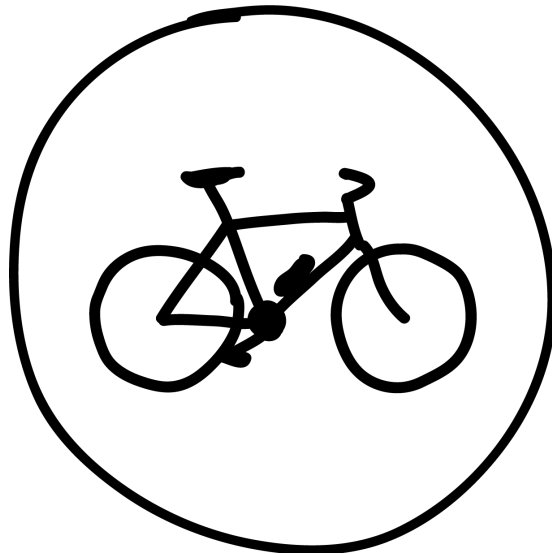


Primary User Research

BikeTag



Design Team

Colleen Burke
Danielle Byers
Kelsey Vierow
Lisa Zampogna

Introduction

1. Discuss the research setting/participants/context
 2. Identify your research goals
 3. Create an ideal (but flexible) plan to address those goals
 - Include lead moderator, tech lead, and observer(s)
 - Note items to observe and suggest possible data “tags”
 - Identify data collection tool (Paper notes, spreadsheet, note taking guide)
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Goals

- First impressions
 - What tasks are important to the user
 - Identify pain points
 - What excites the user to use the app
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SESSION DETAILS	
Session	Location: Prime Digital Academy Date/Time: February 8, 2022
Participant & Role	User 1, User 2
Lead Moderator	Session one: Byers Session two: Kelsey
Tech Lead Photos, sketches, audio/video recording	Lisa, Byers, Coleen, Kelsey
Observer(s)	

Script:

Thank you for meeting with us today and helping us conduct our research. My name is _____ and I am a current UX student at Prime and I will be walking you through today's session.

You may know a little bit already about why you are here, but I am going to give you some more information. We're hoping to learn more about a biking related website and are hoping we can watch you interact with this website and ask questions along the way.

We will mostly be observing and listening to how you do things. As you are using the website, please speak aloud as much as possible- tell me what you are trying to do, what you are seeing, and what you are thinking. This will be helpful for us to understand what is happening and why you're doing what you're doing.

What I want to make clear is that I am not testing you and there is nothing you can do that is wrong in this session.

You cannot hurt my feelings during this session, I am here to help improve this website and I need to hear honest reactions.

If you have any questions throughout this session please feel free to ask me, I may not be able to answer all of your questions in the moment, but I will be sure to answer all of them at the end.

Request for recording

We will be recording this session, I am going to read a consent form out loud for you.

"I understand that my research session will be recorded. I grant Prime Digital Academy permission to use this recording for internal use, for the purpose of improving the designs being tested. I understand that recorded assets from this session may be used to support this project in students' publicly available online portfolio of their project work. You have my permission to record: screen recording, audio, camera"

****start recording****

Get to know user

- Can you tell me a little bit about yourself? Where do you live/what do you do?
- We're working on a bike related app, can you tell me a little bit about your biking experience?
- How often do you use social media in relation to your bike and biking? (biking communities)
- Have you ever played BikeTag before?
 - **If yes:**
 - Can you tell me about the experience?
 - Did you use a website or app?
 - Could you show me how you play?
 - *(after they show us then show our web app)*
 - If No:
 - Move on.
 - Task observations:

*****Request to screen share full desktop*****

Links:

<https://biketag.io>

I am now going to have you pull up the website and share your screen. Please go to _____
As we look through this please think out loud as much as possible. Don't hold back I'd like to hear everything you're thinking

- What are your first impressions?
 - What do you think this does?
- Show me how you would use this.
 - What are you feeling?
 - What would you like to see here
- What would you change?
- What personal profile functions would you expect in this application?

Conclusion

Thank you so much for those answers, we are almost done but I have a few more questions before we finish.

- What are your overall thoughts about the website? Did anything stand out to you?
- Is there anything you would want to change about this website? Why?
- Is there anything you wish we would have asked?

- After exploring the website, On a scale of 1-7, how likely would you be to use this? (1 being not likely, 4 being neutral and 7 being very likely)
 - What changes could make that number higher?

Thank you so much for your time. Your insights have been really valuable, and they are going to help us to improve this website! Feel free to reach out to me again with any questions or comments you have!

Tasks

- View the current Mystery Location to Find
- View any queued BikeTag Posts for the current round
- View past BikeTag posts
- View BikeTag Player profiles and past BikeTags
- View leaderboard for the game of BikeTag
- (Play step 1) join the current BikeTag round by adding a Found Location image, along with the associated data (name, found location)
- (Play step 2) complete BikeTag Post by adding a Mystery Location image, along with the associated data (name, hint)
- (Play step 3) submit the BikeTag Post, along with what websites to post to, in order to "win" the current round of BikeTag

Task observed: _____

<p>Key observations:</p> <p><i>Follow up format:</i> <i>I noticed that you _____.</i> <i>Could you tell me more about that?</i></p>	
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.....repeat for each task

Example high-level categories of observations:

Look for:

- Behavior/Mood
- Language, terminology
- Environmental Conditions
- Other tools and systems used
- Individuals interacted with, culture
- Pain points, Workarounds, Accelerators

Remember, **context** is more than environment.

Context is all encompassing of surroundings and includes things like: workflows, language, people, other tools/systems that are used, artifacts, as well as environmental factors.

Process & Workflows

What are the primary steps in their process? Are they using accelerators or workarounds? Are there parts that appear particularly painful or smooth?

Environment

What is the work environment like? What are some things that may/may not be impacting their workflow? Are they able to make modifications to their workspace? If so, how does that look?

People Involved

Who is involved in the work? Where are they located in relation to each other? How do they appear to work together? How is this different from how they work separately?

Tools Used

What tools are used during their primary workflow? Which tools are **required** and which are **optional**? Why have they been chosen? What are their strengths and weaknesses

Example note taker template (FYI, not required to use)

Session information:

Observer/Moderator	Location	Date/Time	Participant

Recording Permission requested?

<p>Process & Workflows <i>What are the primary steps in their process? Are they using accelerators or workarounds? Are there parts that appear particularly painful or smooth?</i></p>	<p>Observations</p>	<p>Hypothesis / Questions <i>Follow up format:</i> <i>I noticed that you _____. Could you tell me more about that?</i></p>
<p>Environment <i>What is the work environment like? What are some things that may/may not be impacting their workflow? Are they able to make modifications to their workspace? If so, how does that look?</i></p>		
<p>People Involved <i>Who is involved in the work? Where are they located in relation to each other? How do they appear to work together? How is this different from how they work separately?</i></p>	<p><i>Number of team members:</i></p>	
<p>Tools Used <i>What tools are used during their primary workflow? Which tools are required and which are optional? Why have they been chosen? What are their strengths and weaknesses?</i></p>		

