

Presentation:

https://docs.google.com/presentation/d/1q_RPFOW3bxDYCygBci7Rfe1bvdr0pQsdCZoSC8uswR0/edit?usp=sharing

Summarized Quantitative Data Table:

| | Time to Complete Task | # of Wrong clicks | # of Long Pauses (exceeds 10 sec.) | # missed features | Time spent in chat | # reaction clicks as audience member |
|---------------|-----------------------|-------------------|------------------------------------|-------------------|--------------------|--------------------------------------|
| User 1 | 6 min. 30 sec | 0 | 1 | 1 | 2 min | 4 |
| User 2 | 8 min. 13 sec | 0 | 1 | 0 | 3 min | 2 |
| User 3 | 6 min. 12 sec | 1 | 1 | 0 | 3 min | 5 |
| User 4 | 5 min. 54 sec | 2 | 1 | 1 | 2 min | 7 |
| User 5 | 5 min. 0 sec | 1 | 1 | 1 | 2 min. 15 sec | 15 |

Revised Core User Task (Unchanged with Rationale explained)

Our core user task is to have two demographically similar individuals to discuss an issue that they have differing opinions on. A supporting aspect of our core user task is the ability to join as an audience member to watch chats. We believe this has a moderating effect and still allows someone to “join” in on a discussion without having to think of things to actively say. While both aspects of the user task are closely related, their outcome, which is to learn from the discussion of two demographically similar people discussing a topic on which they have differing opinions, is exactly the same.

Study Procedure (Revised)

1. Request the users to think out loud so the individuals recording the data know what the user’s thought process is. This step can be described as laying out ground rules for the study, not necessarily using the product.
2. It’s very important to not give any context around what our product does and why they are using it. We want to measure everything we can in a controlled

environment. The product should speak for itself. As such, to begin the procedure, just put the website in front of the user and let them explore. Keep talking to a strict minimum, only solving their problems when it is clear that they are stuck. For this step, place the product in front of the user, and let them begin.

3. One person sits next to the user and helps answer any question or steer users in the right direction if any confusion exists. One person takes notes/observations on the quantitative measures. One person takes notes/observations on the qualitative measures. One person is responsible for the survey questions and any other insightful follow-up questions. In the event that only one person is administering the test, it's ok to collect estimates for quantitative measures. The most important information comes from the thinking aloud and qualitative data collection. Keep a timer open on your phone and periodically mark important time points. This requires multi-tasking, but in our various trial runs, we found it to be a viable approach.
4. Steps 1 to 3 are conducted in 15 minutes.
5. Steps 1 to 3 are repeated for the second user (also done in 15 minutes) (only if you are doing the study multiple times with multiple participants).
6. Take whatever remaining time you have to ask the survey questions. When exploring their understanding and opinions on the product, it's very important to not justify design decisions or seek to overly explain things. The purpose of this is to get their full, unadulterated feedback. We want to replicate the user experience as if we aren't, so don't feel too compelled to talk a lot. The focus should be on the participant.
7. Thank them for their time and finish recording the notes.

Measures for Study (Revised)

Survey Questions

- 1) Did you feel stuck or confused at any point?
- 2) Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?
- 3) What improvements do you want to see in the product?
- 4) Do you find this product useful?
- 5) How did you feel about the audience observing your conversation? Did they add any value?
- 6) As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?
- 7) Is joining as an audience member a compelling and interactive experience?
- 8) Do you understand the role of the similarity ratings?

- 9) Do the compliment emojis add value to your experience?
- 10) Did you have difficulty thinking of a question in the chat creation screen? Would you appreciate topic suggestions?

Qualitative Measures

- 1) Intuition about what is going on-any stuck points
- 2) How do they figure out what to do next? Are we adding the proper signifiers throughout the product?
- 3) Did the user make any comments suggesting something was annoying or repetitive?
- 4) Did the user get frustrated?
- 5) Did the user originally choose to be a chatter or an audience member?
- 6) Did the user seem engaged by the chat room functionality?

Quantitative Measures

- 1) Time it takes to complete (is task completed on time?)
- 2) Number of wrong clicks
- 3) Number of long pauses (over 10 seconds)
- 4) Number of missed features (missed key functionality by the user)
- 5) Duration of time spent in chat (as either chatter or audience member)
- 6) How many reactions did the user click as an audience member?

Summary of Changes made from Pilot Testing

After doing the pilot testing, we realized a key insight about our core user task, study procedure, and study measures. Our core user task was actually pretty clear to all of our participants. They all understood that they were using the product to discuss a topic with other, supposedly similar individuals. We did a good job making this clear in the product. The largest problem and the most common feedback was that our participants didn't really understand the point of the core user task. The primary question for this iteration for this iteration of the prototype wasn't "What do I do?", it was "Why am I doing this?". Multiple users pointed out a lack of understanding of the context around why they were performing the core user task. They didn't understand what they were supposed to get out of it, or they didn't feel compelled to do it. This realization caused us to alter both our study procedure and measures significantly. We wanted to focus on capturing more data, more effectively around user's high-level attitudes towards the product (Why am I using this? What's the point?). In our study procedure, previously, we have spoken way too much and explained too much of the product. This caused us to not catch the context problem earlier because we were essentially handing the user the primary reason why they were participating in a chat. For example, in previous iterations of the procedure, we would spend 2-3 minutes before the study explaining what the product

was and why they should use it. Now, we dive right in and let the product speak for itself. This was the most significant change in our study procedure because it removed any bias from the data we collected with our study measures.

Following our study procedure, we altered our study measures to more effectively capture “why” questions instead of just “what” questions. We wanted to focus more on purpose and context rather than optimizing the UI flow. In this iteration it became clear that users were getting less stuck and confused on the product, and were now wondering why they were using the product in the first place. Common throughout most of our pilot studies, the user finished the study pretty quickly, but then just sat there with a blank look on their face, not really expressing any insight from having used the product. As such, we added survey questions on topics like “do you understand the role of the similarity ratings?” or qualitative observations “Did the user seem engaged”. Our biggest realization overall from the pilot study was that the study wasn’t about getting the user from point a to b in the quickest, smoothest way possible; it was about how much they enjoyed and viscerally felt utility from using the product.

Insights

The biggest insights we garnered from our revised study procedure this time around were extremely informative. Starting from the first screen, people didn’t understand why the Facebook login had a sign-in and sign-up. This caused them to pause, because usually you connect with Facebook instead of using it as a sign-up/sign-in mechanism. This led us to clean up the flow of the user login page, consolidating two buttons with just one. Moving on, we found that people felt anxiety about the create chat screen. They didn’t really know what to ask. This made them feel like the only reason they’d use our product was if they had a specific question in mind. Many users noted that they’d like some sort of suggestion section for popular questions so they don’t have to think so hard about what to discuss. The key insight we realized from this interaction was that in creating a comfortable environment it’s important to think about how we intellectually and mentally guide the participants. If we just throw into the deep end of a discussion or discussion creation without any help from the interface, then that will cause them anxiety or cause them to leave. We want to make creating a discussion as frictionless as possible, and if the user is sitting there trying to come up with some chat ideas for 10 minutes, then we’ve failed in that goal.

Our most important insight came from when users entered the chat. While chatting is fairly intuitive the biggest question our users had was what’s the similarity rating mean and why am I chatting? They understood at a high level that they were in the chat to

explore opinions, but that idea didn't feel very compelling to them. This was present in the answers we collected around utility and if they'd use this product again. None of users were very enthusiastic about this. This has caused us to realize that we do a poor job of establishing the context around conversations. See, we ignored communicating a key part of our HMW, which is discussing with similar people. Right now, we just have a percentage number. But we realized that if we show both chatters and audience members exactly how the chatters are similar, then the conversation has an entirely new layer to it. The conversation becomes about exploring an issue in context of two people that are very similar. With the similarity juxtaposed to the actual discussion, everyone is able to see how bias can affect discussions. For example, as a chatter, if I'm discussing with someone similar to me and I find myself reactively dismissing an argument by saying "oh this person just doesn't understand because of who they are", it's more difficult to keep that stance if the person is very similar to me. For audience members, they get to explore how different similarities between people can improve/change the outcome of a discussion. So if one discussion has people very similar on socio-economics, but different on location, they can see how that affects the discourse. The entire site enables both chatters and audience members to see how different similarities can change how people interact on controversial opinions. As a user, I get see how two computer science majors interact on an issue versus two liberal arts majors. I get to see how two rich people think about an issue versus two poor people. **Thus, we've discovered that the context and purpose of the site isn't just to explore diverse opinions with similar people, it's also to understand how similarities can lead to better discourse.** We don't want to just assume for the user that they'll have a better discussion because they are matched up with someone like them, we want the user to learn why they are having a better discussion. The concrete product insight we implemented from this was that we are going to have a similarity comparison page when entering the chat to establish a baseline for discussion. We essentially want to give much more information about our similarity rating.

Building off of this insight, we got a lot of feedback that our audience experience wasn't very engaging. Participants didn't understand why they would watch slow moving text/discussions on a screen. We decided to improve this interactivity by enabling audience members to submit questions at different points in the discussion for the chatters to accept/deny and integrate into the live discussion. This adds a more active incentive for the audience members to stay engaged, because they have more time now to think of extremely thoughtful questions.

The final insight relating to our product was that people didn't really know what to do after a chat finished. There was no conclusion or closure. Most of our participants just

sat there asking, “what now?”. To make this more clear in the future, we plan to add a chat ending screen that summarizes the compliments chatters got, re-shows the similarities, and asks survey questions to each chatter, and some easy questions to the audience that are revealed instantly to others after they answer. Questions include, “did you enjoy the chat?”, “did you feel like the opposition adequately listened to your points?”.

Study Participant 1

Study user 1 is a 16 year old high school student from Pleasanton, CA. He is an Indian male of upper-middle class socioeconomic status. He is currently a Junior in high school and is involved in a variety of extracurricular activities such as piano and being involved in a lot of clubs such as math team, ACE coding, and science team. He also enjoys playing video games and basketball. His political leaning is liberal.



Use Study Observations:

Survey Questions

1. Did you feel stuck or confused at any point?

Confused on position on the join page and what it means since it only says “Position: Yes” or “Position: No”. He thought they were previous chats possibly.

2. Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?

He felt it was a little weird that people in the audience could see the chat but he would feel comfortable talking to the other chatter.

3. What improvements do you want to see in the product?

He thought it would be nice if the audience could comment and possibly have more participation

4. Do you find this product useful?

Yes he said he would use it if there were conversations that were related directly to the clubs he was involved with or school.

5. How did you feel about the audience observing your conversation? Did they add any value?

He thought it was pretty weird that there would be an audience watching the conversation. He thought it might be nice to be given an option of whether or not you are ok with an audience.

6. As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?

He felt it was ok as long as his age and location were not directly specified.

7. Is joining as an audience member a compelling and interactive experience?

He thought it was a cool experience but wished there were more ways the audience could interact such as commenting or having more reaction options.

8. Do you understand the role of the similarity ratings?

He was pretty confused on how the users were similar and what the percentage meant but after I explained it to him, he felt it was valuable.

9. Do the compliment emojis add value to your experience?

Yes, he thought it was a really fun way to interact.

10. Did you have difficulty thinking of a question in the chat creation screen?

Would you appreciate topic suggestions?

He didn't have difficulty coming up with a question to ask but said it would be a great idea to include trending topics.

Qualitative Measures

1. Intuition about what is going on-any stuck points

Didn't really understand the position aspect of joining a chat as it is currently labeled.

2. How do they figure out what to do next? Are we adding the proper signifiers throughout the product?

It was pretty clear where to click next and what should be done on each page.

3. Did the user make any comments suggesting something was annoying or repetitive?

Not really

4. Did the user get frustrated?

No, the user did not get frustrated.

5. Did the user originally choose to be a chatter or an audience member?

Chatter

6. Did the user seem engaged by the chat room functionality?

Yes, the user really enjoyed the chat and seeing what the next response would be.

Quantitative Measures

1. Time it takes to complete (is task completed on time?)

6 min. 30 sec.

2. Number of wrong clicks

0 wrong clicks

3. Number of long pauses (over 10 seconds)

1 - when he entered the join chat page and was trying to figure out what was going on

4. Number of missed features (missed key functionality by the user)

1 - originally missed the join as an audience member

5. Duration of time spent in chat (as either chatter or audience member)

2 min.

6. How many reactions did the user click as an audience member?

The user clicked each reaction twice to see what would happen.

User Testing Informed Consent Form

Study administrator(s) is/are: PURVA GUPTA

Participant is: PARTH GUPTA

This is a use study designed solely for designers/developers to evaluate the utility, easy of use and user experience for a web application prototype. The goal of the web application is to connect users with similar backgrounds but differing opinions on particular topic(s) while enabling users to discuss their opinions in a comfortable, stress-free environment. Your participation will help us achieve this goal.

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All information collected in the use study is confidential and we ask that all participants refrain from discussing information from the use study pertaining to our application outside of the session. All work regarding the web application and idea belongs to the Chat With Me design and development team at the University of California, Berkeley. All data collected from this session will remain confidential, or anonymous if published, and will be used solely for enhancing our application. We will not videotape the use study session unless you provide consent (see below).

Statement of Informed Consent

I have read the description of the study and of my rights as a participant. I voluntarily agree to participate in the study.

Please circle **(YES)** **NO**): I give consent to being videotaped during this session. I understand that all data collected during the use study will remain confidential and anonymous.

Print Name: PARTH GUPTA

Signature: *Parth Gupta*

Date: 11/11/17

Study Participant 2

Study user 2 is a middle-age man from Pleasanton, CA. He is an entrepreneur and works in the software field. He is an Indian male of upper-middle class socioeconomic status. He has 3 kids and enjoys spending time with his family and hiking. His political leaning is liberal.



Use Study Observations:

Survey Questions

1. Did you feel stuck or confused at any point?

Yes, he did not really understand the top banner of the chat pages which specified “Yes: [individual] | Percent Similar | “No: [individual]

2. Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?

Overall, yes.

3. What improvements do you want to see in the product?

He would like to see the ways he is similar to the other chatter and also would like to have more ways to react and interact as an audience member.

4. Do you find this product useful?

Yes, he found the product very useful.

5. How did you feel about the audience observing your conversation? Did they add any value?

He said it was alright that the audience was observing but didn't feel that they added any value to their conversation.

6. As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?

Yes, as long as it is in a more general sense rather than providing specifics such as location.

7. Is joining as an audience member a compelling and interactive experience?

Currently, he felt it was not very compelling and felt that the audience needs more incentive to participate.

8. Do you understand the role of the similarity ratings?

He understands that the goal is to have 2 similar people chat with each other on things they differ on.

9. Do the compliment emojis add value to your experience?

It was fun and interesting but it did not add much value to the overall experience. He wishes there were more ways to react or possibly have audience ask questions to the chatters.

10. Did you have difficulty thinking of a question in the chat creation screen?

Would you appreciate topic suggestions?

Didn't really have trouble coming up with a question but thought it would be useful to have topic suggestions.

Qualitative Measures

1. Intuition about what is going on-any stuck points

Did not quite understand the yes/no positions and how the user similarity percentage is calculated

2. How do they figure out what to do next? Are we adding the proper signifiers throughout the product?

Yes, overall it was easy to navigate in the app.

3. Did the user make any comments suggesting something was annoying or repetitive?

After a while, he found the audience reactions to be repetitive.

4. Did the user get frustrated?

No.

5. Did the user originally choose to be a chatter or an audience member?

Chatter

6. Did the user seem engaged by the chat room functionality?

Yes, the user was engaged by the chat but wished it was not hard coded so he could get more of a feel of having a conversation.

Quantitative Measures

1. Time it takes to complete (is task completed on time?)

8 min 13 sec

2. Number of wrong clicks

0 wrong clicks

3. Number of long pauses (over 10 seconds)

1 long pause-when trying to leave the chat or end the conversation

4. Number of missed features (missed key functionality by the user)

0 missed features

5. Duration of time spent in chat (as either chatter or audience member)

3 min.

6. How many reactions did the user click as an audience member?

The user clicked each reaction once to see what would happen.

User Testing Informed Consent Form

Study administrator(s) is/are: PURVA GUPTA

Participant is: GOPESH KUMAR

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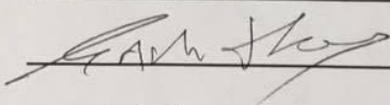
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Please circle (YES) NO: I give consent to being videotaped during this session. I understand that all data collected during the use study will remain confidential and anonymous.

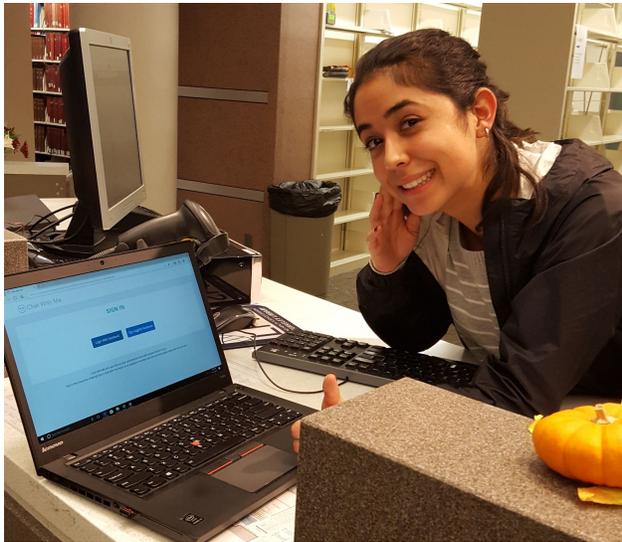
Print Name: GOPESH KUMAR

Signature: 

Date: 11/12/17

Study Participant 3

Study user 3 is an 18-year-old college freshman student majoring in Ethnic Studies. She is a Hispanic female who is of the working class socioeconomic status. She has no programming or engineering experience, but enjoys using social media. She is from Thousand Oaks, CA (outskirts of Los Angeles, CA) and is a first generation college student. She enjoys playing soccer and traveling. Her political leaning is liberal.



Use Study Observations:

Survey Questions

1. Did you feel stuck or confused at any point?

User was confused about what the “similarity” meant and how the percentage was come up with. The button that said “login with facebook” was confusing, and should be changed to “connect with facebook”.

2. Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?

Yes.

3. What improvements do you want to see in the product?

Wanted to be able to update the profile page with other information. When reporting people, the user wanted to receive a confirmation before reporting someone (since they may have accidentally clicked the button). When joined in as an audience member, the user wanted to share the chat with a friend.

4. Do you find this product useful?

Yes. I liked how I can be able to chat on virtually any topic with someone who is genuinely interested in carrying out the conversation. I liked how audience members can motivate me with positive comments.

5. How did you feel about the audience observing your conversation? Did they add any value?

Yes. They motivated me when I joined in as a chatter and showed me that more people were also interested in the topic.

6. As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?

Since only the similarity percentage is revealed, I am fine with that. But I wouldn't want my age or residence location revealed publically.

7. Is joining as an audience member a compelling and interactive experience?

Absolutely. I liked how I could give "good jobs" to people but was not forced to be play a role as active as a chatter. I am more comfortable as an audience member than a chatter.

8. Do you understand the role of the similarity ratings?

No. I was confused. What are they similar in?

9. Do the compliment emojis add value to your experience?

Yes! I really liked that feature! It would be neat if I could add my own emojis to give to users.

10. Did you have difficulty thinking of a question in the chat creation screen? Would you appreciate topic suggestions?

No. I have a ton of questions that I'm curious about.

Qualitative Measures

1. Intuition about what is going on-any stuck points

Only confused about the profile page. Tried to click the user stats page to update the data but couldn't since it was not a button. It took me a while to figure that out.

2. How do they figure out what to do next? Are we adding the proper signifiers throughout the product?

I found the words/directions in the login page really helpful.

3. Did the user make any comments suggesting something was annoying or repetitive?

"It's hard to distinguish between a button and non-button. This was my confusion when trying to update fields in the profile page when it clearly was not a button."

4. Did the user get frustrated?

No. There was just a minor confusion as described in question 1 in qualitative measures.

5. Did the user originally choose to be a chatter or an audience member?

Chatter

6. Did the user seem engaged by the chat room functionality?

Yes. The user really liked typing in chats and seeing what “Kunal’s messages” were.

Quantitative Measures

1. Time it takes to complete (is task completed on time?)

6 min. 12 sec.

2. Number of wrong clicks

1 wrong click - trying to click the profile data fields

3. Number of long pauses (over 10 seconds)

1 - when trying to update the profile page when it was not possible

4. Number of missed features (missed key functionality by the user)

0 - user explored everything

5. Duration of time spent in chat (as either chatter or audience member)

3 min. (User enjoyed chatting as a chatter the most in the entire UI)

6. How many reactions did the user click as an audience member?

All of the reactions (including reporting people). User found that fascinating and was smiling a lot when clicking on the reactions.

User Testing Informed Consent Form

Study administrator(s) is/are: ROSHNI IYER

Participant is: Bryanna Chavez

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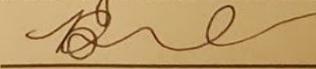
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I have read the description of the study and of my rights as a participant. I voluntarily agree to participate in the study.

Please circle (YES) (NO): I give consent to being videotaped during this session. I understand that all data collected during the use study will remain confidential and anonymous.

Print Name: Bryanna Chavez

Signature: 

Date: NOV. 15. 2017

Study Participant 4

Study user 4 is a 20-year-old college junior majoring in Cognitive Science. She comes from a Hispanic and Indian ethnicity. Her interests include Web Development, Kanye West, and running. Her political leaning is liberal. She is from Morgan Hill, California. She comes from a middle class family.



Survey Questions

1. Did you feel stuck or confused at any point?

No, it was pretty straightforward. The different colored buttons made it easy to navigate through the website.

2. Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?

Yes. She noticed that there was a report button, and she liked that. If there is anyone online who makes her feel uncomfortable, she could report cyberbullies.

3. What improvements do you want to see in the product?

It would be cool if out of the people who were watching, you could see if more people were agreeing with what you were saying or what the opposing chatter was saying. She thought it was easy to navigate, very pretty, nice to talk to people with similar interests.

4. Do you find this product useful?

She could see why other people would use it, but would personally not want to use it. It involves talking to strangers and giving out personal information and she wouldn't be okay with that.

5. How did you feel about the audience observing your conversation? Did they add any value?

She likes that she was only able to see positive feedback. It felt as though it was a real support system.

6. As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?

No; this is due to the fact that she did not want strangers seeing her personal information, and she would therefore not want strangers to see how similar she is with other chatters.

7. Is joining as an audience member a compelling and interactive experience?

She thought that it was pretty cool. If the topic was something that she didn't know much about, it would be interesting to see two people talk about it and to learn more about the topic.

8. Do you understand the role of the similarity ratings?

No, she is confused on what you would be similar on. It's something she wouldn't really take into consideration.

9. Do the compliment emojis add value to your experience?

Yes, she really enjoyed the compliment emojis and believed that they enriched her experience.

10. Did you have difficulty thinking of a question in the chat creation screen? Would you appreciate topic suggestions?

She saw topics, and she saw Sports, so she knew it would be easy to come up with a question. After completing a chat, it would be cool if question suggestions came up.

Qualitative Measures

1. Intuition about what is going on-any stuck points

She was a bit confused on how to officially end a chat when it was over (as opposed to just leaving the chat room).

2. How do they figure out what to do next? Are we adding the proper signifiers throughout the product?

Other than the previous statement, she seemed pretty clear on what paths she was able to take.

3. Did the user make any comments suggesting something was annoying or repetitive?

Nope, she did not.

4. Did the user get frustrated?

Nope, the user did not get frustrated.

5. Did the user originally choose to be a chatter or an audience member?

The user originally chose to be a chatter.

6. Did the user seem engaged by the chat room functionality?

Yes; the user originally chose a question about the Warriors as well, and was very engaged by the chat room functionality (and the responses provided by the opposing chatter).

Quantitative Measures

1. Time it takes to complete (is task completed on time?)

5 min 45 sec.

2. Number of wrong clicks

2 wrong clicks

3. Number of long pauses (over 10 seconds)

1 - when she was trying to figure out what to do after the chat ended

4. Number of missed features (missed key functionality by the user)

1 - missed joining the chat as an audience member versus chatter

5. Duration of time spent in chat (as either chatter or audience member)

2 min.

6. How many reactions did the user click as an audience member?

The user clicked each reaction multiple times (around 7) because they were very intrigued by the functionality of the reactions.

User Testing Informed Consent Form

Study administrator(s) is/are: Shanaaz Deo

Participant is: Tanji Saraf-Chavez

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Statement of Informed Consent

I have read the description of the study and of my rights as a participant. I voluntarily agree to participate in the study.

Please circle (YES NO): I give consent to being videotaped during this session. I understand that all data collected during the use study will remain confidential and anonymous.

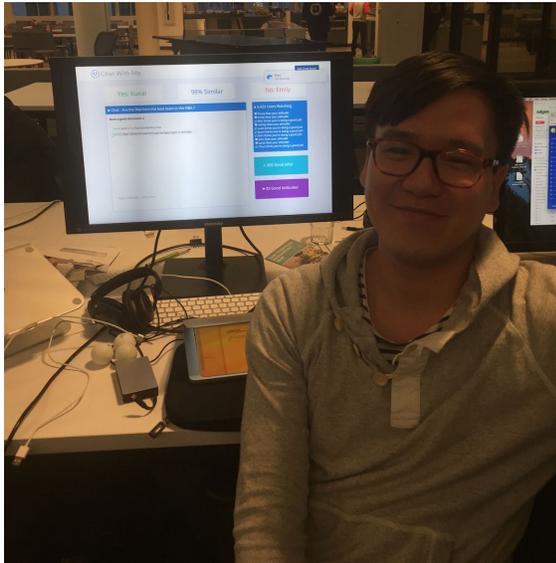
Print Name: Tanji Saraf-Chavez

Signature: Tanji Chavez

Date: 11/16/17

Study Participant 5

Rick is a 35 year old, upper middle class post MBA working for Adyen Payments in San Francisco. He's liberally leaning, and is of Singaporean ethnicity, but grew up in the Netherlands. He previously worked in London for 8 years. He is a male that's interested in crypto currency and reading.



Survey Questions

1. Did you feel stuck or confused at any point?

I was confused about what I was supposed to do after the conversation ended. There was no real closure or indication that I'm leaving. It was anti-climatic. Usually when I'm doing some sort of political app, there's more context around why I'm having the conversation, and what I'm taking away from the conversation.

2. Did you feel that you were in a comfortable environment to fearlessly express your opinion on controversial topics?

Yes. I didn't feel particularly uncomfortable about talking about my opinions. I did enjoy a degree of anonymity and I was able to think through my answers a bit more because of text instead of video.

3. What improvements do you want to see in the product?

I want to see suggestions of questions I can ask in the conversation and when creating the conversation. There's a bit too much pressure right now on me to be eloquent and a great debator. I'd like to use the product but I'm not very skilled at discussing some topics.

4. Do you find this product useful?

I don't understand why I'd get into conversations, or why I'd come back to use the product multiple times. Maybe if there's like a crypto currency channel where people are continuously discussing that.

5. How did you feel about the audience observing your conversation? Did they add any value?

I think they made me pay attention more to the conversation because I like the attention and wanted to do well in front of them. Other than that, they compliment system isn't very interactive.

6. As a chatter, do you feel comfortable with the audience seeing how similar you are with other chatters?

Yes. I'm fine with that, I think that would be educational.

7. Is joining as an audience member a compelling and interactive experience?

Not really. I kind of just sat in the lobby spamming good jobs because there wasn't really much else to do. The chat wasn't going so I was bored. I would probably leave within a few seconds.

8. Do you understand the role of the similarity ratings?

I understand it at a high level but I have no idea how the rating is calculated. I'd like to see more specifics on how I'm similar to another individual.

9. Do the compliment emojis add value to your experience?

They are cool, but they get old/boring after the first couple times somebody gave them to me. I generally like scores in video games, but this time because I couldn't see the other person's score, there didn't seem to be much point in accumulating more karma.

10. Did you have difficulty thinking of a question in the chat creation screen?

Would you appreciate topic suggestions?

I did because I was kind of thrown into it. If you had given me more of an indication that I would need to ask a question in the create chat screen, I would have been more prepared and thought more about it.

Qualitative Measures

1. Intuition about what is going on-any stuck points

Because the product is currently on a one track, it was very obvious what to do at certain points. Rick got stuck very few times, primarily because at any point there were only 1-2 actions to clearly do on the screen. Whenever he was hesitating, he just clicked the next action to do. They did get stuck however on what to do to end a conversation. They were taken a back by how quickly it ended.

2. How do they figure out what to do next? Are we adding the proper signifiers throughout the product?

They just started clicking around on the buttons present on the screen. I think we ended up designing this aspect well.

3. Did the user make any comments suggesting something was annoying or repetitive?

The user did not mention anything that was repetitive or very annoying. Usually they just thought aloud about things that confused them like why he was chatting, or what he was supposed to do as an audience member.

4. Did the user get frustrated?

No.

5. Did the user originally choose to be a chatter or an audience member?

The user initially chose to be a chatter, primarily because it seemed more engaging than watching two people chat about a topic.

6. Did the user seem engaged by the chat room functionality?

Overall the product was uninteresting to the user because it lacked full context around the point of the conversation. He kept asking, "what do I get out of this?"

Quantitative Measures

1. Time it takes to complete (is task completed on time?)

5 mins

2. Number of wrong clicks

1

3. Number of long pauses (over 10 seconds)

1

4. Number of missed features (missed key functionality by the user)

1 - joining as audience member, it wasn't clear

5. Duration of time spent in chat (as either chatter or audience member)

2:15

6. How many reactions did the user click as an audience member?

15, he spammed the chatters

User Testing Informed Consent Form

Study administrator(s) is/are: KUNAL CHANDHARY

Participant is: Ricky

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Print Name: Ricky Tan

Signature: [Handwritten Signature]

Date: 11/17/17