



TOWN OF RIDGEFIELD, CT

COMPANION APP PROPOSAL

USER TESTING PLAN

The *Town of Ridgefield* is the official municipal app of Ridgefield, Connecticut. It aims to serve all residents as an easy-to-use resource for paying bills, catching up on local news, and finding events around town. The goal of the app is to keep residents engaged with community while also providing users with a seamless experience when dealing with town inquiries.

Keeping users at the forefront of this app development is important, so it's vital to start user testing early. This study will be conducted using the POP link provided (Prototype on Paper app) and include low-fidelity mock-ups of screens that will later be developed for the app. There will be two separate tests, with two different users who are both around the median age of most Ridgefield residents. Each participant will be asked to complete the same four tasks and asked to give honest feedback of their experience.

The goal during user testing is to see how users navigate within the app, and it will reveal any areas that may need improvement. The test will help decide if certain design choices are working and if users are interpreting the screens with ease or difficulty. With the results from these participants, changes can be decided on and implemented.

To view the POP test screens, visit the link: <https://marvelapp.com/prototype/1c162539/screen/97057493>

SCRIPT

Thank you for joining me today. As I mentioned, this study is for an app called the *Town of Ridgefield*. It will be the official app for the town, and we need your help to test the beginner prototype created thus far. This entire activity should take no more than forty minutes. I will give you four tasks to complete within the app and ask you for open-ended feedback of your findings.

As I also mentioned, I will be filming the test and taking notes, for research purposes. I may have some additional questions once you are finished with the task and would love your honest opinion and thoughts. Remember we are interested in testing this digital product, so there are no wrong answers in this study. Please speak freely, your feedback will only help us design a better app experience.

For this study you will be using the POP link I sent you in your email, where you will be able to click and browse through the prototype in your browser window. What you see will mimic how you would interact with it on a phone. As you go through each task, please speak out loud, providing feedback on your experience and any thoughts that come to mind.

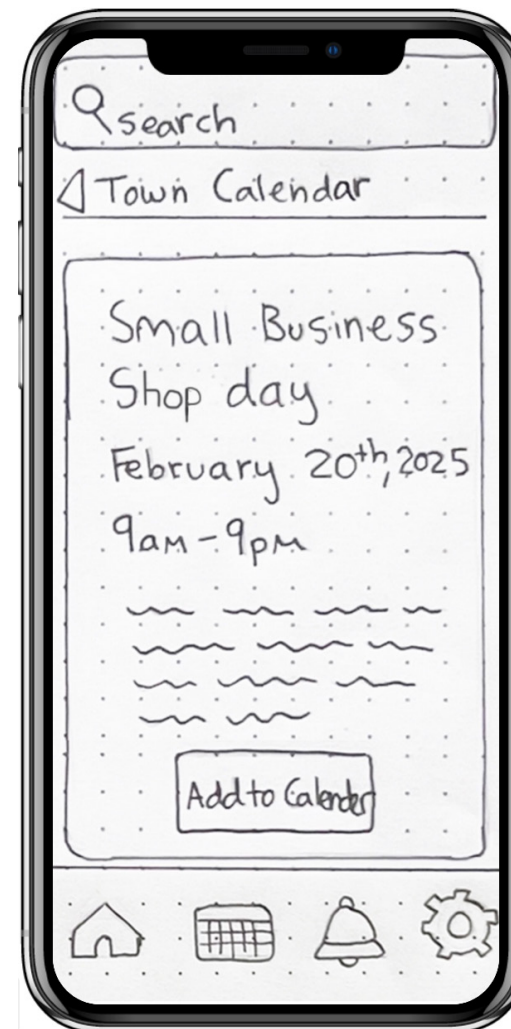
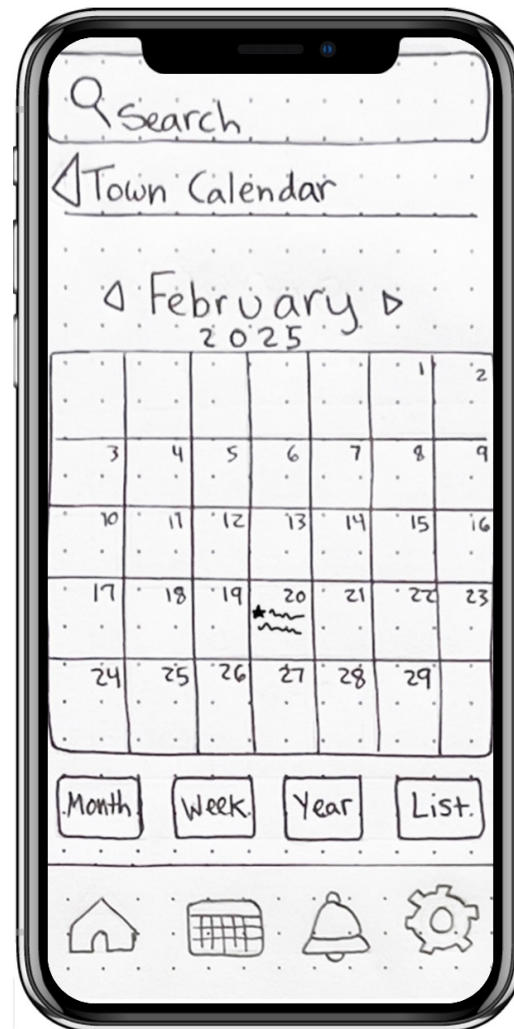
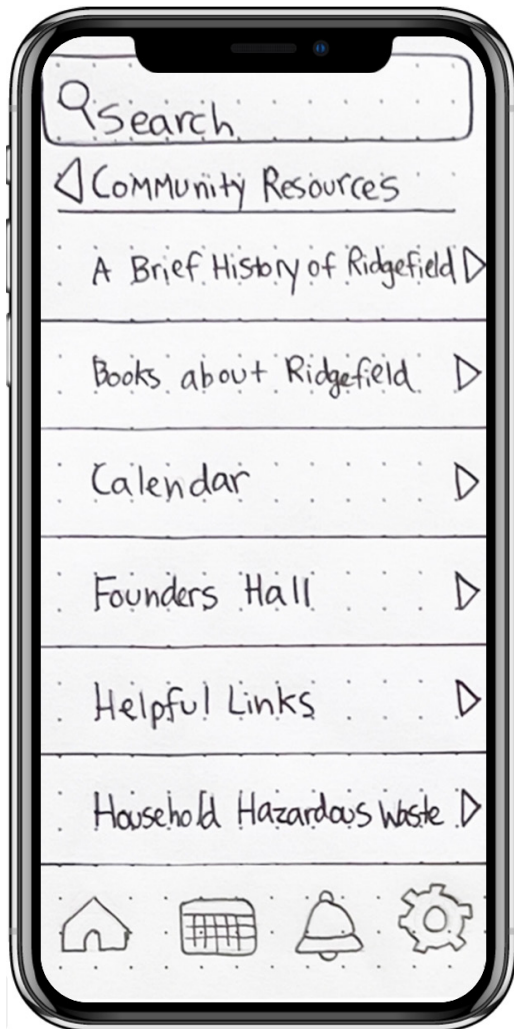
You can ask questions at any time during this process and leave at any time if necessary. We can either begin with a small tutorial or we can get right into the testing, up to you. Let's get started!



Homescreen of POP test.

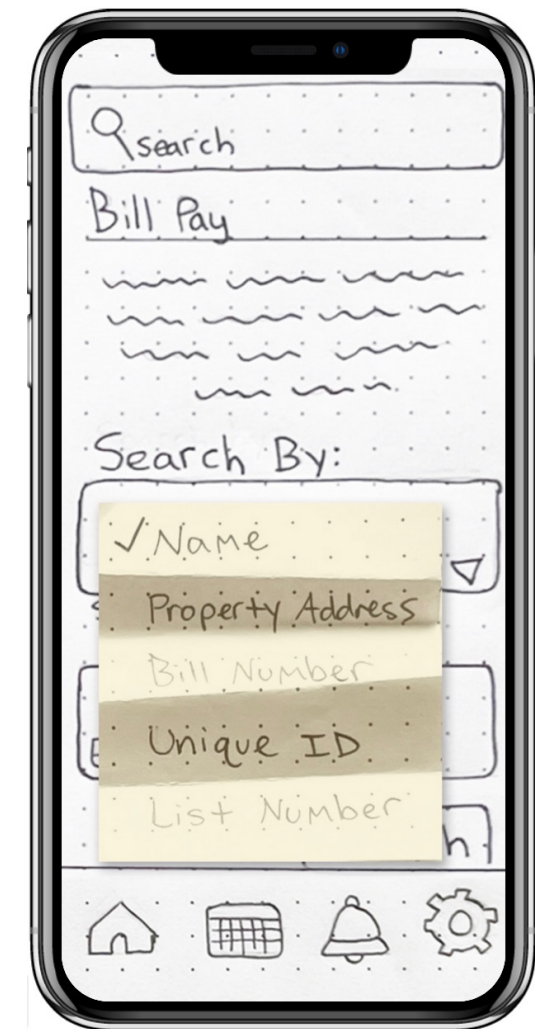
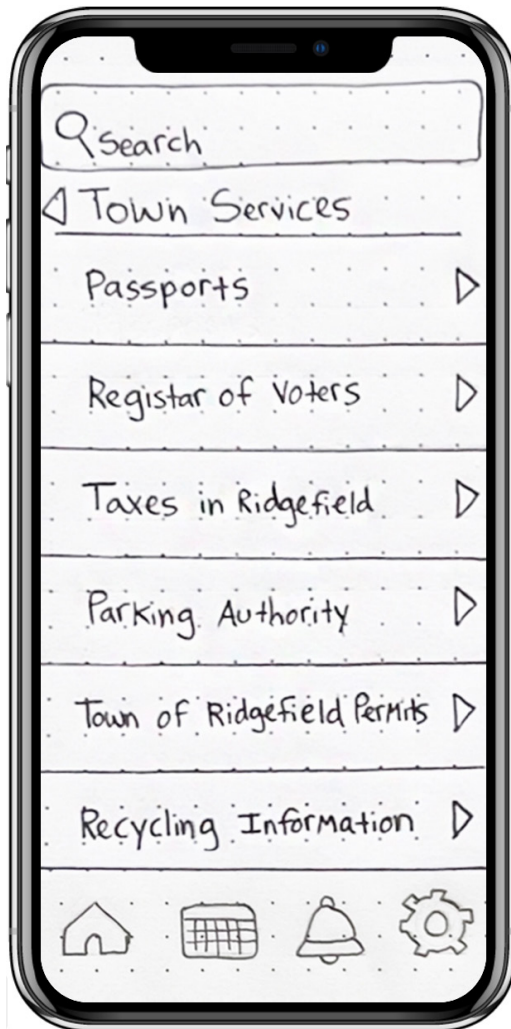
TASK SCENARIOS & SCREENS

1) Find the calendar page and add an event to your calendar



TASK SCENARIOS & SCREENS

2) Find and pay your tax bill in the app via credit card



TASK SCENARIOS & SCREENS

2) Find and pay your tax bill in the app via credit card *(continued)*

Bill Pay

~~~~~

~~~~~

~~~~~

Search By:

Name ▾  
See example

XXXXXX

Search

q w e r t y u i o p  
a s d f g h j k l  
↑ 2 x c v b n m ←  
123 Space Search

Search

Bill Pay

Jones, Stacy

13 Tannery Road

E-10-0018

Balance \$8,071

Fees \$ 0

Late fees \$ 0

Amount Due \$8,071

Pay NOW

Home Calendar Bell Settings

Search

Payment Method ▾

Credit Card Number

M Y CCV

☐ Pay Full Amount \$

☐ Pay other Amount

Total \$8,071

Submit

Home Calendar Bell Settings

Search

Credit/Debit Card ▾  
EFT  
Paypal

M Y CCV

☐ Pay Full Amount \$

☐ Pay other Amount

Total \$8,071

Continue →

Home Calendar Bell Settings



# TASK SCENARIOS & SCREENS

## 2) Find and pay your tax bill in the app via credit card *(continued)*

Search

Credit Card ▾

XXXXXXXX

XXXXXXXXXX

☒ Pay Full Amount \$8,071

☐ Pay other Amount

q w e r t y u i o p  
a s d f g h j k l  
↑ z x c v b n m ←  
123 space enter

Search

Credit Card ▾

XXXXXXXX

XXXXXXXXXX

☒ Pay Full Amount \$8,071

☐ Pay other Amount

Total \$8,071

Submit

Home Calendar Bell Settings

Search

Confirm Payment

Card #: \_\_\_\_\_

EXP. date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Amount: \_\_\_\_\_

☒ I have read Payment Agreement

Confirm & Submit

Home Calendar Bell Settings

Search

Confirm Payment

Card #: \_\_\_\_\_

EXP. date: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Amount: \_\_\_\_\_

☒ I have read Payment Agreement

Confirm & Submit

Payment Complete!

Receipt #: XXXXXX

Back to Taxes in Ridgefield

Home Calendar Bell Settings

# TASK SCENARIOS & SCREENS

## 3) Sign up for town alerts





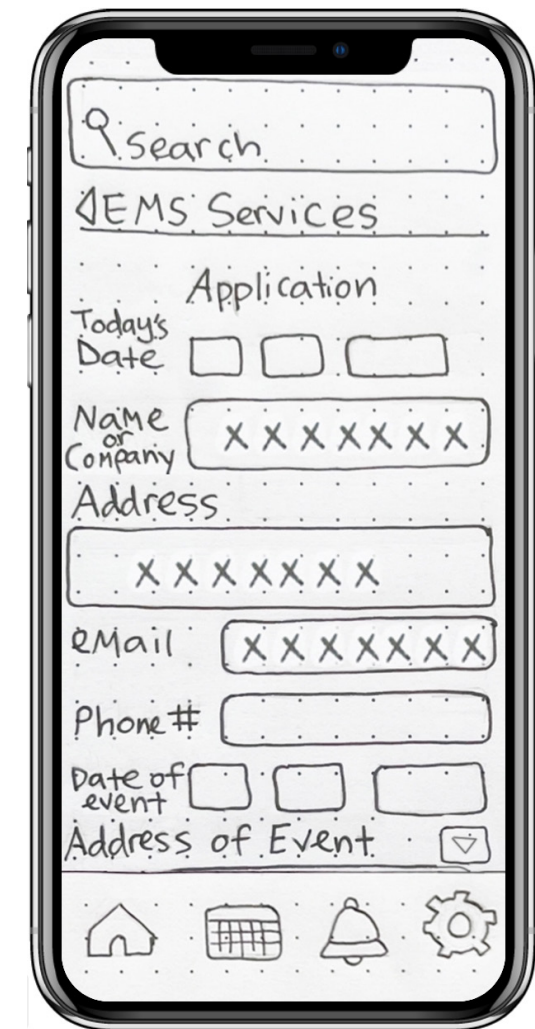
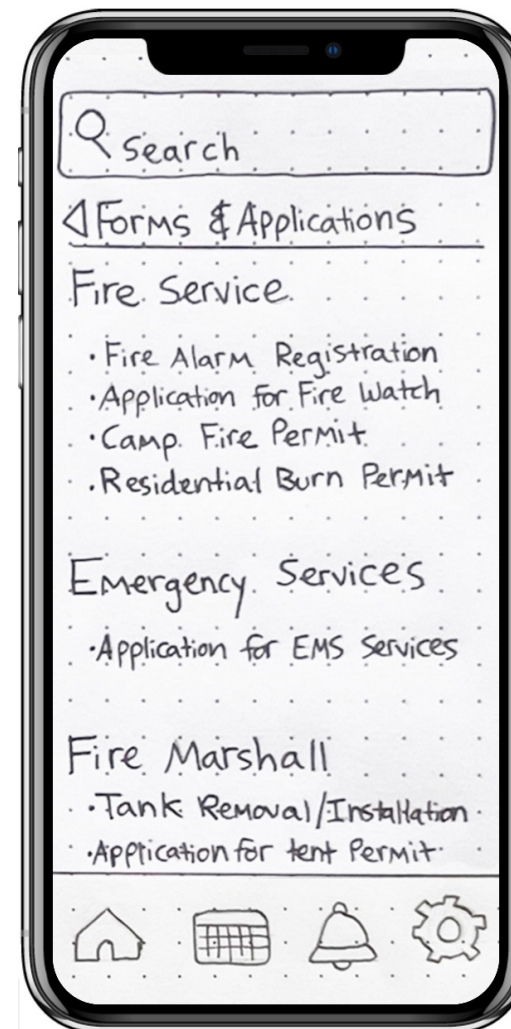
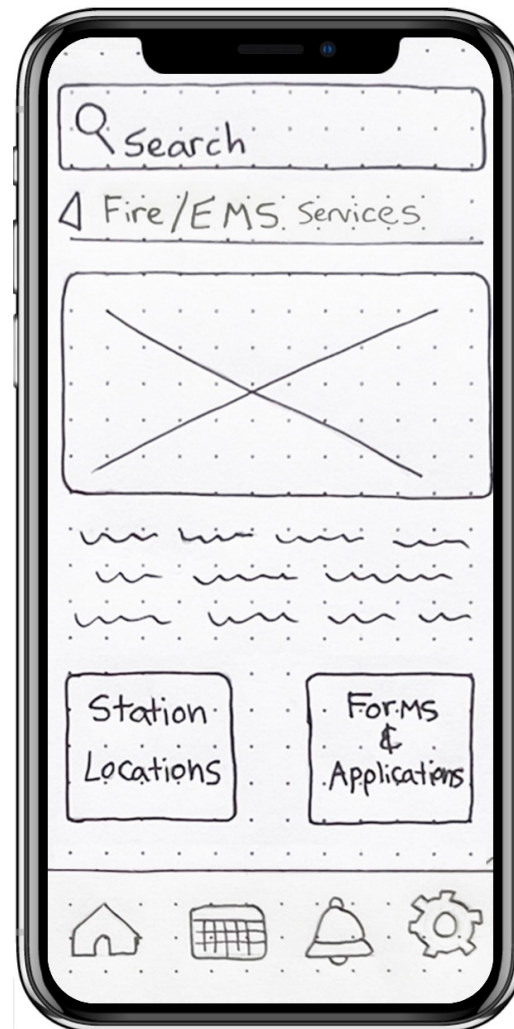
# TASK SCENARIOS & SCREENS

## 3) Sign up for town alerts *(continued)*



# TASK SCENARIOS & SCREENS

## 4) Find and fill out the EMS services application





# TASK SCENARIOS & SCREENS

## 4) Find and fill out the EMS services application *(continued)*

The image displays two hand-drawn sketches of a mobile application interface for EMS services. Both sketches show a form with the following fields:

- Search (with a magnifying glass icon)
- Start time
- End time
- Anticipated Attendance
- Requestor's Name (with a text box containing "XXXXXX")
- Signature
- Submit button

The bottom of both sketches features a navigation bar with four icons: a house, a calendar, a bell, and a gear.

The right sketch shows a confirmation message overlaying the form:

Request Submitted!   
We will get back to you in 3-7 business days.  
[Back to Fire/EMS Services](#)

# USER 1 FEEDBACK

Tara was the first user to be tested. She was able to complete all tasks and was not confused by any labels in the main categories. When asked to find and add an event to her calendar, she first clicked on town news where there is a calendar link, but it wasn't the route that was set up. She then decided to try community resources where she found the calendar again on the navigation screen and was easily able to find the event and add it to her calendar. I'm glad I kept the calendar in both main categories for this reason.

She found the form for paying taxes simple and *"...not busy, making it easy to go through"*. She did mention that after she was done with the task, she would want to go back to the content page rather than clicking the "X". It seems the "X" button on the pop up makes this user think that it will only take away the notification. Redirecting them to the homepage is not clear enough on this pop up.

This user was able to go from screen to screen quickly. When searching for town alerts, she assumed the bell button in the bottom bar would contain this, which makes sense and got me thinking about adding this feature somewhere on the notifications page as well. When I asked her why she clicked there first, she replied that she was hoping for a shortcut and likes when apps have these bottom bars for quick access. The bell image also makes her think of alerts, so if this doesn't get added to the notifications page, the icon may have to change.

Overall, she felt the app was easy to navigate and found that being able to access city forms and submitting them through the app would be helpful, and she wishes her own town had these options.

**To view the video, visit the link and click on User Test 1:**

**<https://drive.google.com/file/d/1x52Ww8lXty5apLcoxpRWbvvgb87Buyv1B/view?usp=sharing>**



# USER 2 FEEDBACK

Phyllis was the second user to be tested. She also found the tasks easy to locate within the main navigation. When asked about her first impressions of the homepage, she replied with “It’s welcoming, and not overwhelming for me”. She clicked on the right category the first time for all four tasks! However, she was confused on what to click on to get out of the pop ups. This may be because the “X” button was too small, or she was looking for a more detailed “back to the home page” button.

She mentioned that she appreciated the examples of how to input information when she was searching for the tax bill and went through the process easily. She initially wanted to search by property address instead of by name, but she understood the drop down and was able to get to the next screen. At one point she did struggle to move to the next screen because she clicked on the continue button rather than the enter button on the keyboard. Going forward, the continue button should not be shown if the user is still inputting information. It should only appear when all fields have been entered, and the keyboard slides out of the way.

When she was going through the EMS services application, she was also unsure how to continue to the rest of the form. When asked, she said she didn’t see the button and only completed this task because the link eventually lit up and she knew where to click.

The big takeaway is that the alerts button on the pop ups should be larger, since it was hard for her to notice. She also mentioned that a home page button instead of just an “X” button would be more useful. Phyllis would also benefit if the EMS services application was just one page. Instead of having to click continue all the time, this user would like to scroll to complete the application.

**To view the video, visit the link and click on User Test 2:**

**<https://drive.google.com/file/d/1hXxKIUH62ziggnLtmUxKcV9eDcKKIjn-/view?usp=sharing>**

# USER TESTING SUMMARY

The user testing was very insightful. Even though the testing was done virtually, both participants had a positive experience with the app and with the overall test. While the two users had different methods, they both were able to complete all tasks. However, based on the results, there are some improvements to be made.

The first revision is going to be adjusting the pop ups. For the town alerts, the pop up in general should be larger. That way there is more room for social media icons and the newsletter and alerts button. Right now, the newsletter and alerts button are small, and they aren't being noticed quick enough by users. The sizing of the social media icons verses the alerts button should be swapped. With larger pop ups, all icons will have enough room to be visible and there will be clear distinctions between buttons. The task completion pop ups should also be larger and include a "back to home page" button instead of just an "X". This way users know for sure, that this button will bring them back to the homepage. Right now, users are confused where the "X" button will take them, so that needs to change.

User testing also revealed that the bell icon in the bottom navigation should include not just app notifications but include the same town alerts that would be sent to a cell phone or email. With this change, the notifications page can have a button option or the same pop up to sign up for these alerts. It makes sense that most users would click on this button for quick updates rather than checking an email inbox, which is usually more cluttered. This gives users multiple chances within the app to sign up and gives them a shorter, more direct path to complete this task.

The last change will be to make some forms and applications (like the EMS application), one page instead of two. Users seem to get hung up on where to click after they have inputted information. This is probably from having a small continue button, that gets lost on the page and from showing this button even when all fields have not been entered yet. To counteract this, it seems that a one-page application where they scroll instead, would be a better option to eliminate user confusion. This change should speed up task time and hitting submit will signal that the task is complete.