

Janhavi Shah Assignment Week 8

I) Design a User Study

Goals

1. Test the usability of the gear rental feature, ensuring it supports both beginners and experienced campers.
2. Assess how intuitive and engaging the Instagram-style campsite locator and recommendation posts are.
3. Understand if the community forum facilitates meaningful interaction and provides useful information for beginners.

Method

1. Usability Testing
 - a. Observe participants as they complete key tasks within the app
 - b. Combine with a post-test survey to capture subjective feedback.

Target Population

1. Primary:
 - a. Beginner campers: Users who are new to camping and need guidance
 - b. Experienced campers: Users who understand camping needs and can evaluate features critically.
2. Secondary:
 - a. Users familiar with apps like Airbnb, Reddit, or Instagram to benchmark ease of use.

Tasks, Questions, and Prompts

Tasks

1. Rent Camping Gear:
 - a. Scenario: You're going on a two-night camping trip with a \$100 budget. Rent the necessary equipment.
 - b. Focus navigations: Navigate to the gear rental section, apply filters (e.g., price, type of gear), and add items to the cart.
2. Locate a Campsite:
 - a. Scenario: Find a campsite within 50 miles that matches your preferences (e.g., pet-friendly, near water).
 - b. Focus navigations: Use the search bar, interact with an Instagram-style post, and save it for future reference.
3. Post a Question on the Forum:
 - a. Scenario: You're camping in rainy weather for the first time. Post a question in the forum asking for advice.
 - b. Focus navigations: Navigate to the forum, choose an appropriate category, write and post your question, and respond to a comment.

Post-Test Survey - <https://forms.gle/4KaTL6DF1zYVvfZz6>

When, Where, and Duration

1. When: Testing conducted over two days to allow flexibility
2. Where: Online (using Zoom and screen sharing)
3. Duration: ~30 minutes: Testing and Survey

II) Conduct a User Study

Interview Notes

Participant 1 (Beginner Camper): Maggie Vannavong

- Struggled to decide which gear was necessary due to lack of context (e.g., suggested bundles or recommendations).
- Enjoyed the Instagram-style posts but wished for more detailed captions and reviews.
- Found the forum welcoming but had trouble choosing the right category for posting their question.

Participant 2 (Experienced Camper): Shilpa Shah

- Quickly rented gear but noted missing features like favoriting items for later.
- Found campsite search easy but suggested adding a map view for better spatial understanding.
- Disliked the forum layout, citing redundant subcategories that made browsing difficult.

Sample Raw Data (Survey Responses)

Name (First Last)	How easy was Task 1 (Rent Camping Gear)	How easy was Task 2 (Locate a Campsite)	How easy was Task 3 (Post a Question on the Forum)	What was the most helpful feature?	What was the least helpful feature?	Share one suggestion for improving the app.
Maggie Vannavong	3	4	3	Visual appeal of Instagram-like posts	Lack of gear suggestions	Add gear bundles and reviews
Shilpa Shah	4	5	2	Streamlined gear rental process	Poor forum navigation	Simplify forum structure

III) Analysis

1. Observation: Lack of guidance for gear selection confused beginners.
 - a. Change: Introduce curated gear bundles for common camping needs (e.g., "Rainy Day Camping," "Family Trip"). Include beginner tips like how to layer clothing or what to pack for specific weather.
2. Observation: Instagram-style posts lacked practical details.
 - a. Change: Add a summary section in each post with essential details (e.g., availability of water, fire pits, difficulty rating). Use badges or icons for quick reference.
3. Observation: Forum navigation was confusing and overwhelming
 - a. Change: Merge similar subcategories, create a single "Beginner's Corner," and add a search function for questions. Implement a tagging system for posts (e.g., #gear #weather).
4. Observation: Lack of map view for campsite results.
 - a. Change: Add a map view with filters so users can visualize campsite locations relative to their position or key landmarks
5. Observation: No option to save or favorite gear.
 - a. Change: Add a "Wishlist" feature so users can save gear they're interested in and revisit later.