

WhatsApp 2nd and 3rd Usability Test Briefing & Affinity Map

Test Briefing

Participants







6 Participants currently live in Turkey and Taiwan.

Use VoIP everyday.





Moderated in-person.

Moderated remote.

2nd test with v.1 prototype

 <p>Defne Yildiz</p> <ul style="list-style-type: none"> • 10 years old • Turkey • Student • Uses WhatsApp everyday. <p>Talking to friends and follow school information.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. Understand the announcement and what it is trying to tell her. 2. Complete every tasks without problem. (The only problem is that she could not understand "Linkedin", so I spelled for her. Then, problem solved.) 	 <p>Eray Yildiz</p> <ul style="list-style-type: none"> • 39 years old • Turkey • Project Manager • Uses WhatsApp everyday. <p>For business and personal.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. Completed every tasks. 2. About "send Linedin snap" during share-screen call. He missed the "send snap" icon at bottom bar, so he redo the process from beginning. Stopped screen share --> start screen share --> select Likedin --> pick "Send Snap". 	 <p>Jessica Chang</p> <ul style="list-style-type: none"> • 39 years old • Taiwan • Overseas Sales • Uses Line everyday. <p>For business (before) and personal.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. Completed every tasks even through remote test. 2. Everything is clear to her. 	 <p>Yu-hua, Lin</p> <ul style="list-style-type: none"> • 63 years old • Taiwan • Retired • Uses Line everyday. <p>For personal.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. She completed the tasks with my guidance. 2. She said, normally she would not read the announcement. 	 <p>Mhei Firat</p> <ul style="list-style-type: none"> • 39 years old • Turkey • Full time mother. • Uses WhatsApp everyday. <p>For personal and school.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. For the pop-up new feature announcement, she thought it could be a fraud. 2. In task of sending snap during screen share call. She forgot which icon to pick. 	 <ul style="list-style-type: none"> • Ayse Defne Firat • 9 years old • Turkey • Student • Uses WhatsApp everyday. <p>For school.</p> <p>Test briefing</p> <ol style="list-style-type: none"> 1. Fully understand the announcement. 2. Direct complete all tasks.
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Affinity Map

	A Announcement	B New Features	C Re-ideations
1	 <p>Do not read the announcement normally.</p>	 <p>@ Send snap during screen share call Complete the task with longer way</p>	<p>Announcement 3 of 4 Acco. to B1: Emphasize users can send snap during screen share as well?</p>
2	 <p>Do not read the announcement normally.</p>	 <p>Complete the tasks with guidance.</p>	<p>Announcement 1st page Acco. to A1: Add "Show me when open WhatsApp next time."</p>
3	 <p>Worry about it could be a fraud.</p>	 <p>@ Send snap during screen share call Forgot which new icon is send snap.</p>	<p>Announcement 1st page Acco. to A1: Is it better to show how to use by video? instead of image and text?</p>