



Shrink the **Elephant**

*Functional Prototype
User Research*

Interviews & Observations



Research Question 1: Quantitative

- What is the average time for completing each task on Shrink the Elephant? What is the rate of error per task?
 - a. Quantify aspects of usability with average time for completion and rate of error serving as proxies of user efficiency.

Research Question 2: Qualitative

2. What are the perceived strengths and weaknesses of Shrink the Elephant, as reported by the users?
 - a. Gather in-depth insight into user perspectives by exploring perceived strengths and weaknesses

Research Question 2.5: *Mixed*

3. How do users' *subjective experiences*, as expressed in qualitative feedback, *correspond with quantitative metrics* such as completion time and error rates on the Shrink the Elephant website?
 - a. Integrate quantitative and qualitative results to create a holistic understanding of the usability of different features.

Research Question 3: Qualitative

3. What are user's preferred setting of use of the Shrink the Elephant application?
 - a. Evaluate the choice of developing a web application, as opposed to a mobile application, and consider the necessity for a mobile equivalent.

Phase 1: Download and Installation

- Explain the purpose of the application,
 - Walk user's through the process of download and installation using the GitLab repository
 - Obtain consent for recording, screen sharing, and collecting data

Phase 2: Timed Task Completion and Observations

- For each task:
 - Ask user's to use the web-application to complete the task
 - Time how long it takes users to complete the task
 - Any exploration of the application beyond the task completion were not timed.
 - Track any slips or mistakes users might make for each task.
 - Request that user's narrate their process and thoughts as they complete each task
- For Task 3 (Cross-Off):
 - Ask users to role-play actually completing the task they selected.

Phase 3: Follow-Up Questions

- Ask users for their overall thoughts on the application as well as more focused questions:
 - What are some features you think might be beneficial or some features that detract from the experience?
 - Where and when do you see yourself using this application?
Would you prefer an equivalent mobile application?
 - Is there anything else you would like to share with us?

Interview & Observations: **Methods**

- Number Conducted: **4**
- Personas Represented:
 - *Plan-Ahead Polly*: **1**
 - *Overwhelmed Oscar*: **2**
 - *Reward-Driven Rachel*: **1**
- Length: **~15 - 25 minutes**
- Demographics
 - Age: **19 - 29**
 - Gender: **M/F**
 - Occupation: **Students**
- Modalities
 - **In-Person and Zoom (Remote Control)**
- Observed: **3 Major Task Completions**



Interview & Observations: Results (Quantitative)

- **Task 1 – Task Breakdown:**
 - Average Duration: *1m18s*
 - No notable slips/mistakes observed
- **Task 2 – Task List Exporting:**
 - Average Duration: *31.25s*
 - No notable slips/mistakes observed
- **Task 3 – Task Focus (Role Play):**
 - Average Duration: *1m23s*
 - No notable slips/mistakes observed

Interview & Observations: Results (Qualitative)

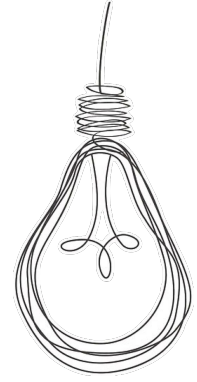
- **Summary of Positive Feedback:**
 - Users generally found the application's design to be minimalistic and user-friendly.
 - The ability to customize the number of steps in task breakdown was appreciated.
 - Users found features like hiding the main task and checking off completed steps beneficial.
- **Summary of Negative Feedback:**
 - Additional features, like the ability to customize tasks and methods to integrate with other tools like Calendar and Todoist would be better.
 - Guidance for new users might improve rate of user adoption.

Interview & Observations: Results (Mixed)

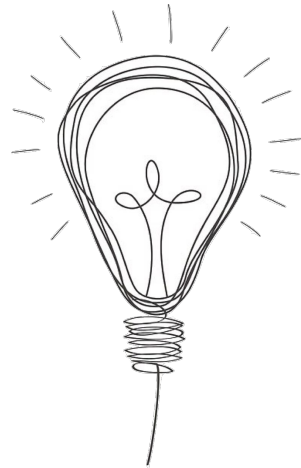
- **Alignment:**
 - Overall, qualitative and quantitative measures aligned well for each task.
 - Users' positive feedback in qualitative comments often corresponded with efficient completion times in quantitative measures.

Interview & Observations: Results (Qualitative)

- **Preferred Setting:**
 - Overall, users stated they preferred the web application, since they expected using it while at their desk.
 - Some seemed open to a mobile application, if they were given the option to save their progress.



Pain Points → Design Ideas

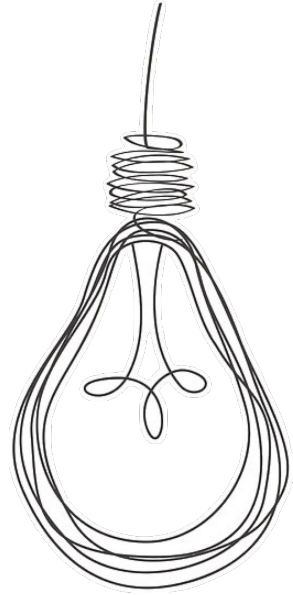


Pain Point:

- ***JSON Export*** (*User 1, User 2, User 3, User 4*)

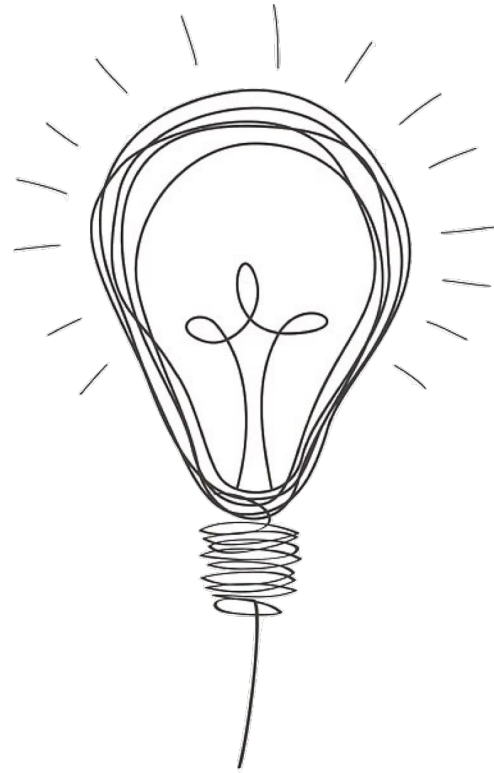
Users had concerns about:

- Value of JSON export as opposed to alternative formats
- Suggested providing options to users



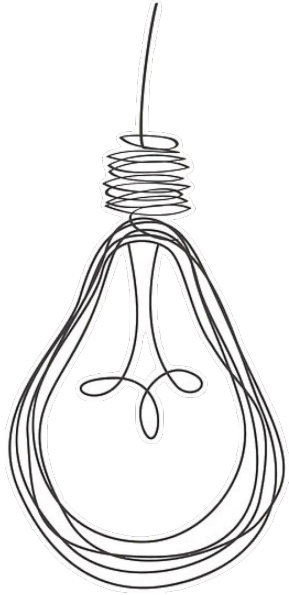
Design Idea:

- ***Improved Export Options (User 1, User 2, User 3, User 4)***
 - Enhance task export options to include images or PDFs for more visually oriented users.
 - Offer integration with other productivity applications that use specific formats such as .ICS, CSV UTF-8 for importing into Todoist, etc..



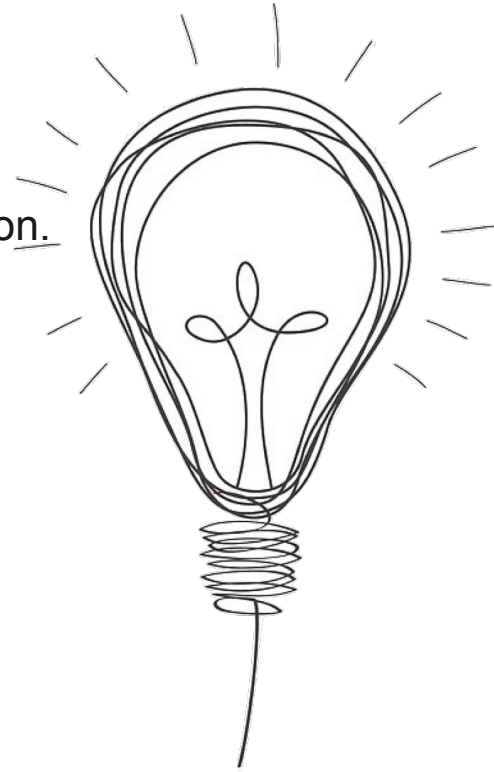
Pain Point:

- ***Tracking Progress in Focus Mode (User 1)***
 - Not knowing progress might also contribute to anxiety.
 - Suggested showing progress towards task completion in focus mode.
- ***Deep Focus (User 1)***
 - Seeing previous and next step could be distracting.



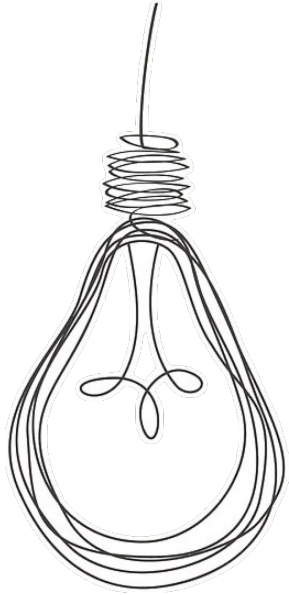
Design Idea:

- ***Progress Bar (after 50% mark) (User 1)***
 - Include a progress bar that shows user's the percentage of completion after they've completed half the steps.
 - Allows for motivation to finish, without adding pressure early on.
- ***Deep Focus (User 1)***
 - Redesign the focus page to allow users to hide previously completed step and the next step as an option.



Pain Point:

- ***Task List Customization (User 2, User 4)***
 - Some users struggled to interpret how the tasks were structured into sections on the task list page, but a similar format was not utilized on focus page.
- ***Guided Use (User 3, User 4)***
 - New users might need more guidance for some features like entering “Focus mode”



Design Idea:

- ***Restructure Task List Page (User 2, User 4)***
 - Remove section headings and simplify organization of the steps on the task list page for more consistency.
- ***Hover Tooltips (User 3, User 4)***
 - Incorporate more tooltips that appear when users hover over interactive features.

