



UNIDOODLE UX REVIEW

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SCOPE

SCOPE

Objectives

The purpose of this review was to gain an understanding of and insight into the current UniDoodle app experience both from the perspective of teachers and students to discover any current pain points or opportunities to explore.

The learnings from this research can then be discussed to see where the value lies and what can be incorporated in to the next iteration of the UniDoodle app design.

Methodology

Heuristic Evaluation:

Review of the app to find any usability problems in the user interface design so that they can be attended to as part of an iterative design process using Neilsen's industry standard method.

User interviews:

A number of remote interviews with educators were carried out to gain insight in to the usability of the app.

Competitive analysis:

An assessment of the strengths and weaknesses of current and potential competitors

Evaluating existing research:

Collating key insights from research documents provided by UniDoodle team

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COMPETITIVE ANALYSIS

What the competitors are doing

Value proposition

GoSoapBox is a web-based student response system that allows students to submit replies online or from any mobile device.

Features

- Real-Time Polls.
- Create Quizzes for Easy Formative Assessment.
- Customisable to suit tutors workflow
- Downloadable reports

Customers are saying...

"Simple and intuitive - no doubt made by a teacher for practical use in the classroom!"

"Great app for knowing what your students understand!"

<https://www.gosoapbox.com/>

<https://www.common sense.org/education/website/gosoapbox/>

<https://atlasabe.org/wp-content/uploads/2018/05/Incorporating-Formative-Assess-into-Lesson-Planning-PPT.pdf>

Pros & cons

Pros:

- Simplicity and clarity
- Valuable way to gauge students' understanding, viewpoints, and questions in real time.
- Barometer feature to measure student comprehension

Cons:

- Outdated design
- No direct teacher-student feedback capability
- No free draw ability
- Limited student interaction

GO SOAP BOX



Value proposition

Make business meetings fun and engaging
Whether you're leading a meeting, hosting a workshop or training your team make sure that you make it productive, inclusive and fun with Mentimeter.

Features

- More than 15 different ways to visualize audience's input: Open Ended questions, Word Clouds, Q&A, Pie, Donut and Spider charts.
- Allows you to collect insights on participants with trends and data export.

Customers are saying...

"A very nice GUI tool to motivate students for enhanced learning through gamification"

"A smart tool that looks slick but has some frustrating limitations"

<https://www.mentimeter.com/>

<https://www.g2.com/products/mentimeter-interactive-presentations/reviews>

<https://www.capterra.ie/software/160936/mentimeter>

Pros & cons

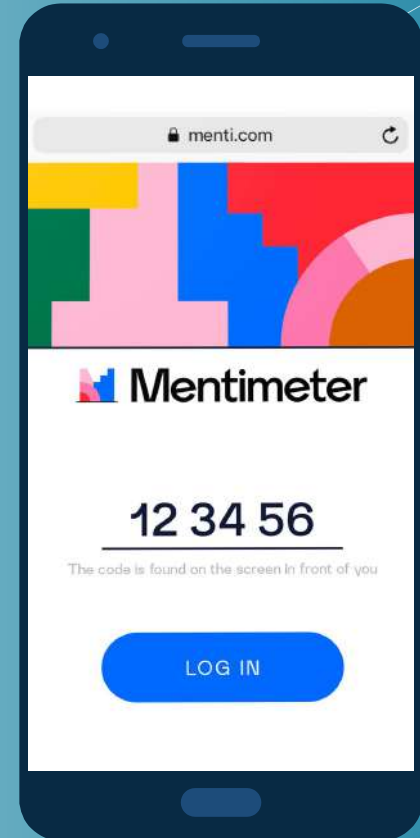
Pros:

- Mentimeter is very fast and easy to use; you'll have a presentation in minutes to engage your audience with
- Gamification elements
- Ease of access, anyone with the code can access from a phone or computer

Cons:

- Expensive cost when upgrading from free.
- The free version only permits a limited number of interactive slides.
- takes a while to get used to the system and how it works
- No free draw option
- Slow response times

MENTIMETER



Value proposition

Poll Everywhere is a web-based audience response system that lets speakers embed live activities directly into their presentations for live audience interaction.

Features

- Desktop and mobile support
- Gather live audience feedback
- Gauge understanding whether your students are comprehending material.
- Ability to generate response reports

Customers are saying...

“Easy to use, and a very helpful tool in grad school. Some of my instructors use it to gauge how well the class understands a particular concept before moving on to the next”

“The program lacks quite a bit of intuitive design (you really have to hunt around for the features to edit your polls) and the functionality is quite limited.”

<https://www.polleverywhere.com/>

<https://www.capterra.ie/software/127096/poll-everywhere>

https://play.google.com/store/apps/details?id=com.polleverywhere.mobile&hl=en_IN&showAllReviews=true

Pros & cons

Pros:

- More convenient than clickers
- Designed with remote sessions in mind
- Provides analytics
- Has gamification elements incorporated

Cons:

- Hard to use. no instructions in app
- A lot of negative reviews on app store about bugs/performance issues
- Very expensive when moving up from limited free version.
- No free draw option
- Multiple reviews state the layout is poor and confusing.

POLL EVERYWHERE



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USABILITY TESTING

WHAT IS USABILITY TESTING

- ◇ Usability testing is the practice of testing how easy a design is to use with a group of representative users.
- ◇ It's about catching your target user in the act, and providing highly relevant and highly contextual information.



“It’s not that obvious how you send the question. It’s complicated with the word template. ‘Send question to all’ would be more straightforward or a small arrow like in the student app”

PARTICIPANT CRITERIA

Recruitment

Three participants were recruited directly by UniDoodle team and one externally sourced by Danny Watchorn.

Interviewees consisted of three 3rd level lecturers currently using the UniDoodle App and one secondary school teacher who had never used the app prior to the study.

Criteria

Participants were required to work as educators. No previous experience using the UniDoodle application was required.

Participant 1	Female, with no prior UniDoodle experience
Participant 2	Female, with prior UniDoodle experience
Participant 3	Male, with prior UniDoodle experience
Participant 4	Female, with prior UniDoodle experience

PARTICIPANT PROFILE

Testing cohort and methodology

- > 4 External test participants (3 females, 1 male)
- > 30 – 50+ age range, 30 – 40 min sessions.



Jennifer

Secondary school teacher
Moderately tech savvy
(7/10)



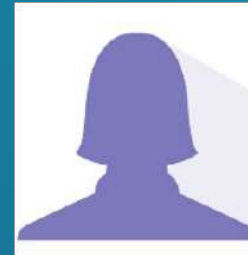
Frances

3rd level chemistry lecturer & researcher
Moderately tech savvy (6/10)



Robert

3rd level chemistry lecturer & researcher
Quite tech savvy (8/10)



Eithne

3rd level chemistry lecturer
Not too tech savvy (5/10)

PARTICIPANT SCORING

Overall Experience:

7.5/10

All four participants rated the app highly.

General consensus is that it's a good idea and useful app but there is room for improvement and could benefit by adding some extra features and functionality.

Recommend to a colleague:

8/10

All four participants said they would recommend the UniDoodle app to other educators.

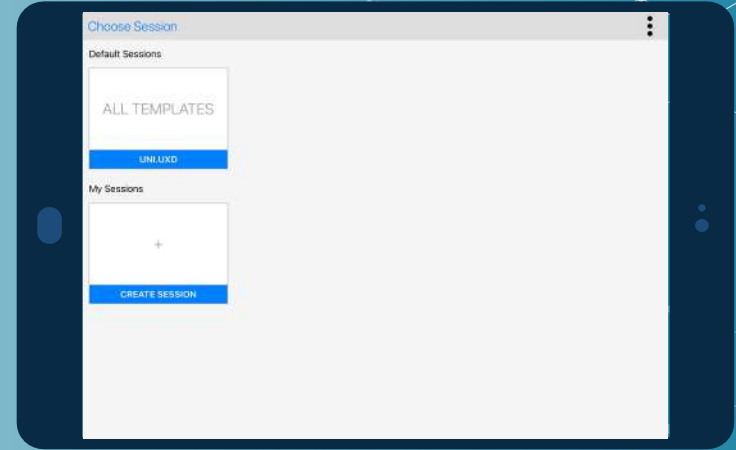
Two said they would like to see some of the areas of confusion addressed during the study ironed out before doing so. One participant said they already had recommended using the app to their colleagues.

Key takeaways

- › Overall impression was positive
- › **3/4** participants had a good understanding of how to navigate this screen although all had slight different ideas of what was meant by sessions (individual lesson/module/class).
- › **2/4** users commented that they don't use multiple sessions. Both of these users only ever start by going straight into the "default Session" as its easier to use the one session code with students repeatedly.
- › The use of the word template caused some confusion amongst all 4 participants in the context of this screen particularly to the new user.

Suggested changes

- › Improve the wording of sessions and templates or look at how to provide more context. There's lots of white space here to avail of to make things clearer.
- › Might be worth looking at alternative ways to group sessions



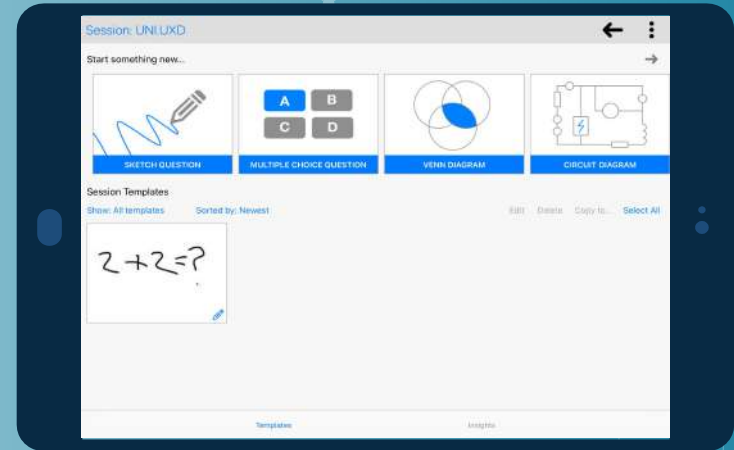
"I found it a bit confusing at first and to get started on it to be honest"

Key takeaways

- › Having the ability to get feedback on questions asked that are either prepared in advance (via a presentation) or on the fly (asked verbally or drawn) perceived really well.
- › When a user has a lot of pre prepared templates it could be easier to filter them.
- › On smaller screens its harder to scan templates as the top row is fixed

Suggested changes

- › Add an option to type the answer choices in MCQ
- › Adding tags to templates could provide a nice way to filter them
- › Minimise top template row on scroll



In reference to the design

"It's a bit basic, no bells and whistles, but all straightforward enough"

"I love that I have options, I can have something prepared and uploaded as a picture, I can sketch a question on the fly or I can use a MCQ"

Key takeaways

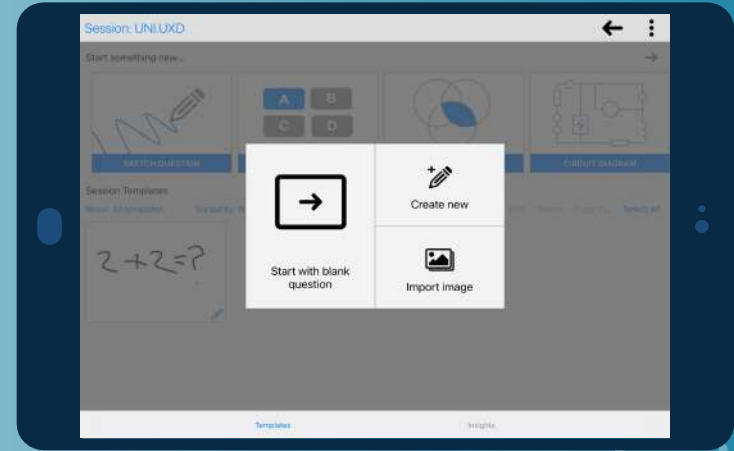
- › All users think the blank question option is really useful however it is confusing what this means and does when first using the app.
- › Initial understanding is as this is the dominant option this is where to go to create/start a new question.

“I thought I’d have a blank screen and I’d be able to write whatever I wanted.”

- › **2/4** mentioned having the ability to upload images directly in app instead of using the website was seen as a great addition.

Suggested changes

- › Look at providing better context for what the options mean



In reference to the blank question

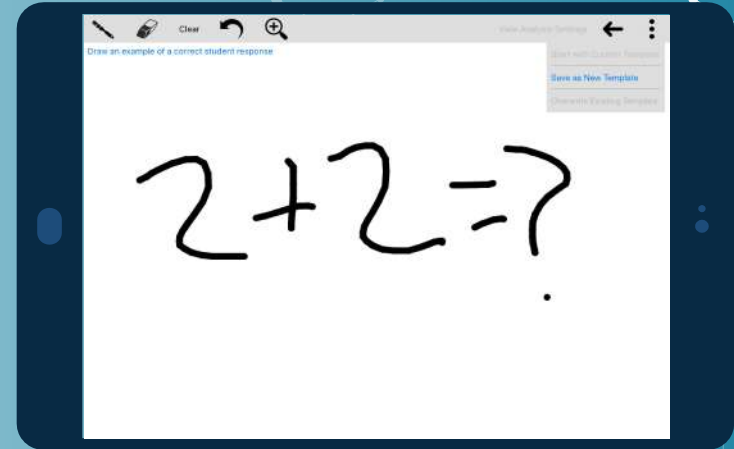
“There hasn’t been anything set. Does this mean i already had something typed?” This is quite unclear to me to be honest”

Key takeaways

- › Everyone loves the ability to have a free draw option. No one had used another tool with this feature
- › 2/4 participants felt the drawing experience itself could be improved especially on smaller devices or without a stylus.
- › 2/4 participants commented that the pen size was considered too big, mentioned that students had difficulty fitting answers into the space as they mainly use phones. It's not clear enough how to change the pen size
- › 4/4 participants pointed out that it's not clear how to send the question out to students. The context of "template" here is lost on everyone. 2 mentioned the send icon on the student app as being clearer

Suggested changes

- › Use familiar ui patterns from other apps with drawing ability e.g. slider for pen size
- › Update language and/or add a clear send button/icon
- › Ensure consistency across both versions of app



"It's complicated to send the question. 'Send question to all' would be more straightforward"

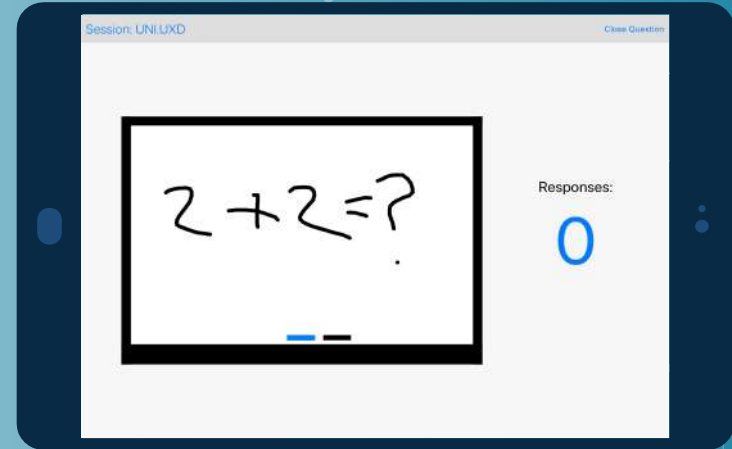
"This is a bit tricky as there's no arrow and when you click the three dots it says 'start with current template'? It's a bit complicated why can't it just say 'send'"

Key takeaways

- › Useful step to monitor the class submissions
- › **3/4** participants mentioned it not being clear how to get to review the student submissions from this screen at least initially
- › **2/4** said they expected to be able to hit the numeric figure as it stands out in a different colour like its a link or that a button directly under this figure would be simpler

Suggested changes

- › Improve the language and navigation to move between screens
- › provide secondary option to move to next screen (e.g. on screen button)



“It’s not that obvious how you see the responses. You’d like to see ‘close question and see answers or something’, it’s obvious you have to close the question but it’s not obvious the answers are going to come up.”

Key takeaways

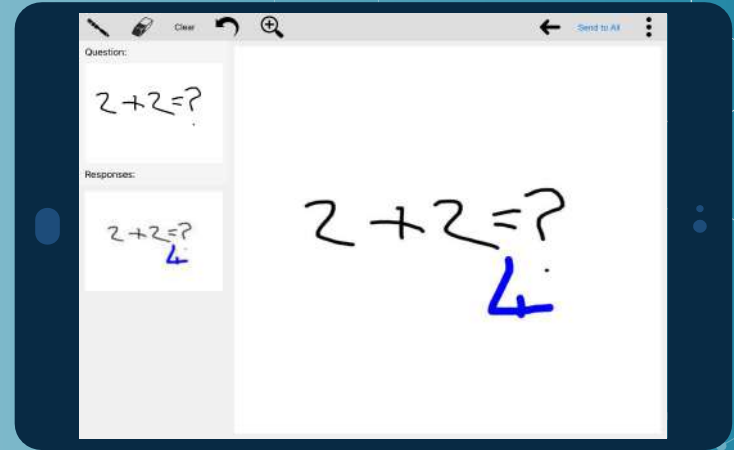
- › The left column is considered very useful. Participant on iOS liked that they could still see all submissions while giving feedback. 2/3 android users said that they would like to see this feature reintroduced as it was missing. One in particular said it had completely changed their workflow in the app.
- › 1/3 participants using an android device mentioned it not being clear how to get back to the previous screen despite android devices having a hardware button.
- › The only next step here is to “start a new question”. What if this was the end of the session?

Suggested changes

- › Starting a new question brings you back to the initial screen but perhaps the flow could be improved through iconography.

e.g. a symbol to add a new question and one to end session. Maybe there's an opportunity to pick the new question type without going all the way back to the start?

- › Reintroduce left column but possibly make it collapsable to provide more room when required
- › Provide an in app way to move back; icon, button, menu item etc (possibly one to monitor rather than to implement now.



“Templates being saved automatically is pointless why am I being asked if I want to save the template if it's just going to save anyway?”

Pointed out by Android user. Doesn't happen on iOS version.

“the removal of the feature in the review screen in disappointing. I thought this was a really useful feature”

Key takeaways

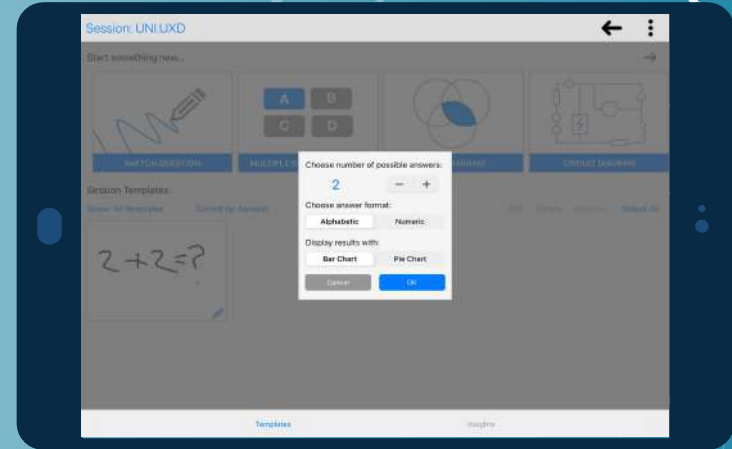
- › **3/4** participants felt the multiple-choice question was limited because they couldn't either create the question in the app or at least type out the answer options.

“If you don't have a question prepared it means you're forced to remember the answer choices you give out verbally.”

- › **2/4** participants said they never use this option
- › **2/4** participants wanted more options, one participant suggest being able to ask multiple questions in a quiz type format. One wanted to be able to ask True or False questions

Suggested changes

- › Reintroduce left column but maybe make it collapsable to provide more room
- › Provide an in app way to move back; icon, buton, menu item etc (possibly one to monitor than to implement now)





“It would be good to at least be able to type the 4 answers so you can remember each option and it helps the students if they could see [the answers] on screen”



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KEY INSIGHTS

Insights from UI heuristic evaluation & surveys

LEGEND

-  Positive finding, users found it delightful/easy
-  Issue encountered; fixing this will improve UX

-  Major issue; we must fix this issue
-  FYI finding

LET'S REVIEW SOME CONCEPTS

Linguistic Clarity

Language used throughout could be reviewed and reworked to communicate as efficiently as possible.

Aesthetic Integrity

Overall user interface could be brought to a much higher level of fidelity.

Technical Clarity

Introduce consistent iconography to make the navigation more intuitive and to reduce cognitive load on users by reducing word count.

Predictability

Introduce standardised UI design patterns into application where suitable to give users a sense of familiarity when learning how to use a new tool.

Consistency

Ensure that language, icons, actions and user feedback is consistent throughout the whole UniDoodle environment.

User Support

The user interface should provide feedback and additional assistance if/as needed.

Simplicity +

Aside from some issues when first navigating the app it is perceived as being very simple to use for the purpose intended scoring high for ease of use and for recommending

Language !!

While there is no technical complexity there is context missing in a number of scenarios that makes the language confusing to users at times that should be addressed.

Features +

While the app as it is has been received extremely well most users felt it could benefit from a few additions to the existing tools to make it even better.

Iconography !

Review icon set as a whole when redesigning UI. replace and words with icons where possible.

Use of space !

It would be worth exploring how the app could make better use of space. Could there be some scenarios where using the screen in portrait mode would be easier/more natural. Also expandable sections where applicable could improve usability.

UI Aesthetic !

A general response to the design was that it was a bit "basic" and although it made things simple it could benefit from some polish to make it a bit more "fun to use".

Submission bug i

During two of the usability studies my answers were not received by the participants. They had to close the question and start again for it to work

Design Language !

While still keeping the app design simple introducing a design language that uses colour in such a way that it actually helps users navigate the app would be beneficial.

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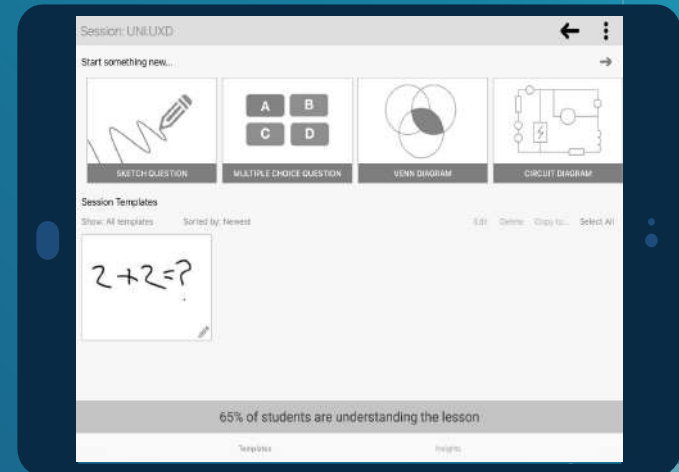
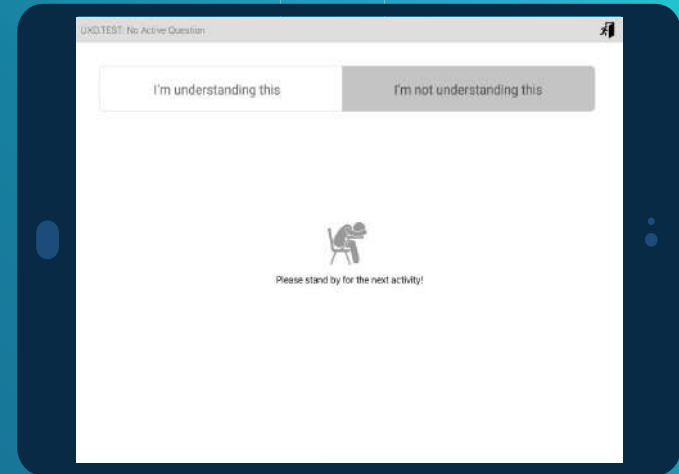
FUTURE IMPROVEMENTS

Recommendations for features and enhancements

COMPREHENSION BAROMETER

A simple tool to allow students to say explicitly whether or not they are comprehending the lesson material.

Based on the number of students signed in to the lesson this could be displayed back to the lecturer as a % or a gauge etc.

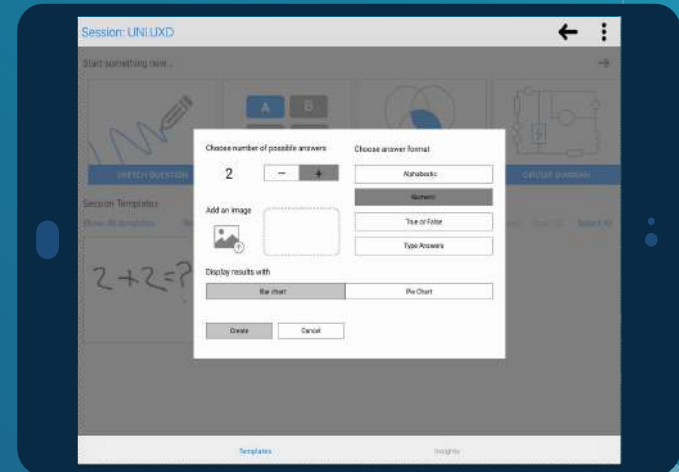


MULTIPLE CHOICE ENHANCEMENTS

True or false is an easy option to implement even if it is already technically possible using 2 answers (i.e. 1 is true, 2 is false) why not make it more straight forward.

Allow users to type out the answer choices, or create the question entirely within the app either by adding a reference image or possible typing out the question itself

“Going back and forward between Powerpoint and then back into the app to review the answers feels cumbersome”

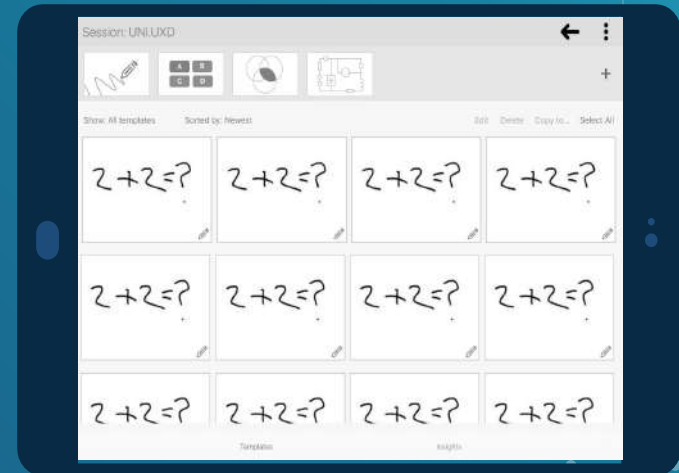
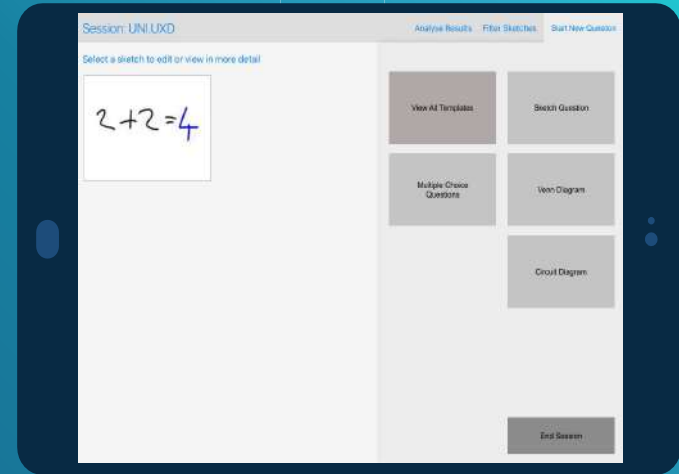


START NEW QUESTION NAVIGATION

As more question types are added there could be an opportunity to move directly through to new questions without always having the need to go back to the beginning.

Having the option to also view all user created templates could still be an option for anyone who uses their own frequently.

Space can also be saved in the initial screen by minimising the default question options when a user begins to scroll through their own user created templates, this becomes even more useful on smaller screen devices. While the app may work better on Tablet it can't be assumed everyone will have one and the app should be accessible regardless



OTHER AREAS OF CONSIDERATION

- ◇ Add more tools (Quiz, Polls e.t.c). While the USP is the drawing feature it can only add value to have more “template” question types available to choose from by default and/or as additional in app purchases when releasing to mass market. **2/4** participants said the app could have a “bit more to it”.
- ◇ Explore options for gamification to further encourage student interaction and engagement which will only enhance the analytic data you plan capture.
- ◇ User account management has already been mentioned but will require further discussion before designing.

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NEXT STEPS

Next steps

Update

Updating the existing app interface by applying a new, consistent design aesthetic and branding that will form the basis of a design system library that will allow you to scale at pace if you look to implement new features in the future.

Ideate

Using the insights learned first hand from user feedback, survey responses and the heuristic evaluation review of the uniDoodle app in its current state to see what features you might want to design for future releases.

Future proof

Mapping out and designing the User account creation and management features of the application that have been discussed prior to the project kick off. More context will be required when this phase begins.

THANKS!

I HOPE YOU HAVE FOUND THIS
REVIEW INFORMATIVE AND
EDUCATIONAL. ANY QUESTIONS?

You can reach me at:
danny@dwatchorn.com

