

JRMC 7013E UX/RP

Royal Change



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Client:

Royal Change
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TABLE OF CONTENTS

Executive Summary	3
Roles	5
Sampling	7
Testing Instruments	12
Analysis	24
Conclusion	26





EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

The Royal Change and UGA partnership is a client based project between Royal Change founders Sydney and Dustin Houdyshell and Emerging Media Masters students Jordan McGuire, Katherine Crocker, and Maya Giro. Our purpose is designing and developing a refresh to the current Royal Change website to better serve the company, their users, and future needs. By relocating the Royal Change website to a WordPress server, there is more flexibility and functionality. The updated site now houses a members only portal for Sydney Squad, which includes access to a digital calendar, merchandise discount codes, a macronutrient calculator, and directions to join the Sydney Squad Facebook Group Forum.

Our overarching research goal is to determine the refreshed site's functionality, navigability, and how content is consumed. From conducting UX testing, we hope to gain further insights into what the consumers find useful on the site including what pages are included in the navigation bar, page content, and how the free workouts are displayed. We hypothesize that the new website increases the user connection between Sydney and her brand, Royal Change as well as the Sydney Squad portal being a place for members to easily access their benefits without becoming overwhelmed or confused. We will use the testing results to improve the overall site for user experience and interaction and to ensure functionality and navigability. Performing these tests reveal if our UX/UI design performs as we intended. This is important because it allows us to gain perspective from a user's point of view and help get into their mind and improve their journey.



ROLES

ROLES

Each member of our team collectively and equally acts as interviewer, notetaker, and data collector/observer/photographer. We share the responsibility of gathering participants to test over Zoom. We plan to upload all data collection, testing materials, and interviews to an appropriate folder in Google Drive.

INTERVIEWER:

- Reads, follows, and upholds the usability protocol
- Encourages honest feedback from the participant
- Keeps track of interview timing and content

NOTETAKER:

- Takes notes of participant during interview
- Notes performance that includes thought process, confusion, other visual behavior indications

DATA COLLECTOR/OBSERVER/PHOTOGRAPHER:

- Observes participant
- Takes notes and collects data from participant
- Screenshots during the interview when necessary



SAMPLING

EXPECTATIONS

- To have a virtual trainer who motivates and supports her from the comfort of her home
- To easily access pre-made workouts
- To receive guidance on how to make healthy yet tasteful meal preps

FRUSTRATIONS:

- Struggles with consistency on her own
- Is tired and less motivated after work
- Does not live close to a fitness center

FREQUENTLY USED APPS



BEHAVIORS

- Social butterfly
- Go-getter
- People-pleaser/caring

GOALS:

- To workout daily despite her occasional 12 hour shifts at the hospital
- To calculate and record her daily macros
- To meal prep every Sunday

QUOTE

"I don't want working out to feel like a chore. I want to find happiness through fitness!"



PERSONA #1

NAME	Fiona Fitness	OCCUPATION:	Nurse
AGE:	24 years old	LOCATION:	Atlanta, GA

USER DESCRIPTION:

Fiona is a young, female adult who works a full-time job in the pediatrics wing of the hospital. Working 12+ hour shifts and having a sporadic sleep schedule, Fiona finds keeping up her physical well-being difficult and it's affecting her mood. She is seeking an affordable, virtual workout membership with planned weekly workouts, meal preps, and other tools to help her succeed. Her current place of residence is not located near a gym, so she hopes to find a virtual, professional trainer who is actively available online to support her.



PERSONA #2

NAME	Winona Workout	OCCUPATION:	Etsy Store Owner
AGE:	57 years old	LOCATION:	Charlotte, NC

USER DESCRIPTION:

Winona may be into her late 50's but she doesn't let that slow her down. Now that her children are all grown up, she's looking for a change. She's always gotten caught up in trying the next fad diet, but nothing has seemed to make her truly feel good. She wants to focus less on weight loss and more on overall wellbeing, both mentally and physically. To help her on this new pathway, she hopes to find a fitness community of like-minded individuals led by a trainer who sees potential in everyone no matter their age. She expects all content from the community to be inclusive and adaptable for all.

EXPECTATIONS

- Workout plans must be adaptable
- Fitness improves her overall mood
- A fitness membership focuses on more than just weight loss

FRUSTRATIONS:

- Has had knee surgery
- Feeling like she does not belong at a gym due to her age difference
- Unhappy with dieting outcomes

FREQUENTLY USED APPS



BEHAVIORS

- Struggles with change
- Procrastinates important tasks
- Extremely friendly

GOALS:

- To feel happy, healthy, and strong
- To find the right fitness community for her needs and aspirations
- To incorporate more movement in her life

QUOTE

"I cant wait to be able to keep up with my future grandkids!"

SAMPLING FRAME & METHOD

IDENTIFYING AND RECRUITING OUR SAMPLE:

As a team, we have identified two audience segments who we plan on recruiting for our usability test: **Sydney Squad members and non-Sydney Squad members**. It's imperative that we collect feedback from members on the new member portal along with discovering if the newly designed portal would spark interest in a non-member. We are recruiting 4-6 individuals in each segment. Our plan is to reach out to all members through a post in the Sydney Squad Facebook group. Within the post, there is a link to a Google form that members can fill out if they are interested in participating. As for non-members, we plan on reaching out to friends, family, and other acquaintances who have an interest in fitness and wellbeing. Preferably, we hope to gather non-members who are both familiar and unfamiliar with Royal Change and Sydney.

A REPRESENTATIVE SAMPLE:

We want to ensure that all Sydney Squad members who we choose as our sample are representative of all members. To do this, we plan on incorporating questions such as age, membership duration, and residency within the Google form that we are sending in the Facebook group. These questions will ensure that we have gathered a diverse set of members with varying membership durations and backgrounds. As a team, we are following a similar recruitment process for non-members by gathering individuals of different ages and backgrounds to ensure we reach the wide audience range that Royal Change has.

MEETING LOCATION AND OTHER INFO:

Our usability testing will take place over Zoom since both our team and participants are located both in different states and internationally.

We are all taking charge of the recruitment process collectively as a team. Since Jordan is in the private Sydney Squad Facebook group, she plans to communicate and coordinate with Dustin through email about reaching out to Sydney Squad members. For the non-member segment, all three members of our team are individually recruiting 2 participants.

SAMPLE CHALLENGES

TOO MANY VOLUNTEERS

During our user research phase, we discovered that the Sydney Squad has hundreds of active members after receiving over 600 survey responses. While this is very exciting to see, we are concerned by the number people who would like to volunteer for our usability test. It will be a huge challenge to only select 6 people if we receive the same volume of responses as our user research survey.

COMPLETELY ONLINE

While this aspect is out of our control, there are always some communication challenges when anything is solely online. On one hand, some potential participants may not fully understand our purpose for this usability test by just reading about it.

CREDIBILITY

While we have the great opportunity to work with real customers who interact with Royal Change, there are some concerns that come with it. Since we are not paid professionals, it is challenging for us to gain enough credibility as college students while speaking with potential participants in order for them to trust us and our testing process.



TESTING INSTRUMENTS

SCRIPT

Hi _____. My name is _____, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using an updated version of the Royal Change website so we can see whether it works as intended. The session should take about an hour.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, I'm going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the website, and it won't be seen by anyone except the people working on this site. If you would, please read and sign this consent form for us.

Send them a consent form

While they sign it, START the SCREEN RECORDER

SCRIPT

Thank you! Do you have any questions so far?

Great! Now let's get started. First things first, I'd like you to fill out this pre-test survey.

Send pre-test survey to participant.

Thank you! Now I'm going to ask you to look at the Royal Change Website.

Send link to Royal Change website to participant.

First, I'm going to ask you to look at this page and tell me what you make of it: what strikes you about it, what you can do here, and what it's for. Just look around and do a little narrative. You can scroll if you want to, but don't click on anything yet.

Repeat for member portal page (1-2 minutes max for each page)

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud. And again, as much as possible, it will help us if you can try to think out loud as you go along.

INSERT TABLE OF TASKS

Thanks, that was very helpful. We're going to end the session with a System Usability Scale. Your honest answers to these 10 quick questions will help me better understand the usability of the Royal Change website.

Send SUS to participant.

Do you have any questions for me, now that we're done? Wonderful! I have one last favor to ask of you. I'm going to send you a link to the post-test survey. Please fill out this within 24 hours while this site is still fresh in your mind.

Send pre-test survey to participant.

And that's it! Thank you for your time.

CONSENT FORM

UX Research Consent Form

Purpose

The researchers Jordan, Maya, or Katherine is conducting a usability study to evaluate the design of the Royal Change website. The results will be used to help improve the site design. This test is being performed as part of a sequence of capstone classes in the Emerging Media Master's Program at the University of Georgia. The study will take approximately 30 minutes.

Procedures

As a subject you will be asked to:

- Fill out a pre-test survey.
- Complete a series of tasks on the site while being observed and recorded.
- Complete System Usability Scale.
- Complete post-test survey.

Confidentiality and voluntary participation

Participation in this usability study is voluntary. The descriptions and findings will be used to compile a report about the site's effectiveness. However, at no time will your full name be used. With your permission, I would like to take photos, videos, and notes to share with faculty members at the University of Georgia's New Media Institute; as well as other Emerging Media Masters students in my group (if applicable).

You are at liberty to withdraw your consent to the experiment and discontinue participation at any time. If you have any questions please contact: name, number and email here. You can also reach out to my instructor, Leah Moss, at leahmoss@uga.edu.

By signing below, you are indicating you understand the information on this form:

Participant Signature:

Date:

TASK TABLE

TASK SCENARIO	SUCCESS OR FAILURE / TIME ON TASK	OBSERVATIONS
<p>It's your first time visiting the Royal Change website and you want to learn more about the company. Locate info about Royal Change and Sydney.</p> <p>Post-task Question: Do you feel like this page connects Sydney to Royal Change? Why or why not?</p>	Success or Failure	
<p>After reading the about page, you discovered that Sydney has her own YouTube channel filled with hundreds of free workouts. Locate Sydney's upper body YouTube playlist from the Royal Change website.</p>	Success or Failure	
<p>A friend suggests joining the Sydney Squad. Before considering, you would like to know what's included in the membership. Locate the Sydney Squad benefits section to learn more.</p> <p>Post-task Question: What are your overall thoughts on the Sydney Squad page? Is there anything else you'd like to see or learn more about?</p>	Success or Failure	
<p>After viewing the member benefits, you decide that you would like to join the Squad. Sign up for the annual membership plan.</p>	Success or Failure	

TASK TABLE

TASK SCENARIO	SUCCESS OR FAILURE / TIME ON TASK	OBSERVATIONS
<p>Locate the login page and log into your new account with the credentials I provide you:</p> <p>username: password:</p> <p>Post-task Question: How do you feel about the popup that appears after you log in?</p>	<p>Success or Failure</p>	
<p>You heard in the Sydney Squad Facebook group that there will be a few guest speakers this month. Using the member portal, locate the dates that these events are occurring.</p> <p>Post-task Question: Are there any other items you'd specifically like to see on the calendar?</p>	<p>Recorded time:</p>	
<p>You want to make sure your payments are going through correctly when paying for your membership. Locate your past invoices.</p> <p>Post-task Question: What do you think of the membership menu and the pages listed in the dropdown?</p>	<p>Recorded time:</p>	

TASK TABLE

TASK SCENARIO	TIME ON TASK	OBSERVATIONS
<p>You would like to view challenges that Sydney provides members each week. Starting from your membership account page, locate the challenges page and find out what the challenge is for this Wednesday.</p> <p>Post-task Question: How do you feel about the navigability in the member portal?</p>	Recorded time:	
<p>You recently got a new email. Change the email that's associated with your membership account.</p>	Recorded time:	
<p>You had to miss Sydney going live last Sunday because your family was visiting, but you still want to watch the video. Locate last Sunday's archived live video.</p>	Recorded time:	

SURVEY SOFTWARE

The surveys are conducted on a Google Form because it can be accessed by participants with wifi anywhere geographically. The form allows us to format the survey questions as needed (such as Likert and Semantic questions), and it is at no-cost.



Google Forms

PRE-TEST QUESTIONS

1. What is your age?

2. How do you most often access websites?

- a. Mobile phone
- b. Tablet
- c. laptop/desktop

3. How familiar are you with fitness websites?

Very Unfamiliar		Very Familiar					
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1	2	3	4	5			

4. How comfortable are you navigating websites independently/without assistance?

Extremely Uncomfortable		Extremely Comfortable					
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1	2	3	4	5			

5. I access the Royal Change website often.

Strongly disagree		Strongly agree					
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1	2	3	4	5			

6. How much time do you spend working out each day?

7. I like to have access to information/learning more about the company..

Strongly disagree		Strongly agree					
<table border="1" style="width: 100%; height: 25px; border-collapse: collapse;"> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>							
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1	2	3	4	5			

8. What is your primary use of fitness websites from the options below:

- a. Shop for merchandise
- b. Access workout tutorials
- c. Learn about the company
- d. Access fitness tools (such as workout calendars, macro-calculators, etc.)
- e. Other:

9. How do you feel about virtual workouts?

Unappealing		Engaging					
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1	2	3	4	5			

10. I'd rather attend virtual workout classes compared to in-person classes.

Strongly disagree		Strongly agree					
<table border="1" style="width: 100%; height: 25px; border-collapse: collapse;"> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> </table>							
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1	2	3	4	5			

11. Are you currently a Sydney Squad member?

- a. Yes
- b. No

POST-TEST QUESTIONS

1. What do you like most about this product?

--

2. What do you like the least about this product?

--

3. How comfortable are you navigating this website independently/without assistance?

Extremely Uncomfortable **Extremely Comfortable**

1	2	3	4	5

4. How often would you use the free workouts page on this website.

I would go straight to Youtube **I would use this instead of Youtube**

1	2	3	4	5

5. The site was overwhelming.

Strongly disagree **Strongly agree**

1	2	3	4	5

6. I can easily find important information posted in the Sydney Squad portal.

It was extremely difficult **It was extremely easy**

1	2	3	4	5

7. I thought the site was aesthetically pleasing.

Strongly disagree **Strongly agree**

1	2	3	4	5

8. I thought the site aligned with Sydney's personality.

Strongly disagree **Strongly agree**

1	2	3	4	5

POST-TEST QUESTIONS

9. Select which of the following pages you think should be included in the navigation bar:

- About
- Free workouts
- Sydney squad portal
- Shop merchandise
- Contact us
- Careers
- Policies
- FAQs
- Returns
- Purchase this months workout calendar

10. What would be your primary use of this website from the options below:

- Shop for merchandise
- Access free workouts
- Learn about the company
- Access the Sydney Squad member portal and benefits
- Other:

SYSTEM USABILITY SCALE

	Strongly disagree				Strongly agree
1. I think that I would like to use this product frequently. 3					
	1	2	3	4	5
2. I found the product unnecessarily complex. 3					
	1	2	3	4	5
3. I thought the product was easy to use. 3					
	1	2	3	4	5
4. I think that I would need the support of a technical person to be able to use this product. 4					
	1	2	3	4	5
5. I found the various functions in this product were well integrated. 3					
	1	2	3	4	5
6. I thought there was too much inconsistency in this product. 3					
	1	2	3	4	5
7. I would imagine that most people would learn to use this product very quickly. 3					
	1	2	3	4	5
8. I found the product very awkward to use. 4					
	1	2	3	4	5
9. I felt very confident using the product. 3					
	1	2	3	4	5
10. I needed to learn a lot of things before I could get going with this product. 4					
	1	2	3	4	5

CREDITS - JOHN BROOKE



ANALYSIS

ANALYSIS

TASK METRICS:

In order to analyze tasks, we plan to calculate task success rate for each individual task. This percentage can tell us the likelihood of users succeeding a task and determine whether or not we need to make revisions to structure or content on the site. Time on task is an additional metric that we plan to use to analyze tasks. Both of these metrics help us figure out which features on the Royal Change website are well-designed and which need more work on our end.

SURVEY METRICS:

While our surveys provide us with more qualitative data, we also plan on collecting data from the Likert scale questions to determine the average number users choose on each scale. This will provide us with a quantitative perspective so that not only can we better understand user backgrounds, we can figure out why or why not they like certain features of the website.

SUS METRICS:

We plan to analyze overall SUS scores to determine if users enjoy using the Royal Change website. Once all scores are collected from participants, we plan to calculate the average score. We are aiming for a mean score over 68%.

MAJOR/MINOR ISSUE

CATEGORIZATION:

- Low = minor annoyance; No impact on task success or time on task
- Medium = results in task difficulty, but not task failure; impacts UX and time on task
- High = results in task failure
- Catastrophic = reconsider the entire task; not possible to revise task

COMMUNICATING

RESULTS:

While we believe our results most likely characterize the population, we still have some hesitancy with such a small sample size. Therefore, we plan to communicate our results using confidence intervals at the 95% confidence level. As we share our results, the intervals and their significance are explained in much detail so that an average individual can understand.



CONCLUSION

CONCLUSION

By using the tools and techniques outlined above, we can proficiently collect data to improve upon our website's beta. Each of the pre and post test questions are intentionally crafted to fit the users and the product. Tasks are sculpted to the site's specific features and functionality, highlighting elements that are both prominent aspects and those that are more reserved. We find that the use of scales are beneficial in website user testing because while some questions are straight forward, there are still a range of emotions in the human user. We analyze these results using metrics that help us best quantify the data such as time and completion of tasks. As we advance into our user research testing, all elements of the UX/RP will provide guidance as we progress through our 1.0 and 1.1 website updates.