

# SELF Challenge Upgrade: Usability Test Results

DD+S UX Team  
Nov 3, 2008 V.2

# Introduction

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- **We conducted user testing of the SELF Challenge Upgrade Dashboard with Quick Log Entry (Food) as available on 10/17/08.**
- **Twelve participants walked through a prototype and the current SELF.com site on Oct. 22 and 23, 2008.**
- **We observed and interviewed participants for the Dashboard concept, its specific integration into the SELF.com site, specifics on the logging task flow and their current experiences and feelings on fitness programs.**

# Day 1 participants

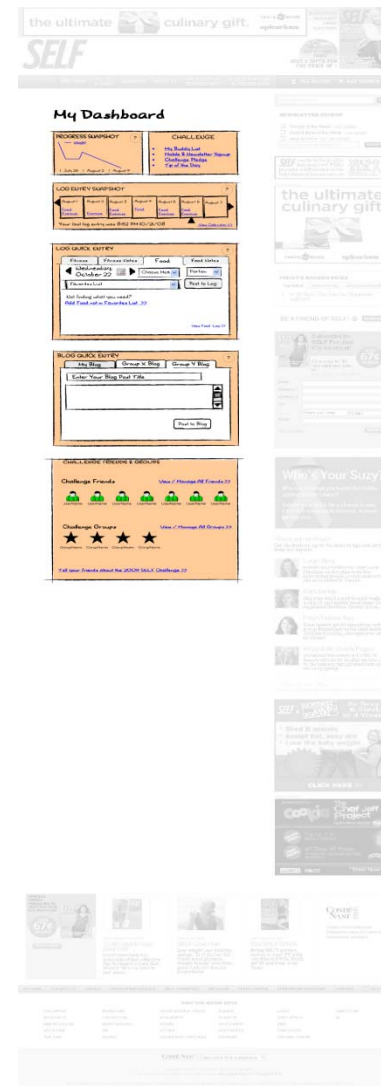
Q2.	Q4.	Q5.	Q6.	Q7.	Q8.	Q9.	Q10.	Q11.	Q12.						Q13.	Q14.				Q15.		
Age	# of hours use Internet each week	Length of time using the Internet	Marital Status	Children in household under the age of 18	Employment Status	HHI	Education	Ethnicity	Fashion	Fitness	Shopping	Health	Diet/Nutrition	Beauty	Celebrities/Gossip	Segment Name (i.e. Realist, Grazer, etc.)	Shape	Glamour	Cosmopolitan	Self	Redbook	Any health/fitness web sites you have used to assist with fitness goals
35-44	6-10	5+	Single	No	FT Student	25-74K	College Grad	Caucasian	1	1	2	1	1	1	2	Realist	2	3	4	4	4	No
25-34	6-10	5+	Single	No	Employed	75-99K	Some College	Caucasian	2	2	2	1	2	2	2	Realist	2	2	2	1	5	No
25-34	6-10	5+	Single	No	Employed	25-74K	College Grad	Caucasian	3	2	2	2	2	3	2	Aspirer	4	3	5	4	3	Weightwatchers, Etools
25-34	10+	5+	Single	No	Employed	25-74K	College Grad	Caucasian	1	1	1	1	3	1	1	Aspirer	2	2	2	4	5	Running AP
35-44	6-10	5+	Married	No	Employed	100K+	College Grad	Caucasian	1	1	2	1	1	1	1	Realist	4	2	2	4	2	No
25-34	10+	5+	Single	No	Employed	75-99K	College Grad	Caucasian	1	1	1	1	3	1	1	Hard-Core Fitness User	1	1	1	2	3	No

# Day 2 participants

Age	# of hours use Internet each week	Length of time using the Internet	Marital Status	Children in household under the age of 18	Employment Status	HHI	Education	Ethnicity	Fashion	Fitness	Shopping	Health	Diet/Nutrition	Beauty	Celebrities/Gossip	Segment Name (i.e. Realist, Grazer, etc.)	Shape	Glamour	Cosmopolitan	Self	Redbook	Any health/fitness web sites you have used to assist with fitness goals
25-34	6-10	5+	Single	No	Employed	25-74K	College Grad	Caucasian	1	2	1	1	2	3	4	Grazer	3	3	3	4	5	Self Challenge
35-44	10+	5+	Married	Yes	FT Student	25-74K	Some College	African American	1	2	1	1	1	2	1	Realist	1	2	1	1	2	Self Challenge
25-34	10+	5+	Single	No	FT Student	100K+	Some College	Caucasian	1	1	1	2	2	1	1	Hard-Core Fitness User	1	2	1	3	3	None
25-34	6-10	5+	Single	No	Employed	100K+	College Grad	Caucasian	2	1	2	1	1	1	4	Hard-Core Fitness User	2	1	4	5	4	Health Food Recipes- I always used them.
35-44	10+	5+	Married	Yes	Homemaker	25-74K	College Grad	Caucasian	1	3	1	2	1	1	3	Grazer	2	1	4	2	2	None
35-44	10+	5+	Single	No	Employed	25-74K	College Grad	Caucasian	2	4	2	1	3	3	3	Aspirer	3	3	3	3	1	Weightwatcher.com, Webmd.com

# Use of a low-fidelity prototype

- We used a low-fidelity prototype. This is a common device in user testing to encourage participants to focus on large functional details. It also elicits more comments on the overall concept.



# Overall themes

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- **The Dashboard must make the exchange of information quick and easy.**
  - There were concerns about the effort of logging, especially for the manual entry of food item; these were a showstopper for few.
  - Most participants wanted to access the Dashboard immediately from the homepage.
  - Many were most interested in a Tip of the Day.
- **The logs must provide value by being more than a notation tool.**
  - Some participants expected the Food Logging to provide suggestions for meals.
  - Many thought the Dashboard would provide weekly plans in the Calendar.
  - A few thought they would get shopping lists.

# Overall themes

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- **Users would like personalized instruction and feedback.**
  - They wanted the ability to customize metrics to their personal concerns.
    - For Progress metrics, examples included: calories burned, hours on exercise machines, time walked, even energy level.
    - For Food metrics, some examples were: saturated fats, Vitamin A.
  - One requested the ability to input her own motivational statements.
  - Most wanted clear, concise status of their own progress.
    - They wanted to see when and at what stats they started.
    - They wanted to see how close they were to their goal.
  - Some users would clearly focus on either food or exercise.

## Overall themes

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- **Users expected that the Dashboard would be integrated with other site elements.**
  - Many assumed that the Fitness Profile and calculators would automatically update the Dashboard.
    - Many thought that editing your Fitness Profile would respond with a customized program based on the measures.
    - One thought that you could go to the Fitness Profile and edit your weight by clicking on the Dashboard Progress Snapshot.
- **Some users wanted to clip things from the site and add to the Dashboard.**
  - For example, they wanted to clip recipes, exercises and tips to collect to the Dashboard.

# What we tested

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- **Dashboard**
  - Use
  - Name
  - Location on Self.com
- **Logging Food – Quick Log Entry module**
  - Comprehension of the task process
  - Terminology
  - Acceptance of manual entry
- **Program Fitness Profile**
  - Privacy of personal data
- **Other modules**
- **Overall likes and dislikes**

# Prototype Dashboard

## My Dashboard

**PROGRESS SNAPSHOT** ?

Weight

July 26 | August 2 | August 9

**CHALLENGE**

- My Buddy List
- Mobile & Newsletter Signup
- Challenge Pledge
- Top of the Day

**LOG ENTRY SNAPSHOT** ?

August 1 | August 2 | August 3 | August 4 | August 5 | August 6 | August 7

Food Exercise Food Food Food Food Food

Your last log entry was 8:52 PM 10/21/08 [View Calendar >](#)

**LOG QUICK ENTRY** ?

Fitness  Fitness Notes  Food  Food Notes  
 Wednesday, October 22    
   
 Not finding what you need?  
[Add Food not in Favorites List >>](#)  
[View Food Log >>](#)

**BLOG QUICK ENTRY** ?

**CHALLENGE FRIENDS & GROUPS**

**Challenge Friends** [View / Manage All Friends >>](#)

[View / Manage All Groups >>](#)  
 Groupname Groupname Groupname Groupname

[Tell your friends about the 2009 SELF Challenge >>](#)

# Dashboard overall

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## Results

- **Two-thirds of the participants would use the Dashboard.**
  - Most of these women wanted to sure it was a useful tool.
    - “If it’s an interactive tool that massages data for you I would use it. If it’s just a log, I wouldn’t use it.”
  - A few would not use the social parts to it (see Blogs, Privacy)
- **A few preferred to log in a notebook rather than online.**
  - “I would write it down anyway, wouldn’t do it [online].”
  - “don’t like the idea of using a website as a personal database. [I would continue to use a notebook] because of the convenience, habit and the physicality.”
- **One thought “this is for someone who has time.”**

# Dashboard overall

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## Recommendations

- **Incorporate, display and advertise the value of using the Dashboard (a computer).**
  - Emphasize the connection between daily logging and tracking trends in the Calendar, Progress Snapshot and Fitness Profile.
  - Show calculations in the logging and the percentage between baseline, current and goal stats.
  - Provide easy access to push information, e.g. recipes, exercise routines and Quick Tips.
- **Try to match the ease and satisfaction of logging in a notebook; this is a ‘competitor.’**
  - The pros of a notebook: can be used anywhere, set up the way you want, kept private, allow for long or short term views and allow notation.

# Dashboard overall

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## Recommendations

- **Try to match the ease and satisfaction of logging in a notebook; this is a ‘competitor.’**
  - The pros of a notebook: can be used anywhere, set up the way you want, kept private, allow for long or short term views and allow notation.

# Dashboard overall

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## Recommendations

- Try to match the ease and satisfaction of logging in a notebook; this is a ‘competitor.’

Notebook pros	Dashboard equivalents
It can be used anywhere.	Provide easy entry for already logged items, e.g. allow users to add log free-form or only log daily totals.
You can set it up as you like.	Allow customization of display.
It can be kept private.	Ensure users see the privacy of log entries.
Allows long- and short -term views.	Allow one-click week view of log.
You can add notes.	Allow editing of entries at any time.

# Dashboard Name

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## Results

- **Many participants did not like the name “Dashboard.”**
  - Some didn’t think it was relevant; one was reminded of cars.
  - Some thought it was ‘blah’ and not ‘enticing.’
  - Others thought it should sound less formal and be more personal, feminine and warm.
- **The most frequent suggestions were “My Diary” or “My Journal.”**
- **Other suggestions included:**
  - My Daily Entry
  - Personal Free Trainer
  - My Personal Health Advisor

# Dashboard Name

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## Recommendations

- Use “My Journal” for the Dashboard.
- Use “My Food Diary” and “My Fitness Diary” for the logs.

# Location of the Dashboard on SELF.com

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## Results

- **The large majority wanted the Dashboard immediately accessible on SELF.com homepage.**
  - Close to half wanted it on the homepage or as a homepage. (5)
  - Nearly as much wanted it on the main navigation. (4)
  - One wanted it to be standalone window that could remain open in the background so she would be more likely to log all day.
    - “I wouldn’t log in and out every time I wanted to log something.”
- **The location should constantly remind participants and make it easy to do this frequently.**
  - “Is there a way to make this my home page? If it’s there every time I load my computer, it will be in my face.”
  - “The important thing is not to have to search for it.”

# Location on SELF homepage

## User recommendations

The screenshot shows the SELF homepage layout with several key areas highlighted by red boxes:

- Top Right Corner:** A promotional banner for a magazine subscription, featuring the SELF logo, a woman's image, and text: "SUBSCRIBE GIVE A GIFT RENEW QUESTIONS", "BUY 1 = GET 1 FREE!", "GIVE 2 GIFTS FOR THE PRICE OF 1", and "Live Rich Without Getting a Raise".
- Top Left:** A navigation area with the SELF logo, the text "On same level as 'Programs'", and a login/register link: "log in | register | join a program".
- Top Nav:** A horizontal navigation bar with categories: "SUBSCRIBE", "FITNESS", "FOOD & DIET", "HEALTH", "BEAUTY", "FORUMS & COMMUNITY", "CALCULATORS & PROGRAMS", and "Top nav". It also includes links for "ALL BLOGS" and "ALL VIDEOS".
- Under Search:** A search bar with the text "Search Self.com" and a "GO" button, with the text "Under Search" below it.
- Within feature content:** A central content area with a "Within feature content" box, a search bar, and several featured articles:
  - "Live a richer life With our two-week money makeover"
  - "Eat healthy all week Shop once for 7 days of great meals"
  - "Reach Your Goal Get fit and firm in 4 short weeks!"
  - "Slim down this weekend This fast, two-day tone-up will have you back on track by Monday."
- Top Left (Secondary):** A box containing the text "Top Left".
- Tip of the Day:** A section titled "TIP OF THE DAY" with a checkmark icon, text: "To stop seasonal sniffles, leave pollen, mold and more at the door.", and a link "read the full tip >".
- Advertisement:** A TAGHeuer advertisement featuring the logo and the text "SWISS AVANT-GARDE SINCE 1860".

# Location of the Dashboard on SELF.com

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## Recommendations

- Consider two access points
  - One next to Programs when logged into Persona, perhaps with dropdown of the modules.
  - One as a mini-feature item to maintain awareness and motivation.
    - Put this in a recurring position across pages.
    - It should have a prominent link to log in, or if logged in, it should display the Log Quick Entry with a link to see the full Dashboard.

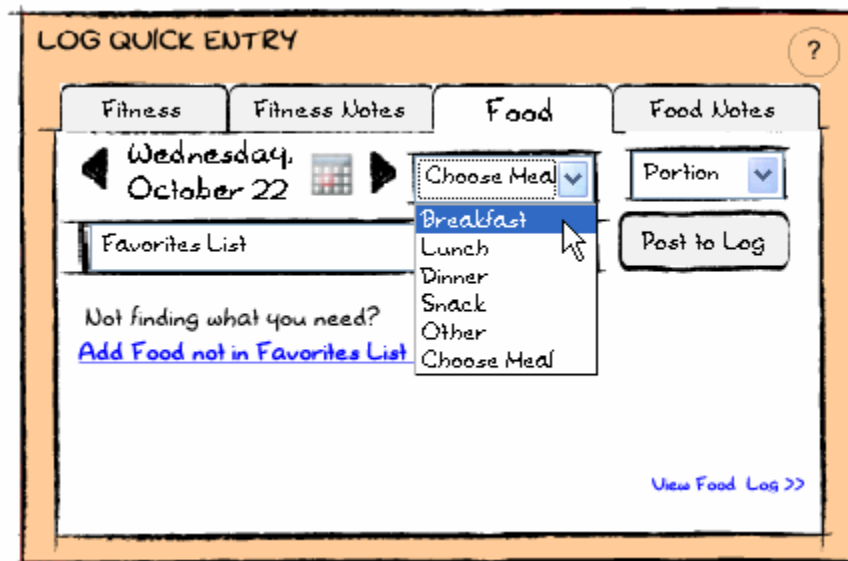
# Quick Log Entry

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The screenshot shows a mobile application interface titled "LOG QUICK ENTRY" with a help icon in the top right corner. The interface features four tabs: "Fitness", "Fitness Notes", "Food", and "Food Notes". The "Food" tab is currently selected. Below the tabs, there is a date selector showing "Wednesday, October 22" with left and right navigation arrows and a calendar icon. To the right of the date are two dropdown menus: "Choose Mea" and "Portion". Below these is a "Favorites List" dropdown menu and a "Post to Log" button. At the bottom of the form, there is a message: "Not finding what you need? [Add Food not in Favorites List >>](#)" and a "View Food Log >>" link.

# Meals dropdown

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# Add New Food Item

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▼ Add New Food Item >>

**ADD NEW FOOD ITEM**

Name your food  Portion

Enter nutritional information (per serving size)

Calories:

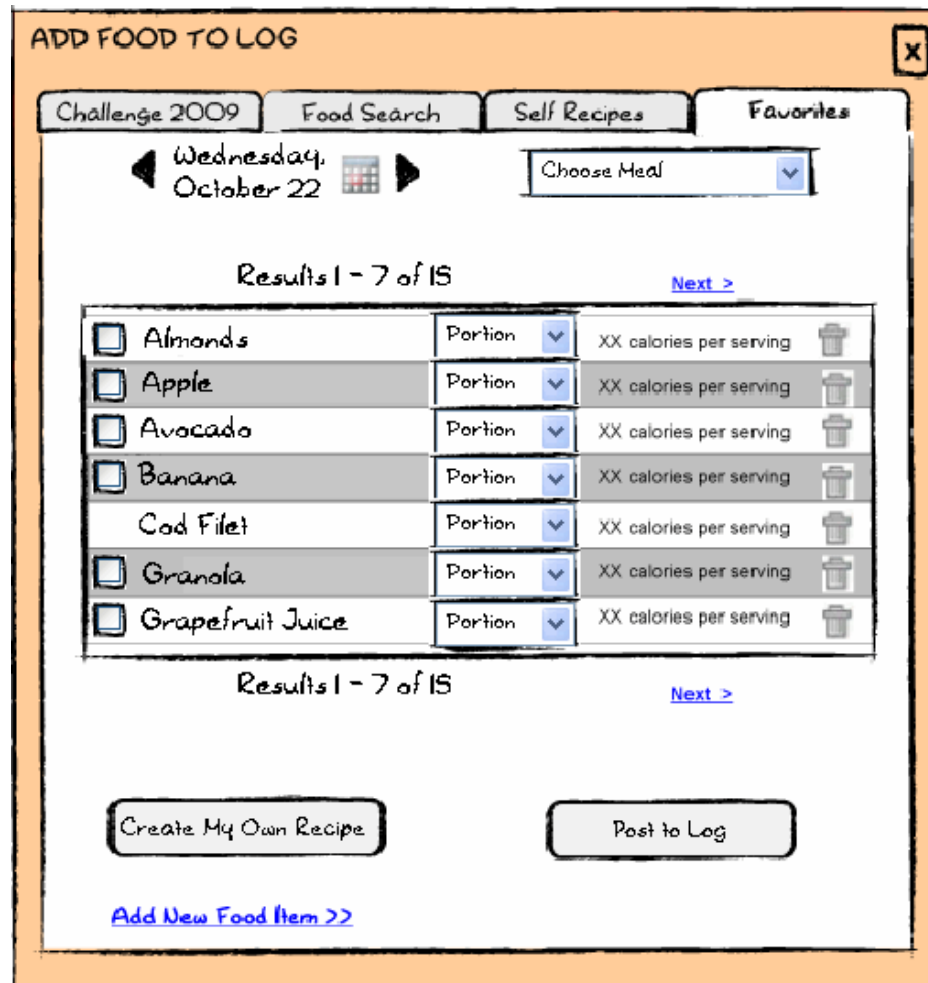
Protein:

Carbs:

Fiber:

Fat:

# Favorites Tab



## Quick Log Entry for Food – task flow

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- **Many participants had a different expectation for the task flow to log a food item.**
  - Most people wanted to start typing in the item, instead of selecting from a list.
  - They did expect an automatic search and calculation of metrics.
  - Many mentioned having typeahead functionality
- **One wanted the whole log in front of her when entering items.**
  - “what if you enter 1 thing and get distracted.”

# Quick Log Entry for Food – task flow

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- **Recommendation**

- The initial panel should start with a “Search for Food” entry field.
- It would have typeahead functionality, if possible.
- The Search would have clear and accessible filters to select the various databases, e.g. Full Search or Search <<website>>, My Favorites, SELF recipes, Program recipes, My Own Recipes.
- If the search produced no result, the user would be sent to manual entry with optional metric fields.
- They would select the item and have the option to Add to My Favorites.
- They would select the portions and then Add to Daily List.
- If possible a dropdown window would open, showing the Daily List with the item entered. They could add another or save.

## Quick Log Entry for Food - labels

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- **This purpose of this module was not intuitively obvious to most participants.**
  - The great majority of participants mistook this for a planning tool, apparently due in part to the labels.
    - "Choose Meal" was thought to present other people's recipes, program recipes or special diet recipes, e.g. diabetic.
      - "is this when you're tired of eating and you search so it would come up with recipes that fit for the diet?"
    - "Create my own recipe" would give suggestions of meals for the items selected in the Favorites list.
    - Most participants really wanted a planning function for what to eat. (See Planning)

# Quick Log Entry for Food - labels

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- **This purpose of this module was not intuitively obvious to most participants.**
  - Some were unsure of for whom they were logging, posting or creating Favorites.
    - “Is [Post to Log] for my friends to see?”
    - “Is [Favorites] what I like to eat or a shopping list or sending to someone else? I would know what my favorite foods are, seems silly to list them.”

# Quick Log Entry for Food - labels

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- **Recommendations**

- Change the name to “Enter into Food Diary”
- Change “Choose meal” to “Choose mealtime.”
- Change “Create my own recipe” to “Add a recipe”; put this label in the tab.
- Change “Post to Log” to “Add to my Daily List” or “Add to My Day”
- Change “Favorites” to “My Common Foods” or similar. Alternatively, change this tab.

## Quick Log Entry for Food - manual entry

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- **Almost all participants were not happy with manual entry of a food item.**
  - Some questioned the value of the whole module at this point.
  - Most would not spend the time or effort doing it; some knew what they wanted already and others found looking at the box easier.
  - A couple of participants would not use the Dashboard for this reason.
    - “If you had to add something every time, I wouldn’t use it.
- **One was willing to manually enter her diet, if it did something useful with the data. (Value)**

# Quick Log Entry for Food - manual entry

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- **Recommendations:**

- Minimize manual entry as much as possible. Present possible similar items with a search by category or generic foods.
- Prominently display value in this module.
  - For example, display a running total of one or more metrics.
  - Show the current gap from a target or the previous day's/an average metric value.

# Quick Log Entry for Food - Portion size

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- **One unexpected point of confusion was “portion size.” Most did not understand what this meant in the contexts of different foods.**
  - Many did not think in standard terms for portions, e.g. a handful, a few sips, a number of almonds.
  - Some did not want to weigh or measure food.
  - Some mentioned visual solutions.
    - “ Show [me] a plate and the plate into portions.”
- **Recommendations**
  - Have portions default to most realistic amount for the food, e.g. slices of pizza.
  - Use a easy standard measure like the size of hand or handful (mentioned by a participant who had done Weight Watchers).

# Fitness Profile

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## Results

- **The majority of participants would use this profile.**
  - Some thought it make things more real and make you more self-aware.
    - “good to fill out, a realistic view of point by point details
  - Many thought that it would keep you accountable if you write it down.
  - Several suggested additional data including the date you started, keeping the initial weight visible, adding height and chest size.
  - One wanted to print them every week.
- **Only one person wouldn't use the Fitness Profile because she didn't think it reflected fitness.**
  - “You can have someone who is very slender, but has 30% BMI and high cholesterol. For some women, their thighs and butts will get bigger because muscle increases. [I would use] energy level...self esteem...”

# Fitness Profile

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## Recommendations

- **Add dates of start, last updated and, if desired, goal.**
- **Add print function of stats in clean, text form.**
- **Allow the user to customize the stats used for the Progress Snapshot.**
  - Add a dropdown list of various options. The selection should populate the relevant scale, e.g. Weight would give you pounds, Time walked might be in quarters of an hour, Esteem might be best on a rating scale of 1-10.
  - Ask for the typical or initial value, the current value and the goal value.
- **Provide a link to or display here of the Progress Snapshot.**

# Fitness Profile: Privacy

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## Results

- **Most participants would display Fitness Profile to select friends or to the Program.**
  - Very few wanted it all private or all public.
  - A few people would only share the information if they felt anonymous.
  - Many were willing to share their information with selected friends,
    - Some would share with all in the Program.
    - Some would share with a specific group.
    - A couple wanted to share it with their workout buddy.
    - A couple of participants would only share with personal friends, but a few did not want to share with friends, preferring the anonymity of the program.
- **Only one person wanted different settings for Fitness profile stats and Progress.**

# Fitness Profile: Privacy

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## Recommendations

- **Include a radio button list for users to select either Keep Fitness Profile private, shared as username, or shared as ‘anonymous’.**
- **If either Share option is displayed , make a sub-checkbox list of whom to share it with. For example,**
  - The entire <<Name>> Program
  - My Group with selection list
  - My Program Friends
  - My SELF Workout Buddy
  - My non-SELF friends or buddies (enter email address)
- **Display current Privacy Profile for editing and deleting.**

# Progress Snapshot

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## Results

- **Many people really liked seeing the Progress Snapshot.**
  - “love it, [it’s] visual positive reinforcement”
- **Only two people did not want to see the Progress Snapshot as it was in the Prototype.**
  - One was concerned about seeing weekly plateaus of weight loss; she thought a monthly view would be better for her.
  - One wouldn’t use it unless it charted something like “energy level” or “self-esteem.”

# Progress Snapshot

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## Results

- **Some wanted to see other metrics including inches lost and number of punches on a punching bag.**
- **Many women expressed the need to address weight fluctuations due to menses or hormones.**
- **One thought that you could click on it and update your measure in the Fitness Profile.**

# Progress Snapshot

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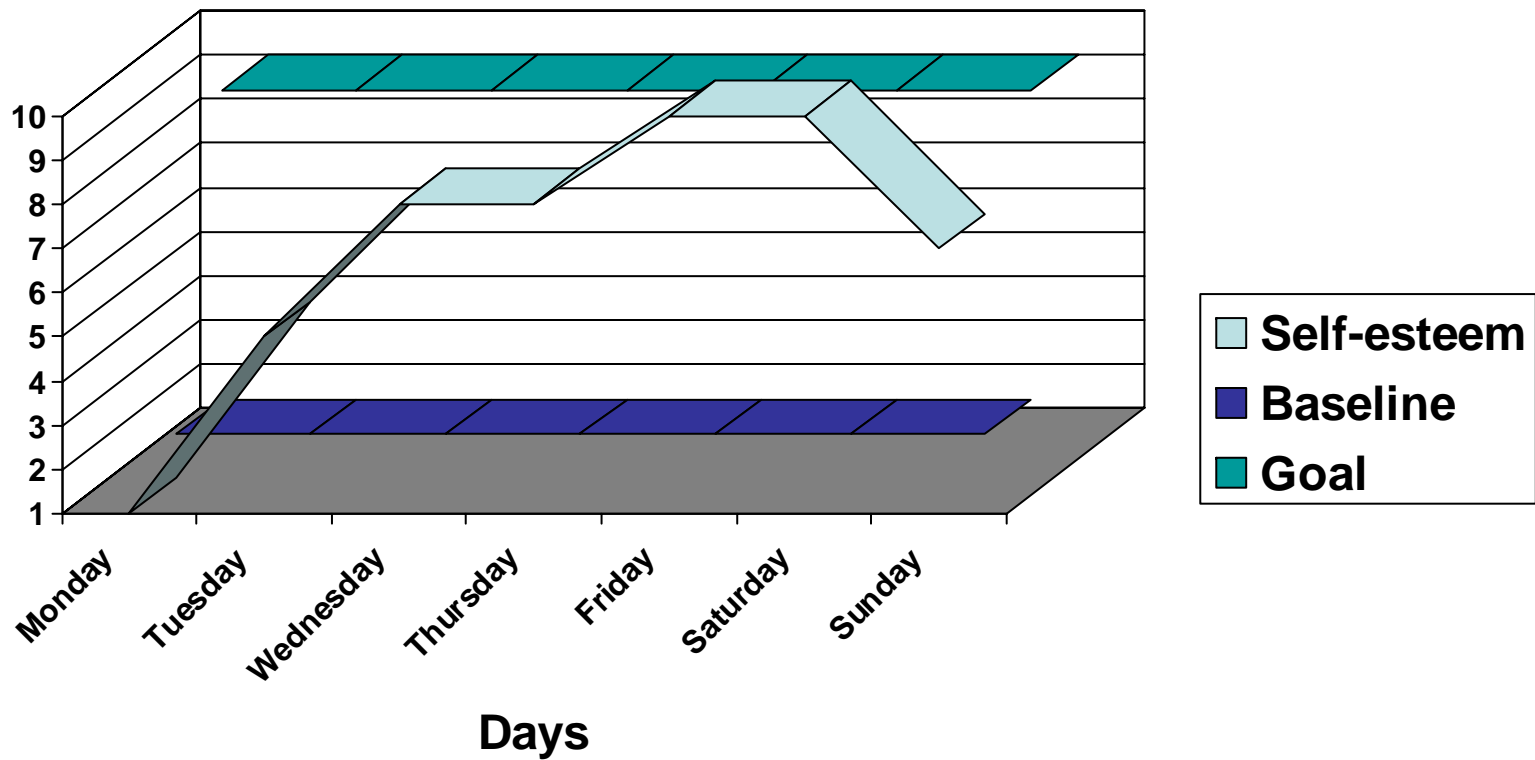
## Recommendations

- Consider moving this module below Log modules.
- Allow customization of metrics. (see Fitness Profile)
- Provide a monthly view as well as weekly view.
- Provide a link to the Fitness Profile.
- Include a way to 'mark' a duration of time. For example, gray or dim it out, allow users to mark it and include a note, or do not show the Progress for specified durations.
- Include the baseline and the goal indicator.

# Progress Snapshot

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## Self-esteem on a scale from 1-10



# Log Entry Snapshot

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## Results

- **Some confused by the labels and the absent links.**
  - Some thought the links were unclear.
  - Some didn't like or understand the name, especially "Snapshot"
    - "I'm stuck on 'Log Entry Snapshot'."
  - Not having a link because there was no log was unclear
    - "On Aug 2, there is no food [but] it's not clear. There's not enough information up front."
- **Many expected to see planning, instruction or progress.**
  - "I thought it would be a guide, telling you what food and exercise [to do]."
  - "I wanted to see my goal and actuals in past so can see how far off I am."

# Log Entry Snapshot

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## Recommendations

- Consider changing the name to “Calendar.”
- If possible, change the link labels to more closely reflect the information. For example, My Food, My Exercise.
- Include all links and if one is incomplete, provide an indicator such as ‘**My Food >>**’ Link this to the Log Entry module.
- Consider adding Plans, and the ability to edit them, to links on future dates.
  - If this function is added, provide a way to print a weekly Shopping List.

# Log Entry Snapshot

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## Recommendations

- Consider adding easily accessible totals for the logged days.
  - For example, on the bottom of the day or even in mouseovers.



# Blogs module

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## Results

- **Many participants said that they would not use the Blog module.**
- **Participants appeared to be equally divided over whether they would use Challenge Friends and Groups.**
  - Some didn't understand the Challenge Program and thought you were actually "challenging" your friends to do something.
  - Many didn't feel they had the time or inclination to talk to other people.
  - A few wanted to see the New Groups here.

# Blogs module

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## Recommendations

- **Eliminate the Blog module.**
- **Consider moving the Community modules to a subsequent tab in the Dashboard.**
- **When using Challenge, include the word “Program”**
- **Include the ability to click on the Friend and chat or email her.**
- **Include a Most Recent Group list in Groups.**
- **Add the workout/program Buddy here.**

# Friends modules

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# Likes and Dislikes of the Dashboard

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## Likes

- **Most liked the logging and seeing feedback on trends in the Progress Snapshot.**
- **One mentioned the “planning capabilities.”**
  - “have a week view of training and planning to eat.”

## Dislikes

- **Some mentioned the social networking including the Blogs, Friends and Buddy.**
  - “I’m not interested in My Buddy List because I have AOL.”
- **The other comments related to the Food Log Entry, including manually adding new items, portion size and having to put in your favorite foods.**

## Liked least

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- **Some mentioned the social networking including the Blogs, Friends and Buddy.**
  - “I’m not interested in My Buddy List because I have AOL.”
- **The other comments related to the Food Log Entry, including manually adding new items, portion size and having to put in your favorite foods.**