UX Evaluation

Introduction and Research Goal

This study investigates the usability and user experience of the *Pinkbird app*, an app where women can track their menstrual cycle. The goal of this UX research is to evaluate how the PinkBird app is perceived by women, which issues they might encounter and whether they would like to use the app to track their menstruation cycle.

What is PinkBird?

PinkBird is a menstrual cycle tracker for your smartphone. In the app you can log your period, symptoms and activities and the app will predict your period and ovulation. The app can help women discover patterns in their cycle or to see if they have an irregular period.

What to do with the app?

➤ Predict and determine period and cycle length.

➤ Track the symptomatology

➤ Set the cycle reminders (period starts, period ends, fertility starts, ovulation, fertility ends)

➤ Make the communication with specialists easier and faster via health reports provided by the app.

Research problem

- Is the app capable of allowing users to fill in and find the information they need?

- Does the app provide an appropriate set of functions that will enable users to do what they want within the app?

- Is it possible for the user to work out how to use the app by exploring the interface and trying certain actions?

- Is the app easy to use as an overall experience?

- Is the app enjoyable to use as an overall experience?

The Process

This study is focused on two important aspects of the user experience: *performance* and *satisfaction*.
Thus, we focused on the *usability* of the app and on the *overall experience*.

Methods ⟶ Think Aloud & Attrakdiff

Participants ⟶ Four users, all women between the ages of 21 and 26 years old.

Insights

- The most common issues emerged regarding navigation, functionalities, and content.

- The overall experience while using the app is neutral

- overall confusion among participants especially regarding the connection between different sections. Sometimes the participants felt the need to have an explanation about the meaning of the section.

- general misunderstanding of some piece of content and that affected their decision about action to take.

-other meaningful contents have not been noticed.

-some requests and questions from the app were perceived out of context and not connected with the general purpose of the system.

The issues they encountered were classified as **low and medium in the severity ratings**. Despite a little waste of time and some misunderstanding, none of the participants gave up on completing a task.

Positive aspects:

- simple design
-useful division of the report cycle symptoms and sex
- the functionality of exporting the file and using it when visiting a doctor

New Research Questions

In the first session, we conducted a general exploration of the app, then we investigated deeply how users perceived the navigation, since the main issues emerged with the previous research were about navigation, content, and functionalities.

The objective of this new research was to measure the efficiency of some functionalities, through the amount of effort users were going to put into a task completion. It's important to underline that we wanted to measure both cognitive and physical effort.

Methods

Usability Test (Task Performance and Time on task)

Participants

Six girls aged between 20 and 26. they used and would like to use something to track their period and fertility window in order to avoid any unwanted pregnancies.

Based on the main goals of the app, our aim was to test usability through task scenarios.
We pointed out the following tasks:

Task 1: You are going on vacation with your friends, and you **would like to have a general prediction about your period**, to organise the travel. To do so, use this app.

Task 2: You need to see a doctor because during your cycle you have some problems related to acne and cramps. **Go to the right section of the app and upload these symptoms**.

Insights

On this second stage, all the participants completed the given tasks, but they had trouble with task 2. Once again, the problem we detected was related to the content.

In fact, when users have been asked to upload their symptoms, they felt confused about where to find the right section to do so.

We measured this excessive mental and physical load counting the number of steps they have taken.

One of them suggested to us that the main problem is the similarity - in colour and font - between the section's button and advertising.
(see the screenshot on the right).