

Assignment 3
Usability and Test / Evaluation Goals Definition



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1.

Usability Goals:

Both Tinder and Bumble share many of the same usability goals; however, they have minor differences. Users interacting with both dating apps will each have different outcomes. Some may find relationships and friendships, while others may have more negative experiences.

Tinder and Bumble share an important usability goal in that they are both very learnable. The concept of both apps can be easily explained. This creates a small barrier of entry for users that are new to this genre of app. A few of the most notable usability goals associated with both apps include:

- Usefulness: Both apps are doing what they are intended of doing and satisfy the goal of connecting users.
- Effectiveness: Both of these apps allow for people to meet in a fast and entertaining fashion; however, the effectiveness of actually making lasting connections is completely isolated to specific individuals.
- Likeability: Both apps have similar likeability; however, Tinder does carry a social stigma associated with 'hook-up culture' that can damage its reputation.
- Learnability: Both apps have quick tutorials that aim to adapt new users to the platform as quickly as possible.
- Efficiency: Both apps share subjective efficiency rates that are dependant on each users interaction with the application.
- Low Error Rate: Both apps are prone to glitches and bugs; however, the majority of the time they do their jobs well.
- Satisfaction: This is dependant on the user. Some users may have high satisfaction while others may find the app poor.

A few key differences in goals include: Tinder being a more flexible app than Bumble.

Tinder does not restrict who starts a conversation or put time limits on them; however, this system allows Bumble to cater to other audiences while pursuing the usability goal of likeability.

Each app's popularity can also have an impact on its usability goals. Tinder currently holds the top spot for the most popular mobile dating app and is very popular among younger demographics. Tinder has a popularity advantage over Bumble, though it does carry a negative stigma that multiplies based on the stronger network effect.

2.

The main goal of Tinder is to make it easy and fast to meet new people, therefore the priority of the usability goals must lay in the learnability, efficiency, and effectiveness of the app. Functionally, the app must be able to connect users, allowing them to chat, and due to the business objective, it must be in a way that is quick and easy.

Learnability is important in order to make it simple for any user to begin using the app, regardless of past experience with apps, and dating apps in general.

Efficiency is required, because, as the main objective of Tinder is to meet many people very quickly, it must provide an efficient system for doing this.

Lastly, effectiveness is very important for the app to have, so that users are actually able to meet many new people.

Secondary objectives include user customization, a minimal, trendy design to make it more attractive to the users, and a simple interface.

The objectives of customization and design influence the likeability, popularity, and satisfaction of the app, and the simple interface reduces the likelihood of user error.

The goal of Bumble is to create meaningful relationships between users. The usability goals of Bumble are very similar to those of Tinder. However, instead of the focus of the app being on the speed at which people are able to meet each other, it focuses on the user's comfort and motivation to form relationships. The app therefore has a higher prioritization of likeability and satisfaction.

3.

Both applications share very similar usability goals as a result of them competing in the same industry. Tinder carries an advantage of being the more popular selection, so it would require some innovative changes for Bumble to hold a torch to Tinder's success. Bumble's likeability and innovation comes in the form of allowing users to select their relational goals (whether it be dating, networking, or making friendships). Testing both applications with users will provide a clear indication of where they have room for improvements. Eliminating popularity bias will be an important priority with user testing as the popularity does not necessarily have any effect on the usability of the application.

4.

Since our highest priority objective is learnability, we are interested in how well new users can learn how to use the app and begin using it effectively. This is important as both apps market the ability to pick it up and start meeting new people in your area immediately. Being easy to learn is essential to an app that values the speed at which an individual can start using it.

General objective: To examine learnability on an individual level.

Main question: Can users easily set up a profile and begin swiping through other profiles?

Specific questions:

- How fast can a user create a profile that meets the minimum requirements?
- From first opening the app, how long does it take a user to view their first profile?
- How many profiles does the user go through until they are comfortable with the swiping gestures?

User tasks:

- Create a profile
- View 10 stranger's profiles

Although girls must message first on Bumble, the messaging aspect of the apps is not part of our test objectives and will not be relevant. The main difference between Tinder and Bumble is in the demographic they market to, which means there is no difference between the two apps when it comes to test objectives.

5.

Usability Objectives	Effectiveness	Efficiency	Satisfaction	Tinder vs. Bumble
Flexibility	90% of account settings can be customized on the app. Age is one thing you cannot change on app, it must be done through in Facebook. Can be used to find relationships, friends or contacts.	95% of users can meet who they want when interactions are split into different platforms (different goals eg. Networking dating & friendship) More efficient than one platform for all those interactions.	20% of men looking for opposite-sex match are dissatisfied that women must start the chat because they lose matches they are interested in. 10% of users annoyed that age was taken from Facebook profile as those are not always accurate and require more steps on multiple applications.	Bumble restricts women to message first on the dating platform, but this rule doesn't apply for same-sex matches or for bumble BFF and Bumble Bizz. Tinder is freer as it has no restrictions on who and when people should chat.
Learnability	80% of novice users can properly use function like or reject using swiping gesture after first use because pop up message no longer appears. 90% of users can quickly navigate through app due to	Novice users can start matching with people five seconds into opening app once profile has been created.	5% of novice users complained about the lack of direction to swipe to match where 95% adapted the left/right swiping within a few minutes of use. Overall satisfaction after first attempt is 100% because a pop of screen appears	Tinder offers no informational steps/videos on how to use you have to swipe to get a pop up box asking if your sure and it gives you a short explanation but it equally has a red x for not interested or a green heart for interested. However bumble provides short

	the similar icons used in other social media.		confirming what your doing allowing you a chance to fix your mistake.	informational panel will appear and explain how to use system and also has a pop up.
Likability	80% of users enjoy using this app to pass time or make short term or long term connections.	Users can spend as much time as they want on these apps with a max of 100 likes every 12h.	Around 20% of users have reported glitches/ bugs when using app .	Tinder is a popular dating apps and has millions of downloads while bumble presence is smaller with a few thousands downloads. Some women feel more comfortable having the power to message first using making it more enjoyable for them.

6.

Having clear goals and test objectives when it comes to user testing will allow us to narrow down on possible problems with either applications. Dating applications allow for anyone to share a piece of themselves to others. Because of this, flexibility is a very important metric to test because we believe that the application that allows for higher flexibility and customization will be favourable to users. The learnability of each application is crucial especially for new users that are introduced to the platform. There are millions of users that use dating applications, so either application that allows for people to quickly, but effectively, go through many profiles in a short time frame with minimal errors (miss-swipes) will prove to be a strong advantage for that platform. Finally, since there is a saturation in the dating application market, the application that is the most fun and likeable to use will of course be a favourite among the users that make up the market. Going forward into testing, our team is confident that these metrics of evaluation will provide the most useful information in terms of improving both platforms.