

## OVERVIEW

There are two main types of users that have identified themselves in my research. The first is someone who wants to take unknown drives (to them) primarily and may want to chronicle a path they take often, and the second is a highly interested in drives they are actively taking – collecting data and logging information by mapping drives.

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## MAIN TASKS TO TEST

### Logging into GoDrive

Follow the path to either login via Facebook or by email.

- Even split between people would use Facebook (2) vs. email address (2). Both types wanted more information about how that information would be used, and if they could control what was used and how they were contacted.
- Comments about how the “wizard” screens were helpful and answered some questions, but it brought up more questions about other options that could be there as well. Specifically items that I shared would be in their “Profile” in the main navigation eventually.
- There was a bit of confusion once they got to the main map, but since the buttons were labeled, each person decided what they wanted to do from there. Seems that additional wizards or an up-front video or tutorial would be helpful.

### Finding a Drive

Successfully log in and find a drive, follow the usability prompts, finish and rate the drive.

- The label helped identify the button/icon. Some said they wouldn't need it, but others said they were glad it was there so they didn't have to really see the icon.
- Liked the idea of seeing the drives on the main map, but without previous explanation, wouldn't know what the blue roads meant.
- In the list, the filters were a bit confusing to some, could use some order and refinement.
- At the end of the drive, wanted to be able to share from that last screen.

### Mapping a Drive

Successfully log in and map a drive, follow the moderator prompts, finish and save the drive.

- Like the simple, clean menus. Don't like clutter or extra buttons or choices. “Really easy.”
- Comments on these buttons not being labeled while the others were – adding labels here would be desired/helpful to people to immediately understand.
- Would like a way to send/share once finished.
- Some kind of “reward” for mapping – perhaps like badges or something to post to social media.

## SUMMARY/REVIEW

Using InVision I was able to simulate the interaction remotely with each participant at their computer and on the phone with me, the moderator.

The users were selected based on the personal interviews previously conducted with each user specifically chosen to test the activity they were most interested in completing. There was a representative example from each of the personas created – **Mark** (*Hardcore Enthusiast*) tested both **Find a Drive** and **Map a Drive**, **John** (*Weekend Warrior*) tested **Map a Drive** only and **Jules** (*Competitive Driver*) tested both **Find a Drive** and **Map a Drive**.

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## SCRIPT

As you know, I've been working on an app for finding and mapping drives called GoDrive. It's designed specifically for people, like you, who are interested in driving for fun, rather than just get from point A to point B. I've put together the first prototype to simulate the main features and functionality that you have helped me determine would be most useful to drivers like you. Since you were willing to help me previously, I thought you'd be interested in seeing how your feedback has influenced the development so far, and with this testing, you will influence what happens next.

I will be giving you some simple tasks to complete using the GoDrive prototype. Please keep in mind that this isn't a fully functioning app, it's simply a image-based prototype created to test the interaction design to learn what makes sense to users like you, and places we can improve. There are no right or wrong ways to interact, so don't worry, just have fun and provide whatever feedback you can by thinking out loud about what you are doing, please.

**Since you are seeing this for the first time, let's assume you have downloaded the app onto your phone and opening it for the first time.**

1. This is the loading screen for the app. Take a look and let me know what you think about the screen. When you are ready to move on, click anywhere on the screen to continue.
2. You are now seeing the login screen. You can choose to login with Facebook, or to use your email.
  - A. Please login with Facebook
  - B. Please login using an email address
3. GoDrive gives the option to personalize your experience. The next few screens will show you a few options, please let me know your thoughts as you progress.
4. This is the default map you will see once you open the app. This would open automatically if you choose to save your settings during login, which is optional and I skipped showing for this test. On this screen you have a few options, we are going to concentrate on:
  - A. Find a Drive
  - B. Map a Drive

## Find a Drive Path

There are two ways to Find a Drive, there are blue roads indicating where there are Drives near you, and the icon in the lower left corner. Let's click the icon.

- Let me know what you see on this screen. What would you do next?
  - [ After selecting a drive, on detail page ]. How would you continue?
  - Okay, you aren't currently at the starting point of the drive. Do you think this functionality is helpful?
  - Click anywhere on the screen to continue along your drive.
  - [ Drive complete! screen ] Does this screen make sense? What would you do here?
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## Map a Drive Path

Click the Map a Drive button in the lower right.

- Let me know what you see on this screen. What would you do next?
- [ After setting the start point ]. What do you see?
- Do the icons make sense? What do you think they are?
- Click anywhere on the screen to continue along your drive.
- [ Drive complete! screen ] Does this screen make sense? What would you do here?

***I'd like to provide you with a \$25 gift card of your choice for helping out. Thank you so much for your time!***