



MYPLYMOUTH

USER TESTING | EMILY ARMBRUSTER



ABOUT THE TEST

This user test is designed to see how participants interact with the MyPlymouth app. Two sessions with two different participants were conducted using the POP (prototyping on paper) method. The tests were conducted in person using the Marvel App and were screen recorded for the researcher to refer to at a later point. The goal of the test is to see how the users navigate through the app when given specific tasks to complete. This test is to determine what works well with the prototype and what needs to be adjusted before high-fidelity prototypes are created.

TASK SCENARIOS

Participants were given the following tasks to complete:

- You're walking through your neighborhood and notice a large pothole near your house. It's been there for a while, and you'd like to report it to the town.
- You're interested in getting more involved in your community and want to register for a local yoga class offered by the town next weekend.
- You think a snowstorm is coming soon and want to double-check if your trash pickup will be delayed.
- You're planning a block party and need to apply for a permit. After submitting the application, you'd also like to check the status of past permits you've submitted.



MARVEL APP LINK

The interactive prototype can be found through this link:

<https://marvelapp.com/prototype/806a8gc/screen/97057541>

TEST SCRIPT

Hi, my name is Emily Armbruster and I am working on behalf of the app MyPlymouth. Thanks so much for coming in today. We'll spend the next ten minutes or so talking about your thoughts and impressions of the app.

If you don't mind, I'd like to make a recording of our session. This will allow me to refer back to your feedback later without needing to take detailed notes during our conversation. Please remember—there are no right or wrong answers here, and I won't take offense to anything you say. Your honest feedback is incredibly valuable and will help us improve the product.

If at any point you feel like you don't have a particular opinion, or aren't sure how to answer something, that's totally fine—just let me know.

Before we begin, I do have a non-disclosure agreement for you to sign. This just asks that you don't share anything about the app or this session with others.

Here's how this will work: I'm going to give you a few tasks to complete using the MyPlymouth prototype. While you're working through them, I ask that you think out loud—say what you're looking for, what you expect to happen, or anything that stands out. I want to get a sense of how you naturally interact with the app.

I may not answer your questions right away, since I'd like to see how you approach things on your own, but I'm happy to follow up on anything once we've wrapped up.

Okay, ready? Let's get started!

PARTICIPANT 1

- **Gender:** Male
- **Age:** 31
- **Education:** High School Diploma
- **Career:** CEO

PARTICIPANT 1 FEEDBACK

Task 1: User was able to complete the task with no issues. They suggested having the app allow for location services to be enabled in order to directly attach the location they are at. They also suggested that the photo is analyzed by the app to fill in the description.

Task 2: User completed the task with no problems. They suggested that on the registration form to have the ability to add information for other participants if they are choosing to bring them.

Task 3: User completed the task with no problems. They suggested different wording for the button to turn on notifications.

Task 4: User completed the task with no issues. They only found difficulty when thinking about checking saved applications. They said there should be a way to do only that task without applying for a new permit.



SCREEN RECORDING

The screen recording of this testing session can be found through this link:

<https://youtu.be/mgJu2ntQW6w?si=pUU9sKsRB8TA26-8>

PARTICIPANT 2

- **Gender:** Male
- **Age:** 27
- **Education:** High School Diploma
- **Career:** Videographer

PARTICIPANT 2 FEEDBACK

Task 1: User had one issue finding where to submit a problem for the pothole. After finding the correct tab, they thought that the flow was very straightforward.

Task 2: The user had no issues in completing the task. They really liked having the ability to add the event to their calendar, but suggested that it shows different types of calendars (Apple, Google, etc).

Task 3: The user found this task very easy to complete and liked being able to see more about the notification.

Task 4: The user was able to complete the first part of the task, but was slightly unsure about the wording on the button to view saved applications.



SCREEN RECORDING

The screen recording of this testing session can be found through this link:

<https://www.youtube.com/watch?v=ODECIID2LI>

SUMMARY OF FINDINGS

Overall, both participants were able to complete all tasks with minimal difficulty, indicating that the MyPlymouth app has a strong foundational structure. However, their feedback revealed several areas for improvement and helpful suggestions to enhance the user experience.

Task 1: Submitting a Problem

One participant initially struggled to locate where to submit a pothole issue, but found the flow intuitive once identified. Suggestions included enabling location services to automatically attach the user's location and using photo analysis to help fill in the description.

Task 2: Event Registration

This task was completed easily by both users. One participant appreciated the ability to add events to a calendar but recommended offering options for different calendar types (e.g., Apple, Google). Another suggested adding the ability to register additional attendees during sign-up.

Task 3: Checking Alerts

Both users found this task simple and liked the ability to view more details about notifications. However, they suggested the button wording could be clearer to better reflect its purpose.

Task 4: Applying for a Permit

While users completed this task successfully, both found the label for accessing saved applications slightly confusing. They recommended clearer wording to distinguish it from starting a new application.