

Goal

To learn about the user journey of how people create an adventure.
To test out people's acceptance toward the new creation tool.

Tester Recruit

Looking for someone in the ID community who:

- Have experience of writing on social media (Medium, Wechat Public Platform, blogs, travelogues, etc)
- Have always wanted to tell a story of a cool place you've been to

Have a balance on:

- Gender (f/m)
- Age (young adult/mid-age)
- Background (designer/non-designer)
- Experience of writing (proficient/amateur)
- Tech-acceptance (tech savvy/medium)

Process & Prompt

Set the context

Vamonde is a platform that empowers city and cultural organizations to simplify their engagement process and increase visitor intimacy. And for tourists and city explorers, it provides a platform for them to experience a narrated trip in an intimate way. We are now building an online creation tool for people to write down and edit their experience.

On-board

I'm gonna show you what people always write and see on Vamonde (show Vamonde app).
Structure of adventure and post. (like album and songs) Users are recommended with posts around them. They can also search by title, tags, and categories.
Various topics: coffee trip, dog trip, trip on a street, etc

Tips

During the process, please think out loud: tell us what you are looking at, what you are thinking. I will also ask some questions from time to time. Please be honest and straightforward. That's not gonna hurt our feelings but only help us improve.

Tasks & Observations

Now you are a content provider, either a freelance writer, a travel enthusiast or a local master. You have an adventure to share with your audience. Please try to use the website/tool we provided to create a holistic adventure.

We provide some fake contents (pic and text). Please pretend them to be the real content for an adventure. Don't struggle to much about the content itself. What we really wanna see out of this is the process of you using the website.

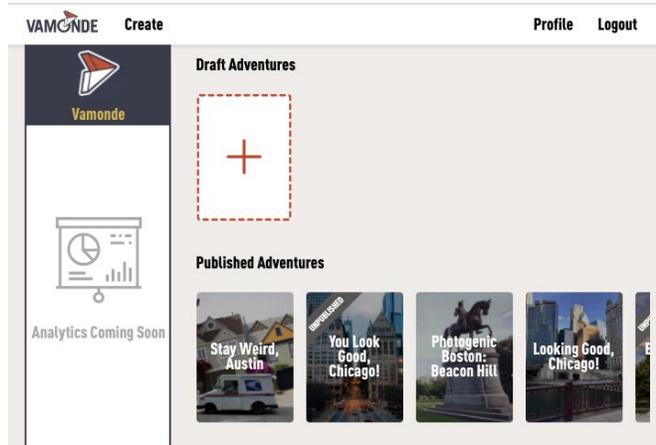
Dashboard

What do you see? What's your focus?

What's your perception of this page?

Works well

Does not work well



Create Adventure

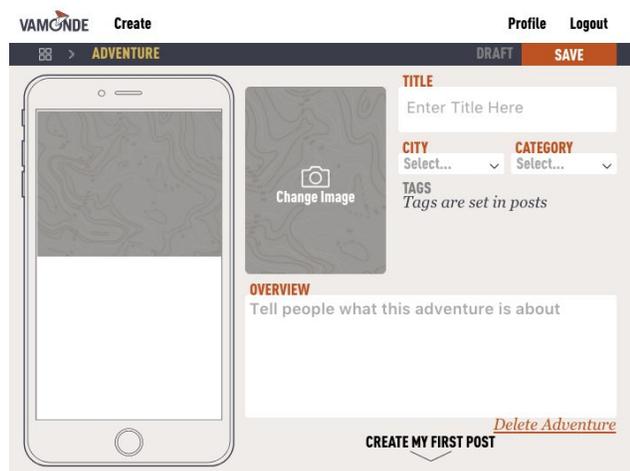
What do you see? What's your focus?

What's your perception of this page?

User flow

Works well

Does not work well



Create Tool User Testing Protocol

Edit Posts

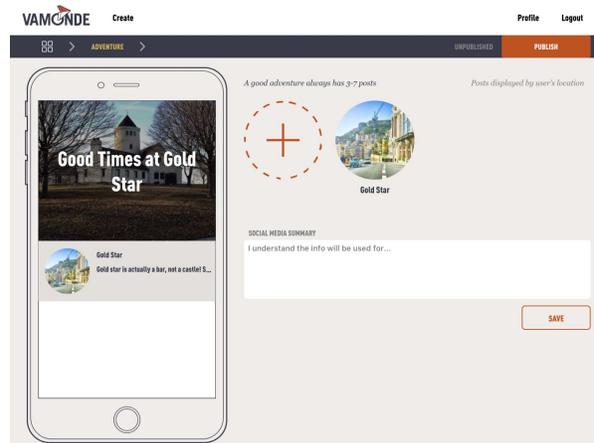
What do you see? What's your focus?

What's your perception of this page?

User flow

Works well

Does not work well



Create Post

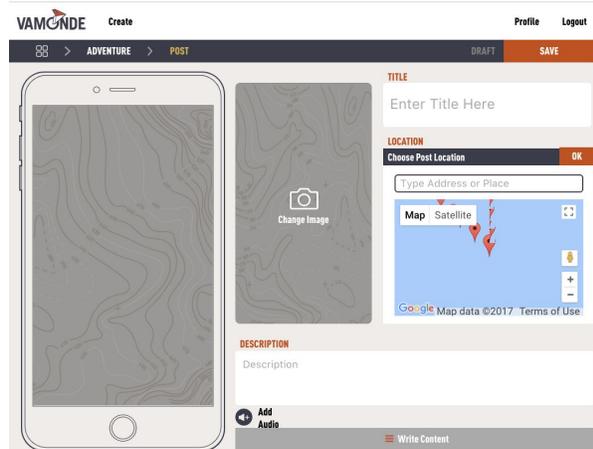
What do you see? What's your focus?

What's your perception of this page?

User flow

Works well

Does not work well



Create Tool User Testing Protocol

Write Content

What do you see? What's your focus?

What's your perception of each element?

User flow

Works well

Does not work well



Published

What do you see? What's your focus?

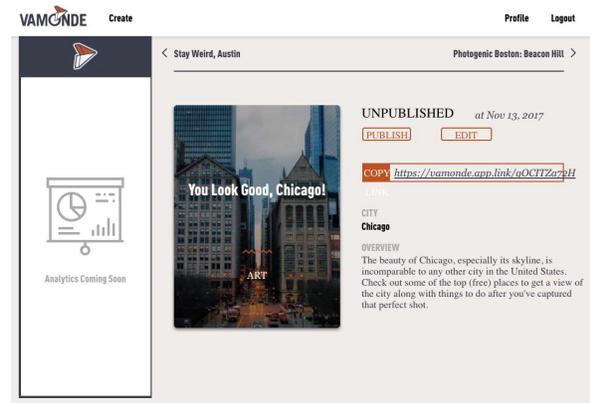
What's your perception of this page?

What will you do after publish?

How will you share your adventure?

Works well

Does not work well



Create Tool User Testing Protocol

Deep Link

Works well

Does not work well



Overall

Do you think the intro on the app helps?

Any barriers? What kinds of help do you expect?

What attracts you?