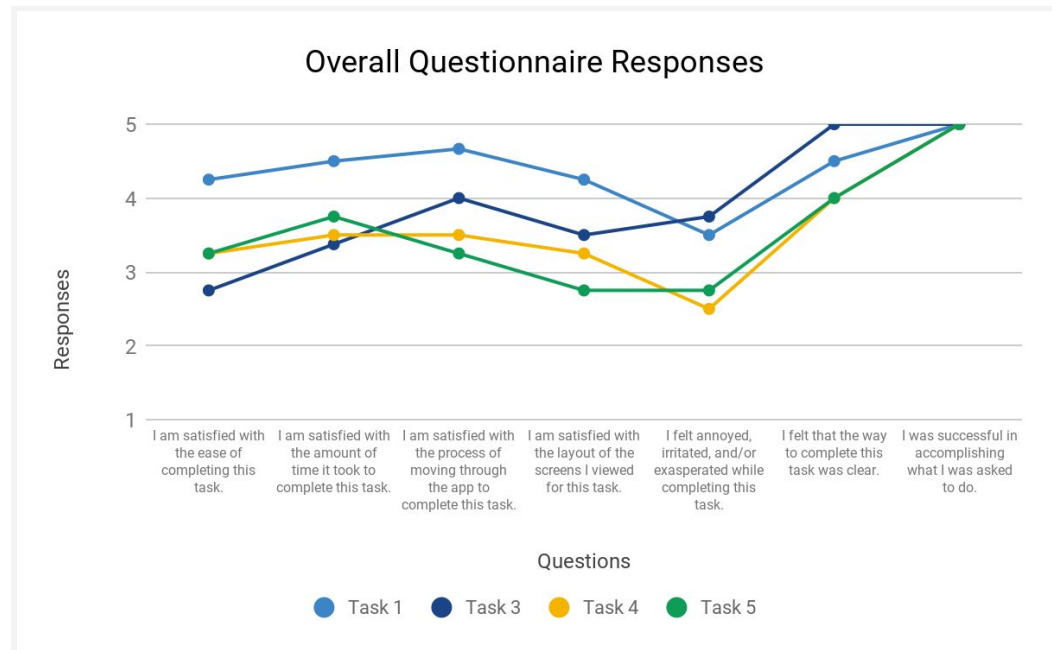


Summary of Participant Data:
 Age: 20-25
 Gender: Female
 Frequency: Every Couple Months
 Tracking Apps Frequency: Rarely



Task 1 - App Store Comparison (Claudia)

Participant 1 (General Findings)

- **Searchability:**
 - MM easy to find
 - MB was hard when she typed out the full title
- **When thinking about downloading an app participant:**
 - Looks to see if it appears is easy to use
- **Presentation comparison of MM & MB:**
 - MM visuals are a bit more appealing , well documented , lots of features
 - MB doesn't seem as “crisp” , better & more reviews
- **Would you try?**
 - Would try MM
 - Would try MB

Participant 2 (General Findings)

- **Searchability:**
 - MM easy to find
 - MB easy to find

- *When thinking about downloading an app participant:*
 - Looks at rating / Reviews
 - Looks at who makes it
 - Sees if it is recommended by google play or app store
 - Looks at features & Pricing
 - The smaller the app size the better
- *Presentation comparison of MM & MB:*
 - MM positive that you can see who contributes to it, seems reliable, screen designs look clean, confused about how it will record (is it self reported?), would likely not use the doctor component
 - MB likes a little more, seems like it does more post migraine things, recognizes the people who have reviewed it (Forbes, Yahoo, Mashable etc.) looks like a simpler recording of migraine
- *Would you try?*
 - Would try MM
 - Would try MB

Participant 3 (General Findings)

- *Searchability:*
 - MM easy to find but had to type out “migraine” in full
 - MB really easy to find
- *When thinking about downloading an app participant:*
 - Looks at most recent reviews & number of ratings
 - Looks at pictures
 - Looks at features the app offers
 - Size of the app is important
- *Presentation comparison of MM & MB:*
 - MM colors are calming, looks easy to use, reviews look good
 - MB more reviews / number of downloads, doesn't like the pictures as much (wishes it were screenshots of the actual app)
- *Would you try?*
 - Would try MM
 - Would try MB

Participant 4 (General Findings)

- *Searchability:*
 - MM easy to find
 - MB easy to find
- *When thinking about downloading an app participant:*
 - Does not care about app size
 - Looks at reviews and ratings (# of them and the stars it has)
 - Looks at the app features
- *Presentation comparison of MM & MB:*

- MB more reviews, appears to have a lot of features (could be good or bad)
- MM more about connectivity with doctor, aesthetics look more calm, likely wouldn't use doctor part
- *Try out:*
 - Would try MM
 - Would try MB

Summary / Commonalities Amongst Participants

- MM is easy to find & all users would try it out
- Most common things users look at in app store before downloading app:
 - Reviews, ratings, features & pictures
- Size of the app is important but not critical - current size is not a deterrent
- MM vs. MB
 - 3 / 4 participants thought MM color scheme & screen design was more appealing than MB - stating it appears "clean & crisp"
 - MB has more reviews and higher ratings (MB 4.8 with 14.7K ratings) (MM 4.1 with 48 ratings) - we suggest trying to get the name out there, more people just exploring the app
 - 2 / 4 participants noted that they would likely not use the doctor component - should highlight that this is OPTIONAL
 - All participants thought overall, MM is presented in a clear manner
- Having credibility is important for first impressions

Our Comments/Suggestions for Client:

- MM is easy to find & all users would try it out
- Most common things users look at in app store before downloading app:
 - Reviews, ratings, features & pictures
- Size of the app is important but not critical - current size is not a deterrent
- MM vs. MB
 - 3 / 4 participants thought MM color scheme & screen design was more appealing than MB - stating it appears "clean & crisp"
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 - All participants thought overall, MM is presented in a clear manner
- Having credibility is important for first impressions

Task 2 & 6 - Iconography (Katie)

Participant 1 (General Findings)

- Thoughts before using the app:
 - There are a **lot** of icons
 - Multiple icons repeated; confusing
- “Top 5” icons after using the app:
 - Settings
 - Profile
 - News
 - Record Migraine
 - Specialist
- Difficulties:
 - A few look familiar, but wasn’t sure how to apply them. Context is needed.
 - View My Liked News
 - Mood & Stress
 - Tutorial
- Layout of popover menu:
 - Bothersome that there’s no pattern
 - Doesn’t flow easily
- Colors:
 - White is good, pops out

Participant 2 (General Findings)

- “Message” & “News Feed” icons recognized before using the app
- “Top 5” icons after using the app:
 - Main navigation icons at the bottom of the screen
 - Home
 - Profile
 - Reports
 - Community
 - Provider
- Issues with:
 - The 4 homepage buttons near the bottom
 - Didn’t recognize them as pushable/tappable buttons
 - Icons don’t represent their functions
 - Provider Messages “+ symbol”
 - Wouldn’t associate it with providers or messages
 - Inspirations
 - What is the purpose? Not explained in tutorial or app.
 - Record Triggers
 - Looks like the Comcast logo
- Layout comments:

- Mostly indifferent
- Noticed differences between icons in popover menu and elsewhere in the app for the same function
 - My Conversations
 - Resources
- Colors:
 - Likes the different shades of blue, BUT
 - Makes it more difficult to identify the icons as buttons that can be pushed

Participant 3 (General Findings)

- Not familiar with triggers, record migraine, and handshake before using app
- “Top 5” icons after using the app:
 - Record triggers
 - Provider
 - Medication
 - Record Migraine
 - News
- Generally fond of icons that she hadn’t seen before (but understood after using the app)
- Difficulties with:
 - Mood & Stress
 - Profile icons (circle & non-circle) confusing
 - Very similar, but does the circle indicate that they have different meanings?
 - Stress Level
 - View My Liked News
 - Say Thanks
- My Conversations popover menu icon does not make sense; “that’s a battery.”
- Not fond of varying background colors of popover menu icons
- Says share icon should be “bolder” because it appears more gray than the other icons






Participant 4 (General Findings)







- Before using the app:
 - “I feel like I don’t know what half of them are.”
 - “Otherwise, they’re either very obvious or very related to the app, so you have to be in the app to know what they’re for.”
- “Top 5” icons after using the app:
 - Record Migraine
 - Bottom nav bar icons
- Difficulties:
 - Doesn’t remember hamburger menu leading to anything in the tutorial
 - Filter
 - Sort News By
 - Some icons look very similar, which can be confusing

- Many icons look like papers, forms, checklists, etc.
- Layout & Colors:
 - Looks nice
 - Slight change of colors aesthetically pleasing
- Additional comments:
 - Profile icon is male, not a big deal but some people could mind.


Summary / Commonalities Amongst Participants:


All participants correctly identified the following icons both before and after using the app:


	<p>Home</p>
	<p>Logoff</p>
	<p>Settings</p>
	<p>Medication/My Most Frequent Meds</p>
	<p>Community</p>

	Search
	Like (Thumbs Up)
	Like (Heart)
	News
	My Profile (with circle)
	My Profile (without circle)


Icons correctly identified by all participants both before and after using the app, but with notable conditions:


	<p>Calendar / Headache for a Day / Next Appointment Consistently identified as “calendar,” but did not lead to additional understanding of the functionalities within the calendar screen</p>
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	<p>Both gender icons (male and female) If not identified specifically as “male” or “female”, participants still recognized that the icons were meant to represent a gender.</p>
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	<p>My Provider While the specific language used to describe the icon changed, all participants recognized this symbol to represent some kind of doctor both before and after using the app.</p>
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Icons correctly identified by all participants only **after** using the app:


	<p>Record Headache Requires context, but memorable. This icon had the most drastic change, with 0 participants identifying it before using the app and all participants identifying it after.</p>
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	<p>Filter 3 participants consistently identified this icon, one correctly guessed its meaning after using the app, where they had only supplied a “?” before using it.</p>
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	<p>Close/Exit Menu 3 participants consistently identified this icon, one had guessed that it would close the entire app before using it.</p>
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The following icons were **not** correctly identified by **any** of the participants both before and after using the app:

	<p>Stress Level Associated with charge/battery level, migraines.</p>
	<p>Terms of Service Participants guessed that this represented a checklist, chart, or notes.</p>
	<p>My Conversations Associated with health condition, batteries.</p>
	<p>Enter Appointment Associated with checklists, charts, or notes.</p>
	<p>Tutorial Associated with questions. 50% of participants did not have a guess after using the app.</p>
	<p>Help/Feedback Associated with comments, messages, or notes.</p>
	<p>Sort News By* Associated with graphs or menus. 50% of participants did not have a guess for what this icon meant. *Participants were not directed to perform any tasks which would utilize this icon or the screen which contains it.</p>


	<p>Insights Associated with announcements, notifications, news</p>
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	<p>Say Thanks* Associated with meeting others, handshakes. *Participants were not directed to perform any tasks which would utilize this icon or the screen which contains it.</p>
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The following icons were **underperforming** (25%-50% recognition) after using the app:

	<p>Resources Associated with files.</p>
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	<p>Inspirations/Inspiration Messages Associated with ideas, news, insights</p>
-------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------

	<p>Provider Location Generally associated with buildings/Dr's offices before using the app, but after using the app one participant did not have a guess and two did not indicate a close/correct functionality</p>
-------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Mood & Stress</p>
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	<p>Notes</p>
	<p>Share Associated with uploading</p>
	<p>View My Liked News* Associated with filtering and liking, but the combination of the two was perplexing. *Participants were not directed to perform any tasks which would utilize this icon or the screen which contains it.</p>
	<p>Tag* Associated with price tags/stores *Participants were not directed to perform any tasks which would utilize this icon or the screen which contains it.</p>
	<p>Provider Messages Associated with hospitals and more general medical concepts.</p>
	<p>Weather (cloudy) Associated with “the cloud” used to share/save data</p>

Our Comments/Suggestions for Client:

- Participants liked the design of the iconography
- Change - profile is a male
- Streamline - only one icon for each function, should match expectations
- Positioning of icons - important / most likely to use should be most obvious to reach

[Link to the icon spreadsheet](#)

Task 3 - Download & Tutorial(Sandra)

Optimal time to Complete:

1 minute

*****How long it took them to Find, download, open, and complete tutorial*****

Participant 1 (General Findings jess)

- 5 minutes 1 second
- Completely scrolled through tutorial from start to finish.
- Went back and forth between slides a few times
- Scrolled back close to beginning of tutorial and went back through it again. Repeated this 2-3 times before opting out by locking the phone screen
- Did not get to the Tutorial Breakdown

Comments:

Found MM tutorial to have been excessively long but potentially be a positive factor since it does go into such detail.

Found MM to be well understood, said that the information found in the tutorial was as expected but there are some things, such as how to input times, could have been left out of the tutorial.

Liked the transparency before

Disliked length

Expressed that tutorial (personally) can be a waste of time for someone who is hands on and needs to get something done.

Participant 2 (General Findings contia)

- NO PARTICIPANT DATA TO ANALYZE

Participant 3 (General Findings sam)

- 2 minutes 6 seconds
- Tried to exit out of tutorial 2x's before succeeding
- Initially was interested in reading through Tutorial
- Towards end the participant swept through trying to find the end; When they Saw that it was not ending soon they opted out of the tutorial (Pressing the X 'button') thus leading them out to breakdown of tutorial.
- Opted out of finishing tutorial from Breakdown
- End Task

Comments:

Very responsive throughout entire taks. Expressed that some icons were not what they appeared to be. Was unhappy with tutorial. Admitted to being forgetful and non attentive to what

was being displayed. Participant said that they would rather go through the application and figure things out for themselves.

Participant 4 (General Findings julia)

- 4 minutes 52 seconds
- Intently scrolled through tutorial at slightly slower than normal pace
- Stayed on Tutorial Breakdown for 2 Minutes and 40 seconds before closing application in total.
- Scrolled back between a number of slides throughout process

Comments:

Spoke extensively while scrolling through the tutorial. Questioned how certain MM icons related to pages within the application. Commented that the progression of the tutorial was incomplete due to the flow of information.

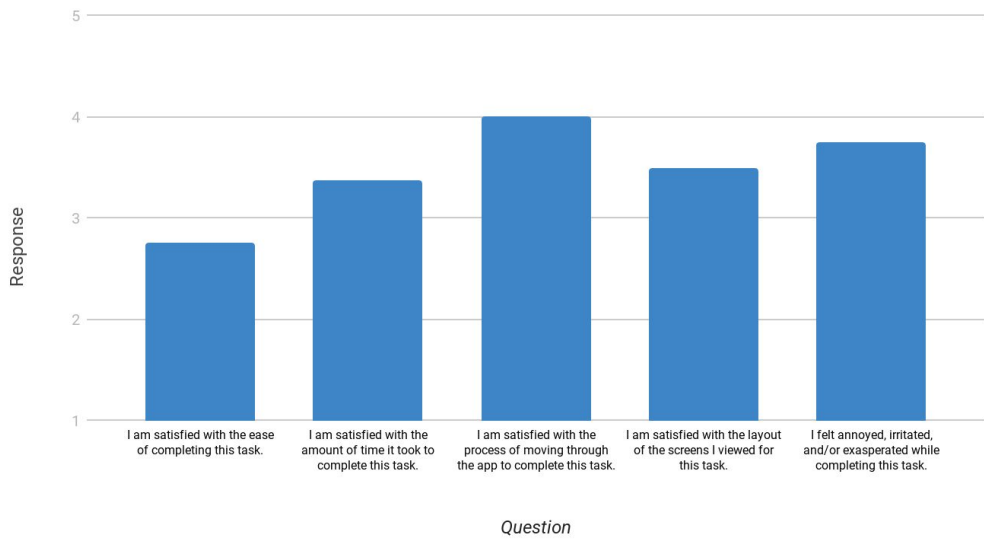
Summary / Commonalities Amongst Participants:

- Total time spent = 11 minutes and 59 seconds
- Average time spent for all participants = 3 minutes 30 seconds
- Overall, participants found the tutorial to be excessively long. The participants spent an average of 0.27 seconds scrolling back and forth between slides, trying to make a connection.
- It is encouraged to go back and figure out what are the main takeaways from the tutorial and prioritize that information. Then thereafter, within the app when recording the actual migraine, emphasize input of Date and time then rather than in the beginning.
- Most participants were consistent in their opinions that the tutorial was

Our Comments/Suggestions for Client:

- Participants found it thorough, easy to understand, and enjoyed the color scheme and consistency
- All participants found it easy to download
- Flow of the tutorial needs to be organized in an efficient and appropriate manner (related items should be next to each other)
- Make sure the tutorial matches what the app actually does
- Overwhelmingly long
- Wanted interactivity (thought it was the app), multiple participants were confused as to why the tutorial appeared before they even got to the app

Questionnaire Responses - Downloading App & Tutorial Completion



Task 4 - Register & Create Profile (Sneha)

Participant 1 (General Findings) Jessica

Start time- :12
End time- 4:58
Total Time: 4:46
Errors- 12

Errors included creating a valid password at login, spelling medication name ibuprofen, selecting the popover menu before setting reminder time to log headache

Comments:

- Log to remind is really small
- Creating a profile was simple

Participant 2 (General Findings) Contia

Start time- 28:26
End time- 32:34
Total Time: 4:08
Errors- 8

Errors included entering invalid password several times, selecting provider messages, selecting notes, popover menu,

Comments/Observations:

- Expressed disapproval that password had to be typed over if it was invalid
- Didn't really like it, it was tedious
- Could't find the medications very quickly, weird that it's not on the home a page and icon i thought it would be located in was provider, not even in the hamburger menu section
- Wouldn't use the app because they ask for provider information
- Layout does not seem ordered - medication and migraines should be kept hand in hand and should be featured on the homepage
- It's a tiny little reminder but i like the tap and toggle.
- Typing (acetaminophen) instead of selecting option tylenol (acetaminophen)
- Choosing to login with Facebook and finding out it doesn't work

Participant 3 (General Findings) Sam

Start time- 5:43
End time- 8:43

Total Time: 3

Error- 6

Entering an invalid password, choosing community tab and provider tab before going to profile tab to add medication

Comments/Observations:

- Should have checker whether entered medication is valid
- Have different dosages in there as well
- It wasn't clear where the medication adding feature would be, expected to be in the medical tab
- Creating a profile was clear
- Typing (acetaminophen) instead of selecting option tylenol (acetaminophen)

Participant 4 (General Findings) Julia

Start time :09

End time 3:11

Total Time: 3:02

Error- 7

Going back home, record triggers, selecting calendar before selecting to log reminder

Comments:

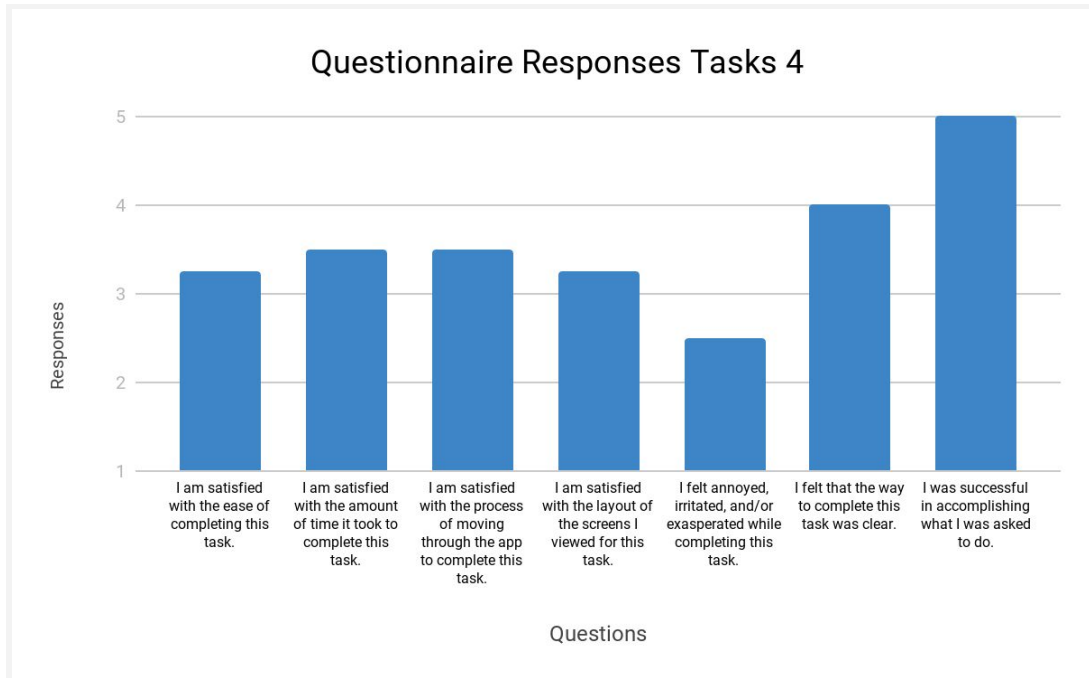
- difficult to see the reminder settings, it was very small and blends in with labels
- Registration was simple
- Add medication was hard to see not very clear
- Thought ibuprofen would be in the provided list

Summary / Commonalities Amongst Participants

Average time: 3:44

Average number of errors: 8.25

Participants pointed out that the reminder to log was really small, difficult to see. Three out of the four participants found that creating a profile was simple. Based on observations, all incurred errors while creating a valid password. Two participants typed (acetaminophen) instead of selecting option tylenol (acetaminophen).



Our Comments/Suggestions for Client

- Creating a profile was easy to understand and complete
- Facebook login doesn't work
- Reminder to log an appointment should be larger (general typographic hierarchy)
- Bigger list of common medications
 - Consistent with common brand name listed first and then the medical term
- ** Add error point findings/suggestions

Task 5 - Migraine Recording & Review of Data (Shay)

Participant 1 (General Findings)

Qualitative:

- Task did not cause undue irritation and was simple to accomplish.
- Expressed verbally that they liked the clean presentation, and that setup was easy to follow
- Improvement: having common medications already on the list.
- Adding triggers and medications took concentration and could be tedious.
- The linear structure of adding and recording a headache made this task easy for this participant.

Quantitative:

- Two errors when attempting to get back to the home screen to start a headache recording: went to menu first, then community tab, then home for starting a headache.
- Total time to complete task: 03:50
- Adding and entering medications was the most time consuming task - taking a total of 00:40 seconds to complete that portion of the task.

Participant 2 (General Findings)

Qualitative:

- Found starting the headache easy.
- Appreciated the ability to add your own medications and symptoms.
- This task proved to be challenging for this participant.
- Statements of confusion, frustration, and annoyance were present during this task.
- Suggestions for improvement included: Making text larger, the level of complexity of the report similar to the level of complexity of the app, and rearranging the order of inputting a headache.
- Participant stated that this task took too long to complete, was too difficult, and that the layout was out of order or illogical.
- Showed physical signs of leaning, frowning, and verbal frustration.

Quantitative:

- Time to complete task: 05:00
- Medications that were selected unselected unprompted after entering personalized meds.

Participant 3 (General Findings)

Qualitative:

- Liked the ability to add personalized symptoms.
- Liked the interaction design of entering headache location.

- Noted that the duration of the length of the headache was unclear.
- Confusion that intensity slider and duration did not interact the same way.
- Showed physical signs of leaning, frowning, and verbal frustration.
- Noted that there is no spell check enabled when entering information in the app.
- Intensity slider/section caused confusion and frustration.

Quantitative:

- Task time: 01:07
- Found and started headache in one tap
- Several errors attempting to tap instead of slide the intensity slider.
- Medications that were selected will unselect unprompted after entering personalized meds.
- Several scrolling errors on the homescreen when attempting to find headache report summary.
- Errors: Opened menu, clicked on footer icons when trying to locate migraine summary and also tried to tap on chart to find details of migraine once summary was found.
- Finding migraine summary proved to be most error fraught part of task.

Participant 4 (General Findings)

Qualitative:

- Found starting the recording of a new headache easy.
- Liked the linear progression of entering symptoms and the presence on the homepage of a timer showing the length of a current headache.
- Finding the report/details page of completed migraine was the most frustrating part of the task.
- Noted that presentation was cluttered, particularly with the chart.

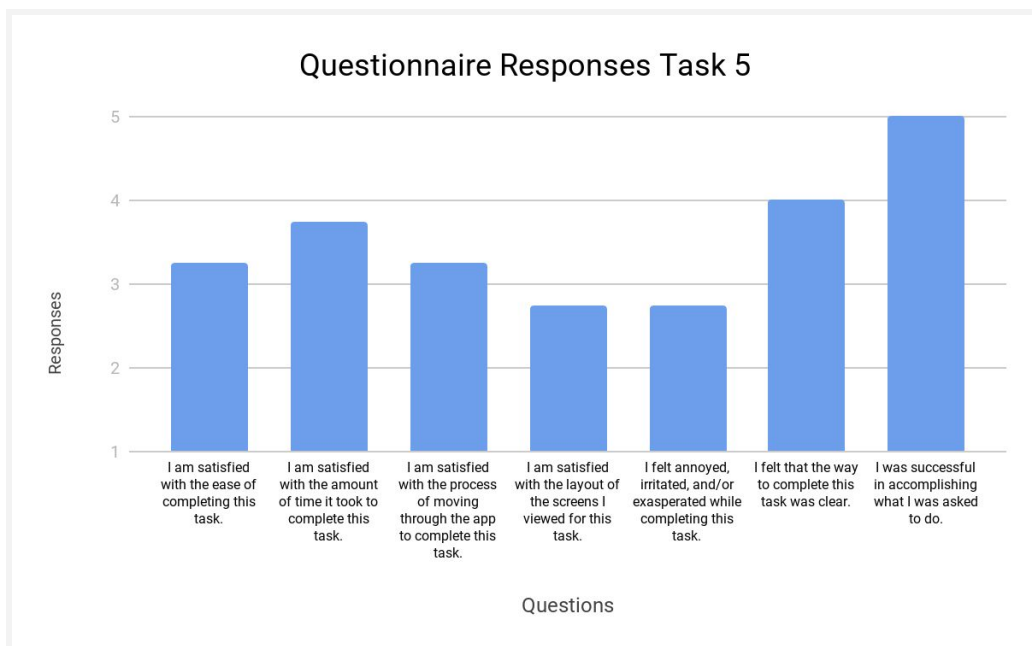
Quantitative:

- Total time to complete task: 05:09
- Completed intensity and location sections without errors.
- Medications that were selected were unselected unprompted after entering personalized meds though participant didn't notice.
- Found the migraine data page in one tap but ran into errors when attempting to locate summary.
- Tapped multiple times on footer nav icons looking for detailed summary of migraine, asked for re-statement of the second half of question before abandoning search for details page due to the assumption that it didn't exist.

Summary / Commonalities Amongst Participants

- **Average time to complete the task was 03:66 with the shortest being 01:07 and the longest being 05:09.**
- **3 of the 4 participants found locating the detailed summary of the migraine after it was recorded to be very difficult, frustrating, or impossible.**

- 3 of the 4 participants experienced a bug when entering personalized medication, when returning to medications screen previously entered meds are unselected.
- Participants often went to the footer icons when searching for the headache summary, then the menu, then searched on the homescreen, then back to the footer icons.
- 2 of 4 participants noted that common medications were missing from the list.
- 2 of 4 participants noted that the text could be larger.
- Physical signs of impatience were present in 3 of 4 participants.
- 2 of 4 participants noted that the linear structure of entering migraine details was helpful.
- All participants found starting a headache recording simple and easy.



Our Comments/Suggestions for Client

- Recording the migraine and inputting data was easy for all participants
- They enjoyed the linear process of recording a migraine
- Finding the summary of the migraine data was difficult for all participants
 - They would look everywhere except for the calendar (Participants often went to the footer icons when searching for the headache summary, then the menu, then searched on the homescreen, then back to the footer icons.)
- Our suggestion, this should be within the main navigation and should have the summary and detailed all in one place
- Bug - when adding medications, if you select medication then add a new one, the previously selected ones were unselected

- Typography (lots of small text within the report and entering medication which made it hard to read)