

UGC – NATIVE APP

Usability Click Tests

TEGNA

5/12/20

Test Format

Using static designs we click tested UGC Functionality on [UsabilityHub.com](https://www.usabilityhub.com). 50 people between the ages of 35 and 55 were tested.

Goals

- Is the “Near Me” tab clearly understood?
- Can users quickly find where to upload content?
- Are the map filter icons clear?
- Are the differences between locations pins visually clear?



Task

This is a local news app. What would you expect to see when tapping on the Near Me tab?

Results

44 users generally answered with terms such as “local news” or “news” in my “area”, “location”, “city”, and “zip code”.

Outliers

“number of death tolls”

“Crime near me”

“stores and shops near my current location”

“current events news and updates around COVID19 that have been published by media in my geography”:

“Corona virus updates for my area”

“How the virus is effecting the area I live in”



Question

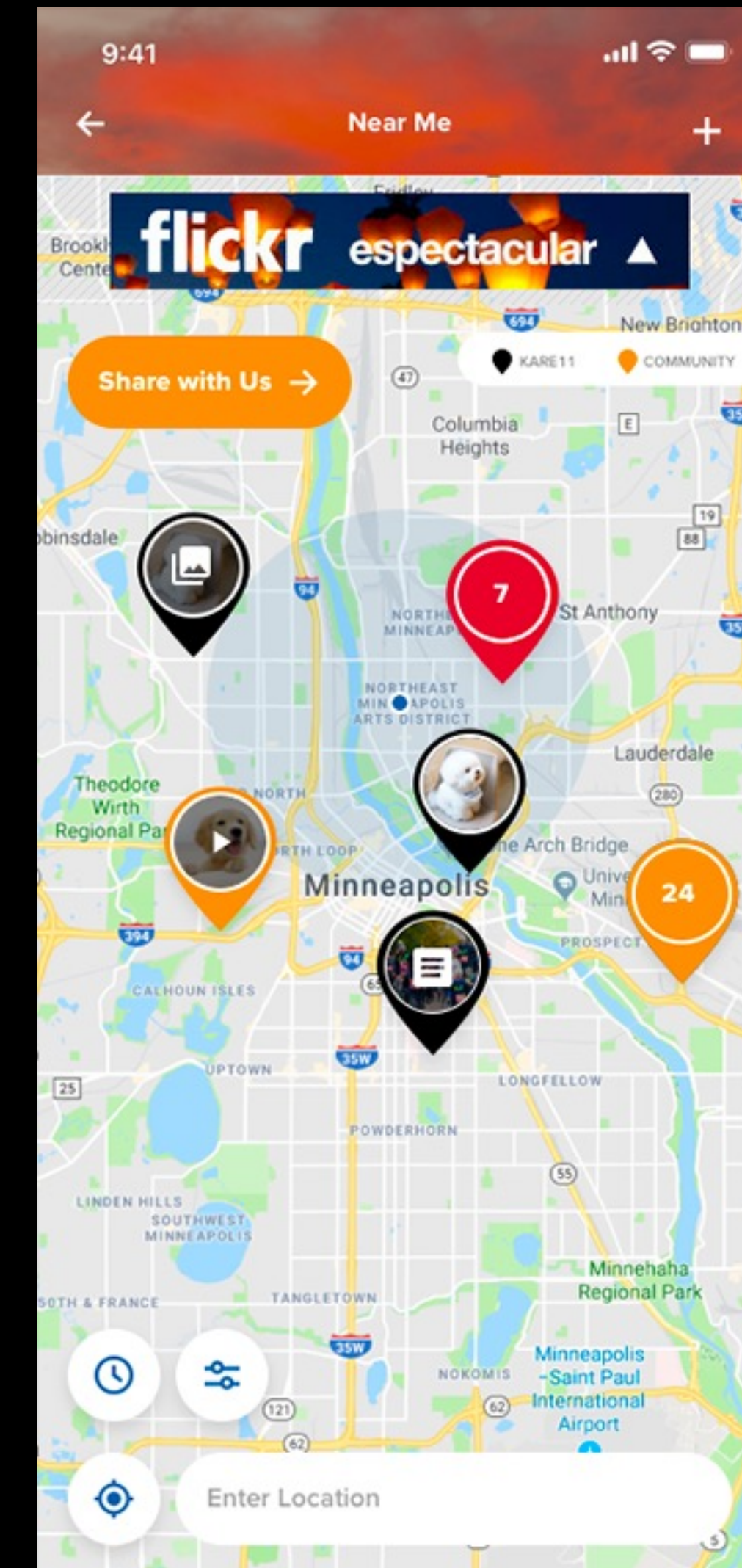
There are 3 different color location pins on this map. Describe what you think each color represents.

Results

Only one user correctly interpreted legend.

This question produced a tremendous amount of variety. People were generally not sure what the color coding represented.

Answers on next page »



These appear to be pet-focused businesses. Perhaps black are stores, orange are rescues, and red are vet services

red means something going on there... orange means something "kind of going on" and not sure what the black is all about. I can't tell what the photo is...

the red is where you are, the yellow is where a store is, and black is where your friends are.

I am not sure

"Yellow = stands for a rail line
Red = stands for a house apartment
Black = news about places"

I'm not sure, there's no information why the colours are different.

I'm not sure what they represent.

I actually don't know. I see that yellow is for community -- but I don't get what the red and black arrows are for.

Possibly levels of proximity from you

Different things located in those areas

"Red = nearby

Orange + distant

Black = too far"

The number of news story in each area

Red, something cautious. Yellow not sure what but 24 of something and rest are pet pics

The amount of each catagory

Its unclear to me. I can see a small legend near the top that indicated black pins are KARE 11. I don't know what that is. The orange pins apparently mean COMMUNITY, but I don't know in what context

Orange lets you share information, red might be alerts like crime or traffic accidents, black are location information or pictures, like for a restaurant

"Orange - community events
Black - news events
Rad - unknown"

black is shops with photos, red would open up 7 more locations, orange is videos and open up other locations.

based on the key, the yellow represents community events, the black are Kare11 (perhaps the user ID?) and the red is completely unclear

I have no idea

Black: News items, Orange: visitor commentary/reports, Red: no idea, but maybe something emergent or important

"Black-pics
Red - articles
Orange - share"

What's going on near a person area

It says yellow is community , black looks like it could be pictures or articles, red would make me think of deaths but because the number is low that doesn't seem correct.

"Black is pictures shared
Orange is community events
Red is alerts"

"Red= don't go there or they don't have what I need.
Orange = may have issues, limited resources to support what I need.
Black =maybe ok to go or can service, with the pictures, I would need to check the comments. If this is intended to show my requirements have been met, green may be a better color."

Red could indicate an alert or warning of some kind. I am not totally sure about what the black and orange might indicate.

It seems like black pins are official ones from the app. Orange ones are user/community submitted. Red ones might be emergencies or accidents.

I really have no idea

"orange is community shared
red is urgent ones.
black for pics and videos."

There are black, orange, and red pins, but I have no idea what each of them are for.

"Red(danger I think)
Black(cool)
Orange(I've gat no idea) "

I am not able to determine, would think miles from location - but no, it appears they do different functions, video, text, is hard to say.

Orange is social events, black has to do with KARE11 but I don't know what that is. And no idea at all what red is

I have no idea

I don't know

"Red is an area of many emergencies
Orange locations are cause for concern
Black are other areas of interest in the news"

"Red is bad news
Orange is things occuring.
Black is not news but posts by people
"

Black indicates Karrett so maybe pictures someone took at each location. Orange says Community, so I'll guess something community oriented. Red...I'm not sure

"Red means near me
Orange means community
Black means Kare11"

The red colour represent the buildings, the black colour represent the animals and the orange colour represent the area.

I think black would be where I had checked in, orange things of interest and maybe red things I have saved or liked

I honestly have no idea

Red would be bad news, black seems like text , orange medium risk news? This was hard for me but that is what I would assume.

the red one is me, the black ones are stories from the news and yellow ones are stories added by the community

"Black seems to be local-interest articles, either image or text focused.

Yellow says ,ÀCommunity,À in the legend. Perhaps these are user submitted items?

Red is a color that is often used to convey urgent matters, so maybe that is to be used for important alerts - safety, crime? "

It,Às not easy to understand at all, but maybe it,Às different categories of things - like ads, news stories, crime? I,Àm honestly not sure at all what I,Àm looking at.

Black: items from app creator. Orange: items from users. Red: ???

The colors convey alerts, orange as least concerning that red.

I think the red signifies my current location, I think the black location pin is the location where the event of interest is taking place, while the orange i believe is the capital of the city

Task

Click on the area that would allow you to upload a video or photo.

Results

38% of users clicked on “Share With Us” button

24% of users clicked on Plus icon (this was a vestige from an older design)*

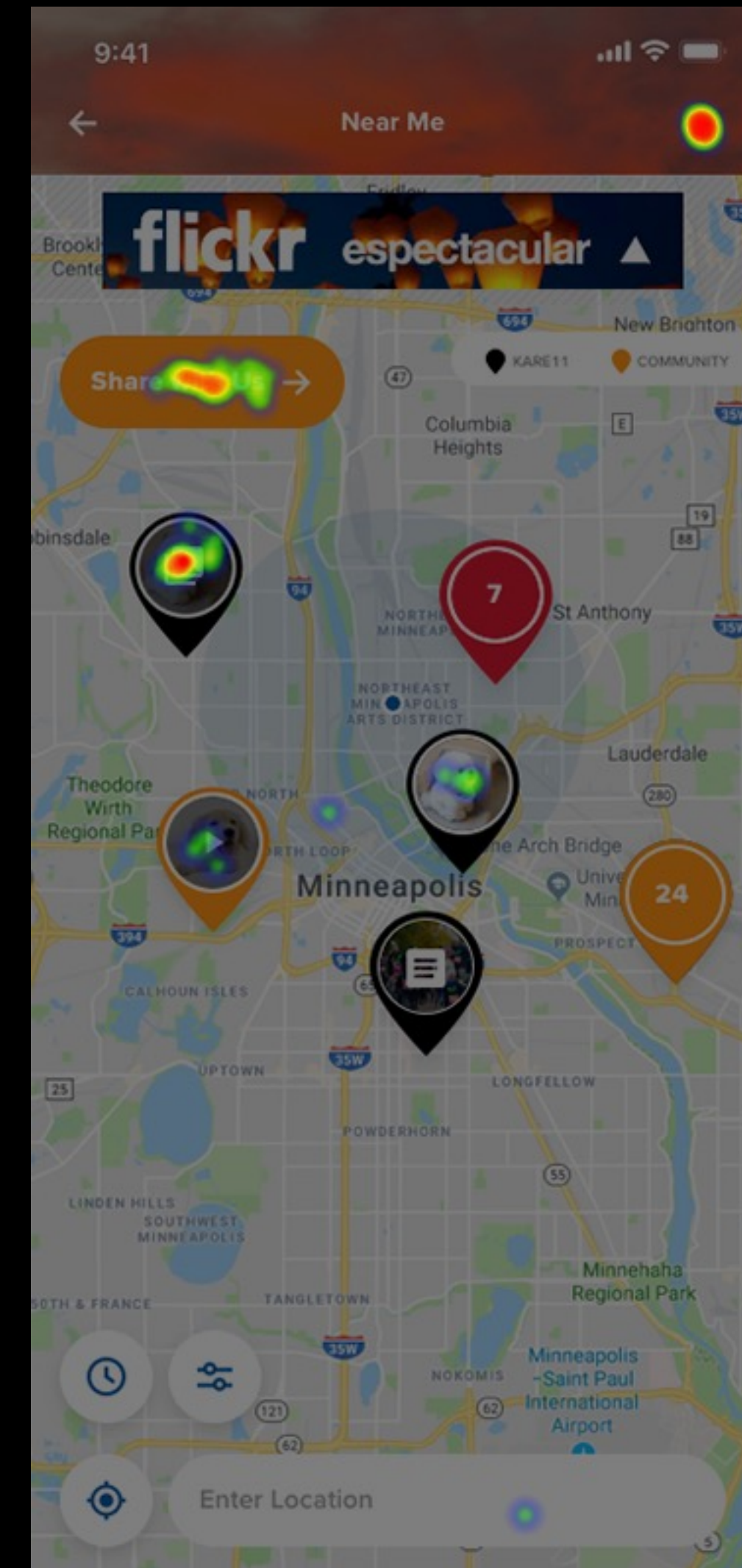
22% of users clicked on Gallery location pin

6% of users clicked on poodle photo

*Inaccurate screenshot produced erroneous results. The number of users who clicked on Share With Us could have been much higher.

*An additional test was run with only this task to get a more accurate picture.

See next page for new test »



Task

Click on the area that would allow you to upload a video or photo.

Results

64% of users clicked on “Share With Us” button

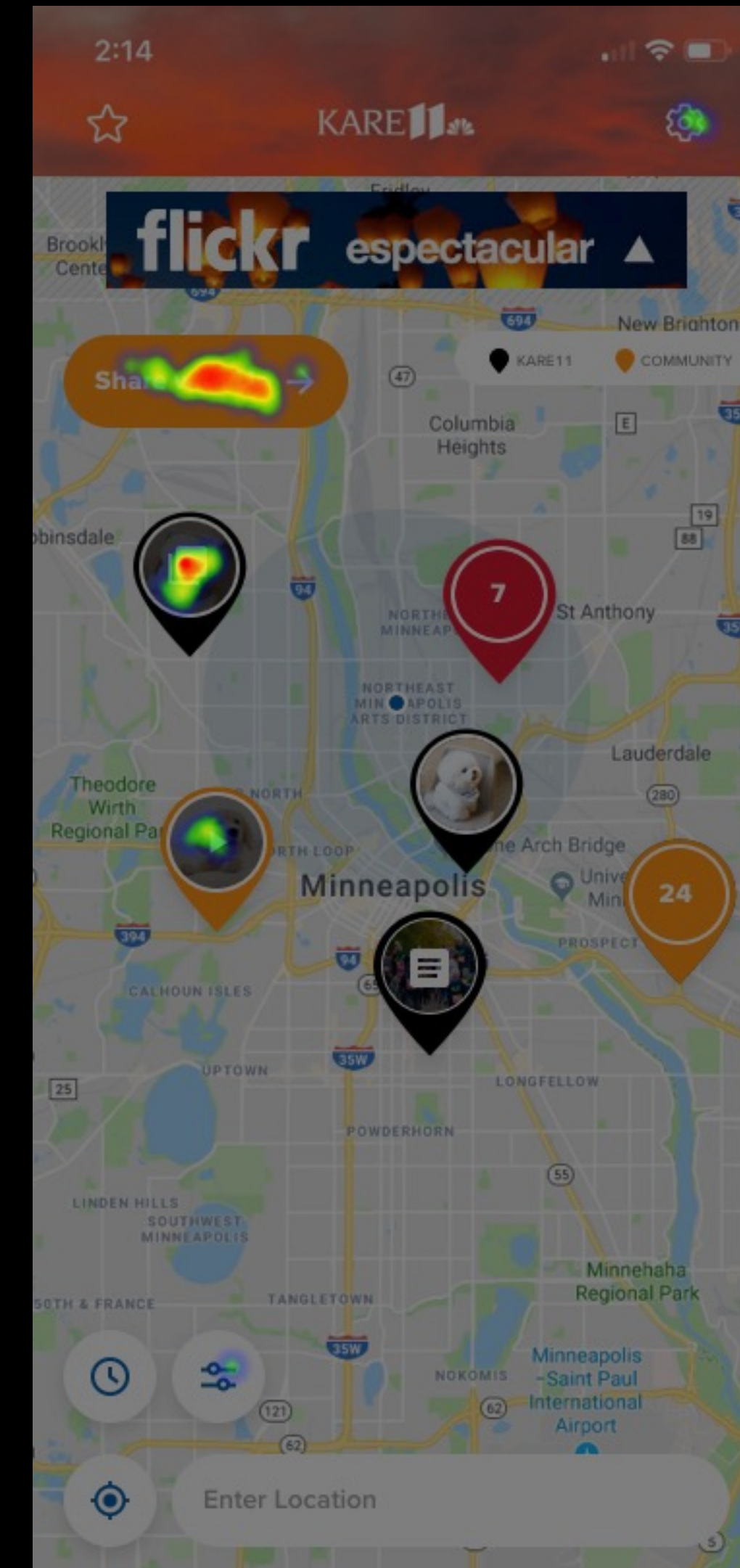
22% of users clicked on pin with Gallery icon

8% of users clicked on pin with Video icon

4% of users clicked on gear icon

2% of users clicked on Topic icon

*50 users between the ages of 35 and 55 were tested on this task.



Task

Click on the icon that would allow you to view results by topic.

Results

38% of users clicked on point with Article icon

34% of users clicked on correct icon

10% of users clicked on Community in legend

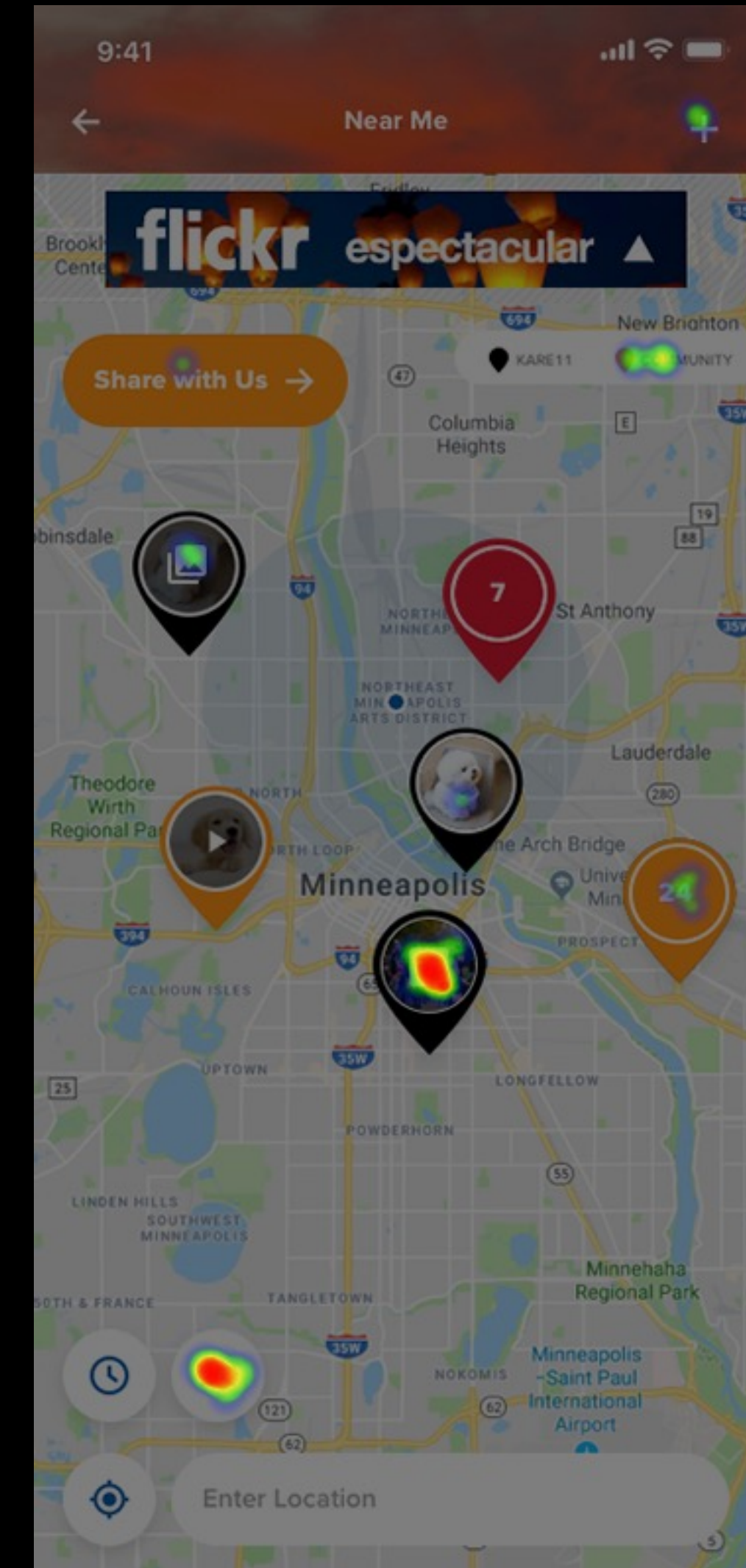
6% of users clicked on orange pin with number

4% of users clicked on pin with Gallery icon

2% clicked on poodle photo

2% of user clicked on Share With Us

4% other



Task

Click on the icon that would allow you to view results by timeframe.

Results

80% of users clicked on correct icon

6% of users clicked on orange pin with number

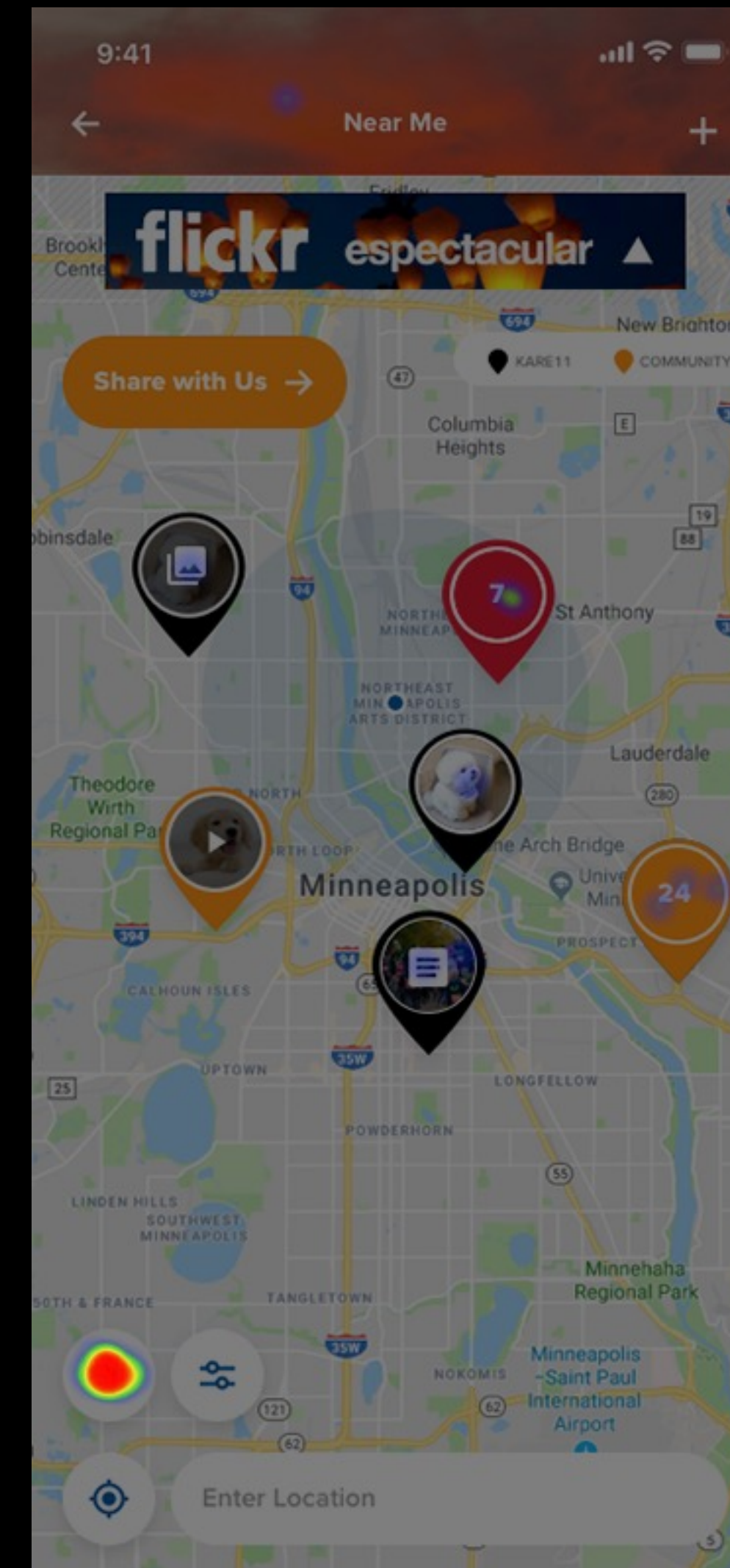
4% of users clicked on pin with Article icon

4% of users clicked on breaking pin

2% of users clicked on pin with Gallery icon

2% of users clicked on poodle photo

2% other



Task

Click on the icon that would allow you to re-center the map to your location.

Results

84% of users clicked on correct icon

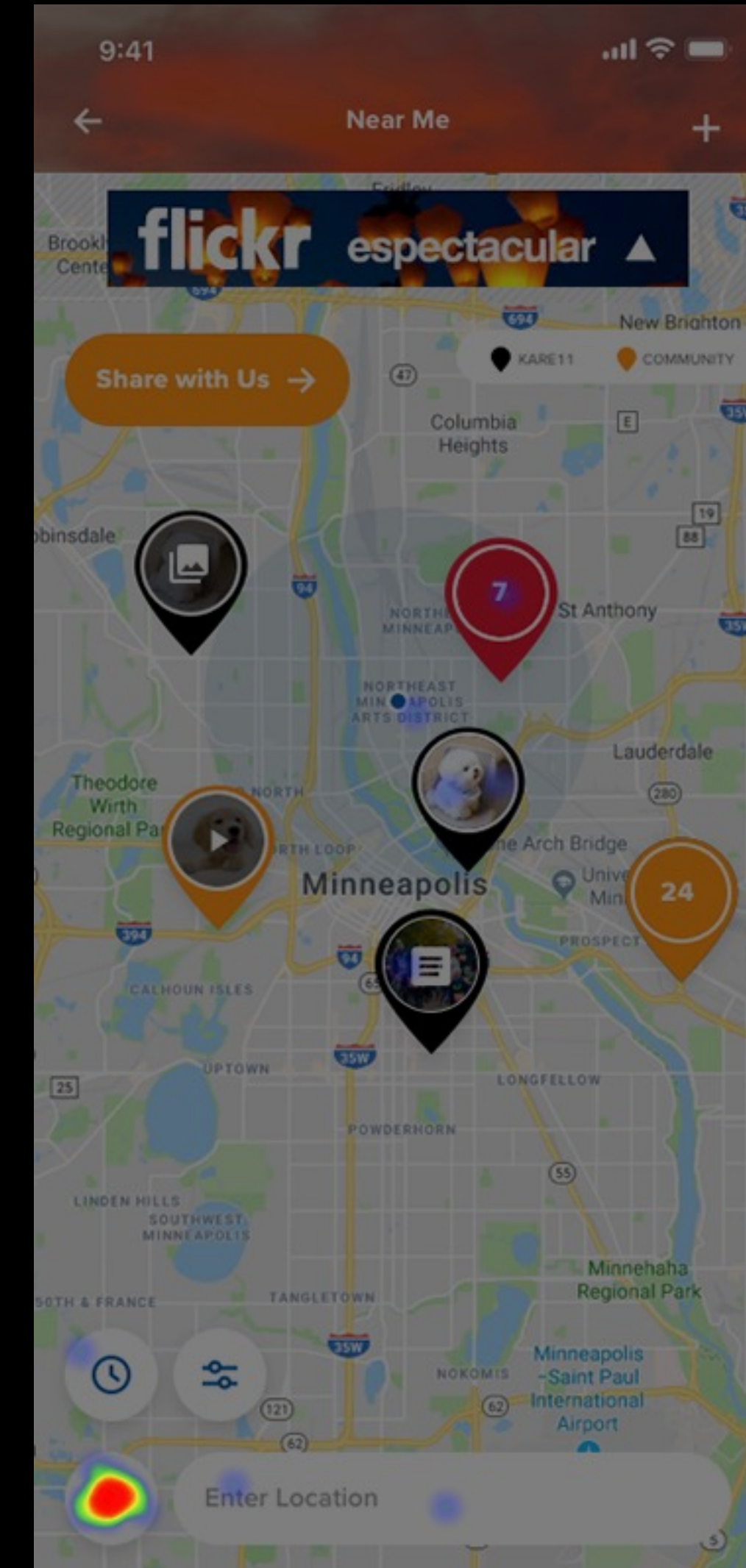
4% of users clicked on poodle photo

4% of users clicked on search field

2% of users clicked on pin with Article icon

2% of users clicked on Clock icon

4% other



Question

What term are you most familiar with?

Answers

68% User Generated Content

36% User Submitted Content

4% UGC