UC Berkeley Extension

Professional Program in User Experience (UX) Design
DESIGN X475.3 User Research for UX
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Research Project
Konstella App

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Research Project
Konstella App

October 2022
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Background

Konstella was built specifically for PTAs (Parent Teacher Associations) & PTOs (Parent Teacher Organizations) to streamline communications, increase volunteerism, and foster close-knit parent communities by:

- allowing committee chairs and room parents to create short announcements, long newsletters, volunteer sign-up sheets, and events, Konstella streamlines communications and makes school and classroom need transparent to parents.

- letting parents create interest-based Social Groups, such as Playdates for parents of young children and Hiking Parents for active parents, Konstella connects parents.

To access Konstella, users can either use an internet browser or download the official Konstella app (iOS and Android compatible). Both options only work if the school is running Konstella.

Purpose and Scope

The purpose of this research project is to evaluate the end-to-end experience of Konstella users as they interact with the Konstella App. Collecting this data will provide the researcher with:

- Behavioral observations and insights into the current user experience
- Insights into design solutions on how to improve and strengthen the experience
- Baseline information on the current experience that can be used as a comparison for future online experiences.

Methodology

Research Questions

The study will collect qualitative and quantitative data to answer several research questions, including:

- Task completion - How well does the app support the users' ability to accomplish key goals and tasks?
- Navigation and information architecture – How does the app structure support users' ability to accomplish their tasks? Can they navigate to where they want to go and accomplish their tasks quickly and efficiently? What pathways do they take?
- Content and terminology – Do the users understand the content and does it help them accomplish their tasks?
- Layout and visual design – What are the users' impression of the visual design?
- Communication and app impressions - What are the users' overall impressions of the app? Does it adequately communicate what users can/are required to do with the app?

Audience

The target audience for this research project are adults who have a valid Konstella account and actively use Konstella app (iOS or Android). They need to be fluent in English or Spanish.

Roles

The roles involved in the research project are as follows:

Role	Description
Moderator	- Provides training overview prior to usability testing - Provides overview of study to participants - Defines usability and purpose of usability testing to participants - Responds to participant's requests for assistance - Records participant's actions and comments
Participant	- Provides overview of study to participants - Defines usability and purpose of usability testing to participants - Assists in conduct of participant and observer debriefing sessions - Responds to participant's requests for assistance

Table 1. Research Project Team Roles

Usability Test Plan

Description

The moderator will conduct five usability tests in order to gather insights into user performance and unmet needs. These usability tests can be in-person or remote, depending on the participants preferences, and will lasts between 30-45 minutes.

Recruitment

The moderator will follow these steps to recruit participants for the usability tests:

1. First a *Recruitment Email* will be sent to possible participants.

2. Then, all possible participants will complete a *Usability Test Screener* to identify individuals who fall under the target audience and are willing to participate in the research project.

3. Last, a *Confirmation Email* will be sent to final usability test participants.

Note: All usability test participants are required to use their personal device (Android or iOS) during the study and have an active Konstella account (basic Konstella knowledge is expected).

For iOS users, these are the minimum software requirements:

Device	Technical Requirements
iPhone	iOS 8.0 or later
iPod touch	iOS 8.0 or later
Mac	macOS 11.0 or later and a Mac with Apple M1 chip or later

Table 2. Technical Requirements iOS users

For Android users, your device needs to be compatible with Google Play, please check the List of Supported Android Devices.

Execution

Before starting, the moderator will ask the participant to sign consents to participate in the usability test and be recorded.

Once the consents are signed, the moderator will read aloud a task scenario from a printed copy and will explain to the participant that the amount of time taken to complete each task will be measured and that exploratory behavior outside the task flow should not occur until after task completion. Also, the moderator will instruct the participant to 'think aloud' so that a verbal record exists of their interaction with the app.

The participant will attempt to complete it as efficient and timely a manner as possible, and to provide feedback regarding the usability and acceptability of the user interface. Time-on-task measurement begins when the participant starts the task. The moderator will observe and enter user behavior, user comments, and system actions in the data logging application.

After all tasks scenarios have been attempted, the participant will participate in post-session subjective questionnaire and debriefing.

Task Scenarios

During each usability test, participants will attempt completion of the following tasks:

Scenario	Description
Send a Private Message	It is important to communicate with other parents from time to time. What would you do if you need to notify one parent about a private afterschool activity?
Check Sign-ups	Being a volunteer is very rewarding but it can be overwhelming to remember every detail. Where would you go if you need to check your commitments with the school?
Check School Calendar	For many, it is important to have visibility of events happening at the school in order to plan their schedules. Where would you go if you want to see all school activities during the year?
Filter feed for one student	For some parents, it is overwhelming to see a busy home screen with many activities that are not related to their child(ren). How can you only display information on the home screen for your child(ren)?
Check Your Orders	Konstella helps parents to make donations or buy school articles. Where would you go if you want to check the orders you have placed this school year?

Table 3. Task Scenarios Usability Test

Data Analysis Checks

Once the usability tests are done, the following is recommended:

- Collect information that provides a usability baseline to measure future improvements

- Determine final list of positive findings, usability issues
- Develop recommendations for improvement
- Choose video clips that illustrate main findings
- Prepare summary of findings and recommendations; include video clips
- Present and distribute summary of findings and recommendations
- Send thank you notes to participants

Outcomes

Usability Metrics

- **Task Completion Success Rate:** Each scenario will require, or request, that the participant obtains or inputs specific data that would be used in course of a typical task. The scenario is completed when the participant indicates the scenario's goal has been obtained (whether successfully or unsuccessfully).

- **Time on Task (TOT):** The moderator tracks time on task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average Time on Task. TOT is measured from the time the person begins the scenario to the time the person signals completion.

- **Errors:** The moderator captures the number of errors participants made while trying to complete the task scenarios.

Findings & Recommendations

Concrete recommendations for improvements based on research findings. The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating.

Next Steps

Define next steps based on the recommendations. The next step section provides actions that will be executed in the future to improve Konstella app overall user satisfaction with the app.

Appendix

Konstella App

Recruitment Email
Konstella App

SUBJECT: [Non-school-related] - Usability Study for Konstella App

Hello,

My name is Irina Raven and I'm working on a research project in the Berkeley Extension Professional Program in User Experience (UX) Design about Konstella app.

What will I be doing in a usability study?

You will be asked to do several short tasks using Konstella app. You will also be asked questions about your experience and perceptions of the app.

How long is a session?

30-45 minutes

When and where?

The study will be held between [DATES]. You will be asked to participate in person at a chosen location defined between you and me or remotely via Zoom. For this study you will be using your personal device (iOS or Android).

Interested in participating?

Please reply to this email or text me at [NUMBER].

If you have any questions, please contact me at [EMAIL]

Thank you for interest,

Irina Raven

Confirmation Email (In-Person Study)
Konstella App

SUBJECT LINE: Confirmation for usability study - Konstella app

Dear [PARTICIPANT NAME]:

Thank you for agreeing to participate to test Konstella app. As I mentioned, you will be asked to try out the app and give me feedback about your experience. You won't need to prepare anything before the session.

You are scheduled to participate as follows:

DATE: [DAY, DATE]
TIME: [TIME]
PLACE: [ADDRESS]

As soon as possible, please verify Konstella app is installed on your device and you have access to your child's school. I appreciate if you can perform any necessary installations or updates before the study time.

With your permission, the session will be recorded. You will be asked to verbally consent to video recording at the beginning of your session. I will only use the recording academic purposes. Your name will not be used for any purpose beyond this session.

A few key reminders:

You will be given a $20 Starbucks gift card in exchange for your participation.

- During the study, I will ask you to complete some tasks using Konstella app. You will talk out loud as you work so I can follow along.

- With your permission, the session will be recorded. We will only use the recording for academic purposes. Your name will not be used for any purpose beyond this session.

- Also, I have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!

Irina Raven

Confirmation Email (Remote Study)
Konstella App

SUBJECT LINE: Confirmation for usability study - Konstella app

Dear [PARTICIPANT NAME]:

Thank you for agreeing to participate to test Konstella app. As I mentioned, you will be asked to try out the app and give me feedback about your experience. You won't need to prepare anything before the session.

You are scheduled to participate as follows:

DATE: [DAY, DATE]
TIME: [TIME]
PLACE: ZOOM

Join Zoom Meeting
[ZOOM LINK]

Meeting ID: [MEETING ID]
Passcode: [PASSCODE]

As soon as possible, please do the following on your device:

1. **Verify you can use Zoom:** The study uses screen-sharing software called Zoom. This application allows me to remotely see what is on your screen and record the screen as you navigate the app.

   Please verify that you can use Zoom and perform any necessary installations or updates before the study time. If you have never used Zoom before, please contact me to schedule a time to try it out together before the session.

   Tip: It's best to use a hands-free headset or use your phone's speaker so you can talk to me and browse the website at the same time.

2. **Verify you can use Konstella:** Konstella app will be used during the study. Please verify the app is installed on your device and you have access to your child's school. I appreciate you can perform any necessary installations or updates.

3. **Consent Form and Recording Release Forms:** please take time to get familiar with *Consent Form* and the *Recording Release Form* (attached). You will be asked to verbally consent to the usability test and video recording at the beginning of your session. I will only use the

recording for academic purposes. Your name will not be used for any purpose beyond this session.

A few key reminders:

You will be given a $20 Starbucks gift card in exchange for your participation.

During the study, I will ask you to complete some tasks using Konstella app. You'll talk out loud as you work so I can follow along.

Please reserve a quiet space where you will not be disturbed or interrupted during our session.

Also, I have only one person scheduled at a time for these sessions so if you find that you cannot participate on your scheduled day, please contact me as soon as possible so I can reschedule your session.

Thanks again!

Irina Raven

Usability Test Screener
Konstella App

[CLICK HERE TO ACCESS ONLINE SURVEY](#)

Introduction

Hello, I am Irina Raven. I am a student of the Professional Program in User Experience (UX) Design at UC Berkeley Extension.

Purpose/Description of the Testing

I am testing Konstella App. As part of the research project, I would like to get reactions from the general public about the design and performance of the app.

Purpose/Description of the Testing

I need to recruit participants for an upcoming Usability test on Konstella App.

The participants will be asked to use Konstella app on their devices (iOS or Android) and provide comments and feedback about it and how it functions.

These usability test sessions are being scheduled between [DATES].

Each session will last between 30-45 minutes and will take place via Zoom (meeting ID and password will be provided later) or in person (place will be agreed between the moderator and participant).

Validation

Would you be interested in participating?

- Yes
- No. I understand, thank you for your time*

Are you willing to have the Usability Test session recorded?

- Yes
- No

*If No: *The interviewee is not eligible to participate. Please read the following and terminate the call.*

"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."

Vetting

PART ONE – INITIAL VALIDATION

1. Do you have at least one child in elementary school, middle school or high school?

   - Yes
   - No*

*If No: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

2. Is the school where your child/children assists/assist running Konstella?

   - Yes
   - No*

*If No: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

3. Are you a Konstella user?

   - Yes
   - No*

*If No: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

4. How do you access Konstella?
   - App
   - Website*

*If Website: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

PART TWO – DEVICE VALIDATION

5. Do you have an iOS or Android device?

    - Yes
    - No*

*If No: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

6. What type of device do you have?

    - iOS smarthphone
    - iOS table
    - iOS computer
    - iOS laptop
    - Android table
    - Android smartphone
    - Other*: _____

*If Other: *"At this time, it appears that your interests and experience are different from the profile we are seeking for this project. We will keep you in mind for future opportunities. Thank you for your time today."*

PART THREE – KONSTELLA APP VALIDATION

7. How often do you use Konstella app during the week?

    - Never
    - Rarely
    - Sometimes
    - Often
    - Always

8. What do you use Konstella app for? (Select all that apply)

    - Parent Directory
    - Private Messaging

- Announcements, Events and Sign-Ups
- Committees
- Classrooms
- Photo Sharing
- Sales & Donations
- Interest-Based Social Groups
- Other

9. How many children have you registered on Konstella app this school year?

- 1
- 2
- 3
- 4 or more

10. In which education level are the students where Konstella app is used? (Select all that apply)

- K-5 Grade (Elementary School)
- 6-8 Grade (Middle School)
- 9-12 Grade (High School)

PART FOUR – DEMOGRAPHICS

11. What is your age?

- 19 and under
- 20-29
- 30-39
- 40-49
- 50 and over

12. How do you describe yourself?

- Female
- Male
- Non-binary
- Prefer not to say

13. Which of the following best describes you?

- Native American or Alaska Native
- Asian

- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Multiracial or Biracial
- Prefer not to say

14. What is the highest degree or level of education you have completed?

- High School
- Bachelor's Degree
- Master's Degree
- Ph.D. or higher
- Other

15. Which categories best describes your primarily work status?

- Retired
- Unemployed
- Employed
- Self-Employed
- Student
- Homemaker

16. Where are you currently located? (City, State)

PART FIVE – CONFIRMATION

The study will be conducted in-person or remotely using Zoom.

1. Which option do you prefer?
   - In-person
   - Remotely

2. How would you like the meeting invitation sent to you?
   - Email: _____
   - Over Phone: _____

You are confirmed for [DAY], [DATE], [TIME]. The study will be [IN-PERSON or REMOTELY].

If, for any reason, you are not able to keep this appointment, please send an email to [EMAIL] or text message to [PHONE].

Thank you. See you on the [DATE].

Consent Form (In-Person Study)
Konstella App

I agree to participate in the study conducted by Irina Raven.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered

If you have any questions after today, please contact Irina Raven ([EMAIL],[PHONE]).

Please sign below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you!

I appreciate your participation.

Please return the signed document to [EMAIL].

Consent Form (Remote Study)
Konstella App

During this usability test I agree to participate in an online session using personal device (iOS or Android). During the session, I will be interviewed about Konstella app, asked to find information or complete tasks using the app and asked to complete an online questionnaire about the experience.

I understand and consent to the use and release of the recording by Irina Raven. I understand that the information and recording are for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by Irina Raven without further permission.

I understand that participation is voluntary and I agree to immediately raise any concerns I might have.

If you have any questions after today, please contact Irina Raven ([EMAIL], [PHONE]).

Please sign below to indicate that you have read and understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you!

We appreciate your participation.

Please return the signed document to [EMAIL]

Recording Release Form
Konstella App

I agree to participate in the study conducted and recorded by Irina Raven.

I understand and consent to the use and release of the recording by Irina Raven. I understand that the information and recording is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by Irina Raven without further permission.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you!

We appreciate your participation.

Please return the signed document to [EMAIL]

Moderator's Guide
Konstella App

Hello, my name is Irina Raven and I will be working with you today. Today, we will be evaluating Konstella app by having you work with it and I will ask you to complete some tasks and to find some information. I would like you to work like you naturally would, if I was not here. Just do what you normally would do, and I will observe and take notes.

Before we start, I want to tell you that you can't make a mistake or do anything wrong here. Difficulties you may run into reflect the design of the app, not your skills or abilities. Where it works well, that's great. If you have a problem using parts of it, that is also great, because you will help me to identify these places.

I did not create the app, so please do not feel like you have to hold back on your thoughts to be polite. You are not going to hurt my feelings. I am a researcher, not a designer, and the main thing to keep in mind is that I am here to learn from you. Please share both your positive and negative reactions.

We are going to use your comments and data as well as comments and data from the other participants for academic purposes. Your comments and thoughts will help me to complete my research project.

While you are working, I would like you to think aloud. In other words, I would like you to tell me what you are thinking, describe the steps you are taking, what you are expecting to see, why you are doing what you are doing, what you are going to do, and why. Tell me why you tap on something or what you expect to happen. Tell me if you are looking for something and what it is and whether you can find it or not.

Then, at the end of the session, you will complete a questionnaire about your experience using the app. And then I will ask you some questions about your experience. The entire session should last between 30-45 minutes.

I am going to record the session - recordings are mostly used by me, to go back and review what we said or did here today. I will never share your name or personal information.

Thank you!

Do you have any questions?

Ok. Before we start, please read over these consent forms and sign them to indicate that I have told you everything you need to know about this study and that you agree to record the study.

Please let me know if you have any questions.

Ok, thank you!

Is it ok if I start the recording?

Ok, let's get started!

Discussion Guide
Konstella App

What to Test/Notetaker's Guide

Moderator:	
Participant:	
Date:	
Time:	
Location:	

Purpose

The purpose of this test is to learn how well users can interpret and use Konstella App. Areas of the app that will be evaluated for performance and overall user satisfaction include the: architecture, navigation, terminology, and its ability to meet expectations.

Introductory Questions & Tasks

- Open the app. **Ask:** "Just from looking at this app, what kind of information do you think you could get from it? Please be specific."

- Who do you think this app is designed for? Why? *(Parents, health professionals, etc.)*

- How did you feel the first time you used this app? Why?

Scenarios

Scenario 1 – Send a Private Message

It is important to communicate with other parents from time to time. What would you do if you need to notify one parent about a private afterschool activity?

Pathway(s)	Success (Circle 1)	Notes/Observations
1. Home screen app -> Messages Icon Steps: Send/Join -> Send Private Messages -> Tap Send/Join -> Search User -> Tap User -> Tap Confirm -> Type Message Or, 2. Home screen app -> Messages Icon Steps: Send/Join -> Send Private Messages -> Tap Send/Join -> Search User -> Tap User -> Tap Confirm -> Type Message Or, 3. Home screen app -> Directory Icon -> Search in [name of the school] button Steps: Search User -> Tap User -> Tap Send Private Message button -> Type Message	0 Not completed 1 Completed with difficulty or help 2 Easily completed	(Note why was the user successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)

Or, 4. Home screen app -> Directory Icon -> Browse Classrooms Steps: Tap Class -> Search User -> Tap User -> Tap Send Private Message button -> Type Message Or, 5. Home screen app -> Directory Icon -> Browse Committees Steps: Tap Committees -> Search User -> Tap User -> Tap Send Private Message button -> Type Message Or, 6. Home screen app -> Directory Icon -> Browse Social Groups Steps: Tap Social Group -> Search User -> Tap User -> Tap Send Private Message button -> Type Message		

Debrief

- How did you feel about all the steps you took to send that message?

- Are there other ways to send private messages?

- What would you change of the process?

Scenario 2 – Check your Sign-ups

Being a volunteer is very rewarding but it can be overwhelming to remember every detail. Where would you go if you need to check your commitments with the school?

Pathway(s)	Success (Circle 1)	Notes/Observations
1. Home screen App -> More -> Sign-ups Steps: Tap on the sign-up to get more details Or, 2. Home screen App -> Feed Steps: Scroll down to find your sign-up or use the filter to search for a specific class -> Tap on the sign-up to get more details	0 Not completed 1 Completed with difficulty or help 2 Easily completed	(Note why was the user successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)

Debrief

- How do you feel about looking for the sign-ups on the feed?

- Which information are you expecting to see on the sign-ups?

- Are there other ways to see sign ups?

Scenario 3 – Check School Calendar

For many, it is important to have visibility of events happening at the school in order to plan their schedules. Where would you go if you want to see all school activities during the year?

Pathway(s)	Success (Circle 1)	Notes/Observations
Home Screen -> Calendar Or, if user is not on the home screen Tap on School Icon -> tap on Calendar	0 Not completed 1 Completed with difficulty or help 2 Easily completed	(Note why was the user successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)

Debrief

- What do you think of the way the information is displayed?

- Can you describe me what you see?

- What is the meaning of the dots on one day?

- What is the meaning of the colors of the bars?

Scenario 4 – Filter feed for one student

For some parents, it is overwhelming to see a busy home screen with many activities that are not related to their child(ren). How can you only display information on the home screen for your child(ren)?

Pathway(s)	Success (Circle 1)	Notes/Observations
Once the app is opened, Feed -> tap on filter icon -> Tap your child's room	0 Not completed 1 Completed with difficulty or help 2 Easily completed	(Note why was the user successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)

Debrief

- What is the meaning of the colors?

- Do you think is possible to delete the filter? How would you do it?

Scenario 5 – Check Your Orders

Konstella helps parents to make donations or buy school articles. Where would you go if you want to check the orders you have placed this school year?

Pathway(s)	Success (Circle 1)	Notes/Observations
Home screen -> Menu Icon on the top left -> Your Orders Step 1 Tap on your order to get more details	0 Not completed 1 Completed with difficulty or help 2 Easily completed	(Note why was the user successful or not successful, e.g., wrong pathways, confusing page layout, navigation issues, terminology)

Debrief

- What is missing? What is something you want to see that is not here?

Final Thoughts

- Was there any point when you would have preferred to use the website instead the app?

- What is missing on the app? What would you improve or change?

- Anything else you want to mentions that we have not already talked?

I am going to txt you a final satisfaction questionnaire to complete. Would you mind completing it right away, while is all fresh in your head please?

Usability Satisfaction Questionnaire
https://forms.gle/qVRBpdb892a3TQYw5

Satisfaction Survey
Konstella App

CLICK HERE TO ACCESS ONLINE SURVEY

Description

Konstella is a communication channel for parents of school-aged children. This app allows parents to quickly reach out to other parents and teachers, participate in classroom and school-wide discussions and activities.

Purpose

This survey is designed to understand the users' satisfaction Konstella app. All responses will be used for academic purposes in a research project in the Berkeley Extension Professional Program in User Experience (UX) Design.

PART ONE – SATISFACTION QUESTIONS

1. What was it like to use Konstella app? Linear scale from 1 (very difficult) to 5 (very easy).

    - Very difficult
    - Difficult
    - Moderate
    - Easy
    - Very easy

2. How satisfied are you with the response time of Konstella app? Linear scale from 1 (very dissatisfied) to 5 (very satisfied).

    - Very dissatisfied
    - Partly dissatisfied
    - Satisfied
    - More than Satisfied
    - Very Satisfied

3. What is your overall impression to app?

4. What did you like least about the app?

5. If you were the app developer, what would be the first thing you would do to improve the app?

6. Is there anything that you feel is missing on this app?

7. Do you have any other final comments or questions?

PART TWO – DEMOGRAPHICS

8. What is your age?

- 19 and under
- 20-29
- 30-39
- 40-49
- 50 and over

9. How do you describe yourself?

- Female
- Male
- Non-binary
- Prefer not to say

10. Which of the following best describes you?

- Native American or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White or Caucasian
- Multiracial or Biracial
- Prefer not to say

11. What is the highest degree or level of education you have completed?

- High School
- Bachelor's Degree
- Master's Degree
- Ph.D. or higher
- Other

12. Which categories best describes your primarily work status?

- Retired
- Unemployed
- Employed

- Self-Employed
- Student
- Homemaker

13. Where are you currently located? (State, Country)

Analysis Plan
Konstella App

Introduction

Konstella was built specifically for PTAs (Parent Teacher Associations) & PTOs (Parent Teacher Organizations) to streamline communications, increase volunteerism, and foster close-knit parent communities.

A usability test is intended to determine the extent an interface facilitates a user's ability to complete routine tasks. Typically, the test is conducted with a group of potential users either in a usability lab, remotely (using e-meeting software and telephone connection), or on-site with portable equipment. Users are asked to complete a series of routine tasks. Sessions are recorded and analyzed to identify potential areas for improvement to the app.

Irina Raven conducted in-person and remote usability tests for Konstella app to five participants. Each participant used their own device (iOS or Android). Each session captured participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

Executive Summary

Irina Raven conducted in-person and remote usability tests for Konstella app to [QTY] participants. Each participant used their own device (iOS or Android). Each session captured participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

The purpose of this research project was to evaluate the end-to-end experience of Konstella users as they interact with the Konstella App. This was done by working on usability tests with 5 participants from November 5th to 11th, 2022.

Each usability test consisted of working on 5 task scenarios (Send a Private Message, Check Sign-ups, Check School Calendar, Filter feed for one student and Check Your Orders) which lasted between 30-45 minutes.

In general, all participants found Konstella app [ADD RESULTS AND METRICS].

The test identified only a few minor problems including:

[ADD MINOR PROBLEMS]

This document contains the participant's feedback, task completion rates, time on task, errors, and recommendations for improvements. A copy of the scenarios and questionnaires are included in the Attachments' section.

Methodology

First, the researcher contacted via email several potential participants for the study. Then, potential participants responded, and a usability test screener was used to identify final participants. Once all participants were identified, a confirmation email was sent to them.

Each individual session lasted between 30-45 minutes. During the session, the moderator explained the test session and read the task scenarios to the participants. Participants did their best to complete the scenarios on the app.

Once the study was done, the test administrator asked the participants the following overall questions:

- What was it like to use Konstella app?
- How satisfied are you with the response time of Konstella app?
- What is your overall impression to app?
- What did you like least about the app?
- If you were the app developer, what would be the first thing you would do to improve the app?
- Is there anything that you feel is missing on this app?
- Do you have any other final comments or questions?

Participants

All participants were adults who have a Konstella account and actively use Konstella app. Participants were fluent in either English or Spanish.

[QTY] participants were scheduled between [DATES]. [QTY] participants completed the test. [QTY] were male, [QTY] were female and [QTY] preferred not to say.

Evaluation Task Scenarios

Test participants attempted completion of the following tasks scenarios:

Scenario	Description
Send a Private Message	It is important to communicate with other parents from time to time. What would you do if you need to notify one parent about a private afterschool activity?

Check Sign-ups	Being a volunteer is very rewarding but it can be overwhelming to remember every detail. Where would you go if you need to check your commitments with the school?
Check School Calendar	For many, it is important to have visibility of events happening at the school in order to plan their schedules. Where would you go if you want to see all school activities during the year?
Filter feed for one student	For some parents, it is overwhelming to see a busy home screen with many activities that are not related to their child(ren). How can you only display information on the home screen for your child(ren)?
Check Your Orders	Konstella helps parents to make donations or buy school articles. Where would you go if you want to check the orders you have placed this school year?

Results

Task Completion Success Rate

The scenario was completed when the participant indicated the scenario's goal has been obtained (whether successfully or unsuccessfully).

[ADD INFORMATION]

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1					
2					
3					
4					
5					

Time on Task

The facilitator track time on task for each participant. Some tasks were inherently more difficult to complete than others and is reflected by the average time on task.

[ADD MORE INFORMATION]

Participant	Task 1	Task 2	Task 3	Task 4	Task 5
1					

2					
3					
4					
5					

Errors

The facilitator captured the number of errors participants made while trying to complete the task scenarios.

[ADD INFO ABOUT ERROR, WHAT, ETC.]

Summary of Completion, Errors, Time on Task

Task	Completion	Errors	Time on Task
1			
2			
3			
4			
5			

Findings

[QTY] major findings were found during the study. [ADD TEXT]

Finding	**Description**
[TEXT]	[TEXT]

Recommendations

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

[TITLE]
[TASK # - DESCRIPTION]

Change	Justification	Severity
[ADD CHANGE]	[ADD JUSTIFICATION]	High

Next Steps

[ADD NEXT STEPS]