

# BY TASK SCENARIO

## CONNECTING

BUILDING NETWORK	CRITIQUING WORK	SHARING	POST/POST CATEGORIES	COLLABORATION	DIRECT CONNECTING	IA TERMS INTUITIVE?	IA TERMS INTUITIVE?
<b>TS 1:</b> Was able to give professional answers around how to network, but didn't go to resources (where networking tips are located)	<b>TS 2:</b> Posted and found "looking for critique" easily but didn't read info around what happens after you choose that category	<b>TS 3:</b> Went to "share" very quickly	<b>TS 4:</b> Flowed nicely into with no issues	<b>TS 5:</b> Flowed easily, directly to "Looking for Collaborators"	<b>TS 6:</b> Finds Direct Connect button quickly	<b>TS 7:</b> Immediately went to "Digging this" and clicked	<b>TS 8:</b> "I would obviously like it/comment on it..."
<b>TS 1:</b> Immediately goes to post something without hesitation	<b>TS 2:</b> After repeating task user noticed details around category and very much appreciated them	<b>TS 3:</b> "Ok, that's easy"	<b>TS 4:</b> Went to post immediately w expectation there would be a category that fit his need	<b>TS 5:</b> "I think it's a really cool concept for artists and this would be just like an app that anyone can download anywhere..."	<b>TS 6:</b> Hovers on "here" link and clicks (goes to Resources) >> Quickly back to main feed and then cruises through DC process, tags someone	<b>TS 7:</b> Immediately went to "Digging this" and clicked	<b>TS 8:</b> Asked if "Looking for collaborators" badge/tag was clickable (inferring that might be a way to let poster know she was interested in collabing)
<b>TS 1:</b> Clicks "Promote Yo Self" and smoothly finished posting flow with no issues	<b>TS 2:</b> Immediately goes to post and at first looks for "collaboration" tag but quickly finds "Looking for critique"	<b>TS 3:</b> Went to "share" very quickly	<b>TS 4:</b> "Inspiration for others, oh! That's a cool feature, I like that idea:"	<b>TS 5:</b> Comment on redundancy of categorizing under "New Post" as well as directly under "POST" anywhere..."	<b>TS 6:</b> Clicks "here" link to go to Resources - recovers very quickly	<b>TS 7:</b> Immediately went to "Digging this" and clicked	<b>TS 8:</b> Pretty quickly after that went to "Hit em back"
<b>TS 1:</b> Goes to post but a little slow getting there	<b>TS 2:</b> Speeds through posting flow, adds pic, tags someone	<b>TS 3:</b> Tags someone no prob	<b>TS 4:</b> Runs through flow easily	<b>TS 5:</b> Immediately went to posting area and selected "Looking for Collabs"	<b>TS 6:</b> Finds DC btn easily >> Clicks "here" link >> Recovers quickly and goes back to DC, now running through flow easily	<b>TS 7:</b> Immediately went to "Digging this" and clicked	<b>TS 8:</b> Found "hit em back" easily, quickly runs through flow
<b>TS 1:</b> Distracted by no camera icon	<b>TS 2:</b> Runs through flow easily	<b>TS 3:</b> Goes through flow easily	<b>TS 4:</b> Runs through flow easily	<b>TS 5:</b> Runs through flow easily	<b>TS 6:</b> Goes to Resources, back to main feed, profile icon, back to main feed, search icon, asks question, then finds DC button, Clicks "here" link, does not go back to DC after this.	<b>Summary TS 7:</b> • "Digging this" recognized as like equivalent • Digging this placement intuitive	<b>TS 8:</b> Found "hit em back" easily, quickly runs through flow
<b>TS 1:</b> Slow to go through flow but gets there	<b>TS 2:</b> Runs through flow easily	<b>TS 3:</b> Runs through flow easily	<b>Summary TS 4:</b> • Posting feature/category selection functions intuitively • As users explore depth of posting categories, they appreciate the options • After 3x posting expectation is set to use posting/category selection to best communicate within app	<b>TS 5:</b> Runs through flow easily	<b>Summary TS 6:</b> • 4/4 users click "here" link seemingly not actually interested in tips ("here" link likely too prominent)		<b>TS 8:</b> Found "hit em back" easily, quickly runs through flow
<b>TS 1:</b> "I would post something, 'Hit em back' (chuckle)..."	<b>Summary TS 2:</b> • Once user has gone through posting flow, selecting category flow is run through quickly/easily • Details around selection categories easily missed through first 2x posting • Intuitive/familiar IA/layout potential downside: Its easy to miss details as user feels as they've gone through flows many times before on different apps	<b>TS 3:</b> Runs through flow easily		<b>Summary TS 5:</b> • Posting feature/category selection functions intuitively	• 3/4 users found DC button easily • 3/4 users quickly recovered after Resources detour and cruised through DC process after that		<b>Summary TS 8:</b> • "Hit em back" recognized as reply equivalent • "Hit em back" placement intuitive
<b>TS 1:</b> Goes to post section easily >> Selects "Promote Yo Self", tags someone and runs through flow smoothly >>...		<b>TS 3:</b> Suggests having other ways to share-across platforms like other messaging apps					
<b>TS 1:</b> ...Does not notice Karma Chips >> Goes back to main feed and hits back on a post >> Digs the Event post and asks is there's a way to RSVP to event		<b>Summary TS 3:</b> • Sharing feature is intuitive and easy to run through					
<b>TS 1:</b> On event post, suggests having RSVP feature on hit em back screen							
<b>Summary TS 1:</b> • Experienced SM users easily run through posting flow and get how to network. • App is familiar enough that basic connectivity interactions are intuitive. • Details around posting categories are easily missed first time posting. • Resources not intuitive to look for networking tips							

## MAKING A LIVING

SELLING	FINDING CREATIVE WORK	BUYING ART	SELF-PROMOTION WITHOUT THE ICK	HOW LIKELY ARE PEOPLE TO USE SEARCH?
<b>TS 9:</b> Goes immediately to post and chooses category "Sell Some Art" quickly after that	<b>TS 10:</b> Goes quickly to "Creative Gigs" before question is finished being asked	<b>TS 11:</b> Goes immediately to "Buy Some Art"	<b>TS 12:</b> Goes immediately to post and selects "Promote Yo Sell"	<b>TS 13:</b> Scrolls main feed >> Clicks "Resources"
<b>TS 9:</b> Goes to posting and selects "Sell some art"	<b>TS 10:</b> "Now that's a really, really cool feature, so I'm always on Craigslist trying to find cash paying gig or creative gig of some sort..."	<b>TS 11:</b> Goes straight to Buy Some Art	<b>TS 12:</b> Does not notice "Karma chip" feature	<b>TS 13:</b> Does not seem to notice/contemplate magnifying glass icon in top right of screen
<b>TS 9:</b> Likes that you can upload a series of photos and not just one	<b>TS 10:</b> Finds Creative Gigs right away and runs through flow	<b>TS 11:</b> Has hard time seeing "contact artist for pricing" (type size issue)	<b>TS 12:</b> Knows to click "Promote Yo Sell" but curious about "Local Event" category and goes through that flow	<b>TS 13:</b> Scrolls main feed >> Tries "Buy Some Art" to see what's out there for sale - might generate ideas that way
<b>TS 9:</b> Has no problem putting pricing on items for sale (especially lower cost pieces). Might be intimidated to reach out to artist for pricing.	<b>TS 10:</b> Finds Creative Gigs right away and runs through flow	<b>TS 11:</b> Once seen, quickly clicks contact artist and runs through flow	<b>TS 12:</b> On Karma Chip feature: Lou has no issues promoting himself, but finds the feature interesting.	<b>TS 13:</b> I tell him about feature and he would not associate search w looking for inspiration
<b>TS 9:</b> Suggests click for pricing button (Jess thought: when clicked artist notified of click? Or how many times it was clicked?)	<b>TS 10:</b> Finds Creative Gigs right away and runs through flow	<b>TS 11:</b> Goes straight to Buy Some Art and clicks contact artist soon after	<b>TS 12:</b> Important that Karma Chip feature is not mandatory	<b>TS 13:</b> Would use search for events, people, specific art piece, but mainly people
<b>TS 9:</b> Goes to posting and selects "Sell some art" >> Runs through flow easily	<b>Summary TS 10:</b> • Finding creative gigs is easily done • Appreciated feature	<b>TS 11:</b> Goes straight to Buy Some Art does not click contact artist	<b>TS 12:</b> asked to click on KC link, more excited as he realizes incentivizes promoting others' work expanding reach as it is liked/re-posted, etc	<b>TS 13:</b> Suggests grey box in upper left would be good place for search feature
<b>TS 9:</b> Goes to posting and selects "Sell some art" >> Runs through flow easily		<b>Summary TS 11:</b> • Buying art feature location easily found • Flow easily run through, size of type to be increased	<b>TS 12:</b> "The free marketing is nice. To be able to market to other people's networks but you do that through this Karma chip and you're promoting others and you get promoted in turn... it creates an outreach where people can find you but you don't know how they found you... this mechanism seems really interesting"	<b>TS 13:</b> We discuss putting text in field "search gigs, inspiration, people..." (Jess thought: maybe just "search everything?" in field)
			<b>TS 13:</b> Immediately goes to search and selects inspiration category	
			<b>TS 12:</b> Goes easily through post flow and chooses "Local Event" category	<b>TS 13:</b> Scrolls feed, says she might check out Resources, goes back to post, suggests choosing "Inspiration for others" and then type "This is what inspires me, what inspires you?"
			<b>TS 12:</b> Goes easily through post flow and chooses "Promote Yo Sell" category. Does not notice Karma Chip info	<b>TS 13:</b> Once I point her to search she suggests adding section to search for people or friends list (ala tagging peeps screen)
			<b>TS 12:</b> I ask her to go back and look through KC details as our initial convo was inspiration for feature >> Appears to genuinely appreciate feature	<b>Summary TS 13:</b> • Magnifying glass placement easily missed -or- user does not associate search feature with browsing for inspiration • Users more likely to browse app to find inspiration • Users associate search icon more with searching for other users • 1/4 users used search icon and ran through flow easily
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