



P6: User Study Evaluation

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Study Procedure Modifications/Insights from Pilots

- Our biggest problem was that users understood our core user task, but didn't understand the context/greater point of the product. We didn't have a compelling hook.
 - Core user task kept the same
 - We changed our study procedure -> focuses more on listening, we changed talking to a minimum
 - We modified our study measures -> asks more questions around utility and bigger perspective . (Did you find the audience perspective compelling, do they seem engaged?)
 - It's not just about getting the user from point a to be in the best way possible, it's about whether they had a meaningful time while doing it

Study Participant #1

Demographics: Male, 16 year old, high school student, Liberal, Upper-middle class, from Pleasanton, CA

Key difference - Teenager, high school

Insight Gained from Study:

- Needs to be made more clear that there are 2 ways to be involved (audience and chatter)
- Should add in more functionality for the audience members
- Not very clear what position you enter the chat as (pro/con) vs (yes/no)



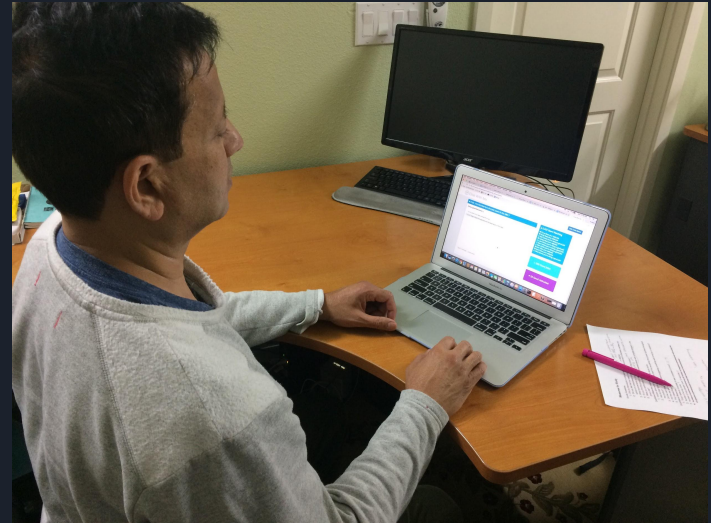
Study Participant #2

Demographics: Male, Middle-age, Liberal, Entrepreneur, Upper-Middle class, Software professional, from Pleasanton, CA

Key Difference - Older (50s) , Software Engineer, has 3 kids

Insight Gained from Study:

- The similarity percentage is not very clear
- Unclear how to exit the chat and how to do so unobtrusively



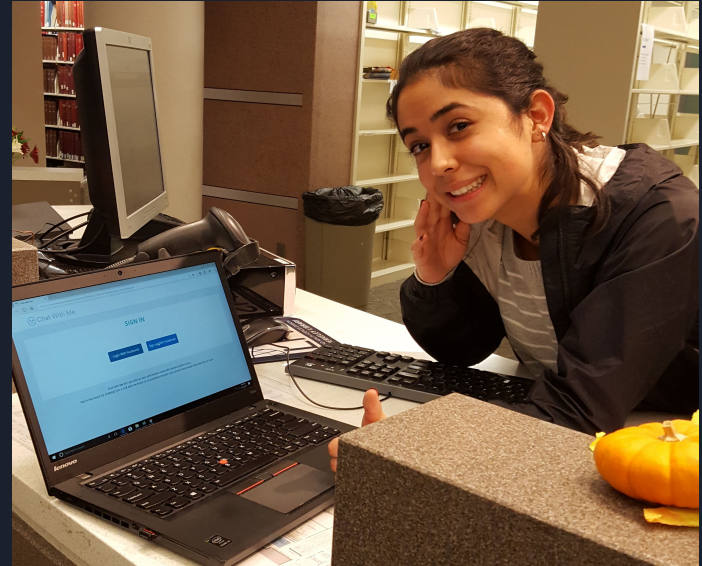
Study Participant #3

Demographics: Female, College student, 18 year old, Liberal, Ethnic studies major, Working Class, from Thousand Oaks, CA

Key Difference - Socio-economic, and major

Insight Gained from Study:

- Wanted to have only age ranges, and broad location categories (ie. Pacific West rather than CA) revealed to audience members due to privacy concerns
- Wording of login page is misleading; “login with facebook” should be changed to “connect with facebook”



Study Participant #4

Demographics: Female, College student, 20 year old, Liberal, Cognitive Science Major, Middle Class, from Morgan Hill, CA

Key Difference - Female, Mixed ethnicity

Insight Gained from Study:

- Would like to see suggestions for new possible questions appear after a chat ends (based on the user's interests)
- Liked that she was only able to see positive feedback from audience members
 - However, she would have liked to see how audience members responded to the opposing chatter as well



Study Participant #5

Demographics: Male, Post-MBA works at payments startup, Singaporean from Netherlands, liberal, 35 years old, upper middle class.

Key Difference - International/in his 30s

Insight Gained from Study:

- Didn't really understand why he would use this product frequently
- Didn't know what the similarity rating meant
- Found the audience perspective really boring





Final Insights

Insight

- 1) Showing how people are similar is very interesting and compelling
- 2) The audience wants to participate more in the discussion.
- 3) Closure is important to a discussion

Product Change

Show exactly how to individuals are similar when they enter a chat.

Enable audience to ask submit questions to the chatters.

Add an ending screen that summarizes the chat, the similarities, and the ask post-discussion questions to audience/chatters that are revealed instantly. E.x (Was this chat educational?)