

I: A/B Test

- Could only get 1 free test with two users on User Brain
- In-person test Version A
- Tested Version B on User Brain

II: In-Person Task Scenario: Version A

Imagine you just witnessed something suspicious involving a dog in your neighborhood.

1. Use the app to **report** the incident.

You'd like to support an animal rescue effort financially.

2. Use the app to make a **donation**.

You're interested in getting involved and volunteering.

3. Use the app to sign up as a **volunteer**.

You'd like to connect with a **local organization** or group near you.

4. Use the app to find a chapter or contact nearby.

5. From the Home page, figure out where to find additional **information**.

6. How did you feel about this app overall?

- a. How easy or difficult was each task (report, donate, volunteer and find additional info) to complete?
- b. Is there anything you would change about the process?
- c. What were you expecting to happen at each step?
- d. Was anything unclear or surprising?
- e. Did anything take more steps than you thought?
- f. Was anything unclear or confusing at any point?

7. Post-Test Interview Questions

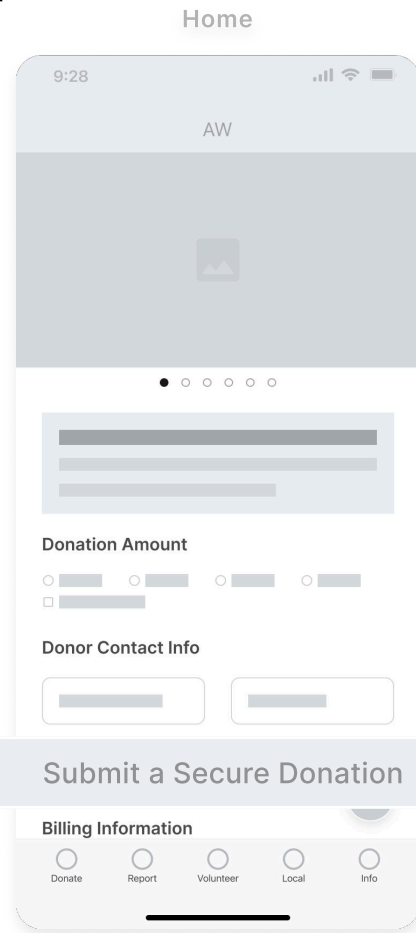
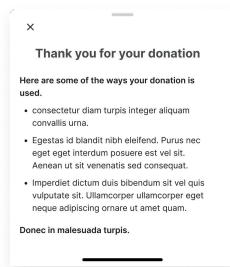
- Was anything unclear or confusing at any point?
- Did the app behave the way you expected? Why or why not?
- Was anything missing from the experience?
- What would make the experience more intuitive or useful?

III: Animal Welfare Wireframe : A

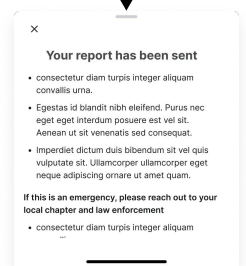
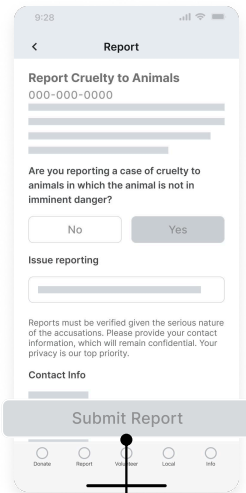
Prototype Link

https://www.figma.com/proto/Yho8yHRxhPxMsxBDqFv8vb/AdvFigma-EventApp_032124_caseStudy?page-id=2093%3A42258&node-id=2093-43800&viewport=33%2C346%2C0.35&t=KNiIrKkGyNfTVWFK-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=2093%3A43800

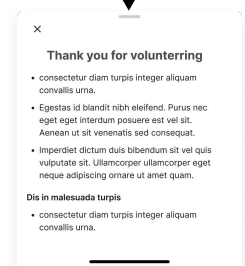
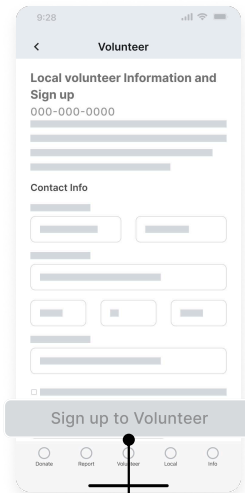
Mobile App Design Tested in Figma preview



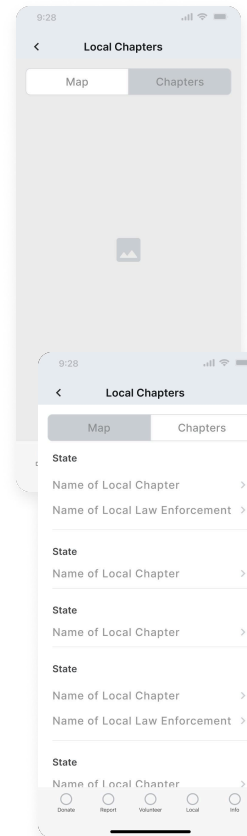
Report



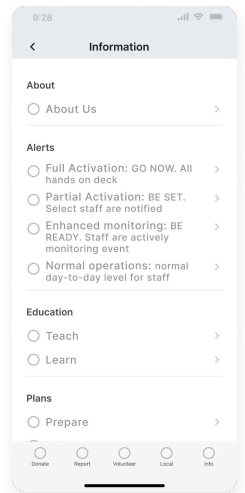
Volunteer



Local Chapters



Information



IV: In-Person Testing Observations + Notes

User Test 1: 50 yo M

6. Volunteer section: If I'm volunteering once, I don't really care.

- A seasoned volunteer would want a section to track their time. Need to signing. Means more data sharing.
- Badges & rewards are nice, but low priority. People who care for this cause wouldn't care about this badge. It's Frivolous.
- Badges & gamified elements are a distraction. This is not a game. People do it from the heart. Not for accomplishments.
- Some may use it as a motivation, though. Some may need that push to help them to do more good. It may be a generational thing. The younger generation may like it. It may be a slight advantage for young volunteers.
- Concentrate the effort on something else other than gamifying it.

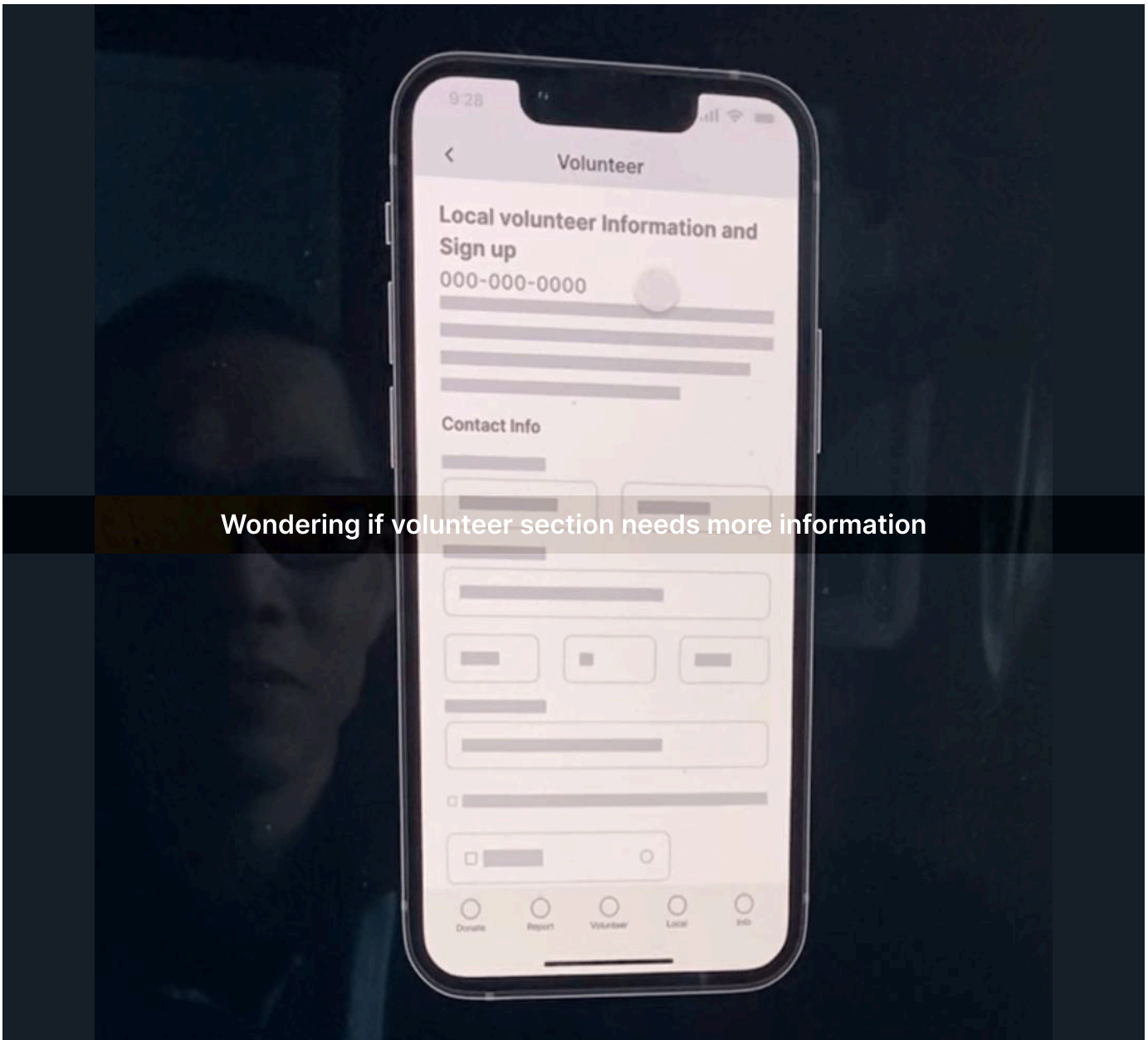
7. Everything was very straightforward. Without much jumping around. Great experience. Not cluttered.

Everything was as expected.

Local section was a little confusing. But after thinking about it, it makes sense: the map geolocates your current location. Click on the nearest location to where I am. Chapter shows local chapters & law enforcement. May have to rethink wording. Location?

User Test 1 Post Questions:

1. It was easy to report.
2. Not unclear/confusing. Only "unclear" because it is a wireframe. No images or content.
3. App behaved as expected
4. Easy to submit report, but needs actual email confirmation to verify. The success msg from the app is just a prompt. No security until I get that email confirmation
5. Nothing missing from experience
6. Better experience: Volunteering needs more info. Case studies to see what happened, or is happening. Can change/add to volunteer or sign-in.



IV: In-Person Testing Observations + Notes

User Test 2: 48 yo F

There's no onboarding to show me what the app has to offer.

It would be nice to be able to change my language source.

Donation and Reporting is straightforward enough. On reporting, I appreciate that it notes that my identity will not be shared.

Signing up to volunteer. That's straightforward. Would I have my own account then, within the app after signing up?

I get it. Home is Donate. Donate is Home.

It would be nice that the moment I first download the app, I can be helping immediately - on the go.

I like the confirmation pages upon donation, reporting and volunteering.

6. I would like to see my time and money donated in my own volunteer section. That would be nice. But if I'm only doing it once, then no reason to have one.

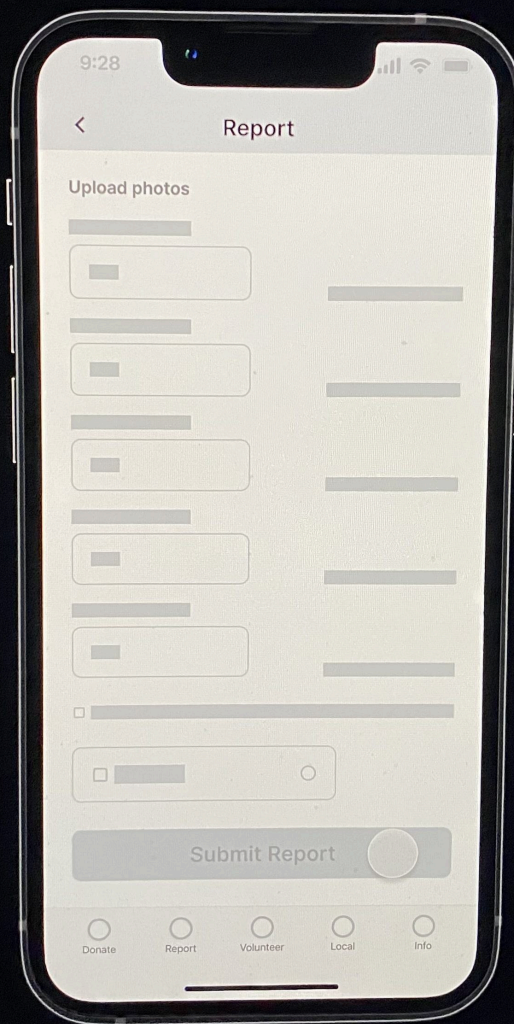
- Badges & rewards are cute. I don't know if it fits in with the seriousness of this cause. May work for younger people - like the GenZs.

7. Overall, app worked well. Straightforward. Easy to navigate. Sections were as expected.

User Test 2 Post Questions:

1. It was easy to report.
2. Not unclear/confusing.
3. App behaved as expected
4. Easy to submit report, but I'm expecting that final email confirmation, though.
5. Nothing missing from experience
6. Better experience: Want to see the rescues being mentioned. The work of the organization.

Submitting report



V: Description of In-person User Testing

User Test 1: 50 yo M

User was unsure of what to do at first. He was silently reading and working his way through the app. I had to step in to give guidance again (even though I read the script about voicing the thoughts out loud). I reread that part again. Then the user understood. It was smooth sailing after that.

User was very expressive and insightful. And all the info collected was very helpful. The results of User 1's test is in the Observation + Notes section.

User Test 2: 48 yo F

User knew what to do right away. She was expressive and informed. She gave thoughtful navigation ideas.

User was very helpful. And all the info collected was very helpful. The results of User 2's test is in the Observation + Notes section.

VI: Task Scenario: Version B

Imagine you just witnessed something suspicious involving a dog in your neighborhood.

1. Use the app to **report** the incident.

You'd like to support an animal rescue effort financially.

2. Use the app to make a **donation**.

You're interested in getting involved and volunteering.

3. Use the app to sign up as a **volunteer**.

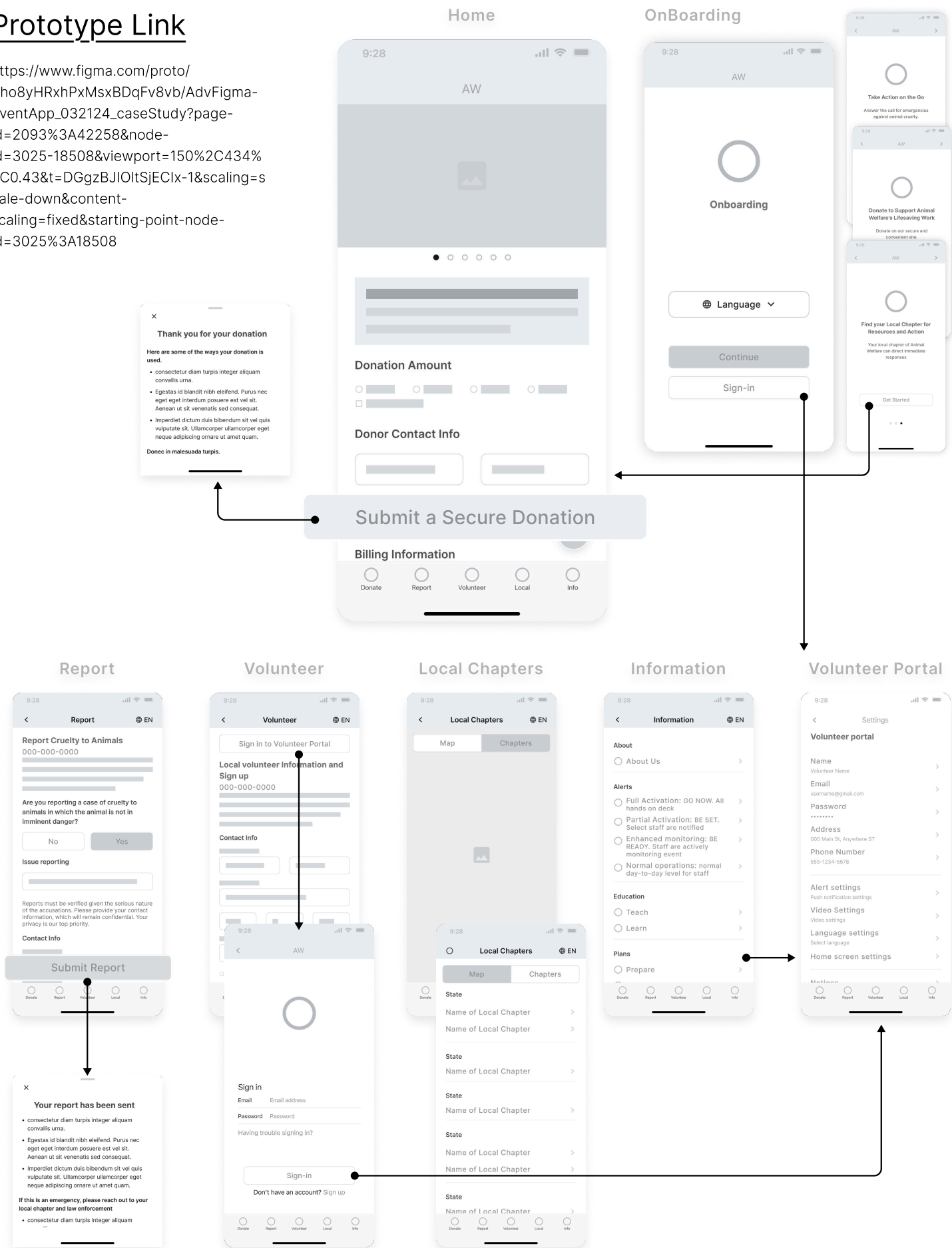
4. How easy or difficult was each task (report, donate, volunteer) to complete?

- a. Did anything take more steps than you thought?

VII: Animal Welfare Wireframe : B

Prototype Link

https://www.figma.com/proto/Yho8yHRxhPxMsxBDqFv8vb/AdvFigma-EventApp_032124_caseStudy?page-id=2093%3A42258&node-id=3025-18508&viewport=150%2C434%2C0.43&t=DGgzBJIOItSjECIx-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=3025%3A18508



VIII: User Testing Observations + Notes

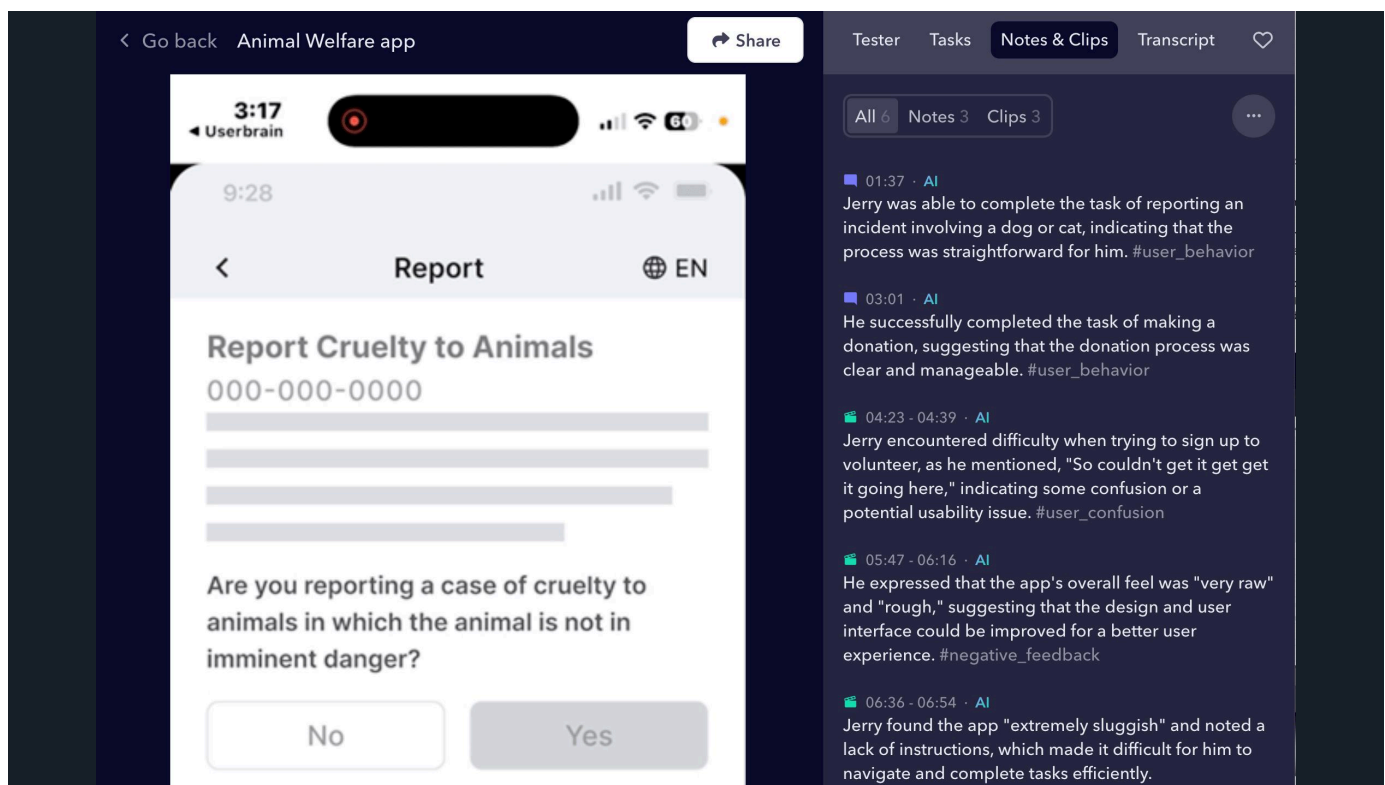
User Test 1: 65 yo M

User was able to complete all the tasks (with difficulty) - eventually.

1. Found the visual design very basic and unpolished:
 - Described as "black and white" and "rough exterior."
 - Navigation was sluggish and not intuitive.
 - Minimal guidance or instruction provided.
 - Had to do significant scrolling and trial/error.
2. Suggested improvements:
 - Clear categories for "Report Abuse," "Donate," and "Volunteer"
 - Better visual cues and onboarding explanations
 - Improve speed and responsiveness
3. Challenges Noted:
 - Lack of instructions
 - Sluggish performance
 - Unclear navigation
 - Repetitive steps and confusion

User's thoughts:

Generalization. It's raw. I could see where it could be good. It's rough. I would really have a difficult time using it, understanding it without a lot more information. Well, the app was extremely sluggish. I guess this is a rough draft.



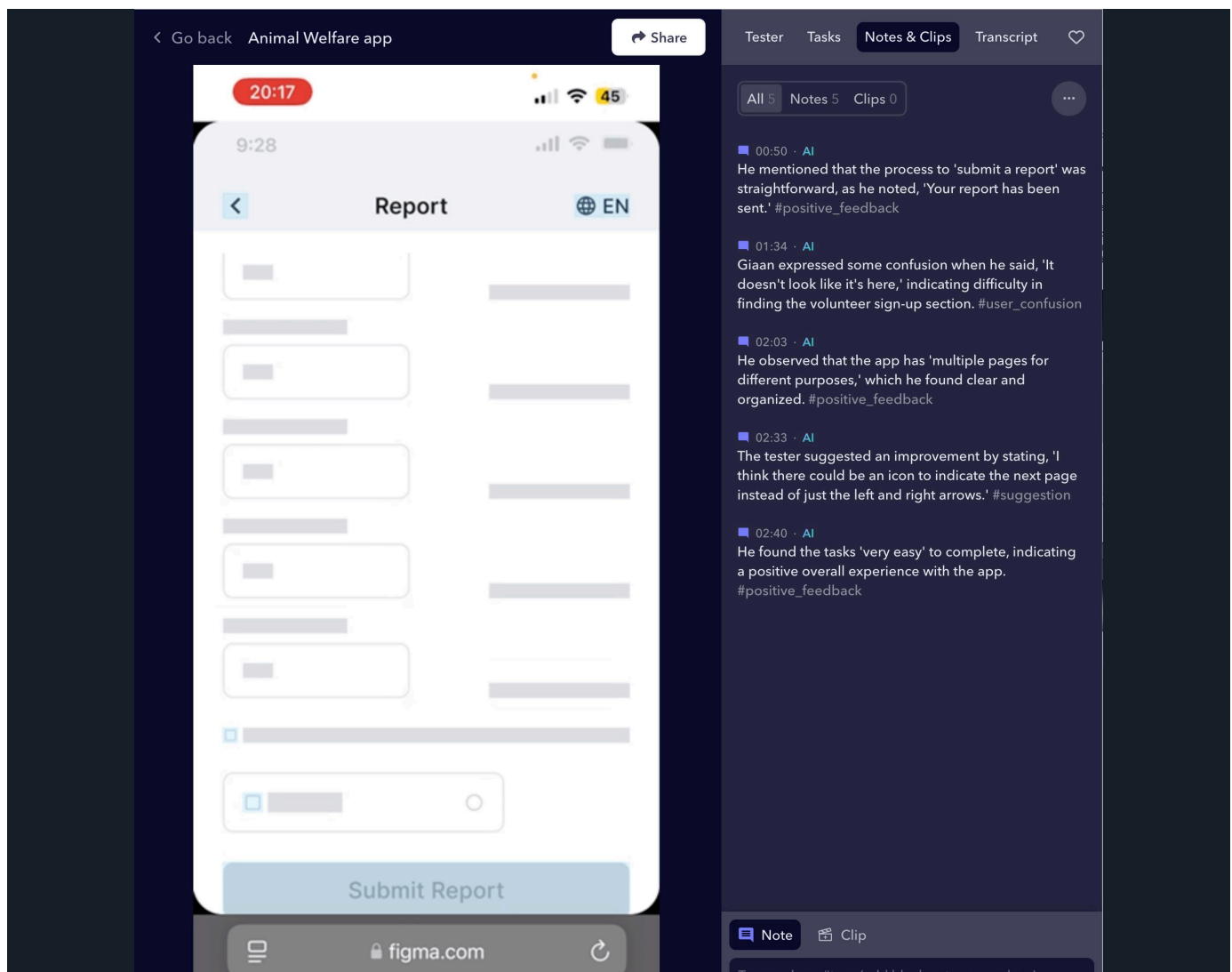
VIII: User Testing Observations + Notes

User Test 2: 20 yo M

User was able to complete all the tasks with easy.

- Tasks (reporting, donating, signing up to volunteer) were very easy to find and complete.
- Forms were not interactive during the test, but the layout was intuitive.
- Navigation could be improved:
 - Suggestion: Use icons instead of only left/right arrows to indicate multiple pages.

The user found the app easy to navigate and appreciated the clear categorization of actions: reporting cruelty, donating, and volunteering. Submitting reports and signing up for activities was simple and confirmed by “report sent” messages. However, interactive elements like forms weren’t active during the test, and navigation between sections could be improved with more intuitive icons.



IX: Description of Online User Testing

For whatever reason, the bottom nav of the app was not showing on their screen. That could be a reason why it was rather hard to navigate.

Also, every time a task was completed, the portal didn't allow the user to continue with the next task from where they last navigated to. They had to start anew, right from Onboarding again.

User Test 1: 65 yo M

User was unsure of what to do, even after a few tries. He was unclear of how to navigate. User was clicking on everywhere, but where he was supposed to. I could see all the hotspots glow on Figma, signaling that a blank spot was clicked on. His frustration led to my frustration.

He thought the design was basic. Yes it was -- because it is only a wireframe.

I am thankful that he completed the task though.

User Test 2: 20 yo M

User was sure of what he was doing. He moved around easily.

He looked like he was also having trouble with the onboarding. But managed to quickly recover from it.

X: List of Changes

Insights after User testing on User Brain

1. Users thought onboarding pages were clunky, they were not sure of the flow of the app.

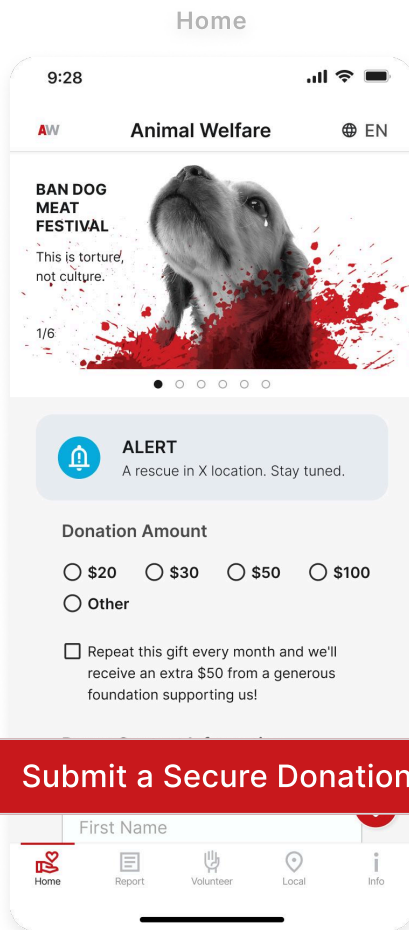
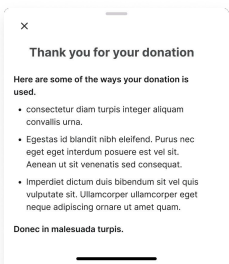
XI: Implementation

1. Use updates from A (in B)
2. Remove Onboarding
3. Move Language into the app's top nav bar
4. Keep volunteer portal

XII: Animal Welfare high fidelity Wireframe: A with some B updates

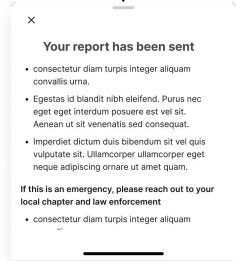
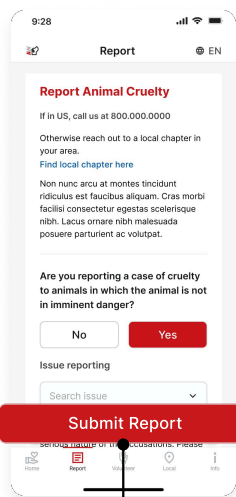
Prototype Link

https://www.figma.com/proto/Yho8yHRxhPxMsxBDqFv8vb/AdvFigma-EventApp_032124_caseStudy?page-id=3169%3A53624&node-id=3169-55354&viewport=389%2C528%2C0.19&t=Ged2a4VkpsEvgQ0g-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=3169%3A55354

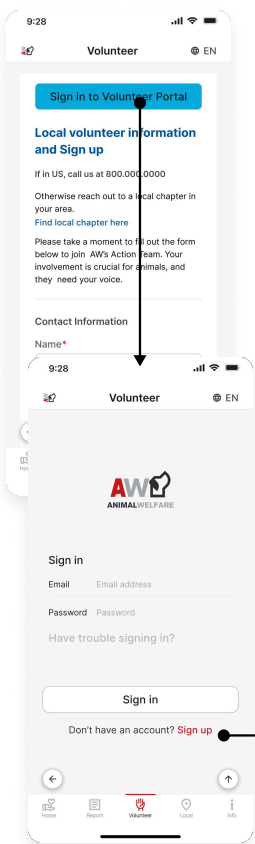


Submit a Secure Donation

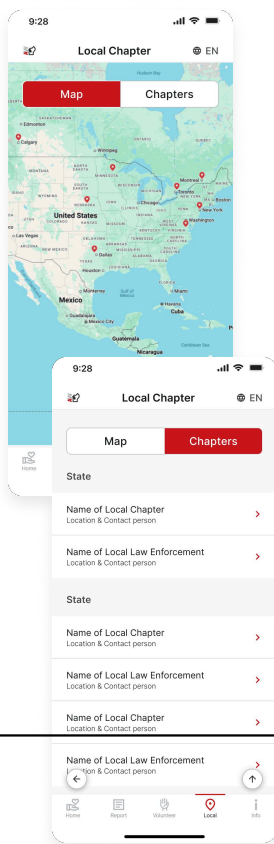
Report



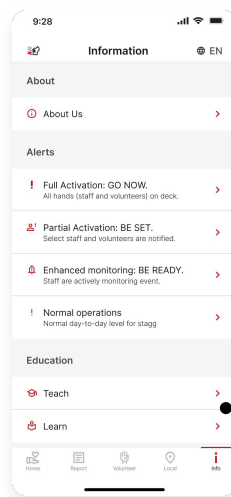
Volunteer



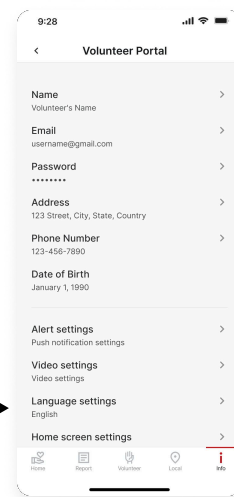
Local Chapters



Information



Volunteer Portal



XIII: Conclusion

This A/B test provided valuable insights into how first-time and returning users engage with the app's core flows — reporting, donating, and volunteering. While Version A offered a more intuitive and direct experience, Version B's added onboarding and language options introduced friction and confusion. Users reported difficulty navigating or continuing tasks, especially in the absence of clear feedback and performance responsiveness.

These insights informed targeted design revisions: removing the onboarding sequence, moving the language switch into the top navigation, and streamlining the volunteer portal to preserve motivation without overwhelming the user. Testing across in-person and remote formats also revealed technical and usability considerations that will guide final refinements.

The result is a more confident, trust-centered experience designed to transform compassion into real-world impact. The final app, **Animal Welfare**, is positioned to empower users locally and globally through clarity, accessibility, and action.