

The logo features the word "designated" in a black, lowercase, sans-serif font. The letter "d" is stylized, with a green outline and a black shadow, and is positioned over a black key and a black remote control. Below "designated" is the word "dawgs" in a black, lowercase, sans-serif font. Below "dawgs" is the text "UX-RR" in a bold, green, uppercase, sans-serif font.

designated dawgs UX-RR

User Experience Research Report
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Table of Contents

1 OVERVIEW

2 KEY FINDINGS

3 IMPLEMENTATIONS

4 APPENDICES

Overview

The Designated Dawgs website is designed to support Designated Dawgs riders and volunteers in learning about the organization, how to order a ride via the Transloc app, and how to get involved as a volunteer. We tested the website on both riders and volunteer audiences to achieve the following research goals:

- **Riders:** Learning how to optimize a user's ability to understand the operations of Designated Dawgs, how to download the Transloc App, and understand how to use the app to order a ride the next time they are downtown.
- **Volunteers:** Learning how to optimize the user's ability to sign up to become a volunteer and be able to feel confident when volunteering by understanding where to find protocols on the website.

Rider Quick Stats:

System Usability Score

90.26

above average according
to usability.gov

Average Time on Task
Completion Time

9.8
seconds

Average Pass/Fail
Success Rate

85%

Volunteer Quick Stats:

System Usability Score

96.25

above average according
to usability.gov

Average Time on Task
Completion Time

23
seconds

Average Pass/Fail
Success Rate

93.8%

Volunteer Findings

1

About Section

Users found it difficult to find contact information and biographies on members of the Executive Board.

2

Volunteer Handbook

Users found it difficult to find information about protocols within the volunteer handbook since the document is so dense.

“ If I needed to access emergency protocol information, I would not have time to look through pages of a handbook to find it. ”

Rider Findings

1

Video Tutorial

Video is too long for anyone to sit down and watch all at once. Users would skip through video to find information they were looking for.

2

Volunteer Handbook

Users wanted more clarity on who would be driving them home and what the background check and training processes were.

“ I would prefer to see images or screenshots of the actual app in a step-by-step process instead of a video. ”

General Findings

1

FAQ

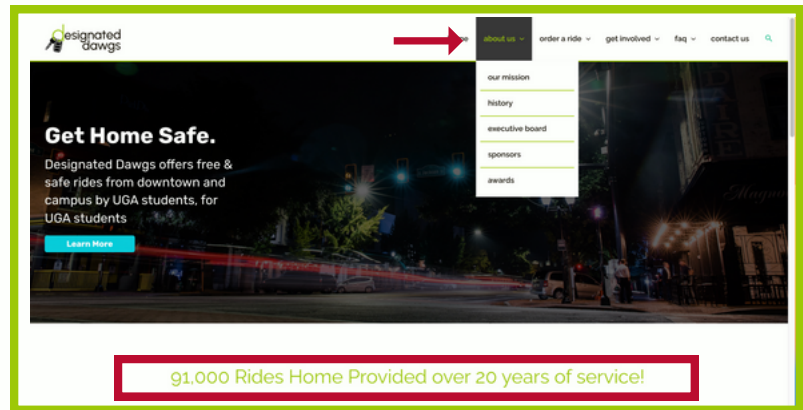
The first place users went to look for information was the FAQ section. When they could not find information here, they did not want to look elsewhere.

“ If I want to know something quickly, I look at the FAQ section and don't look anywhere else. It's the easiest way to find information. ”

Implementations

Driver Clarity

- Clarifying copy throughout the website to mention "UGA students" as drivers
- Adding a "Meet the Drivers" section to the "About Us" section
- Including brief biographies and contact information for Executive Board members



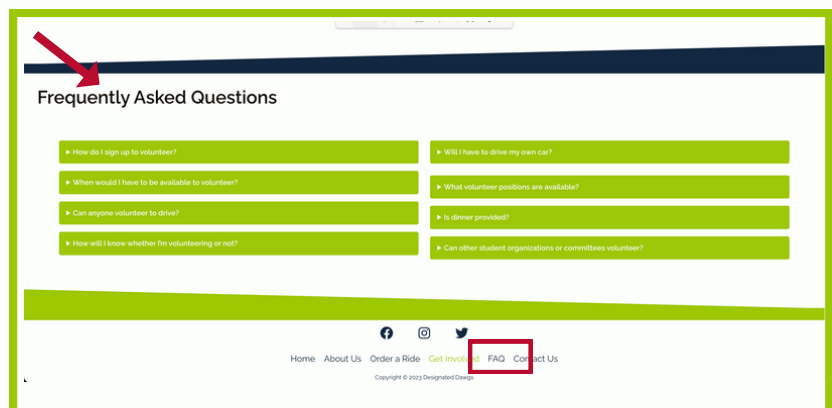
Video Timestamps

- Adding in timestamps for video tutorial allowing users to click directly to the section they want to see
- Creating a static step-by-step tutorial with screenshots and written descriptions of how to download and use the Transloc App so users do not have to watch a video



FAQ Page Updates

- Creating a new FAQ page that houses all FAQs about riding, volunteering, the Transloc App, and Designated Dawgs in one place
- Adjusting the existing FAQ sections to match the content that will be housed in the FAQ page, with hyperlinks to more information within each FAQ



Appendices

Scan the QR code to view the appendix or follow this link:
<https://tinyurl.com/5n7x925p>

