

Brief 2 Final Report

Joshua Stocks

intro

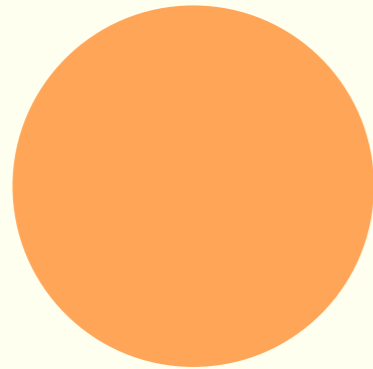
An app aimed at 50-75 year olds, that revolves around the activity of birdwatching. In line with the requirements of the brief, the app will contain the following features:

- Log-in/Sign-up process.
- Uploading photos and videos.
- Share their own stories.
- Browse other users' stories.
- Share other users' stories.

Based on findings from my primary research, the app needs to address the following user needs:

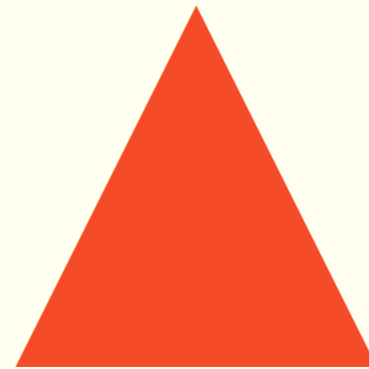
- Considered intuitive and familiar.
- Make it easy to post.
- Secure.
- Simple, both interactions and visual style.

design goals



Secure:

- Participants expressed a concern for a secure log in process (Strawberry, Plum, Capsicum).
- Social Media's "security and trustworthiness issues have also become increasingly serious"(Gupta & Zhang, 2018).



Simple:

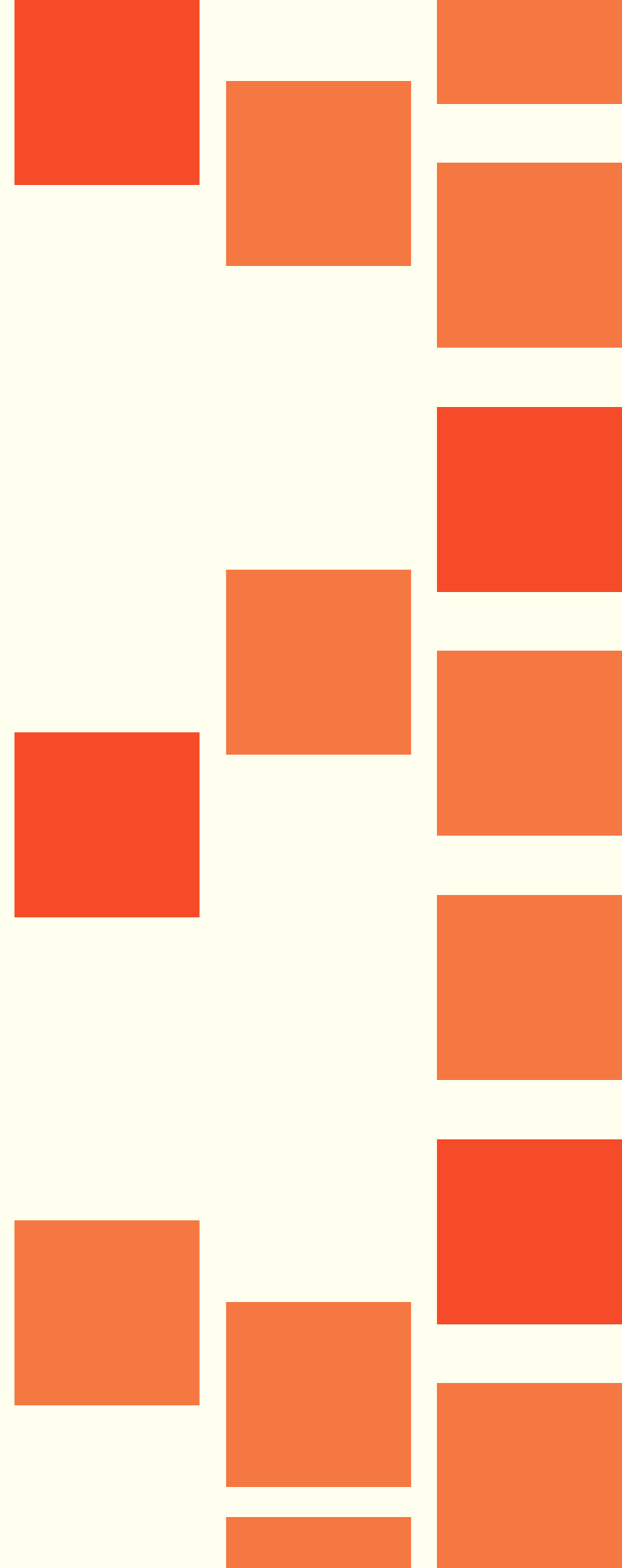
- Considered intuitive and familiar (Capsicum, Peach, Apple, Plum).
- Through the think aloud sessions it was observed that the more advanced features only created additional confusion (Capsicum, Apple).
- Creating a design that addresses the user's needs will yield more positive results (Rossouw & Smuts, 2023).



Conventional:

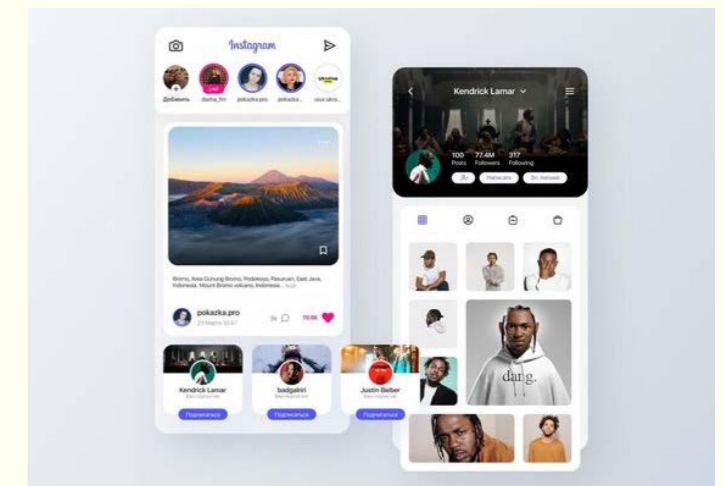
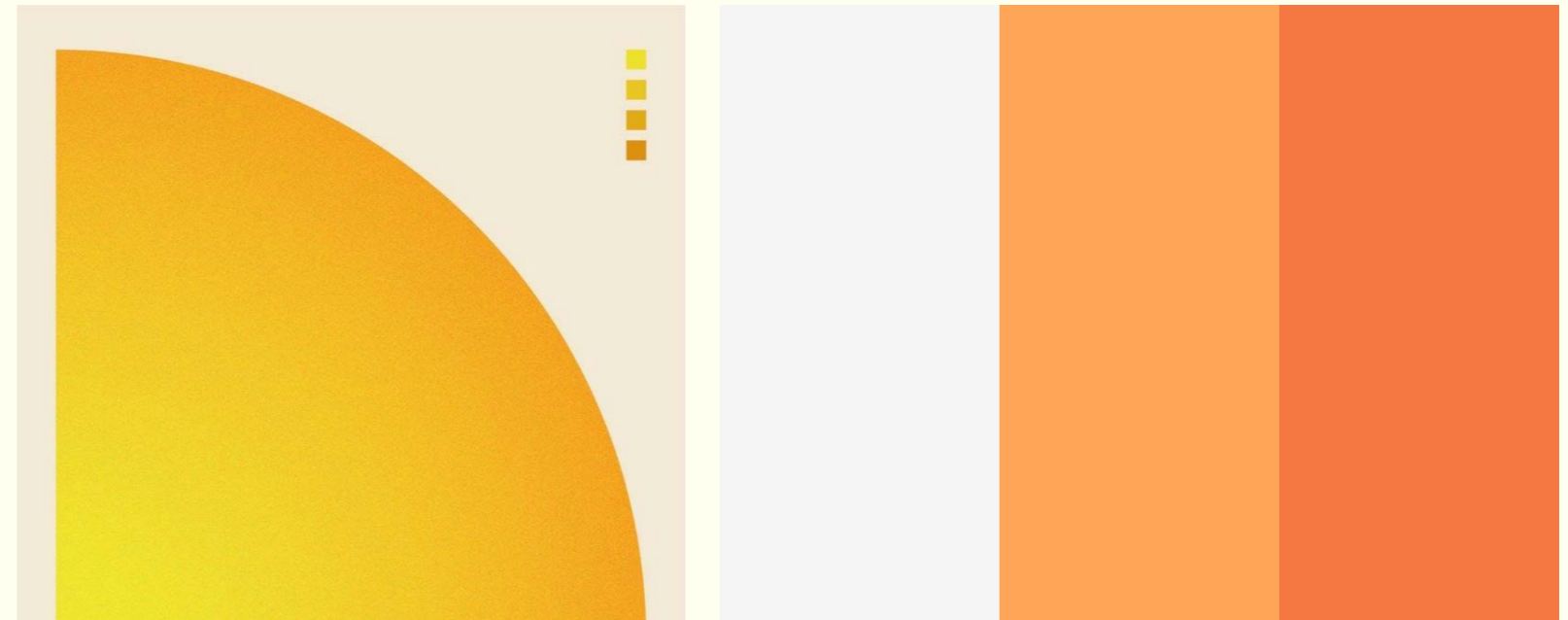
- Users have expressed the need for the application "to be natural and familiar" (Picking, et. al, 2010).
- Include features that do not deviate from what is considered normal and conventional by my target audience.

visual identity

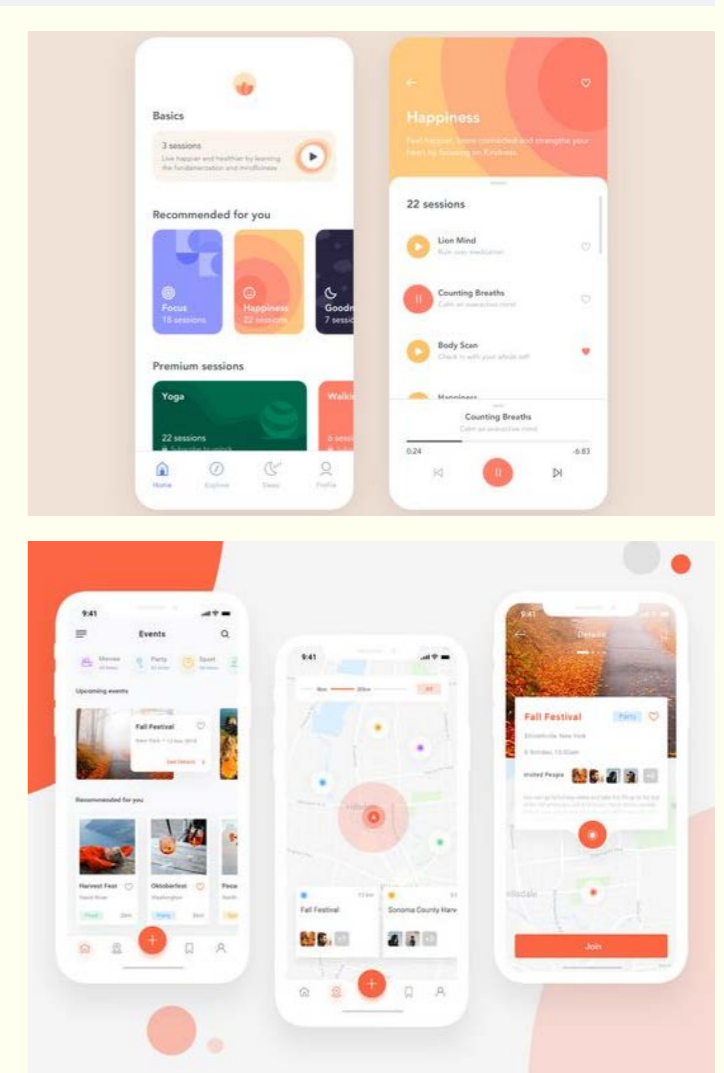
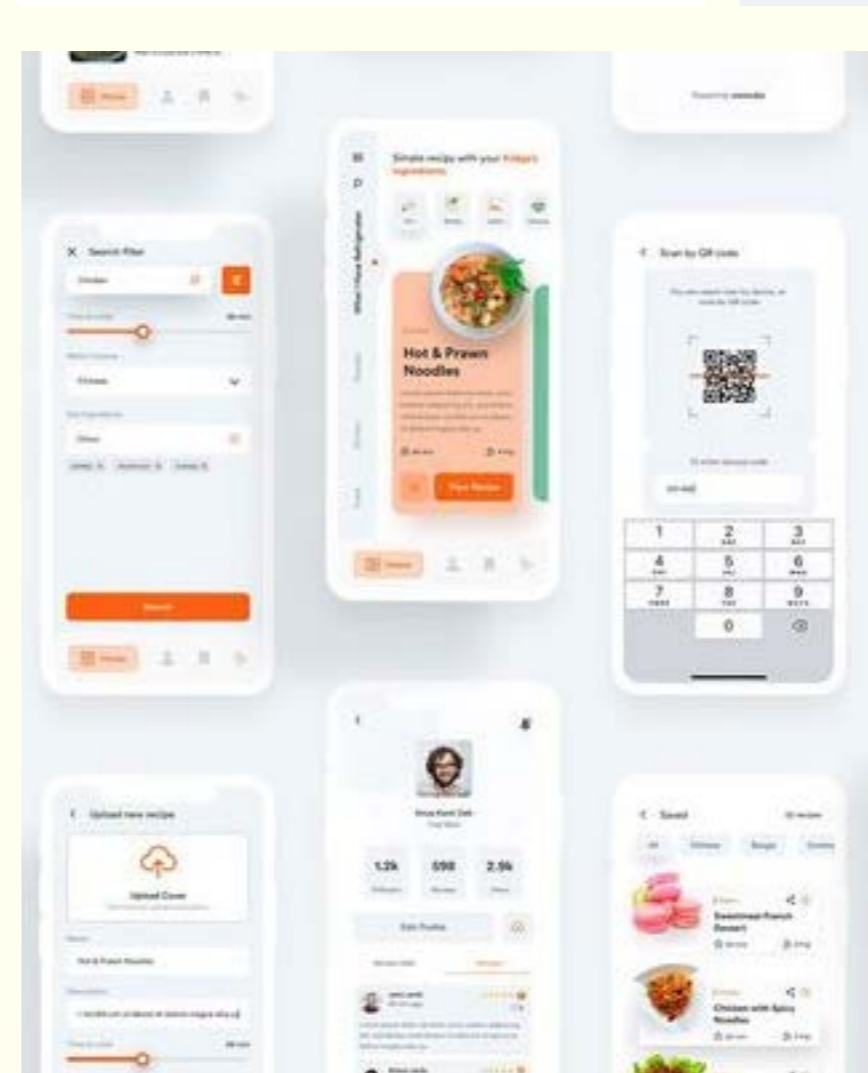
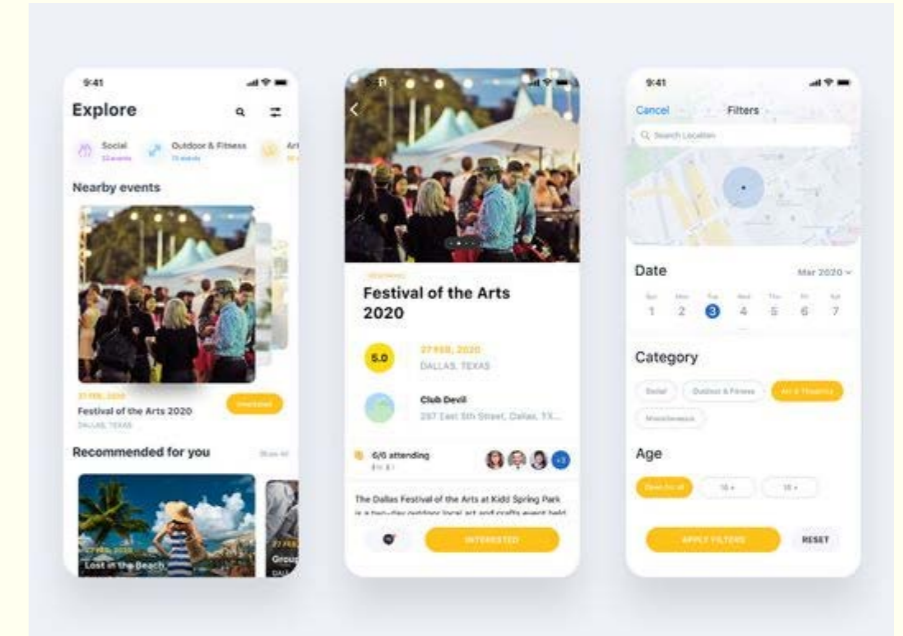
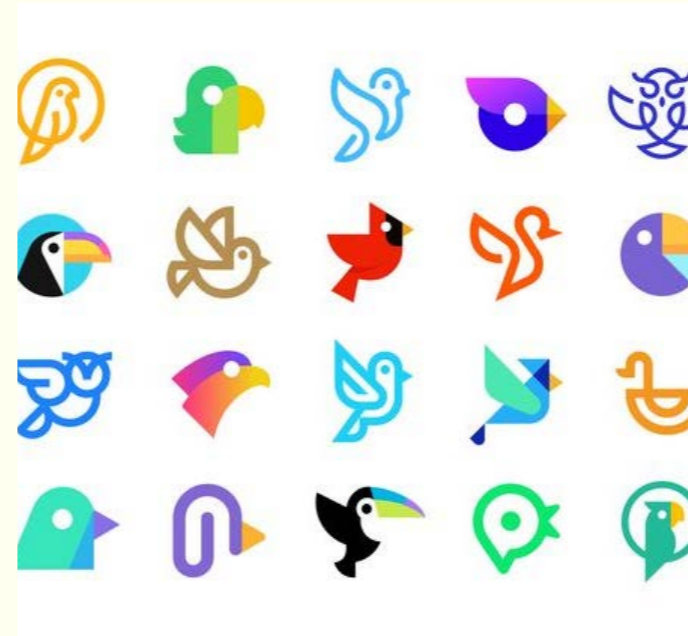


visual identity

For the visual identity, an emphasis was placed on simplicity and minimalism. I looked for inspiration within the works of Massimo Vignelli, particularly his communication design works on the New York subway, I then focused on trying to bringing Vignelli's emphasis on simplicity to a modern and intuitive user interface.



visual identity cont.



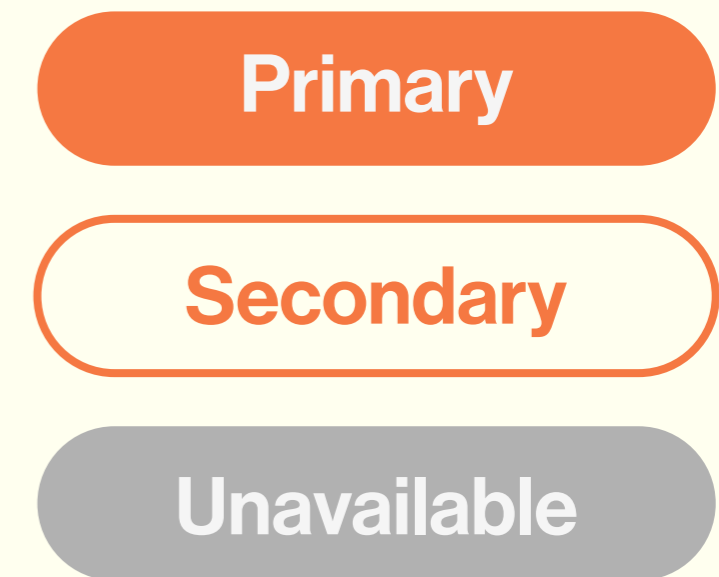
visual identity cont.

featherly
featherly

In keeping with the theme of simplicity, a lettermark was developed using the Neue Haas Grotesk typefamily. An orange gradient colour scheme was then applied to make it feel more dynamic.

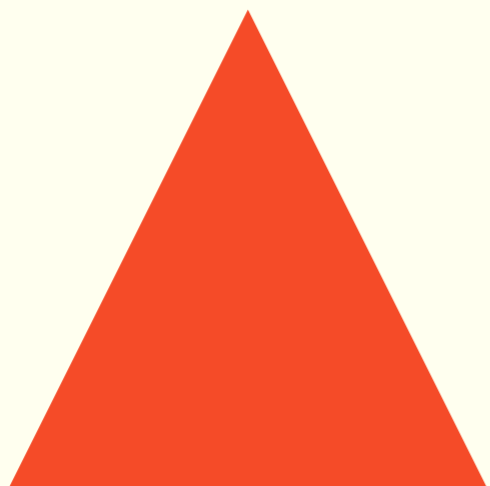


Images would have consistent 22pt rounded corners and maintain a square image ratio. This creates consistency for content across platforms.



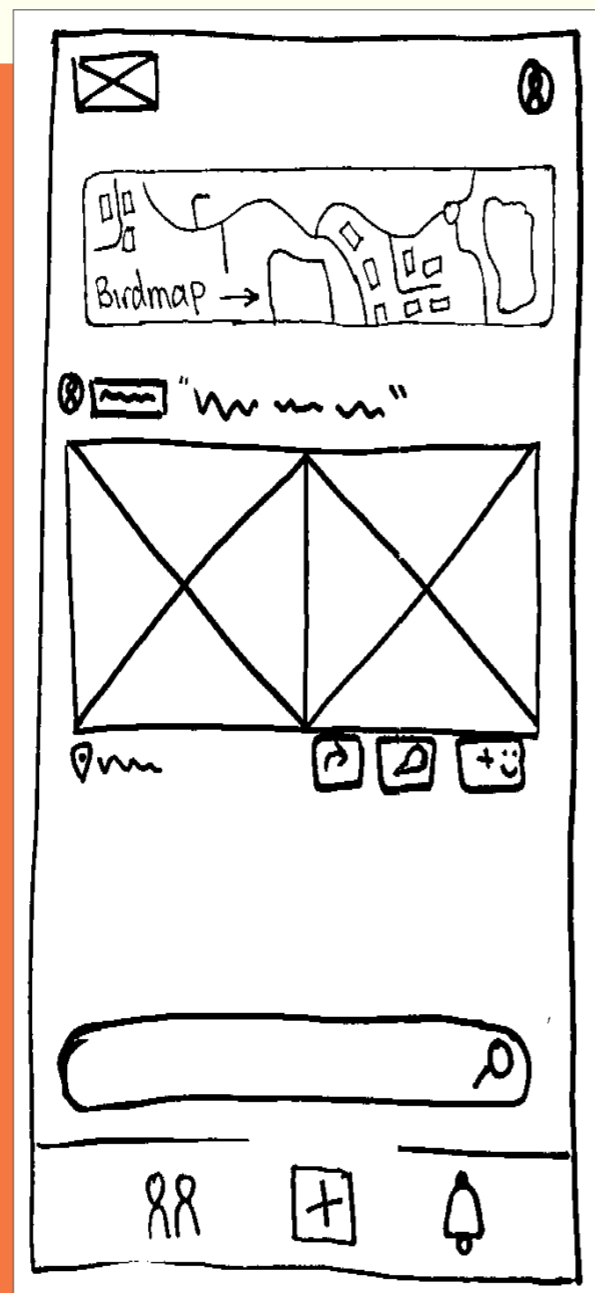
A series of buttons were created, to be consistently used throughout the design. Each button would have a 'pill' like shape and vary in fill and stroke colour depending on the state of the button.

prototypes

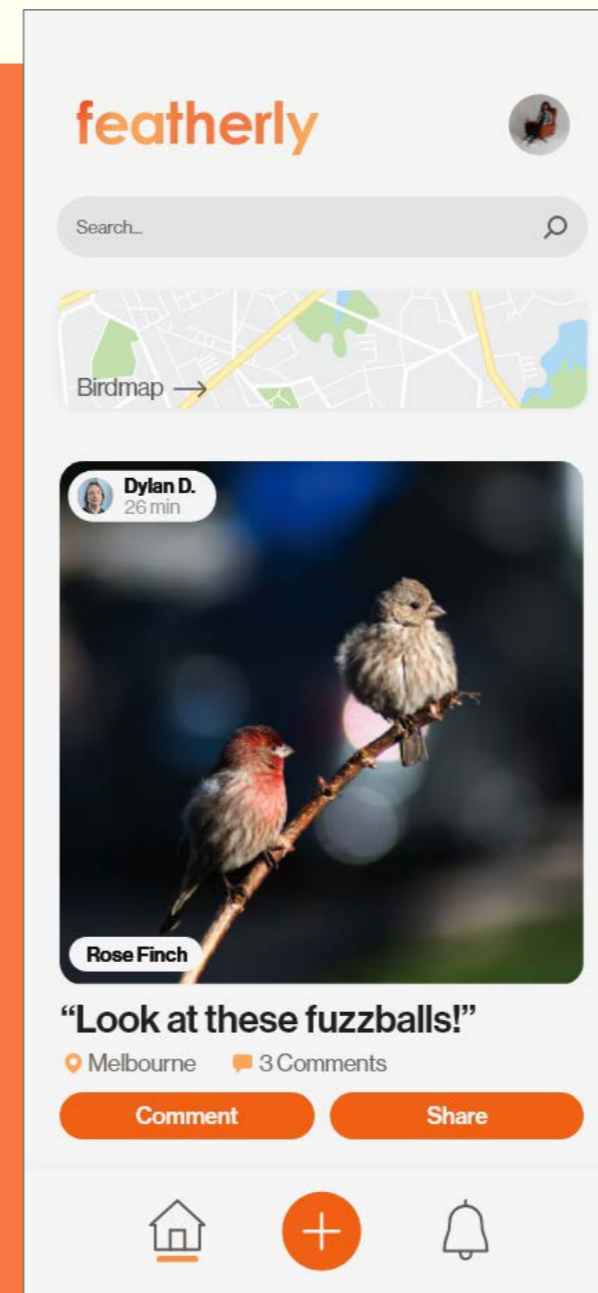


mobile

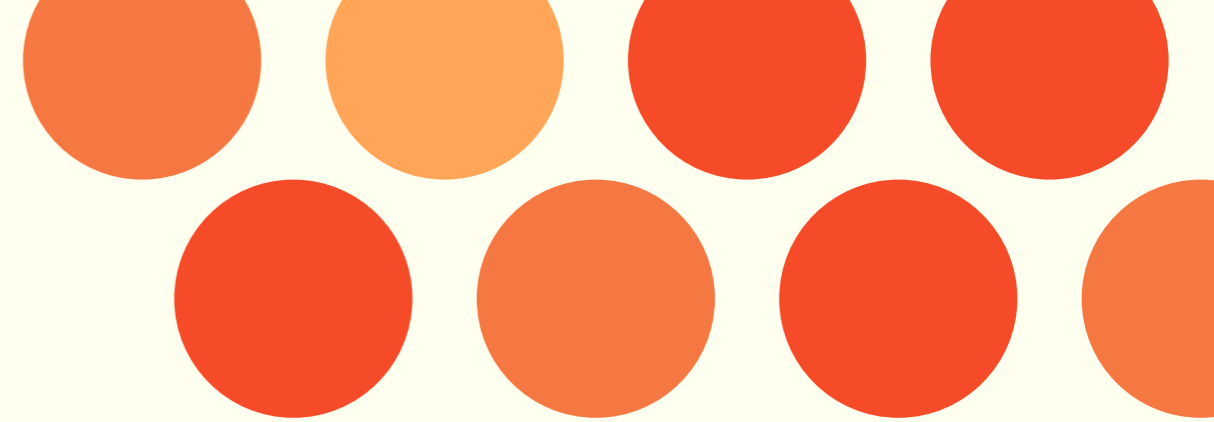
Paper Prototype



Final Prototype



mobile



signing up 1/2:

The image displays three sequential mobile app screens for the sign-up process. The first screen shows the Featherly logo and two buttons: 'Log In' and 'Sign Up'. The second screen shows the 'featherly' logo and three input fields: 'First Name' (with 'Josh' entered), 'Surname' (with 'S' entered), and 'Phone Number' (with '0412 345 678' entered). The third screen is identical to the second. Each screen has a 'Back' button and a 'Continue' button at the bottom.

featherly

Log In

Sign Up

featherly

Please enter your first name:

First Name **Josh**

Please enter the first letter of your surname:

Surname **S**

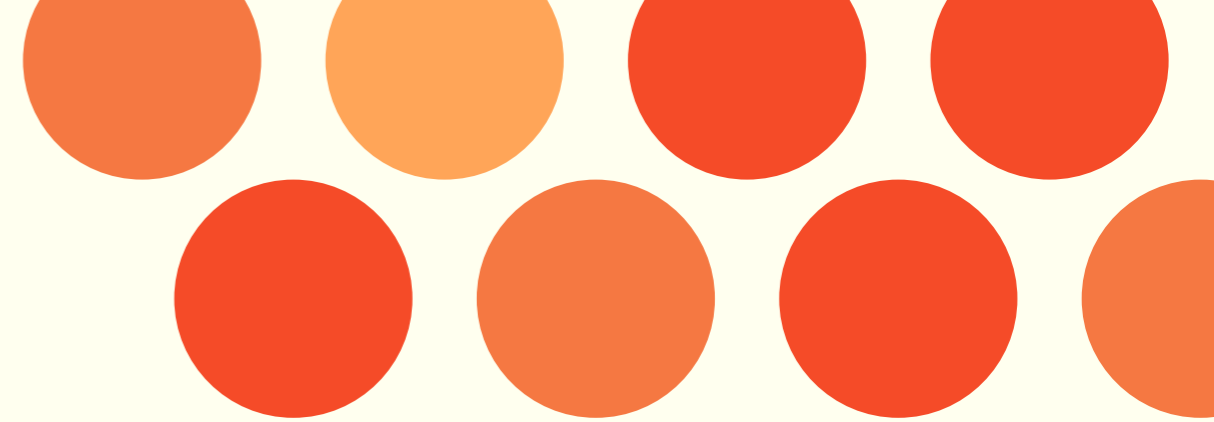
Please enter your phone number:

Phone Number **0412 345 678**

Back Continue

Back Continue

mobile

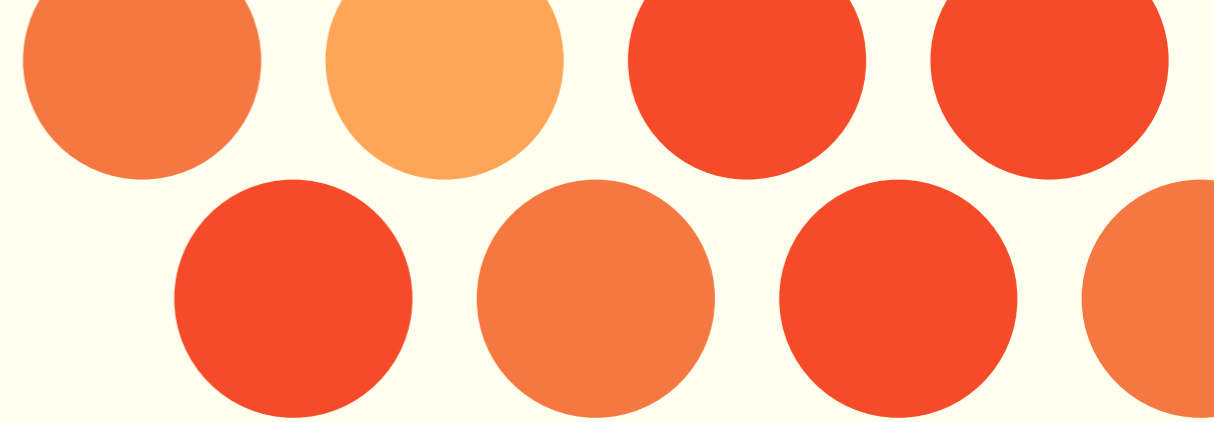


signing up 2/2:

The image displays three sequential mobile app screens for the sign-up process:

- Screen 1:** Shows the "featherly" logo and the instruction "Select a Profile Picture:". Below this is a 4x3 grid of 12 image thumbnails. The bottom-right thumbnail in the grid has a white heart icon. At the bottom, there are two buttons: "Back" and "Continue".
- Screen 2:** Shows the "featherly" logo and the instruction "We sent a code to your number, please enter it to continue". Below the text is a row of six empty grey input boxes. At the bottom, there are two buttons: "Back" and "Continue".
- Screen 3:** Shows the "featherly" logo and the instruction "We sent a code to your number, please enter it to continue". Below the text is a row of six grey input boxes, each containing an asterisk (*). At the bottom, there are two buttons: "Back" and "Continue".

mobile



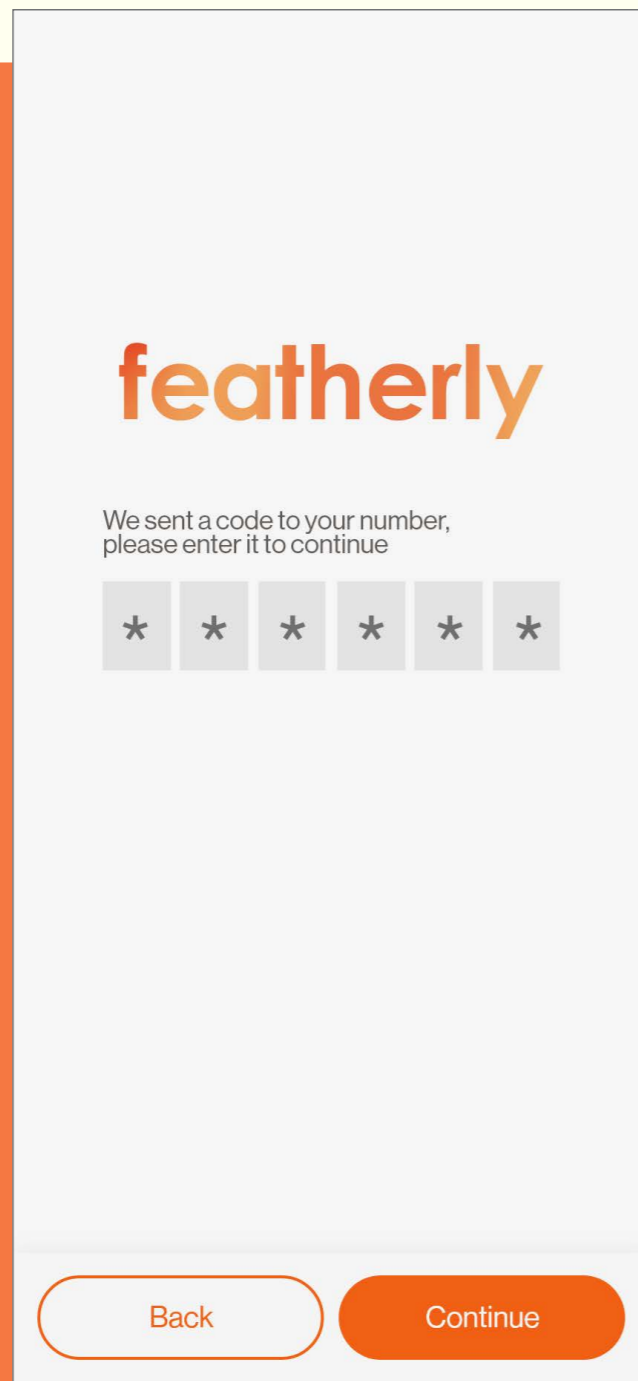
logging in 1/2:

The image displays three sequential mobile app screens for the Featherly login process:

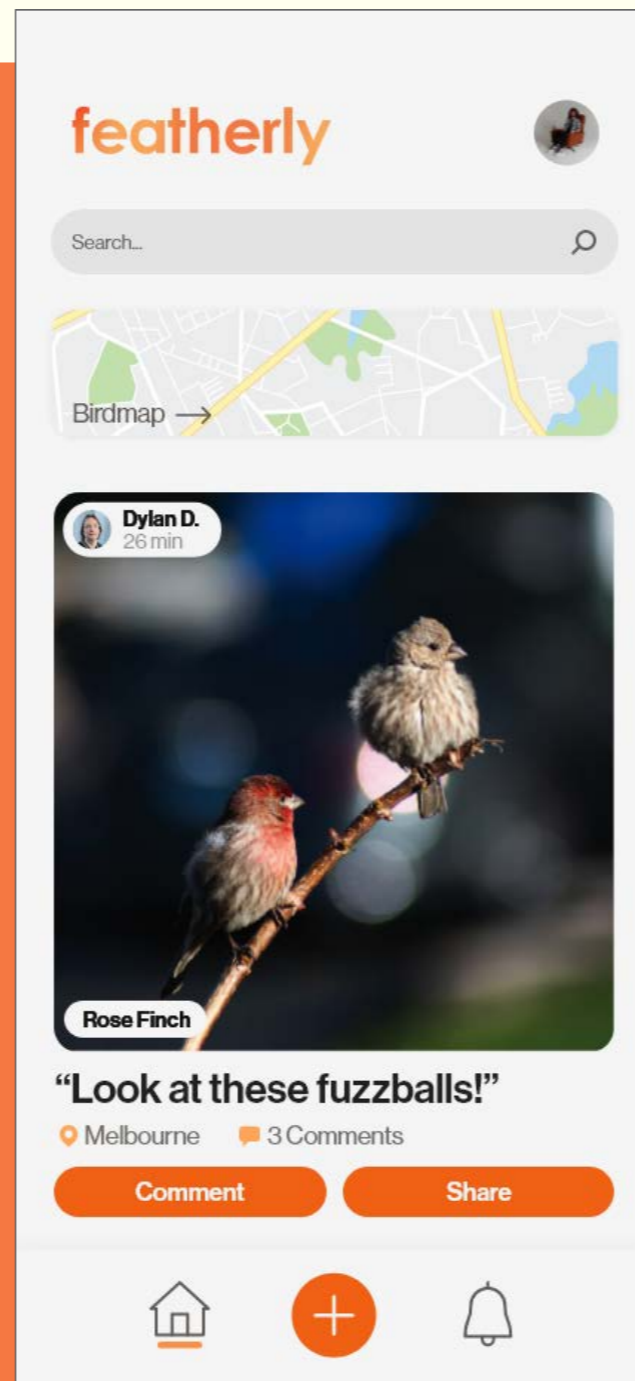
- Screen 1:** Shows the Featherly logo at the top. Below it are two buttons: a solid orange "Log In" button and an outlined orange "Sign Up" button.
- Screen 2:** Shows the Featherly logo at the top. Below it is the text "Please enter your phone number to continue:" followed by a text input field containing the number "0412 345 678". At the bottom are two buttons: an outlined orange "Back" button and a solid orange "Continue" button.
- Screen 3:** Shows the Featherly logo at the top. Below it is the text "We sent a code to your number, please enter it to continue:" followed by a six-digit numeric keypad. At the bottom are two buttons: an outlined orange "Back" button and a greyed-out "Continue" button.

mobile

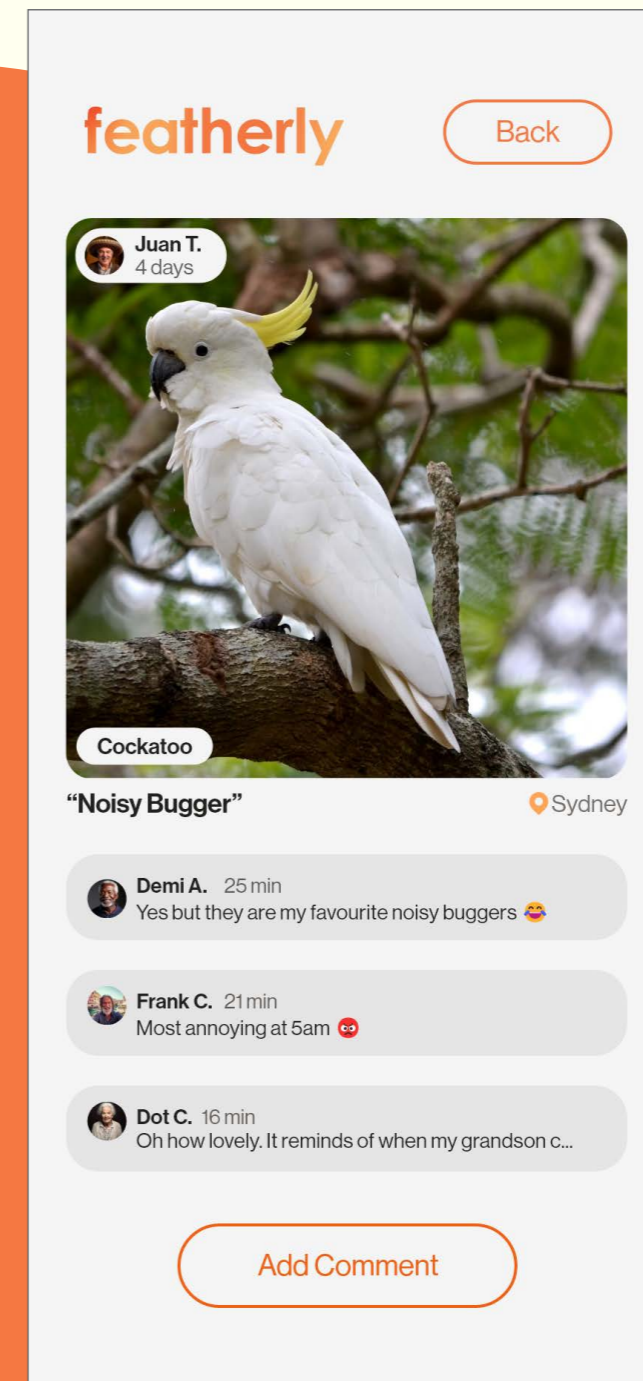
logging in 2/2:



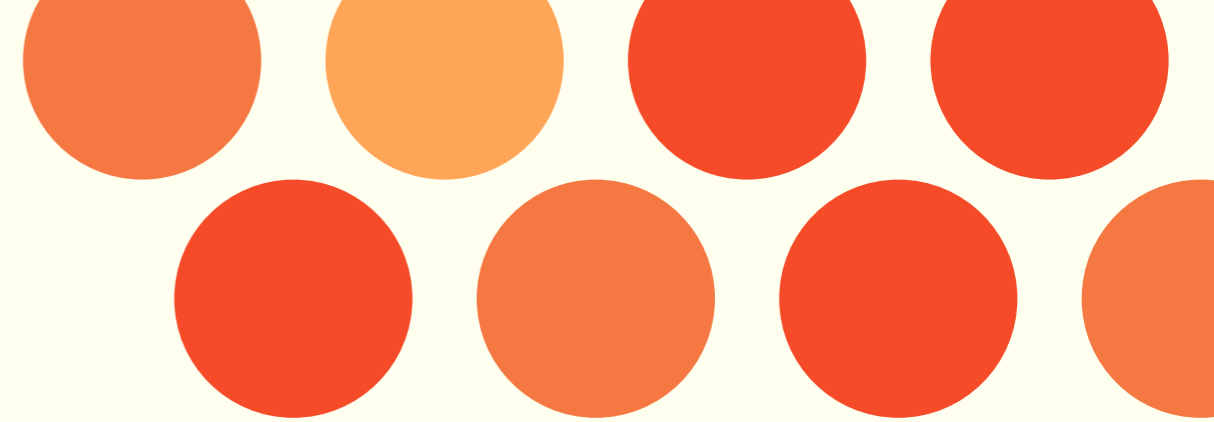
browsing stories:



writing stories 1/2:

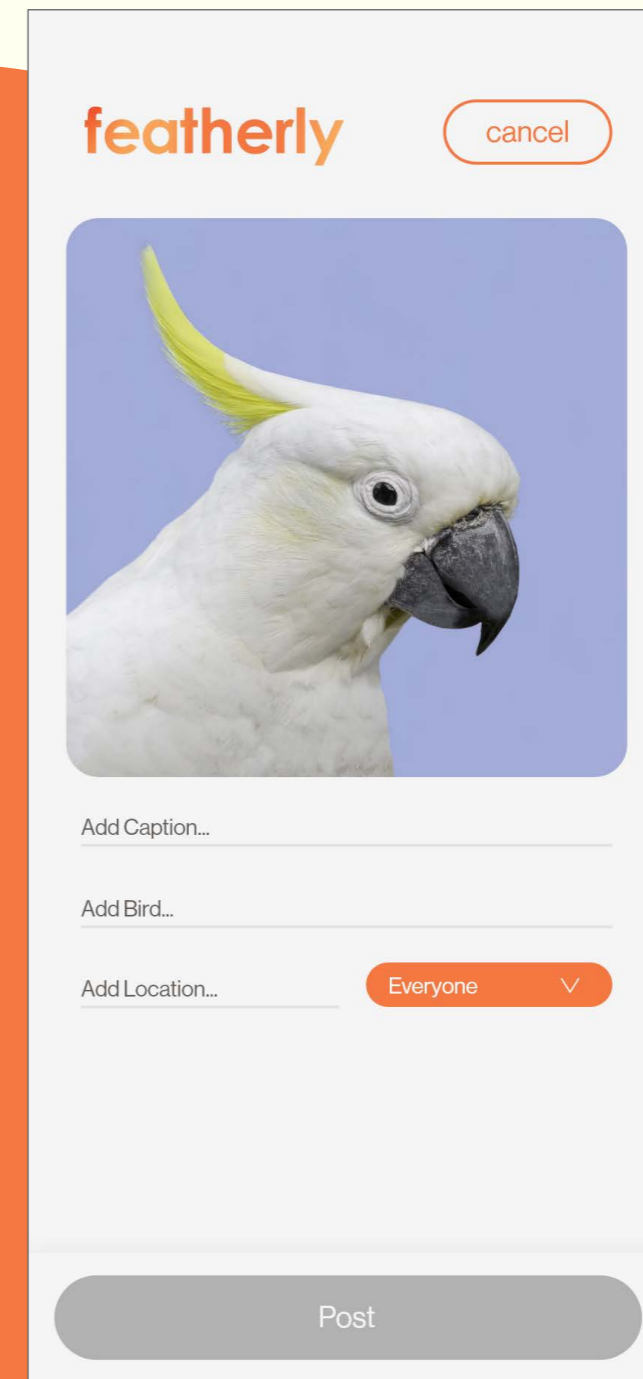
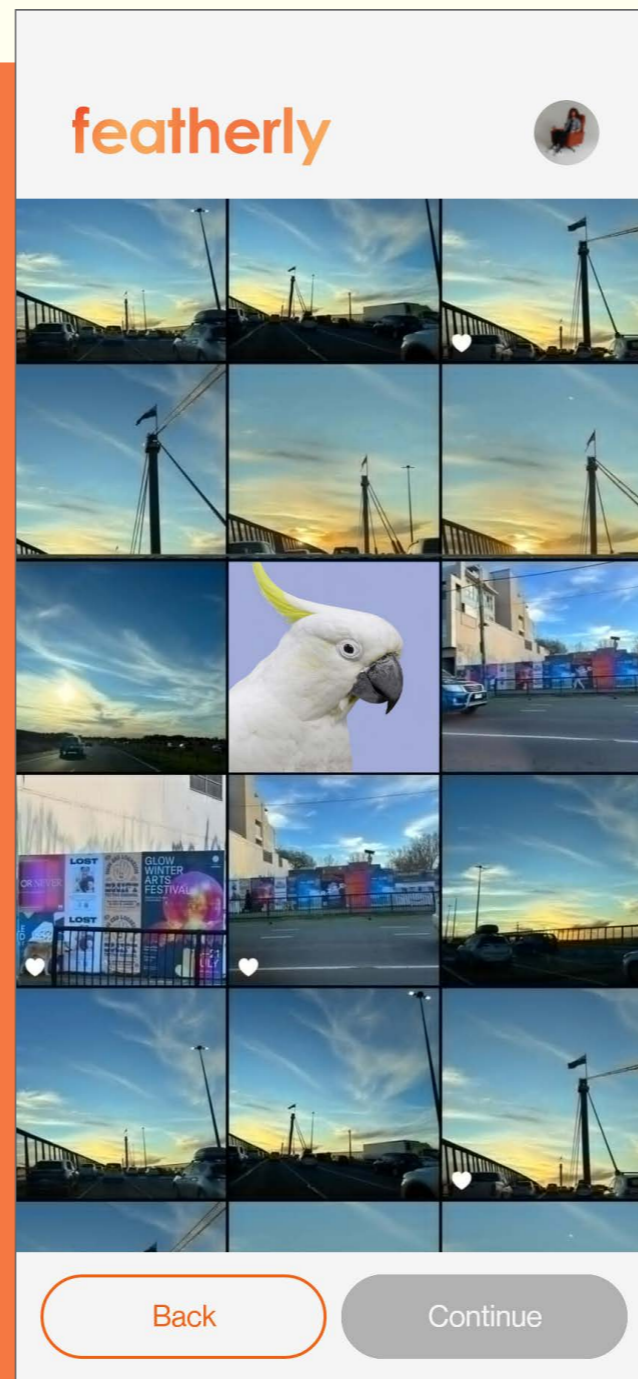
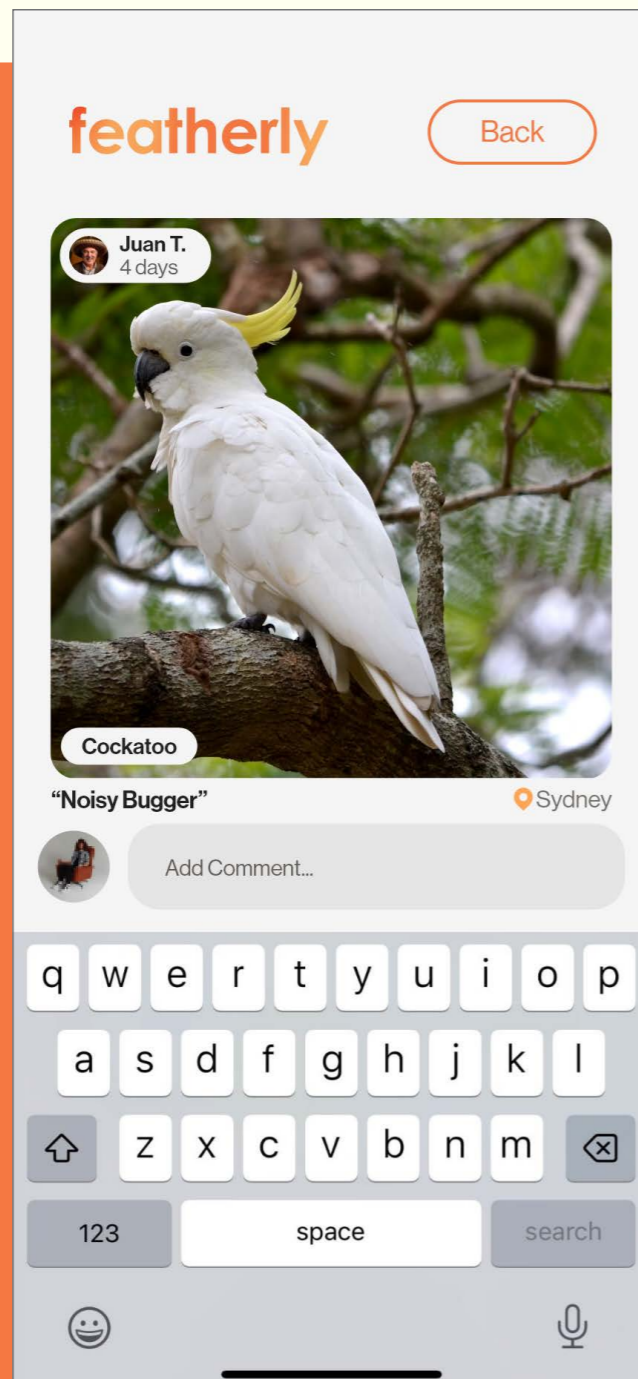


mobile



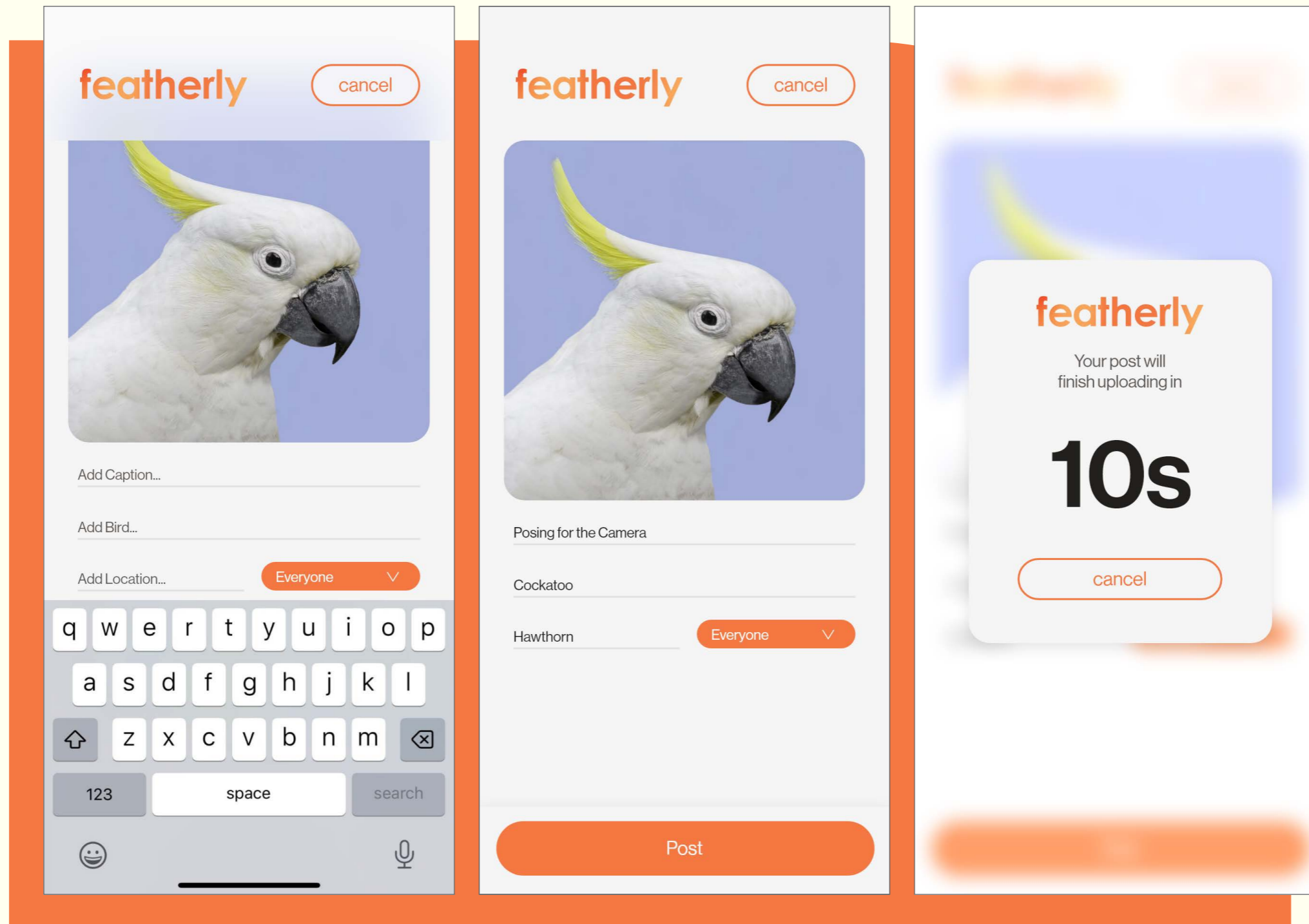
writing stories 2/2:

uploading content 1/2:



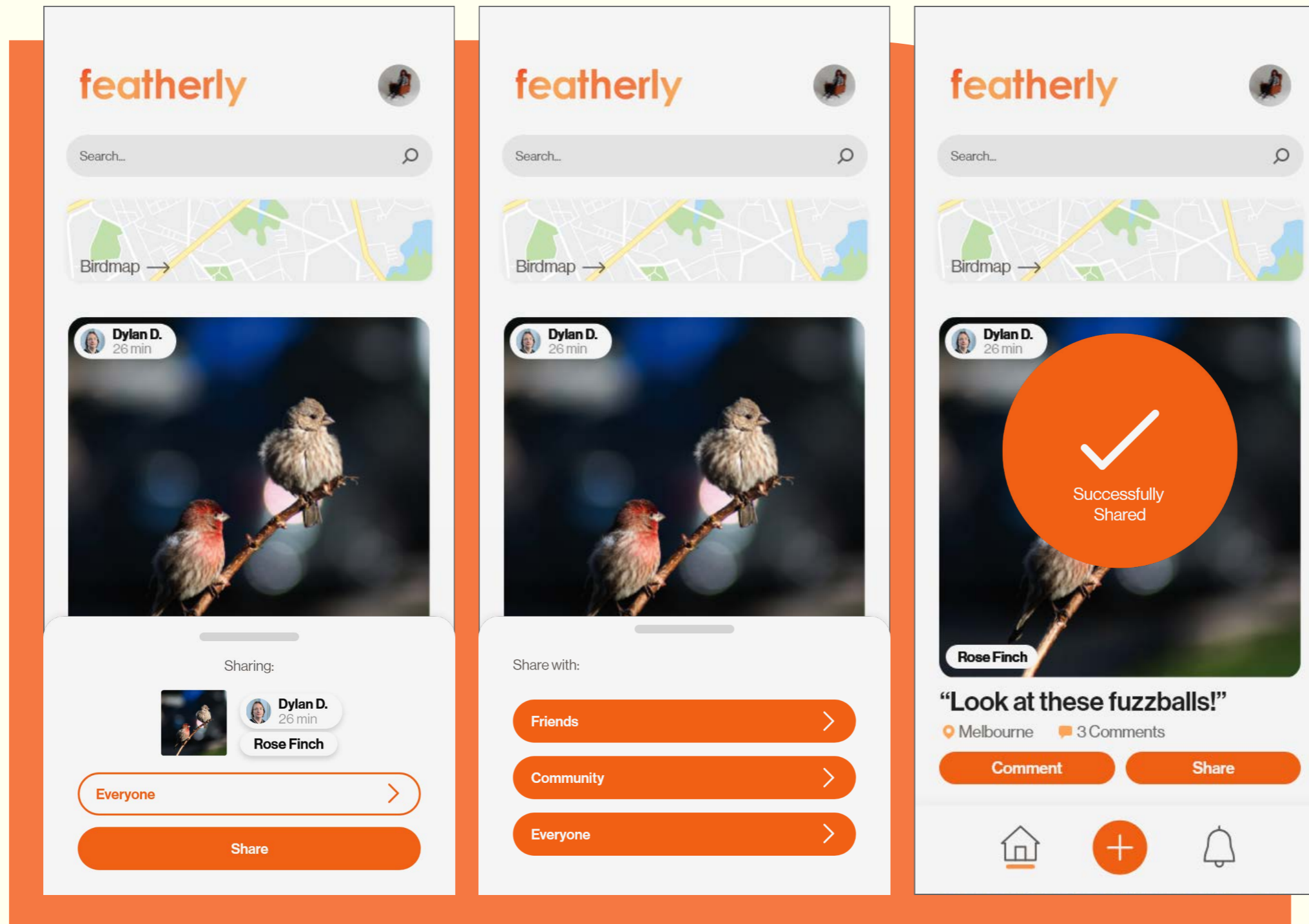
mobile

uploading content 2/2:

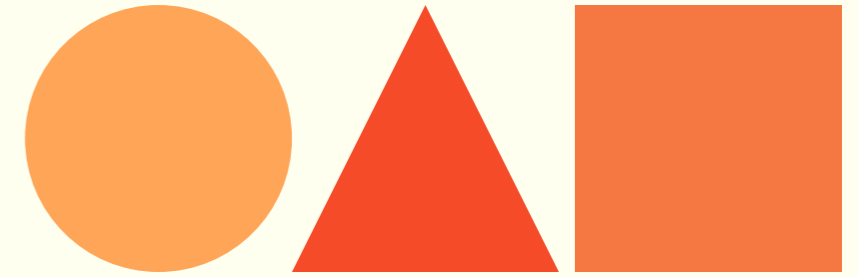


mobile

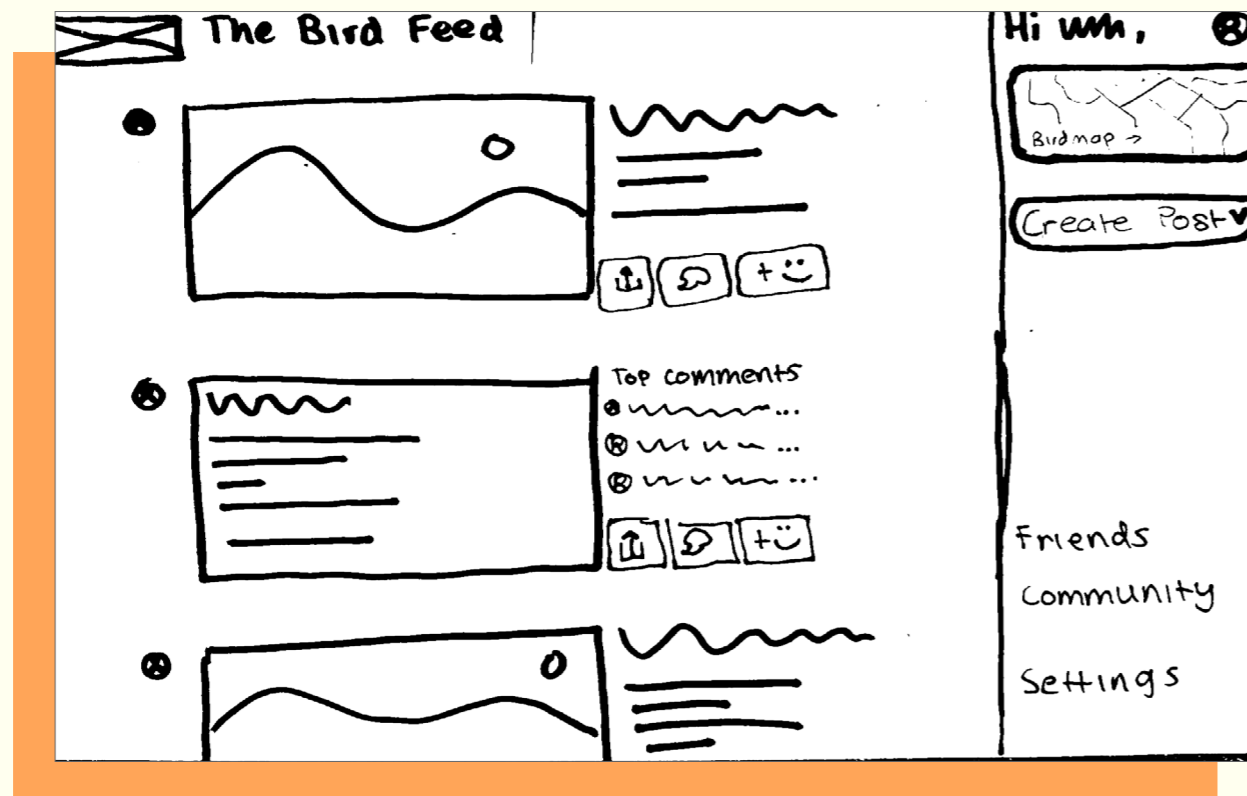
sharing content:



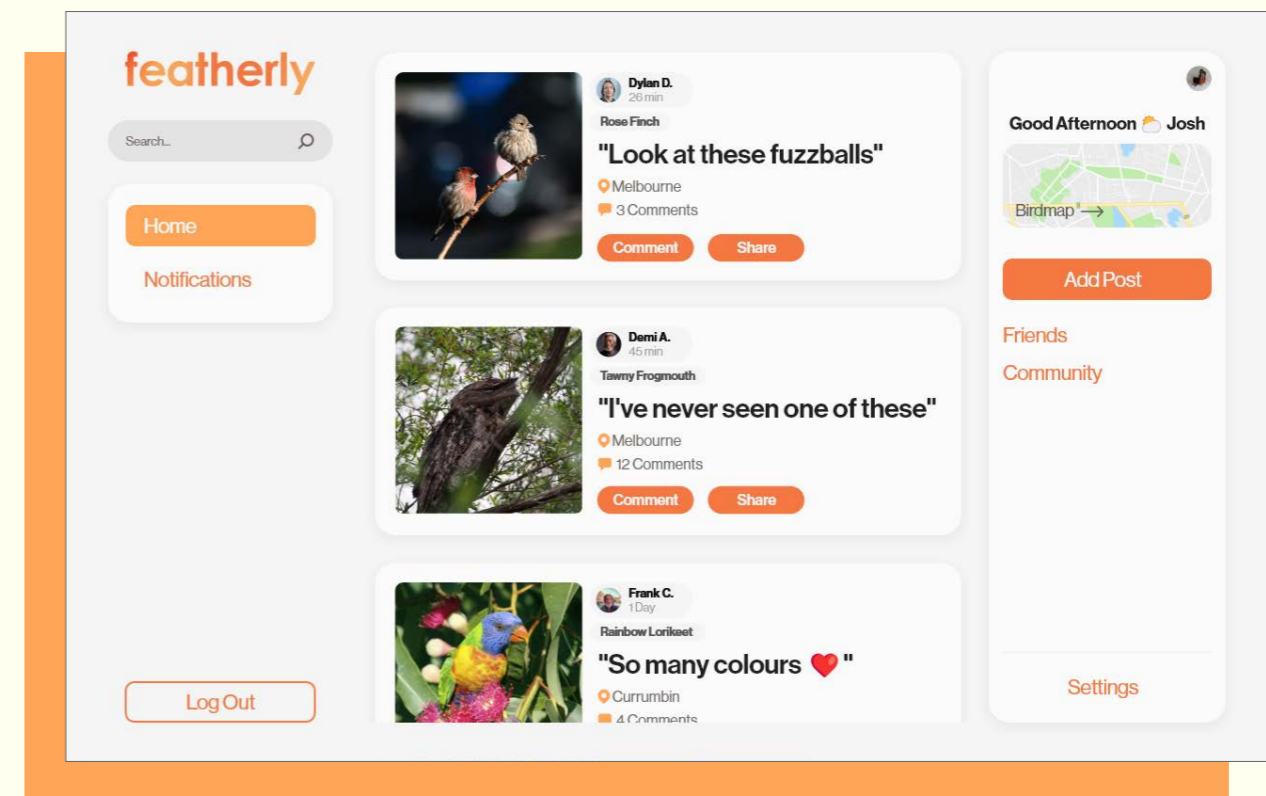
desktop



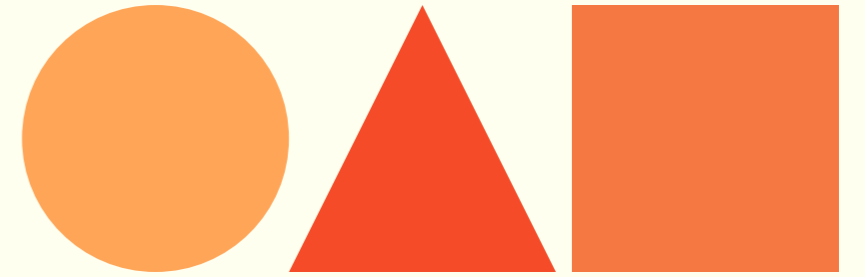
paper prototype:



final prototype:



desktop



signing up 1/2:

featherly

Please enter your phone number to continue:

Phone Number

Continue

Don't have an account?

Sign Up

featherly

Please enter your first name:

First Name

Please enter the first letter of your surname:

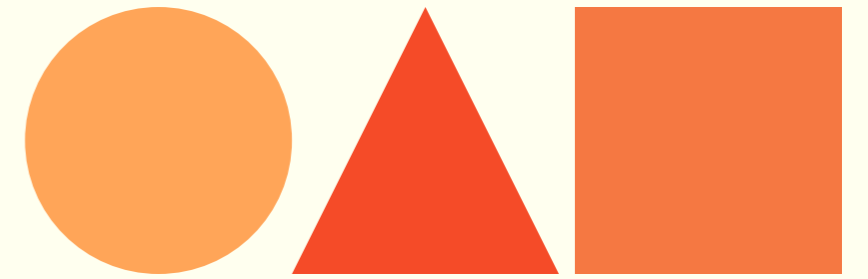
Surname

Please enter your phone number:

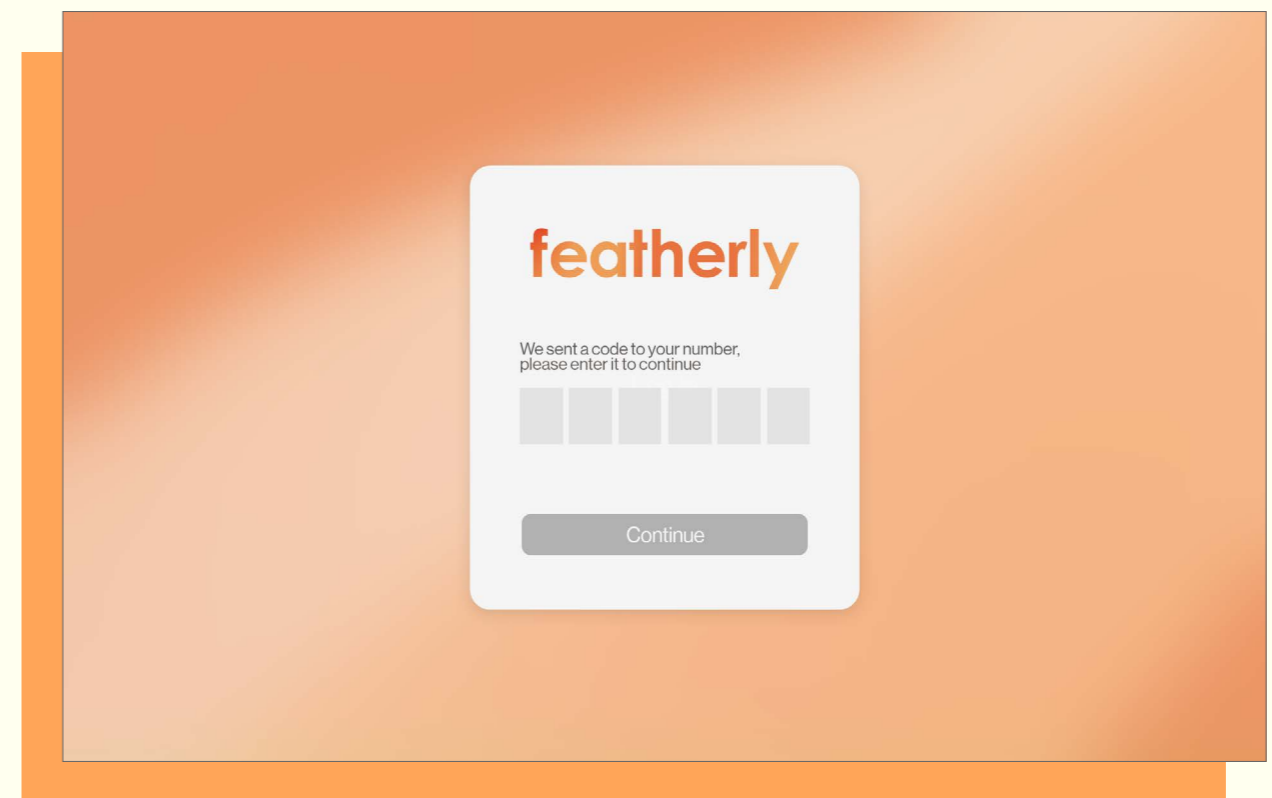
Phone Number

Continue

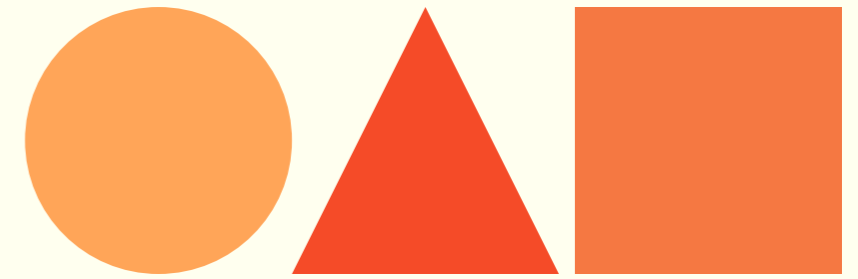
desktop



signing up 2/2:



desktop



logging in:

featherly

Please enter your phone number to continue:

Phone Number

Continue

Don't have an account?

Sign Up

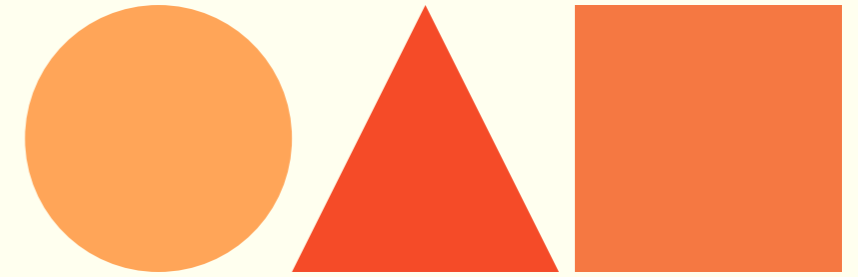
featherly

We sent a code to your number, please enter it to continue

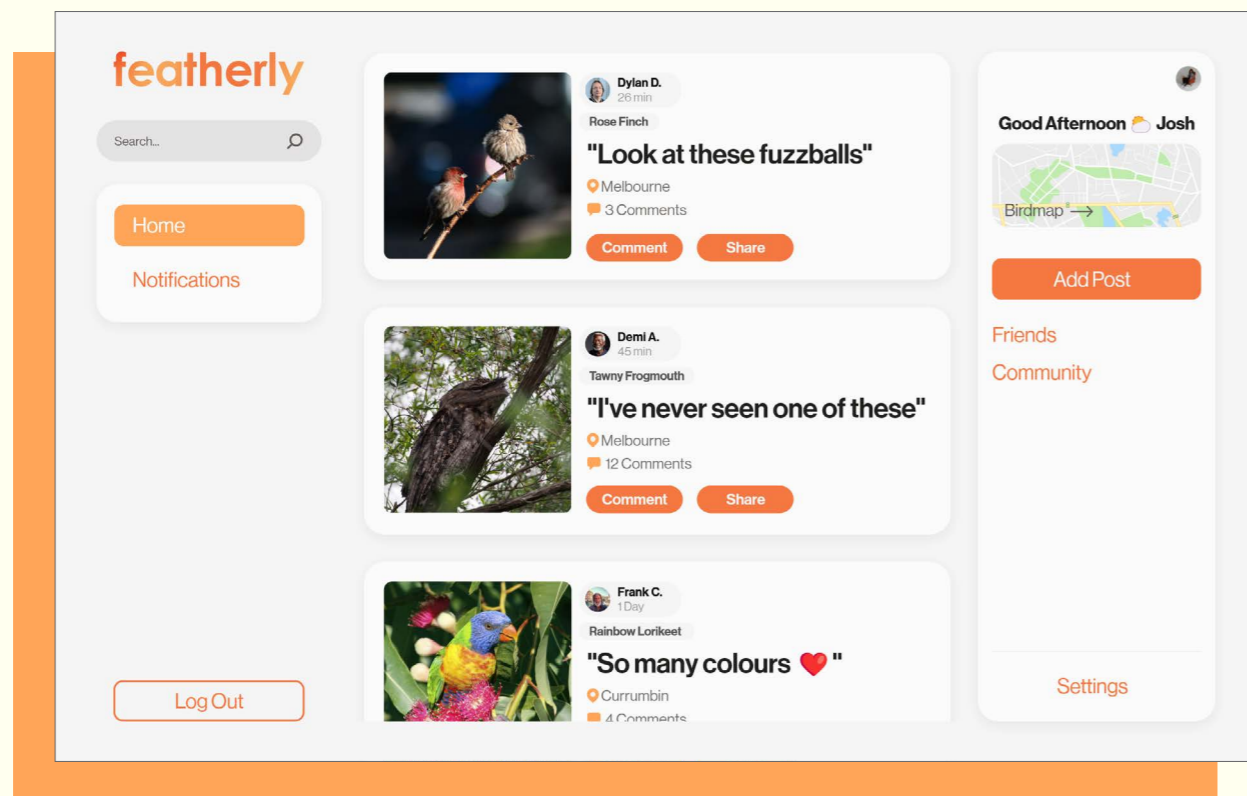
Verification code input field (6 empty boxes)

Continue

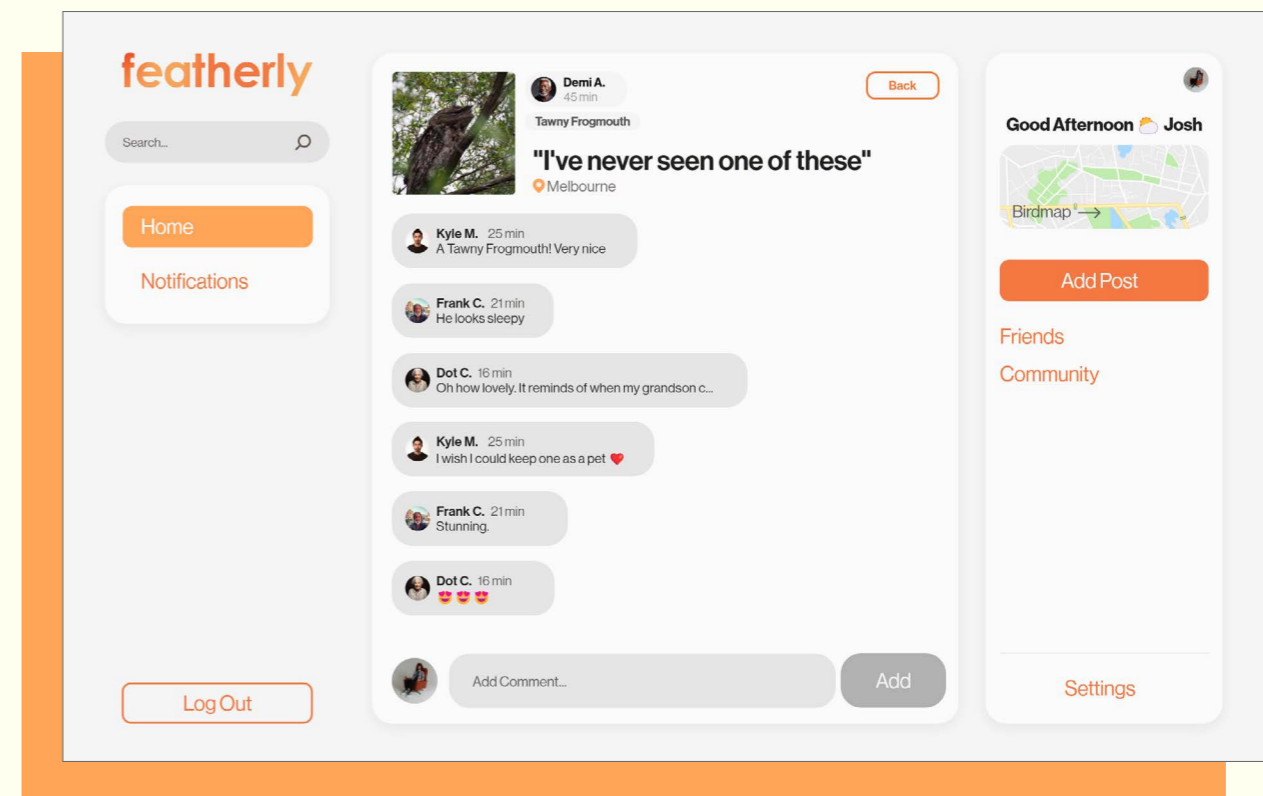
desktop



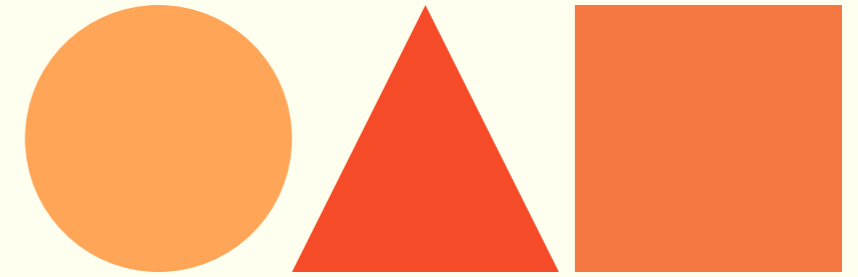
browsing stories:



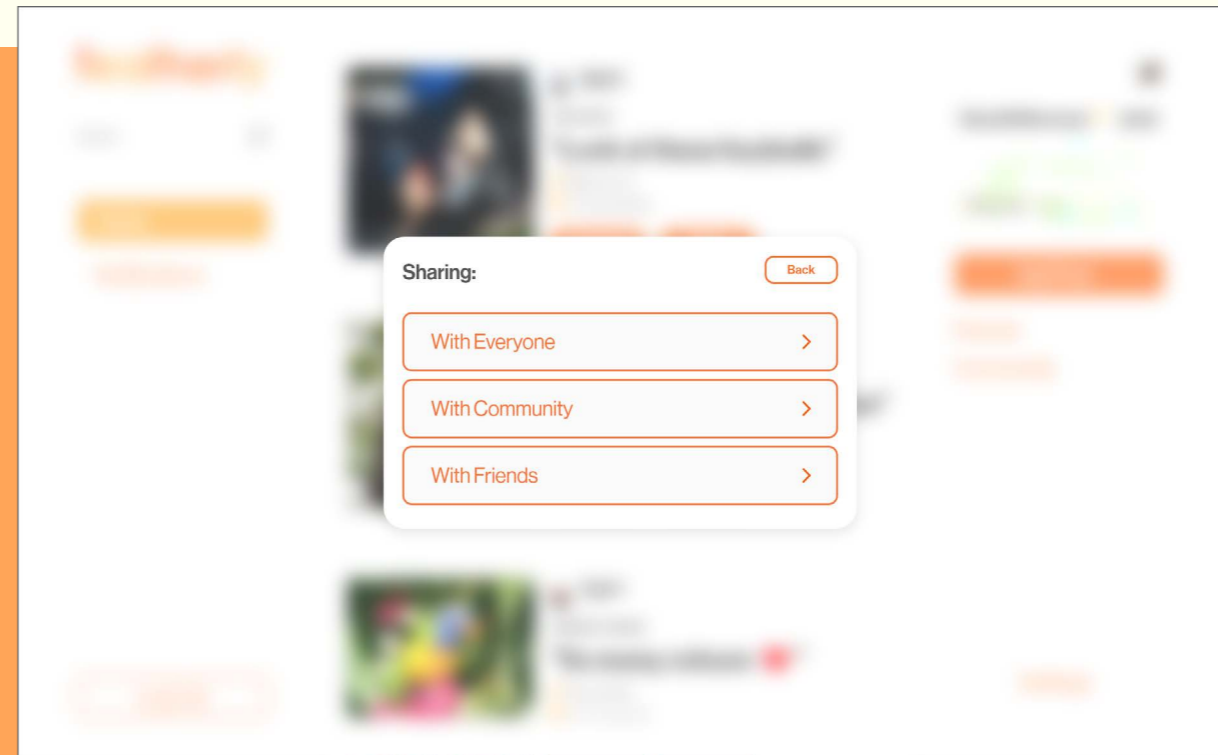
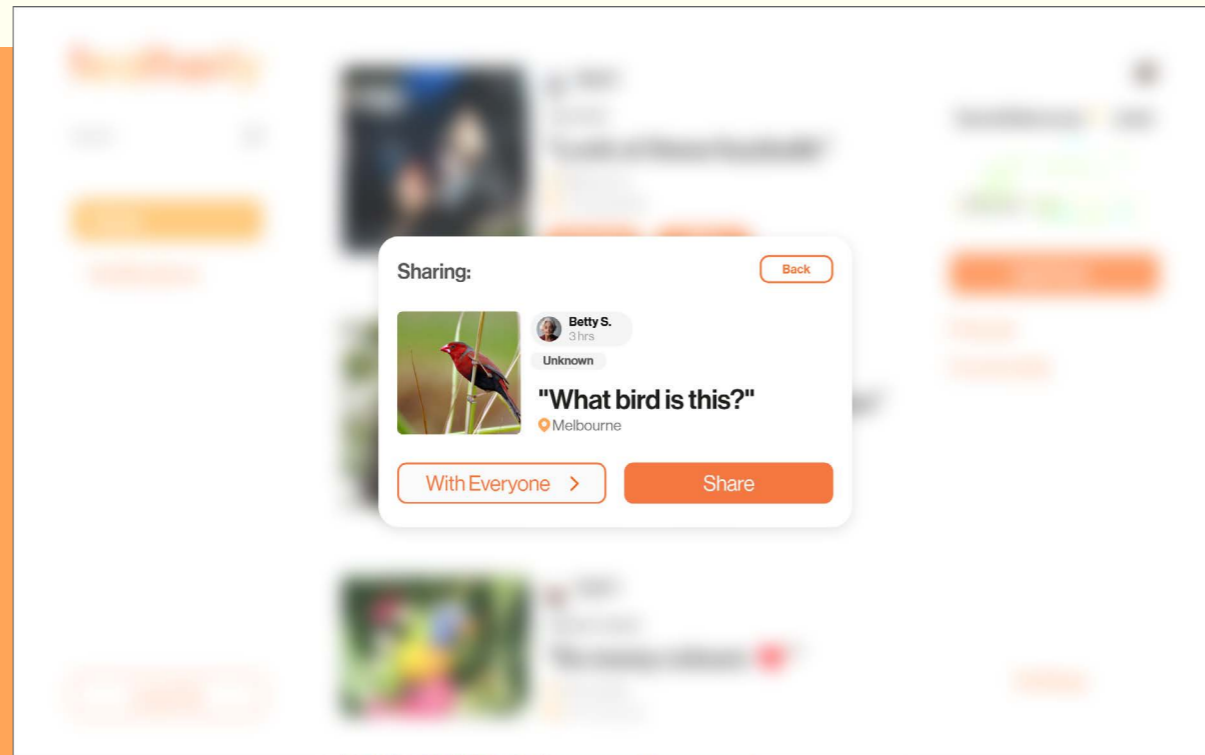
writing a story:



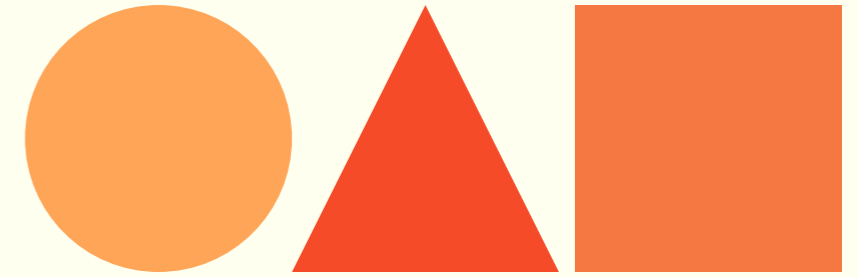
desktop



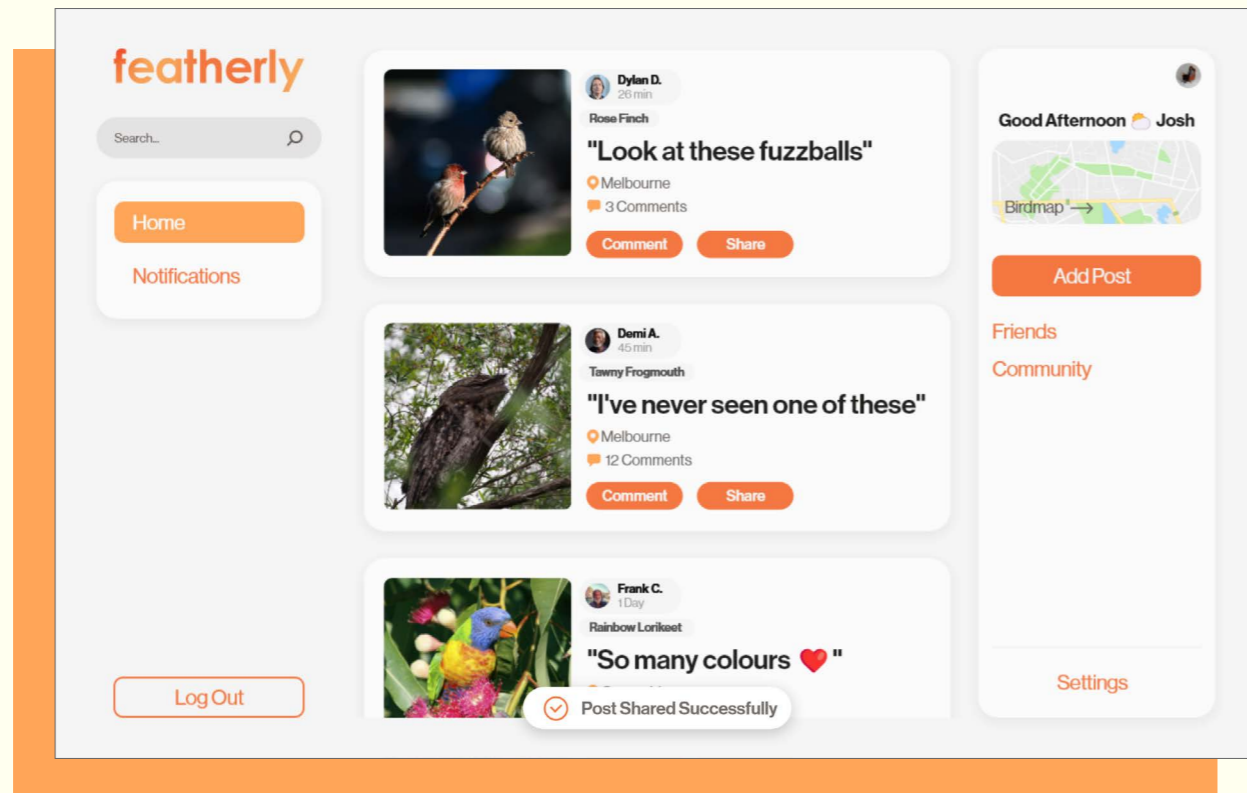
sharing stories 1/2:



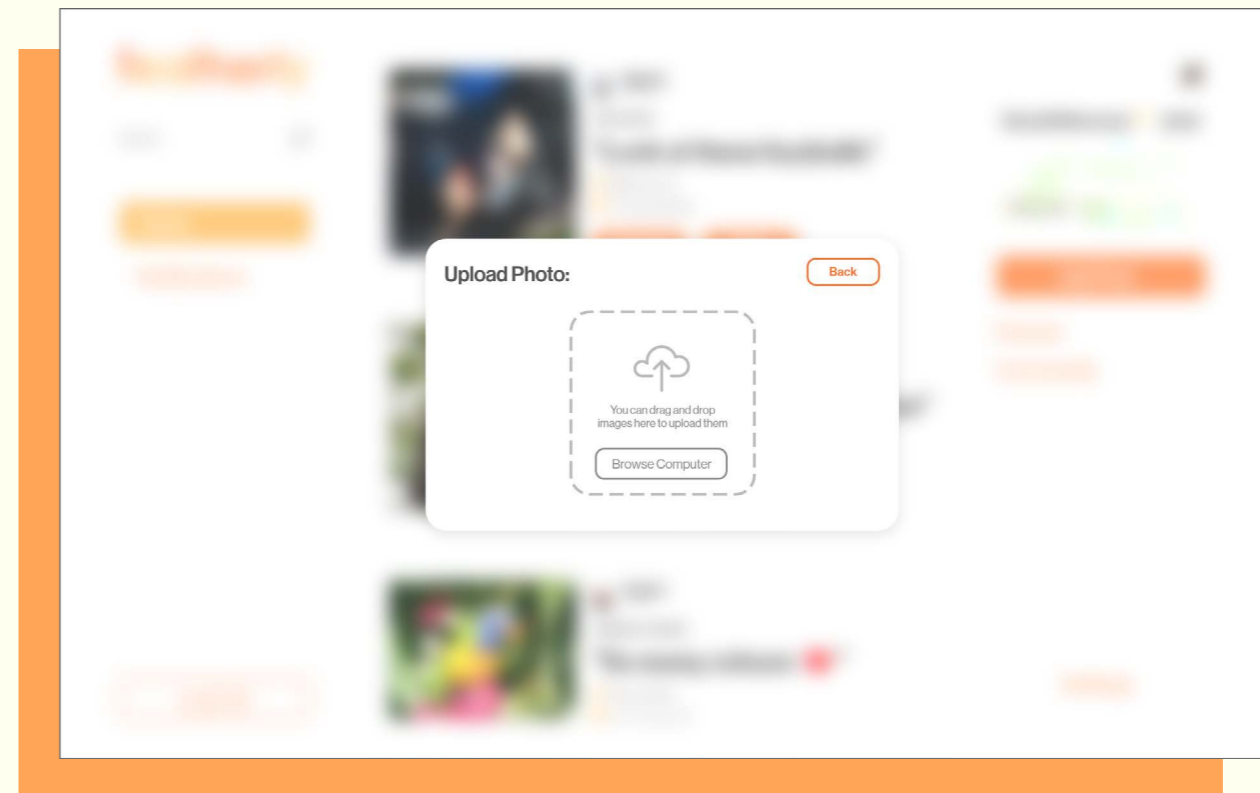
desktop



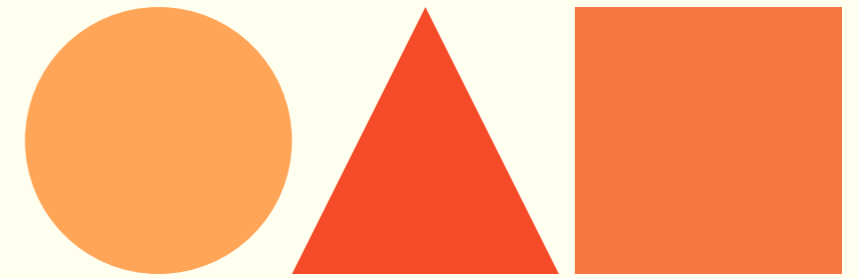
sharing stories 2/2:



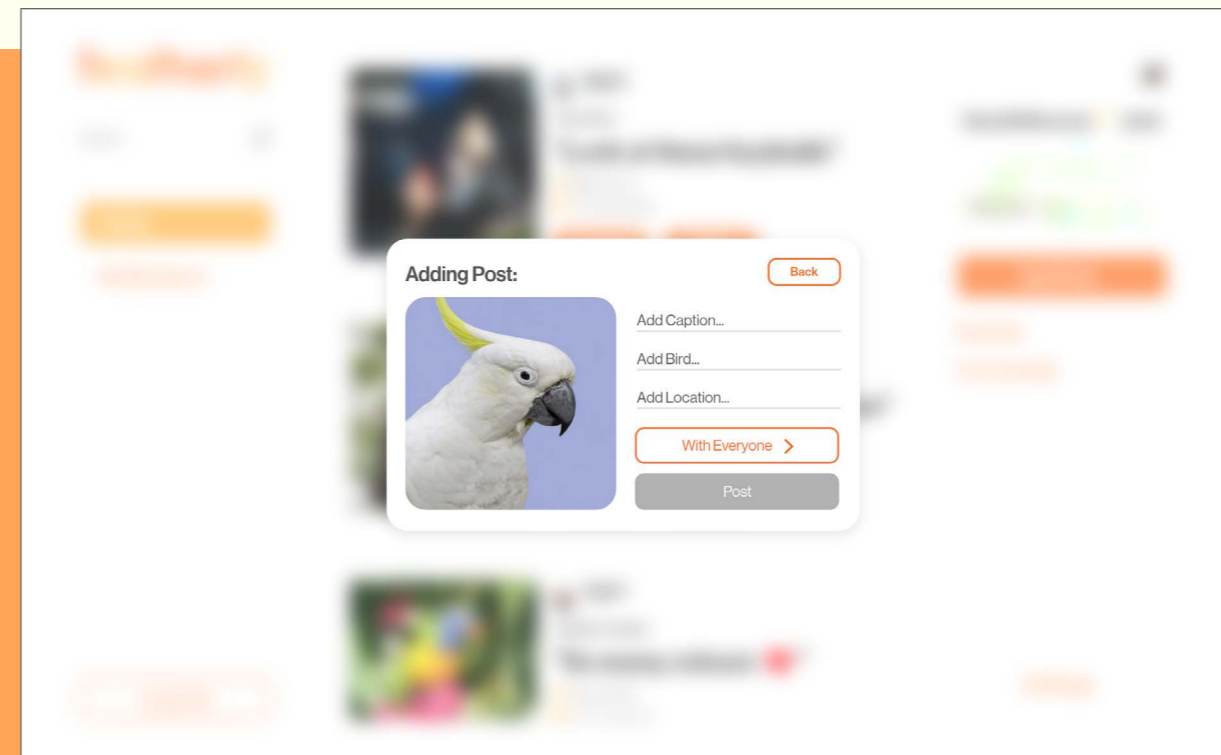
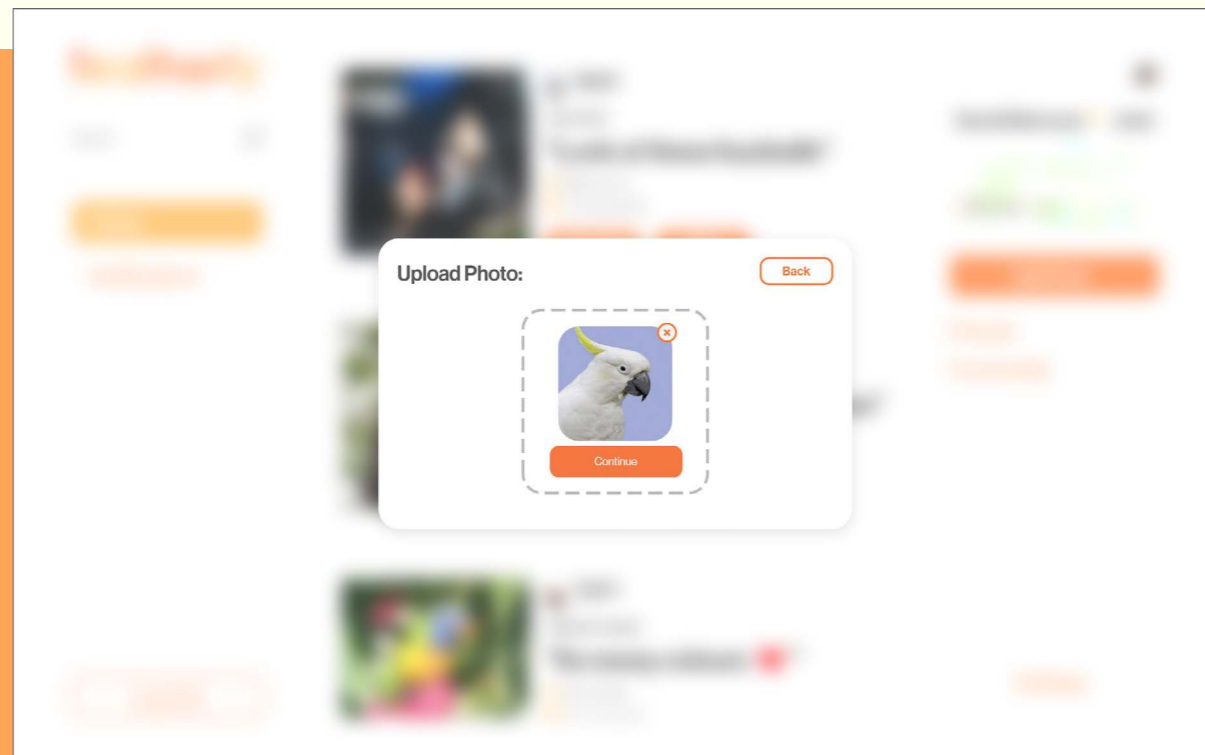
uploading content 1/3:



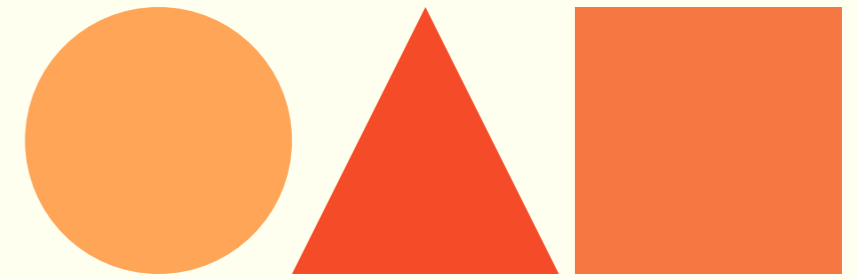
desktop



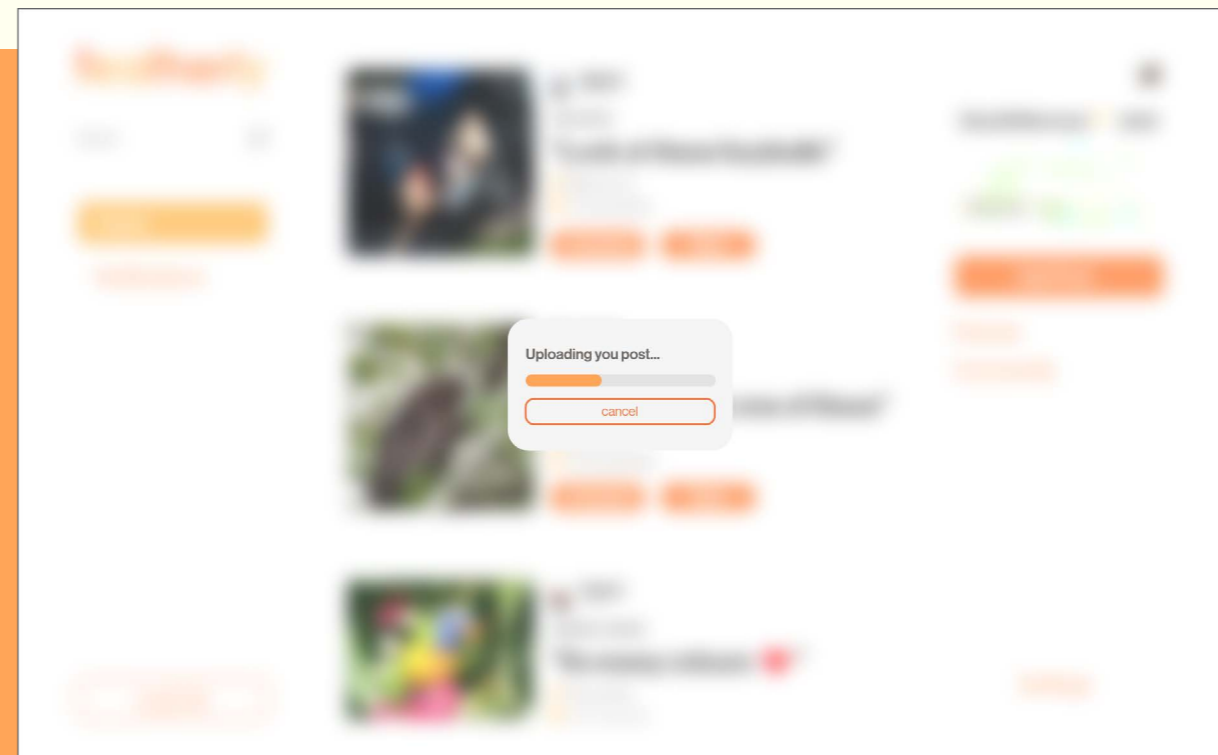
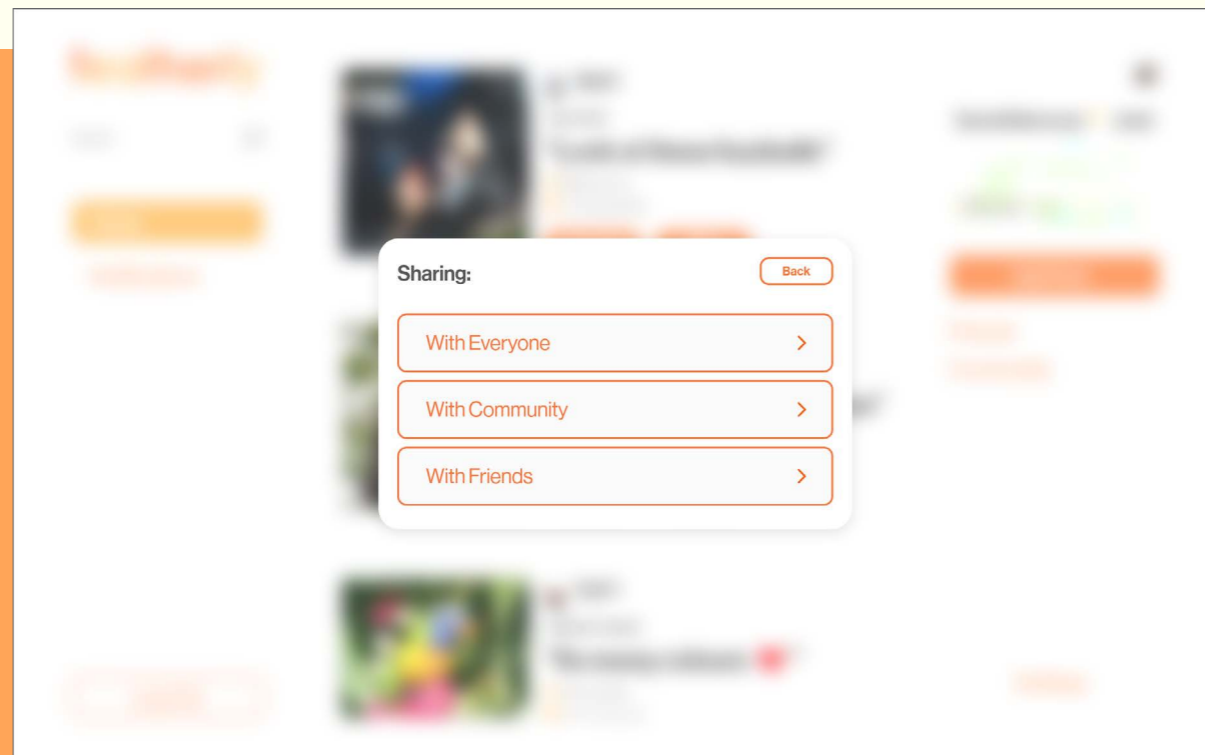
uploading content 2/3:



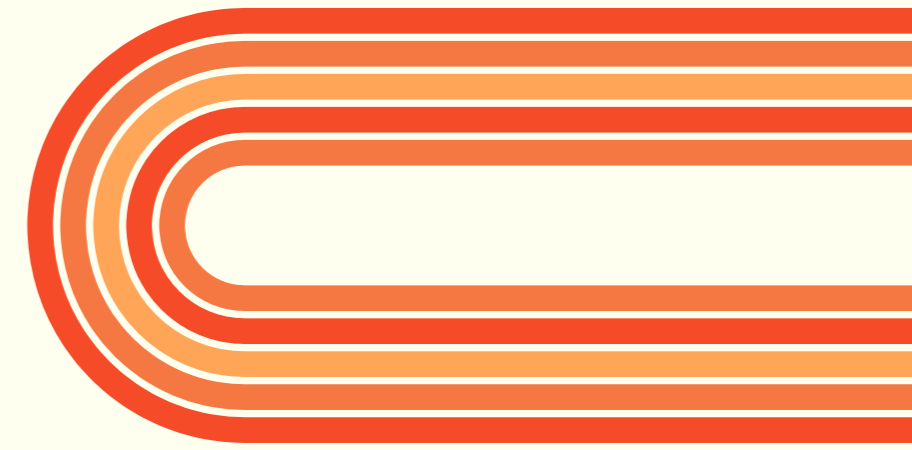
desktop



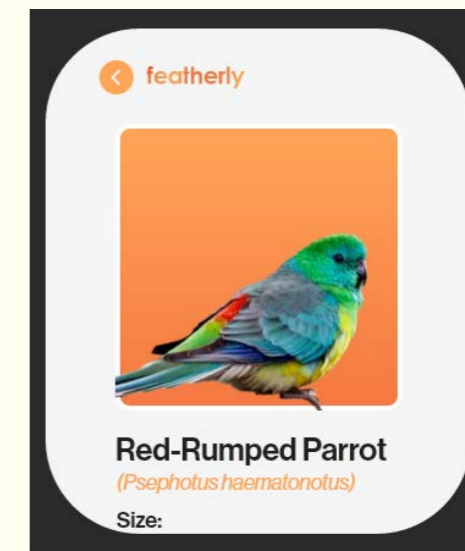
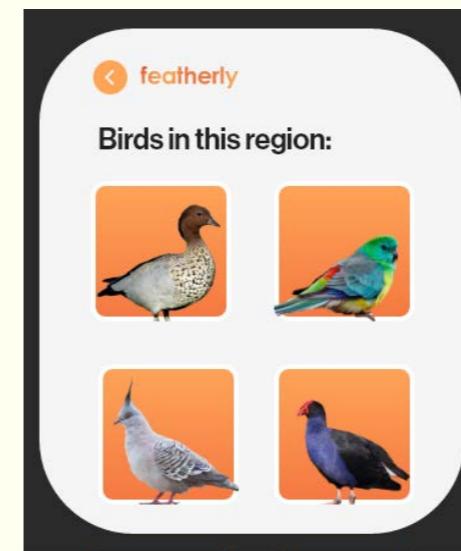
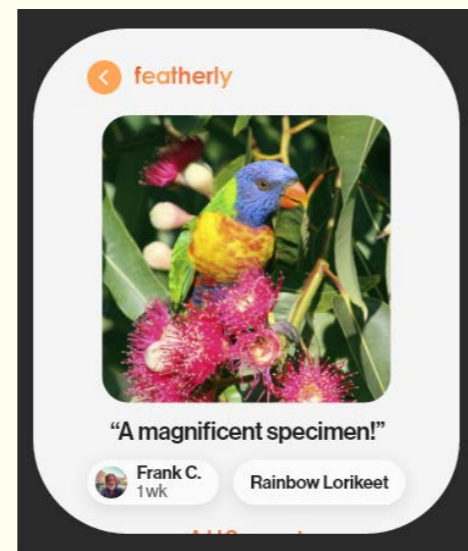
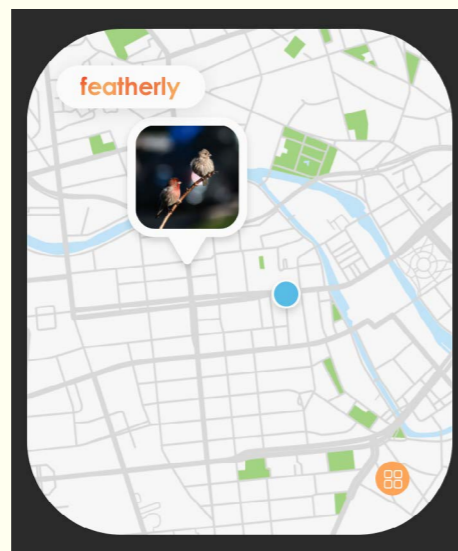
uploading content 3/3:



WatchOS

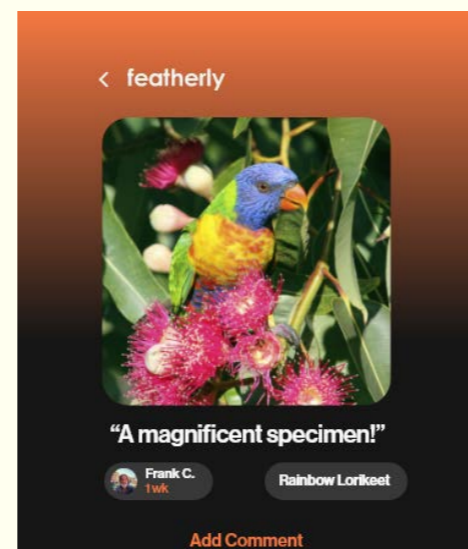
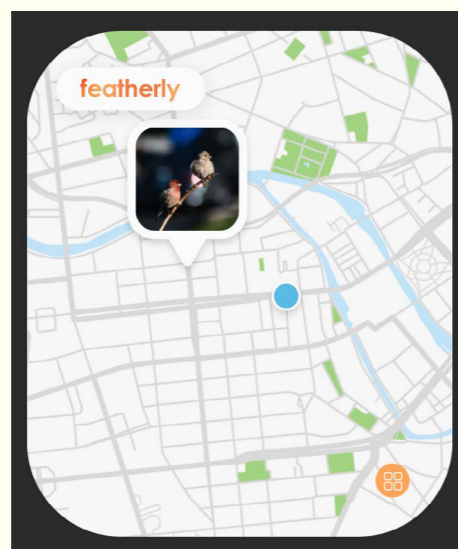


▲ original
browsing stories:



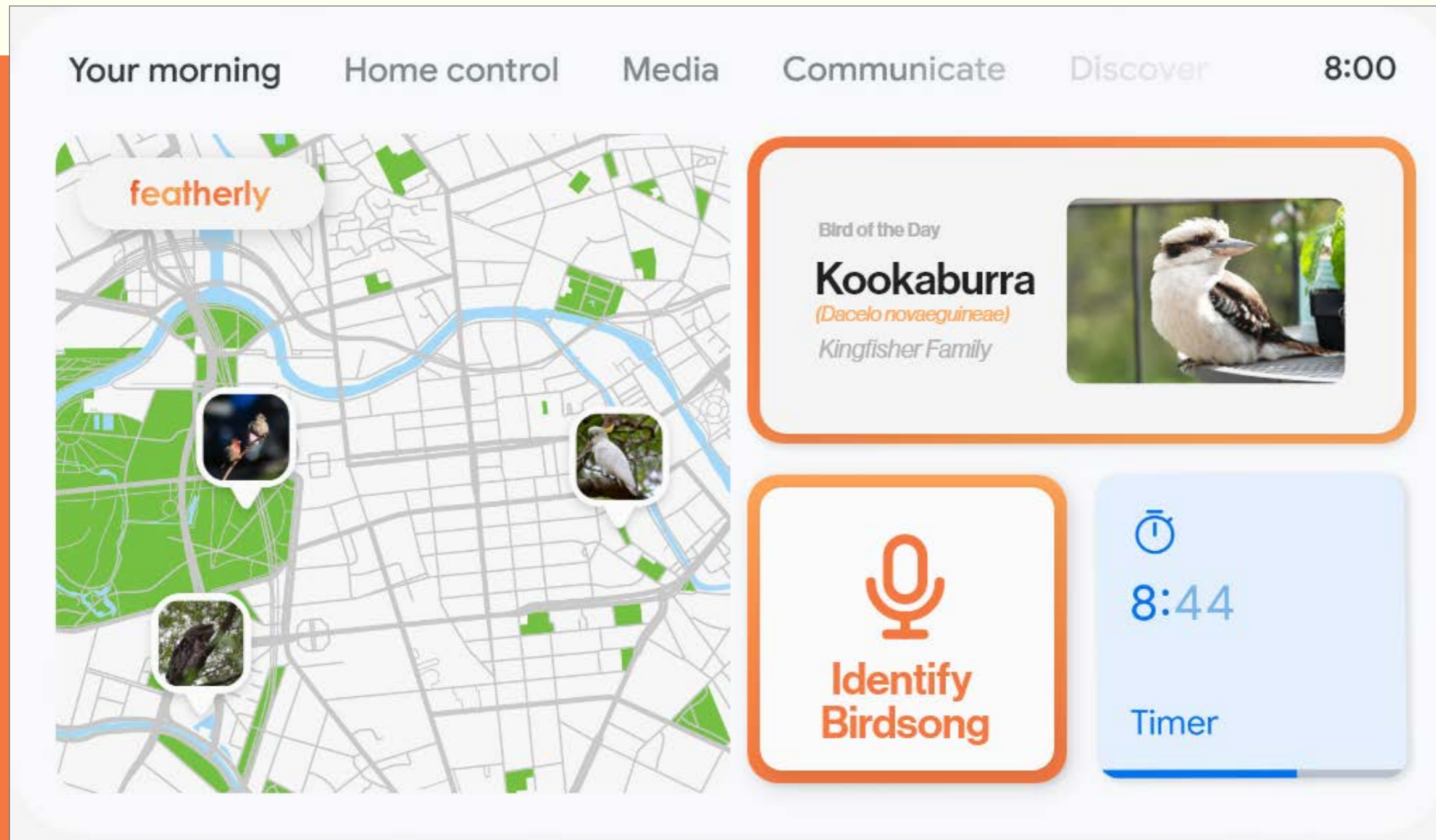
● revised

According to Apple's Human Interface Guidelines, WatchOS applications do not have background fills but adopt a colour from a theme set by the developer (Apple, 2024).



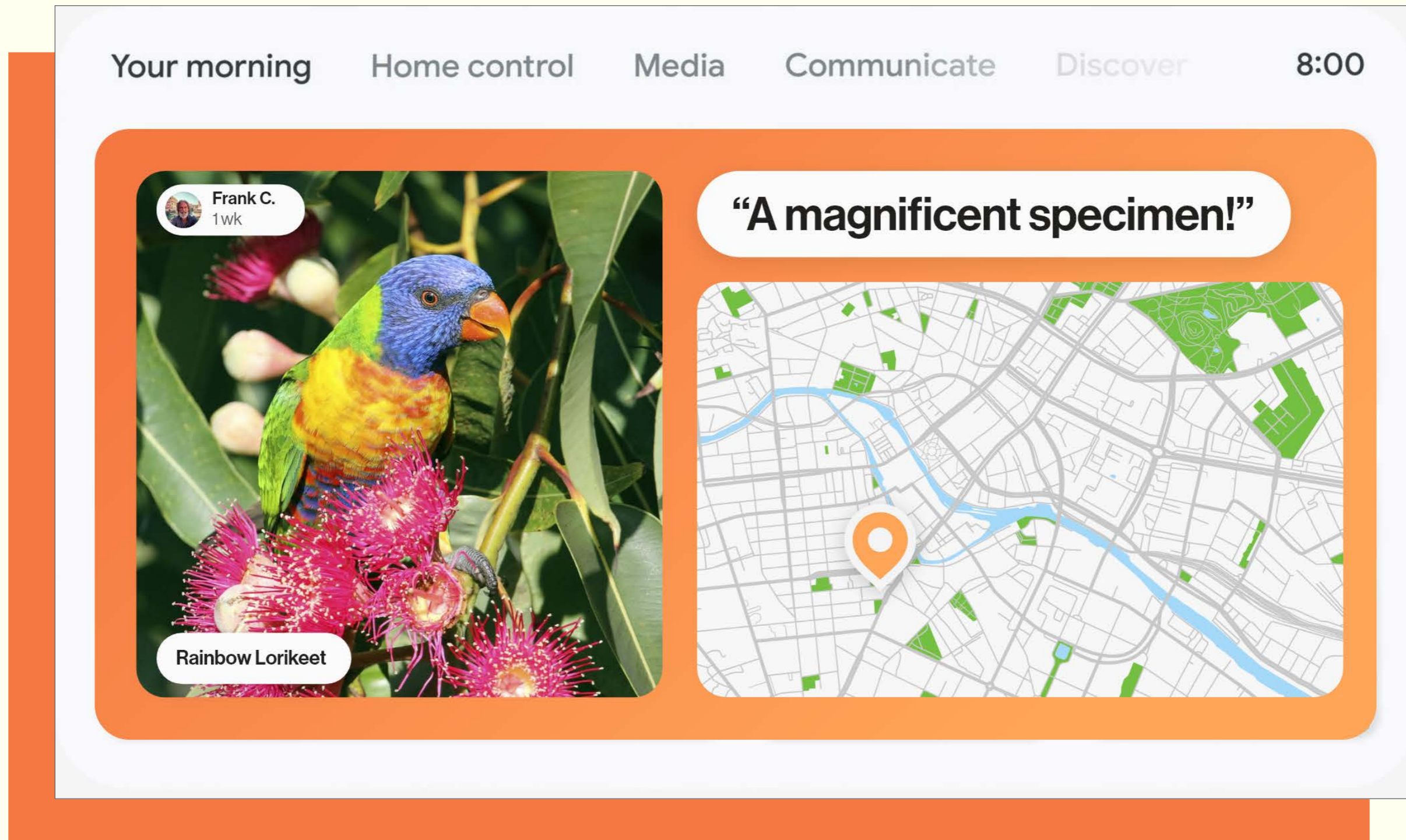
Google Home

dashboard widgets:



Google Home

browsing stories (from map):



The screenshot displays the Google Home interface with a navigation bar at the top containing the following items: "Your morning", "Home control", "Media", "Communicate", "Discover", and "8:00". The main content area features a story card with an orange border. On the left side of the card is a photograph of a Rainbow Lorikeet perched on a pink flower. A small profile bubble in the top-left corner of the photo shows "Frank C." and "1wk". A white label at the bottom-left of the photo reads "Rainbow Lorikeet". On the right side of the card is a map with a blue river and a location pin. A white speech bubble at the top of the map area contains the text "A magnificent specimen!".



Testing



Disclaimer

Please note that while the prototype was also developed for WatchOS and Google Home, the testing procedures will only investigate the viability of the mobile and desktop platforms. Due to my target audience and the technology they have available to them, the WatchOS and Google Home versions will be treated as extra considerations.

Testing

As part of the testing procedure, a series of time-to-task scenarios were created, each one exploring one of the required tasks of the application.

Scenario 1 - Signing Up:

“Starting from the landing page, I’d like you to go through the process of creating a new account. You do not need to provide any personal information during this task.”

Users will have successfully completed this task when they have arrived on the home (browsing stories screen)

The aim of this scenario is to gain a deeper understanding into the sign up process and further insight into any areas of confusion.

Scenario 2 - Logging In:

“Now that you have created your new account, starting from the landing page, I’d like you to log in to the new account you have just created. Again, you do not need to provide any personal information during this task.”

Users will have successfully completed this task when they have arrived on the home (browsing stories screen)

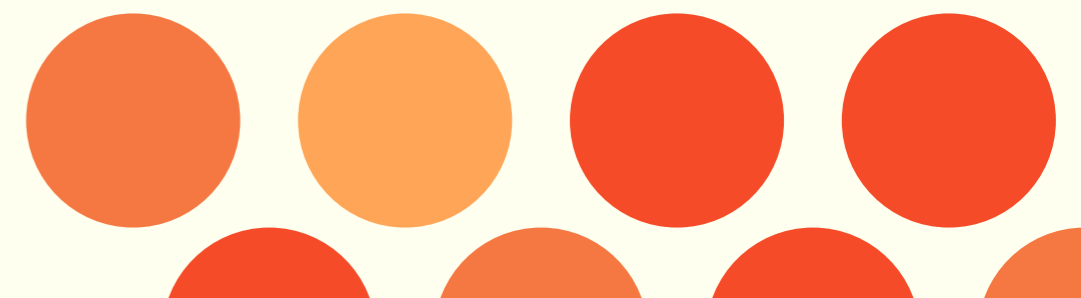
The aim of the Logging In scenario is to gain an understanding as to whether users feel the log in process is intuitive enough or requires further refining.

Scenario 3 - Browsing and Sharing Existing Stories:

“Starting from the home screen (browsing existing stories), I’d like you to locate a post from “Betty S” and share it with only your friends”

Users will have successfully completed the task once they have navigated the home page and interacting with the sharing overlay, ensuring they share the relevant post to only their friends.

The aim of scenario 3 is to investigate whether users are able to navigate the home page with ease, as well as investigate the intuitiveness of the post sharing process.



Testing Continued

Scenario 4 - Browsing and Writing Stories:

“Starting from the home page again, I’d like you to locate a photo of a “Tawny Frogmouth” and add a comment to it.”

Users will have successfully completed this task once they navigate the home page, locate a photo of a Tawny Frogmouth, and add a comment.

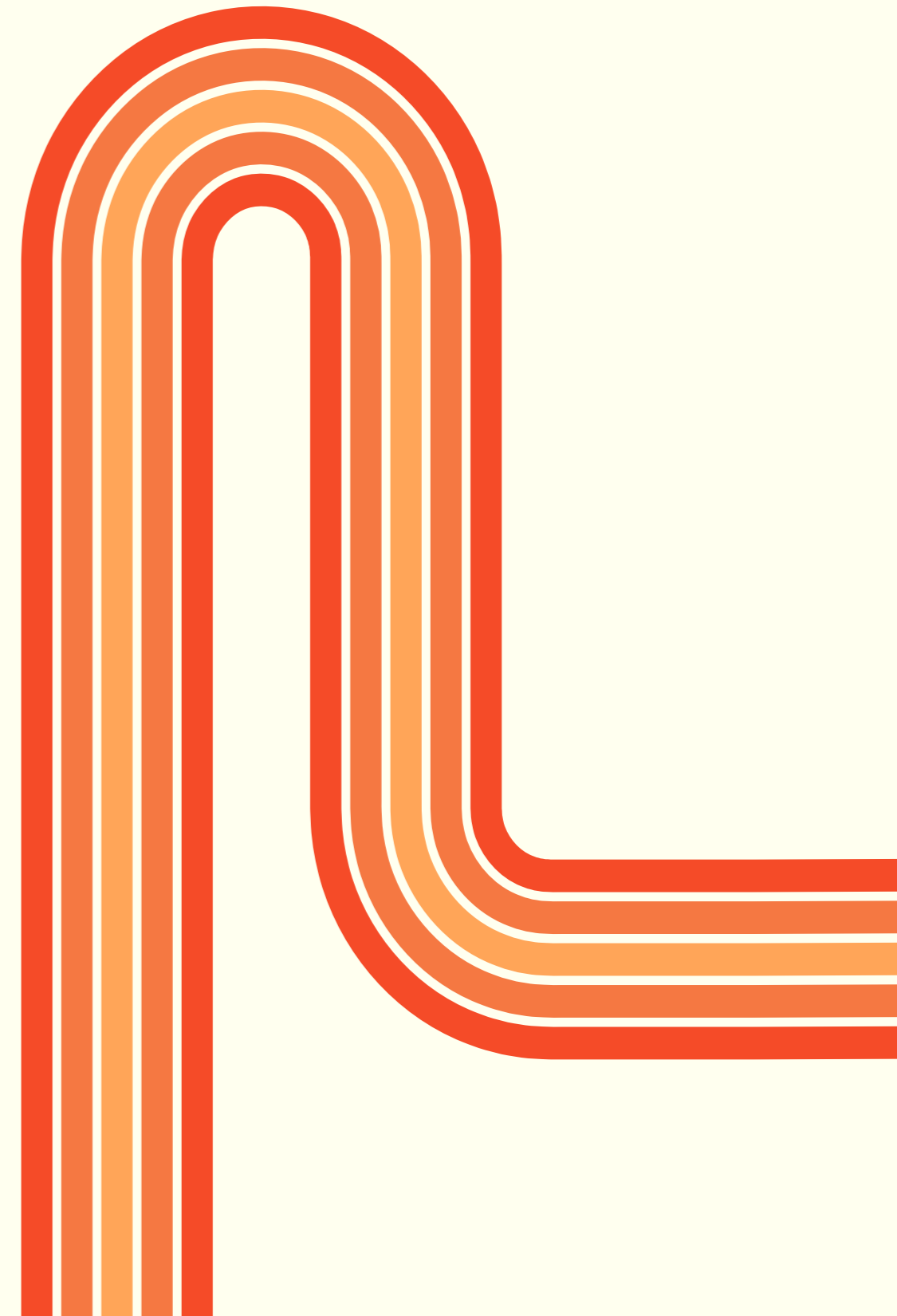
The aim of scenario 4 is to gain further insight into the user’s interpretation of the home page (most notably the little subheading on posts that indicates what bird is featured on a photo.) Scenario 4 will also highlight any potential problems users have with the process of commenting.

Scenario 5 - Uploading Content:

“Starting from the home page, I’d like you to upload a photo of a cockatoo and share it with only your friends.”

Users will have successfully completed the task once they have completed the upload process and returned to the home page to find their photo at the top of the feed.

The aim of the “Uploading Content” scenario is to gain valuable insight into whether the central feature and functionality of that app is easy to understand and navigate.



Scenario 1 Results

Mobile:

The sign up process was well received on Mobile with most users commenting on the “clean aesthetic (Plum, Pineapple, Peach, Strawberry).

Min Time:

28s

Average Time:

44s

Max Time:

71s

Desktop:

The sign up process was well received on the desktop version. Peach did show some confusion around the profile picture section.

27s

67s

207s

Scenario 2 Results

Mobile:

There was some confusion on the mobile version that caused users to unintentionally click on the “sign up” button, increasing the time taken to complete the required task (Apple).

Min Time:

17s

Average Time:

49s

Max Time:

158s

Desktop:

All users seemed to navigate the logging in process on desktop with ease. Even those with little to no technological abilities (Apple).

19s

36s

89s

Scenario 3 Results

Mobile:

Scenario 3 testing highlighted some areas of confusion within the post visibility section (Plum, Pineapple) causing some users to become trapped in a loop caused by poor system visibility (Nielsen, 2024).

Min Time:

19s

Average Time:

39s

Max Time:

101s

Desktop:

During the testing of Scenario 3, it was observed that some users unintentionally closed the share overlay (Brussels Sprout, Strawberry), increasing the amount of time required to complete the required task.

38s

68s

136s

Scenario 4 Results

Mobile:

Users suggested the implementation of an “Add” button, similar to the one present on desktop to eliminate errors (Strawberry, Pineapple).

Min Time:

23s

Average Time:

39s

Max Time:

76s

Desktop:

As the testing began to conclude it became clear, that within the commenting process, certain changes could be made to streamline the navigation process (Peach, Brussels Sprout, Strawberry).

37s

57s

112s

Scenario 5 Results

Mobile:

The 10 second timer was well received. The only feedback users had with Scenario 5 was similar to the feedback received in Scenario 3, making the post visibility process have a higher visibility status to improve the overall intuitiveness of the design (Plum, Pineapple, Brussels Sprout)

Desktop:

There were mixed responses in terms of the upload timer on the desktop view, with some users arguing that it should be longer (Strawberry, Peach), some who argue it's a good length (Brussels Sprout), and some who believe the length is irrelevant and it's a matter of consistency (Plum, Pineapple).

Min Time:

20s

26s

Average Time:

45s

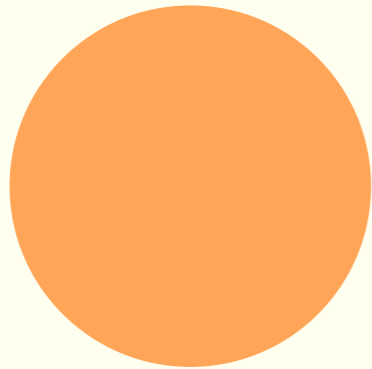
46s

Max Time:

75s

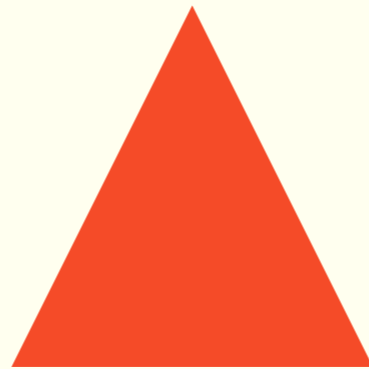
93s

what worked well



Aesthetics:

- Most participants expressed that they were pleased with the overall aesthetic of the prototype, stating that it was “nice” or “clean” (Plum, Pineapple, Strawberry).
- Some participants stated that the prototype’s layout felt familiar to them (Pineapple, B.Sprout, Peach).



Functionality:

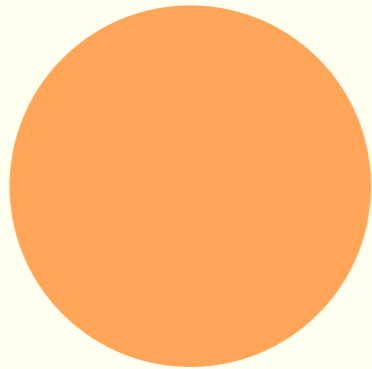
- All participants said they liked the 10 second timer functionality.
- There was also an appreciation for the “shared successfully” overlay (Brussels Sprout, Strawberry).



Accessibility:

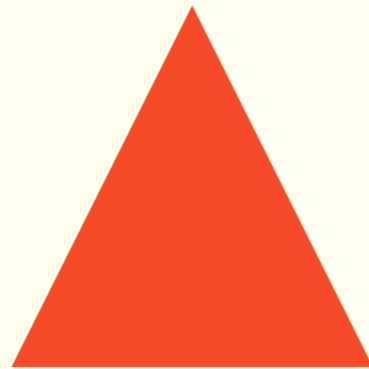
- An emphasis on accessibility was placed when designing the prototype, this has paid off as there have only been minor issues in terms of the accessibility of the prototype (Observation of all participants with the exception of Apple).
- Peach expressed an appreciation for the larger buttons.

areas for improvement



Visibility:

- Some users ran into issues that could be attributed to the visibility of the system status (Nielsen, 2024), specifically around controlling who can see your posts, some users found this confusing which led to an increased to complete required tasks (Plum, Pineapple, B.Sprout).



Consistency:

- Some users highlighted that there were some inconsistencies between the mobile and desktop version. Most notably, the comments page on desktop had an “add” button whereas the mobile version did not (Plum, Pineapple, Strawberry).
- Some users suggested making the timer duration consistent across platforms. (Plum, Strawberry).



Functionality:

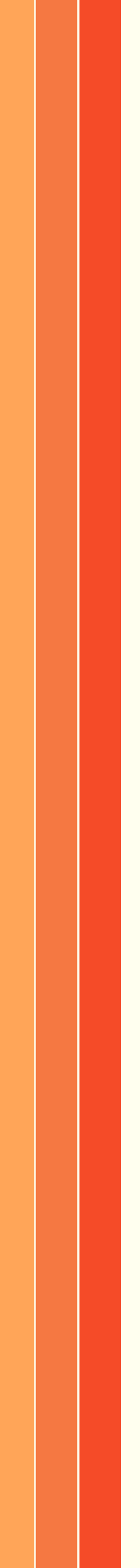
- While users did not express any concerns or dissatisfactions with the functionality of the prototype, observations were made to suggest that the navigation can be streamlined further (Peach, B.Sprout, Strawberry).

Testing Discussion

Overall the testing was beneficial and insightful, revealing important details about prototype's usability and accessibility. Observing users navigate through the prototype with ease highlighted the effectiveness of its intuitive design; the layout and text-based buttons were well received and aided users in completing tasks quickly.

Users with a moderate to high technological proficiency (Plum, Pineapple, Strawberry) had little issue completing the tasks, however users with a lower technological proficiency tended to have longer task-completion times (B.Sprout, Peach).

One participant – Apple, took considerably longer than others to complete the tasks, this could be attributed to a combination of limited experience with technology and a language barrier which complicated her understanding of both features within the prototype as well as the testing tasks themselves. While outside the scope of this assessment, Apple's case highlights the importance of language support within applications, providing additional guidance and ensuring the app remains inclusive and accessible to a more diverse range of users.



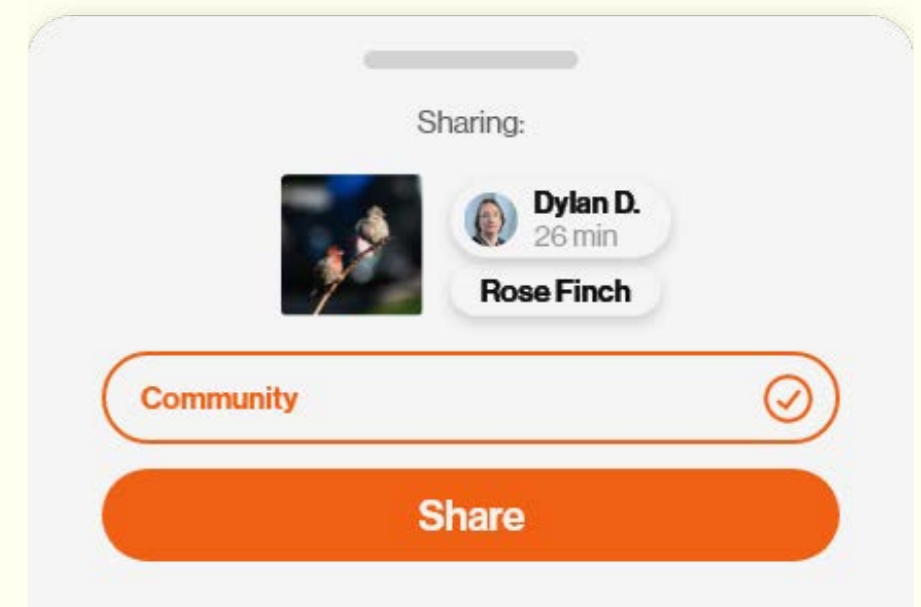
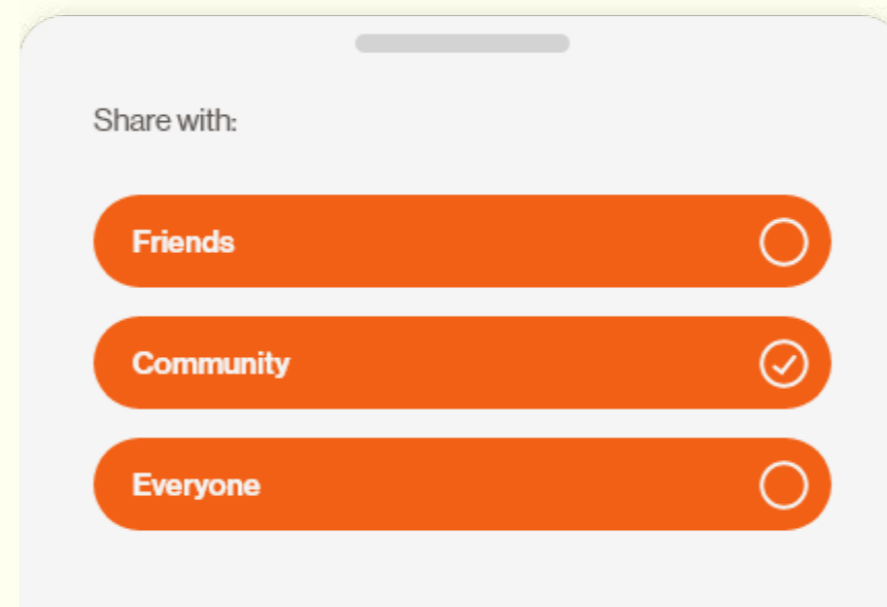
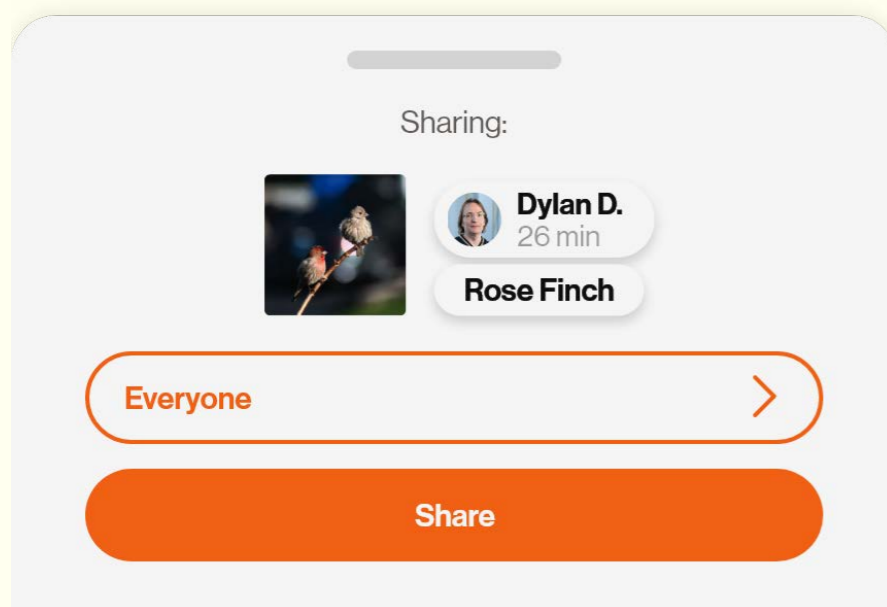
Design Recommendations

One area where the prototype needed refinement was the ability to control who can see your posts. While this feature was greatly appreciated by users, the current implementation did not clearly communicate to users its system status.

In order to address this issue, some minor visual changes could be made to improve the visibility of the system status (Nielsen, 2024). The first order of business was to increase the size of the word share

so that users could easily see that it was the primary button.

The second change was to add tick boxes (circular) to the overlay to communicate which option users had selected. The tickbox would then appear on the main overlay once users had chosen a preference on the “share with” overlay.

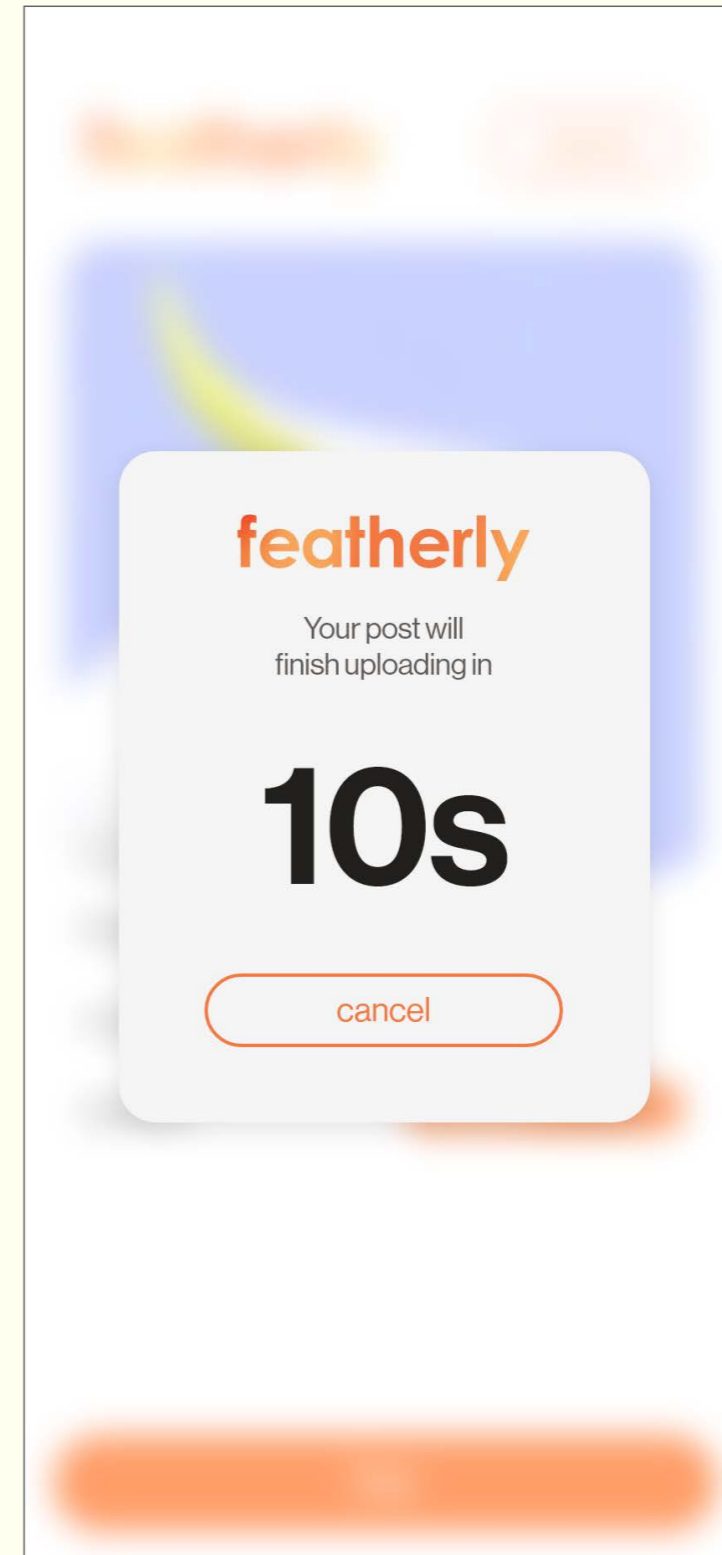


Design Recommendations

The second design recommendation that became apparent through the time-to-task testing was the refinement of the 10 second timer.

There were some inconsistencies between the mobile and desktop versions timer duration, on mobile the timer duration was 10 seconds, whereas the timer on desktop was closer to 5 seconds. This has been changed so that both the mobile and desktop versions have a 10 second timer.

This increase in consistency should provide a smoother experience, in addition to making the prototype more user friendly.



Design Recommendations

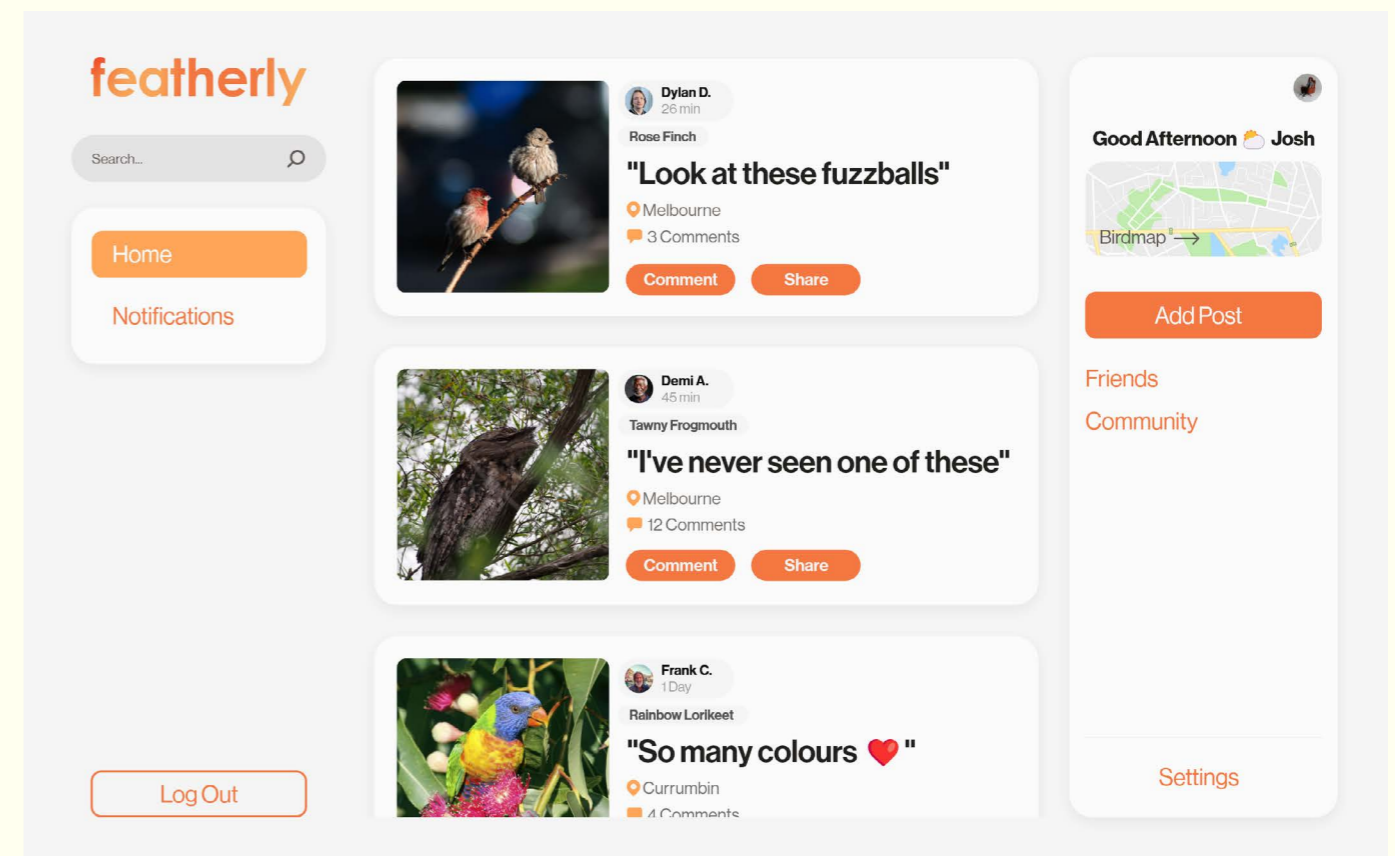
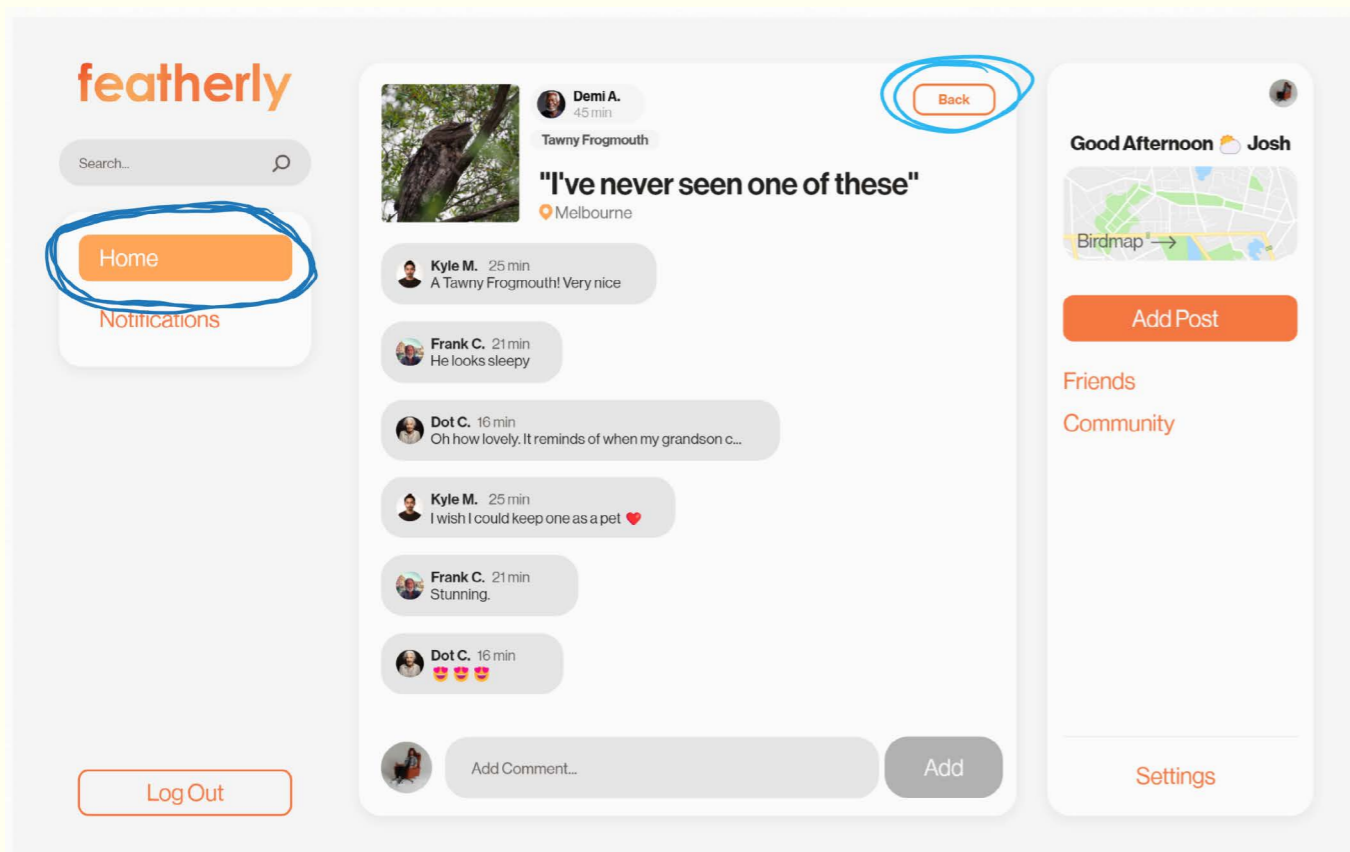
The next design recommendation comes from an observation as opposed to feedback from test participants, at the conclusion of the “Writing a Story” scenario, some users would press the home button to close the comments overlay.

While this is a logical approach, the intention was for users to press the back button to return to the home screen.

In order to address this simple shortcoming in the

navigation of the desktop version, the ability to close the comments overlay and return to the feed by clicking home should be added.

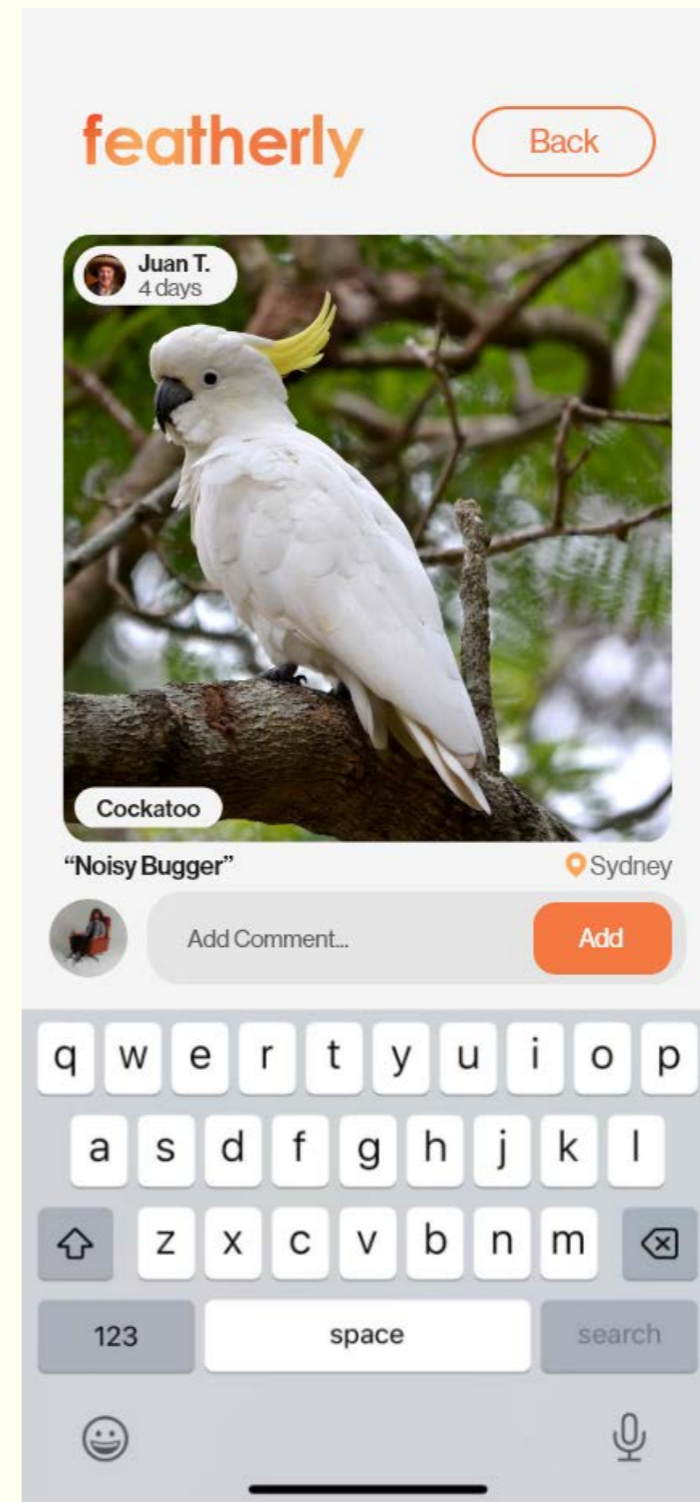
This would create for a logical flow based on test participant’s behavior, in turn bringing the prototype one step closer to the design goals.



Design Recommendations

The next design recommendation is a rather simple one that comes directly from user feedback. Bringing the “Add” button over from desktop to mobile, would increase the consistency between mobile and desktop.

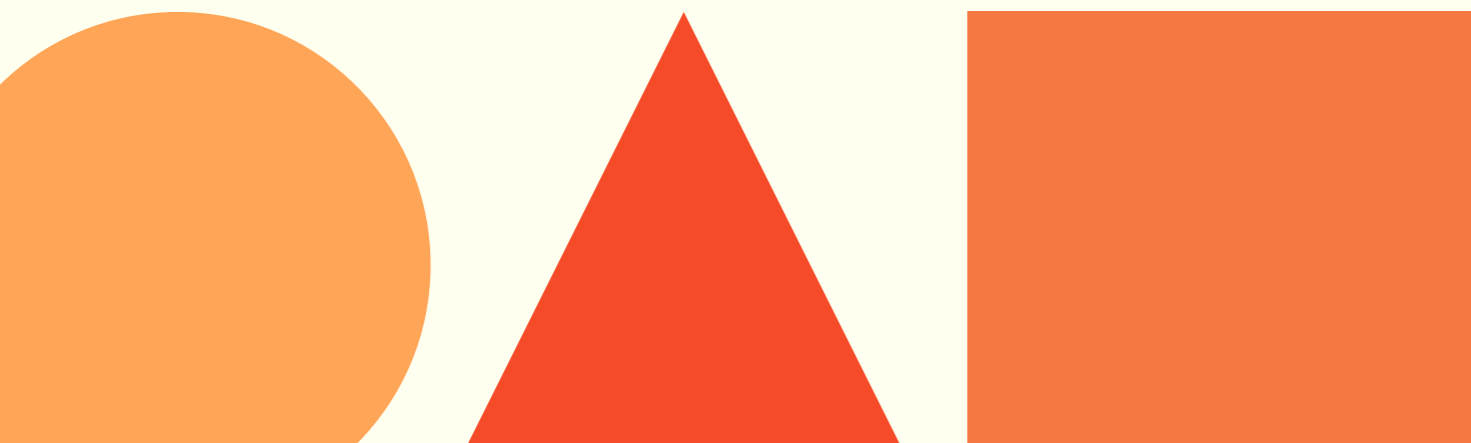
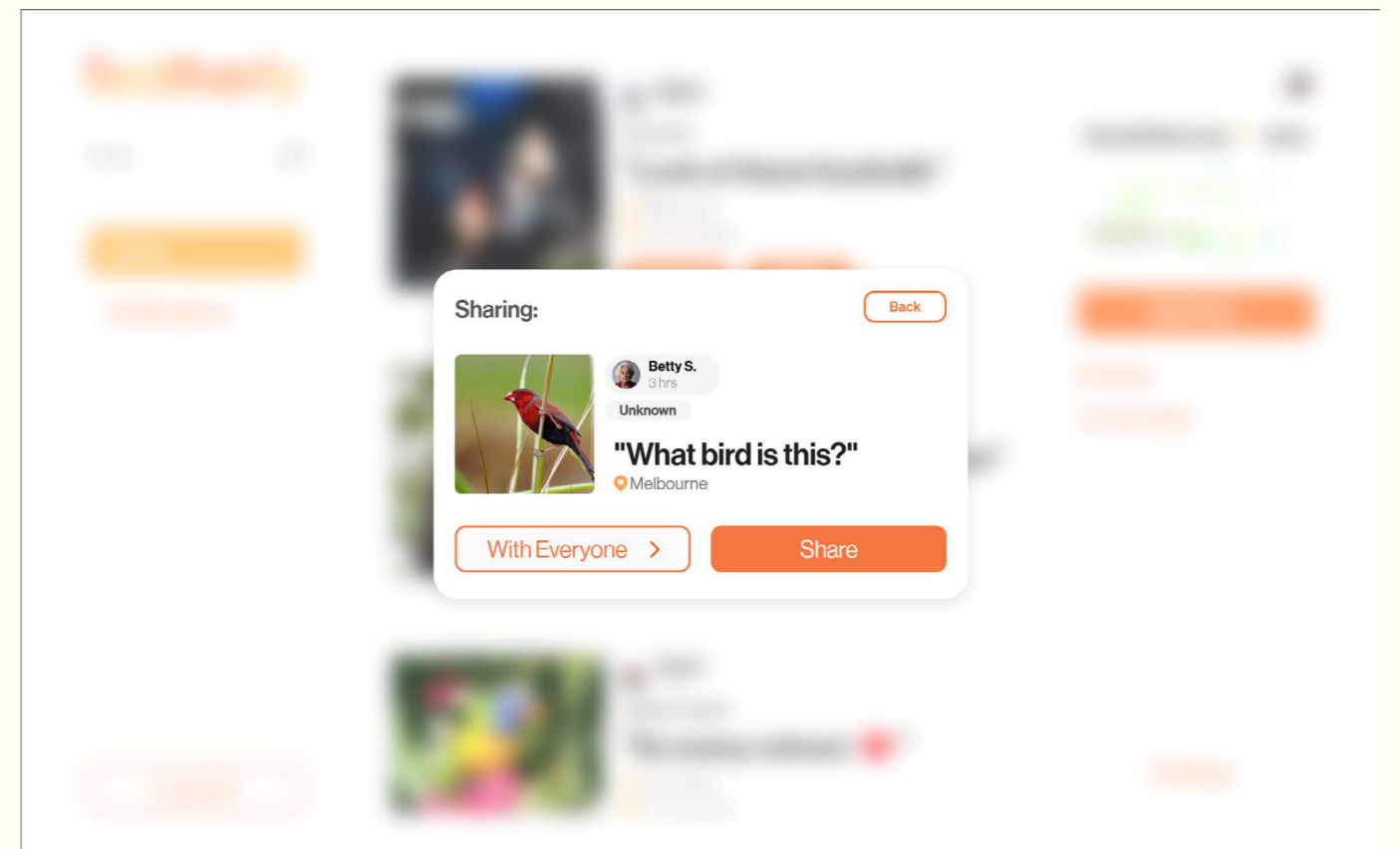
Additionally, this change would add another layer of error prevention to the mobile version, as the original method of posting a comment was to simply hit return on the keyboard, however it became clear that this could result in accidental or premature comments.



Design Recommendations

The final design recommendation also comes from observation as opposed to feedback. Throughout the “Sharing a Story” scenario on desktop, some user accidentally closed the share overlay by clicking off the active overlay area.

While this may be an issue tied directly to the way overlays behave in Adobe XD, this issue could be resolved making it so that the overlay can only be closed by clicking “back”



Design Rationale

Throughout my primary research this semester it became clear to me that icons (especially when not accompanied by any text) were not as clear and intuitive as anticipated and often caused confusion among my target audience (Peach, Plum, Apple, Capsicum - Paper Prototype Testing), as such icons will be used sparingly and most buttons will be text based.

According to Apple's Human Interface Guidelines, all buttons present on any IOS application should be 44x44pt minimum for the sake of accessibility (Apple, 2024). Not only will I be adhering to this requirement but I will be going so far as to ensure that buttons present within my designs are a little larger than usual to ensure my target audience doesn't have any difficulty interacting with my prototype (there are a few rare occasions in which the button itself may be smaller but the padding around the button has been increased to meet this design choice).

Applying Nielsen's 10 Usability Heuristics can greatly enhance the app's usability for the target

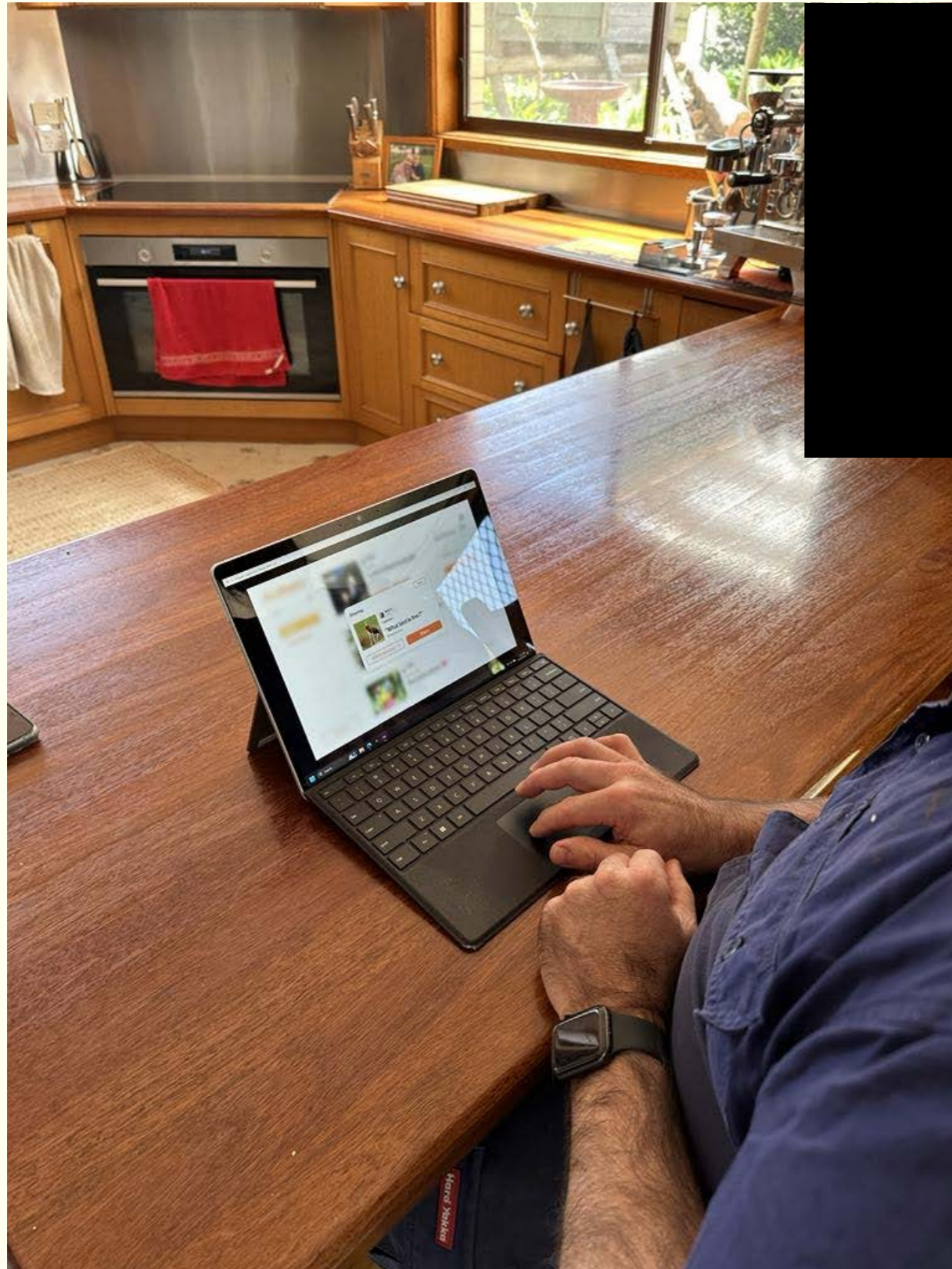
audience of 50-75-year-olds. For example, prioritizing Visibility of System Status (Nielsen, 2024) will ensure users receive clear feedback on actions like uploading photos or posting stories, reducing uncertainty. User Control and Freedom (Nielsen, 2024) is essential for this demographic, so adding clear navigation and the ability to cancel uploading posts can help users recover from mistakes without frustration. Additionally, Consistency and Standards (Nielsen, 2024) in navigation and layout across the app will help users feel confident and minimize cognitive load. Lastly, simplifying tasks with Recognition Rather Than Recall (Nielsen, 2024)—such as using large, clearly labeled buttons and icons—will create an accessible, intuitive experience that respects the cognitive and physical needs of older adults. Together, these principles create a more supportive and user-friendly prototype for my target audience, in turn creating a successful prototype.



appendix



Testing with Plum 1/3



Scenario 1 - Signing Up:

Mobile (32s)

Observations:

- Plum was confused at first as to how to operate the prototype given that it did not take text input.
- Completed tasks with minimal difficulty once he understood how the prototype worked.

User Feedback:

- Found the app easy to use overall.
- Liked the aesthetic of the application.
- No major issues once confusion was cleared up.
- “Looks clean”

Desktop (41s)

Observations:

- Had no issue navigating the prototype’s interface.
- Did have some difficulty using the trackpad on my laptop which resulted in a slower completion time.

User Feedback:

- Thought the process made more sense on desktop.
- Easy to use.

Testing with Plum 2/3

Scenario 2 - Logging In:

Mobile (22s)

Observations:

- Now that plum understood how to use the prototype he had no difficulty navigating the interface.
- Completed tasks with minimal difficulty.
- Skipped the text message that provides the sso code.

User Feedback:

- Simple and easy to understand.
- No Additional feedback.

Desktop (28s)

Observations:

- Had no issue navigating the prototype's interface.
- Clicked through the scenario in silence.

User Feedback:

- Did not have any valuable feedback beyond "it's good."

Scenario 3 - Browsing & Sharing:

Mobile (51s)

Observations:

- Plum scrolled past the intended post a couple of times before eventually finding it.
- Repeatedly pressed the "with everyone" button to try and share the post, after a little while he figured out that he needed hit the "share" button underneath it.

User Feedback:

- Thinks the "With Everyone" button should visibly change once it has been tapped so that it better shows its status.
- Thought the share button needed to be more obvious.

Desktop (41s)

Observations:

- Did not have the same difficulty as on mobile.

User Feedback:

- Had similar comments as on mobile.
- Thought that the desktop was better as it was clearer.

Testing with Plum 3/3

Scenario 4 - Browsing & Commenting:

Mobile (23s)

Observations:

- Easily understood the interface.
- Showed no sign of difficulty navigating the interface.

User Feedback:

- Said the comments section was clean and easy to read.

Desktop (37s)

Observations:

- Scrolled past the target post a couple of times.
- Eventually found it.
- Tapped the touchscreen to go into the comments section which caused the prototype to malfunction.

User Feedback:

- Liked the aesthetic of the desktop version more.
- The add button was nice and clear - suggested looking into something like that for mobile but said it wasn't necessary.

Scenario 5 - Uploading Content:

Mobile (20s)

Observations:

- Navigated without any difficulty.
- When he changed the visibility of the post and the post content got refreshed he got annoyed but I clarified that in reality it wouldn't do that but it was a limitation of the prototyping tool used, to which he was in understanding.

User Feedback:

- Similar situation with the "With everyone" button, suggesting it needed to change.
- Liked the aesthetic of the application.
- Liked the 10 second timer.
- Liked when the home page refreshed to show uploaded post at the top.

Desktop (44s)

Observations:

- Had no issue navigating the prototype's interface.

User Feedback:

- Liked that the timer was shorter but suggested keeping it at 10 seconds for consistency.

Testing with Pineapple 1/3



Scenario 1 - Signing Up:

Mobile (28s)

Observations:

- Had no difficulties signing up.
- No other noteworthy observations.

User Feedback:

- Found the app easy to use overall.
- Liked the aesthetic of the application.

Desktop (32s)

Observations:

- Had no difficulties signing up.
- No other noteworthy observations.

User Feedback:

- Easy to use.

Testing with Pineapple 2/3

Scenario 2 - Logging In:

Mobile (31s)

Observations:

- Logged in successfully and smoothly.

User Feedback:

- Found the process simple and fast.

Desktop (19s)

Observations:

- Clicked through the prototype really quickly.

User Feedback:

- Liked the slow animated gradient in the background.

Scenario 3 - Browsing & Sharing:

Mobile (52s)

Observations:

- P.Apple did not realise the mobile view could be scrolled down as one post fits perfectly within the mobile view.
- P.Apple fell into the same loop as Plum, repeatedly pressing the “with everyone” button expecting it to visually change, she explained that she didn’t notice that the text had actually updated.

User Feedback:

- Suggested changing the arrow/chevron on the “with everyone” button to be a tick or something like that to indicate that the task has been completed.
- Suggested bringing the next post up above the fold ever so slightly to indicate to users that the page can be scrolled

Desktop (21s)

Observations:

- Did not have the same difficulty as on mobile.

User Feedback:

- Had similar comments as on mobile in regards to the with everyone button.
- Liked the desktop layout more, said it feels more familiar.

Testing with Pineapple 3/3

Scenario 4 - Browsing & Commenting:

Mobile (31s)

Observations:

- Had no difficulties navigating the interface, found the comments button and the target post quickly.

User Feedback:

- Thought the comments section looked fine but was unsure about using the enter button on the keyboard to post the comment as most people would use it to write a new paragraph.

Desktop (51s)

Observations:

- Read through all the comments.

User Feedback:

- Liked the aesthetic of the desktop version more.
- Said the add comment button was better and what the mobile version needed.

Scenario 5 - Uploading Content:

Mobile (40s)

Observations:

- Was looking all over the place for an “upload photo” button as per the instructions.
- Eventually found the plus button and said she just had a blonde moment.

User Feedback:

- Liked the timer, said it was a great way to let people think of potentially canceling their post.

Desktop (28s)

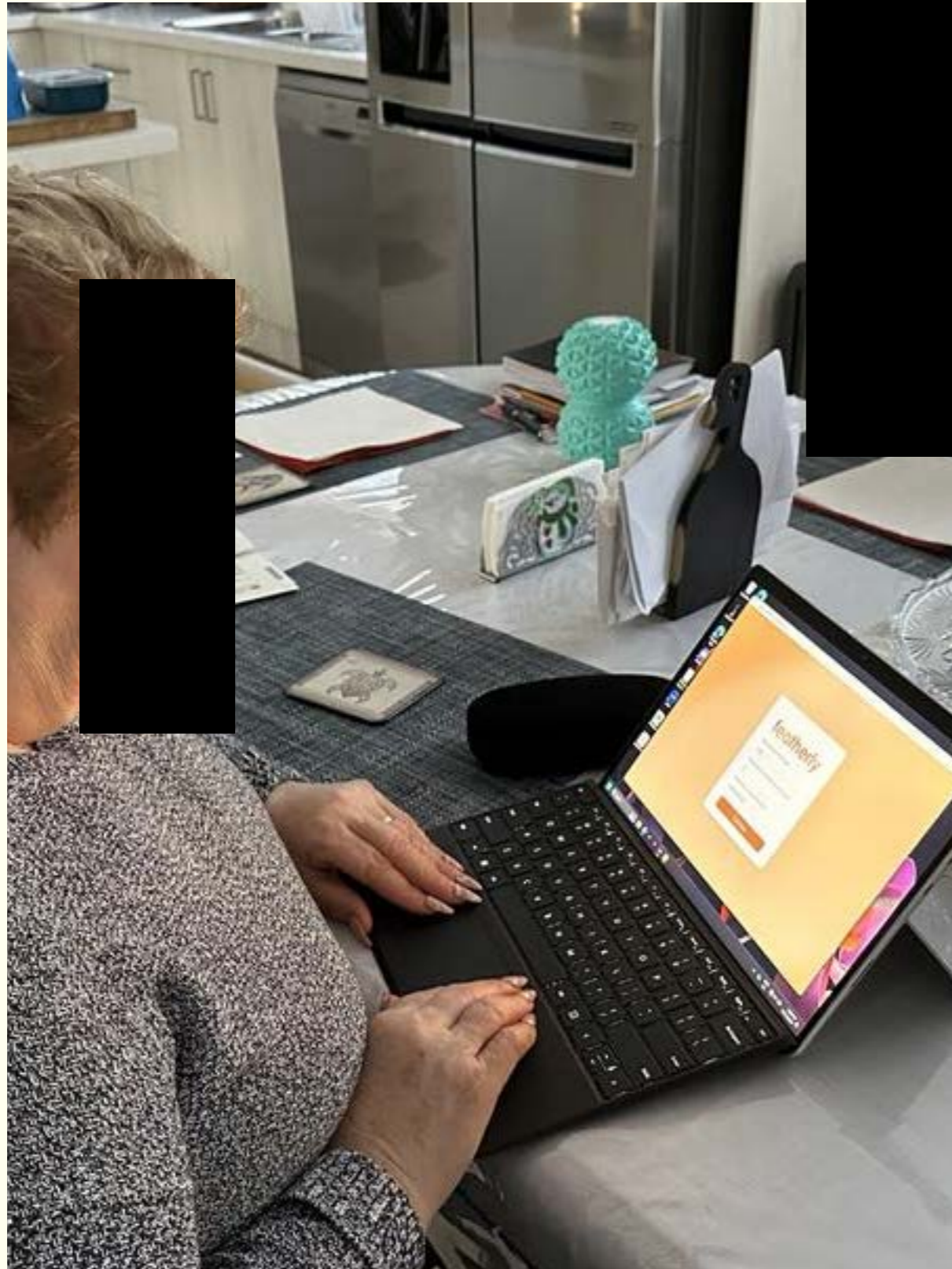
Observations:

- Had no issue navigating the prototype’s interface.

User Feedback:

- Suggested making the button say something like add photo considering that is the only form of post on this platform.

Testing with Apple 1/3



Scenario 1 - Signing Up:

Mobile (71s)

Observations:

- Apple is technologically inept.
- English is a second language for Apple, as such she did not read some of the instructions and just kept clicking the wrong buttons.
- Was confused about the sso text message component.

User Feedback:

- No noteworthy feedback.

Desktop (207s)

Observations:

- Apple had extreme difficulty using the trackpad on my laptop. I wasn't made aware until after the testing that she had never used a trackpad before and as such found it a confusing technology to use.
- Was confused as to how she would get a text message on her laptop, not thinking to use both her phone and her laptop.

User Feedback:

- No noteworthy feedback.

Testing with Apple 2/3

Scenario 2 - Logging In:

Mobile (158s)

Observations:

- Apple repeatedly kept clicking the “sign up” button as opposed to the “log in” button. She eventually figured it out.

User Feedback:

- Made a comment on how she liked that the buttons were bigger than on most apps.

Desktop (89s)

Observations:

- Had more difficulty trying to use the trackpad.
- Clicked on the “sign up” button again. She corrected herself quickly this time.

User Feedback:

- Did not have any valuable feedback.

Scenario 3 - Browsing & Sharing:

Mobile (101s)

Observations:

- Apple did not know that the home feed was scrollable.
- Apple had difficulty trying to use the share overlay.

User Feedback:

- Apple did not have any useful feedback to give but not knowing that the home screen was scrollable highlights a potential flaw in the design that needs to be improved.

Desktop (136s)

Observations:

- Exhibited the same difficulties as previous scenarios.

User Feedback:

- Liked that the desktop version was clearer to interpret and showed multiple posts on the screen.

Testing with Apple 3/3

Scenario 4 - Browsing & Commenting:

Mobile (76s)

Observations:

- Due to English being a second language, Apple thought the comment button said continue and so she did not press it until prompted.
- She started just tapping around the screen randomly which surprisingly resulted in a faster completion of the scenario.

User Feedback:

- No noteworthy comments or feedback.

Desktop (112s)

Observations:

- Scrolled past the target post several times.
- I had to give her some hints to accomplish this task as she was getting confused - I believe this was due to a language barrier.

User Feedback:

- Nothing helpful.

Scenario 5 - Uploading Content:

Mobile (75s)

Observations:

- She pressed the plus button earlier which made this an easier process.
- Did not understand how to add a caption or the purpose of a location.

User Feedback:

- Indirectly hinted at making the post info (caption, bird, location) optional.

Desktop (93s)

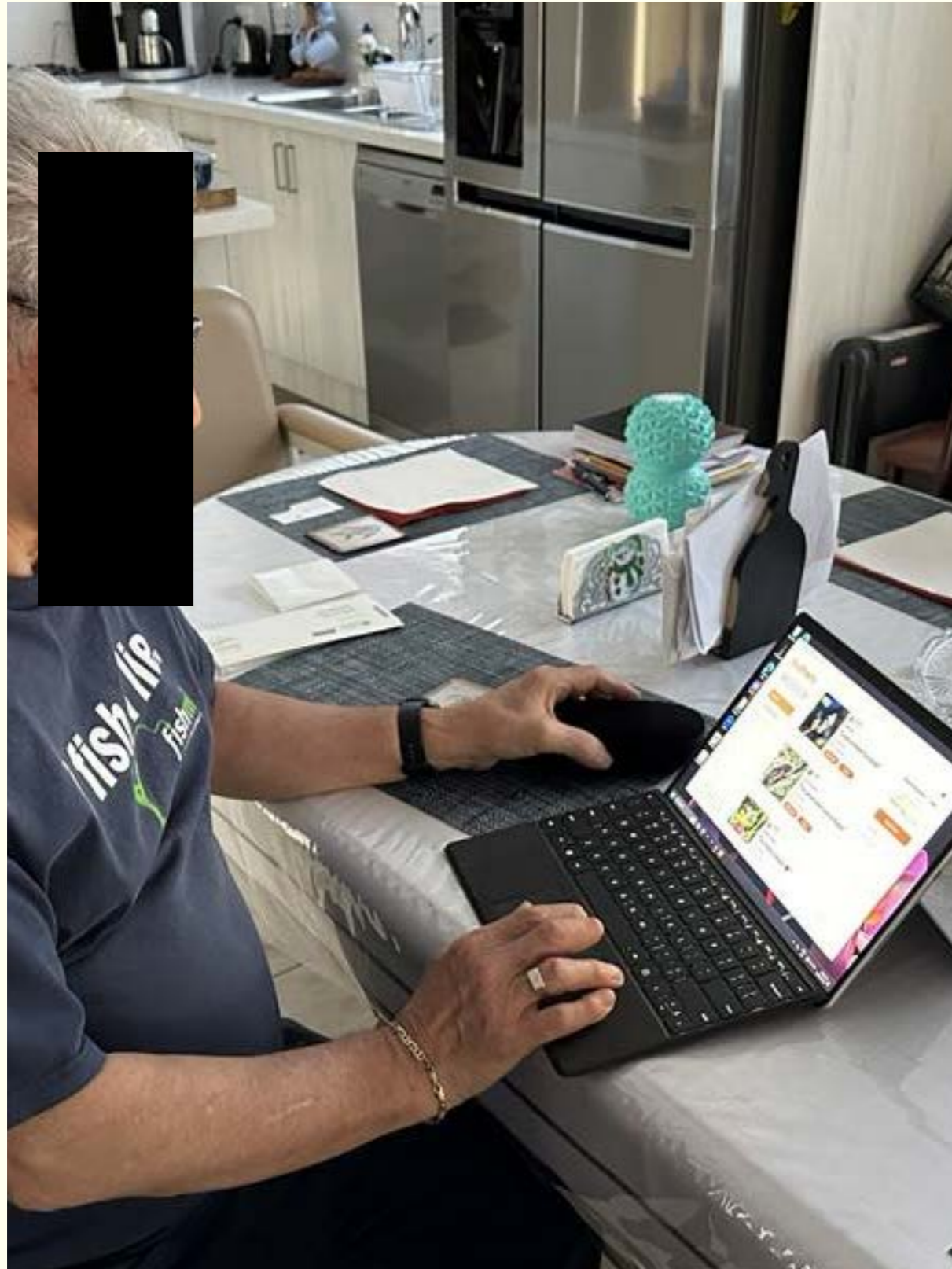
Observations:

- Still had the same difficulties as previous scenarios.
- Was unsure what to do in the upload screen page as she had never uploaded something on computer before - she made a comment that she didn't know what the text said but clicked the button in the middle anyway.

User Feedback:

- No noteworthy feedback.

Testing with Peach 1/3



Scenario 1 - Signing Up:

Mobile (50s)

Observations:

- Peach also has a slight language barrier but not as much as Apple.
- Successfully signed up without any difficulty.
- Read through every instruction aloud before filling it.

User Feedback:

- Appreciated the bigger buttons.

Desktop (59s)

Observations:

- Successfully signed up without any difficulty.

User Feedback:

- Found the process to be simple but got mildly confused but the add profile picture section.

Testing with Peach 2/3

Scenario 2 - Logging In:

Mobile (39s)

Observations:

- Now that plum understood how to use the prototype he had no difficulty navigating the interface.
- Completed tasks with minimal difficulty.
- Skipped the text message that provides the sso code.

User Feedback:

- Simple and easy to understand.
- No Additional feedback.

Desktop (29s)

Observations:

- Had no issue navigating the prototype's interface.
- Clicked through the scenario in silence.

User Feedback:

- Did not have any valuable feedback beyond "it's good."

Scenario 3 - Browsing & Sharing:

Mobile (19s)

Observations:

- Completed the scenario very quickly. I was quite shocked.

User Feedback:

- Said it reminded him of facebook and so it was easy for him to navigate.

Desktop (55s)

Observations:

- No noteworthy observations but it did take him considerably longer on desktop as opposed to mobile, I don't think this was for any particular reason, he seemed to take his time and scroll around more.

User Feedback:

- "I like the look of this one"

Testing with Peach 3/3

Scenario 4 - Browsing & Commenting:

Mobile (39s)

Observations:

- Easily understood the interface.
- Showed no sign of difficulty navigating the interface.

User Feedback:

- No noteworthy feedback.

Desktop (45s)

Observations:

- Seemed to navigate the interface with ease.
- Upon trying to return to the home page to begin the scenario he clicked on the home button as opposed to the back button.

User Feedback:

- Said he wouldn't use the comments section as he is not "confident in writing" but said that it was fine.

Scenario 5 - Uploading Content:

Mobile (74s)

Observations:

- Scrolled up and down looking for a specific "upload photo" button but didn't even think to hit the plus button.
- Peach explained that he knows that the plus button means to add a photo but because of the instruction he was looking for an upload photo button.

User Feedback:

- Really liked the 10 seconds timer and really liked the ability to cancel the post after you've pressed upload as he's made this mistake in the past.

Desktop (26s)

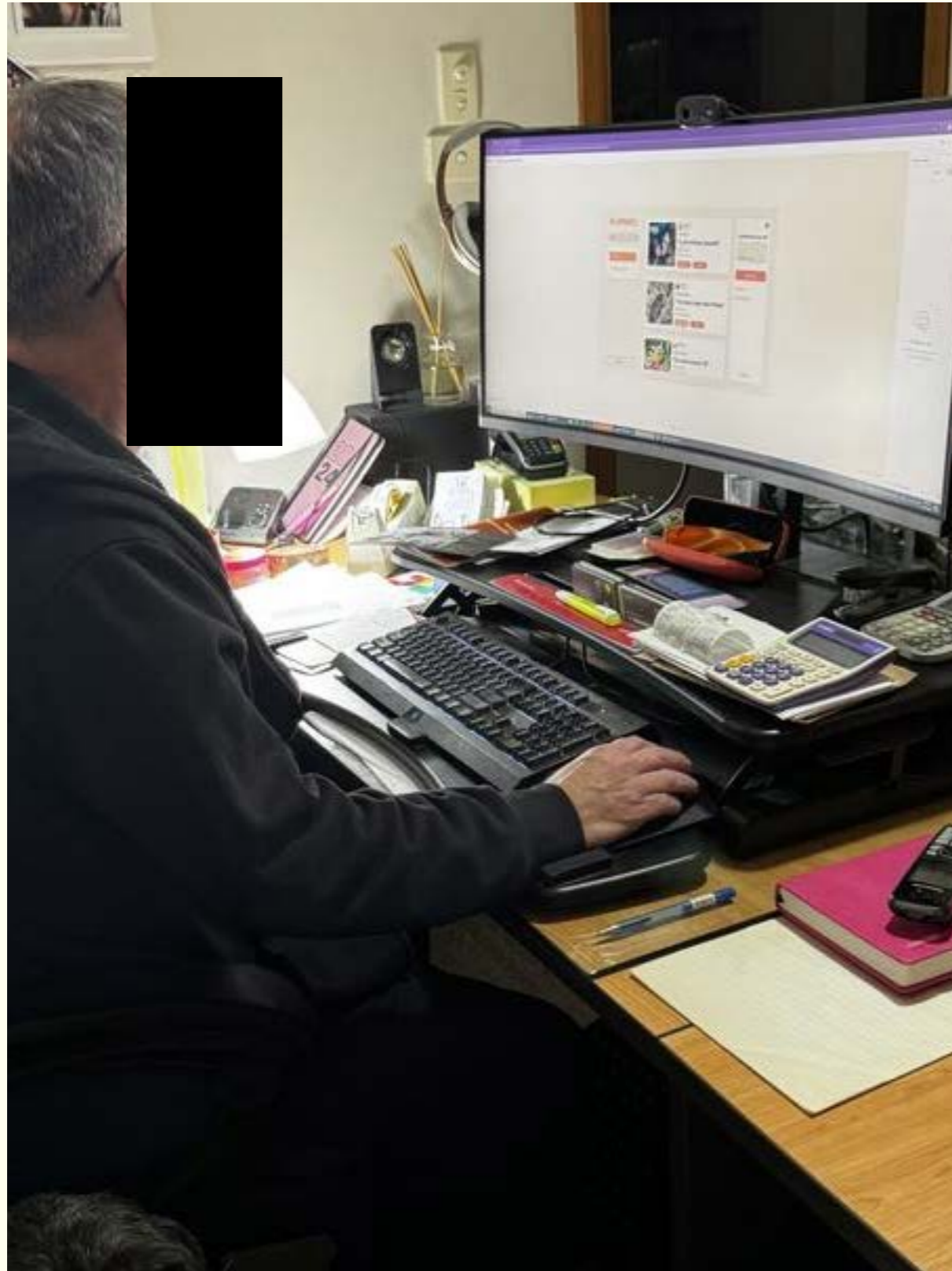
Observations:

- Had no issue navigating the prototype's interface.

User Feedback:

- Preferred the longer timer.
- Said he found this one easier because he noticed the button earlier and that because it was a text based button it made more sense to him.
- Had no difficulty with the upload screen, said he's used it before on other websites.

Testing with Brussels Sprout 1/3



Scenario 1 - Signing Up:

Mobile (39s)

Observations:

- B.Sprout did initially hit the login button but quickly went back and corrected himself.
- Made quick use of the interface.

User Feedback:

- Very straightforward, likes that it doesn't need a password as he often forgets his passwords.

Desktop (27s)

Observations:

- Had no issue navigating the prototype's interface.

User Feedback:

- Easy to use.

Testing with B.Sprout 2/3

Scenario 2 - Logging In:

Mobile (28s)

Observations:

- Logged in successfully and smoothly.

User Feedback:

- Simple and fast.

Desktop (20s)

Observations:

- Had no issue navigating the prototype's interface.

User Feedback:

- No noteworthy feedback.

Scenario 3 - Browsing & Sharing:

Mobile (29s)

Observations:

- Had no difficulties navigating the interface.

User Feedback:

- Made a couple comments afterwards about how the interface feels like a simplified version of facebook - which he clarified wasn't a bad thing.
- Liked the "shared successfully" overlay

Desktop (38s)

Observations:

- Scrolled past the target post but found shortly thereafter.
- Accidentally clicked off the overlay therefore reversing progress on the scenario, in turn, increasing the time it took to complete the scenario.

User Feedback:

- Liked the little popup at the bottom of the screen that informs users the post was shared successfully, said it is not as distracting as the one on mobile but said the mobile one is still fine as it is quick.

Testing with B.Sprout 3/3

Scenario 4 - Browsing & Commenting:

Mobile (37s)

Observations:

- Had no difficulty finding the post and adding a comment.

User Feedback:

- Said the little bird label was a good size and not too distracting on the post.

Desktop (37s)

Observations:

- Also tapped on the home button to close the comments page.

User Feedback:

- Suggested making the back button more visible as it blends in.
- Suggested making the home button work as well as the back button.

Scenario 5 - Uploading Content:

Mobile (37s)

Observations:

- Navigated without any difficulty.

User Feedback:

- Similar situation with the “With everyone” button, suggesting it needed to change.
- Liked the 10 second timer.

Desktop (43s)

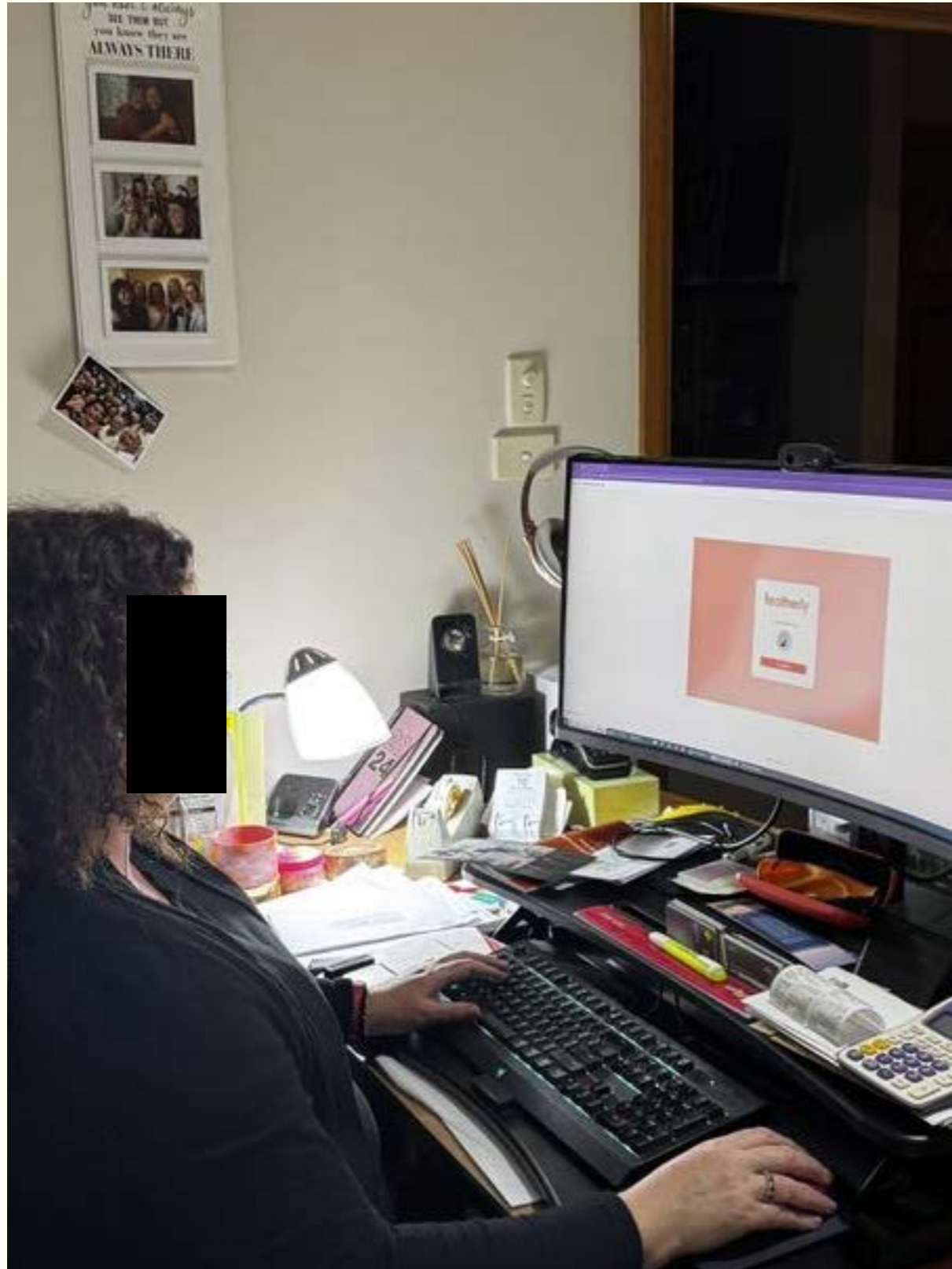
Observations:

- Had no issue navigating the prototype’s interface.

User Feedback:

- Liked that the timer was shorter.

Testing with Strawberry 1/3



Scenario 1 - Signing Up:

Mobile (44s)

Observations:

- S.berry had no difficulty navigating any of the interface elements but after testing had concluded with other participants on this day it got quite late and S.berry was rather tired.

User Feedback:

- Thinks it looks nice.
- "Feels nice"

Desktop (35s)

Observations:

- Had no difficulty navigating desktop interface.

User Feedback:

- Prefers desktop.

Testing with S.Berry 2/3

Scenario 2 - Logging In:

Mobile (17s)

Observations:

- Had no difficulty navigating desktop interface.

User Feedback:

- Effective logging in method, using a sso eliminates the need to remember another password.
- Interface is intuitive
- Liked the interaction for the text message appearing.

Desktop (30s)

Observations:

- Had no difficulty navigating desktop interface.
- One of the screens was taking a while to load for some reason, I explained that it wasn't intended to be like that and she understood.

User Feedback:

- No noteworthy feedback.

Scenario 3 - Browsing & Sharing:

Mobile (43s)

Observations:

- Had no difficulty navigating desktop interface.
- Took the time to look around and familiarise herself with the app before continuing

User Feedback:

- Thought it was intuitive enough.
- Liked the screen that said the post was shared successfully.

Desktop (76s)

Observations:

- Accidentally clicked off the overlay twice.

User Feedback:

- Suggested making the overlay remain even if it's clicked off.

Testing with S.Berry 3/3

Scenario 4 - Browsing & Commenting:

Mobile (29s)

Observations:

- Easily understood the interface.
- Showed no sign of difficulty navigating the interface.

User Feedback:

- Said the comments section was clean and easy to read.
- Also suggested adding an add button.

Desktop (59s)

Observations:

- Also tapped on the home button to close the comments page.
- There was a malfunction with the hover state, S.Berry had clicked the unhovered button state which froze the button. It was eventually resolved.

User Feedback:

- Also suggested that home button should be used to close comments section or the back button should be made more obvious.

Scenario 5 - Uploading Content:

Mobile (25s)

Observations:

- Navigated without any difficulty.

User Feedback:

- Liked the aesthetic of the application.
- Liked the 10 second timer.
- Liked when the home page refreshed to show uploaded post at the top.

Desktop (43s)

Observations:

- Had no issue navigating the prototype's interface.

User Feedback:

- Suggested that the desktop version was too fast and that it needs to be as long as the mobile version as it feels too fast to process whats going on.

references

Neilsen, J. 2024, *10 Usability Heuristics for Interface Design*, Norman Nielsen Group, <https://www.nngroup.com/articles/ten-usability-heuristics/>

Apple, 2024, *Human Interface Guidelines*, <https://developer.apple.com/design/human-interface-guidelines>

Gupta, B, Zhang, Z, 2018, *Social media security and trustworthiness: Overview and new direction*, Future Generation Computer Systems, Vol. 86, <https://doi.org/10.1016/j.future.2016.10.007>

Rossouw, A, Smuts, H, 2023, *Key Principles Pertinent to User Experience Design for Conversational User Interfaces: A Conceptual Learning Model*. Innovative Technologies and Learning, https://doi.org/10.1007/978-3-031-40113-8_17

Picking, R, Grout, C, McGinn, J, Crisp, J, Grout, H, 2010, *Simplicity, Consistency, Universality, Flexibility and Familiarity: The SCUFF Principles for Developing Interfaces for Ambient Computer Systems*, International Journal of Ambient Computing and Intelligence, Vol. 2, No. 3, pp. 40-49, <https://doi.org/10.4018/jaci.2010070103>

Moodboard Images were compiled into the following Pinterst board for your convenience:
<https://pin.it/35My9IWQw>