

Calmlens app - Usability Study Plan

Last Update: April 17, 2024 by Anna Mokwa

1. Research Questions / Concerns

Determine Usability: Understand how intuitive and user-friendly the app's features are, including setting personalized goals and adjusting preferences.

Evaluate Mindfulness Promotion: Measure the effectiveness of features intended to promote mindfulness, such as notifications of time spent and the insights dashboard.

Assess Emotional Impact: Explore how the app affects users' emotional states. Determine if the app's features reduce feelings of stress or anxiety associated with social media use.

Evaluate Behavioral Intent: Investigate whether users intend to change their social media habits based on insights and notifications provided by Calmlens. Measure the stickiness of the app—whether users feel motivated to continue using it over time.

Gauge Perceived Control Over Social Media Use: Measure how much control users feel they have over their social media usage when using Calmlens. Determine if the app successfully empowers users by increasing their awareness of their own social media habits.

2. Methodology & Participants

Methodology

We will conduct remote moderated usability sessions via Zoom.

Participants

We will recruit a diverse group of social media users who vary in age, profession, and social media usage patterns. Aiming for 8-10 participants to ensure a variety of feedback while keeping the study manageable. Targeted user profile - working professionals with significant social media usage.

3. Deliverable(s), Debrief Method & Timeline

Deliverables

Slide deck summarizing key findings, insights, and recommendations from the usability study to communicate results to stakeholders in a clear, impactful manner, facilitating decision-making and next steps.

Debrief Method

Team members will observe sessions, when possible, and contribute their observations to the shared team observation doc. The researcher will briefly debrief with observers at the end of each session. After all sessions have concluded, the researcher will analyze the study findings and then present a report containing findings and recommendations. To provide stakeholders with actionable insights and evidence-based recommendations for enhancing the app's usability and effectiveness.

Timeline

Sessions will take place the week of April 22nd. With debrief and analysis right after. Report will be presented the week of April 29th.

4. Observers & Stakeholders

Observers

Explain who will be invited to participate as an observer within the sessions.

Stakeholders

Who are the named stakeholders that will review the information/outcome of the research...

5. Session Description / Scenarios & Tasks

| # | Task / Item | Time |
|---|---|------|
| 0 | <p>Introduction</p> <p>Hi, _____. My name is Anna, and I'm going to be walking you through this session today.</p> <p>Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You already have a good idea of why we asked you here, but let me go over it again briefly.</p> <p>We are asking people to try using a product that we're working on so we can see whether it works as intended. The first thing I want to make clear is that we are testing the product, not you. You can't do anything wrong here, so please don't worry about making mistakes.</p> <p>As you use the product, I'm going to ask you to try to think out loud: please say what you're looking at, what you're trying to do, and what you're thinking. Also, please don't worry that you're going to hurt anyone's feelings. We are doing this to improve the product, so we need to hear your honest reactions.</p> <p>If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we want to see how people do when they don't have someone sitting next to them. 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.</p> <p>You may have noticed we are set up to record this session. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us improve the product, and it won't be seen by anyone</p> | |

except the people working on this project. And it helps me, because I don't have to take as many notes.

So, if you would take a minute to review and sign this consent form, that will allow us to record and learn from your participation today.

Give them a recording consent form and a pen.

After signature, START the SCREEN RECORDER.

[Insert for observed session]: Also, there are a few people from our project team observing this session. They are here for observation purposes only, and will not be interacting with us during this session.

To kick things off, I'd like to learn a bit about you...

Initial interview questions (optional)

- How much time daily do you think you spend on social media?
- Which social media apps do you use the most?
- Do you feel like social media apps are distracting?

Related Research Questions:

[List which research questions from Section 1 these interview questions will help to answer]

Task Success Criteria:

N/A

1

[Onboarding for new user]

You feel overwhelmed with your social media use and decide to give a try to an app that your friend recommended to you a while ago. The app is called Calmlens and claims to help you prevent doom scrolling and track your progress related to social media use. You are not sure where to start, what kind of goals and limits you would like to set, so it might be helpful to get some help from the app.

[Set up the goals with the use of onboarding quiz]

Open the app as a new user, use the onboarding quiz to set the goals. Review the goals and turn off integration with tiktok and pinterest.

Path / Steps for successful completion (Moderator view only)

1. Answer questions in the quiz
2. Go to settings
3. Turn off integration with tiktok and pinterest
4. Save

Related Research Questions:

Determine Usability: Understand how intuitive and user-friendly the app's features are, including setting personalized goals and adjusting preferences.

Gauge Perceived Control Over Social Media Use: Measure how much control users feel they have over their social media usage when using Calmlens. Determine if the app successfully empowers users by increasing their awareness of their own social media habits.

Task Success Criteria:

- completed the quiz
- Successfully turned off integration with apps.

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| 2 | <p>[Mindful social media use] [Utilizing gentle notification]</p> <p>After setting up your limits and goals, you want to try how it works. Open instagram feed and browse, until you decide to stop - utilizing gentle notifications.</p> <p><i>Related Research Questions:</i></p> <p>Evaluate Mindfulness Promotion: Measure the effectiveness of features intended to promote mindfulness, such as notifications of time spent and the insights dashboard.</p> <p>Assess Emotional Impact: Explore how the app affects users' emotional states. Determine if the app's features reduce feelings of stress or anxiety associated with social media use.</p> <p>Evaluate Behavioral Intent: Investigate whether users intend to change their social media habits based on insights and notifications provided by Calmlens. Measure the stickiness of the app—whether users feel motivated to continue using it over time.</p> <p><i>Task Success Criteria:</i></p> <ul style="list-style-type: none"> - Opened instagram through the calmlens app - Successfully use gentle notifications | |
| 3 | <p>[Insight dashboard trends] [Update settings based on insights]</p> <p>After using Calmlens for some time, as a user you would like to see your usage trends and based on recommendations change your settings.</p> <p><i>Related Research Questions:</i></p> | |

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| | <p>Determine Usability: Understand how intuitive and user-friendly the app's features are, including setting personalized goals and adjusting preferences.</p> <p>Gauge Perceived Control Over Social Media Use: Measure how much control users feel they have over their social media usage when using Calmlens. Determine if the app successfully empowers users by increasing their awareness of their own social media habits.</p> <p><i>Task Success Criteria:</i></p> <ul style="list-style-type: none"> - Open insights dashboard - Find recommendations - Open settings - Lowered number of pages - Saved changes | |
| <p>4</p> | <p>Final session questions</p> <ul style="list-style-type: none"> - What are your thoughts and overall impressions of this experience? - What did you like most? - What did you dislike most? - What, if anything, was confusing about the experience? - Overall, how satisfied are you with the experience? <ul style="list-style-type: none"> - Very satisfied - Somewhat satisfied - Neither satisfied nor dissatisfied - Somewhat dissatisfied - Very dissatisfied <p>Session Wrap-Up</p> <p>[Read a closure statement to participant]</p> <p>“Thank you very much for taking part in this usability study today. Your participation has provided us with information that will help us to improve this product.”</p> | |

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| | [End recording only AFTER participant has departed.] | |
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