



Migraine Monitor User Testing Summary Report

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Overview:

The goals of our user test was to examine users' impressions of Migraine Monitor (MM) within the app store, their engagement levels, frustration points, satisfaction in regard to ease of use and users recognition of the iconography. We had a total of four participants, all female between the ages of 20 - 25. On average, they experience migraines once every couple of months and rarely use health tracking apps. Our tasks covered components of the app store, the registration process, the users' profile, the process of recording and finding a migraine report, and examining the iconography used within the application. Results found several consistent qualitative and quantitative areas for improvement including the need for more prominent app store presence, simplified tutorial navigation, succinct iconography, consistent behavior when entering migraine information, and a user-friendly detailed summary page.

Goals:

The goals of our user test was to examine users' impressions of Migraine Monitor (MM) within the app store as compared to Migraine Buddy, their engagement levels (attrition and retention), frustration points, satisfaction in regard to ease of use and users recognition of the iconography by answering the following questions:

- What are users' first impression of the application based on the app store?
- Why would a user stop using this application (based on their initial interactions with the application)?
- Why would a user continue to use this application (based on their initial interactions with the application)?
- What are common errors or frustration points that users experience when interacting with the application?
- What are common satisfaction points in regard to ease of use?
- Do users understand what the icons represent?

Methods:

User testing took place at Elon University between March 13th and April 9th. We conducted one testing session per participant that lasted around 40 minutes each. We had a total of four participants, all female between the ages of 20 - 25. On average, they experience migraines once every couple of months and rarely use health tracking apps. None of our participants had interacted with Migraine Monitor (MM) or Migraine Buddy (MB) before.

Users were asked to first complete a screening questionnaire, to ensure they met the persona criteria, before being asked to complete six scenarios and tasks that would guide them through the app unbiasedly and reveal their behaviours and needs while using the app. Our tasks covered components of the app store, the registration process, the users' profile, the process of recording and finding a migraine report, and examining the iconography used within the application. The results and recommendations have been gathered from the data of four participants.

Findings:

Positive Points:

- Migraine Monitor (MM) is easy to find in the app store. None of our participants struggled to locate the app.
- The overall presentation of MM within the app store is clear and well presented. A majority of participants thought MM's color scheme & screen designs were more appealing than Migraine Buddy (MB), stating the design appeared "clean, crisp & calming."
 - Participants were able to gain a good understanding of what MM offers based on the description in the app store.
- The iconography is visually appealing and exhibits a consistent design.
- The process of registering for MM is straightforward and quick to complete.
- The process of recording a migraine is easy to complete and understand.

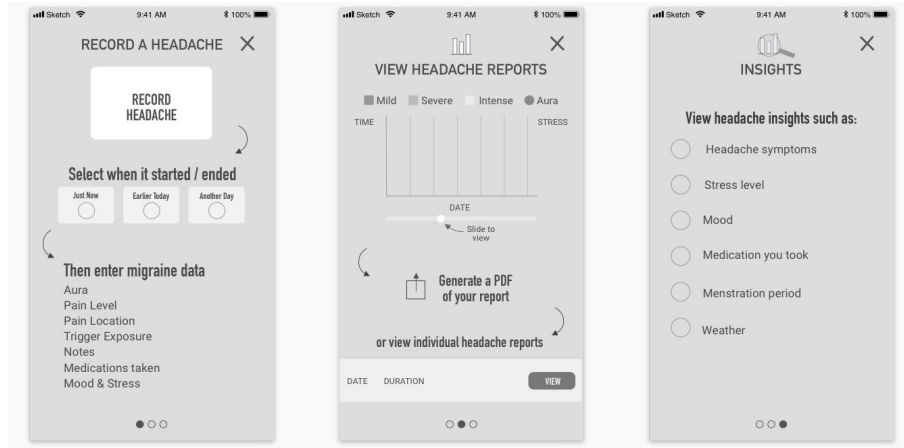
Frustrations / Challenges / Dislikes:

- MM has less reviews and fewer stars in the app store than MB.
 - While participants were willing to download and try MM, reviews and ratings are the first things our participants look at when downloading the app. If they had to decide between the two, these ratings and reviews could influence their decision on which to download.
- Half of our participants stated they would likely not use the doctor component as they would not want to communicate with their doctor through an app.
- The meaning and/or functions of unfamiliar/uncommon icons tend to be unclear.
- The tutorial was too long & confusing.

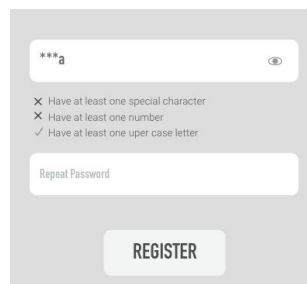
- Some participants were confused because they thought the tutorial was interactive
 - There was confusion as to why it appeared before entering the app
 - Found some components of the tutorial were not presented in a linear/organized manner
- Participants experienced frustration with the password functionality for registering/logging in.
 - There are unspecified rules for creating a password which caused participant errors and multiple entry attempts.
- There is a lack of visual hierarchy in the profile.
 - Participants found it difficult to see the reminder to log headaches.
- It was difficult to find common medications to add within the profile (i.e. ibuprofen).
- Participants found it very challenging and frustrating to find a migraine that had been recorded / entered into the app.
- The presentation of the results were confusing, some participant went to the 'Calendar' and some went to the 'Report' screen which did not provide the full summary of the migraine they just entered.

Our Solutions:

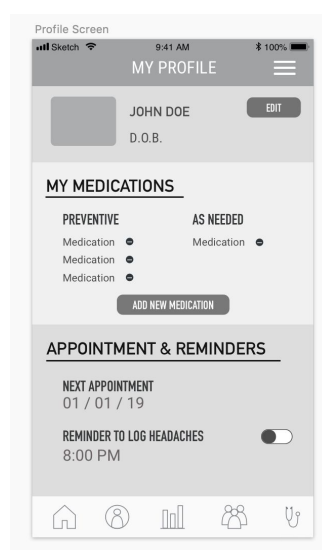
- Advertising Migraine Monitor to have a more prominent app store presence.
 - Encouraging users to leave reviews.
- Ensuring that the presentation of the Primary Provider component is clearly indicated as optional.
- Keeping the size of MM as small as possible as it could become a deterrent if it becomes too large.
- Simplifying, reordering and placing the tutorial after the user signs into the app (See redesign example below).



- Defining and clearly outlining rules specifying credentials required to have in the password during the registration process and adding the option to show/hide the password so that users are able to see any mistakes they may have made while typing (See redesign example below).



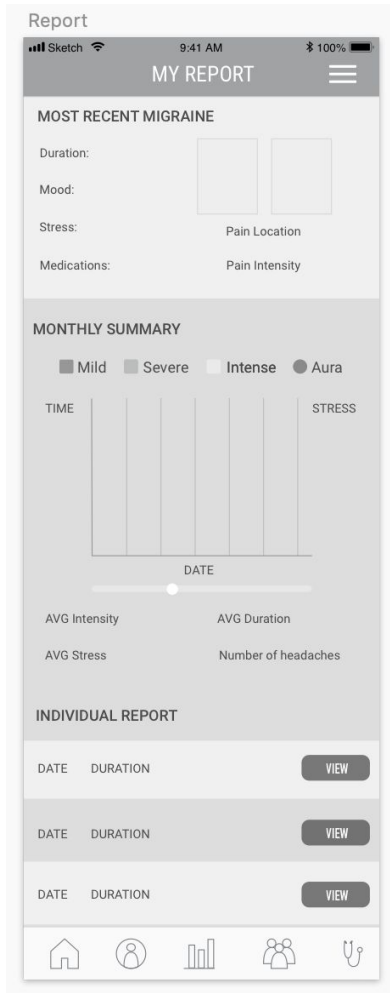
- The Profile Screen needs visual hierarchy (See redesign example below).
 - For instance, an increase of font size to the 'Log Headache' reminder will help it stands out from surrounding elements.



- Streamlining MM use of icons, using a single icon for each function or concept it is supposed to represent (See redesign example below).



- Smaller pool of icons should contain distinct visual representations; for example, many of the current icons mimic the appearance of a notepad, checklist, or document, and these types of similarities are confusing for users.
- Functionality of each of these icons should match the expectations of the users upon viewing them.
 - By maintaining awareness of how some icons may be used in other contexts, such as with the provider messages’ “Red Cross” icon often used to represent hospitals or other urgent medical aid, MM can utilize these contexts to either reinforce the functionality of its icons or avoid unnecessary conflicts with users’ expectations.
- Making the ‘Detailed Report’ page available and prominently featured on the overall summary page as well as on the home screen.
- Restructuring the information architecture on the detailed summary page to make reading and understanding migraine data approachable and quickly consumed (See redesign example below).



- Making iconography more succinct across the application, thus eliminating navigation confusion when attempting to locate the summary.

Conclusions:

It is important that users who come to Migraine Monitor do not gain additional stress and thus worsen their migraines while trying to record their symptoms. Simplifying and reorganizing the existing components of MM will improve clarity and create the largest impact in improving the app's user experience. This, along with a few technical adjustments, should drastically reduce the "barrier to entry" which currently exists due to the inefficiencies in the tutorial and registration screens. By improving the accessibility of the detailed migraine reports, as well as improving the visual hierarchy of screens throughout the app, users will have a frustration-free experience throughout their session.