

**User
Experience
Research
Report**



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Gymnastics Now
User Experience
Research Report 2022

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Research Goals

Through UX Testing, Gymnastics Now will strive to pinpoint the most highly-desired features by users for an app of this nature and the unnecessary features (if any). In addition, the hope is that UX testing will reveal that the product achieves the five goals of usability: efficient, effective, engaging, error tolerant and easy to learn.



1 | Overview

Gymnastics Now
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User experience testing for the Gymnastics Now iOS app took place in late February and early March with an audience including **dedicated** and **casual** gymnastics fans.

8 Users Tested

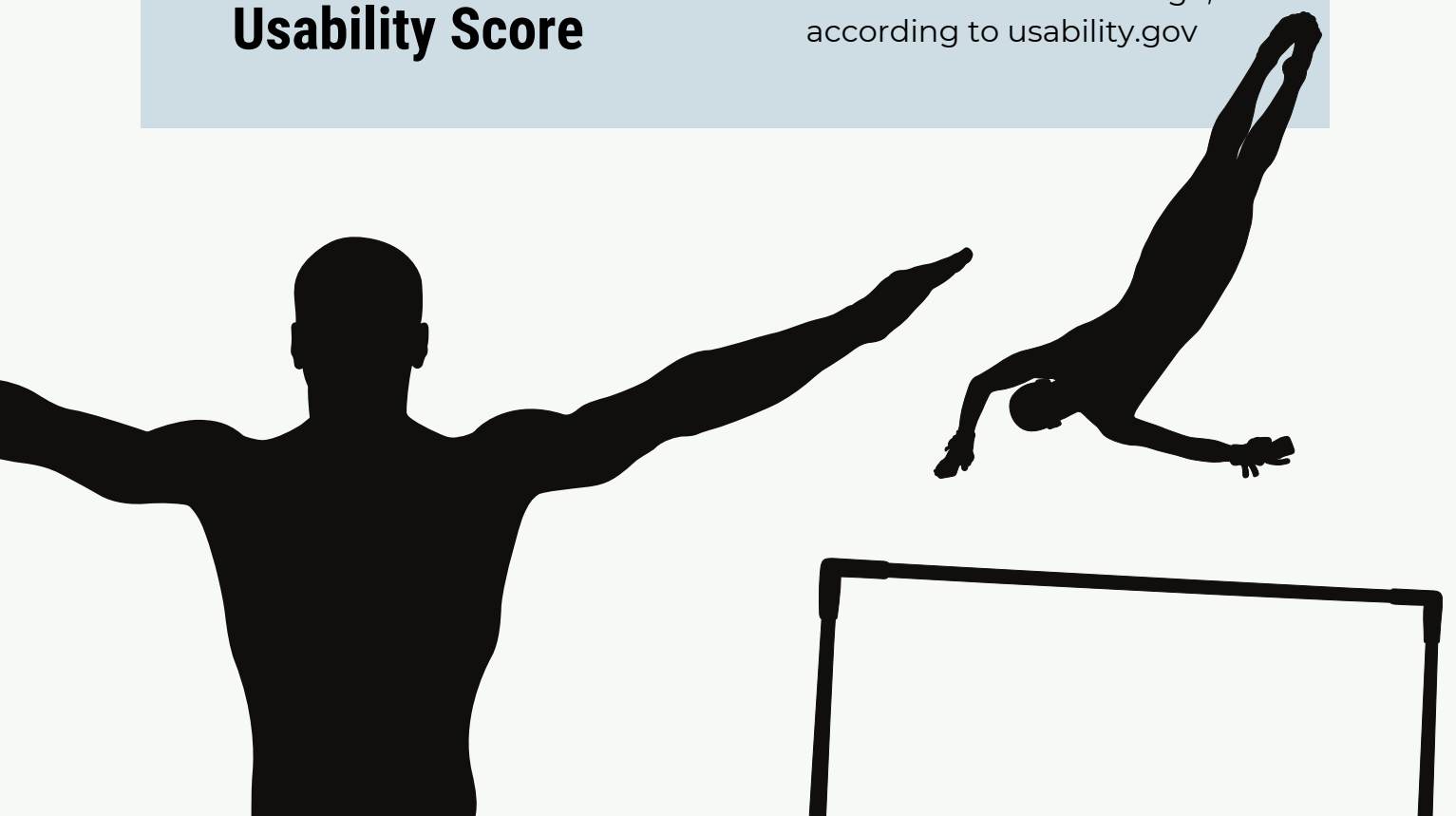
- 6 female, 2 male
- Proportionate to the GymNow audience, which is 80% women and 20% men.

88% said an app like this is needed

- Users were not satisfied (62.5%) with current offerings
- 7 out of 8 users were "happy" about the idea of a gymnastics news app

92 = System Usability Score

- Anything over 68 is considered above average, according to usability.gov



2 | Positive Findings

Gymnastics Now
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Thoughts on the app?

- “Tells you what’s important off the jump.”
- “Very easy to use, and that should be the focus.”
- “Has the potential to serve as a main news hub for all things gymnastics.”
- “You have done the work of finding the latest stories for me.”

Visual Design

Users described the visual design as:

Neat **Organized** *Basic* **Clean** Straightforward
Simple *Clear* **Understandable**

“Not too much going on in a good way.”

“Doesn't make you think.”

“Everything has its own space.”

“Very logical.”

“Kind of reminded me of the App Store.”



3 | Major Roadblocks

01

Links Redirecting

Users described links redirecting to open their default browser app as "annoying and sketchy."

Research will need to be done to explore alternatives.

02

Search Functionality

Users consistently pointed out the search function and how it would be a great feature, but it is not built out.

Time will need to be dedicated to this in 1.0 development.

03

More In-Depth Tagging System

Tags are currently basic and almost identical to categories. Differentiation will need to happen by way of building out a more in-depth, but structured, tagging system for users to be able to filter for what they want.

Issues

4 | Minor

04

Headlines

One user pointed out that headlines of articles are currently a sans-serif font, and the body is a serif font. The difference is a bit jarring, so a sans-serif body might be better in line with the clean look of the app.

05

Formatting Issues

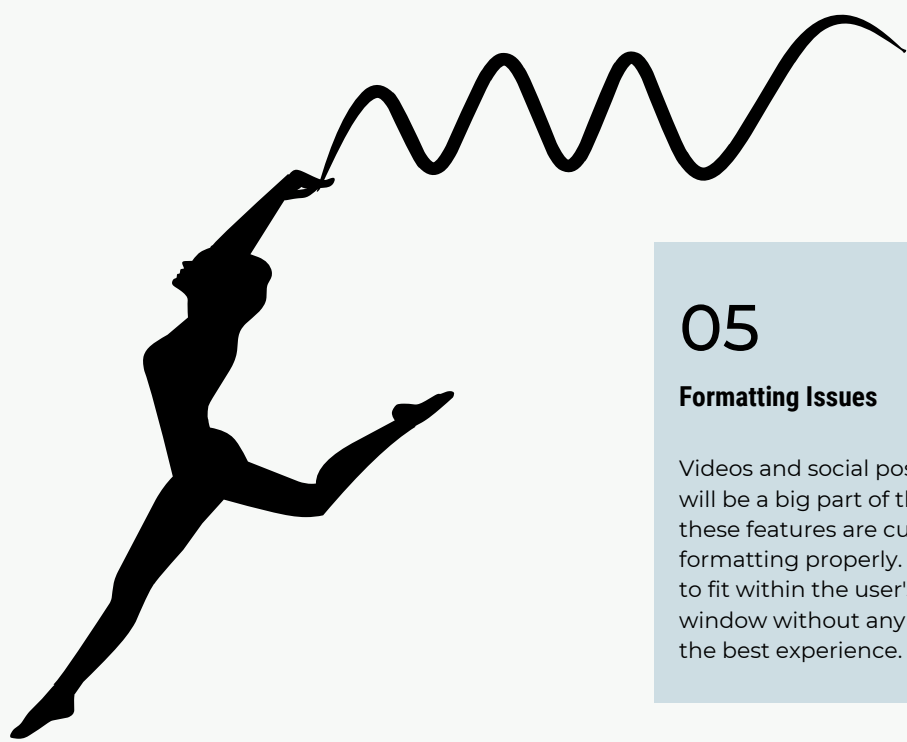
Videos and social post embeds will be a big part of this app, but these features are currently not formatting properly. They need to fit within the user's device window without any trouble for the best experience.

06

Nav Changes

Every single tester said the hamburger menu would be repetitive and preferred the main navigation.

Testing suggested changing "News" to "Home" on the nav.



5 | Appendices

Limitations

- The sample fit the target audience but was biased by the fact that some users knew the tester. Sample size was also small at 8 people.
- Inconsistencies in test administration, specifically in regard to the app testing portion. The app was tested by users on computer screens instead of their phones due to technology limitations.
- Following testing, users were given a **System Usability Scale**. Since some users knew the tester, the potential for bias must be taken into account.

Appendices Google Drive:

- Consent Forms
- Pre-Test Surveys
- System Usability Scales
- Post-Test Surveys
- User Experience Research Plan

