Affinity Map Findings

All observations from usability tests conducted remotely and in person. Each color represents a different participant. Age, gender, occupation and location of participant are above each clustering.

Participants

- 5 participants
- Ages 18-75
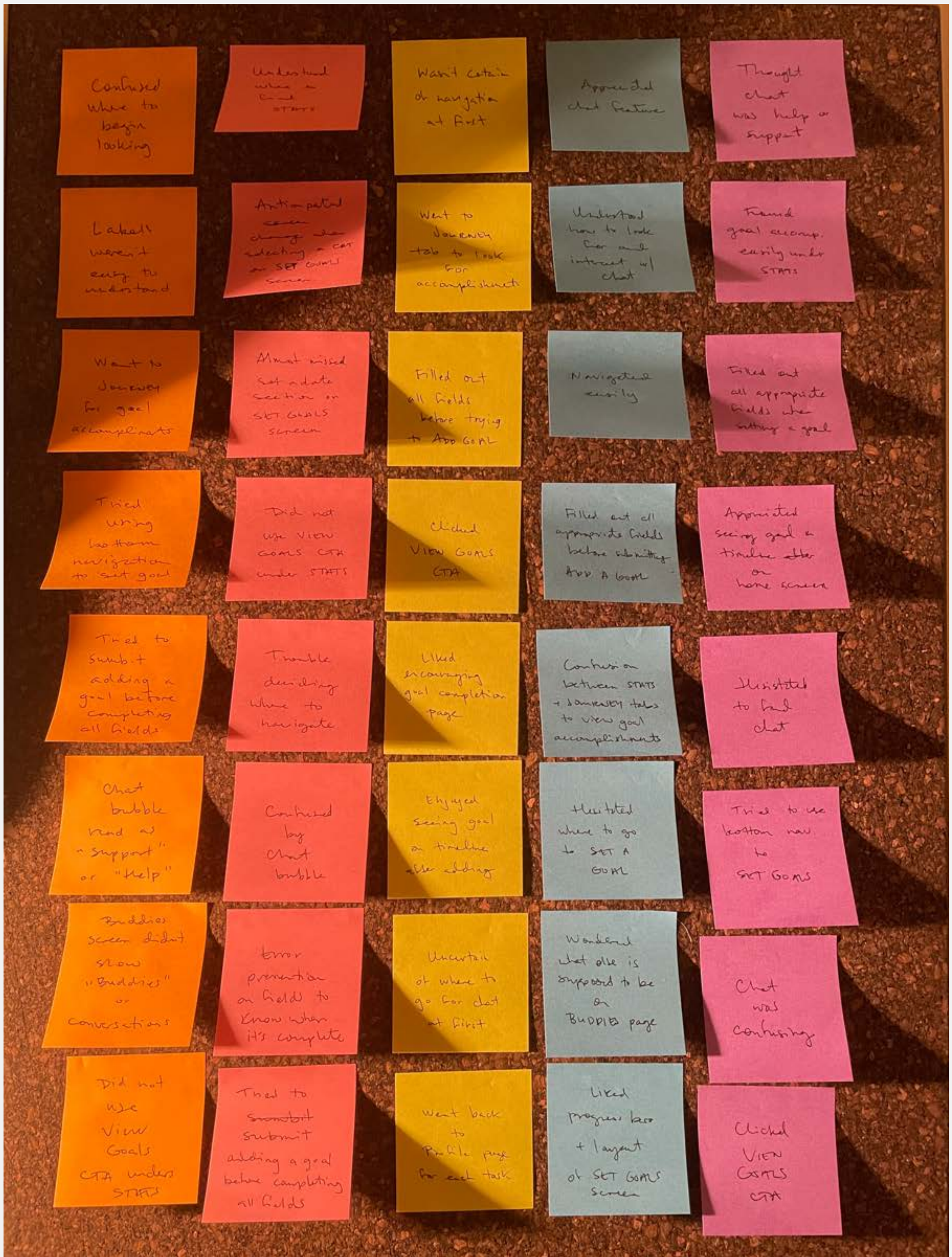- Mobile app users
- Remote interviews

User #1	User #2	User #3	User #4	User #5
41, F, Fashion New York City	47, F, Student Centennial, CO	32, F, Student Oakland, CA	32, F, Student Dallas, TX	36, F, Customer Ex. Coordinator Madrid, Spain

Patterns

The following patterns were observed. Notes are grouped into clusters to find common themes throughout participants' experiences.

Chat Feature

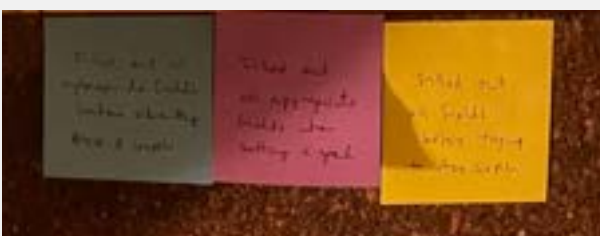**3/5** felt the chat bubble was confusing and was mistaken for a "help" or "support"

Finding Goals

3/5 thought the location for finding goal accomplishments was under the Journey tab
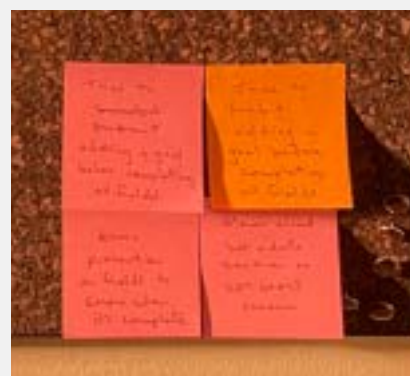

Navigation

5/5 had hesitations in understanding how to navigate the apps exisiting set up

Completed Goal

3/5 successfully went through the step by step process to fill out their goal details before submitting it

Incomplete Goal

2/5 failed to notice filling out all goal steps before clicking on the Add Goal CTA

CTA

3/5 did not interact with the View Goals CTA on the Stats screen
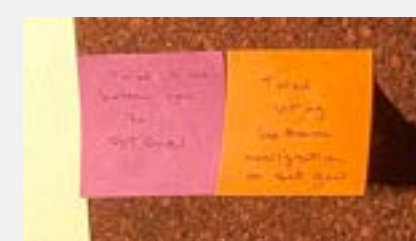

Buddies

2/5 wondered what the Buddies page was supposed to entail

Positives

3/5 had positive commentary on the new features integrated

Setting Goals

2/5 believed the footer navigation would lead them to setting an exercise goal

Insights + Suggestions

The following was determined from analyzing previous patterns and synthesizing possible solutions for the future redesign.

INSIGHTS		SUGGESTIONS
• Chat bubble is not obvious that its meant to converse with other buddies in the community	→	• Create a word bubble next to the chat that states what it is, and invites users to join chat
• Users thought their goal accomplishments would be under Journey and not Stats	→	• Accomplishments already exisit on the app unders Stats - this isn't easily moveable
• Users didn't know what the Buddies page was supposed to have	→	• Show/list other buddies the user has
• Some users failed to notice filling out all goal steps before clicking on the Add Goal CTA	→	• Error prevention - have fields highlight if not completely filled out, make Add a Goal CTA inactive until they are filled, add a check mark next Notes as its the last field to be filled out
• The existing navigation is not intuitive	→	• Relabeling categories or a redesign would be in order to improve navigation, but not at this time

Priority Matrix

The previous insights and suggestions are prioritized by the amount of impact and effort needed to complete.

HIGH

IMPACT

Proceed

- Error prevention suggestions for Set Goals screen

- Create a word bubble next to the chat that states what it is, and invites users to join chat

- Show/list other buddies the user has

Schedule

- Relabeling categories or a redesign would be in order to improve navigation, but not at this time

Consider

Eliminate

- Accomplishments already exisit on the app unders Stats - this isn't easily moveable

LOW

HIGH

EFFORT