

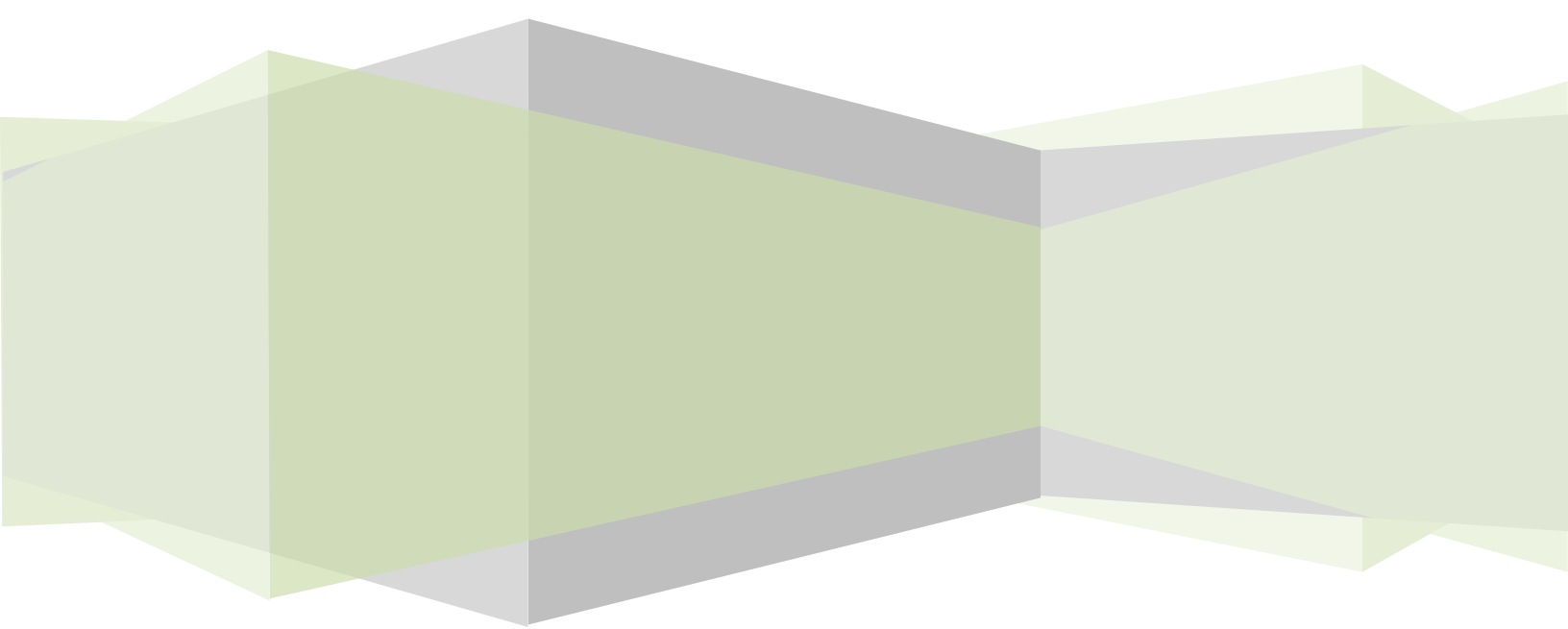
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Dr. Faiola & Bolchini

# Moodini

**A social computing project, capturing and charting user interactions with emotions**

9Team Consulting – Kevin Chang, David Craske, Ed Rice



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## Pre-Design

### Problem Space

The phenomenon of social computing has evolved over the last several years, to the point of being ubiquitous. Multiple avenues of this social interface can be found online in social environments such as Facebook, MySpace, and LinkedIn, to name merely three sites in particular. The number of users for these sites is astonishing. For example, as of December 2008, there are currently 130 million (130,000,000) active worldwide users in Facebook alone, equivalent to three times the population of Canada. Each person develops their own social network, shares personal information, stories, etc. Unfortunately, there is neither the ability to properly communicate emotion through interactions with these social interfaces, nor is there any known successful method of allowing users to record their own emotions and the general emotions of other communities from various areas of cities, regions, US States, or of the entire country.

### Purpose

Moodini is a Facebook application bringing an innovative social interaction to millions of Facebook users. The premise of Moodini is to allow people to have a personal blog of their moods – whether they decide to use it once a day or several times a day. The major innovation that brings social networking to the forefront however is the ability to track one’s mood over time using personalized charting, as well as the ability to see how everyone else in the world is feeling by being able to view moods across populations graphically on a map. The application tracks when a user enters a mood and comment, giving the user the option to share their entries with the rest of their network; friends then have the capability of responding to these entries thereby promoting the social interaction further.

### Project and Usability Experience Goals

Usability Goal	Description
Effectiveness	Moodini will allow the users simplified access to submitting current emotional states and notes toward their selection. Users will be able to track their own emotional trends and experience, and discover trends within geographical ranges.
Efficiency	Moodini will need to display as much information as possible without overburdening the user with information. All basic functionality should be attainable with minimized singular user actions (i.e., button click, touch screen action, etc.)
Learnability	Moodini will reside on a user’s Facebook home page, promoting application use. A simplified interface for data submission will allow the user to remember a minimum number of instructions to application use.
Memorability	Moodini interface will be simplified to a minimum number of data points collected by user submission. Accessing additional functionality will be similar to current knowledge regarding Internet and common hyperlink usage.
Safety	Data submitted within Moodini will be highly-sensitive, as it will contain personal information. Submitted data must retain user anonymity, and should only be shared (anonymously) if the user so chooses
Utility	Moodini’s basic functionality will be provided via recognizable graphics, data entry points, and links to additional display functionality, based on desired knowledge.

## User Experience Expectations

9Team Consulting will focus on three primary user experience expectations for Moodini:

- ⦿ *Simplification.* Users must be able to submit their current emotional state and notes using a simplified format, even with the broad range of emotions one could have at the time. Moodini should not be complex, and be inviting to users.
- ⦿ *Gratification.* Users must have a gratifying experience with Moodini, in order for users to submit what would be perceived as sensitive and personal information regarding their own well-being.
- ⦿ *Enlightenment.* Users are not alone in this world, as thousands of people worldwide experience similar emotions and emotional trends. By giving users the ability to connect with these people, new friendships are created, support groups are founded, and avenues toward mental, physical, and emotional happiness are paved.

## Target Users

9Team Consulting distributed a basic questionnaire to potential Moodini users, using a known list of Facebook users networked by team members. In conjunction with the basic questionnaire, several brief interviews were conducted, allowing potential user interviewees to contribute initial thoughts and ideas toward what they might perceive Moodini to be perceived as and their possible use of Moodini. In the abbreviated time allotted for distributing and receiving questionnaires, 9Team Consulting received ten (10) questionnaire responses and of those, three (3) responders agreed to participate in a brief interview. Appendix A contains the Pre-Project questionnaire, responses, and interview question summary.

## Design (Conceptualization)

### Conceptual Model (social computing model)

The Moodini widget would work seamlessly with Facebook, and as such, would have potential to draw from millions of users. Users will be allowed to securely enter in comments for the moods they enter, thereby creating a personal web log (“blog”) of their moods. When these users want to then see their past entries, they can chart their previous moods using a graphing tool, which automatically makes calls to the database to retrieve their personal information and entries. Likewise, when users decide to use the population graphing function, the database will organize the conglomerate entries of all users and perform basic calculations such as average mood for a given geographical location, and average mood changes over certain time periods.

### Key Computer Mediated Communication (CMC) Elements

- Asynchronous representation of moods and blog entries
- Ability to update mood several times in a day
- Working in Facebook environment allows for synchronous response as well, if a friend decides to initiate conversation with user based on a logged mood entry

## Product Requirements

### System Components

1. Front-End Interface, integrated within Facebook widget (application).
2. Online database (MySQL, Oracle, etc.) to store significant quantities of data over a period of time throughout the United States
3. Charting functionality (to chart individual moods over a given period of time)
4. Mapping functionality (to map geographical mood representations over a given period of time)

### System Hierarchy Diagram

Appendix B references two diagrams representing an initial proposed system hierarchy for submitting, storing, and retrieving Moodini data. All subsequent design and prototyping tasks were developed with this initial system hierarchy in mind. The overall structure is believed to be moderately simple for data storage, as there would be a limited amount of personal data stored, yet still provide an enormous amount of data to the Moodini charting and mapping functionality with minimal, if any, performance degradation.

## User Requirements

- No previous usage of this application is required.
- Designed with a simple, intuitive interface, with self-explanatory menus and options.
- Ask the user to input a minimal amount of data (3 pieces of data, 2 optional).
  - Required user input is their mood, selectable from an intuitive format (ideas to be generated based on highest-quantity mood words based on selected level)
  - Optional user input: a comment text entry, to record their reasoning why the selected mood was chosen
  - Optional user input: a location text box (defaulted to the user's home zip code), to which changing the default would be optional (i.e. while on vacation).
- Automatically display and include date and time values
- Data submissions can be generated into personal mood diary, and can be used in conjunction with other users into a personalized collective population diary.
- Users can select whether or not they wish to keep certain entries private, or specify access to certain individuals through administrative functionality.

## Initial User Scenarios

Using the information gained from documenting the Pre-Design and the associated goals, tasks, and subtasks, an examination into possible task scenarios were prepared for end-to-end use of Moodini. Proper scenario construction allowed 9Team Consulting to focus on adopted processes and possible complications users may have while using Moodini, in order to incorporate improved application usability. Two task scenario examples are provided in Appendix C.

## Prototype Design & Development

### Paper Prototype

Paper prototypes were developed by the various members of 9Team Consulting for conceptualization of the Moodini application. With user requirements and experience expectations in mind, several versions of the Moodini application were created. Appendix D demonstrates several screenshots team members sketched for initial ideas and to perform an in-team cognitive walkthrough.

### Cognitive Walkthrough

9Team Consulting members performed an individual cognitive walkthrough, based on the paper prototype submissions the group had sketched. Appendix E contains a summary of all recorded comments for each step of the walkthrough

The cognitive walkthrough was quite beneficial in preparation for the initial dynamic prototype development. Overall, three themes were noted:

1. Labels must be provided with all buttons and “clickable” tabs, to reduce ambiguity.
2. Major functions (Submission, “Chart Me”, & “Chart Society”), should be performed within a single page, rather than multiple pages, as the paper prototype suggests.
3. Charting and mapping functionality was rather intuitive, as many users are (or should be) already familiar with the basic functionality from other Internet web sites like Google or Yahoo!

Development efforts to implement these points were to be considered in the first installment of the dynamic prototype.

### **Dynamic Prototype**

A high-fidelity prototype was developed using both FrontPage 2003 and Adobe Flash 9, using enhanced versions of the paper prototype conceptual screenshots as our baseline target. This high-fidelity prototype was used as a basis for the initial usability study in December 2008 (see Appendix F for additional screenshots), and can be found at the following address:

<http://www.davidcraske.com/Info541/Moodini/Moodini.htm>

## **Validation**

### **Usability Study Findings**

In whole, major confusion errors restricted the evaluators' ability to truly interact with the dynamic prototype. Misstep errors were encountered when a tester thought they should be able to interact with another component of the application (such as clicking on the smiley face icon in the lower portion of Moodini) and nothing happened. No significant application errors related directly to the application itself. Overall, the acquired test results were in line with initial expectations, understanding that the Moodini application is still considered in early stages of development.

### **Task Error Review**

Evaluators were asked to perform three scenario-based tasks in attempts for replication, to which each task and results are displayed in Appendix G. Noteworthy to significant evaluator errors was that application intuitiveness was to some extent lost in translation, since the application was not fully functional at time of testing. This issue would unquestionably be corrected in future revisions of Moodini prior to its official application launch.

### **Post-Task Questionnaire**

Once each evaluator completed the application evaluation for task error recording, the evaluator was provided a URL link to an online post-task questionnaire (see Appendix H for questions and responses). Again, the overall responses in our post-task questionnaires pointed to some design issues which hindered the experience. However, it should be noted that most of these issues are believed to be correctable, and should be permanently corrected in future revisions of Moodini. We should draw attention to the responses pertaining to Moodini's potential, whereby the majority of evaluators agreed that Moodini has major implications as a powerful social networking tool, despite the fact that our early versions were not as usable.



### Post-Evaluation Interview

The final portion of the evaluation was a one-on-one post-evaluation interview with a 9Team Consultant and the evaluators (see Appendix I for asked questions and combined responses from all participants). Similar to the post-task questionnaire, the post-evaluation interview portrayed the majority of users finding the Moodini application interesting and full of potential. With verbal feedback during the interview sessions we were able to solicit additional suggestions for improvement.

### Product Assessment Summary

#### Discovered Product Problems

The dynamic prototype used for the initial product evaluation demonstrated several glaring weak points within the application. First and foremost, several of the icons and graphs used within Moodini were not properly labeled, leading to several documented confusion errors. While the application was somewhat rudimentary in design, even without clear labels accompanying the supplied icons, users were confused as to which icon represented the proper functionality. A second category of error messages emphasized the use of color, and the necessity of declaring color shades being either positive or negative. For example, the US map shown to the users was yellow, but it was unclear to them what yellow stood for (positive, negative, neutral, etc.) Evaluators were also somewhat confused about the combined use of the mood meter and word selection; however, once introduced to the purpose, most became more positive about its use.

#### Future Development Recommendations

9Team Consulting was fortunate to generate a second version of Moodini, based on the supplied information gathered from the Production Evaluation, Post-Task Questionnaire, and Interview Session responses. The application's flash interface was made more fluid and displays missing labels than the previous version. Labels along the X/Y Axis for the "Chart My Moods" have been added to remove ambiguity. The zoom functionality on the "Chart Society Moods" section has been diagrammed, but has not been fully developed at this time.

Moving forward, 9Team Consulting is proud of the work performed on this project in a short amount of time. We feel this project has a place in today's society, but further implementation steps are now needed, such as the implementation of a database (the MySQL database platform is preferred by Facebook, but other database platforms may be considered), a fully-functionality mood submission screen, and cognizant charting & mapping capabilities for an individual and society moods.

We are delighted to announce that after numerous evaluations and usability tests, Moodini has generated enough interest for a 3rd party offer to professionally develop the application. We believe this demonstrates the truly unique design and conceptualization of this particular application and provides additional weight supporting our original vision in development of this product. We will be sure to keep you informed with future updates and any application releases.

## Appendices

### Appendix A: Pre-Project Questionnaire & Responses

#### Demographics

Note: Totals received by questionnaire are indicated in parentheses next to available choices

What is your current age?

- Under 18
- 18-29 (5)
- 30-39 (4)
- 40-49 (1)
- 50-59
- 60+
- Prefer not to answer

What is your gender?

- Male (5)
- Female (5)
- Prefer not to answer

In your opinion, do you consider yourself a novice, intermediate or expert computer user?

- Novice Computer User (1)
- Intermediate Computer User (7)
- Expert Computer User (2)

#### Social Networking Experience

Note: Totals received by questionnaire are indicated in parentheses next to available choices

Are you a current user of a Social Networking Platform, such as Facebook, MySpace, LinkedIn, etc.?

- Yes (10)
- No
- Unknown

In your opinion, do you consider yourself a novice, intermediate, or expert social networker?

- Novice Social Networker (4)
- Intermediate Social Networker (5)
- Expert Social Networker (1)

If you are a Facebook user, have you ever used a Facebook application (ie, widget, poke, etc.)?

- Yes (7)
- No (1)
- Unknown (2)

If you are a Facebook user, how many friends do you estimate you have linked to your Facebook profile?

- No friends
- 1-25 friends (1)
- 26-50 friends (3)
- 51-100 friends (4)
- 101-200 friends (2)
- 201+ friends

If you are a Facebook user, how often do you use your Facebook entry to keep in touch with your friends and give status updates?

- Hourly
- Daily (3)
- Weekly (3)
- Bi-Weekly (3)
- Monthly (1)
- Other

### Moodini Interest

Note: Totals received by questionnaire are indicated in parentheses next to available choices

Our team is in the process of designing a personal mood or emotion web log. It will allow you to track how you feel over discrete periods of time, and allow you to “blog” what you are feeling at the moment. We plan to provide a diary function with customized settings.

If this emotion web log were easy to use, would you be interested in trying it out

- Yes (6)
- No (1)
- Maybe (3)

Our team is also considering having the emotion web log map geographical summaries of the emotions entered by users for a given geographical region. For example, a map of the United States, color-coded by the average happiness (or emotion in general) of Facebook users based on a given area code.

If this emotion web log were to provide such information, would this concept be interesting to you?

- Yes (7)
- No
- Maybe (3)

### Interview Summary

How well do you feel you are able to communicate your emotions to your friends online?

- Not sure. I use the emoticons frequently, and I tend to overuse punctuation marks (i.e., exclamation point!!!!!!!!!!!!!!)
- Usually when I need to relay an emotion to someone online, I either take the time to emphasize my thoughts, or call them. If I'm working strictly online, I find I have to take the time to collect my thoughts, and put together the best response to relate my emotional statements, which is both time-consuming and labor-intensive just to have a normal conversation.
- I think I do pretty well. I use the smiley-faces when I can, and keep my word selections pleasant. My friends think I may be too pleasant when I online chat with them.

Tell me about a time when your feelings were misconstrued through an e-mail, text message, chat room, or other social computing experience.

- Not sure about myself, but I know there were times earlier this year I would chat with my mother via MS Messenger, and everything seemed fine, but Dad said she was getting more frustrated at work. Since her messages to me were not emotional messages, I thought things were OK according to her tone.
- I just had a conversation with one of consultants in the other building via SameTime (IM Messenger), and he didn't understand my issue was critical. I had to call him myself to voice that to him.
- One of the chat rooms I use for church – one of my friends thought I was not returning to their church again, but I stated I would not be able to attend the Saturday picnic. I felt I had to reassure not only him, but the rest of the group, in stating I wasn't leaving the church. Talk about a misinterpretation!

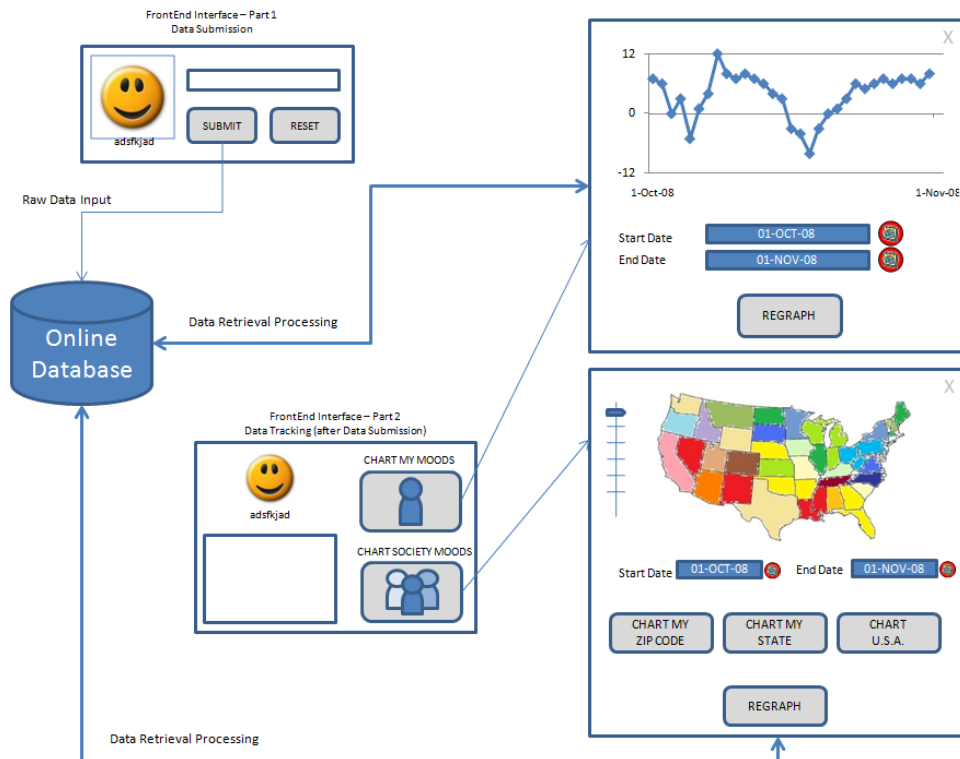
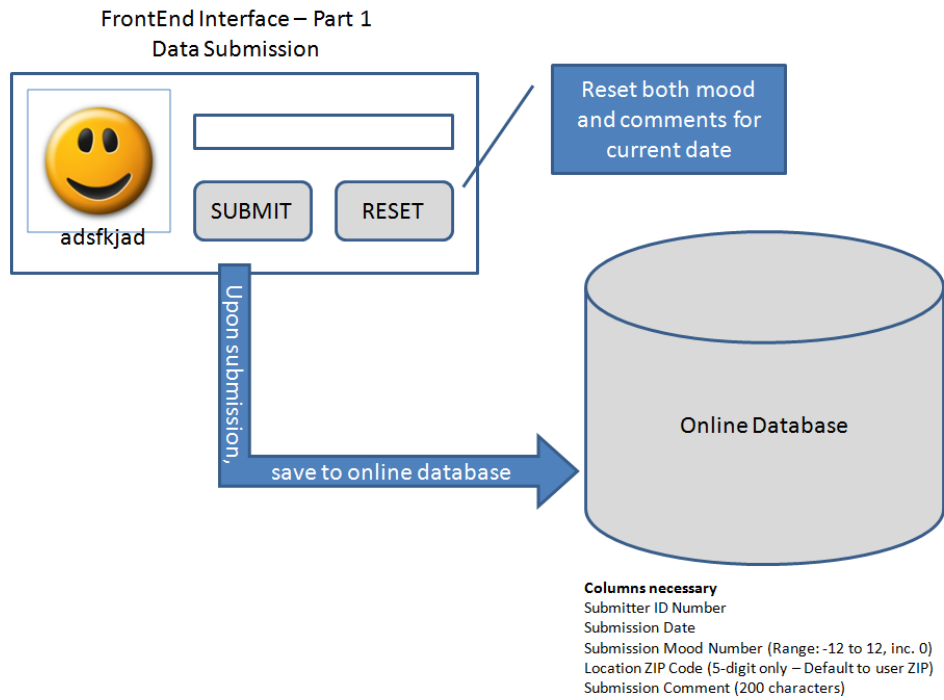
What people, groups, or online communities would be interested in having insight into their emotional state?

- Might be interesting to see what the emotional state will be in the next week with the presidential election. I bet there will be plenty of winners/losers shown, but it might also be interesting to see how those "calm down" between now and a year from now.
- I think computer scientists would be a good group, because we are now pressured to work more with less resources, and with our facility at record levels, we might need to look at our emotional stress to see if there are improvements that could be made (like getting more people, or helping us stay happy/healthy).
- The clergy and religious organizations could help those that have shown trends in depression, shyness, the negative emotions we all go through that we shouldn't keep "bottled up". It's not healthy to not discuss concerns, even if an individual doesn't want the religious aspect, and just needs someone to talk to.

What value might there be in having the ability to track your own or others emotions over a given period of time?

- Since emotion can affect physical states, I would think charting my own emotions might help my doctor determine corrective measures if I ever slip into a problematic state. It may not necessarily be for me, per se, but I bet there are users with such fragile emotional states that this might help them right now.
- I get stressed, and my emotional state goes from highs to lows in the span of a given day. For one day, that's OK, but for multiple days, over a given period, that's exhausting. Something like this could help me track my own emotions, and I can bring them up in conversation with my supervisor to see if corrections could be made.
- Our church has these individualized courses to make ourselves better people, socially and spiritually. Something like this, I could bring to a class (if in the right context), and show that anyone can have these emotional trends and low-times. Would we be able to exchange or distribute this information anonymously?

## Appendix B: System Hierarchy Diagrams



## Appendix C: User Scenarios

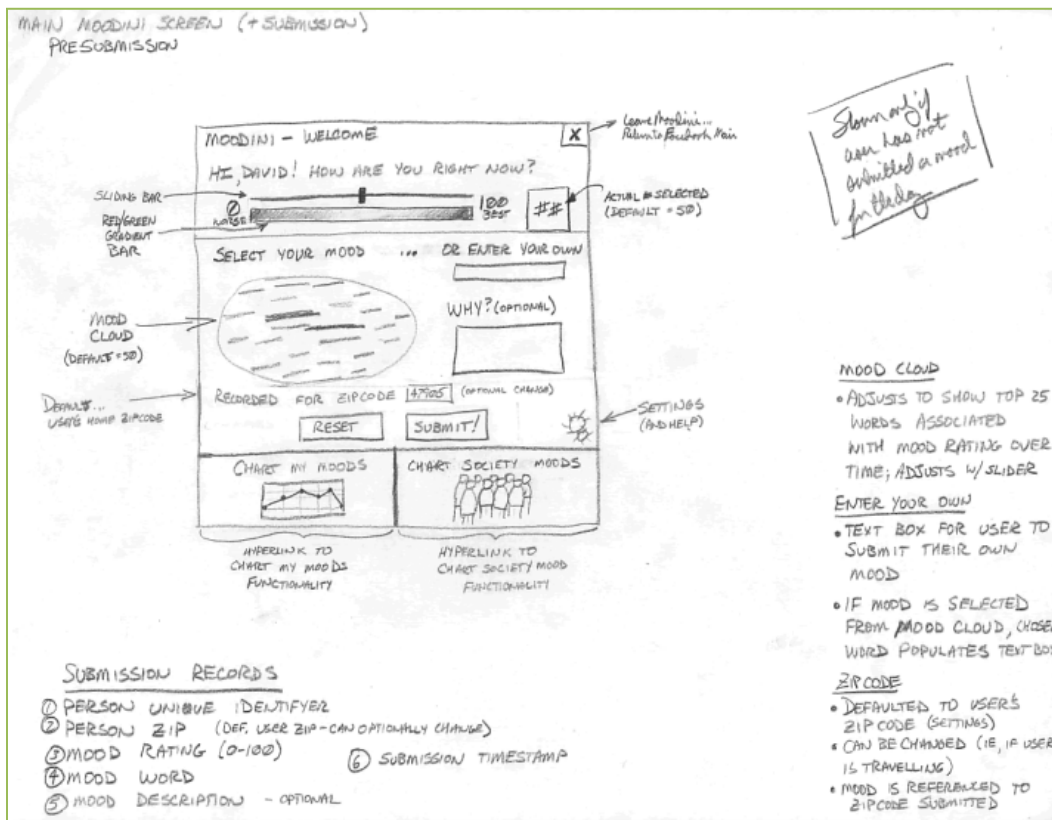
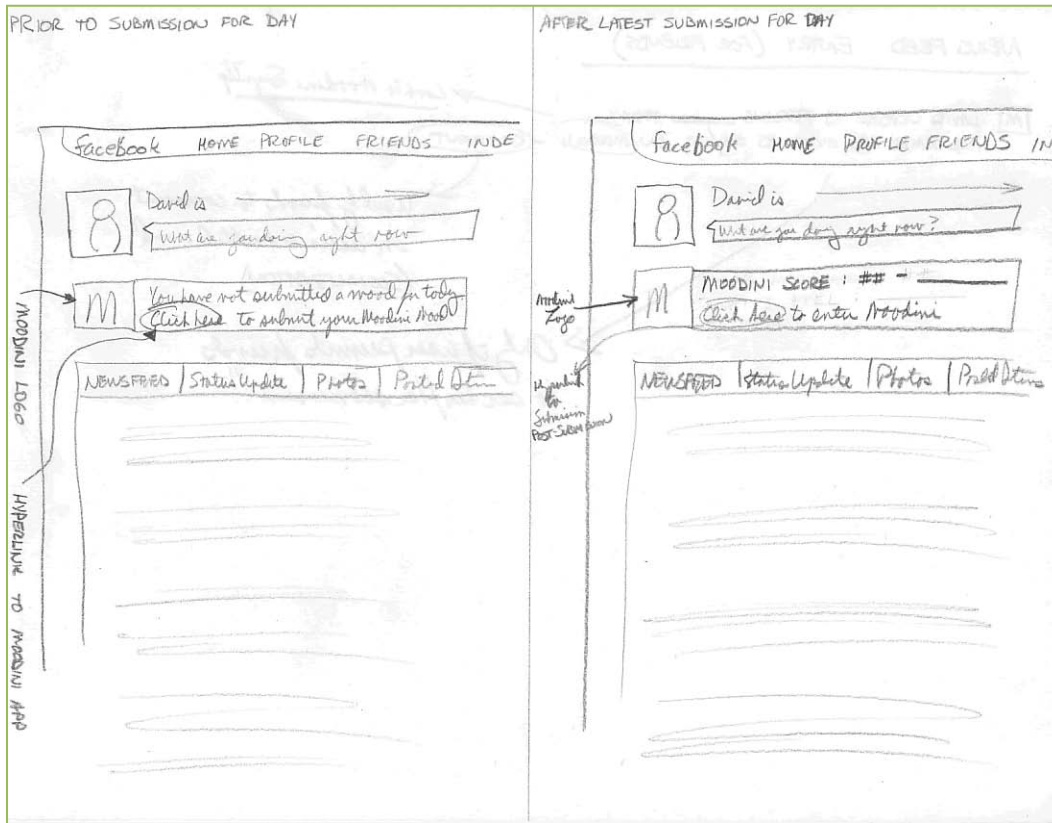
### Scenario 1:

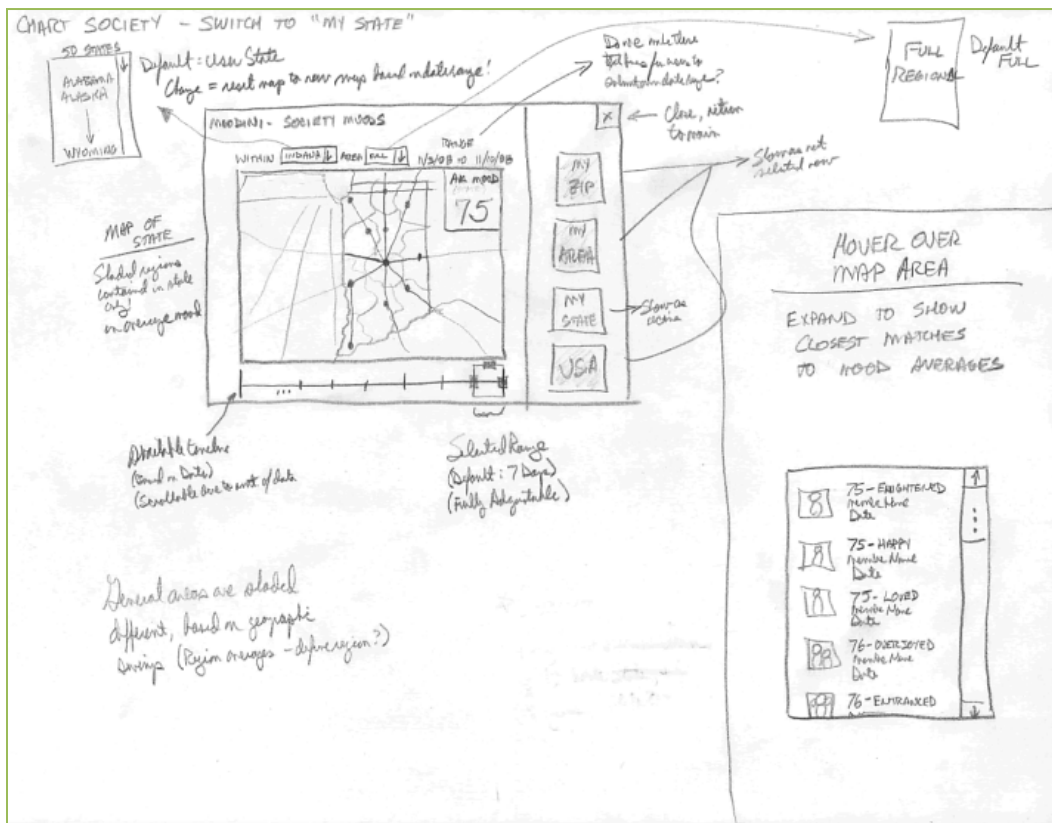
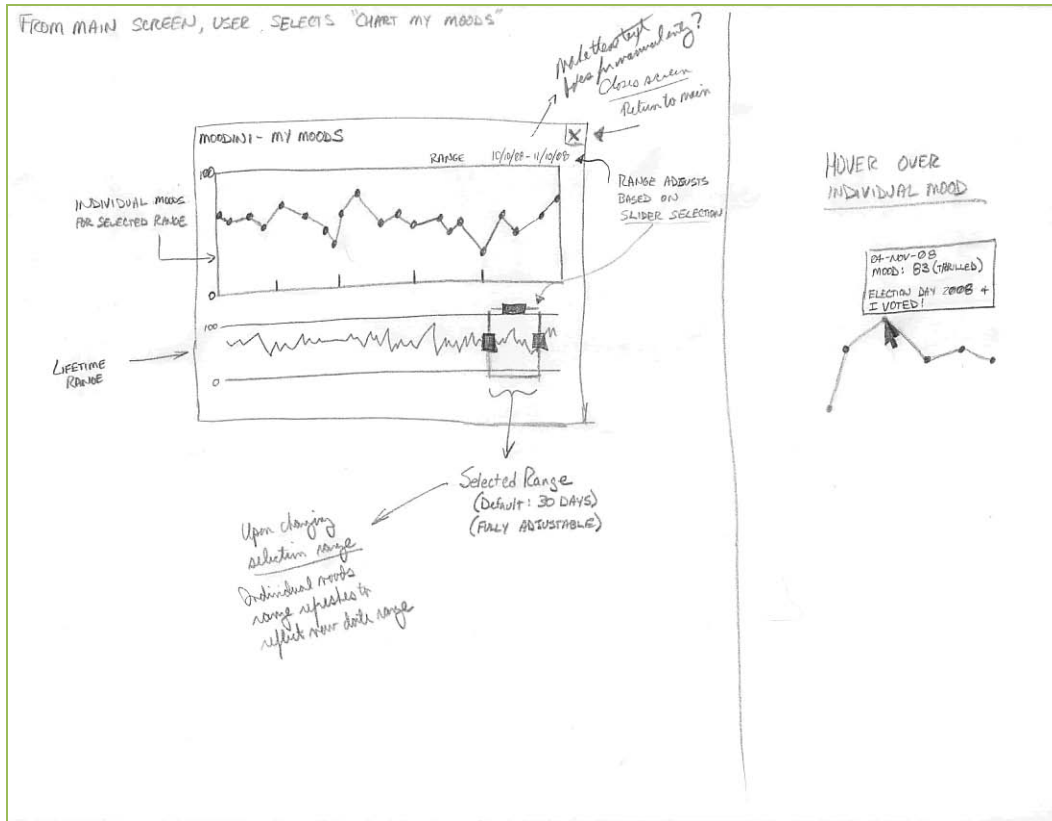
It's 1:00am, and Samantha cannot sleep because of the overwhelming response to the elections held on November 4th. She decides to log into Facebook and check out the Moodini application she signed up for, to record her current mood. Samantha is elated that Senator Obama has been designated as president-elect, and so she selects "Elated" from the Moodini mood box, types in the comments section: "Sen. Obama elected president! It's history in the making!" Her default "current location" the same as it defaults to my home area code, 46214. She decide to check how other people might be responding to the election as well, so she clicks on the "let's see how everyone else is feeling" button, which then brings up a map of the United States with configurable options. She selects the date 11/4/08, and sit back while Moodini calculates and displays the different mood colors on the map. Pretty awesome stuff!

### Scenario 2:

John is a 22-year-old management employee living in Chicago. He is excited about his new opportunities in the big city, but is still rather new to living on-his-own. He is a frequent Facebook user, and registered for the new Moodini application upon his arrival in Chicago. After approximately 2 weeks of submissions, John reviews his own Mood chart. He sees that when he first arrived in Chicago, his moods were rather pleasant, excited. Over the next few days, he noticed his moods had somewhat waned down into regularity, and on into some negativity, due to crime rates around the city, higher tax rates announced, and the workload expected of him at his new job. He then switches over to the "Chart Society Map" to see what the overall mood for registered users in his ZIP Code, and finds he is not alone in his feelings, which helps give him comfort he is not alone.

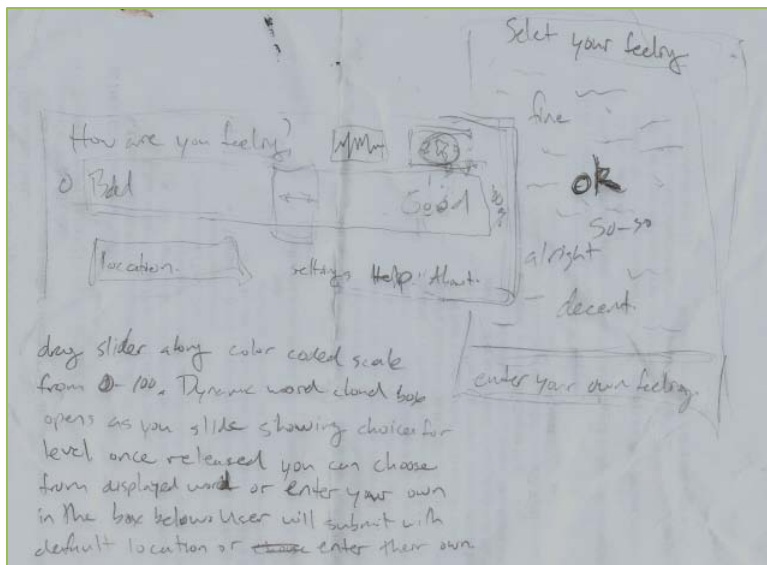
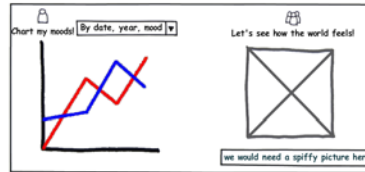
## Appendix D: Paper Prototype Sketch Examples







### Welcome to MOODINI! Connecting yourself and the world!



## Appendix E: Cognitive Walkthrough Form & Responses

Task 1: Submit Mood within Moodini			
	Did user know what to do to achieve the task?	Did user see button/menu item they should use for the next action?	Did user know from application feedback that they made a correct or incorrect choice/action?
Step 1: Enter Moodini	Yes – intuitive link placement Yes – goes with Facebook theme	Yes – intuitive slider bar easy to use Yes – link to application is provided	Yes, numbers changed as bar slides Yes – application displays to user
Step 2: Scroll Mood Meter to desired mood level	Yes – easy to use and appropriate feedback Yes – scroll bubble elicits scrolling	Yes – number changes as bar is used as well as happy face Yes – face changes based on selected mood	Yes, can't go wrong with this part Yes – user will select the mood associated with the number and face.
Step 3: Select a mood from Mood Cloud	Yes – Easy to use Yes – display of words elicits selection	Yes – auto-populated box works well should be intuitive Yes – scrolling words changes in mood box	Yes - Auto-populated box gives feedback Yes – selected word populates box
Step 4: Enter Reason why mood was selected	Yes - Label over box is easy to see and find Yes – Box label is intuitive	Yes - Reset/submit buttons easily identifiable Yes – Box label directs user	Yes same as above Yes – user is not required to submit mood reason.
Step 5: Submit Mood information into Moodini and review	Yes - Makes sense Yes – Submit button properly labeled	Yes next screen is easy to navigate Yes – Submit button is visible	Flows logically, feedback is appropriate Yes – User is shown proper response.

Task 2: Chart Personal Moods for designated range			
	Did user know what to do to achieve the task?	Did user see button/menu item they should use for the next action?	Did user know from application feedback that they made a correct or incorrect choice/action?
Step 1: Enter Moodini	Yes – intuitive link placement Yes – goes with Facebook theme	Yes – intuitive slider bar easy to use Yes – link to application is provided	Yes, numbers changed as bar slides Yes – application displays to user
Step 2: Click “Chart My Moods” are to open charting functionality	Yes – Easy to identify label and button Yes –on same screen or different screen?	Yes Should be – so long as label accompanies graphic	Yes self-chart automatically pops up quickly so no guessing Yes – Chart My Moods shows to user
Step 3: Adjust chart range to add additional days of data to chart	Yes - Easy to figure out Yes – below graphic shows full range	Works like Google finance bars Yes – User sees full range available	Immediate response when moving bars provides ample feedback Yes – screen refreshed to new date range
Step 4: Hover over specific data point and review	Yes – works like Google finance charts Yes – individual dots on map show data points	Yes Yes – the dots stand out on graph	Yes as above Yes – users displayed data based on their submissions.

<b>Task 3: Chart Society Moods for designated range (charting ZIP Code)</b>			
	<b>Did user know what to do to achieve the task?</b>	<b>Did user see button/menu item they should use for the next action?</b>	<b>Did user know from application feedback that they made a correct or incorrect choice/action?</b>
<b>Step 1: Enter Moodini</b>	Yes – intuitive link placement Yes – goes with Facebook theme	Yes – intuitive slider bar easy to use Yes – link to application is provided	Yes, numbers changed as bar slides Yes – application displays to user
<b>Step 2: Click “Chart Society Moods” to open graphing functionality</b>	Yes – Easy to identify label and button Yes – again, is this on same screen or different screen?	Yes Should be – so long as label accompanies graphic	Yes world-map automatically pops up quickly so no guessing Yes – Chart Society Moods shows to user
<b>Step 3: Click “My ZIP” to hone in on user’s specific ZIP Code</b>	I think - Buttons large and clearly labeled Yes – User clicked on ZIP Code tab	Yes Yes – User should have recognized their own ZIP code pre-populated	Immediate map re-draw leaves no ambiguity Yes – Map of their locale was presented to user.
<b>Step 4: Adjust chart range to add additional days of data to chart</b>	Time bar easy to use Unclear - Label Timeline bar necessary	Yes Yes – User sees timeline bar below map at all times	Cool! Yes – Map is refreshed to represent selected timeline automatically
<b>Step 5: Hover over specific data point and review</b>	Pop-ups happen within a second and are intuitive to read Yes – individual areas on map show data points, similar to previous chart	Mousing away makes the popup go away too, easy enough Yes – map areas stand out via color code	Not applicable, can’t mess up on this portion Yes – hover window displayed to user with other users similar in average for given time period

## Appendix F: Dynamic Prototype Screen Images

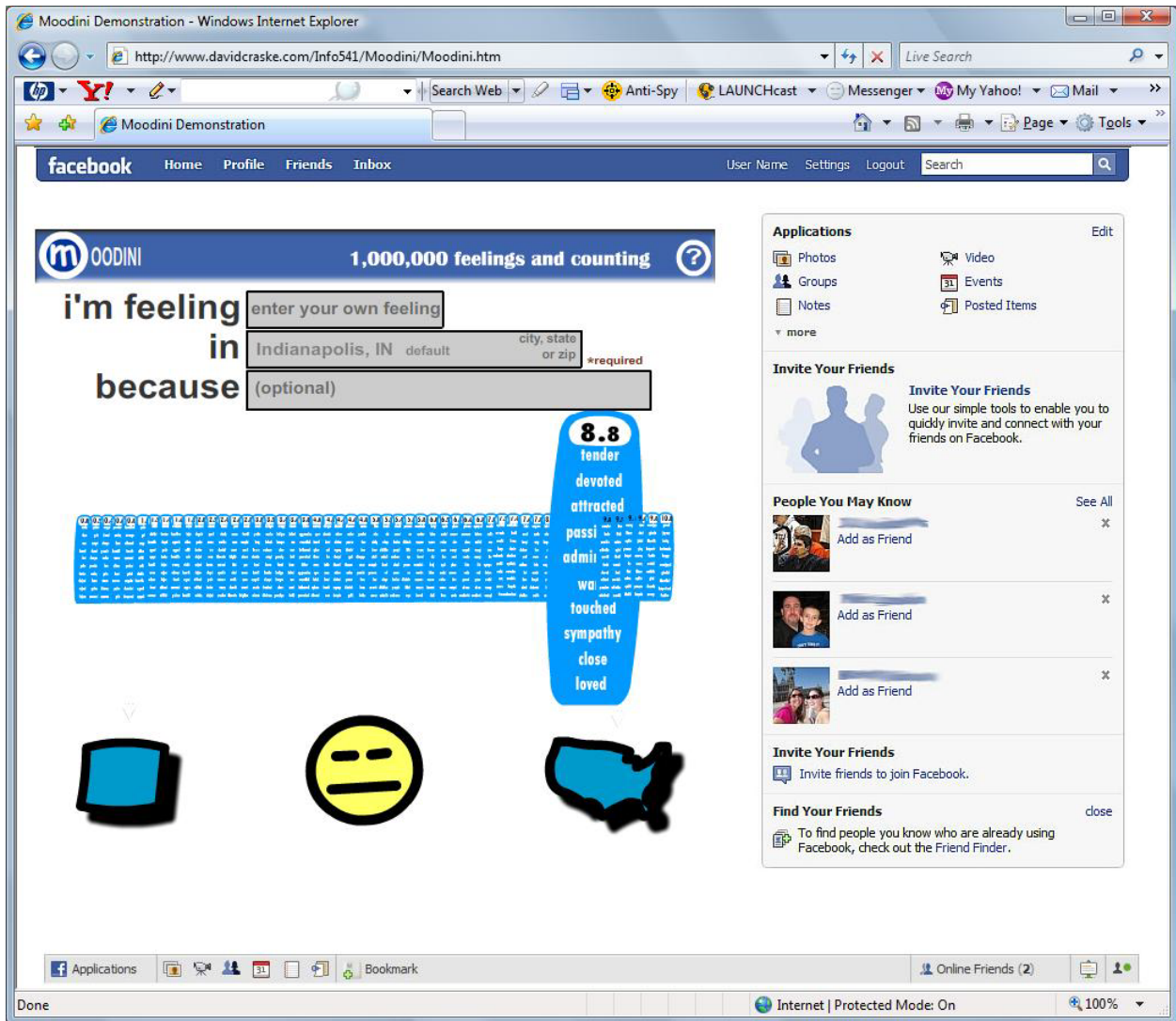
Facebook homepage screen, showing how user would access Moodini



Facebook homepage screen, after user has submitted his/her mood within Moodini for the day



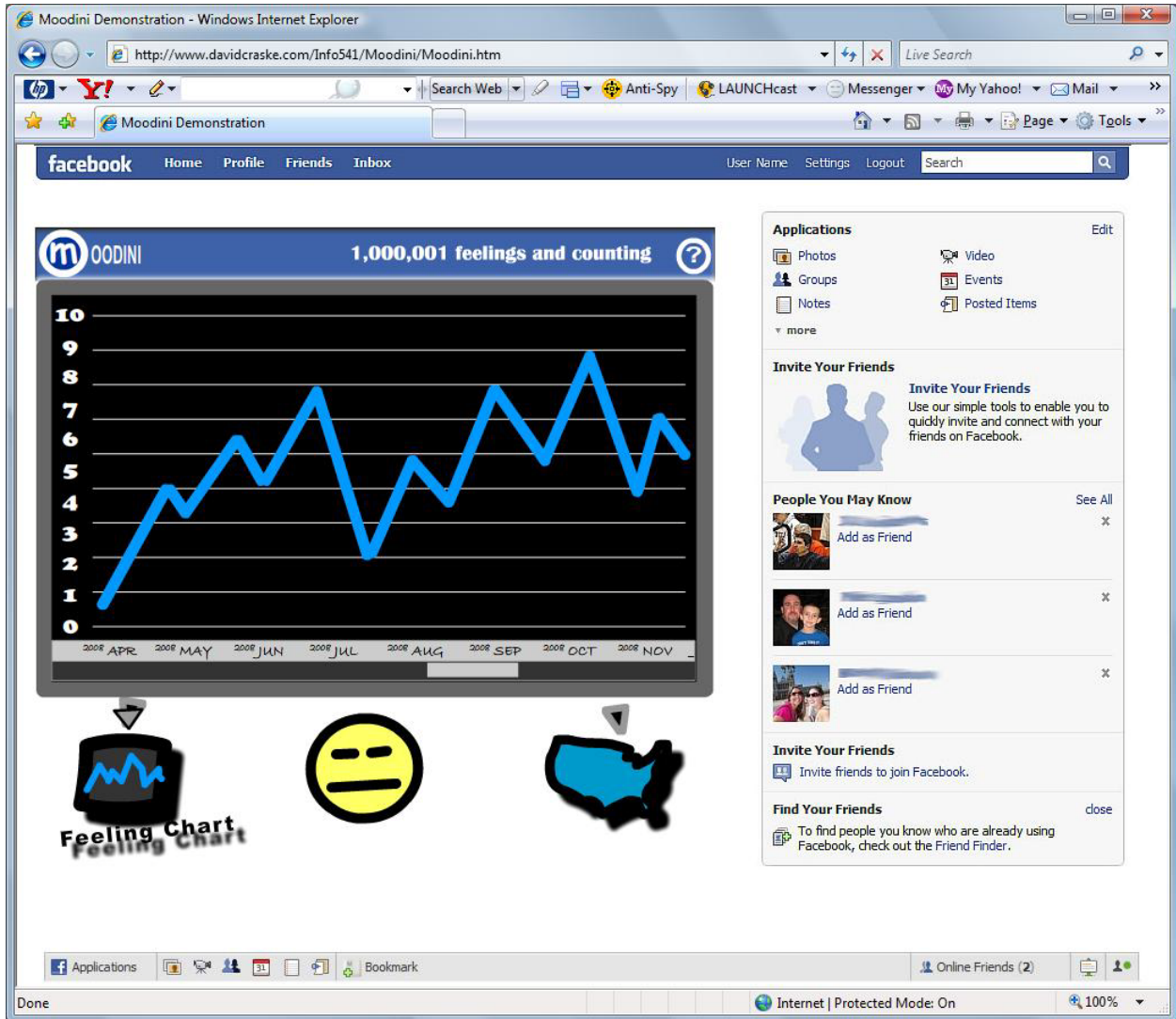
Moodini Page: Submission page (with Mood 8.8 selected):



Moodini Page: Confirmation page submission:



Moodini Page: “Chart My Moods” functionality

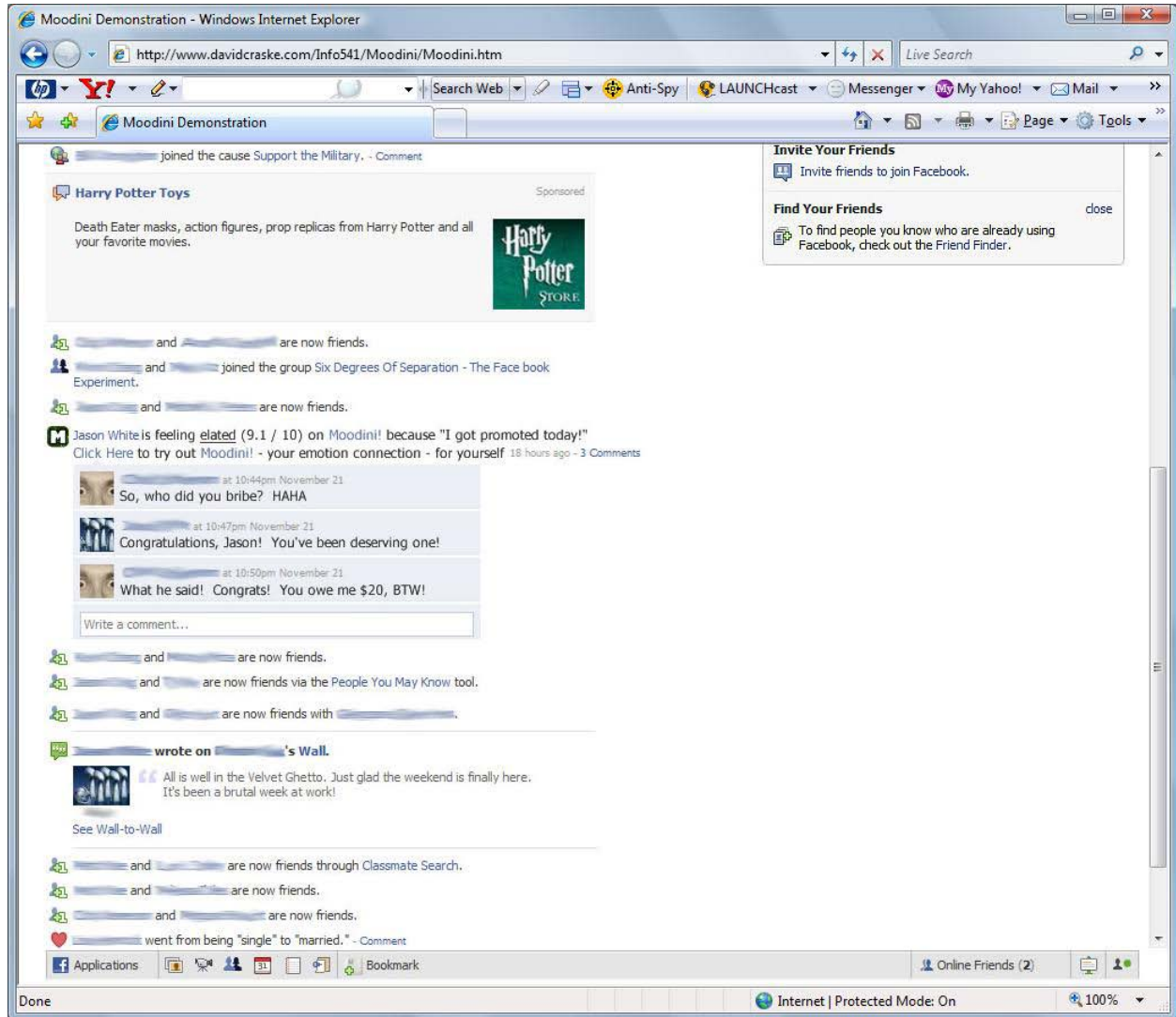




Moodini Page: “Chart Society Moods” functionality



Facebook homepage screen, showing demonstration of a networked friend and his/her publication of his/her mood for a given day, and how social interaction can take place due to the submission.



## Appendix G: User Evaluation Task Scenarios & Results

All evaluation users were asked to review a brief scenario and attempt to replicate the same steps. No additional information was provided within the scenarios themselves. Each scenario is documented *exactly* as it was presented to the evaluator, and all error comments displayed relate specific to the task at hand.

### Task One

You are playing the role of “Joe”, and you are Facebook member. You have already registered to submit your emotions using Moodini. Joe wants to submit his current emotion into Moodini. Using the provided URL, access Moodini and review the Moodini Submission page.

Type of Error	Evaluator Remarks
Confusion	<ul style="list-style-type: none"><li>• Am I supposed to select a bar?</li><li>• Is 0 low (bad), or is 10?</li><li>• What do the words do? Can or do I select one?</li><li>• Does my number get stored somewhere or displayed?</li><li>• No idea how I’m feeling. Maybe the application does not work on Firefox or Macintosh.</li><li>• I wasn’t able to write or change any of the mood messages.</li><li>• I got into the Moodini screen OK, but when I pressed the number, but it was not recorded. I thought the horizontal scroll bar is an ineffective way to assess mood, because my mood of “bored” may not be universally correlated as a number.</li></ul>
Misstep	<ul style="list-style-type: none"><li>• Tried clicking on 6.2, but nothing happened. Tried others, but only 10.0 worked</li><li>• On 10.0, I selected “joyous”, but it said “happy”.</li><li>• I think I selected a value, but nothing happened. Did I do something wrong?</li></ul>
Application	<ul style="list-style-type: none"><li>• I pressed the happy face, thinking that should allow me to record my mood.</li><li>• No error messages shown to be, so I think it worked overall. Nothing told me otherwise.</li><li>• None</li><li>• Browser problem with Firefox.</li><li>• Pressing F5 didn’t seem to bring me back to the reset screen. I started the second and third exercises from the link in the e-mail.</li><li>• The application should have an extra step that allows the user to see that they’ve successfully completed a mood selection.</li></ul>

### Task Two

“Joe” has previously submitted his mood within Moodini, but is now curious as to how his moods have been over the last few weeks. From the page you are currently seeing, access Moodini and review the Moodini “Check My Moods” page.

Type of Error	Evaluator Remarks
Confusion	<ul style="list-style-type: none"><li>• How do I get there? The things at the bottom aren't labeled. I think the line chart is individual, so I guessed.</li><li>• Font is hard to read. Can't read the dates.</li><li>• Can the numbers be larger? I can't read them.</li><li>• Why is the scale so high (270)?</li><li>• Not clear which button should I click to get "Chart" until pointing with mouse.</li><li>• Wasn't sure what I was clicking. I'm assuming the red button showed my mood. But I don't know if "high" on graph was good mood or bad mood. Also, blue button didn't do anything but show a map of the US. No clue what that means.</li><li>• The question mark in the top right changes as if it would show something, but doesn't actually show anything.</li><li>• I clicked on the red graphic and it pulled up a Google finance graph. That was very confusing.</li></ul>
Misstep	<ul style="list-style-type: none"><li>• None, though I think it will be more interactive later, right?</li><li>• Did I click on the right icon along the bottom? I so no label advising where I was.</li><li>• What is the bottom row for? Is that a timeline? How does it work?</li><li>• I wasn't able to easily close the graph window (to get back to the main, initial screen) easily. Needed to try random buttons till it somehow showed up.</li><li>• I clicked on the blue US map first.</li></ul>
Application	<ul style="list-style-type: none"><li>• Again, no error messages</li><li>• I saw no error messages</li></ul>

### Task Three

“Joe” has previously submitted his mood within Moodini, but is now curious as to how the moods across the United States have been during a specific period of time. From the page you are currently seeing, access Moodini and review the Moodini “Check Society Moods” page.

Type of Error	Evaluator Remarks
Confusion	<ul style="list-style-type: none"> <li>• Again, I think labels under the icons below would help.</li> <li>• What does “yellow” symbolize?</li> <li>• Is there an average based on what is currently viewable?</li> <li>• I see a map, but I don’t know what to do next. What does this show me?</li> <li>• Not clear what the next step after clicking on “blue US map” button.</li> <li>• I think it may be the blue USA button. I can only tell that it’s the “Check Society Moods” because the evaluation packet said so specifically. I would not have guessed that that is what it is just by looking at it.</li> <li>• Also, I don’t know what mood society is in right now. It’s all just a uniform yellow, and there’s no indication if that means happy or sad. Or what the opposite emotion is. I would have thought there would be area-specific moods because the US map is detailed with state boundaries, but the uniform color implies that I can only receive a single value of the whole country. I tried clicking my state to see if I can get only my state, but that does not do anything.</li> <li>• The task asks for “during a specified period of time”, but I have no idea what time it is showing the mood of. I assume it is now, but that does not allow me to complete the task as indicated. There is no obvious way to picking out any specific period of time, either.</li> <li>• I also do not know what the face means, even though hovering over it causes a change in expression. I do not know what the changed, new expression means, either. It duplicated the functionality of the red square, so I don't know what it's there for at all.</li> <li>• I had no specific errors, but I could not understand how the yellow map of the US correlates with the mood across the US. I’d prefer regional maps with contour colors.</li> </ul>
Misstep	<ul style="list-style-type: none"> <li>• It’s a map. What else?</li> <li>• Can I zoom?</li> <li>• Will there be date ranges?</li> <li>• Did I do something wrong that I lost my controls?</li> <li>• What does yellow indicate?</li> <li>• Is there a zoom feature?</li> <li>• What is the time period and can I change?</li> </ul>
Application	<ul style="list-style-type: none"> <li>• No error messages</li> <li>• Internet Explorer error (<i>discovered an Internet outage during test</i>)</li> </ul>

## Appendix H: Post-Task Questionnaire & Results

### Demographics

Note: Totals received by questionnaire are indicated in parentheses next to available choices

What is your current age?

- Under 18
- 18-29 (4)
- 30-39
- 40-49 (1)
- 50-59
- 60+
- Prefer not to answer

What is your gender.

- Male (3)
- Female (2)

Do you consider yourself a novice, intermediate or expert computer user?

- Novice Computer User
- Intermediate Computer User (2)
- Expert Computer User (3)

What is your highest completed education level?

- Elementary
- High School
- Undergraduate (1)
- Post-Graduate (4)
- Other

If you are a Facebook user, how often do you use your Facebook entry to keep in touch with your friends and give status updates?

- Hourly
- Daily (1)
- Weekly (3)
- Bi-Weekly
- Monthly
- Other (1)

### Moodini Experience

Note: Totals received by questionnaire are indicated in parentheses next to available choices

Accessing Moodini: From the Facebook “Main” page, it was easy to access Moodini.

- Strongly Disagree
- Disagree
- Slightly Disagree
- Slightly Agree
- Agree (3)
- Strongly Agree (2)

Navigation: The navigation within Moodini was intuitive.

- Strongly Disagree (1)
- Disagree (1)
- Slightly Disagree
- Slightly Agree (1)
- Agree (2)
- Strongly Agree

Scrolling: It was necessary to scroll often to reach desired information.

- Strongly Disagree (2)
- Disagree (2)
- Slightly Disagree
- Slightly Agree (1)
- Agree
- Strongly Agree

Text & Graphics: Moodini’s text and graphics were presented in a visually aesthetic (pleasing) manner.

- Strongly Disagree
- Disagree (1)
- Slightly Disagree
- Slightly Agree (1)
- Agree (2)
- Strongly Agree (1)

Use Of Color: The use of color within Moodini was appropriate.

- Strongly Disagree
- Disagree (1)
- Slightly Disagree (1)
- Slightly Agree
- Agree (1)
- Strongly Agree (2)

Information: There was too much or too little information on the Moodini pages.

- Strongly Disagree
- Disagree (1)
- Slightly Disagree
- Slightly Agree (1)
- Agree (2)
- Strongly Agree (1)

Terminology: Moodini’s terminology used was understandable throughout the application.

- Strongly Disagree
- Disagree (1)
- Slightly Disagree (2)
- Slightly Agree (1)
- Agree
- Strongly Agree (1)

Speed: Overall, Moodini pages were quick to load.

- Strongly Disagree
- Disagree
- Slightly Disagree
- Slightly Agree (1)
- Agree (3)
- Strongly Agree (1)

### Moodini Interest

Note: Totals received by questionnaire are indicated in parentheses next to available choices

Overall, on a scale from 1 (low) to 10 (high), how would you rate the current version of Moodini?

Responses given: 2 / 9 / 3 / 5 / 4  
Average: 4.6

Overall, on a scale from 1 (low) to 10 (high), how would you rate the current potential of Moodini?

Responses given: 10 / 7 / 8 / 10 / 7  
Average: 8.4

## Open Comments

If there is one good thing about Moodini you can recall, what is it and why?

- Penthouse? I didn't see that mag on Moodini (*miswrote question itself*)
- "Check My Moods" chart
- I liked the idea of being able to respond to other people Moodini submissions, specifically my friends. I know this was not active in the application, and you may not have been testing, but I noticed it, and think it would be neat to see.
- Once I saw how the line mood selection worked, and what it was used for, I liked it. I thought that was a neat idea.
- It's a great idea, it has lots of potential!

If there is one bad think about Moodini you can recall, what is it and why?

- I had no idea what my clicks were about to do, or what they had done, if it made a difference or not. Part of it was the fact that it's not a working prototype, but a simple changed JPEG indicating that I input something would have been appreciated.
- Did not understand how "Check Society Moods" works.
- There were only a few labels and words you could even read in the application at all. Pictures are nice, but pictures with words would be better. The graph I couldn't read, and there was nothing on the map itself.
- The last task was confusing. I saw a map and that was it. What was it supposed to do? That was frustrating, especially as the last task to do. Left a bad taste for the application. You should have swapped Tasks 2 & 3, as the Task 2 I understood a little more than Task 3.
- This is not ready for usability study; it's too green right now.

If there are other thoughts you have regarding Moodini, please feel free to enter them below (optional)

- I don't use Facebook but I think it is helpful if you know person's "Mood" you are talking with. It's only way to see emotional changes during conversation.
- David told me this was a first test, so I know the application is rough, but as a start, I can see the vision. It might be neat to see this revised further with a database and a lot of Facebook people playing with it.
- I think you may have something here. Nice job so far. Keep me posted when this actually goes live, OK?
- Lots of great potential, great idea!



## Appendix I: Post-Task Interview Questions & Responses

### Question 1: At first, did you understand what Moodini was designed for?

- I think the opening page gave me an initial idea. Usually, applications will give you a quick overview of the application before a user uses it. I didn't see that, but that's OK for now. Mood capturing software that's made for fun, but will people take it seriously?
- For about the first few seconds, no, but I started moving the mouse around and the blue line started moving and it started coming to me. So, for the first 10-15 seconds, not 100%, but afterwards, yes. Pretty cool – the blue line thing.
- Yes, pretty much self-explanatory
- Yes, but confused on the slider. Understood concept in general

### Question 2: Does the concept seem like it might be worth investigating?

- I'm not sure. My first guess would be yes, but you'd have to make sure people were serious about using it. If you have the majority of people "playing" with it, rather than being serious about the submissions, then it may come off as a toy or game, versus a tool.
- Hasn't something like this been done before? I think I've seen something like this before, but maybe not from a Facebook perspective. MySpace or something else. Not from a software perspective.
- Think so. Seems people would be more willing to share their emotions without the stress of seeing others in person.
- Moderately interested in seeing how other people feel, but may not spend time updating own mood.

### Question 3: If Moodini were to go live, would you anticipate using it on a regular basis?

- If there were some significant refinements, I would probably give it a try. I may not be a regular, daily user, but it might be fun from time to time. Think it would be easy to learn and remember how to use the application.
- There's some work to be done, but yes. I'll send your link to a few friends to see what they think, too, but if my friends like it, I think I might use it somewhat.
- Think so, if I were to become a Facebook user.
- Not personally, but I can see how other people might see and use it.

### Question 4: Do you think Moodini is an innovative way to connect to your network of friends?

- It's definitely different, but I could see where it gives friends an additional avenue for communication. Intriguing and unique, but may be too personal.
- That's why I'm going to ask, but "word of friends" may be better than "word of mouth" in this situation. I have some friends that might be reserved in comments, but others that would not and could help bring them into the application.
- Yes
- Yes, but not sure if it's really useful.