

The GOALS of evaluation

- To examine how our mobile application motivates physically inactive students to exercise regularly.
- To identify the potential problems of our product when our users perform tasks.
- To receive users' feedbacks that help us to make further improvements about our product.



Explore Questions

- Is “your points” confusing for users?
- Do users know what kind of products could be redeemed by fitness points?
- Do they understand how the workout game works?
- Do they seem to enjoy interacting with the features?
- Are they satisfied with the feature of fitness partners?
 - Does the profile of a selected fitness partner provide enough information for them?
 - Are the filters able to select the right fitness partner for them?
 - Do the filters include enough options to select the right fitness partner for them?
- Do they like redeemable products?



Evaluation Methods



Evaluation method:
Usability Testing

Collect data:

- 1) Observational Study
- 2) Semi-structured Interview

Evaluation Methods Justifications



Observational Study:

1. Observation has high ecological validity because we could observe how users interact with our prototype in the natural environment.
2. Understanding when and where users usually make errors is a key information that helps us know about which part of the prototype should we improve.

Semi-structured Interview:

1. Interview could help us to determine participants' thoughts and feelings towards our application.
2. Understand the user value and the demand when people are using UfiT is constructive for efficiently improve the prototype in the future.

Practical Issues

Design typical tasks

Usability Test

There are 6 tasks in total.

Task 1: Perform partner matching

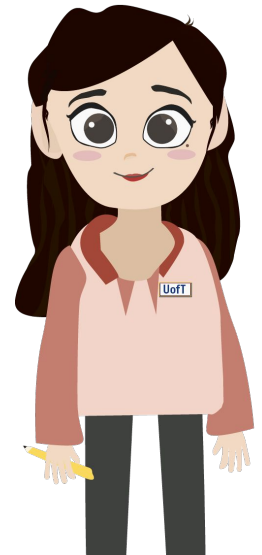
Task 2: Chat with the recently matched partners

Task 3: Go through the game play instructions and play the game

Task 4: Redeem the points

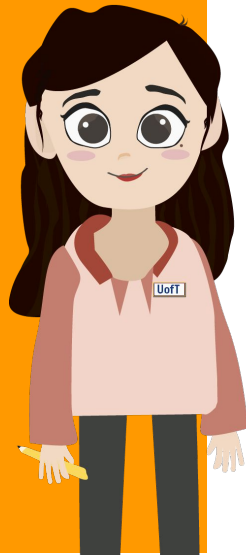
Task 5: Check out the redeem history

Task 6: Check out the points balance



Practical Issues

Select typical users



2 Participants- Students

Participant 1: U of T undergraduate student

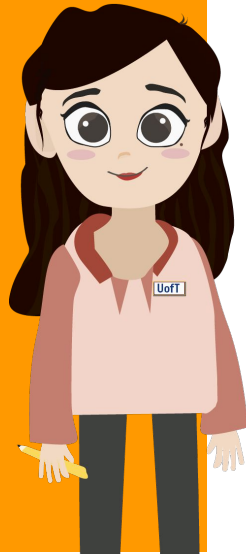
- Digital native
- She is physically inactive as she rarely exercise recently.

Participant 2: A U of T undergraduate student

- Digital native
- Rarely goes to the gym on campus

Practical Issues

Select typical users



2 Participants- Experts

Participant 3: A software developer of a financial news website

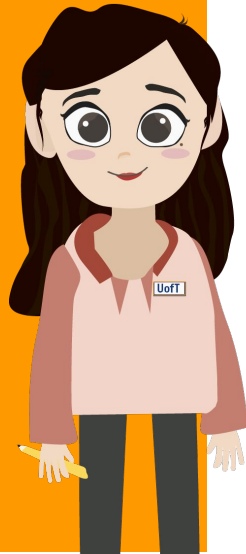
- Working with the UX team
- Expert knowledge of the workflows of mobile app.
- Has desire to go to the gym
 - usually failed

Participant 4: A full stack engineer who works for Snapchat

- Expert knowledge of mobile app backend design
- Seldom go to the gym but has desire of doing Yoga

Practical Issues

Prepare testing conditions



Where are we testing:

Robarts Library (natural setting)



What are we testing:

Ufit - Medium fidelity prototype (balsamiq)



Testing Tool:

Laptop/iPad



How did we collect data:

Take notes and observe

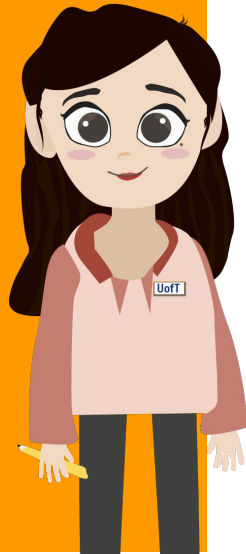


Evaluation time for each participant:

20 minutes

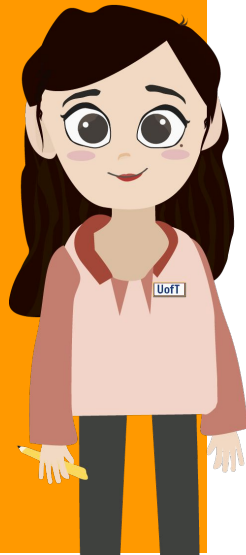
Practical Issues

Plan how to run the
evaluation sessions



1. First, we provided participants a brief introduction about our prototype, project goal and evaluation tasks for today.
2. We then conducted usability test on users
3. In the meantime, we did the observational study
4. After the usability test, we conducted an interview study
5. In the end, we debriefed to users

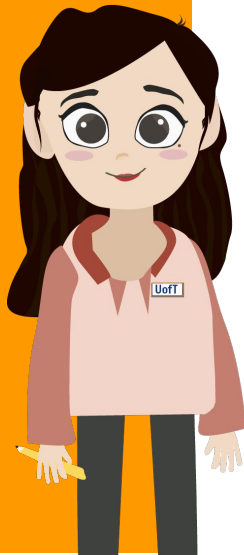
Data collection methods



Observation:

- We observed users completing the tasks given in the usability test
- We observed their reaction and behaviour when they were completing the task
- We timed participant when they completing each task

Data collection methods

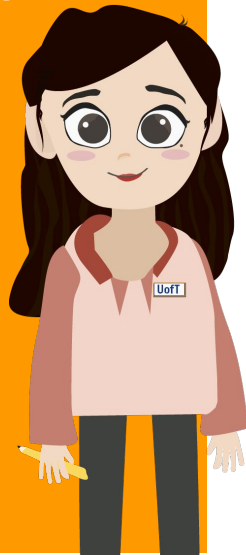


Semi-structured Interview:

- After user completes all of the tasks, we will do a short interview with them.
- We have a script of questions, but we could ask follow up questions freely to better examine users' thoughts and feelings.

Practical Issues

Plan how to run the
evaluation sessions



Interview Questions

1. What were your initial reaction about our app?
2. Which workout features do you think is most motivating? Why?
3. What confusion have you experienced when you were performing these tasks?
4. Do you think the filters of fitness partner can help you to find a right partner?
-->If no, is there any other filter option we could add in the future?
5. How do you feel about the workflow of each feature?
6. Are there any improvement can be made?
-->Are there any features that you think we could add in the future?

Ethical Issues

- We only selected participants who are 18 years old or above.
- We obtained oral consent from all users that conducted the evaluation.
- They were told about their rights before they gave us their consent.
- Participants' names were not kept.
- Participants' personal information is kept confidential



Findings

Observation

- The average completion time for all tasks were 4 minutes and 46 seconds.
- All participants were confused about the interface on the chat screen in the partner matching function. Thy did not know where to proceed.
- Participants made no errors for tasks related to workout game and your points.



Findings

Interview

- 3 out of 4 participants' first impression were our application looks good.
- 3 out of 4 participants suggested “your points” most motivating.
- All participants said the chatting page in the partner matching system is the most confusing.
- 3 out of 4 participants suggested the partner matching criteria is too limited. They cannot find the right partner using it.
- Participants all liked our workflow.



Findings

Interview

- Suggestions for improvement 1: Add a referral function.
- Suggestions for improvement 2: Add setting and add a fitness community function
- Suggestions for improvement 3: Replace the home page button or transfer it to setting button.
- Suggestions for improvement 4: Consider adding a new section that provides information for prompting users being physically active

