

Client Overview

Client Name: Health Monitor Network

Client App Name: Migraine Monitor

Client App Purpose: A way for individuals, suffering from migraines, to track their triggers and treatments, record their symptoms and connect anonymously with other migraine patients. There is also the ability for doctors to monitor their patients' migraine care through their online dashboard.

Client Target Audience (provided by Client data, also supported by the migraine data/research listed in the persona section - unable to find data in Alexa, Quantcast, Similar Web):

- Female
- Ages 25 - 50
- Suffer from migraines

Client Objectives:

- Understanding the journey of the application from the app store or google play store to installation
- How to keep users engagement levels high / dropout rates low
 - What will make users want to come back and continue using the app?
- Examine the general navigation and ease of use of the application

Migraine Monitor (Pros and Cons)

Positives:

Visual Aesthetics:

- 1) Good color scheme (not too bright for those who may be light sensitive with migraines)
 - a) The addition of a dark/night mode could further serve this purpose

Navigation:

- 1) Clear where user has to go to record a headache/migraine

Other:

- 1) Calendar to visually represent which days a migraine was recorded helps user to get data from a specific day quickly
- 2) Consistency across the applications
 - a) Recurrence of the slider within the app for setting levels

Negatives:

Visual Aesthetics:

- 1) Visual hierarchy
 - a) Typographic choices, sizes of buttons etc. are not consistent
 - b) Various text within the app is too small / hard to read
- 2) Iconography
 - a) Clarity of icons, word choice for icons, and clickable links

Navigation:

- 1) Multiple ways to get to the same pages (i.e. there are three ways for the user to get to the community page)
 - a) Confusing and unclear for how to navigate the app because of the excess of options

Other:

- 1) Headache vs. migraine seems to be used interchangeably within the app which is confusing

Other Applications Available

Migraine Monitor vs. Migraine Buddy (compare and contrast)

	Migraine Monitor	Migraine Buddy
Allows for input of current medications in personal profile	✓	
Allows for user to input a time to be reminded to record migraines	✓	
Allows for users to add in the date of their next appointment	✓	
Allows for summary report to be saved to phone outside of the app	✓ <i>(more detailed than MB)</i>	✓
Offers a tutorial, providing details on the different app features/functions	✓	
Indicates how long a user has been migraine free		✓
Allows for notes to be added on the home screen	✓	
Insight on headache patterns and possible triggers	✓	

Migraine Buddy (Pros and Cons)

Positives:

- Has more organized navigation as compared to Migraine Monitor - Migraine Monitor repeats navigation items (i.e. there are three different links the user can click on to get to the chat/community) and does not group related items like Migraine Buddy
- Presentation of inputted data for migraines is clearer / more organized than Migraine Monitor

Negatives:

- Weak typographic hierarchy (font is too small for some things)
- Hard to tell what is a clickable link and what is not
 - When going to record a migraine, the user can tap on the center of the screen as well as the designated “Record an attack” button
 - When trying to adjust the date when inputting data for a migraine, it is not clear that you can tap the date that is shown on the page to edit it
- Migraine Buddy had lots of pop-ups appearing while user is exploring the app which takes away from the users exploration / own experience with the app
 - Reminder pop-ups or option to turn on notifications etc.
- You are not able to skip directly to the “Summary” page when inputting data for migraines (you have to click “next” for each item until you reach the end, even if you don’t want to input data), Migraine Monitor allows you to skip to the Summary Page
- Color scheme is overwhelming whereas for migraine monitor it is consistent.

Other Tracking Applications (period and fitness apps)

Clue App (Period Tracker)

Positives:

- Simple and straightforward design
- Once you are in the app, there is a little speech box that pops up with “**Get Started** Tap + to track your health.” This is a simple and helpful way for users to see what they can do within the application without overwhelming them.

Negatives:

- Before being able to use the app, you must answer a series of questions. You are not given an indication of how many there are nor are you given the option to skip them/fill out later. This is similar to the tutorial of Migraine Monitor.
- For the navigation icons, there is no text to accompany them. They are not clear as to what they do so I had to spend time clicking on each of them to determine their function. Migraine Monitor, while the titles are the best for all icons, have some helpful text to accompany each icon.

P Tracker

Positives:

- Gives projected start date for next cycle, great way to prepare and shows understanding of users
- Tracks cycle length, notes such as symptoms, and contains self care blog
- The information architecture and grouping of categories is evident and the visual design matches well with the intent of the app

Negatives:

- Within the logs/charts, the metrics are not defined thus could be confusing for first time users
- The navigation menu at the bottom is not persistent throughout the app, only on the home screen. Allows users to access different functions only from home screen, missing key interaction design to navigate between core functions

Task Scenarios

- 1) Going to the app store / searching for app

Scenario: You have been suffering from migraines for a few months now and need something to help track your symptoms. Your friend has told you about an application called Migraine Monitor, and you want to learn more about it. Please go to the app store on your phone, search for and find Migraine Monitor, and explore its store page to see what it has to offer.

Probing Questions: *for App Store (focusing on storage, reviews, features, graphical)*

- What do you think about the graphics/visual design on Migraine Buddy?
- What do you think about the graphics/visual design on Migraine Monitor?
- Was the size of the application a determining factor for downloading one app over the other?
- Did you look at any app reviews before downloading the app?
- Looking at this app in the app store what do you think it does? What functions/features does it provide?

- 2) Download app and continue until you have passed the tutorial

Scenario: You have found a new application called Migraine Monitor and you want to experience the app for yourself. Please download the app and proceed until you are through the tutorial.

Probing Questions:

- At what point would you have exited the tutorial if at all? Why?
- Mode of delivery - reading vs. graphical vs. video?
- Value - the components that are included in the tutorial

3) Register and create profile

Scenario: Now that you have completed the tutorial, please register and create a profile (please be sure to fill in all demographics). Once you have entered your demographic information, please add the following two medications, ibuprofen and acetaminophen and allow for a reminder to be sent to log your headaches at _____ am.

Note: Specify the reminder time to be within the expected completion time for the test.

4) Input current migraine over period of time (~10min)

Scenario: You are currently experiencing a migraine and need to track it so you can be prepared to explain the symptoms and conditions surrounding its onset to your doctor. Record a 10 minute migraine and fill out the remaining information the app asks for: aura, pain intensity, location of the migraine within the head, *Possibly adding in their own trigger?*, triggers, other symptoms, medications, and a note (. Once you have recorded your migraine, review the record and ensure it is accurate.

5) Changing things within app (navigation)

Scenario: You have been using the app for a few months now and feel that it is time to revamp/update your profile. Please remove one of your medications and record your current/mood & stress and add in a time for your next appointment at 12:30pm on April 2nd.

Finally, please find where you can change your medical provider. *(give the name of a doctor? Do we want them to actually change it or just find it?)*

Research Objectives (written summary of potential issues)

For our research, we plan on utilizing both performance and preference data to capture a breadth of results. As users don't always know what they want, we want to see what the users think and what they actually perform. We are trying to find the overall impressions of the app (comparison), engagement methods (attrition and retention).

1) What are users' first impression of the application based on the app store/google play store?

Quantitative:

- Level of difficulty to find Migraine Monitor (Scale of 1-10)

Questions for App Store (focusing on storage, reviews, features, graphical):

- What do you think about the graphics/visual design on Migraine Buddy?
- What do you think about the graphics/visual design on Migraine Monitor?
- Was the size of the application a determining factor for downloading one app over the other?

- Did you look at any app reviews before downloading the app?
- Looking at this app in the app store what do you think it does? What functions/features does it provide?
-

Qualitative:

- What do you think of this app when you first see it? **ANY OTHER PROMPTS THAT YOU WANT DATA FROM? ANYTHING SPECIFIC ABOUT THE PRESENTATION IN THE APP STORE?**

- 2) Why would a user stop using this application and/or why would they continue to use this application (based on their initial interactions with the application)? **THESE ARE TWO RELATED BUT SEPARATE QUESTIONS**

Quantitative:

- Number of Taps **MAKE SURE THESE MATCH UP TO TASK SCENARIOS** find research
- Time to complete task 2 **CAREFULLY CONSIDER WHAT INSIGHT DOES THIS OFFER?**

Qualitative:

- At what point would you have exited the tutorial if at all? Why?
- Mode of delivery - reading vs. graphical vs. video?
- Value - the components that are included in the tutorial

- 3) What are common errors or frustration points that users experience when interacting with the application?

Quantitative:

- Error rate
- Number of Taps (for task 5 find the optimal # of clicks and seconds)
- Time it takes to complete tasks

Qualitative:

- Tell me about your experience completing this task. Please explain.
- Did you experience anything that **hindered** you from completing this task? Please explain.
- **WHAT ABOUT POSITIVE EXPERIENCES? SATISFACTION? ENJOYMENT?**

- 4) Satisfaction in regard to ease of use

- Use this:
<https://conversionxl.com/blog/8-ways-to-measure-ux-satisfaction/>

- 5) What is the users' overall impression on the visual design of the application?

Quantitative:

- Level of difficulty to navigate Migraine Monitor (Scale of 1-10) **SCALE DEFINITION ? INSIGHT?**

Qualitative:

- What are your feelings on the icons / clickable links within this application?
- Where do you think this icon takes you to?
- Top 5 icons - which ones do you want and which ones do you not need?
- <https://www.nngroup.com/articles/bad-icons/>
- Error rate?

VISUAL DESIGN RESEARCH QUESTIONS NEED TO BE MORE SPECIFIC AND FLESHED OUT - THERE SEEMS TO BE A LOT MORE ON THE NAVIGATION / ERROR RATE STUFF. LOOKS LIKE YOU HAVE MORE SPECIFIC Qs BELOW

Basic User Data

Questions to ask Fannique / Cuquis (talk as they are using it)

- First Impressions
 - What are your first impressions of the application on the google play / app store?
- Overall feelings on the visual aesthetics of the app
 - What are you initial thoughts? **THIS IS NOT INCLUDED IN THE RES OBJ ABOVE**
- Interaction/Navigation impressions & assumptions
 - What do you expect to happen when you interact with this icon? Why?
 - Why did you click on ...?
 - What do you think about the navigation methods provided? **JARGON**
 - How did you find the organization of the information ? **WERE YOU ABLE TO FIND WHAT YOU WANTED?**
 - How was your experience in using this application?
 - Can you try and record a migraine? How did you find that process?

Persona

Given details:

- Women
- Ages 25-50
- Chronic/Frequent Migraines
- Current, frequent, use of health/fitness/body-related apps

Specific/Additional details for persona:

- Name: Sharon Carter
- Gender: Female
- Age: 32
- Frequently used apps:
 - Migraine buddy
 - MyFitnessPal/Fitbit
 - P Tracker
- Other Media:
 - Facebook
 - Instagram

- Apple News
 - Grocery Store (Kroger/Harris Teeter/Walmart) Ordering/Drive-Up pickup
- Primary devices:
 - iPhone
 - iPad
 - Laptop
- Occupation:
 - Customer Service Assistant Manager
 - Part-Time
- Family:
 - 1 Husband
 - 3 kids
 - Ages: 3, 7, 12
- Goals:
 - To be migraine free
 - (To be as healthy as possible overall?)
 - Be promoted to full-time manager?
 - Get youngest child into school/out of the house
 - Stay organized with hectic schedule/life
- Challenges:
 - Chronic Migraines
 - Balancing health tracking with a busy schedule
 - Prioritizing her own health
 - Stress
- Hobbies:
 - Jogging group/club
 - Yoga
- Quotes:
 - “It is hard for me to manage and keep track of my migraines while managing my busy lifestyle.”
 - “If I had a way to track my migraines, my symptoms would be so much easier to manage on my own.”
- Bio (paragraph):
 - Sharon is a busy mom of three who has been suffering from chronic migraines for a few months. When she isn’t working or taking care of the kids, she enjoys jogging with her friends or de-stressing with her online yoga.
- Scenario
 - Sharon is experiencing migraines and has been asked by her doctor to keep track of them. Since her migraines are unpredictable, she needs something that can be with her at all times to help her keep track of her migraines, symptoms, triggers etc. She has a busy lifestyle and needs something simple, straightforward and easy to use.
- Tasks
 - Record and input data for current migraines and/or prior migraines
 - Talk with others who also experience migraines to learn about their experiences and be a part of a community
 - Go back and look at previously recorded migraines
 - Share her data on her migraines with her doctor

Final Draft of Persona:

Sharon Carter

MOTIVATION: "IF I HAD A WAY TO TRACK MY MIGRAINES, MY SYMPTOMS WOULD BE SO MUCH EASIER TO MANAGE ON MY OWN."

QUOTE: "IT IS HARD FOR ME KEEP TRACK OF MY MIGRAINES WHILE MANAGING MY BUSY LIFESTYLE."

TECHNOLOGY USE

- » Frequently uses tracking apps for health and wellness.
- » Likes to use apps for convenience, especially for curbside grocery service etc.
- » Uses iPhone, iPad and laptop.

CHALLENGES & GOALS

CHRONIC MIGRAINES, BALANCING HEALTH TRACKING WITH A BUSY SCHEDULE, PRIORITIZING HER OWN HEALTH, STRESS.

TO BE MIGRAINE FREE, BE PROMOTED TO FULL-TIME MANAGER, GET YOUNGEST CHILD INTO SCHOOL/OUT OF THE HOUSE, STAY ORGANIZED WITH HECTIC SCHEDULE/LIFE.

SCENARIO

Sharon is experiencing migraines and has been asked by her doctor to keep track of them. Since her migraines are unpredictable, she needs something that can be with her at all times to help her keep track of her migraines, symptoms, triggers etc. She has a busy lifestyle and needs something simple, straightforward and easy to use.

TASK

Record and input data for current migraines and/or prior migraines. Talk with others who also experience migraines to learn about their experiences and be a part of a community. Go back and look at previously recorded migraines, and share her data on her migraines with her doctor.

PERSONAL INFO

Sharon is a busy mom of three who has been suffering from chronic migraines for a few months. When she isn't working her part-time job as an assistant manager at a retail store or taking care of the kids, she enjoys jogging with her friends, participating in her weekly book club, or de-stressing with her online yoga.

HOBBIES

YOGA
JOGGING
BOOK CLUB

FAVORITE APPLICATIONS

32
MARRIED
CHILDREN: 3YR, 7YR, 12YR

RALEIGH, NC
\$32,000
RETAIL ASSISTANT MANAGER

HERE IS WHAT WE NEED FOR THE PERSONA DUE FEB. 27TH:

Assignment Outcome

The purpose of this assignment is to create a persona for an interactive interface of your choice and provide justification to explain why and how you define the persona this way. This persona should represent the primary user group(s) of the selected interface and describes scenarios of how users complete a desired task or tasks. The description of your persona should take the first page. The subsequent justification and analysis should take the rest of the pages. You will decide the specific layout of the persona. This paper is expected to be 3-4 pages (Times New Roman, Font 12 with 1.5 spaces and 1-inch margin on both sides). Use APA formatting for citations and reference list.

Process

1. Fully explore the client's app for its content and technological features
2. Conduct some research about this interface to identify who is/might be using it by:
 - Studying the primary goals of the interface
 - Analyzing the informational content and promotional components of the interface
 - Exploring the type of technology features afforded by the interface
 - Looking for secondary sources of user demographic statistics and traffic data, such as the information provided by Alexa, Quantcast, SimilarWeb, etc.
 - Checking company's press release and "about us" section
3. Create your persona and persona's scenario of use
4. Write the justification piece by using your research findings

Expectation & Format

Your persona should include the following key components:

Fictional name

Demographics relevant to the experience of interface

Professional background, such as job titles and major responsibilities

The goals and tasks that the persona is trying to complete using the interface

The technology ability in general and with similar interfaces

A quote or a tagline that sums up what matters most to the persona as it relates to interface

A profile picture (ideally with the environment of interface use as background)

The scenario should describe the persona's use of the interface in order to give a feeling for the breadth of use (this is not the same as listing out every feature the interface has). It is very important that you think hard about how your persona will use your application.

UX691 Instructor: Dr. Amy Hogan

The format of persona is expected to include both narrative descriptions and bullet points. Please be creative in incorporating visual components (be mindful of the usability of your presentation design!).

Justification for Persona: Your justification piece should well explain how your persona represents the target user group(s) of the selected interface. Please use your research and analysis findings to support your arguments. For example, you may discuss how you select certain characteristics, such as age, gender, ethnicity, profession, and lifestyles to define your persona.

The final submission is expected to be 2-3 pages. The first page is for the persona and subsequent pages for the justification (1.5 spacing, Times New Roman, Font 12 with 1-inch margin on all sides). Use APA formatting for citations and reference list.

Carefully adhere to the Evaluation Criteria provided on the last page of this document..

Submit this assignment via the link on Moodle no later than Weds 27th February @ midnight.

HERE IS WHAT WE NEED FOR THE TEST PLAN DUE MARCH 13TH:

Testing Plan

Before approaching potential users of the interface, you need to develop a concrete plan about what you are going to do in the test. This plan includes information about materials and tools needed for implementing the test. In the professional world, it provides a detailed documentation for you to communicate with your client about what is expected to happen. It may also serve as an important justification if you need to request additional support from client.

**Information in this deliverable can be integrated into the Methods section of the Final*

Test Report.

Components of Testing Plan

- **Purpose:** Be specific about the dimensions of usability that this test will address.
- **Schedule & Location:** Indicate when and where you will conduct the test as well as the number of sessions to be held.
- **Procedure:** Explain the length of sessions and what will happen in each session.
- **Equipment:** Indicate the types of equipment you will be using in the test. Please also indicate if you plan to record the session or use special usability testing tools.
- **Participants:** Include the number and types of participants to be tested. Describe how these participants were or will be recruited and whether they fit with the target use group. If there will be any screen process, explain how you will implement it.
- **Tasks and Scenarios:** Describes the number and types of tasks as well as task scenarios to be used in the test.
- **Measurement Metrics:** For subjective metrics, include the questions that you will ask participants prior to the sessions, after each task, and overall comment on the interface. For objective metrics, list the quantitative data that you plan to measure in the test (such as task completion rate, time on task, error rate, etc.).
- **Roles of Moderators:** Clarify who will moderate the sessions and their respective roles. For example, one team member may serve as the note taker for observation while another may be in charge of giving instructions.

Proposal Format: The submission is expected to be typed in Times New Roman, Font 12 with 1-inch margin on both sides (there are no min/max length requirements).

Please **submit on Moodle by Weds 13th March @ midnight.**