



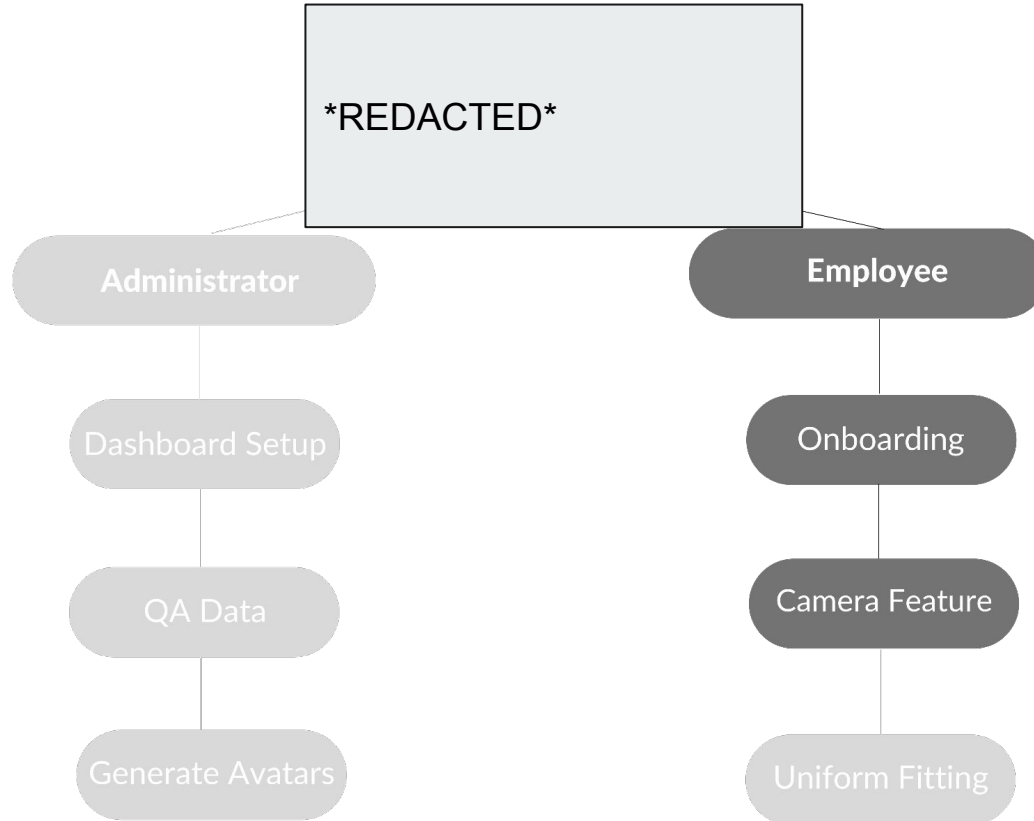
User Experience Research (UXR)

Redacted Micro-Study Award

Section 1
Section 2
Section 3

Project Overview
Insights & Recommendations
Summary

Study Details: Scope



Study Methodology

Research Questions

What are the features people would like to see?

How accessible is the taking/uploading photos Use Case?

How effective are the instructions (tutorial, audio, graphics) provided to users?

Study Methodology

What was done?

- Unmoderated usability testing
- System Usability Scale Survey
- Analysis of qualitative and quantitative data

Study Details: Data Collected

Qualitative Data

- User feedback during prompt completion
- Verbal System Usability Scale Survey responses
- User click path observations & annotations

Quantitative Data

- System Usability Scale Survey responses (Likert Scale)
- Time on Task
- Single Ease Questions
- Task completion (Conversion Rates)

Participants

5 Total Users

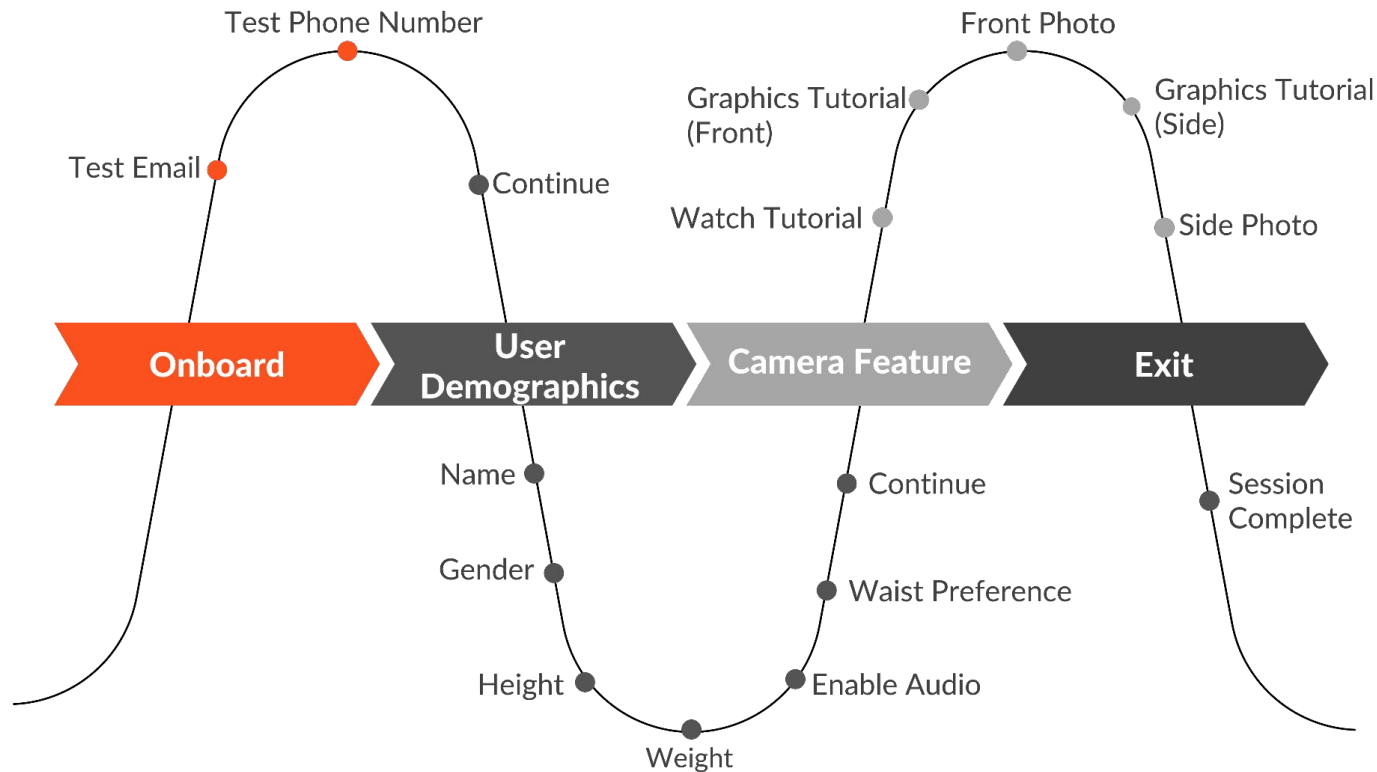
- Recruited via Userlytics
- Aged 21-47
- Biological Males identifying as Men
- Income: \$50-200k per year

Devices

- Various iPhones (3)
- Android (2)

USER	AGE	GENDER	DEVICE	COUNTRY
A	47	Male	iPhone SE	USA
B	21	Male	iPhone 12 Pro	USA
C	32	Male	Android	USA
D	26	Male	iPhone 14 Pro	USA
E	38	Male	Android	USA

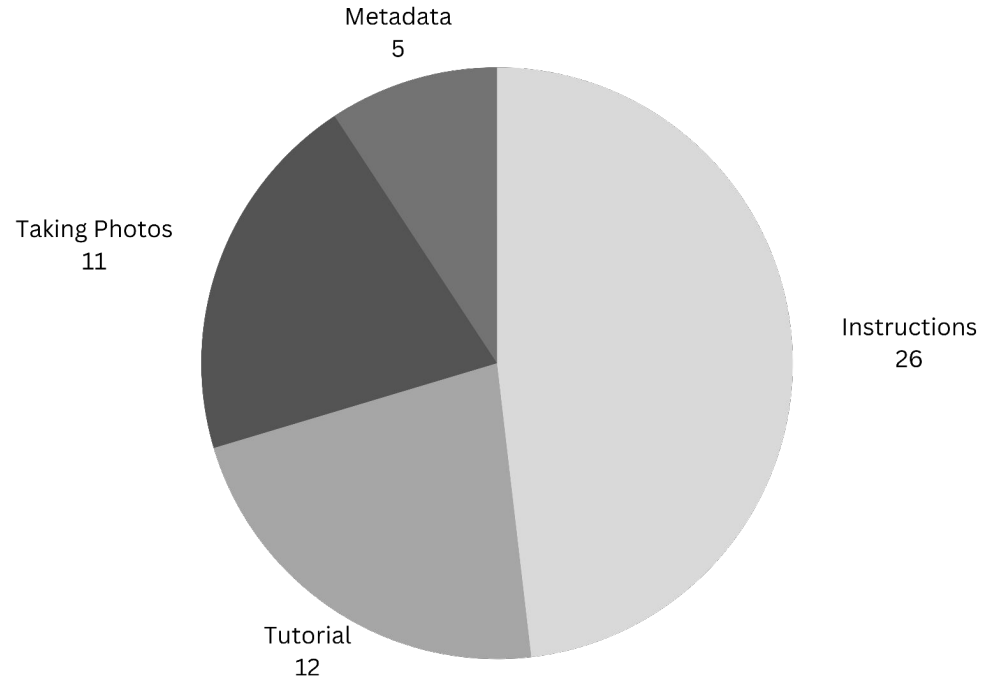
Primary User Journey Assessed



Study Details: Data Analysis

1. Interviews and interactions recorded
2. Transcribed, annotated, and tagged
3. Observations and themes isolated
4. Insights and recommendations

High Level Tag Groups



Research Insights

Insight 1

The tutorial(s) can be optimized, particularly the "Male" version..

Insight 2

Copy regarding gender identity could be updated for inclusivity..

Insight 3

The graphic prompts are necessary and should be optimized..

Insight 4

Audio instructions are integral to a positive user experience..



Insights & Recommendations

PREPARED BY: Zeila Hobson, UX Researcher

Prompt Completion: Session 1

Prompt completion was reported via Userlytics & reviewed by the REEA UXR Team

Average Conversion Rate

90%

Complete: user intuitively completed task.

Complete with Difficulty: user needed assistance, noticeably hesitated or guessed to complete the task.

Incomplete: User failed to complete task.

Study Prompts	
1. Test Email/Phone	
2. Name & Gender	
3. Enable Audio	→ 20% Incomplete
4. Select Waist Fit Preference	
5. Watch Tutorial	
6. Capture Front Photo	→ 60% Complete with Difficulty
7. Capture Side Photo	
8. End Session	

Single Ease Questions

6

Micro-Study Average SEQ

~5.5

Average SEQ for Usability Tests

SEQ Tasks
Enable Audio: 7
Capture Front Photo: 5
Capture Side Photo: 6

System Usability Score

83

System Usability
Score

68

Average System
Usability Score

Grade:






SUS Score:



Source: MeasuringU

Research Insight 1: Tutorial Optimization

Users outlined ways to optimize the content of the tutorial to improve the user experience:

-  Expressed discomfort with the model's presentation (shirtless)
-  Voiced concern that the camera feature does not discern loose clothing
-  Blamed background objects for a negative user experience



User A
(Model's Clothing)



User E
(Model's Clothing)




User B
(Clothing Detection)



User E
(Location Instructions)

Research Insight 2: Gender Options

Users acknowledged the gender options could be more comprehensive:


 Asserted the gender options could be expanded for inclusivity



User A



User C



User D

Recommendations: Gender Options

Add a “Nonbinary” or “Other” or “Gender Nonconforming” option to the Gender Options menu

Full Name

Gender

Female

Male

Research Insight 3: Audio Instructions


 Expressed the necessity of the Audio Instructions during photo capture



User C



User D



User E

Research Insight 3: Audio Instructions

User A Experience

Misled by the user interface, User A accidentally disabled the audio instructions and was unable to backtrack through the workflow to re-enable them, leading to confusion when operating the camera features.



Video Redacted

User A



Video Redacted

User A



Video Redacted

User A

Recommendations: Audio Instructions

1. Set "Audio Enabled" as the default setting
2. Integrate a "Back" Button on subsequent pages

Tell us a bit about yourself

Height:

Weight:

1.

Tell us a bit about yourself

Height:

Weight:

Turn volume up for audio instructions

☐ I do not want audio instructions

Turn volume up for audio instructions

☒ I want audio instructions


We will guide you through a quick process to take two photos

About your preferences


How high you wear your pants?

2.


Low



Med



High



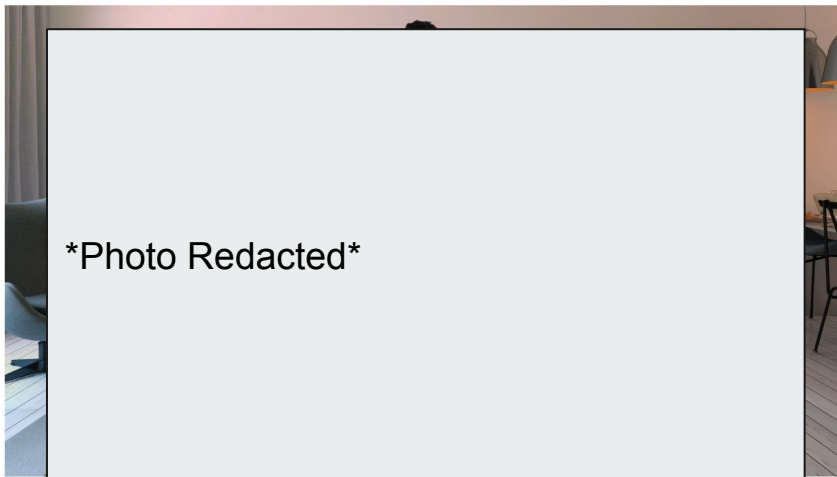
But first, some easy tips to maximize measurement accuracy.

2.

SKIP INSTRUCTIONS CONTINUE

Recommendations: Tutorial

1. Clothe the male model for the entire tutorial or reassure users that they are not expected to undress
2. Add "Put up long hair" tip to Male tutorial
3. Add an "enable audio" tip to all tutorials
4. Add specific instructions in the tutorial regarding location/background clutter
5. Generate a tutorial with gender-nonconforming Model(s)



Research Insight 4: Graphic Prompts

Further emphasizing the graphic prompts would improve the user experience:


 Indicated that the graphic prompts were necessary to meet expectations for photo capture



User A



User C



User D

Recommendations: Graphic Prompts

Add more graphic prompts to the camera feature, trigger the current prompts sooner and/or integrate a walkthrough before the photo(s) can be taken.

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Summary

In short:

- Integrate a “Back” button
- Set “Audio enabled” as default
- Add a “Nonbinary” / “Other” / “Gender Non-conforming” option
- Generate a tutorial with **gender nonconforming model(s)**
- Add an “enable audio” tip to all tutorials
- Male tutorial: **Fully clothe the Male Model**
- Male tutorial: Add “Put up long hair” tip
- Add **location/background clutter tip** to the tutorial
- **Emphasize graphic prompts (camera feature)**
- **Trigger** the graphic prompts **sooner**
- Integrate a **demo/walkthrough** for the camera feature before taking the photo(s)



Let's chat! What questions do you have?

Reference Materials

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