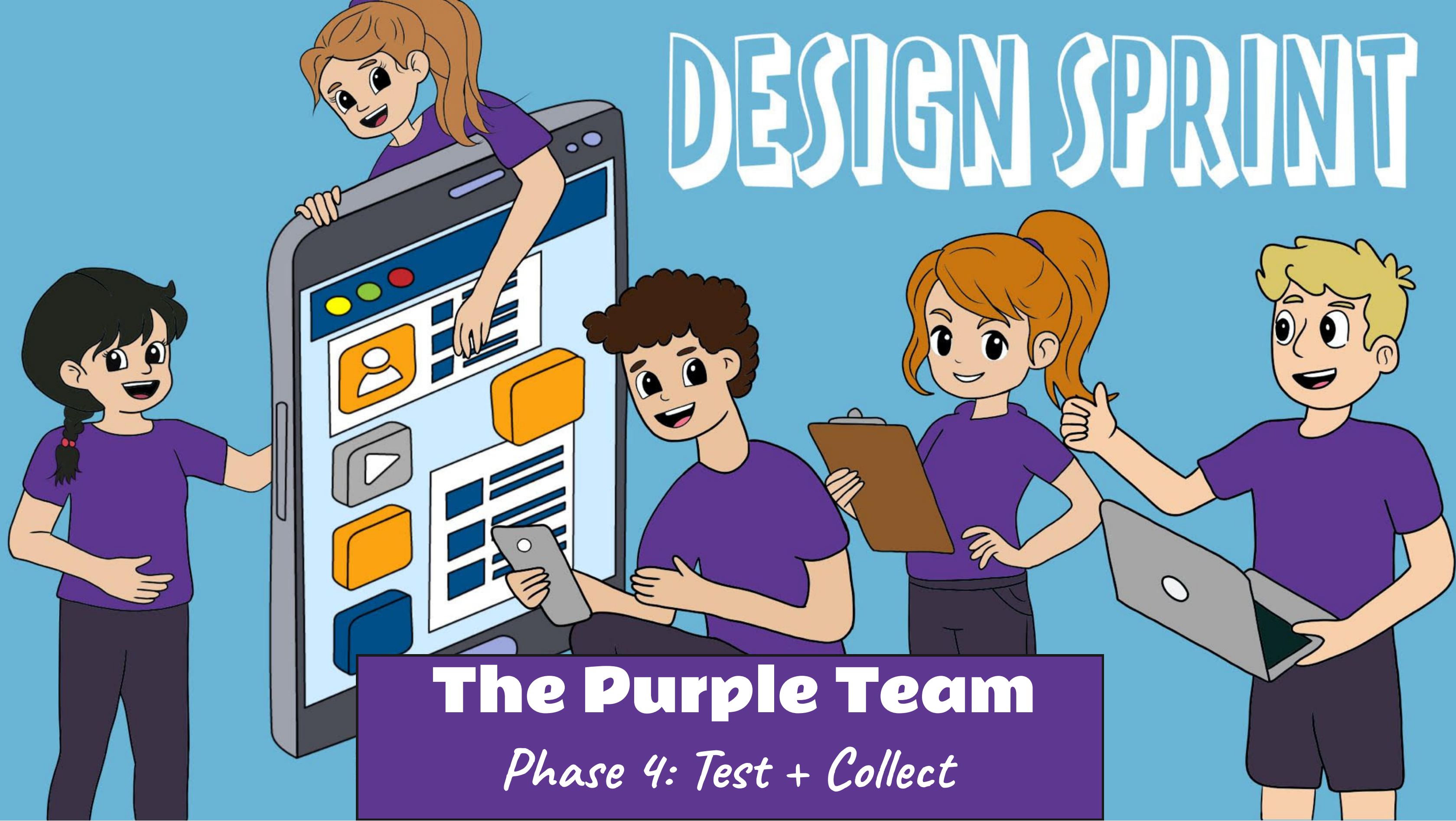


DESIGN SPRINT



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:



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](#)



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.

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.

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

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

User 1
Name: Kasey
Age: 24
Job: Development Associate
Uses messaging apps, social media, email, etc. Fully familiar with Facebook, has banking and credit card apps on phone. Has Credit Karma.

User 2
Name: Elise
Age: 18
Job: student at college
Uses social media apps, communication apps, check bank app often. Good at understanding all financial literacy. Might be able to.

User 3
Name: Gabrielle
Age: 24
Job: Teacher
Uses messaging apps, social media, email, etc. Fully familiar with Facebook, has banking and credit card apps on phone. Has Credit Karma.

User 4
Name: Macaela
Age: 20
Job: student at James Madison University, works as a marketing intern
Uses messaging apps, social media, email, etc. Fully familiar with Facebook, has banking and credit card apps on phone. Has Credit Karma.

User 5
Name: Rachel
Age: 25
Job: PhD Student in Organic Chemistry at U of Illinois
Uses Snapchat, Instagram, and TikTok. Somewhat familiar, attended Financial Literacy class. Has a personal budget.

Task 1: Sign up

- User 1: Navigated to Sign up tab when prompted. Shared confirm interest and read through the next slide. Chose to skip the bank linking. Asked if she should "log this in" or Sign Bank Accounts. Signed up for an account with no problem. Skipped linking her bank account. Navigated through Terms and Conditions.
- User 2: Fairly seamless, said she'd do student loans for interests. Selected her interests and navigated through pages seamlessly. Skipped linking her bank account. Said the terms & conditions makes sense. Chose to skip the bank linking.
- User 3: Found the app right away, was easily moving through the signing. Found the sign up flow to be very engaging. The next transaction. Chose to sync bank.
- User 4: Found the app right away, was easily moving through the signing. Found the sign up flow to be very engaging. The next transaction. Chose to sync bank.
- User 5: Navigated to sign up tab. Found that she started having and exited the app. Only one to say something about the Bank linking thing lol. Chose to skip the bank with, but did turn on notifications.

Task 2: Budgeting Course & Quiz

- User 1: Clicked on Finance course listed as "Course" tab. Confusion about where the Budgeting course was, but she went through the quiz. After finding the course, she went through the quiz. Looked a little confused after completing the quiz.
- User 2: "Where would that be?" Clicked on budgeting but then clicked out of it. Clicked through lower navigation when getting to the Course tab. Clicked on different course when the correct was. Very confusing prices for getting to the quiz. Did need to change this section. Played the video on the financing page. Did not complete task.
- User 3: Went through it really quickly! She did it.
- User 4: Asked for sign up when to find it. Thought budgeting would be under Social Spending and Saving Course. Asked if the quiz would be in a content place. Clicked the video and expected there to be in the course right away. Liked the grantbook. Also to sign the Bank account - would make it more easy for her to use the app. Would use Google to sign in. Wanted to sign in using Google.
- User 5: IMMEDIATELY GOT IT!!!! Found Course tab and clicked Budgeting right away. Interesting she clicked the number and not the link to enter the answer. Didn't click on to lol.

FAQ Page

- User 1: To navigate to FAQ, first clicked home page, then through a few pages before finding the FAQ on the Profile page. She clicked that but quickly navigated to the profile page to find the question. Looked at a little confused after completing the quiz.
- User 2: Went to Content page first when asked to find the FAQ page. Click heavy before reading need to make more prominent.
- User 3: Immediately found it WOW. Found this very fast.
- User 4: Easy to understand the FAQ page. Likes that it is under the Profile page. Home -> scrolled to home -> community page -> profile. Went to Community page first, then to Profile. Community, then profile then FAQ. Says it makes sense for it to be in profile, but thinks it should be on the homepage. Clicked Community first and then Profile to get to FAQ. Suggestion: put it on homepage as well.

Friend leaderboard

- User 1: Found friend leaderboard right away. Provided a correct explanation for what this page is used for. Found leaderboard immediately through the community link in the search link bar.
- User 2: Found friend leaderboard right away. Interesting that she thought that the friend leaderboard was in content, Christian asked again. Could not find the leaderboard. DID NOT COMPLETE TASK.
- User 3: Got it right away and likes the community option.
- User 4: Immediately got it because she saw it before lol, makes sense for this to be here.

Homepage

- User 1: Navigated back to home page easily.
- User 2: Missed this step.
- User 3: All done.
- User 4: Got back to home page seamlessly.
- User 5: Got back to home page seamlessly.

Additional notes

- User 1: Got tripped up on the content part and going through the course and quiz. Other feature she navigated easily. Nothing she would change, but would like to see design. Homepage says "progress for finance course" they need to change this, or make the resume button bigger. Maybe add the resume course. Finding content was frustrating for her (course part).
- User 2: Takes a second with a new app to figure out exactly what you wanted to do. Likes the layout. Felt it was self-explanatory. Says everything made sense for layout.
- User 3: Overall easy to use except that she couldn't find the leaderboard. Actual button for leaderboard or make it easier. Although I think she didn't see the word "community" or she would've found the page.
- User 4: Really straightforward navigation. Loves the dynamic animations and color scheme. Likes the first glance and the snapshot of spending. Likes the figures included and the color scheme. Likes daily checklist. Said that us having her personalized what she's doing makes her think about her experience more.
- User 5: Maybe having the FAQ on the homepage. Straightforward, only issue was the button clicking for the quiz lol. Pretty easy and straightforward. Only issues was clicking on number. FAQ on home page. Goes back through the app to find personal things she would change, anticipated that she didn't get to see the full scope of the app.

*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.

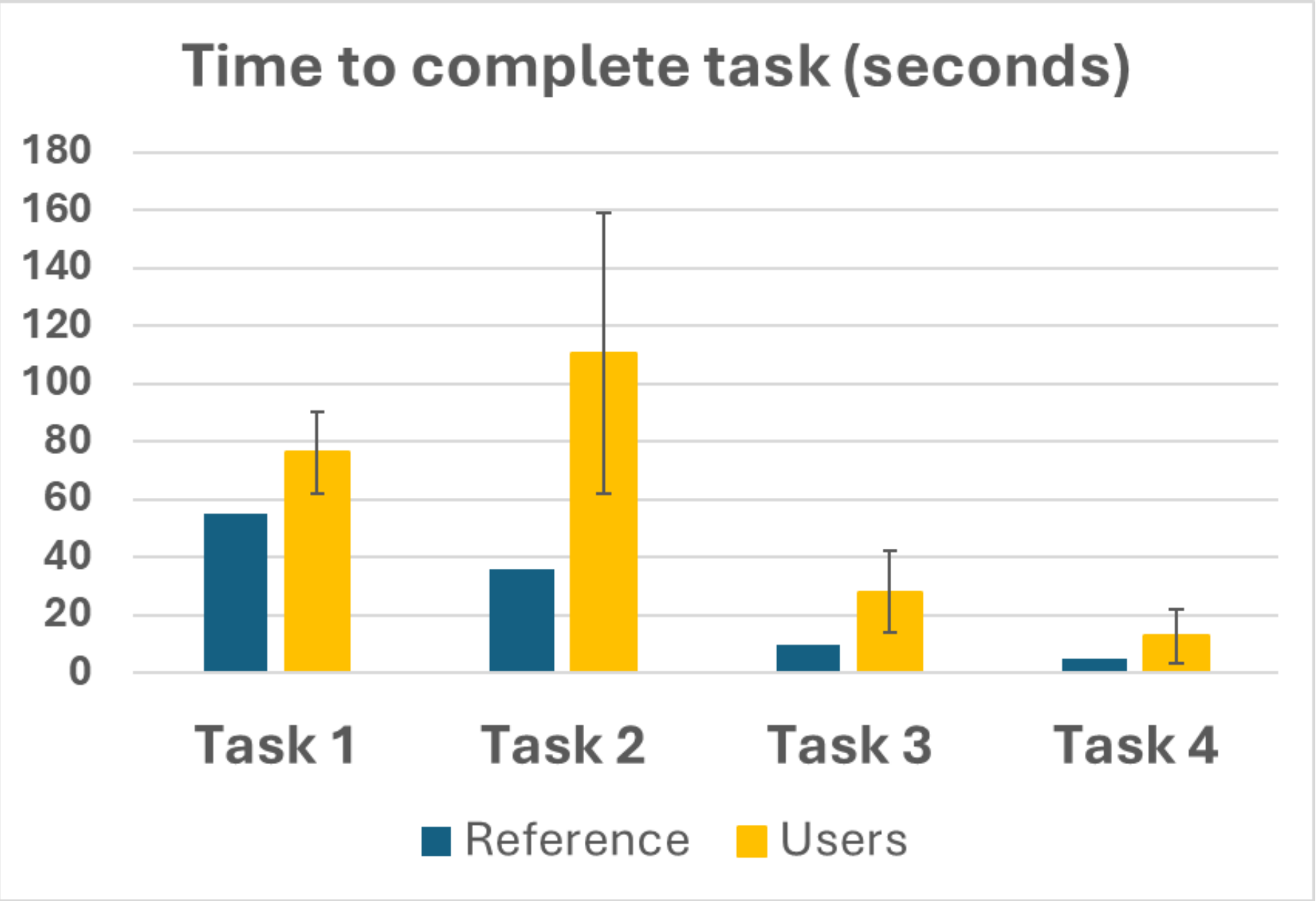
- Each user was able to click on the app and sign up for an account with no issues. Some skipped syncing their bank account and turning on notifications.
- Users struggled with Task 2: Completing the Budgeting Course. They stated it wasn't clear where to find this course. Many clicked on the "Finance 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.

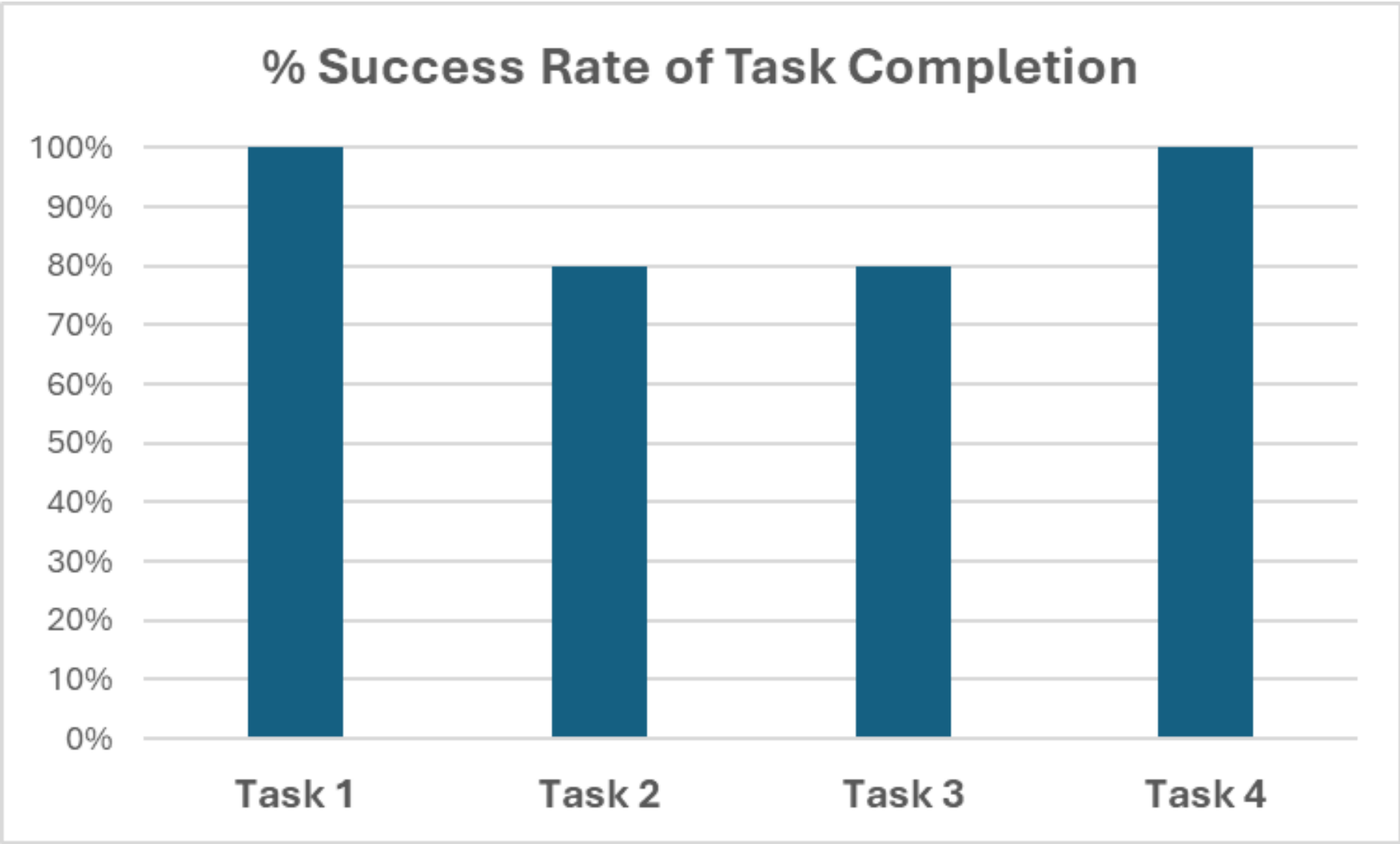
We observe that tasks 2 and 3 had much longer durations compared to the reference, and modifying the prototype may be necessary to improve user experience. Additionally, the standard deviation for task 2 was quite large, which requires further investigation of that specific user path.



USER TESTING CHARTS

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

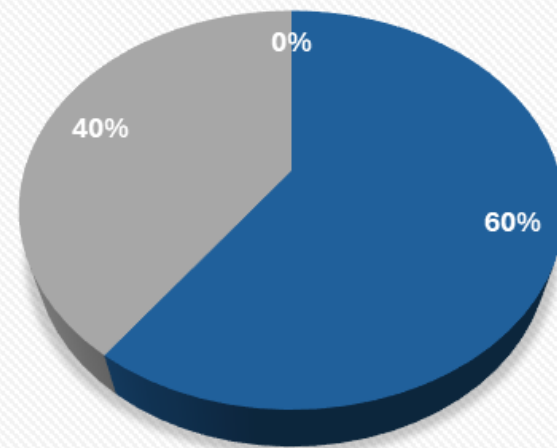
Ideally, all users should complete the assigned tasks. Tasks 2 and 3 had lower than expected completion rates, and a significant change in the user path is indicated.



USER TESTING CHARTS

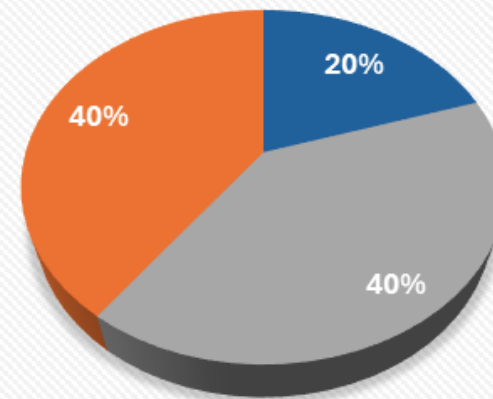
Below are some pie charts about the users' review of tasks.

Task 1: Sign Up



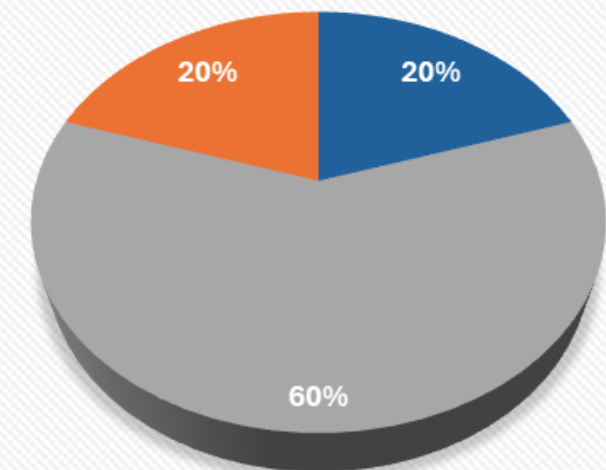
■ Positive ■ Neutral ■ Negative

Task 2: Completing Budgeting Course



■ Positive ■ Neutral ■ Negative

Task 3: FAQ Page



■ Positive ■ Neutral ■ Negative