

TEST TAKEAWAYS

TEST 1- Alex

- Indifferent about traditional email marketing.
- Uncomfortable sharing social media profiles, Amazon Prime data, location, and IP tracking.
- "Getting money for applying to college seems like a great idea. I have spent so much money applying to schools over the last few years."
- Asked about incomplete graphics set.
- Commented that school page would naturally scroll left and right.

Test 2- Henry

- No privacy issues with IP tracking, social media profiles, credit score, or intrusive email marketing.
- Uncomfortable sharing Amazon prime household data and location.
- \$5 floor on tasks completed for reward.
- Laughed a few times throughout review of copy— realized schools were collecting all of this data on him with or without this app.
- No major usability issues other than a test administrator error in Figma prototyping (Fixed after this user test, not uncovered in first test).

Test 3- Makayla

- Very uncomfortable sharing social media profiles, Amazon Prime data, location, and IP tracking.
- No privacy issues with assignments, location, biographic data, etc.
- Generally navigated all instructions with ease; no major errors accessing login, navigating to settings, changing settings, accepting the on-boarding prompt, etc.
- Understood all settings icons/logos, sliders, etc.
- No issues navigating to complete offer, accessing schools, etc.
- Immediately understood claim criteria and how to access school page and other icons.
- "I'm a little bit curious how it works. Who's paying me?"

Test 4- Bri

- No major privacy concerns; uncomfortable with email marketing privacy issues.
- Immediately understood basic idea of Tassel — "This application shows you how you get paid to apply for college. I've heard of paying for college, but I've never heard of someone paying me to apply. I love that."
- No issues navigating to profile, schools, or offers.
- "I think a lot of students would like this idea.. the thought of being just paid a little bit, to get some of that money back would be a big thing for a lot of people."
- "This would probably get people to look at more schools that they wouldn't have other looked at otherwise."
- \$2-10 range anticipated compensation range.
- If people want my information, I should be asked to give that rather than someone just taking it from me.

Test 5- Sam

- Comfortable with all data sharing, just wants to be compensated.
- “This is the type of stuff Andrew Yang was talking about, Google just selling our data and shit, I should be able to sell my data.”
- Confused about offers/numbers associated with numbers— i.e. “I don’t know if the \$4.00 for the University of Missouri is me paying them or them paying me.”
- Consistently used in-screen navigation for “back to Tassel home” rather than the hamburger menu at the top of each screen.

Test 6- Gema

- Highest privacy expectations; uncomfortable sharing almost all data with colleges.
- No major navigational issues with Figma prototype.
- Student explicitly mentioned risk of predatory schools targeting black/brown students based on race for recruitment, said she felt targeted based on race in her college recruitment **(*flagged as potential ethical design issue, consider collection of race data)**
- Only participant who clicked on the main page search/locator navigation bar when I prompted participants to try to accept an offer near them.

SUMMARY

My participants ended up being college students at the campus where I work, so they trusted me. They took the “think out loud” instructions well and I was able to interact with them naturally throughout the test quite a bit because of that. Everyone asked questions. No two interviews went the same— which I became increasingly comfortable with. What I understand at this point in my project is that I don’t have any major errors or omissions in menus, sections, actions, or product explanations. All of my users were able to complete the tasks roughly error free, sans one Figma prototyping error.

I ended up using a Macbook to administer the Survey Monkey on privacy expectations. I used a Sony Voice Recorder to capture audio. In 4 of the 6 interviews, I was able to screen record the Phone used in the test. In 2 of the 6 usability tests, the phone failed to capture the complete video.