

Ticker User Testing + Concept Exploration

Findings Document 2

April 19, 2014

Summary:

Users are curious about their own reading habits and interested in learning more about their patterns, especially what else they should look at/read. They aren't likely to set goals around media but do want to know they compare to others.

Key Findings from seven Round 1 user tests (roughly: 3 Adams, 3 Madisons, 1 Pam)



1. It's interesting to be told about yourself. Ticker could affirm that you're like a friend/ celebrity/ idol you relate to. There is a similarity to personality quizzes and "Which one are you?" quizzes.



2. Comparison with selected friends and family is most interesting. An option to choose interest groups/ demographics (e.g. acrobat, Nascar driver) might be useful for research, exploring a new career, a business understanding customers.



3. Generating seeds with a survey and entering via Facebook Login is fine; users are accustomed to this. They want to control what's in their feed but also be guided to new sources.



4. People are skeptical about how they could trust the accuracy of comparisons. Some transparency about how the people you "follow" are defined would help with this (e.g. do you hire 50 acrobats and watch what they look at?).

5. Because multi-homing is so prevalent, combining existing feeds into one place (a la Flipboard) would work be desirable as long as the interface were stellar. Having Ticker live in the background as a data monitor or weekly-reporting widget also resonated.

