AFFINITY MAP

	P1	P2	P3	P4	P5	P6
Scheduled session details	28 May 2021, 12:30 Remote via Zoom	31 May 2021, 20:00 Remote via Zoom	31 May 2021, 13:00 Remote via Zoom	31 May 2021, 19:30 Remote via Zoom	30 May 2021, 16:30 Remote via Zoom	28 May 2021, 21:00 Remote via Zoom
Name	Elizabeth	Gosia	Lally	Natasha	Oana	Sarah
Gender	Female	Female	Non specified (they/them)	Female	Female	Female
Age range	50-60	30-40	20-30	30-40	30-40	30-40
Role	Translator	Bank Employee / Yoga Instructor	Student / Sales	Architect	Store Manager	School Principal

Observation

- **P5** — "Get Casche" is clear that's where I download app.
- **P5** — Likes that she chooses person, then "send" or "request".
- **P1** — Seemed to pause on "Home" screen "Recent transactions". No Comment, but was she confused?
- **P4** — Wanted to scan card by default.
- **P4** — "Star" Icon makes me think of saved things.
- **P1** — Icon On Screen: "Does everything look ok?" verbally, she said: "Yeah" but clicked Confirm.
- **P4** — During on boarding I thought I'd be taken directly to "Payments".
- **P4** — "Send /Request" Not Super Clear. Maybe add currency symbol or use another word "transfer funds".
- **P1** — "I would hope that enough vendors would accept it, so I could use it."
- **P4** — A Question I have: "Do I have to shop on my phone or can I use this on my computer?"
- **P2** — She's very fast w/ clicking through scenario. Seems confident w/ tasks.
- **P3** — Page says "secure" but what does that really mean? I'd like to see more info somewhere.
- **P3** — "For manual data entry ... Are the fields secure?"
- **P3** — "Interesting that I don't need a credit card, but I can use a bank account."
- **P3** — "Curious how I could pay in stores."

+ Quotes

- **P6** — "I like that I can send money in different currencies."
- **P5** — "I like the extra security of SMS codes."
- **P3** — "Clutter Free, which is appealing."
- **P5** — "Very straight-forward."
- **P3** — "Easy to find what I need to find."
- **P3** — "Nice that I can scan my card."
- **P3** — Simple Design. Familiar w/ what I done before.
- **P2** — "I like the name."
- **P2** — "so excited to be able to scan card. It makes it easier."
- **P2** — "It was easy, intuitive."
- **P2** — "I like that it's friendly, but also an adult product. It's not too much w/ graphics, colors, distractions."
- **P1** — I really like the name "CASCHE" I think it's a super funny pun.
- **P1** — Really clean design. Simple, straightforward financial app.

– Quotes

- **P1** — "It's annoying to me that I have to go get my credit card to enter card details in form."
- **P2** — "I would have liked to have seen a confirmation of money sent."
- **P5** — I don't always know my contacts addresses, so having another identifier (ex email) would be good.
- **P4** — Expectation: Is it possible to verify card as I type? With RED errors?"
- **P6** — Confusion: "Why does "home" icon go to recent transactions?"
- **P3** — "Why is there a verify page?" Can the fields be verified automatically w/ red error notifications.
- **P5** — Uncertainty: Seems like I can only use it in Switzerland.
- **P6** — Preference: "I feel like the 'send' button should be on the right side."
- **P4** — "Transactions" as a Homepage is a bit confusing."
- **P4** — "I don't care for the phrase "Is everything look OK?"" —too casual

Errors

- **P6** — Pop-up is too fast, making flow feel weird.
- **P2** — Hard to deal w/ prototype search field because keyboard is #'s, not ABC.
- **P3** — "Pop-up (coach marks) is too fast."
- **P1** — Error Coach marks came up too fast to read page.
- **P1** — Error Wanted to log-in before signing-up.

RAINBOW SPREADSHEET

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS & NOTES
Errors - Record and prioritize most critical errors based on your error classification.								
[Error Rating 3] Coach Marks (Modal Window) comes up too fast to finish reading onboarding.	■		■			■	3	This definitely needs changing. Perhaps the best solution would be to eliminate the coach marks entirely and simply create a "finish setup" or take me to my "dashboard/home" button. Since the "home" tab should probably be reworked as well (see below, Observation 11), the user would go from onboarding to a home tab that had informational graphics.
[Error Rating 3 or 2] : Clicked "Login" instead of "Get CASCHE" when attempting to sign up for an account.	■						1	Despite a large "Get CASCHE" button above the fold, Participant P1 was the only person to try to login before creating an account. Perhaps rather than recreate the main page, a link to "Sign-up" could be created on the "Login" page for users who accidentally go there. Another solution could be simply to redesign the "Get CASCHE" button to read, "Sign-up for CASCHE". However, this would negate the catchy phrase / play on words, "Get CASCHE".
[Error Rating 1] Confusion over prototype keyboard when clicking on "Search" field. The prototype used a secondary/alphanumeric keyboard instead of the standard alphabet keyboard.	■						1	Not sure if this needs fixing, as the the actual app would show the standard keyboard. However it does suggest that a strict numerical keyboard would be best for the currency value input field on the "Send/Request" pages.
Observations - What are people Doing, Thinking, and Feeling? Use active verbs.								
Observation 1: Get CASCHE button is the clear way to sign up.		■	■	■	■	■	5	I would have a tendency to leave this for now since most people understood it (except for P1). Perhaps do an A/B test later on to see if the wording could be improved.
Observation 2 Likes choosing person before choosing to Send or Request money					■		1	For future test, perhaps ask preference.
Observation 3: When sending money to friend, users are prompted, "Does everything look ok? Then they click "Confirm". However, for the users that read aloud they didn't say "Confirm", they said "Yes"…. to the question.	■	■	■				3	Match question to answer. (e.g. Q: Everything ok? A: Yes/No)
Observation 4: Wanted to scan card by default	■	■	■	■	■	■	6	Great! Less friction.
Observation 5: Security is a concern.			■		■		2	Emphasize security on homepage and have robust security articles in help section.
Observation 6: I would hope that enough vendor would accept it, so it's all I need to use.	■						1	Educate users: for all in store purchases, NFC is accepted wherever contactless is available. For online: solution still needs determining.
Observation 7: Would have liked to see a quick confirmation checkmark or something like that. It would have been reassuring.		■	■				2	Add this modal window.
Observation 8: If friends recommended it, I'd be more apt to sign up.							1	Can't fully control this. Could be part of marketing campaign to get more subscribers and build brand awareness.
Observation 9: Would have like the credit card details instantly verified as one types, with errors in red. Is a second, verify page necessary.				■			2	Check with development team. This functionality exists on other websites, so can we implement it here?
Observation 10: Unsure if the app only works on phone or also on computer.							1	Similar to Observation 6, but specifically about purchasing. Again, computer integration needs a solution.
Observation 11: "home" tab is confusing with recent transactions.				■		■	2	Home Tab needs redesign. Perhaps leave transactions on the home tab, but move them lower on the page. At top of page, have informational boxes… "getting started", "how to use CASCHE", etc.
Observation 12: Not really sure of contacts street address. Would like another way to confirm it's the correct "Bob" they are sending to. Perhaps a photo or email address too?					■		1	Definitely match image used in phone's contacts and show most relevant info. Perhaps start with phone number, then email, then (if room) have address. Also could show full contact info upon contact click.
Observation 13: Would prefer that "Send" button is on right hand side, instead of request. Felt like she'd be more likely to send money than request it via the app.					■	■	2	A/B test this later.
Negative Quotes - Any negative soundbytes? Record them here.								
"It's annoying to me that I have to go get my credit card to enter in the card details into a form."	■						1	Understandable, so hopefully users will use the card scan feature.
"Seems that I can only use it in Switzerland, but maybe I can transfer money abroad?"					■		1	User education on Homepage.
"Years ago, I didn't know what a 'security code' was on a credit card. I notice you don't explain that here."					■		1	Provide "?" icon for help with the data field.
Positive Quotes - Any positive soundbytes? Record them here.								
"I really like the name. Funny pun.", "I like the name"	■	■					2	Good feedback.
"Really, clean design.Simple, straightforward financial app." "Clutter Free", "Easy", "Intuitive"	■	■	■		■	■	5	Yay.
"So excited to be able to scan card. It makes it easier. Less steps."		■					1	Great.
Metrics - Rate the scenarios from 1 (very difficult) to 7 (super easy)								
Scenario 1: Sign up and add your first payment method.	6	7	7	6	7	6	6.5	The pop up was the biggest detrimental factor here.
Scenario 2: Send your friend CHF 35.	7	7	7	6	7	7	6.8	The send/receive process didn't appeal to P3.
Scenario 3: Add a store loyalty card.	6	7	7	7	7	7	6.8	The prototype keyboard was the only thing that hindered this scenario.