

DESIGN SPRINT



The Purple Team

Phase 4: Test + Collect

OVERVIEW

Phase 4: Test + Collect

- In this phase, our group tested our prototype with 5 Gen Z users. This was the moment of truth for our digital product. Our goals in this phase included:
 - Effectively conducting user testing in an unbiased manner.
 - Validating if our app solved the problem outlined at the beginning of the sprint.
 - Gathering qualitative and quantitative data about our prototype to make any potential edits.

PREPARATION FOR TESTING

In our first group meeting of the week, we discussed what tasks we wanted the users to complete.

We divided roles to prepare for user testing.

We also discussed KPIs to measure results, including time on task and creating pre- and post-surveys with a system usability scale.

User Tasks:

Task 1: Set Up Account, land on Home Page

Task 2: Budgeting Course and Quiz

Task 3: Find the Friend / Global Leaderboard

Task 4: Finding the FAQs



BELLA

Script and Consent Form



KELLY

Graphics



MAURICIO

Graphics



EMILY

Graphics



CHRISTIAN

Google Forms

Pre-User Testing Survey:



RESEARCH LAB

During our first meeting, we also defined our target audience, discussed the number of users we wanted to test, and the schedule for user testing,



Target Audience: Gen Z



of Users to Test: 5

User Testing Schedule		
Meet at 6:30		
Time	User	Facilitator
6:45-6:55pm	User 1	Bella
7:00-7:10pm	User 2	Kelly
7:15-7:25pm	User 3	Christian
7:30-7:40pm	User 4	Emily
7:45-7:50pm	User 5	Mauricio

FIGMA PROTOTYPE, USER SCRIPT, & CONSENT FORM

Before our user testing session, we reviewed our Figma prototype to ensure it was ready for testing, and we prepared a user script to read as we prompted the user to complete each task.

Figma Prototype Link



WalletWize

Hi, thanks for joining us today!

My name is [YOUR NAME], I'll be conducting your user test today.

Our team is testing a new financial literacy app that was designed for our graduate class called Design Sprints. This isn't a test about you - it's a test of the app we designed and its functionality. There are no right or wrong answers, and your honest thoughts are incredibly helpful for future improvements of the WalletWize app.

We'll ask you to complete a few tasks and to talk out loud while doing them. Please say what you're thinking, feeling, expecting - even if you're confused or frustrated. This process really helps us understand how the app works for you, our user.

Click [here](#) to view the full user script.

WalletWize User Testing Participant Consent Form

Thank you for agreeing to participate in our user testing session.

This form outlines the purpose of the testing, the information we will collect, and how it will be used. Please read this document carefully and ask any questions you may have before signing.

Click [here](#) to view the full consent form.

1. Purpose of the Testing: The purpose of this user testing session is to gather feedback and insights on WalletWize in order to improve its usability and user experience. By participating, you will be assisting us in evaluating and enhancing our WalletWize for future users.

USER TESTING NOTES

During user testing, we had one person facilitating, two people timing each task, and two people taking notes on what the user was saying, their facial expressions, and how they moved through each task.

Key:

Green: Positive Feedback

Light Gray: Neutral Feedback

Red: Needs Improvement

Black: Couldn't
Complete Task

Pink: Additional Comments



*Tasks users struggled with:
Task 2, Task 4

Make Note of this in report (Issues Section?)

POST-USER TESTING SURVEY

After user testing was complete, the 5 users were sent a Google Form to answer a few questions about their experience.

Post User
Testing
Survey



WalletWize UX Post-Survey

Thank you for participating in user testing for WalletWize! We appreciate your time and feedback. Please take about 5-10 minutes to answer the below questions about your user testing experience.

USER TESTING RESULTS & INSIGHTS

Below are some key insights about our user testing sessions.

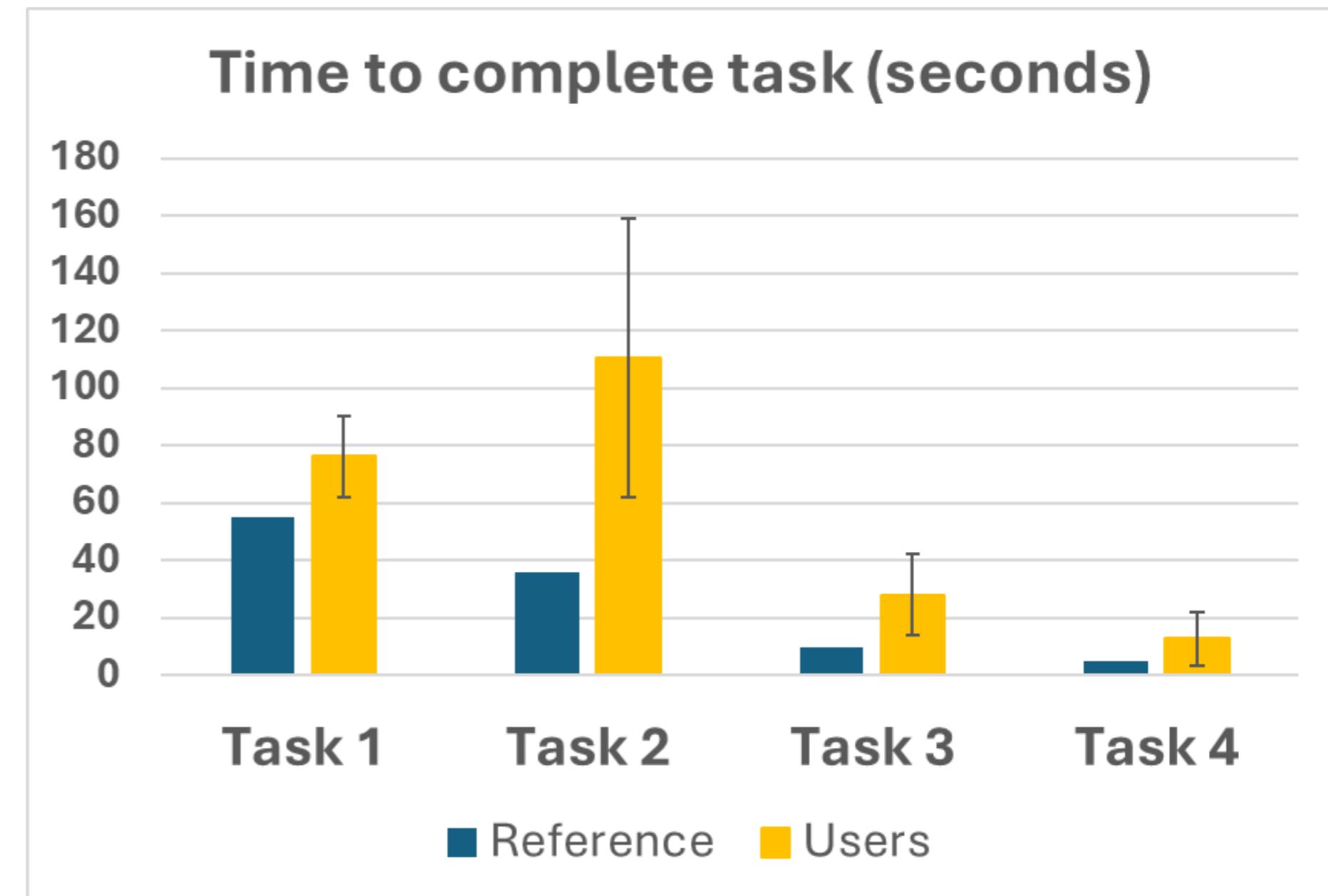
- Each user was able to click on the app and sign up for an account with no issues. Some skipped syncing their bank account and turning on notifications.
- Users struggled with Task 2: Completing the Budgeting Course. They stated it wasn't clear where to find this course. Many clicked on the "Finance 101" course on the homepage rather than navigating to the "Content" tab in the footer.
- 4 out of the 5 users found the Friend/Global leaderboard with no issues.
- One user found the FAQ page right away. Others clicked through a few different screens before finding it. There was a suggestion to also put the FAQ on the homepage for easy access.
- Overall, the users liked the design of the app, the color scheme, and said that the layout makes sense overall. We received mostly positive feedback with a few areas to improve.

USER TESTING CHARTS

Below is a chart about the time to complete each task.

This figure shows users' average time (Orange) to complete tasks, compared to the reference (Blue). Error bars represent users' standard deviation. The figure does not include users who did not complete the task.

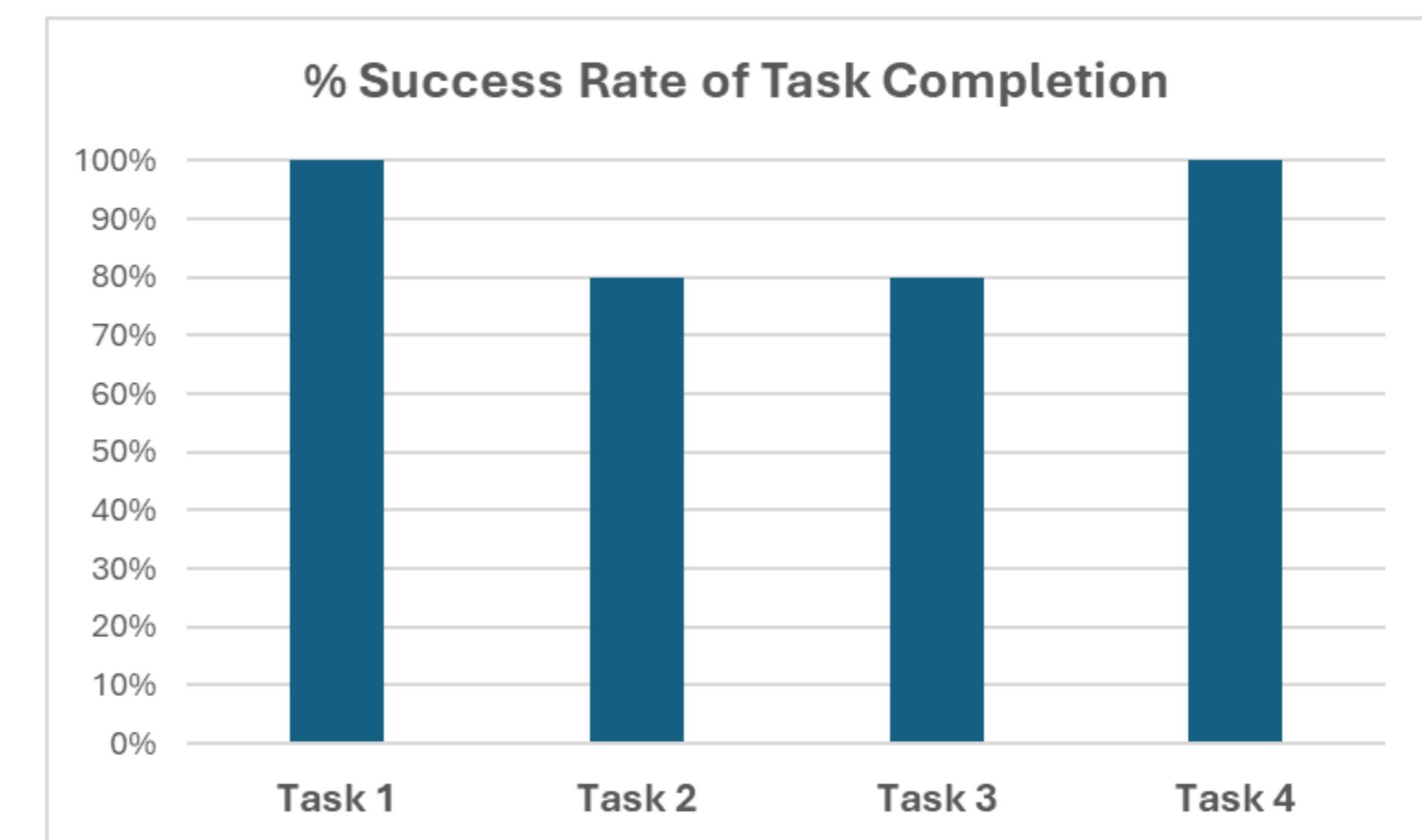
We observe that tasks 2 and 3 had much longer durations compared to the reference, and modifying the prototype may be necessary to improve user experience. Additionally, the standard deviation for task 2 was quite large, which requires further investigation of that specific user path.



USER TESTING CHARTS

Below is a chart about the success rate of completing each task.

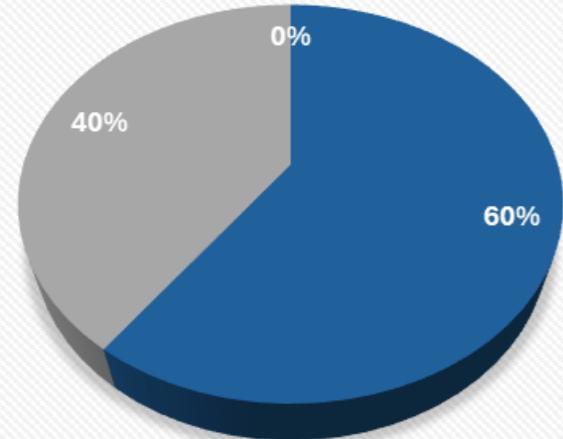
Ideally, all users should complete the assigned tasks. Tasks 2 and 3 had lower than expected completion rates, and a significant change in the user path is indicated.



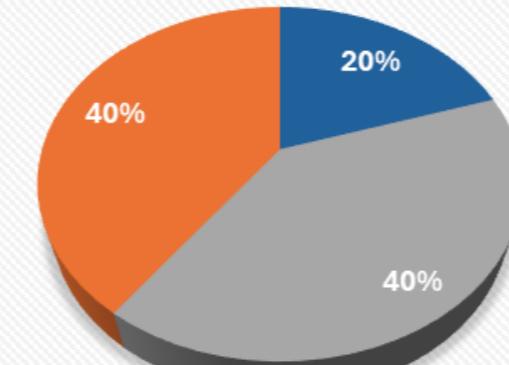
USER TESTING CHARTS

Below are some pie charts about the users' review of tasks.

Task 1: Sign Up



Task 2: Completing Budgeting Course



Task 3: FAQ Page

