NOVEMBER 2021

RYSE SOCIAL & FITNESS APP

USABILITY REPORT

RYSE USABILITY STUDY

The purpose of this study is to understand the major pain points users experience while using the Ryse app for the first time as well as measure how well users are able to accomplish their tasks within the app. Understanding new user pain points while using the app and how these pain points can contribute to user frustration which can lead to quitting and uninstalling the app. Issues can also include inaccuracy in adding entries, interaction issues, frustration, finding support, and how the app is different from competitors like My Fitness Pal.

The developers are striving to make a community where people can interact with each other, curate a custom and intimate social feed, and create a sense of belonging that is not present in the most popular fitness apps. The app is currently in development and the developers are seeking to understand the unique needs of new users and where their pain points are when navigating and using the app. While the feedback may be perceived as overly constructive (and negative,) all feedback provided will only strengthen the app and make for a better experience overall.

WHAT IS A USABILITY TEST?

Usability testing is getting people to interact with a website, app, or product and observing their behavior and reactions to it. We tested and observed new users as they attempt to complete a series of tasks. The goal of this usability test is to reveal pain points during onboarding, reveal areas of opportunity within the interface, and uncover ways to improve the overall user experience. In this study we utilized a survey/form participants were able to fill out at their leisure. The tasks follow the user's experience while using the Ryse app, the obstacles they encounter while interacting with it, focusing on new user on-boarding and finding support. There is no time limit and they could participate from the comfort of home. This test is a necessary step to make sure the resulting app is effective, efficient, and enjoyable for new and current users.

TEST OBJECTIVES

PRIMARY OBJECTIVES

The primary objectives of this test is to assess the effectiveness of onboarding and how a new user interacts with the app. The test objectives also include:

- Intuitiveness of the interface

- Food/Water/Exercise logging

- Adding posts and interacting

SECONDARY OBJECTIVES

Secondary objectives include evaluating pain points the user experiences while using the app and what users will do to find solutions. This also includes:

- Where to go for help/support

- Notating key problems and reporting how users feel after interactions

- Recommendations from new users

COMPARATIVE STUDY

Learn about competitor apps and if the users tested use one or more fitness apps. How is it different from competitors like My Fitness Pal? Would having a community or social aspect (like Instagram) make a difference when it comes to fitness? Gauge the new user response to these questions and see where their preferences are comparing the two apps.

TEST PARTICIPANTS

Test Participants were asked to complete an online survey at the leisure of home.

- Total of 13 participants

    - Most respondents are new users to fitness tracking apps

- Ages: 21-30 (1); 31-40 (7); 41-50 (4); 61-70 (1);

- Identifying Gender: Female (7); Male (6);

- Most used Apple iPhones (11); and Android Phones (2);

- Most are comfortable using mobile apps and social media

POSITIVE FINDINGS

All participants were able to create a profile and immediately began to explore the app and its features.
All participants were able to find the support area of the app.
Participants also felt the overall look and interface was clean and minimalistic.

OTHER POSITIVE USER COMMENTS

- Love the colors, use of gradients. It has workouts it recommends right there at the onset!

- Looks similar to Facebook and instagram

- I like the color coding and design of the graphs and summaries

TASK #1

RYSE ONBOARDING & INITIAL IMPRESSIONS

Scenario: After launching the app and viewing the interface, what's the first thing users are inspired to do?

Most participants were able to launch the app, create a profile, and explore the features of the app.
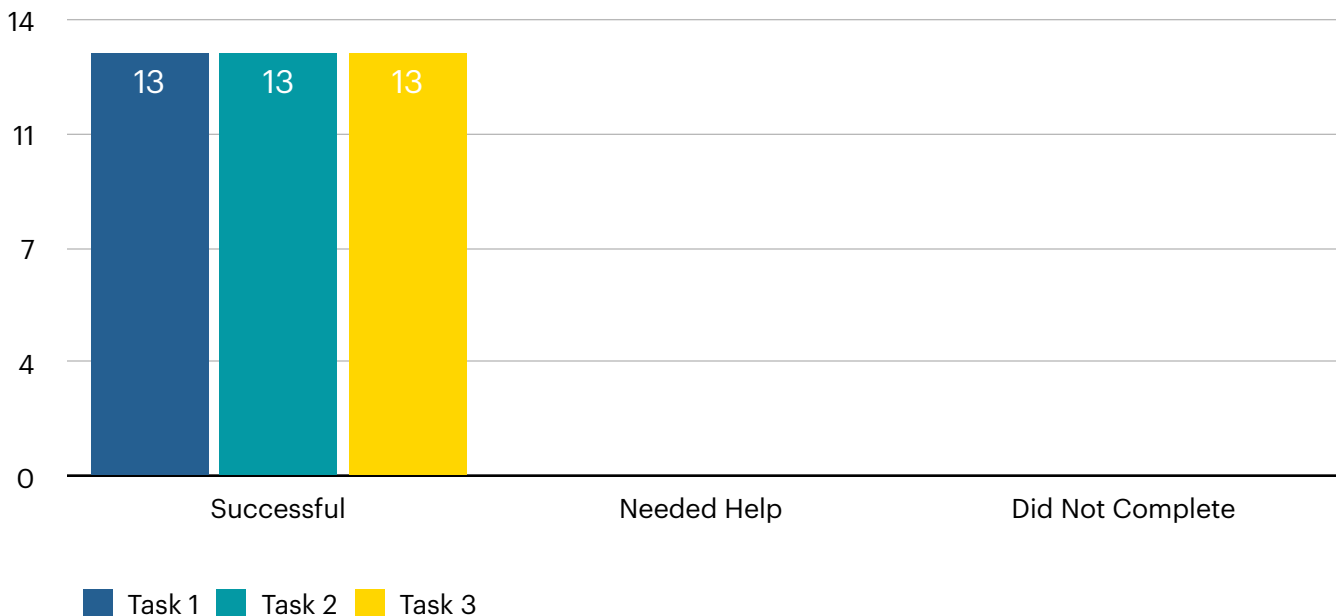
TASKS

1. Launch the app and explore the social feed

2. First impressions of the app

3. How the users found the experience of using the app to complete their exploration
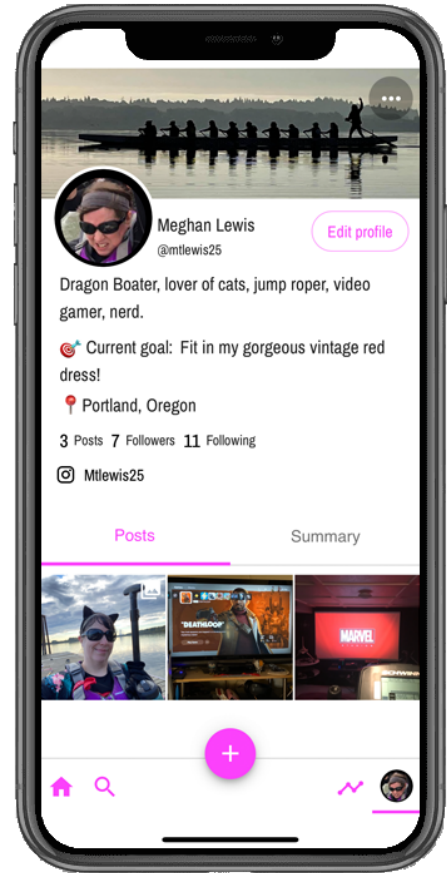
RYSE Dashboard/Profile

RYSE ONBOARDING & INITIAL IMPRESSIONS

Legend: Task 1 (dark blue), Task 2 (teal), Task 3 (yellow)
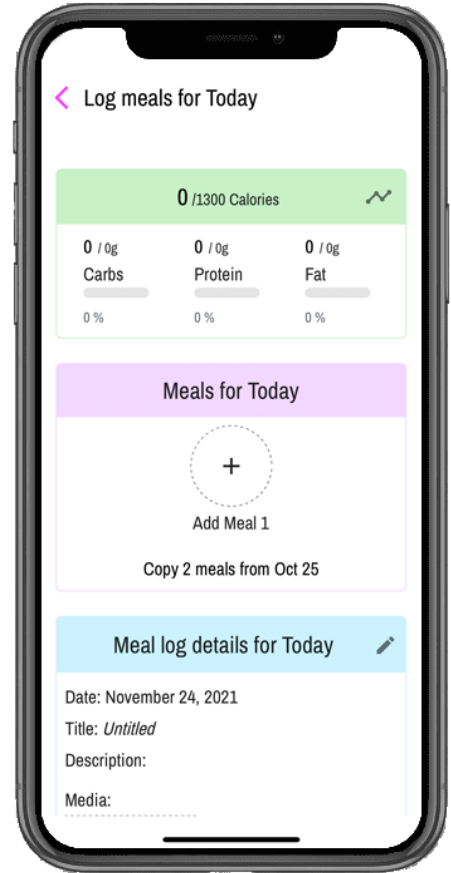
TASK #2

RYSE DAILY LOGGING & ANALYSIS

Scenario: Log a day's worth of food, exercise, and water.
Explain how they navigated the app.

Most participants were able to enter in/log daily food,
exercise, and water. Some required extra time and help to
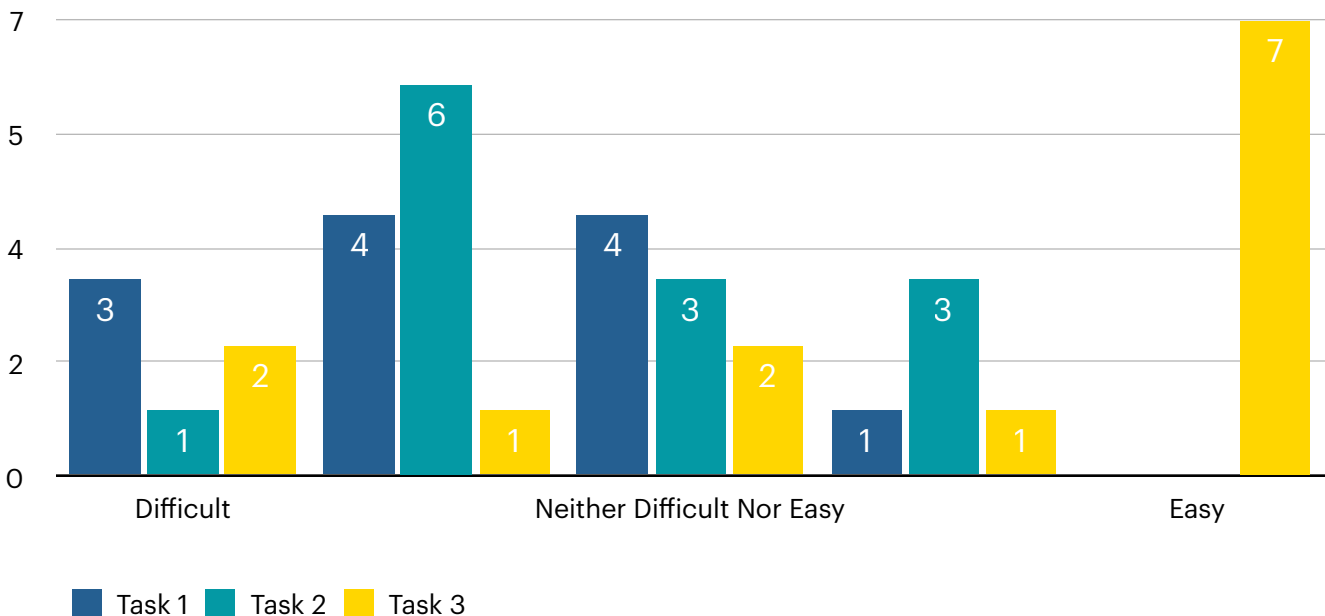figure out how to create recipes and meals.

TASKS

1. Log food for a single day, explain how the interaction
   went and what they would change.

2. Log exercise for a single day, explain how the
   interaction went and what they would change.

3. Log water for a single day, explain how the interaction
   went and what they would change.

RYSE Food Logging

RYSE DAILY LOGGING

Task 1   Task 2   Task 3

TASK #3

RYSE ADJUSTING GOALS

Scenario: Log a day's worth of food, exercise, and water. Explain how they navigated the app.

Most participants were able to enter in/log daily food, exercise, and water. Some required extra time and help to figure out how to create recipes and meals.
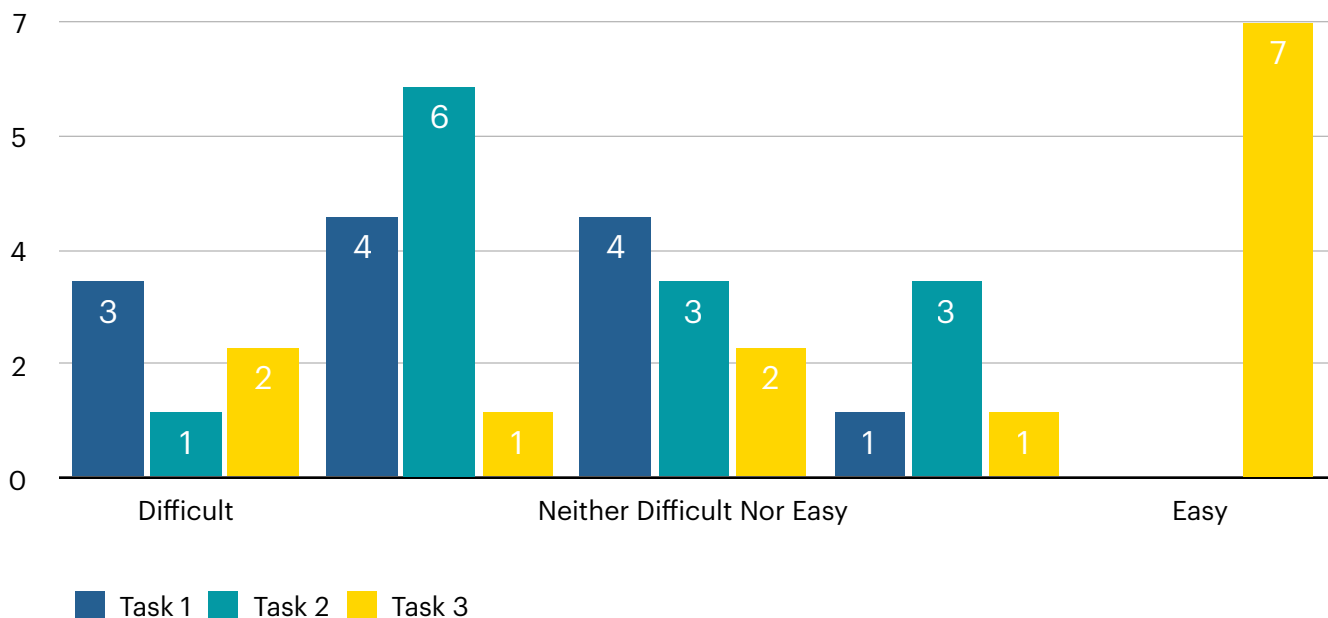
TASKS

1. Log food for a single day, explain how the interaction went and what they would change.

2. Log exercise for a single day, explain how the interaction went and what they would change.

3. Log water for a single day, explain how the interaction went and what they would change.
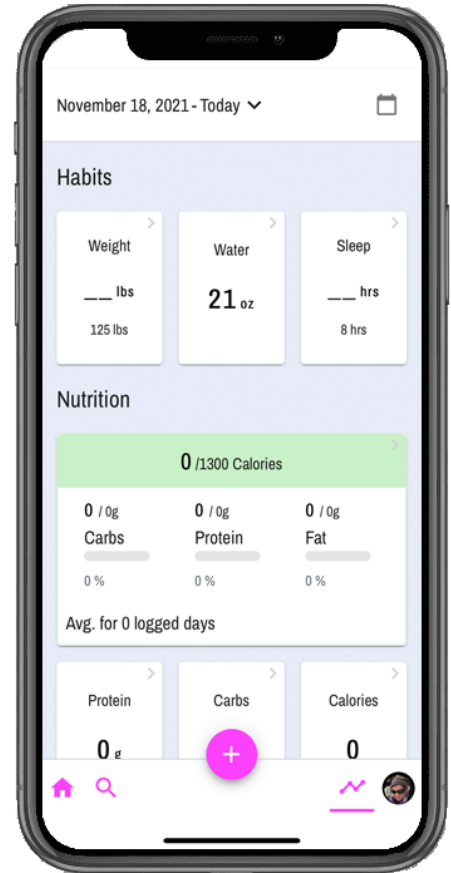
RYSE Profile & Habits

RYSE ADJUSTING GOALS


■ Task 1   ■ Task 2   ■ Task 3

TASK #4

RYSE GETTING HELP

Scenario: Navigate to the help/support area to get help.

Most participants were able find a way to contact the developers for help. Quite a few would like this area to include a FAQ or additional troubleshooting within the app. Some didn't like that seeking help took you out of the app experience.
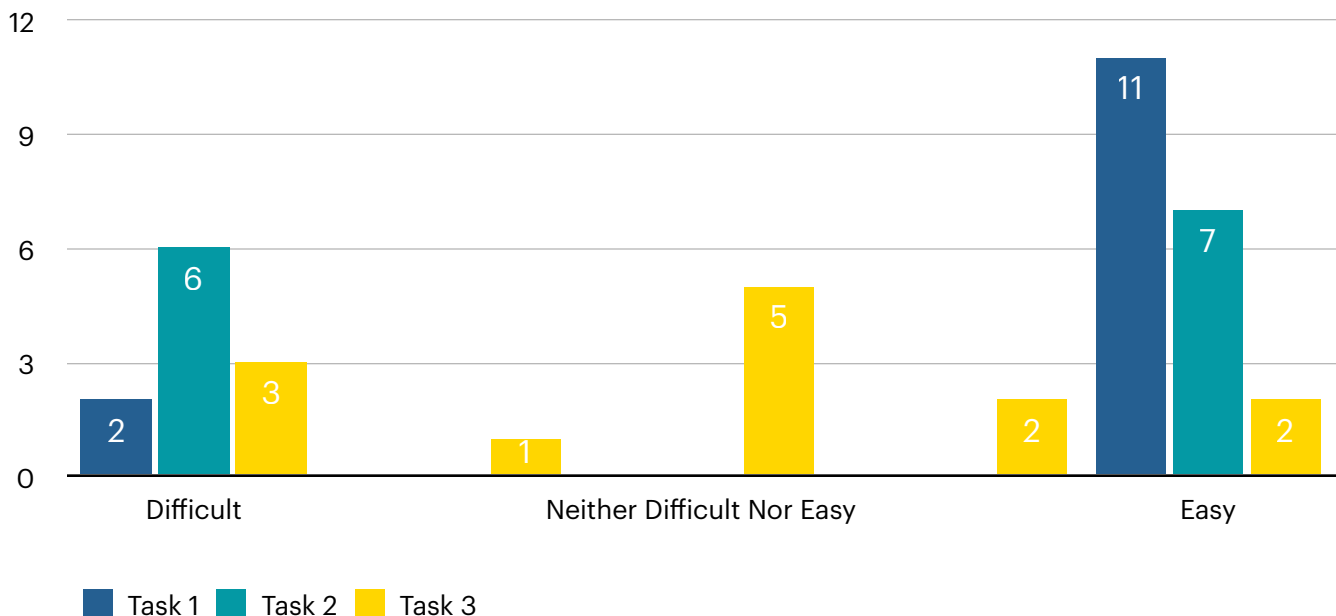
TASKS

1. Ease of use with finding help within the app's menu.

2. Would additional information be helpful to accomplish finding support and contacting the developers through external apps.

3. Overall experience finding help.
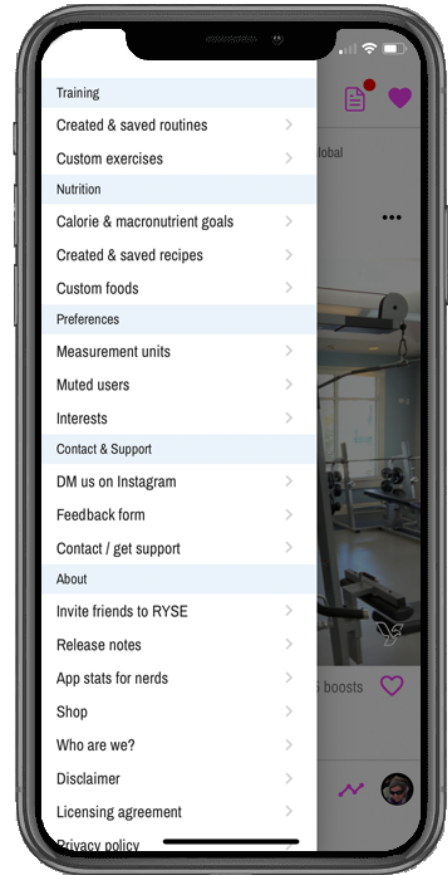
RYSE Getting Help/Support

RYSE GETTING HELP


Task 1   Task 2   Task 3

TASK #5

MY FITNESS PAL COMPARISON

Scenario: Explore the competitor app My Fitness Pal, log in a meal, log some exercise. Compare the differences between the two apps.

Most participants were able to log daily food, exercise, and find help. Participants found My Fitness Pal easier to navigate and made sense to them in comparison.
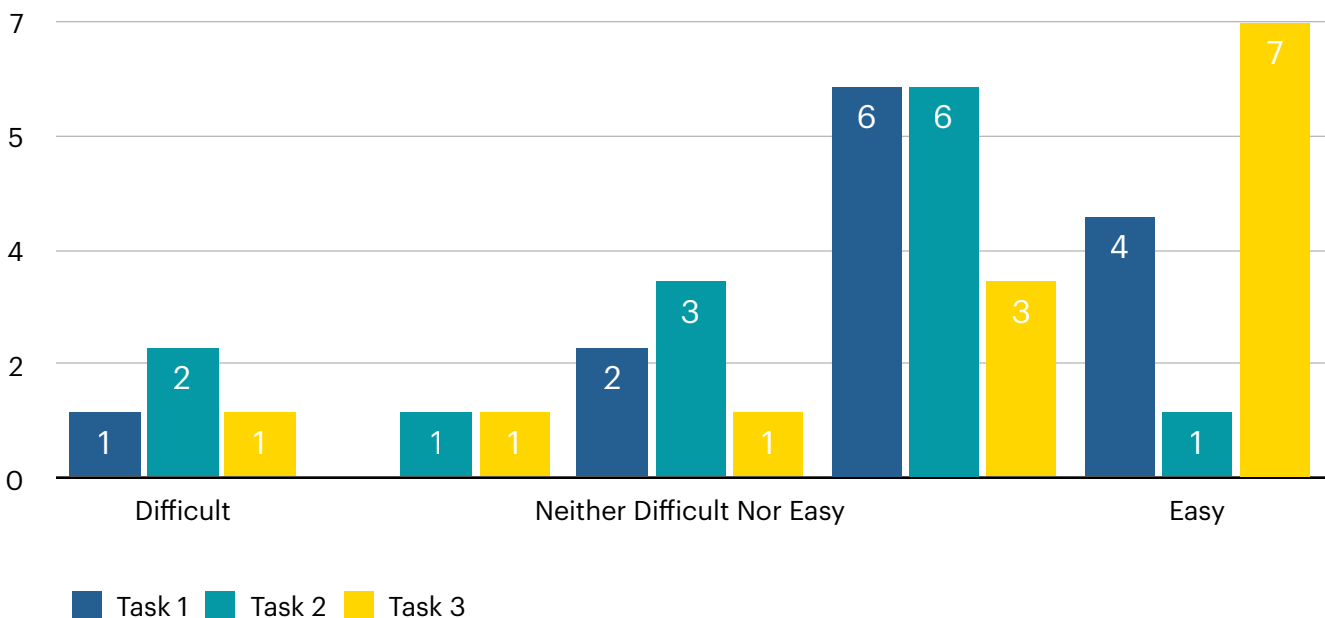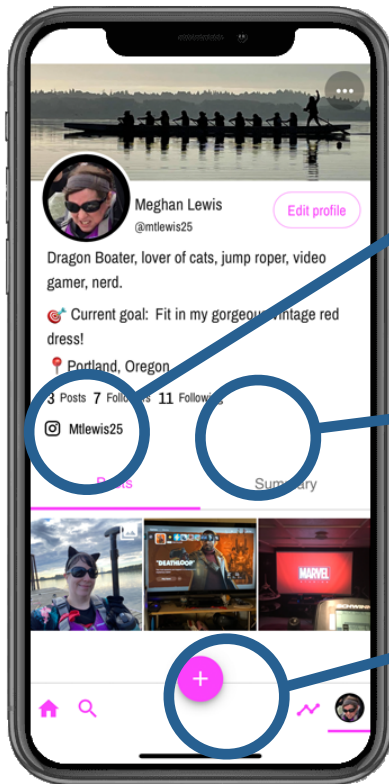
TASKS

1. Assess the interface, explore the app, and report the differences and preferences between the two apps.

2. Log food and explain how the interaction went and what they would change.

3. Log exercise, explain how the interaction went, and what they would change.
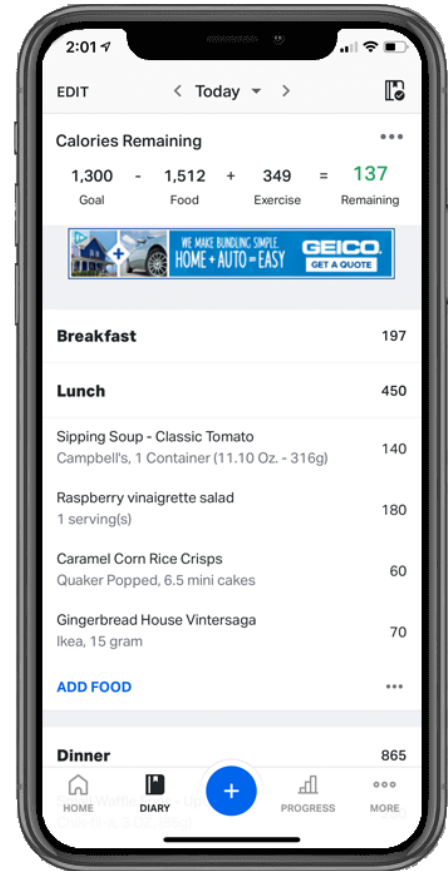
My Fitness Pal Dashboard/Diary

MY FITNESS PAL DAILY LOGGING

Legend: Task 1, Task 2, Task 3

Why only connect to Instagram? Why not also connect to Facebook, Twitter, and LinkedIn and leverage those social media apps to encourage new users to join Ryse?

Add in a way to turn on or off a calorie deficit gauge (or adjustable goal gauge.)

This area is a bit empty and could use some additional areas to interact with the user timeline, a different area to access help, and adjust food logging and timeline information.

TOP ISSUES & RECOMMENDATIONS

OVERALL INTERFACE & PROFILE IMPRESSIONS

The participants had a tough time navigating the app and had definite concerns on where exactly to find solutions to the tasks outlined in the survey. A few participants found the app not quite ready for prime time and definitely needed more time to develop before release. Quite a few would love to be able to turn on dark mode. One participant mentioned that the interface seemed overly complicated and had trouble with navigating. Another couple of participants mentioned not liking adding meals before adding the food and that the user flow needs work.

RECOMMENDATIONS:

- ENABLE Dark Mode and customize a color scheme for accessibility.
- ADD in a way to see personal stats on the timeline feed, consolidate icons and add in explanatory labels, and simplify logging meals/exercise/water (add in a time!)
- ADD additional how-to tutorials in the timeline feed and within the menu.
- ADD a calorie deficit gauge to understand personal success (or another type of gauge for users to see progression.)
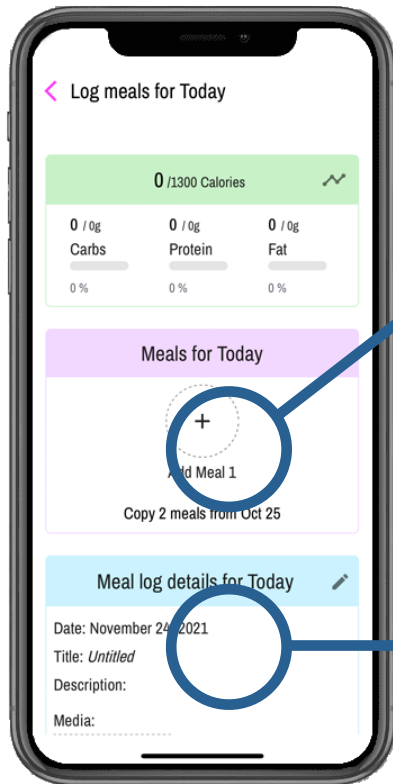
Tapping the plus adds another meal container, it doesn't take you to the food logging area. This seems unintentional and also seems like an extra unneeded step. There are better ways to add meals for a specific day.

Consolidate this area into the previous section. This will clear up some space and avoid making the user scroll/ placing editable areas below the fold.
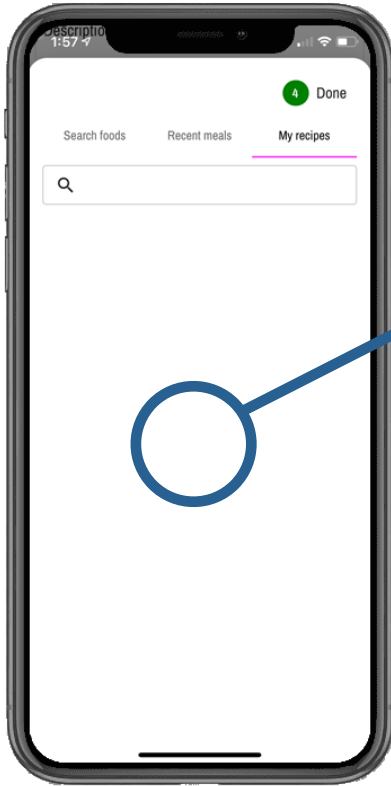
TOP ISSUES & RECOMMENDATIONS

FOOD LOGGING

Most participants had trouble adding in food and customizing the food options. The defaults options for things that are general (like a pizza slice,) seemed to the participants to be arbitrary, requiring extra steps, and "no one thinks of food this way." Many mentioned the food logging feature of the app was not very intuitive and easily frustrated them as they proceeded through the survey. Still some participants found the process of logging became easier over time, liked the ability to apply food logs from previous days, and were interested in food/meal planning.

RECOMMENDATIONS:

- CONSOLIDATE the Meal Logs and Meal Details into a single section where the user can create a post and add meals in the same area.
- SIMPLIFY the logging of food/exercise/water, make the process of meal planning easier, and add a unique user flow that encourages a fun way to post to a timeline.
- REMOVE the need to create a containing post to put food logging information into. Keep this for general posts and add this to the log.

This area of the food logging section of the app would be perfect for a CTA (call to action button) creating recipes and custom meals. Being able to edit these from this screen would also be a benefit to the user experience.
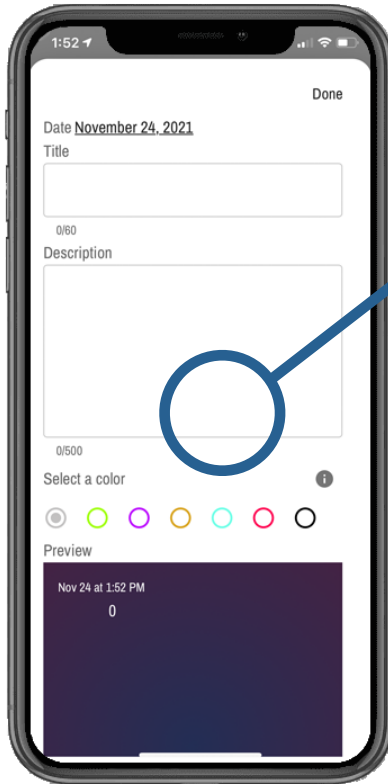
TOP ISSUES & RECOMMENDATIONS

FOOD LOGGING - CREATING A RECIPE

Most participants had trouble creating a recipe (and some even failed at that specific task, instead searching simply for a food item instead of creating a recipe/meal for it.) They all struggled to find where to create a recipe and adding to the log. Some mentioned that it felt clunky and tedious to add and customize their food options. One user specifically called out how difficult it was to even start the process and there was no way to get there from the 'Add/Edit' Meal interface.

RECOMMENDATIONS:

• SIMPLIFY the process in creating a recipe, make it overly easy to customize, and make multiple ways to edit and access it.

Creating a post first to log food/ exercise is an additional and unnecessary step. Though this is a great addition for general posts to a user's timeline/feed.

TOP ISSUES & RECOMMENDATIONS

CREATING A POST

Participants overall enjoyed creating posts and adding it to a social feed (as well as seeing others post,) though they found the process of creating the post and then creating the content that goes into it not very intuitive. Some mentioned feeling comfort because it looked like other social apps they are familiar with. They all would like a seamless process, but liked the way the app timeline/feed looked after a post was published to their feed.

RECOMMENDATIONS:

- KEEP the general posting ability, participants loved this and it is a nice way to keep friends and community up to date.
- REMOVE the post container from the food log and exercise log. COMBINE the post container to them so the user can create and post in one space.
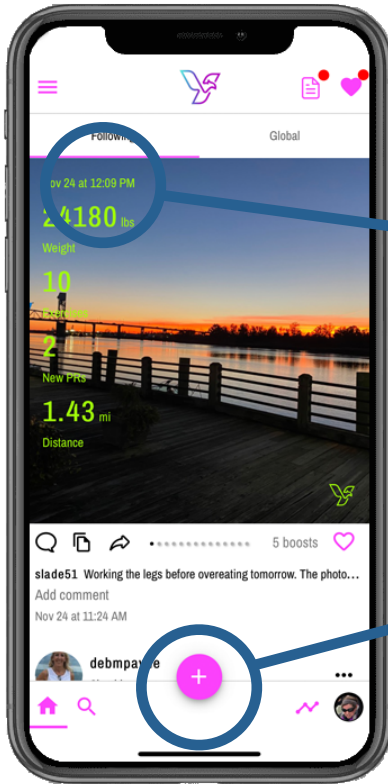
Two options for timeline/feed is a really nice feature, having an additional option that shows a user's personal timeline would be a great addition and would open up more editing opportunities.

Oddly, the pink plus button is easily missed in this location. Making it larger and positioned slightly lower may make it appear more important.

TOP ISSUES & RECOMMENDATIONS

DASHBOARD/TIMELINE

Some participants mentioned feeling intimidated by how current users (and their emphasis on weight lifting,) was concerning to them, they wanted to see more users that looked like them and not necessarily elite athletes. Participants mentioned how adding cardio workouts felt like an afterthought and cumbersome to add to the daily log. One participant mentioned how the pink plus button was missed when initially exploring the app, they also mentioned they immediately went to the menu to add things.

RECOMMENDATIONS:

• ADJUST how cardio is entered into exercise logging, provide simpler way of entering in cardio and saving/consistently adding to the log.
• ENCOURAGE current users to also post cardio based exercise to attract new users to the app.
• INCREASE the pink button size and adjust the location, it gets lost among the icons.
• ADD in a personal timeline view, allow for users to edit their own timeline.
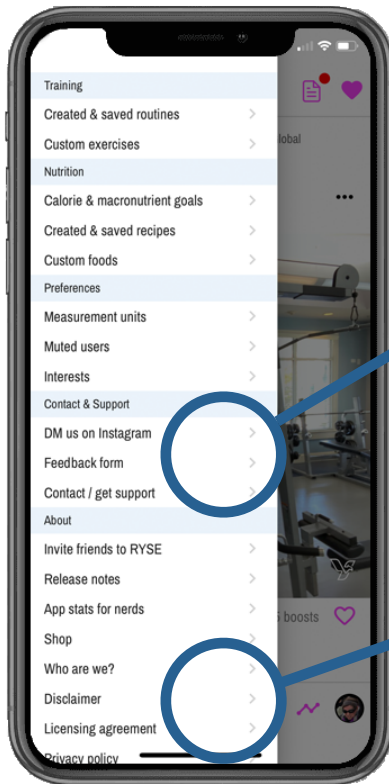
There is only three options for support within the app and two of them link to forms to reach out to the developers. It would benefit users to have a FAQ and troubleshooting area.

The menu/list is very long and while it is organized by topic, it is tough to see and navigate.

TOP ISSUES & RECOMMENDATIONS

GETTING HELP/SUPPORT

Participants struggled to find the support options and when they did they were concerned as to why there was only three options available to find solutions to their questions. One mentioned that routing help through a separate platform created a gap between the devs and users (which isn't a good thing.) One other participant had completely removed/uninstalled Facebook, so asking questions through Instagram wasn't an option for them.

RECOMMENDATIONS:

• PROVIDE a FAQ and troubleshooting section, simplify the menu (multiple transitioning menus is ok,) provide a way to capture feedback through the app or with a direct support email option.

• INCLUDE additional training on using the app.

• ADD different ways to contact, through icons at the bottom of the menu for example.

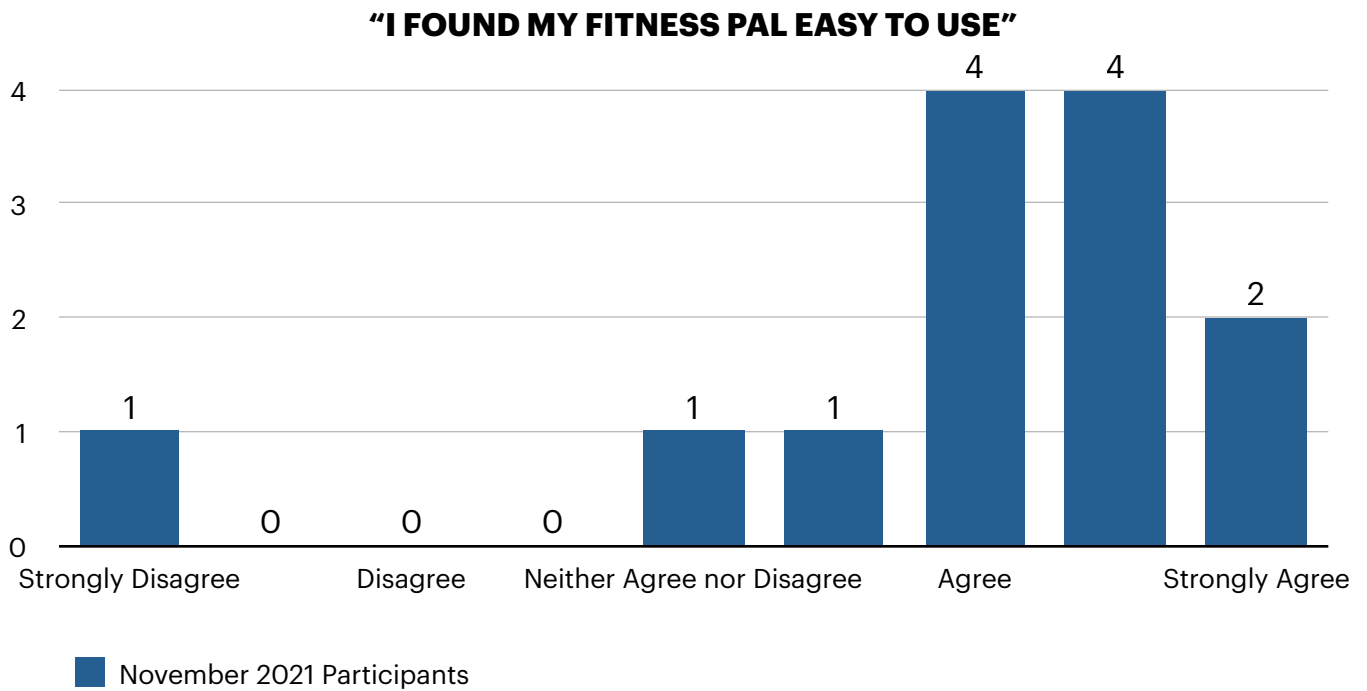# POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

Consider this statement, "I found Ryse easy to use," do you agree or disagree?
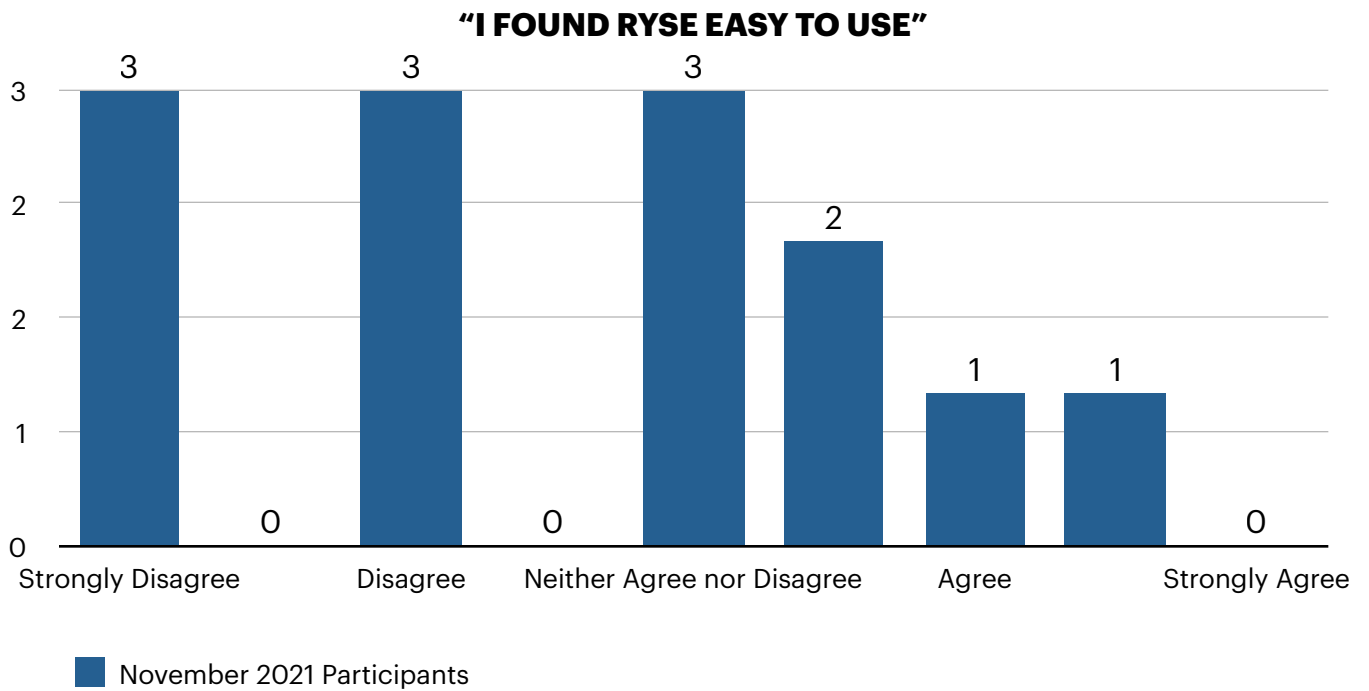
"I FOUND RYSE EASY TO USE"

■ November 2021 Participants

POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

Consider this statement, "I found My Fitness Pal easy to use," do you agree or disagree?

"I FOUND MY FITNESS PAL EASY TO USE"

Bar chart showing responses:
- Strongly Disagree: 1
- (second bar): 0
- Disagree: 0
- (fourth bar): 0
- Neither Agree nor Disagree: 1
- (sixth bar): 1
- Agree: 4
- (eighth bar): 4
- Strongly Agree: 2

Legend: November 2021 Participants

POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

How likely are you to use Ryse?

HOW LIKELY ARE YOU TO USE RYSE

■ November 2021 Participants

POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

How likely are you to use My Fitness Pal?

HOW LIKELY ARE YOU TO USE MY FITNESS PAL

Category	Value
Quite Definitely Not	3
	1
Probably Not	0
	0
Neutral	6
	0
Probably	1
	0
Quite Definitely	1

■ November 2021 Participants

POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

How satisfying is it to use Ryse?

RYSE NEW USER SATISFACTION

■ November 2021 Participants
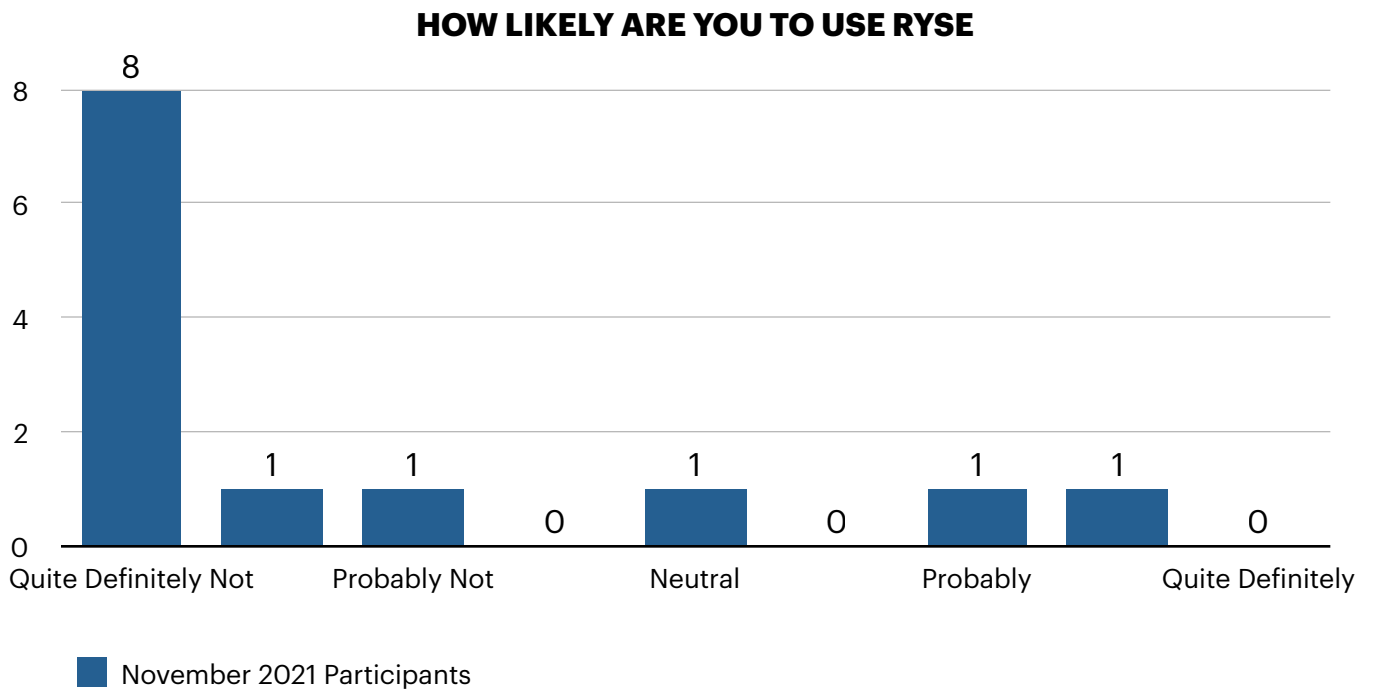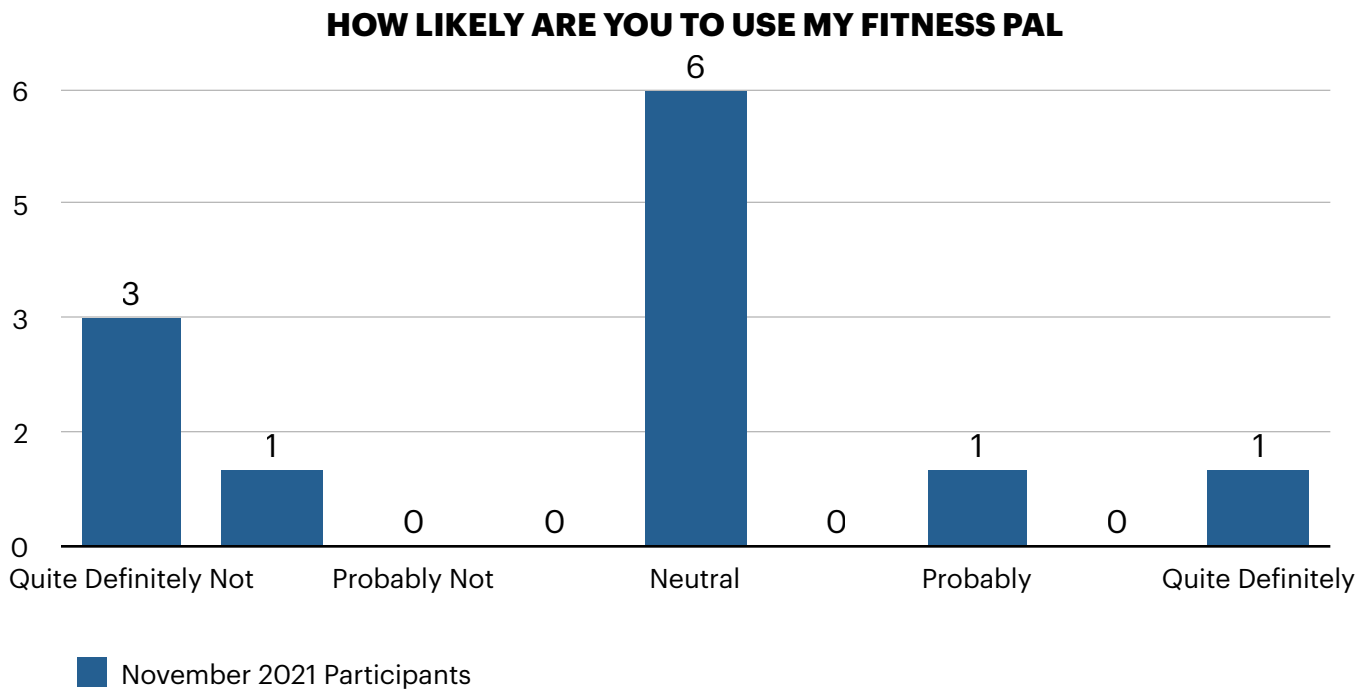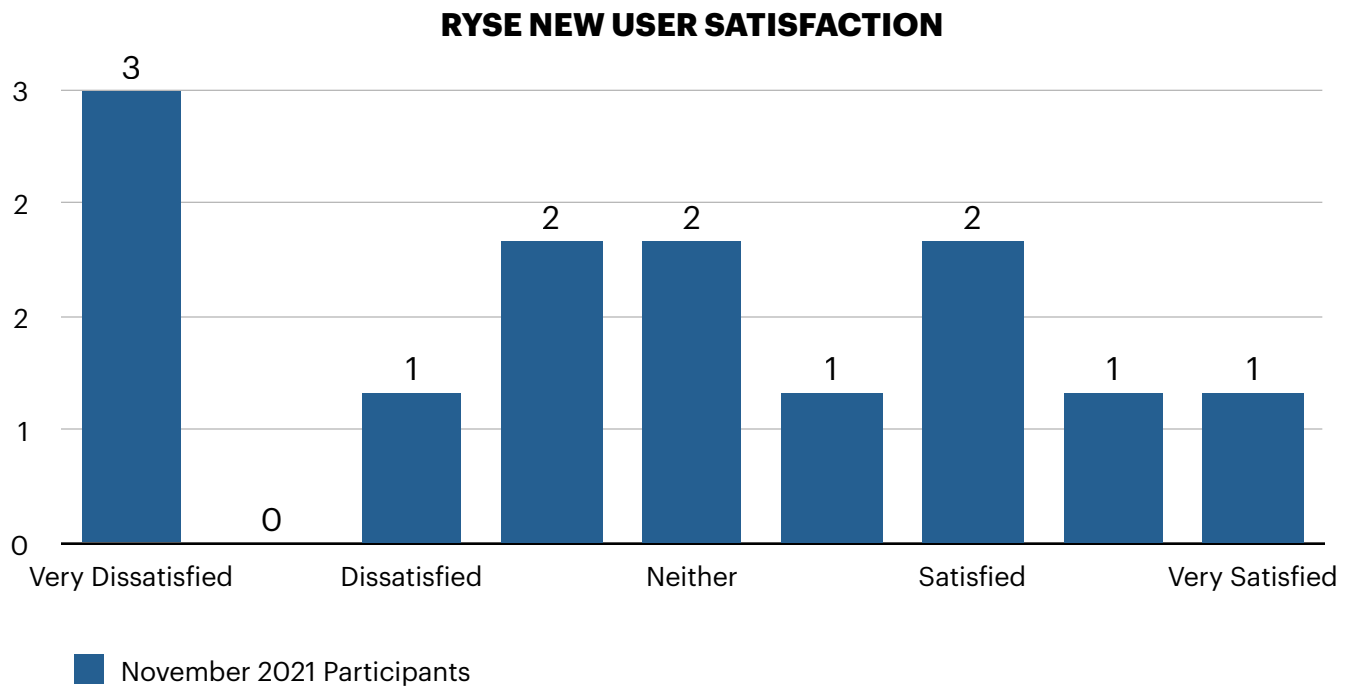
POST TASK QUESTIONNAIRE

RYSE AND MY FITNESS PAL COMPARISON

How satisfying is it to use My Fitness Pal?

RYSE NEW USER SATISFACTION

Bar chart values:
- Very Dissatisfied: 1
- Dissatisfied: 1
- (unlabeled): 1
- (0): 0
- Neither: 2
- (3): 3
- Satisfied: 3
- (0): 0
- Very Satisfied: 2

■ November 2021 Participants
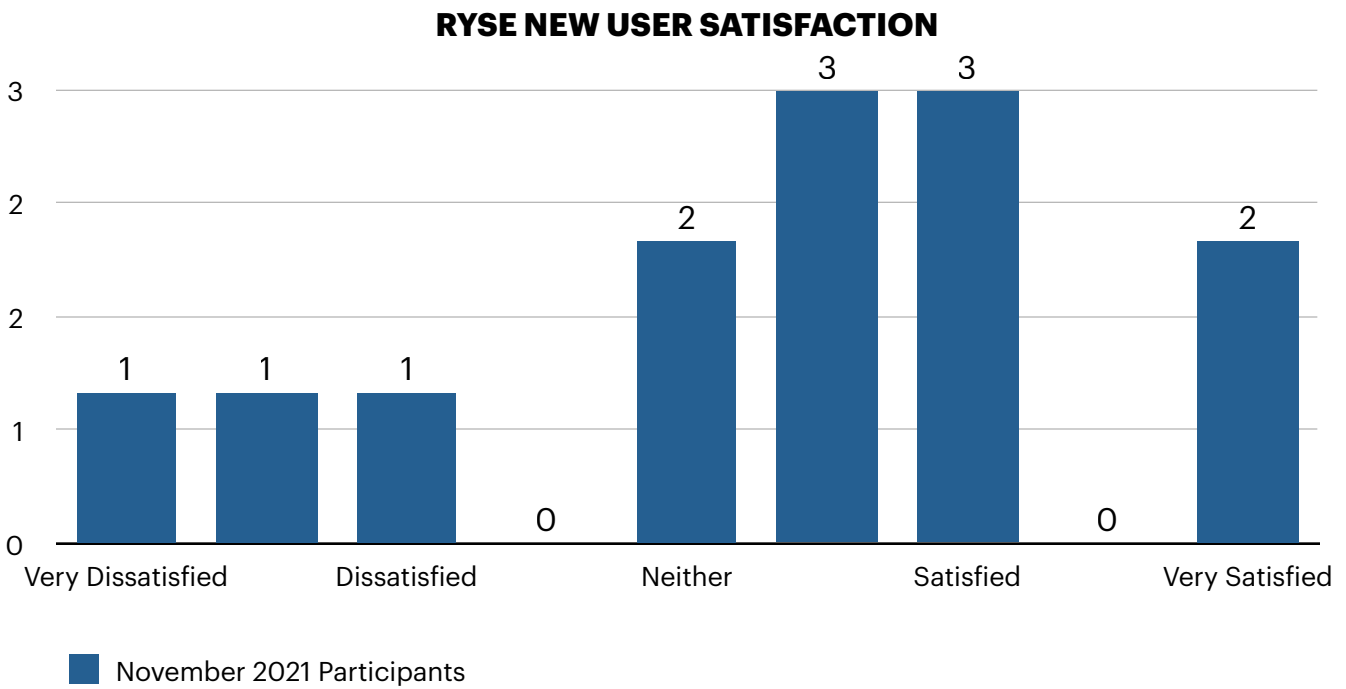
OBSERVATIONS & UX NOTES

OBSERVATIONS

Generally, most new users/participants had the same concerns when using both apps and accomplishing the tasks weren't as easy as they had assumed. Every participant wanted to be able to accomplish quickly and easily and be able to move on. Finding ways to complete the a task the easiest and most efficient way was definitely at the top of mind.

UX NOTES

Here is a synopsis of the recommendations that are immediately actionable:

- ENABLE Dark Mode and customize a color scheme for accessibility.

- ADD in a way to see personal stats on the timeline feed, consolidate icons and add in explanatory labels, and simplify logging meals/exercise/water (add in a time!)

- ADD a calorie deficit gauge to understand personal success (or another type of gauge for users to see progression.)

- CONSOLIDATE the Meal Logs and Meal Details into a single section where the user can create a post and add meals in the same area.

- INCREASE the pink button size and adjust the location, it gets lost among the icons.

- PROVIDE a FAQ and troubleshooting section, simplify the menu (multiple transitioning menus is ok,) provide a way to capture feedback through the app or with a direct support email option.

- SIMPLIFY the process in creating a recipe, make it overly easy to customize, and make multiple ways to edit and access it.

- CONSIDER taking a look at competitors such as My Fitness Pal and LoseIt (for analysis reasons) to understand user flow and interaction and create an offline UI A/B test to gauge engagement with current users and potential users.

NEXT STEPS FOR THE DEVELOPMENT TEAM

NEXT STEPS - ASAP
Run through the recommended action items, make updates on the fly.

Adjust and prioritize the quick fixes and which are the longer term UX fixes/updates.

Run through a thorough competitor analysis making note of user flow and interaction.

NEXT STEPS - WITHIN 3-6 MONTHS
Based off of the competitor analysis, create an adjusted interface/prototype.

Use A/B testing to determine better design concepts and ideas.

Implement longer term UX/UI fixes/updates (including items such as Dark Mode and adjusting the menu.)

NEXT STEPS - WITHIN 1 YEAR
Implement UX/UI updates based off of interface/prototype and A/B testing.

Make remaining fixes and UI updates.

Run another Usability Study with current and new users to determine development is on the right track.