

Focus Group Protocol

Goals of Testing (Sarah & Jingle)

- Test understanding of the feature from the onboarding swipe tutorial
- Identify potential usability problems
- Gather user feedback about our design (thoughts and preferences)
- Get a diverse range of opinions about the new design

When deciding to test

Description of Tests (Ian)

Focus Group: (Describe why we're using focus group, what we hope to learn, what we will do with this data)

We decided to use a focus group to test our prototype because we want to gauge a group's diverse opinions about the changes we made. We hope to receive beneficial feedback that will help the redesign of the application. We will use the gathered data to show our sponsors that our prototype is an efficient solution to the proposed problem.

Introduction (Joe)

"Hello! Thank you all for coming today. The goal of this focus group is to gauge the users' understanding of a running application along with gathering other feedback. We will demonstrate some key features of this app, and ask you all for input along the way. We have a team member over there who will be taking notes of our discussion. There are no right or wrong answers; any honest thoughts you have are welcome."

Scenarios (Maddisen)

Imagine you and your friends have been using a Garmin device and the Garmin Connect application that goes with it for a few years. One of your friends in your running group has recently discovered a feature within the app, called LiveTrack. They have been telling you and everyone of how they will be sending you their data and location that afternoon. Your phone dings, warning you that you have a new notification, you go to look at your phone.

Questions (Everybody)

- How many of you all run with a wearable fitness device? A Garmin?
 - Have you ever heard/ seen LiveTrack?
- How many of you run at least once a week? 2-3 times? 4-5 times or more?
 - Do you track your fitness activity?

****Demo the our redesigned LiveTrack Feature****

- (On each page) What do you think this page is?
- As you heard previously, this feature allows you to see a friend's activity data, Live while they are running. Also, you have the ability to send your activity to them as well. **Is this something you'd be interested in doing?**
- Do any of you share your location with friends any other way? **Can you share your experience doing so?**

This feature in the past has been very hard to find, not well used, and focused on individual communication and neglecting groups. We want to revamp this feature and encourage people to use the feature within their groups and give a more social focus.

- What are your favorite and least favorite aspects of Program A?
- Is this easily understandable?
- Would this get you to use LiveTrack?
 - If not, what would you like to see?

Debrief

Text

Notes: Show them the existing, tell them what we're trying to do, and then show them the redesign

Make it a group discussion, rather than one on one

Be honest with them, express the need for feedback