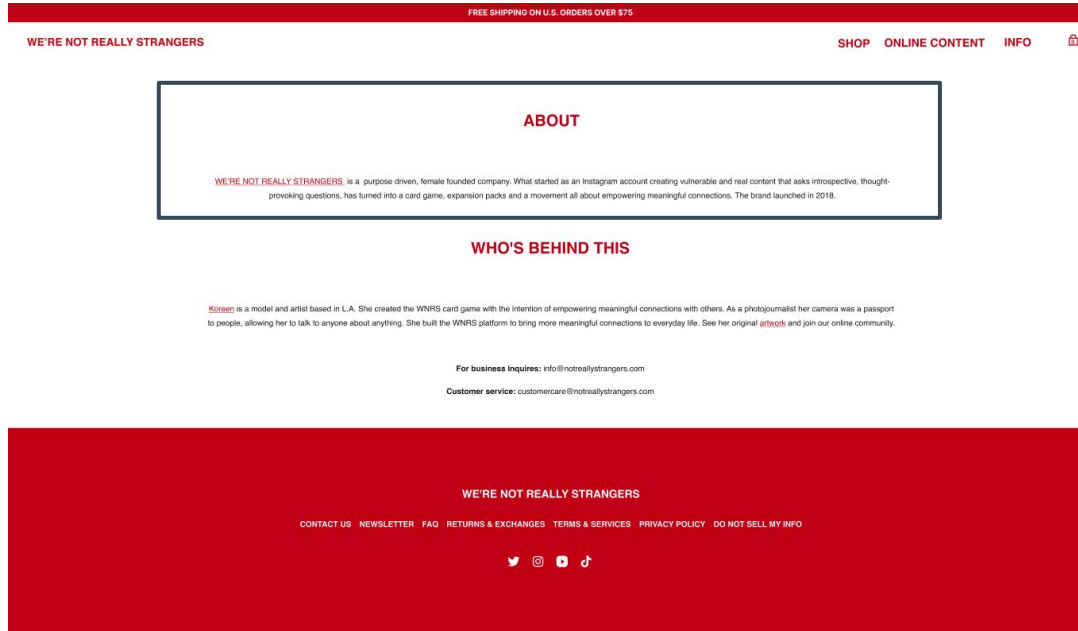


- This about section from What Do You Meme, another card game that released 2 years before WNRS, goes in detail about the game, its accomplishments, target audience, and answers some burning questions people may have about the game.

RECOMMENDATION 3 cont.

Add more information to “About” section and add “About” as a title to match navigation bar labeling

OUR MOCKUP



- We added an “About” section, detailing information about the company as a whole.

REFLECTIONS

**THINGS WE WOULD CHANGE IF WE
COULD PERFORM THIS TEST AGAIN**

REFLECTIONS

- Change our questions for participants to understand better. We noticed the users interpreted the questions differently than what we intended which distorted some of the results. For example, only 18% of participants said the navigation was easy to use despite 100% of participants having issues navigating the website. Also we could have explained what a navigation bar is because almost all of our users did not know what a “navigation bar” was.
 - **Ex:** How easy or difficult was it to explore the navigation bar?
 - **What we should have said:** How easy or difficult was it to use the navigation bar (page’s menu buttons in the upper right corner) to help you solve your tasks.
- One of our tasks were really hard to find because the navigation on the site is so poor. So in our task, we should have clarified that the task is able to be done because many of the participants believed that task wasn’t done on the site.
 - **Ex:** Find and download a free game that you and your friends would enjoy.
 - **What we should have said:** There are free games on this website. Please find the free online editions (download optional). Downloading only pops up another page.

CONCLUSION

WHY “WE’RE NOT REALLY STRANGERS”?

“We’re Not Really Strangers” does a good job of setting a tone for their brand and appealing to their audience. However, locating certain things were difficult or hidden, which lead to the few changes we made to improve the site’s navigation.

UNMODERATED REMOTE USER TESTING

Using this methodology allowed us to received feedback that provided direct visualization of user navigation and how participants interpreted our tasks and the website.

RECOMMENDATIONS

1. Fix Navigation Bar: Rename “Quiz” & “Online”, put under new tab “Online Content”, enlarge, and move social media icons to footer
2. Add filters to “Shop” pages
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APPENDIX

PARTICIPANT DEMOGRAPHICS

Participant	Age	Gender	Household Income	Test Duration
User 1	19	Male	\$60,000 - \$79,999	4:38
User 2	20	Male	Less than \$19,999	6:45
User 3	19	Male	\$200,000 +	9:50
User 4	22	Female	\$150,000 - \$174,999	6:53
User 5	21	Male	\$40,000 - \$59,999	7:19
User 6	23	Female	\$100,000 - \$124,999	6:59
User 7	18	Male	\$200,000 +	7:52
User 8	26	Male	\$80,000 - \$99,99	13:17
User 9	24	Female	Less than \$19,999	7:22
User 10	20	Female	Less than \$19,999	5:40
User 11	21	Female	Less than \$19,999	9:10

APPENDIX cont.

TASK RESULTS PART 1

	Task 1	Task 2	Task 3	Task 4		Task 5	Task 6	
Participants	Go to https://www.werenotreallystrangers.com/ and browse without clicking	Look for what the brand is about to learn more about it	1-5 Task Ease Level	Based on what you saw on this page, how would you describe "We're Not Really Strangers" to a friend?	Find and download a free game that you and your friends would enjoy.	Did you complete the task successfully?	1-5 Task Ease Level	Would you visit this website again? How easy or difficult was it to explore the navigation bar? (1-5)
User 1	Barely looked	Questions on a card game for people to understand them more, only looked on the homepage	5	"It is a cool website that has a card game that can help you get to know another person better."	Refused to download the game. And misinterpreted the question for any game (said monopoly and uno). They are confused by what the task says.	"No, I was confused by the task instructions"	3	Maybe
User 2	Barely looked	Thinks it is for icebreakers and build romantic relationships.	4	"It allows you to develop meaningful connections with a close member of family/friends or a significant other by asking deep questions about personal and medntal wellbeing."	Thinks that the game is the quiz. Then navigates the 'games' icon and doesn't find the free games there. starts to sound a bit annoyed and even looks back at the instructions to ensure what it says.	"No, I was confused by the task instructions"	1	No
User 3	Thoroughly looked through home page only says it is like an icebreaker... getting deep without getting too personal	Looked through the nav bar to find the about page and thoroughly reads the page. They think info is easy to get to, Sparse information.	4	"Simplistic card game for learning more about friends/strangers. Ice breaker type game."	Immediately goes to games and doesn't find any free games. They are assuming for the website but it isn't clear and they don't see anything listed for free.	No, Other (please explain out loud)	1	Maybe
User 4	Carefully browsed everything	Followed the task and browsed the About page. Considered it interetsing.	5	"WRNS is a card game designed to help you learn more about the people you're playing with."	Browsed the Games section and Quiz section. Confused by the task. Did not find where to download free games.	No, I'm not sure if I completed the entire task successfully.	3	Maybe
User 5	Browsed the homepage and confused by the approach	Followed the task and browsed the About page	4	"WNRS is a card game that has prompts and questions that aim to help you develop more meaningful and deeper connections with those you play with. It allows you to be vulnerable and open up emotionally to either close friends or strangers. It can help create bonds, and there are different levels that become more emotionally intense as they progress"	Confused by the task. Downloaded a game from an external website rather than browsing the website's free games.	No, I was confused by the task instructions.	1	Maybe
User 6	Browsed the homepage and considered it to be a dating app	Followed the task and browsed the About page	5	"I would describe it as a game made to not only meet new people but create meaningful connections with others"	Followed the task, first checked the Games, and then Quiz, and finally got free games successfully downloaded in the Online section	Yes, I'm sure I completed the entire task successfully.	2	Yes

APPENDIX cont.

TASK RESULTS PART 2

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6			
Participants	Go to https://www.werenotreallystrangers.com/ and browse without clicking	Look for what the brand is about to learn more about it	1-5 Task Ease Level	Based on what you saw on this page, how would you describe "We're Not Really Strangers" to a friend?	Find and download a free game that you and your friends would enjoy.	Did you complete the task successfully?	1-5 Task Ease Level	Would you visit this website again?	How easy or difficult was it to explore the navigation bar? (1-5)
User 7	Started browsing while clicking around so did not follow instructions. Explores navigation bar a bit. Gets distracted.	Followed the steps we intended users to do by going to the "About" section under "Info".	5	"A place to find empowering messages and to find out more about yourself."	Goes to "Shop" -> "Games" and questions if there is a free section. Couldn't find anything on homepage. Was also looking for a search bar but couldn't find it.	No, The site's information or navigation was poor.	1	Yes	4
User 8	Browsed well. Initial impression is that they make card games like "Cards Against Humanity" but is confused on brands purpose	Browses homepage a little more. Is "confused on what it really is"; knows its a card game but it's not pushed out enough because of the sweatshirt and "looking for love" slogan implying dating.	4	"This seems to be a card game that you would play with your significant other in order to learn unique facts about each other. There are different levels in the game to get closer with your significant other. The questions get more personal in each level."	Found task confusing. Didn't know free games were offered. Went through "Info" but didn't click on where they would need to go. Doesn't see anything that says "Free" and only finding games to purchase. Found a quiz and took one to see if that leads to a free game, interpreting that as the free game.	No, I was confused by the task instructions	1	Yes	5
User 9	Barely takes a look	It was confusing. Is this dating site but also a card game? Like the game "truth or drink".	3	"It is a card game that focuses on conversation and connection. It also might be a dating app."	User kind of confused, she try to search for free, she go to 'shop all' and different tabs and she didn't find the free games.	No, I was confused by the task instructions	1	Maybe	5
User 10	Took a quick look	She feels this website interesting and self-mumbling a little bit, can't hear very clear.	5	"It's a card game which bring people closer and get to know one another, and be deeper couple, just for service and just normal talk. it has had questions that may 2, 3, 8, about each other and I find a download for a game that you and your friend would enjoy."	User can not find. She give up quickly.	No, I was confused by the task instructions	2	Maybe	4
User 11	She reading through the home page detail outloud, try to figure out the website.	She click info and finds "about" page to see. She think it is the website built to connect with people.	5	"I would describe as a card game to play in groups with known people and not so known people, to get to know them in a fun way."	She click 'Games' She don't understand the meaning. None of them are free. She click in to details still didn't find any.	No, I'm not sure if I completed the entire task successfully.	2	Yes	2

APPENDIX cont.

USER PROBLEMS

User Problems	Reach	Impact	Confidence	Score	Evidence/Quotes
Users have a difficult time finding free games to download	3	3	3	9	<ul style="list-style-type: none">• " I didn't really know what the online tab was for. it's like a little bit vague, online can mean anything."• "I wasn't able to find able to find a free game"• "The place where it (the downloadable game) was in the online section was a little hidden."• "Maybe if it could be a bit bigger so that people could see it more clearly, it would be easier to explore."
User doesn't understand what the navigation bar items mean	2	2	1.5	5.5	<ul style="list-style-type: none">• "Online games should be free games, that will allow people find games more easily"• "I don't really know what this "online thing means but it is not really relevant"
Users are not able to filter through shop choices	2.5	2.5	3	8	<ul style="list-style-type: none">• It's really hard to find what you're looking for.• "Some things you can't find and then you have to look for it for ages."
"About" section is not clear enough for users to fully understand brand and mission	1.5	1	1	3.5	<ul style="list-style-type: none">• I think that needs to be defined a lot more because I was confused.• "It's really hard to actually find the company's mission."• "I would say it seems like a dating app but it's a card game."

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