CAVALIER

TU250X

EMBRACE THE RIDE

JULIETH FAJARDO

CAVALIER

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CAVALIER

ABOUT THIS DOCUMENT

Cavalier is a navite mobile app that is looking to help motorcycle riders to increase routes sharing and collaboration among riders to enlarge their community circle.

This document is going to evaluate the usability of the wireframe low scale prototype of Cavalier base in 4 tasks, through two rounds of usability tests, that will help to tweak or improve could be to the design with the purpose to create a better experience for the end user.

HOW MIGHT WE QUESTION

HOW MIGHT WE
USE TECHNOLOGY TO EXPAND AND
RE-THINK ROUTE SETTINGS
TO IMPROVE RIDERS
EXPERIENCE AND SAFETY?

HOW MIGHT WE
INCREASE
IDEA ROUTES SHARING AND
COLLABORATION AMONG
RIDERS TO ENLARGED
THEIR COMMUNITY CIRCLE?

BRIEF SUMMARY

KEY RESEARCH INSIGHTS

After examized all the results from users pain point, frustrations, motivations a goals, I divided this results in 3 main topics:

- Riders safety: Riders want to make sure that they are prepared for the ride ahead, knowing what they are going to encounter or how to prevent barriers like speed limits, traffic, etc.

- Belonging Community: One of the most attractive parts of having a motorcycle is the idea of being part of a group, but in some cases some communities or locations don't count with the infrastructure to meet other riders or don't have many riders around

- Adventure: This is maybe one of the main reasons why people get a motorcycle, for fun!

Each of them are really specific in its own but they have a common thread safety while riding alone or in a group and fellowship. That is why I believe that allowing the documentation of trips, and sharing experiences with like-minded people will achieve social integration and community belonging.

"I DO SOLO AND GROUP RIDES, BUT PREFER RIDING IN GROUPS. IT IS SAFER TO RIDE IN A GROUP ON SMALL SCOOTERS THAN IT IS TO RIDE ALONE AND IT'S MORE FUN." BRIAN
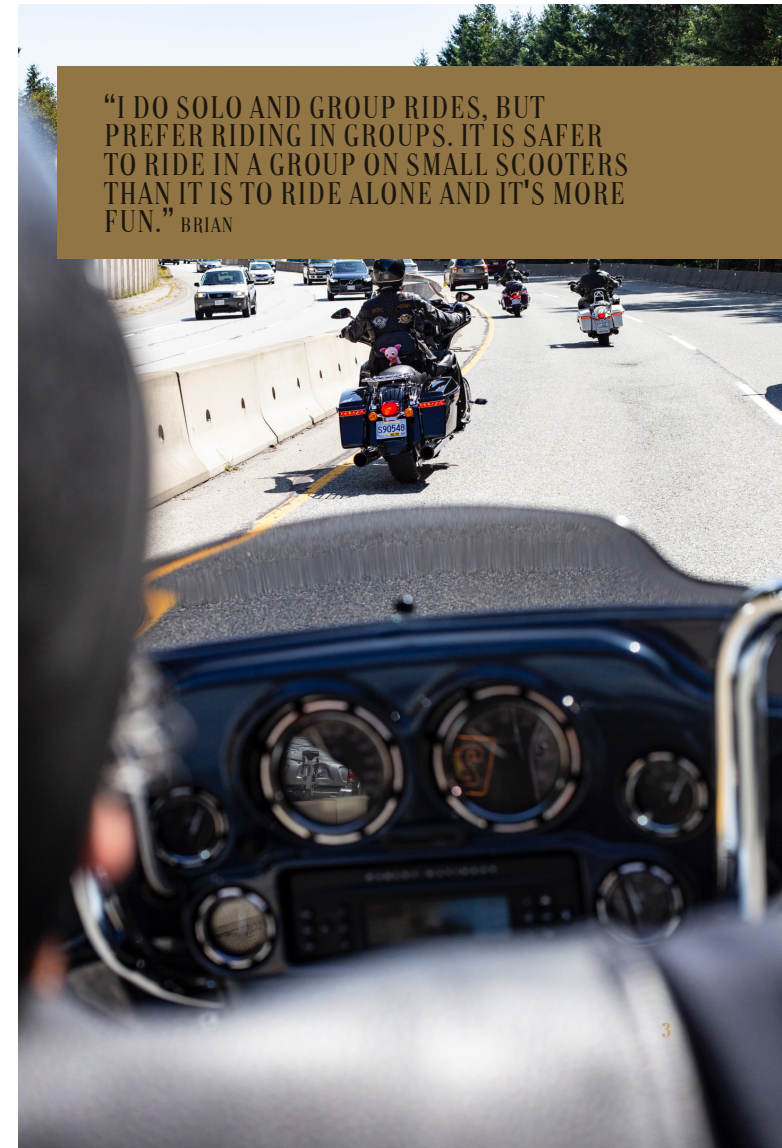
EPIC AND TASK PRIORITAZION

The epic that was chosen is the one that is going to help the rider to feel safe while riding and save the ride for future reference. As a secondary epic is the one that involves community and riders with the same values, find a anothe riders in your are and check their profile.

EPIC

Track and save my ride

TASKS

As I rider, I want to check the weather to determinate if I want to go or not for a ride

As I rider, I want to adjust my setting to make sure I will feel safe while riding

As I rider, I want to simply press track before before to make sure that my ride gets record

As I rider, I want to visualize the distance and the average speed of the ride so I can stay on top of it in or have it as a reference for the future

As I rider, I want to pause my ride in case I have to stop to allow have flexibility on my ride

As I rider, I want to resume my ride so that I don't have to start all over again

As I rider, I want to have opportunity to save my route so that I can access to it in the future

As I rider, I want to have a visual path of my ride, so that I can have a better understanding of where I went

As I rider, I want to name the ride so that i can identify from other rides

As I rider, I want to add a specific type if ride so that I can identify it from other rides

As I rider, I want to add a drescriptions do that I when I share it with other riders they know what are they going to encounter

As I rider, I want to add photos to my ride so that I can have a easier recall of where I went
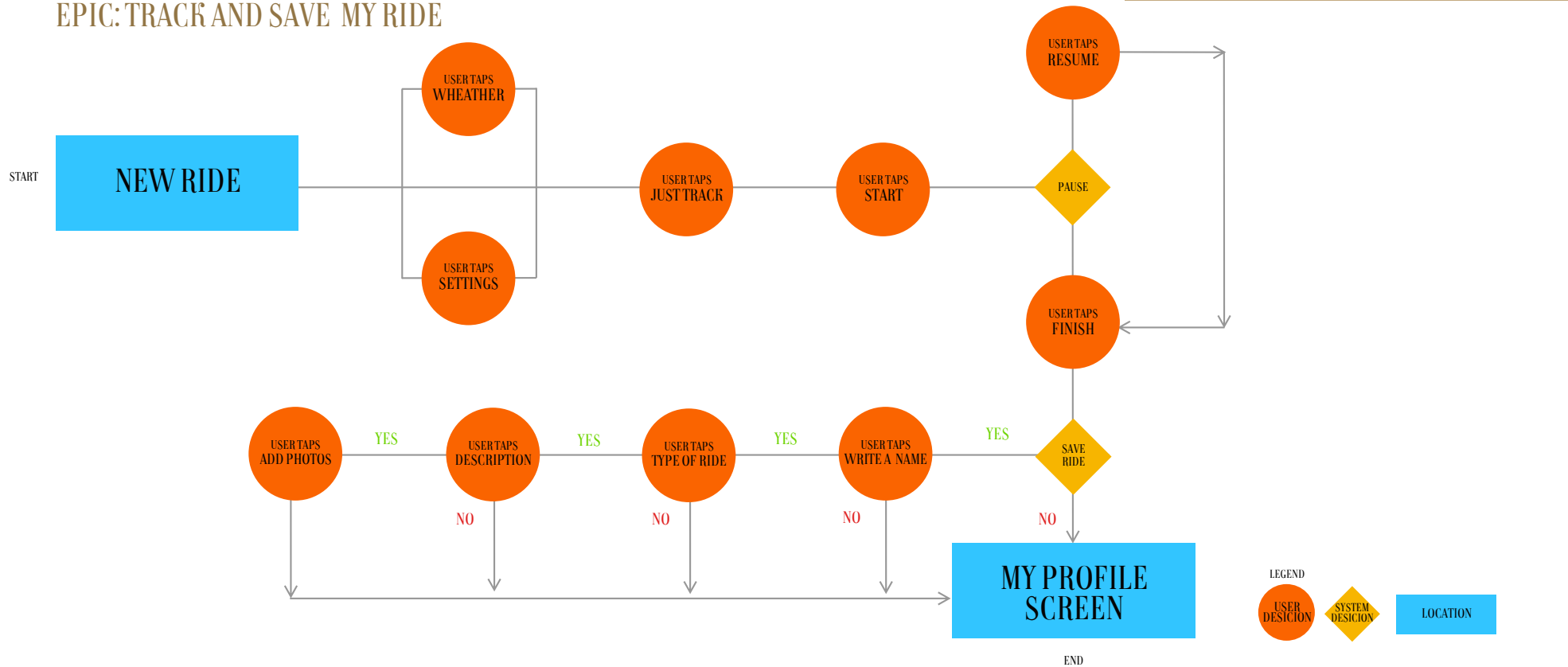
As I rider, I want to add tips so if another riders does the same ride they know what to expect

As I rider, I want to have the ability to make my ride private or public so I have options to share or not specific rides

As I rider, I want to see all my rides in one place so I can access easily to them

TASK FLOW
EPIC: TRACK AND SAVE MY RIDE

START

NEW RIDE

USER TAPS
WHEATHER

USER TAPS
SETTINGS

USER TAPS
JUST TRACK

USER TAPS
START

PAUSE

USER TAPS
RESUME

USER TAPS
FINISH

USER TAPS
ADD PHOTOS

YES

USER TAPS
DESCRIPTION

YES

USER TAPS
TYPE OF RIDE

YES

USER TAPS
WRITE A NAME

YES

SAVE
RIDE

NO

NO

NO

NO

NO

MY PROFILE SCREEN

END

LEGEND

USER
DESICION

SYSTEM
DESICION

LOCATION

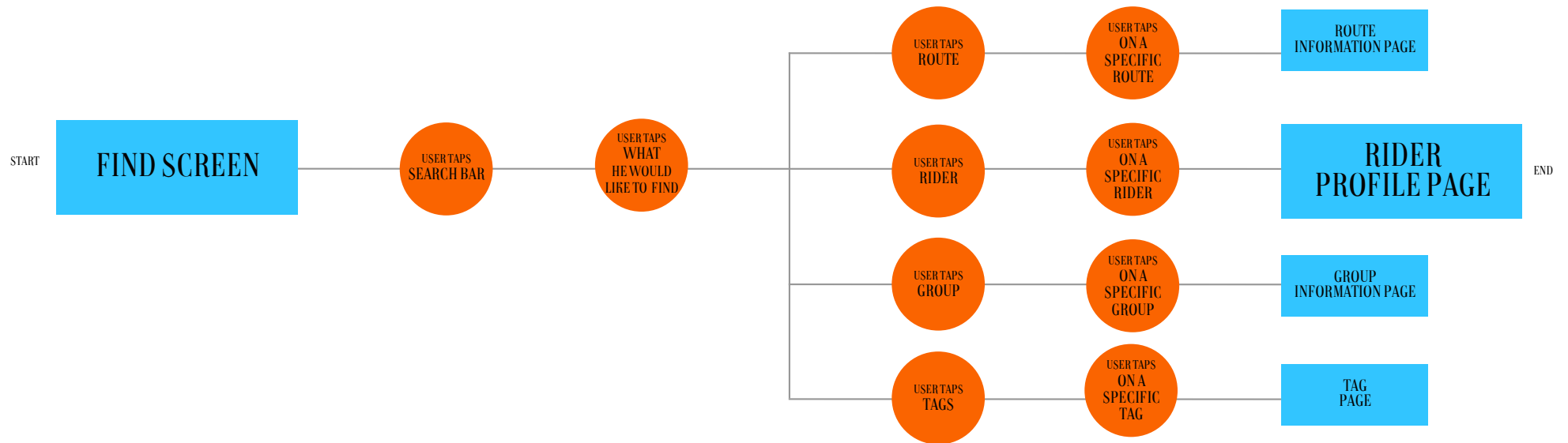CAVALIER

EPIC AND TASK PRIORITAZION

EPIC

Find another rider in your area and check their profile

TASKS

As I rider, I want to be able to find riders around my area so I can follow them

As I rider, I want to see other rider profiles so I can check their rides

As I rider, I want to see other rider profiles so I can chek their media

As I rider, I want to see other riders profiles so I can chek their riders friends

As I rider, I want to be able to find rides around my area so I can get inspiration for my own rides

As I rider, I want to be able to find group around my area so I can join them

As I rider, I want to be able to find different motorcycle topis through tags so I stay inform on my favorite topics

As I rider, i want to see other riders achivements/badgets to I know what other badges I can add

TASK FLOW

EPIC: FIND ANOTHER RIDER IN YOUR AREA AND CHECK THEIR PROFILE

START

FIND SCREEN

USER TAPS
SEARCH BAR

USER TAPS
WHAT
HE WOULD
LIKE TO FIND

USER TAPS
ROUTE

USER TAPS
ON A
SPECIFIC
ROUTE

ROUTE
INFORMATION PAGE

USER TAPS
RIDER

USER TAPS
ON A
SPECIFIC
RIDER

**RIDER
PROFILE PAGE**

END

USER TAPS
GROUP

USER TAPS
ON A
SPECIFIC
GROUP

GROUP
INFORMATION PAGE

USER TAPS
TAGS

USER TAPS
ON A
SPECIFIC
TAG

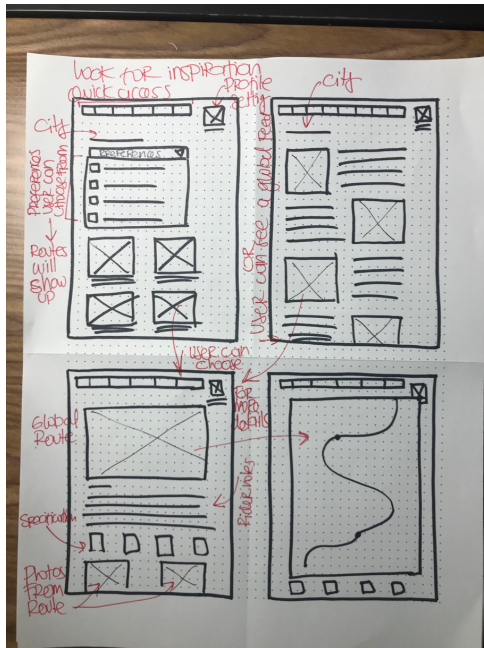TAG
PAGE

LEGEND

USER
DESICION

SYSTEM
DESICION

LOCATION

"MY JOURNEY ISN'T JUST ABOUT MOTORCYCLES, ITS'S ALSO ABOUT SELF DISCOVERY. IF THERE IS ANYTHING TO TAKE AWAY FROM MY STORY, I HOPE IT IS TO NOT BE AFRAID." DAVINA

CAVALIER

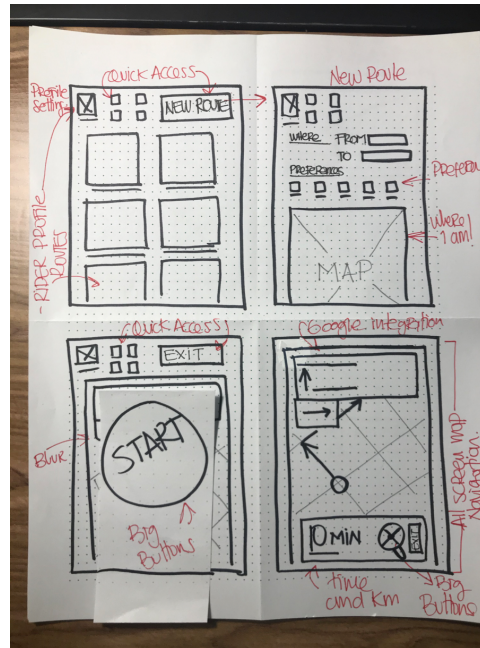# PAPER IDEATION
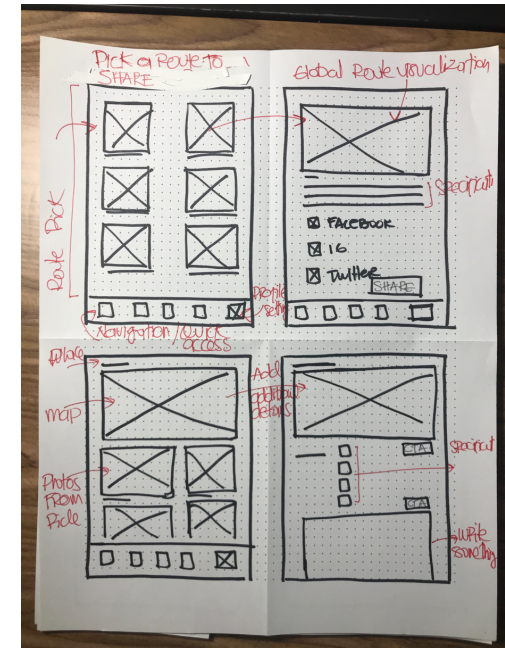
TYPOGRAPHIC STYLE

BUTTONS
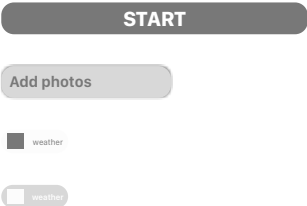
START

Add photos

weather

weather

TITTLES

Create Account

Ride Name

BODY

Step 2/2

Commute

TIME

META

Where do I want to go?

	TYPEFACE	FONT	SIZE	CASE LETTER	SPACING
BIG	SF Compact Display	Bold	20	All caps	0
MEDIUM	SF Compact Display	SemiBold	15	Sentence	0
SMALL INNACTIVE	SF Compact Display	Regular	08	Sentence	-0.01
SMALL ACTIVE	SF Compact Display	SemiBold	08	Sentence	-0.01
ONBOARDING SCREEN	SF Compact Display	Medium	12	Sentence	-0.01
OTHER SCREENS	SF Compact Display	SemiBold	15	Sentence	-0.01
ONBOARDING SCREEN	SF Compact Display	SemiBold	15	Sentence	-0.01
OTHER SCREENS	SF Compact Display	Light	08	Sentence	-0.01
ADD TEXT WITH MEASUREMENTS	SF Compact Display	Thin	08	All caps	0
METATEXT	SF Compact Display	Regular	16	Sentence	-0.01

CAVALIER

INTERFACE COMPONENTS

TAB BARS

Views/button/medium

Sign Up

Views/button/light

Sign Up

button/medium

| # | tags |

button/small

| # | tags |

NAV BAR BUTTONS

button/profile/

My Profile

GRAYSCALE COLOR

▼ color
  ▼ DARK
    ■ black
    ■ dark grey
    ■ darker grey
  ▼ LIGHT
    □ light
    □ light grey
    □ lighter grey

SYMBOLS

icon...light   icon.../light   icon...light

icon...grey   icon.../grey   icon...rey

icon...light   icon.../light   icon.../light

icon...grey   icon.../grey   icon.../grey

icon.../light   icon.../light

icon.../grey   icon.../grey
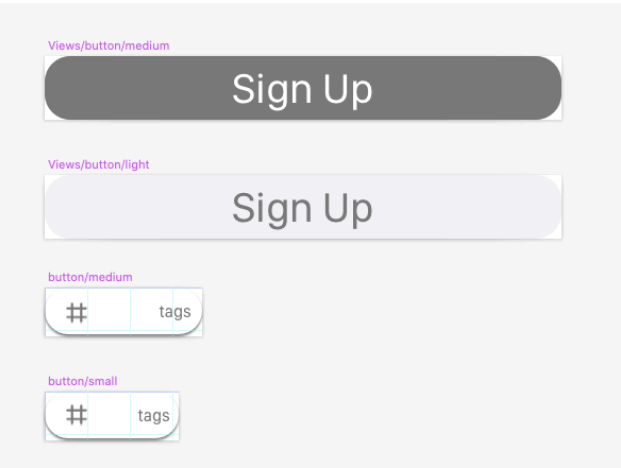
INTERFACE COMPONENTS

PROFILE

Name
fjsfjhsdfjhakjsdhfkj hsadj hhbj
hbdjhbvjhs dbfhjfsdbfhbdsfhsb dbh
jsbdvhbd hbhjdsf djfbhjsdbf.
bhsbdhbdhb hbdf sajdhfbaj dsfbkj

📍 Vancouver

4 city rides · 2 groups · 4 share rides · 3 share videos · 5 lesure rides

JOIN RIDE OVERVIEW

profile/join ride

Sea to Sky/Squamish lunch
Today, Wednesday May 20, 2020
- Meeting time: 9am Leaving at: 9:30am
- Distance: 150 km round trip
- Experience level: open to everyone
- Group size: max 10 riders

JOIN RIDE EXPANDED

profile/join ride expand

Sea to Sky/Squamish lunch
Today, Wednesday May 20, 2020
- Meeting time: 9am Leaving at: 9:30am
- Distance: 150 km round trip
- Experience level: open to everyone
- Group size: max 10 riders

Details:

📍 **Meeting point:** Trev Deeley Motorcycle

Let's take advantage of the beautiful weather and go for a ride to Squamish for lunch.
Keep on mind that this is a ride open to all levels, so avoid competitions, tailgating, or passing other riders; we will be doing a stagger formation.

Riders   See All

Tiago (Organizer) · Claudia (Rider) · Lee (Rider) · Tiago (Rider) · James (Rider) · Jen (Rider)

Join ride

RIDERS

Tiago
Organizer

RIDER FINDER

photos

Name

Name

Name

Name

Name

IMAGES VIEWER

photos

SCREEN LAYOUTS

LOGIN

CREATE ACCOUNT
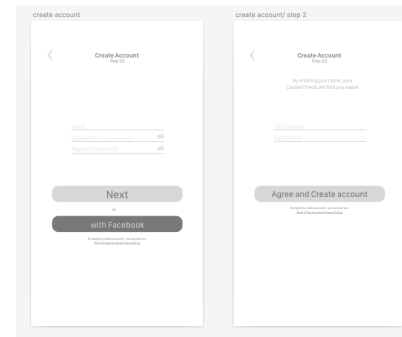
TESTING MODE
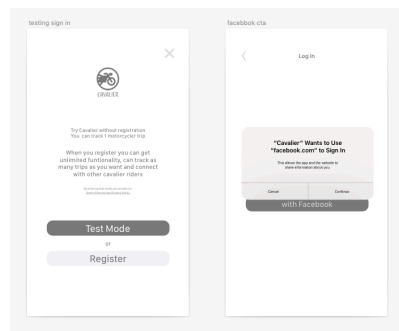
TRACK A RIDE
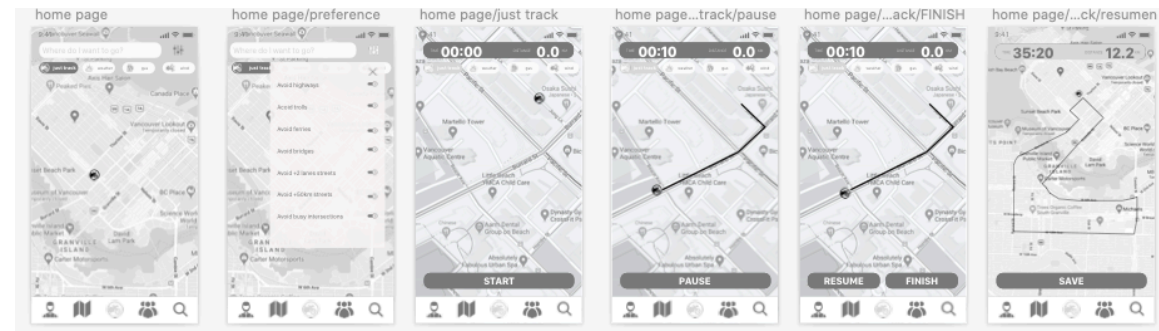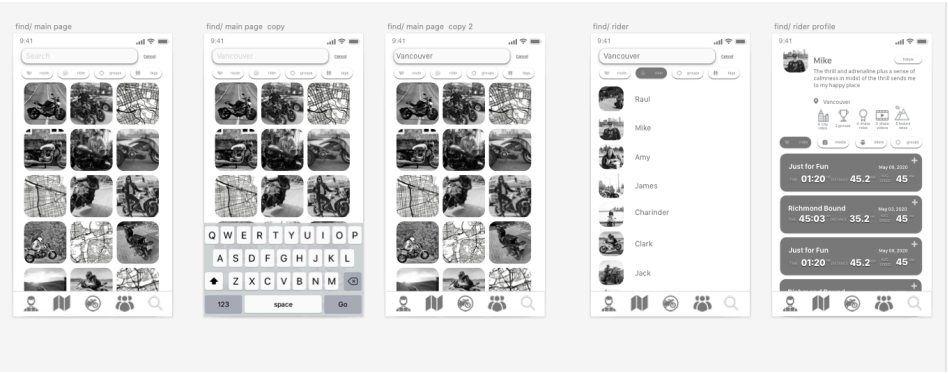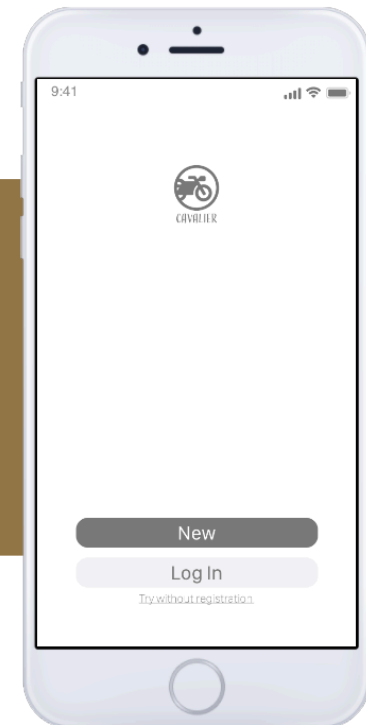
SCREEN LAYOUTS

SAVE A RIDE
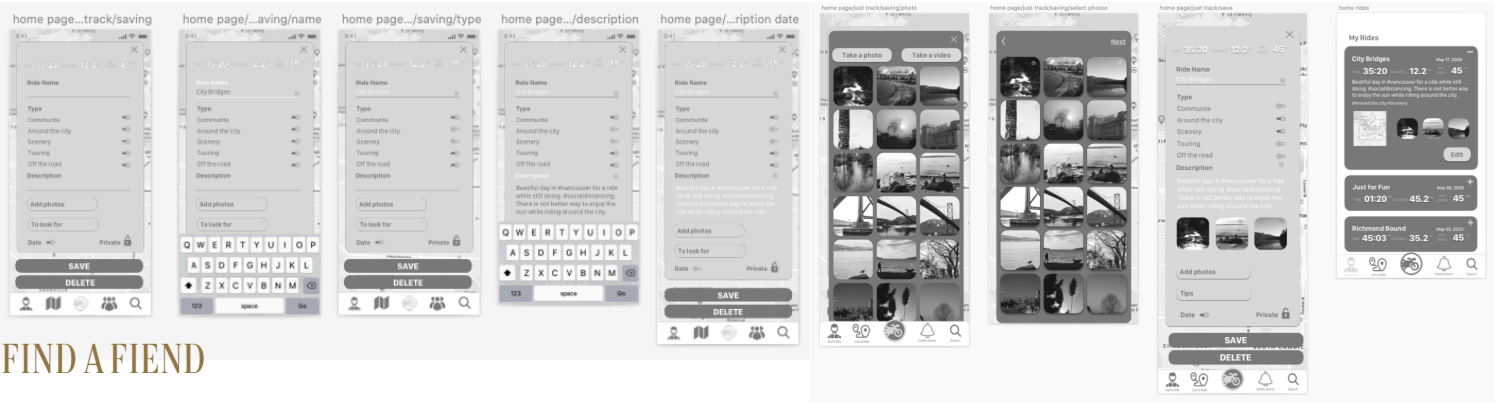
FIND A FIEND

INVISION LINK

https://invis.io/9BXFEXMJTC6#/418011698_SIGN_IN_Page

USABILITY TEST
ROUND 1

Introduction

As part of the project Cavalier design process, I plan to conduct a usability test with about 4-5 users in order to obtain practical, real-time feedback that can be incorporated to improve the design, in order to provide a more optimal user experience.

Scenario brief

Brand new user: Abdul, new rider in Vancouver

Never had used a motorcycle app, but he is really familiar with google maps.
He is not really familiar with Vancouver streets, speed limits, highways, traffic, etc.
Cavalier app will be user's first product touchpoint to record his rides, find new rides, new friends/riders

Goal

To created an account, track a ride and check another rider profile.

User testing Round 1 objectives

- Allow participants to explore their journey through the application without bias or preconceptions
- Create a user testing output documents that will help to to fix, improve and the overall tasks and design
- Test the flow of the tasks
- test the overall design and interface components
- Identify the elements in the design that cause problems
- Identify the severity of the problems
- Identify aspects in the design that are successful and effective
- Develop a plan for making design improvements for Round 2

Participants criterias
- Motorcyclists with different types of experience from novice to expert

- Not cilindraje or motorcycle type limitation

Demographics

Men or Women

19-65 years old

Recruitment methods

Facebook motorcycles and scooters groups

Instagram stories

INTERVIEW GUIDE

Warm up

Before we start I want to ask you if it is ok to record this conversation, the recording will only be used to help to figure out how to improve the site and it won't be heard by anyone except me and my teacher. Mostly it wont help me, so I don't have to take that many notes.

Hi There, thank you so much for taking the time today to help me, as I told you I'm a student at BrainStation for a UX design diploma and the main project that I'm working on is what I'm going to show you today.

As part of the project Cavalier design process, we want to conduct usability tests with about 5 users in order to obtain practical, real-time feedback that can be incorporated to improve the design, in order to provide a more optimal experience.

The first thing I want to make clear right away is that we are testing the app, not you. So there is not going to be a wrong answer at all.

As you use the app, I'm going to ask you as much as possible to try to think aloud: to say what you are looking at, what you are trying to do, and what you are thinking. This will be a big help to us.

Let's start!

General Questions

1. How long have you been riding for?

2. Why did you start riding?

3. What type of motorcycle do you have?

4. Main reason that you use your motorcycle?

Specific questions Taks 1, Onborading as a new User

1. What do you think this app is about?

2. If you were a first time user how would you like to open an account, imputing your email or using your facebook account? Why?

3. Now that you are on the main screen, and you can see a little more about this app, what else can this app can help you with?

Specific questions Task 2.A, Prepare for a ride: Check weather and adjust settings

4. What is the first thing that you would check before going for a ride?

5. Let's check the weather

6. Where would you check your settings for a ride?

7. Are these settings enough? Or would you like to add or remove some? Why?

INTERVIEW GUIDE

Specific questions Task 2.B, record your ride and save it for future references

Today is a beautiful day in Vancouver and you have been waiting for a sunny day for a while, so you just want to get on your bike without a specific route in mind and ride.

8. What would you do to just start tracking your ride?

9. You are at a red light and want to expand the view of your time and distance, how could you do that?

10. You have wanted to take a photo of this part of the city for a while so you would stop for a moment to enjoy the view and take those photos. How would you do that?

11. Now you are ready to continue your ride

12. Now you are back home and want to make sure that you save this route for future references. Could you please show me how can you do that?

13. What do you see on this screen?

14. Do you find it beneficial to have these types of routes for you to choose from? What else would you like to see on that list?

15. Description

16. You would like to add photos to this ride, please pick the the 3 photos on the top

17. Now you can save it

18. What do you see on this screen? (My routes)

Specific questions Task 3, look for riders in Vancouver and check a profile

19. Something that caught your eye when you were getting a Cavalier app is that you could find friends in your area. How would you do that?

20. You live in Vancouver and want to find riders in your are, how would you do that?

21. Mike looks like a cool guy, so you want to check his profile, how would you do?

22. What do you do to see his profile?

Before we finish I would like to know your overall feedback and if is something that you would like to add or remove from it.

Well that is all for today, you did great and definitely you gave me really useful comments and insights that will help me to make my project better.

I hope that you had a good time too. Because you helped me today I would love to say thannk by give in you and your motorcycle a 30min photoshoot. I am going to send a link later today with my avability, so you can pick a date and time if you decide to do the photoshoot.

Again thank you so much and have a great day.

SESSION OUTPUT
ROUND 1

Executive summary

User testing round 1 happened from Sunday May 17 to Monday May 18 2020, all via zoom meeting, where users shared their screen while using the invision prototype.

The main purpose of this user testing was to evaluate the overall design and 4 tasks, open an account as a new user, check weather and adjust settings, record a ride and save it for future reference and find riders in Vancouver and check a profile . For this first round of testing, I had the chance to interview 4 people, 3 riders and 1 non riders.

The overall usability of Cavalier was positive, the major issues found in this round was related to the meaning of the icons, button sizes and how riders would like to find other riders. But something that was definitely surprising that riders liked and approved the settings to make their ride more secure, but recommended that feature for new or novice riders.

Evaluation tasks

Task 1: Open an account as a new user
Users could choose how to do this, or opening a new account, or by using the testing mode feature.

Task 2: Check weather and adjusts setting for a ride
As any rider they will make sure that weather is appropriate to go for a ride by determining the weather in vancouver. Also users will make sure that the settings for their ride are appropriate.

Task 3: Record a ride and save it for future reference
Users were directed to record a ride without a location in mind and asked to save the ride. For this task it was important to determine the importance of:
all the information given at the end was enough for a rider or if I will need more data
the different options given to fill out while saving a ride was relevant or not, or if they would choose something different.

Task 4: Look for riders in Vancouver and check a rider profile
Users had the chance to look for riders in their area, but something important in this task is to determine how important it is for riders to find other riders, the usability of the search option and asking users what they see on other riders' profiles.

INTERVIEWER NOTES
INSIGHTS

USER TESTER 1: GURPEET
30 YEARS OF EXPERIENCE
7 MOTORCLYCLES

- Everything around his life is related to motorcycles, from his job, what he does for fun and for relax.

- He chose to enter the cavalier through the Try without registration. In the past he had registered to motorcycles apps that he didn't like, so he wanted to make sure that it was a good match for his expectations.

- He found the setting for the ride good for new riders, but not really useful for riders with experience like him.

- He would like to see at the end of his record ride the top and lower speed, the minute by minute speed.

- He let me know the importance of battery life while using the app, one of the most important features he looks for in any motorcycle app.

- He didn't like too much to have to look into other riders' profiles if he didn't know them in advance.

USER TESTER 2: BRUNO
15 YEARS OF EXPERIENCE
750 CC SPORT BIKE

- He had more than 15 years of experience, his main reason to ride is for fun and adventure

- He chose to enter the cavalier through the Try without registration, because he doesn't like to share his personal information until he finds that the app is a good match for his expectations.

- He found the setting for the ride good for new riders, but not really useful for riders with experience like him.

- It was not easy and clean for him to find the just track button.

- He would like the app to determinate when the rider stopped and when resume

- He suggested that the photos should be uploaded automatically in the specific location that was taken and shown on the map route.

- The magnifying glass was not clear to find new friends, instead he chose to pick the friends icon.

- He would rather go for a ride, instead of finding friends by looking on their profiles.

USER TESTER 3: CESAR
3 PLUS YEARS OF EXPERIENCE
550 CC SPORTBIKE

- He liked that we could access to the app with the help of facebook, so he didn't have to re-write his information

- Setting were useful for him, it something that he would liked to have when he started riding

- It was easy to record a ride, enough information at the end

- It was useful to have different types of pre set riding types, so he can easy reference on the future

- He liked that he had the option to make his ride public or private

- He enjoyed the different badges that other rides can get

**USER TESTER 4:** TAMMY
NO RIDER
VANCOUVER

- Icons were not clear, it was not easy to find my rides or how to find friends

- She didn't go to magnifying glass to find friends, instead she clicked on her friends icon.

- Vocabulary for adjusting the settings

- Icon for my rides is not clear, why is a folding map

OVERALL TESTING RESULTS
TASK ANALYSIS ROUND 1

	Task 1 Open an account as a new user	Task 2 Check weather and adjusts setting for a ride	Task 3 Record a ride and save it for future reference	Task 4 Look for riders in Vancouver and check a rider profile
Gurpreet	Yes Tryout mode	Yes Settings are good for new riders	Yes Would like to see extra information at the end of a ride	Yes Would like to meet riders on rides instead
Bruno	Yes Tryout mode	Yes Settings are good for a new riders	Yes Would like to see extra information at the end of a ride	Yes Would like to meet riders on rides instead
Cesar	Yes Though Facebook	Yes Settings are good for a new riders	Yes	Yes It is nice to see other riders in my area
Tammy	Yes	Yes	Yes	Yes
Task Average	Overall task is easy to move around, doesn't need to get fix or change	Overall task was easy to move around. It need some changes on vocabulary and icons colours	Overall good functionality, just some additional functional that could be add in the future	Overall good functionality, but most of the riders would like to find other riders while doing group rides
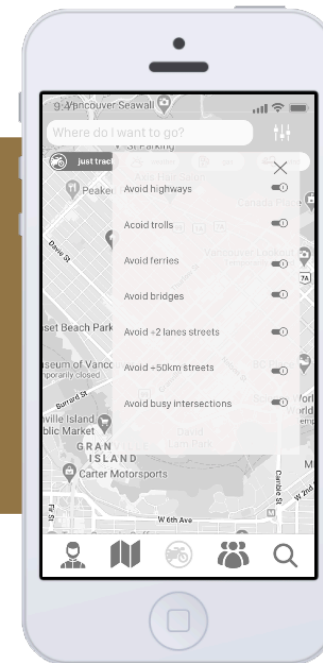
OVERALL TESTING RESULTS
TASK ANALYSIS ROUND 1

Task 1: Open an account as a new user

- Overall task is easy to move around, doesn't need to get fix or change

Task 2: Check weather and adjusts setting for a ride

- Overall task was easy to move around. The tester found it useful to have settings that are easy to adjust. They suggested that these settings could pre set when doing their profiles.

- It needs some changes in vocabulary

Acoid trolls

Avoid major crash intersections

Task 3: Record a save a ride

- They got confused by the color of the button, didn't know if it was activated or not

- They found it really easy to initiate a ride and record it

- They will like to see extra data so they could compare with future or past rides and motorcycle values

- They found it really useful to see an overall view of the track they did

- They would like the app to be able to stop or resume the ride without them pressing any buttons

Task 4: Look for rides in Vancouver and check a rider profile

- All users didn't click on the magnifying glass to find new riders, instead they clicked on their friends icon.

- Most of them found that they didn't want to check other rider profile, instead they would like to join a ride in order to meet people

- In overall all users found riders in Vancouver and it was easy to check other riders' profiles. Not major changes to do in this task
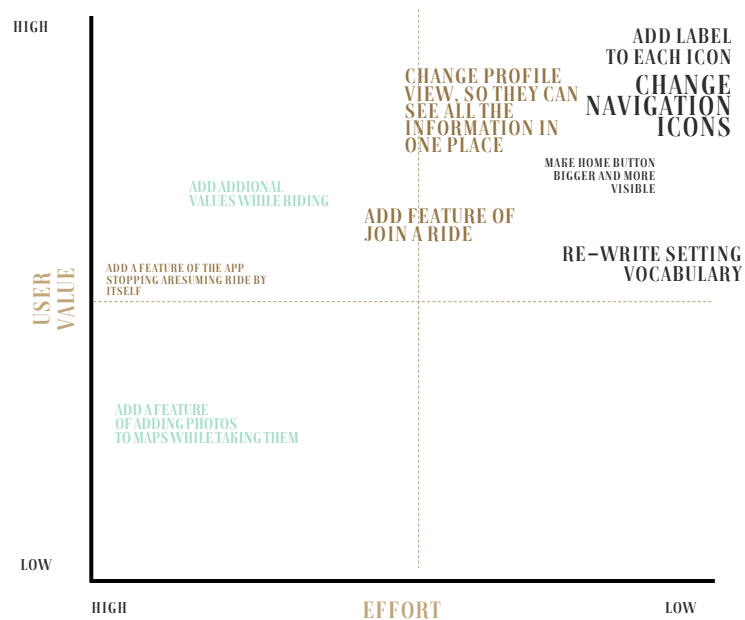
Conclusion

Users had an overall good experience through Cavalier. The changes that are going to be done for round two are:

- Re writing some of the settings

- Re evaluation of the navigation bar icons, making them more understandable by adding labels to icons, so user doesn't have to overthink about what it could be the icon about

- Re design the view of user profile, so they can find all their information in one place instead of going to different place; making it more familiar looking (taking inspiration from Instagram/Pinterest)

- Adding the task of joining a ride, so riders can find other friends without having to look to profiles

ACTION PLAN
DESIGN UPDATE

HIGH

ADD LABEL
TO EACH ICON

CHANGE PROFILE
VIEW, SO THEY CAN
SEE ALL THE
INFORMATION IN
ONE PLACE

CHANGE
NAVIGATION
ICONS

MAKE HOME BUTTON
BIGGER AND MORE
VISIBLE

ADD ADDIONAL
VALUES WHILE RIDING

ADD FEATURE OF
JOIN A RIDE

RE-WRITE SETTING
VOCABULARY

ADD A FEATURE OF THE APP
STOPPING ARESUMING RIDE BY
ITSELF

USER
VALUE

ADD A FEATURE
OF ADDING PHOTOS
TO MAPS WHILE TAKING THEM

LOW

HIGH   EFFORT   LOW

Design updates

The main idea of the updates are to improve the overall user experience, based on the feedback on round 1 testers. they are going to be divided based on user value and effort. The following list of issues will be racked on the combination of less effort + more user value to more effort+less value or features that could be added if there is time and resources.

1. Add label to each icon on the navigation bar

2. Change some of the navigation icons

3. Make home button bigger and more visible

4. Rewrite setting vocabulary

5. Re-design profile view, so user can find all his information in one place

6. Add feature of join a ride

The following issues are not going to be developed in the next face.

7. Add additional values to record while riding, like low-high speed per minute

8. Add feature that app will stop and resume by itself

9. Add feature of adding photos to their ride on the specific place was taken

"RIDES ALONE CAN BE CATHARTIC AND MEDITATIVE ALMOST. GROUPS ARE FUN BECAUSE THE DYNAMICS OF OTHER RIDERS MAKE IT FEEL LIKE AN ADVENTURE YOU'RE ALL IN TOGETHER." MELISSA

PAPER IDEATION
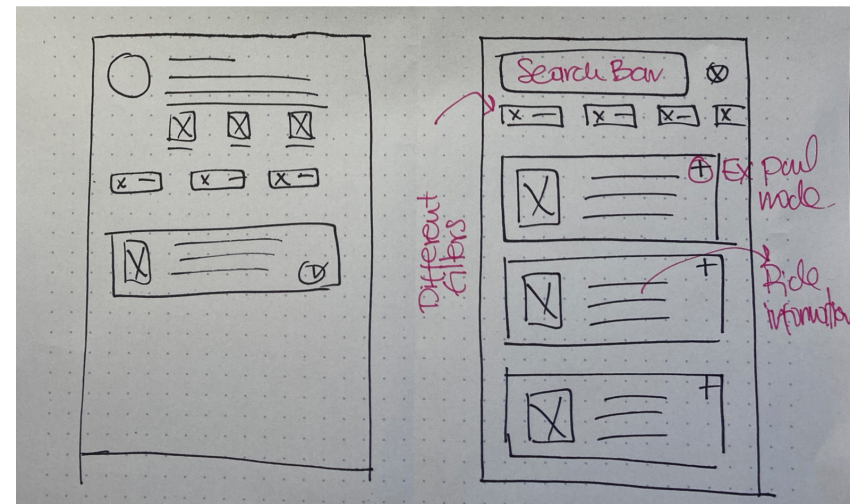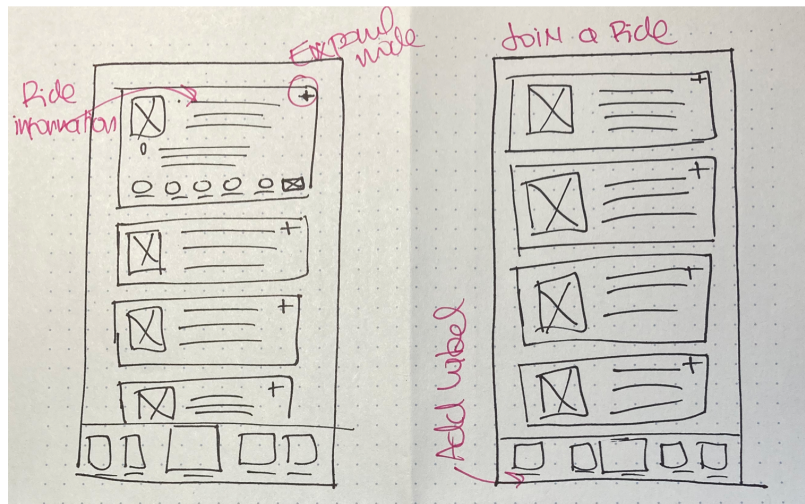
TASK: JOIN A RIDE

EPIC AND TASK PRIORITAZION

EPIC

Join a group ride

TASKS

As I rider, I want to see rides happening around where I live so I can join

As I rider, I want to see rides base on my level of experience so I can can join other riders knowing that I feel safe

As I rider, I want to see where I'm going to meet the other riders so that I can plan ahead of time

As I rider, I want to see the starting time so I can plan ahead of time

As I rider, I want to see the distance of the rider so I can know if I feel prepare for that ride

As I rider, I want to see the level of the other rider so that I can make sure that I match the same level as them
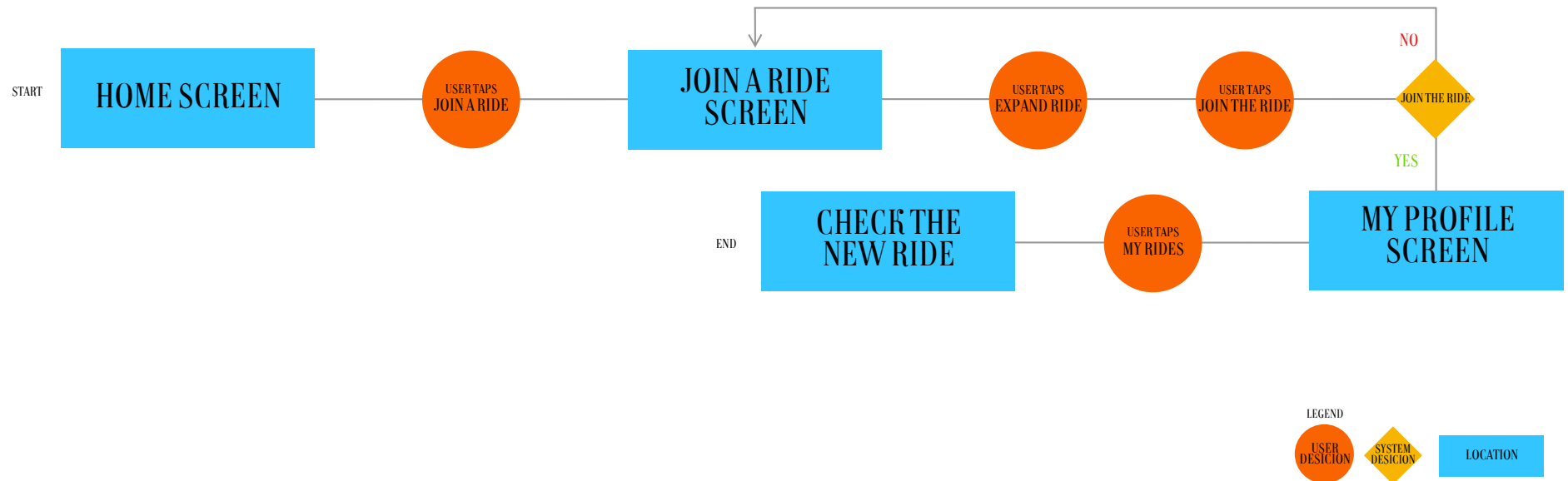
As I rider, I want to see number of rider are going to the ride so I can make sure that I feel comfortable with that number

As I rider, I want to see the description of the ride so I know what to expect

As I rider, I want to see the profile of the other rider so I know who else is going to the ride
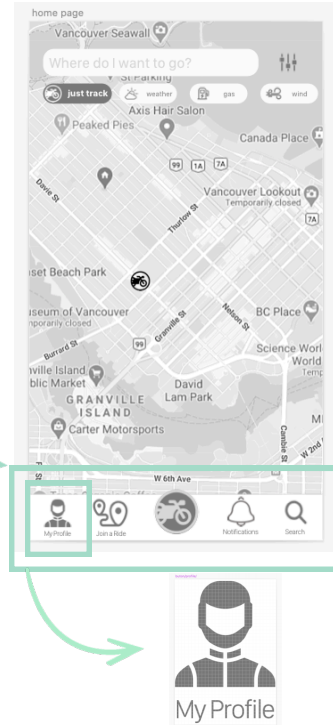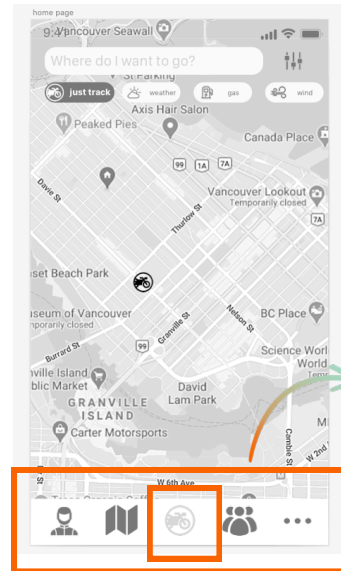
TASK FLOW
EPIC: JOIN A GROUP RIDE

START

HOME SCREEN

USER TAPS JOIN A RIDE

JOIN A RIDE SCREEN

USER TAPS EXPAND RIDE

USER TAPS JOIN THE RIDE

JOIN THE RIDE

NO

YES

CHECK THE NEW RIDE

END

USER TAPS MY RIDES

MY PROFILE SCREEN

LEGEND

USER DESICION

SYSTEM DESICION

LOCATION

CAVALIER

INTERFACE CHANGES

- Make home button bigger and more visible

- Navigation bar icons updated, condensing icons by:

Profile icon/page icon: It contains routes, riders/friends, media and groups. So user can find all his information in one place

Join a ride icon: After the user test 1, users found that it will be more effective to find or meet new riders by joining a group ride.

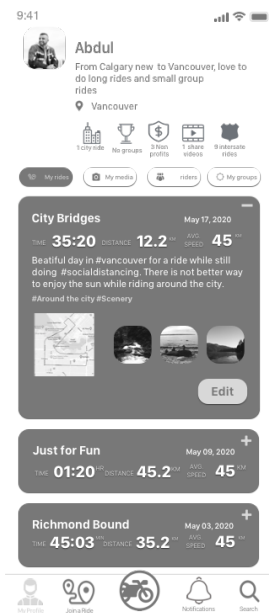**Home page icon:** Stay the same by bigger

Notifications icon: User could find all the notifications related to upcoming rides, messages, new badges, and followings from other riders.

Magnifying glass icon: user will be able to find new routes, group , other rides and motorcycles related topics through tags

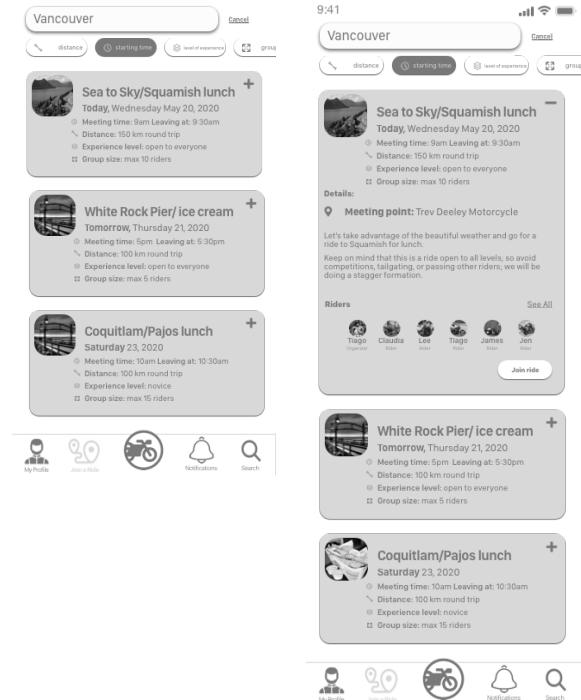- Addition of labels to each icon

INTERFACE CHANGES

PROFILE

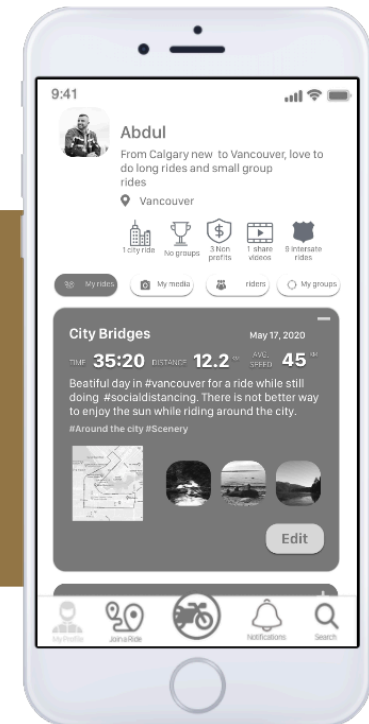Profile page: It contains routes, riders/friends, media and groups. So user can find all his information in one place

INVISION LINK
ROUND 2

https://invis.io/9BXFEXMJTC6#/418011698_SIGN_IN_Page

USABILITY TEST
ROUND 2

Introduction

After user testing round 1, the following changes have been made to improve the overall experience of the user:

1. Add label to each icon on the navigation bar
2. Change some of the navigation icons
3. Make home button bigger and more visible
4. Rewrite setting vocabulary
5. Re-design profile view, so user can find all his information in one place
6. Add feature of join a ride

For User Testing Round 2, I am going to use the same scenario of round one, but I am going to add a task, Join a ride
Beside that I am going to make sure that all the design updates make sense for the user and that they have improved any usability issues; and they are not considered problems anymore.

Scenario brief

- Brand new user: Abdul, new rider in Vancouver
- Never had used a motorcycle app, but he is really familiar with google maps.
- He is not really familiar with Vancouver streets, speed limits, highways, traffic, etc.
- Cavalier app will be the user's first product touchpoint to record his rides and meet riders by join a group ride.

Goal

To create an account, track a ride and check another rider profile.

Participants criterias
- Motorcyclists with different types of experience from novice to expert
- Not cilindraje or motorcycle type limitation

Demographics
Men or Women
19-65 years old

Recruitment methods
Facebook motorcycles and scooters groups
Instagram stories

SESSION OUTPUT
ROUND 1

Executive summary

User testing round 2 happened from Tuesday May 19 to Wednesday May 20 2020, all via zoom meeting, where users shared their screen while using the invision prototype.

The main purpose of this user testing round 2 was to evaluate the changes made from design updates result of round 1 and the new task of Join a group ride.
For this round 2 of testing, I had the chance to interview 4 people, 2 riders and 2 non riders.

The overall usability of Cavalier was positive, the changes made from round 1 really helped the overall experiences of the testers. They found easier their information, by having everything related to their profile in one place. There was no issue while asking them to join a ride, they really liked all the information displayed.

Users that were riders kept asking for extra features to be added when saving a route like:
- Max-Min speed per minute
- Allow app to upload photos on the specific location that was taken
- Profile photo could be replace by the icon
- The view of save rides could include a small version of the track on the no expand it view, instead of the speed and distance

Evaluation tasks

Task 1: Open an account as a new user
Users could choose how to do this, or opening a new account, or by using the testing mode feature.

Task 2: Check weather and adjusts setting for a ride
As any rider they will make sure that weather is appropriate to go for a ride by determining the weather in vancouver. Also users will make sure that the settings for their ride are appropriate.

Task 3: Record a ride and save it for future reference
Users were directed to record a ride without a location in mind and asked to save the ride. For this task it was important to determine the importance of:
all the information given at the end was enough for a rider or if I will need more data
the different options given to fill out while saving a ride was relevant or not, or if they would choose something different.

Task 4: Join a group ride
Users had the chance to join a ride around his area, something important in this task is to determine if the information is relevant or if more or different information needs to be added to it.

INTERVIEWER NOTES
INSIGHTS ROUND 2

USER TESTER 1: EMILY
7 YEARS OF EXPERIENCE
2 MOTORCLYCLES

- She started because her boyfriend has a motorcycle and she got hook after riding with him

- She likes that she can find all the information related to riding in one place: weather, gps tracker, routes building, finding new riders and joining a group ride.

- She appreciated the settings that could be use for new or less experienced riders

- She would like to make sure that she is not sharing his location

- She suggested to have a little more information about the riders that will join the group ride: Type of bike, cc

USER TESTER 2: TIAGO
2 YEARS OF EXPERIENCE
390 CC SPORT BIKE

- He was never into motorcycles but after having a difficult year, he decided to do something new and now riding is one of his favorite things to do.

- Add speed as KM/HR for the route view

- I don't know if Just track is activated or not. And why is the same as the home button

- He found useful as a new user the badges, something to achieve. He is really competitive.

- He would like to see the photos on the map, so if he wants to do a route, he would know where to stop or what to look forward

USER TESTER 3: LEE
NON RIDER

- Overall good experience with Cavalier

- He appreciated the design, he would like to see how the grey would turn into color to know the feeling of the app

- He didn't find wind important, or maybe something that should be just include on weather

USER TESTER 4: ARMANDO
NON RIDER

- Really clean and easy to follow design

- Make font bigger on the onboarding screens

- Maybe setting icons looks like filters

- It really easy to follow for the inspiration base on google maps

- Just track icon on main screen is not clear that is active or not active

OVERALL TESTING RESULTS
TASK ANALYSIS ROUND 2

Task 1: Open an account as a new user
- Overall task is easy to move around, make terms and policy font bigger

Task 2: Check weather and adjusts setting for a ride
- No issue found in this task, but Just track button color on home screen need to be the same color as the other, so user will know when is active or not.

Task 3: Record a save a ride
- Not issue found in this task.
-But user that were riders will like to see more data when saving the ride like: high-low speed per minute, and that they can visualize the ride map track even on non expanded view.
- They will like to have a confirmation after add a new ride, instead of just going to their profile.

Task 4: Join a group ride
- It was easy for user to find how to join a group ride.
- The label really helped users to find the icon easier.
- All user found the information relevant on the event, but they will like to see a map or route that they are going to follow
- They will like to see more information from the other riders like: esperience level, cc, motorclycle type.

OVERALL TESTING RESULTS
CONCLUSION AND NEXT STEPS

Conclusion and next steps

For the user testing round 2 the main objectives were validated, by having a positive interaction with the new icons and the adding labels, making much easier for testers to find and follow the task. But regarding labels the Just track needs to match the other button on the home screen, so users know when it is active or not.

Definitely testers that were riders keep finding important to add extra information when saving the ride like, low-high speed per minute and additing the location of the photos they took by the app placing them on the map, so if they share the route other riders could find that useful. So this could be something that could be added as an extra feature, but mostly it will be determinate for the technology and cost of adding that feature.

Something that came out too was the importance of having validation after saving a ride, or when getting a new badge. Something that can easily be added by adding a pop up modal that lets the user know that the ride has been saved and that he got a new badge that will be added to his profile.

Conclusion is going to be really important to determine the right color on the next step of this project, mostly because I want to keep Cavalier clean and easy to navigate. But I feel really positive with the overall feedback of the users testing after both rounds, knowing that the design updates that are going to be made are going to elevate the user experience.

Next is a list of those changes, racked by High user value + low effort to Low user value + high effort:

1. Change the color of Just track button, it will match the other buttons. So users won't get confused about active or inactive mode.

2. Add onboarding screen, where new user could find all the relevant information of how to use and what they will find on Cavalier

3. Make the text on sign in/create an account bigger

4. Add a pop modal after saving a route, so users know that they successfully did it.

5. Add a pop up modal after getting a new badge, so users get excited about the feature and want to share and do more rides.

APPENDIX
RAW INTERVIEWS

For raw interview transcripts please got to the link below:

https://drive.google.com/open?id=1S_g3ereo5m8F3wO1Mn0KNx5Bpi1pRCS3

All photos by:

Julieth Fajardo

EMBRACE THE RIDE

JULIETH FAJARDO

CAVALIER