WRAL Mobile News App

Usability Test

Spring 2017

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WRAL NEWS

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Executive Summary

WRAL is a local news station based in Raleigh, North Carolina. It provides information on the latest Raleigh area news, weather forecasts, traffic patterns, ACC and high school sports, and more. Five UNC Chapel Hill students from the Usability and UX Design class led by Associate Professor Laura Ruel conducted usability testing on the WRAL mobile site. The goal of the project was to identify problems concerning prioritization of information on the mobile app and offer the developers suggestions for improvement.

This report details the findings of the test and provides suggestions for improving the usability of the WRAL app. The test confirmed several strengths of the app, including the usability of the weather and live footage features, both of which are priorities of the target demographic.

Several minor and major issues were also discovered and are detailed in this report. Most notably, users expressed frustration with the unclear prioritization of content on the homepage and experienced great difficulty in using the search feature. One catastrophic problem was also identified: users' inability to successfully employ the traffic feature. Because many users look to WRAL for traffic information, this report suggests that developers should focus on improving the traffic feature of the app.

The study process (see Methodology section) was standardized across participants; it included a pre-test questionnaire to assess current user habits, a free observation period to examine user behaviors, and a series of nine tasks based on scenarios relating to content exploration. Following the test, participants were asked to complete a post-test questionnaire in which they provided general feedback on their experiences with the app. Participant information can be found in the Participant Profile section of this report.

Limitations

The major limitation of this usability study is the size of the sample population. With only eight participants, this study does not fully represent the WRAL demographic. A future study should consider having at least 100 participants from varying demographics.

Secondly, six of the eight participants were college students who are not within WRAL's age demographic. This will not take away from the results, but it will not fully reflect how most of WRAL's audience would respond to the app. If WRAL wants to solely focus on redesigning the app for its demographic, then a future study should incorporate more participants in the age range of its demographic.

Third, only two participants follow the local news daily, so this pool of participants do not engage with local news, which is most of WRAL's content. This can be a factor in how the participant consumed the media (e.g., whether they found the content easily or understood where to find news topics).

Finally, another factor is that each test was done separately by four students. This increases the likelihood of inconsistencies among the tests. Minor changes in the script and different times and locations of the tests could also cause some inconsistencies in the tests.

Methodology

Purpose:

Our group tested the usability of the WRAL mobile app with two goals in mind:

1. To determine if the app appropriately prioritizes the content the readers receive.
2. Observe how easily people find content that is not on the homepage (deeper embedded content).

Method:

A select group of five students in the UNC Chapel Hill Usability and UX Design class completed 8 usability tests (attached in the appendix) between March 12-24, 2017 from which we obtained both quantitative and qualitative data about the WRAL mobile app and how users interact with it.

Four of the five students each administered two tests individually on an iPhone version of the application downloaded from the phone's app store. The tests took between 30-45 minutes and Quicktime provided a screen recording of the user's movement and decisions.

The study consisted of a signed consent form, a pre-experiment questionnaire, a free observation period lasting 3-5 minutes, 9 task assignments, a post-experiment questionnaire, and an open-discussion time for follow-up questions. The questionnaires were recorded using Google Forms.

Consent Form: The tested users received the consent form prior to the start of the test. Each person read and signed the form, which detailed what they could expect and confirmed the confidentiality of the test.

Pre-Experiment Questionnaire: Each participant filled out a series of questions presented to them via a Google form. The questions helped gather a better understanding of the demographics of the audience they were testing. Participants were asked their age, gender, education level, and a number of questions regarding their personal experience with gathering news and using electronics. This questionnaire also asked the user about his or her familiarity with the WRAL app. Six users reported familiarity with WRAL, but they had never used the mobile app before.

Free Observation: The free observation period allowed users to explore the application on their own while the respective test administrator recorded what happened. The observation period lasted between 3-5 minutes. The test administrators looked for the following:

- Where does the user click first?
- Where did they feel stuck?
- When did they show confusion?
- What else do they click?
- How long did they spend before running out of things to observe?

The following are key takeaways from the free observation period:

Observed behaviors:

- Users first directed their gaze to the scrollable weather bar on the home page and proceeded to quickly scroll through it. They then began to scroll down the page, skimming over headlines. Finally, they began to explore the sections in the hamburger menu.
- Participants spent 3-5 minutes exploring the app with no prompting.

Strengths:

- Much of WRAL's audience uses the WRAL app to check the weather. Given that users immediately scrolled through the weather bar upon opening the app, it seems that this goal is aptly reflected in the design.
- Every participant eventually clicked the hamburger menu, which suggests that this was an effective design choice.

Pain Points:

- Many users complained about the homepage stories not being in any apparent order. (“This seems like an odd article to choose as the headline story”; “Why is this time stamp in red?”)
- Many also expressed frustration with lackluster headlines and images. (“I have no idea what this article is about”; “How does this image add to this story?”)
- Several users also expressed exasperation with the long scroll. (“Does this scroll ever end?”)
- There was an almost unanimous opinion among younger participants that the homepage is too cluttered. (“I don’t even know where to look!” “It’s chaos.”)

Top 3 Recommendations (based on the results of free observation):

- Situate top stories at the top of the homepage
- Make headlines more concise and attention-grabbing
- Avoid images that do not add to the article content

Testing Tasks: Each user completed 9 guided tasks that took them through the app and tested the usability of different areas (see Appendix). The tasks were designed to test as much of the app as possible and focus on potential areas of popular use. The tasks also tested the app’s information hierarchy, design, and simplicity. The tasks asked the users to explore the homepage, a story of their choice, the search bar, the weather feature, and the traffic feature. Each user did the tasks without help from the test administrator and were asked to narrate his or her actions.

Post-Experiment Questionnaire: The post-experiment questionnaire (see Appendix for questions and results) asked participants on a Google Form to share their overall experience with the application. The questionnaire asked specifics about the navigation of the app, the way the app affected their mood, and the feasibility of the guided tasks. The questionnaire also included a short answer section where the user could comment on what the like and did not like about the app.

Post-Test Discussion: Test administrators allowed time at the end for participants to ask any questions they had about the process or the WRAL app. This also gave participants the chance to comment on anything else they wanted to say in regards to what they thought of the app. Test administrators recorded their responses.

*Forms and testing materials attached in the Appendix

Participant Data

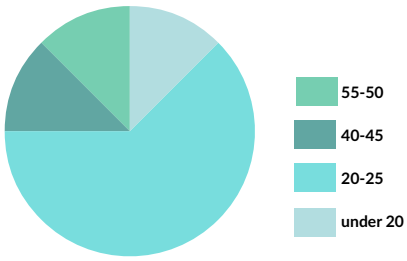
Participant Profiles:

A total of eight users participated in this study. Each moderator conducted two usability tests for the WRAL News App. In the study population, 75% of participants were familiar with WRAL news, but they had never used the news app before.

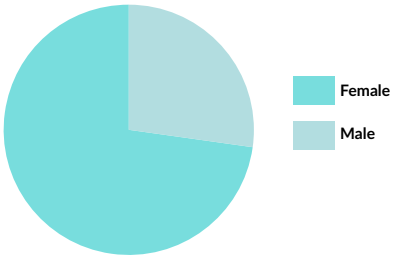
Typical Participant Demographic: College Educated Females

62% of our participants were college students. 63% were female and 37% were male. Most participants were betwen 20-25 years of age, and a few were above 40 years old. Nearly all of our participants were either enrolled in college or had completed a Bachelor's degree.

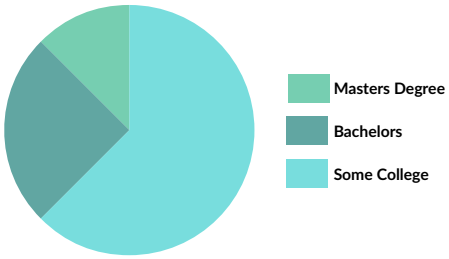
Participant's Age



Participant's Gender



Participant's Education



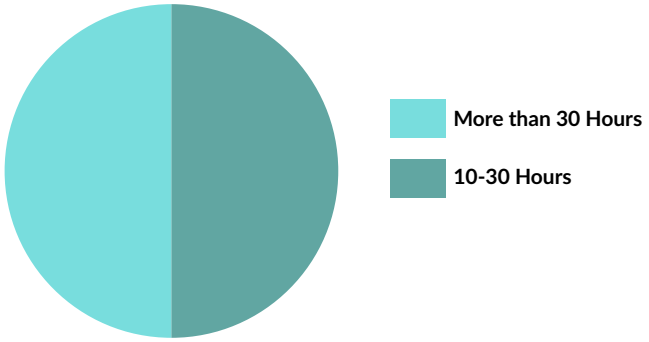
Typical Participant Internet Usage: Mid and High Level of Internet Usage

Half of participants use the internet between 10-30 hours each week, and half use it for more than 30 hours each week.

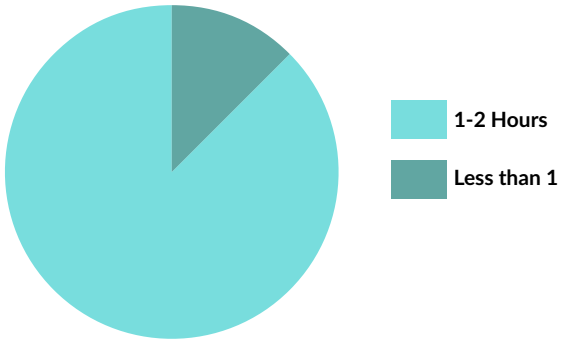
Typical Participant Reading News Time: Less than 2 hours.

87.5% of participants spend 1-2 hours reading the news every day. The rest of participants read the news for less than 1 hour each day. This reveals that our study population spends a moderate amount of time reading the news each day.

Hours Spent on Devices Each Week



Hours Spent on Reading News Per Day

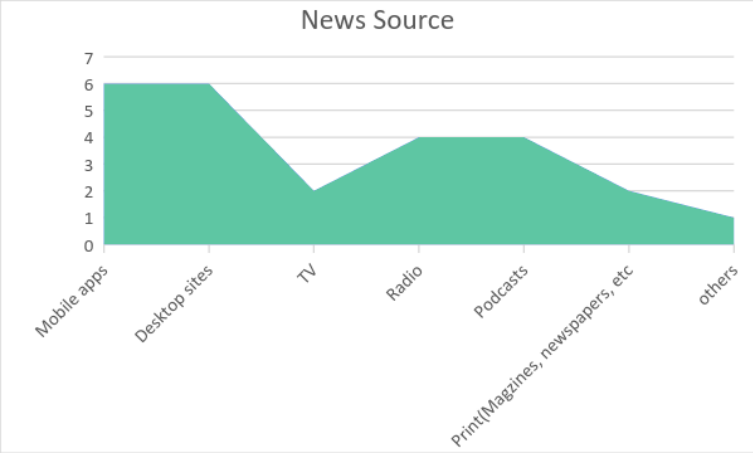


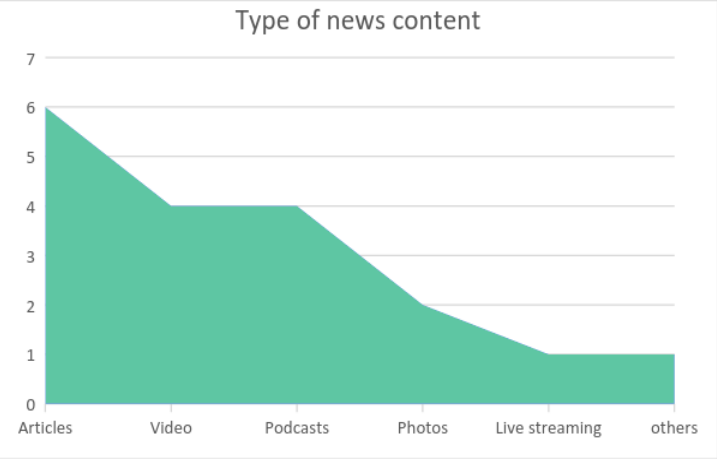
Typical Source of News: Mobile App and Web Browsers

We see that most of our participants get their news from mobile apps and web browsers. Radio and podcasts are the second favorite type of news source in the study population.

Typical News Content Type: Articles

In the college educated female demographic, most of the participants like to read articles, followed by videos, podcasts, and photos.





Data Collection

Data was collected from following sources:

The **pre-test questionnaire** provided detailed measurement regarding background of the participants such as age, gender, hours spent on devices, and the highest level of education. The pre-test questionnaire was collected on the participant's assigned computer via Google Form and included demographic questions and experience level of participants.

Quantitative data was collected during the tasks, such as task success, frustrations, and time spent on each task. **Qualitative data** was collected during the tasks at the same time:

- Participants' comments during the tasks.
- The post-task questionnaire, designed to capture attitudes and emotional states towards each task.
- The post-test questionnaire checks the overall attitude and comments towards the test.

Evaluation Measures:

Experience and Task Efficiency/Accuracy

The methods listed below mainly focus on measuring the user's task completion duration, the way of completing each task, and the user's action accuracy and performance. These methods indicate whether and where the user faces confusion, and if some of the important functions are intuitive or not. It is also used to evaluate if the app has a reasonable approach towards usability.

Pre-test questionnaire:

- Measured using Google Form survey
- Begins: after moderator has introduced the test background
- Ends: when user finishes pre-test

Time on each task:

- Measured using Quicktime record
- Begins: after moderator has introduced the test background
- Ends: user confirms completion of task (either confirms success or gives up)

Success rate:

- Measured using Quicktime record
- Begins: after moderator has introduced the test background
- Ends: user confirms completion of task (either confirms success or gives up)

Frustration rate:

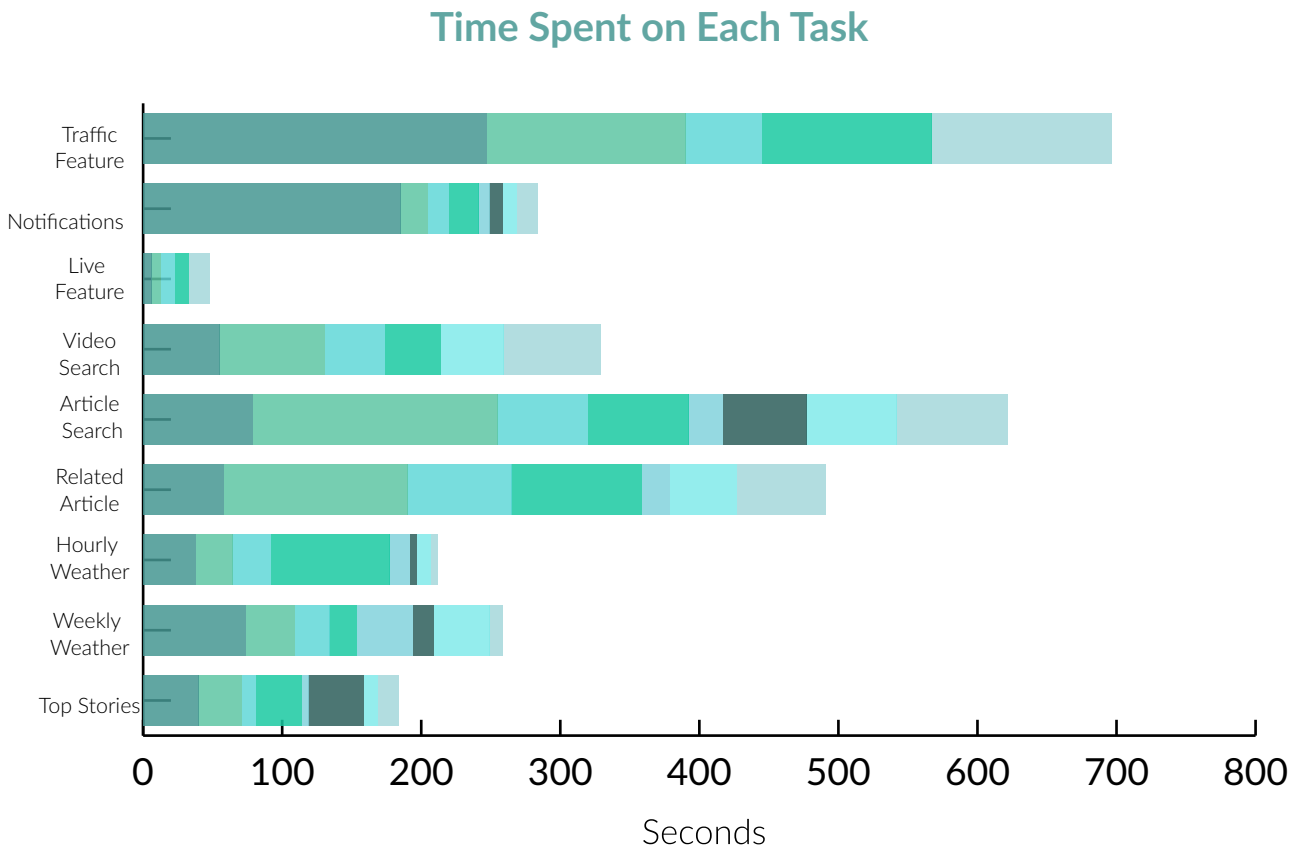
- Measured using Quicktime record
- Begins: after moderator has introduced the test background
- Ends: user confirms completion of task (either confirms success or gives up)

Results

Time on each task

*See appendix for a description of each task

Measuring time as a metric could tell us the comparative efficiency of the task completion, but it may not be the most representative metric. A comparison of the nine tasks conducted in this study indicated that participants spent the greatest amount of time on Task 9, which required participants to navigate the traffic function of the WRAL News app. The lowest amount of time that participants spent was on Task 7, which suggest that the Live news function at the top right of each screen was very easy to navigate.

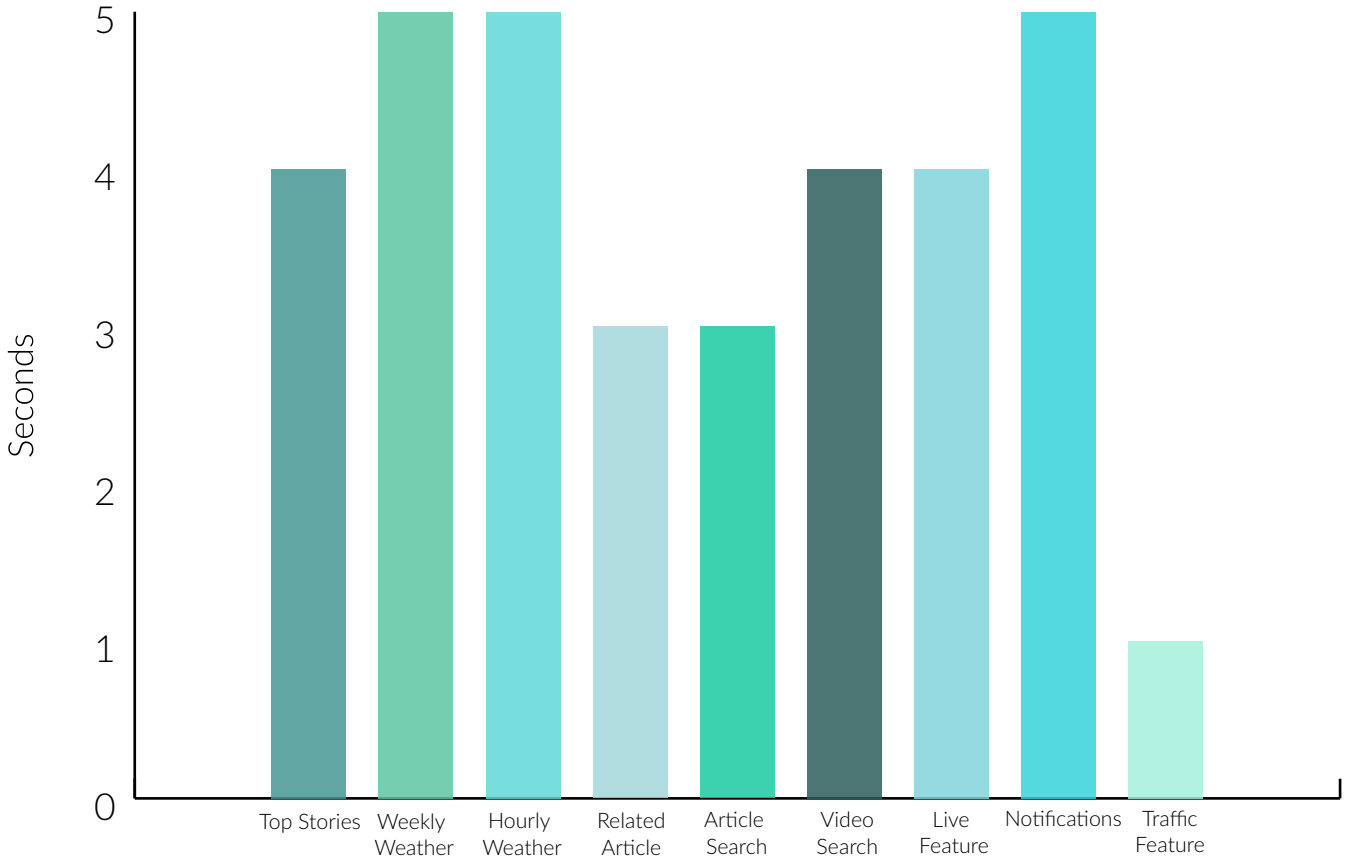


Success of the Task

The graph below suggests that Tasks 2, 3, and 8 were the easiest for participants to complete. These tasks assessed the usability of the weather feature and the settings tab. It is important to note than although the graph indicates that the settings feature was easy to use, participant comments reveal otherwise. Low task time could be a result of the relative simplicity of the task when compared to others.

Conversely, the graph suggests that participants struggled with Tasks 4 and 5, which tested users' ability to find related content on a given article and usability of the search feature. Partipants struggled most, however, with Task 9, which tested usability of the traffic feature.

Average Success of Each Task



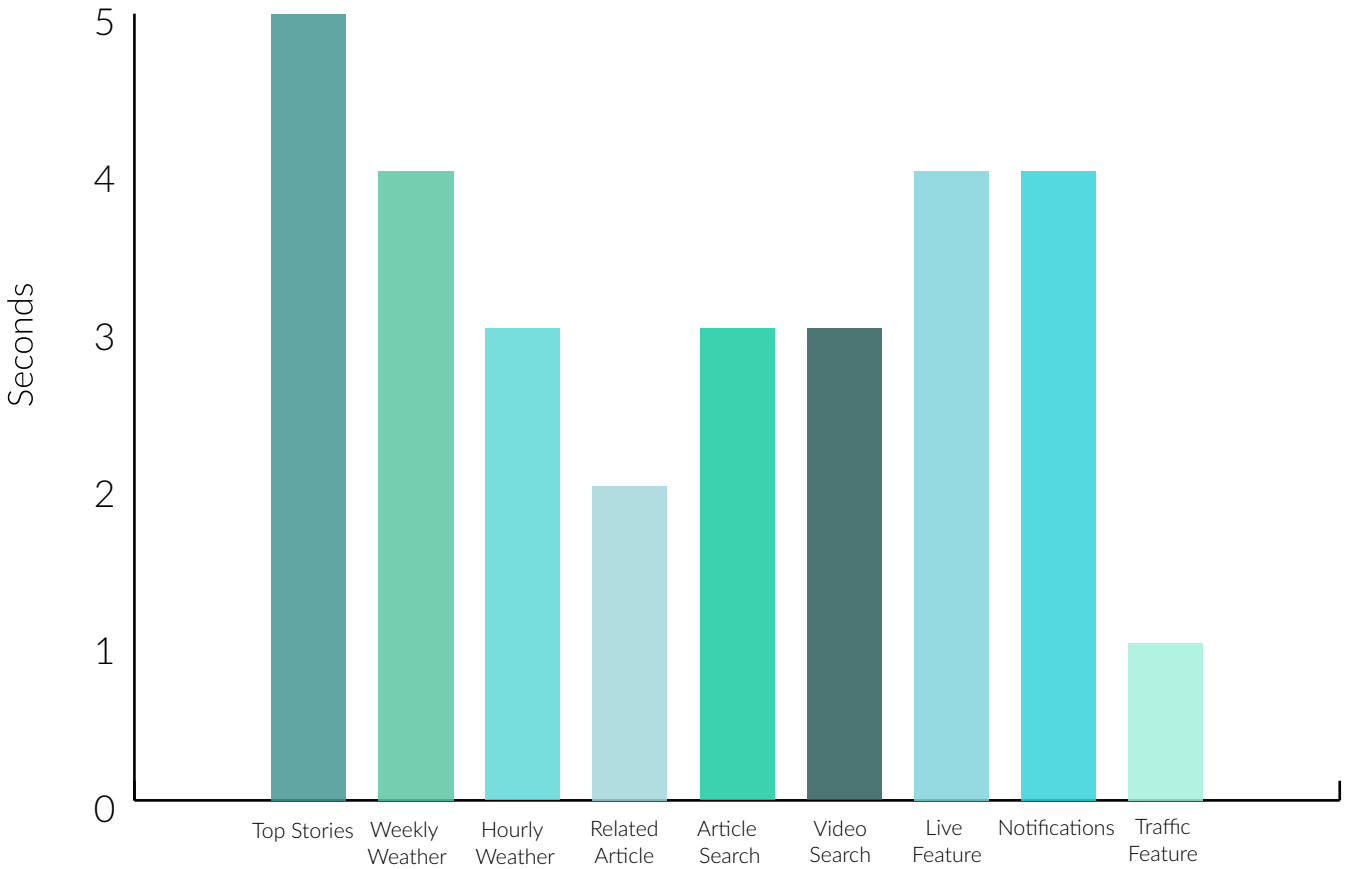
Task Success

Sucess	5
Partial success	4
Somewhat success	3
Partial failure	2
Failure	1

Frustration of the Task

In the graph below, it is interpreted that Task 1,2,7,8 do not create frustration, however, Task 4,9 frustrated most users. It tells us that finding a related topic and figuring out how to navigate in the traffic function was frustrating to a lot of users. Furthermore, Task 3,5,6 was neither pleasant nor unpleasant.

Average Frustration of Each Task



Task Frustration

Very Frustrated	5
Somewhat Frustrated	4
Feel Ok	3
Somewhat Unfrustrated	2
Unfrustrated	1

Positive Findings

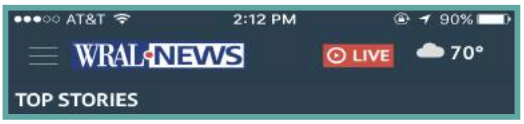
#1: The Homepage Weather Tool

A significant portion of our users found that the weather section featured on the homepage was a very convenient and useful asset. They were pleased with the fact that they were able to check the weather quickly as soon as the app was opened. Therefore, they did not have to immediately delve deeper into the application for a quick update on the daily forecast.

Horizontally Scrollable Weather Feature

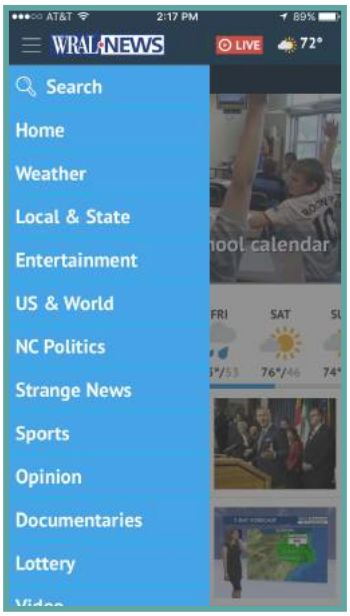
#2: The "Live" Feature

Collectively, our users also commented positively on the "live" feature of the app which allows an individual to watch the daily news as it is being broadcasted locally, but on their mobile devices as opposed to the traditional television option. This is extremely beneficial to those who may be consistently on the go or not at home during the hours in which the local news is broadcasted on TV.



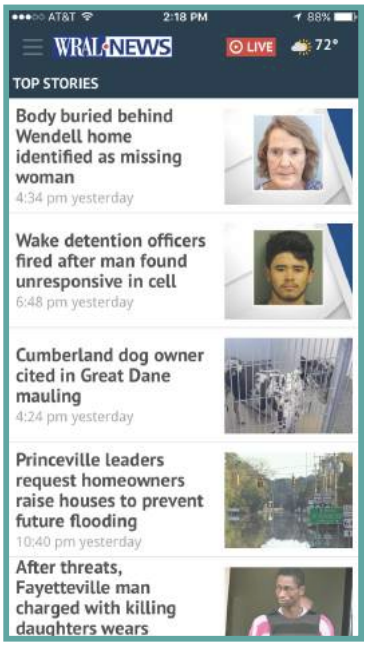
#3: The Hamburger Menu

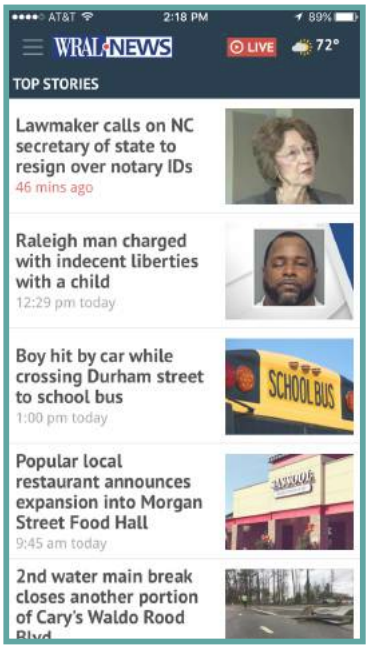
Users also expressed an appreciation for the hamburger menu, complimenting how easy it was to navigate. Although users rarely used the search feature in the menu tab, they were pleased with the ability to refine content through the menu options listed.



#4: The Plethora of Content and Videos Available

We experienced a profound amount of positive feedback regarding both the amount of content and the number of videos available. Ultimately, our users felt as though the application never left them with any sense of absence of vital information.





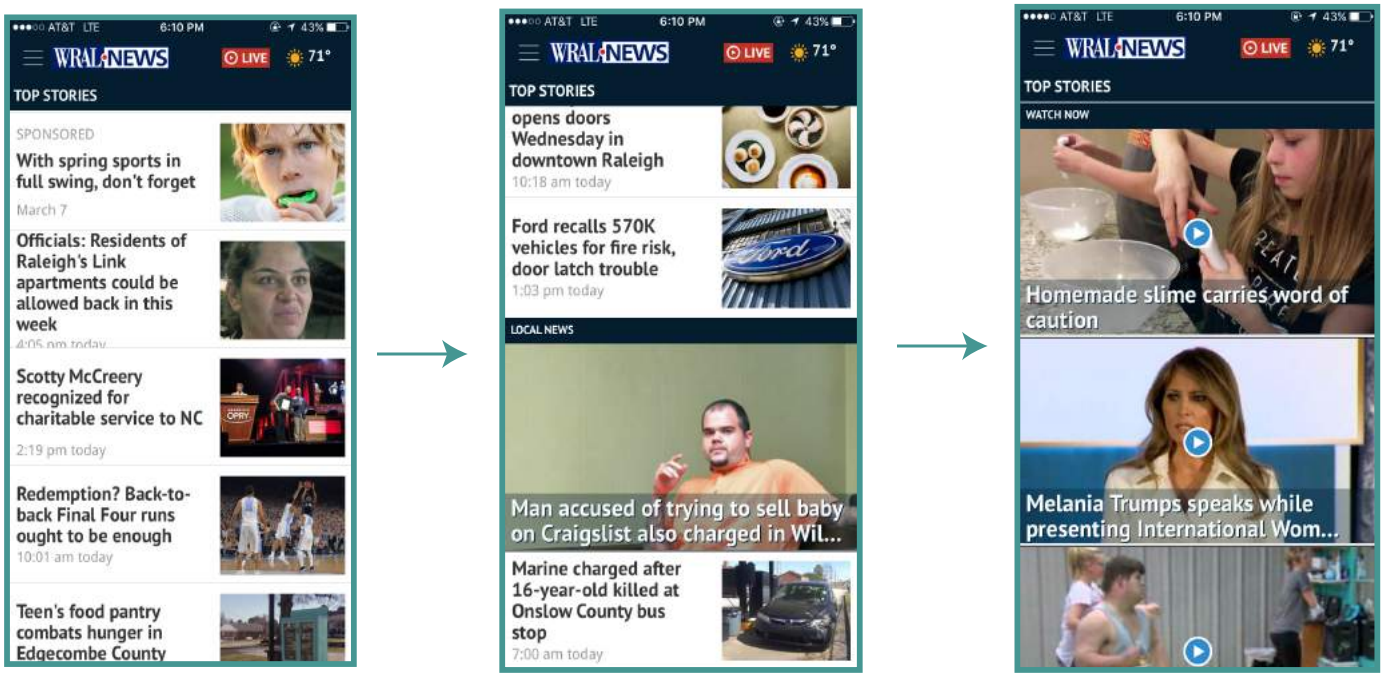
Minor Problems

#1: Hierarchy of Content

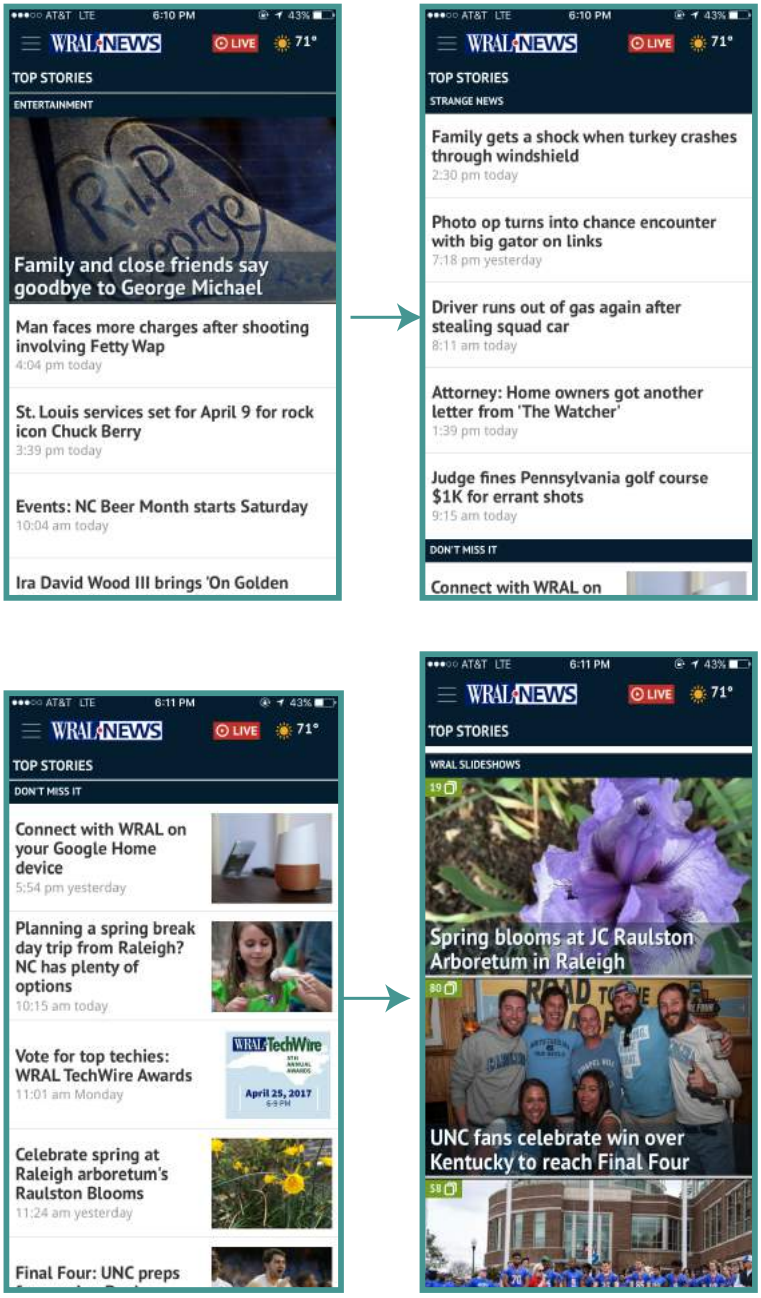
Our users found that the layout of stories presented on the homepage of the application was a bit inconsistent. Initially, most of the stories have the same layout with the description of the story on the left and a corresponding image on the right.

However, every now and then a story with a full-width image with a headline overlaying the bottom of image would show up which was stylistically incohesive.

In addition, our users found that they had to scroll for quite some time before they reached a section of videos that the user could watch.



Below that, the user reaches a portion with stories about entertainment, most of which are solely headlines and as the user scrolls past that, they reach the “Strange News” category which is modelled after the entertainment section.



Finally, the homepage concludes with a “Don’t Miss It” category which follows the traditional description on the left, image on the right layout and at the very end they reach the slideshows which WRAL has recently posted.

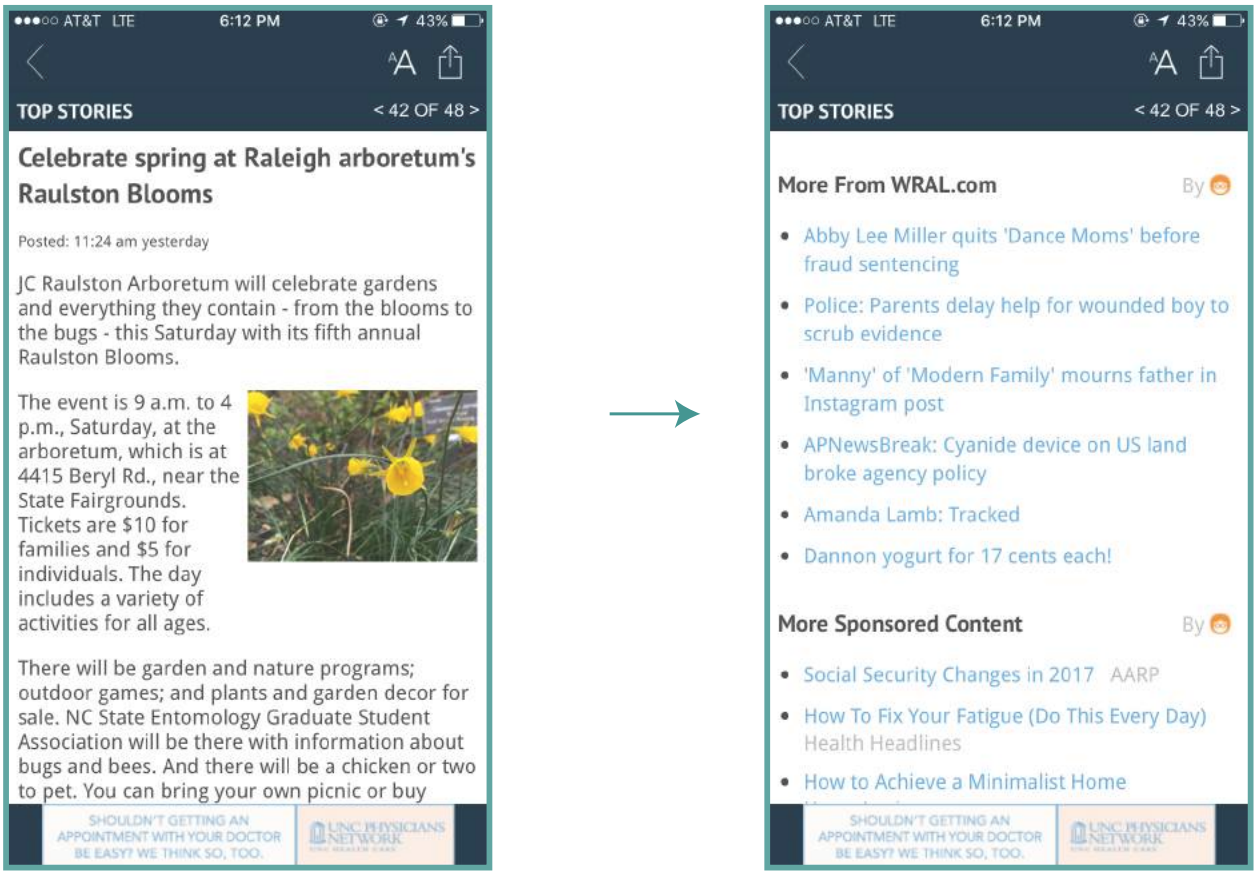
Recommendations

Put the most important content on the homepage. If most users look at local news stories on the app, then put the most recent local news stories on the main page. However, do not put too many stories on the homepage. Show the users the top ten to fifteen news stories on the homepage. Also, stick to one layout for the stories on the homepage. It is important to be consistent, so users do not get confused.

Video Example from Testing:
https://player.vimeo.com/video/211532468
Password: mermaids2

#2: More Content on Videos and Articles

Another element of the application which slightly bothered our users was the suggestions for related content that would show up after an article was read or a video was watched. There were instances in which the suggested content didn't actually pertain to the original and it seemed as WRAL was just trying to pub more of their own stories.

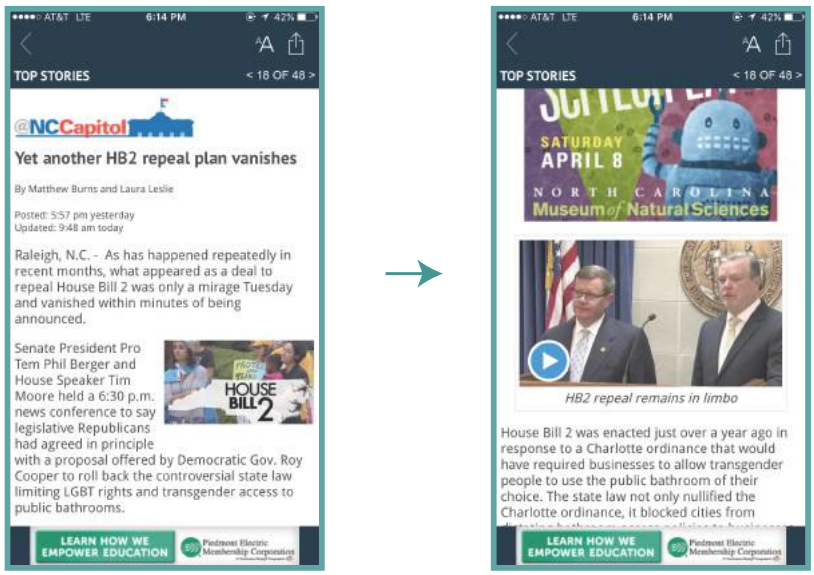


Recommendations

Only show the "Related Content" at the end of a story if there is actually related content to the story (e.g. stories with similar keywords in the headline).

#3: Videos Starting on the Wrong Part of the Story

There were some other minor complaints regarding videos on the WRAL application that also bothered users. Some commented that they would read through an article only to find a video hidden halfway through the story, wishing it would have closer to the top of the story so they would have known they had the option to watch instead of read.



Video Example from Testing:
https://player.vimeo.com/video/211532494
Password: mermaids1

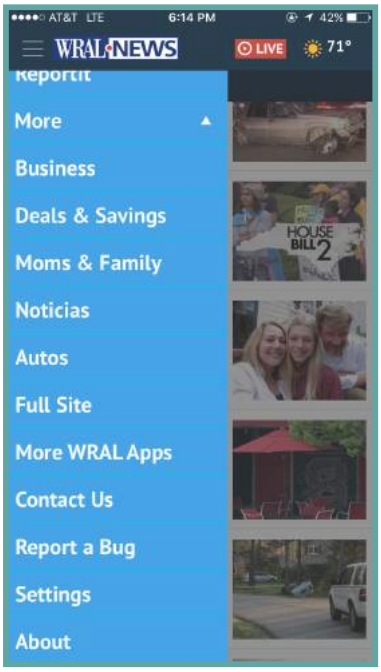
Another slight frustration was that some users experienced was that they would read a headline of a story and try to watch the video associated with it, but the video would either start from the beginning of the newscast or in the middle of the story leaving it up to them to find where the story actually began.

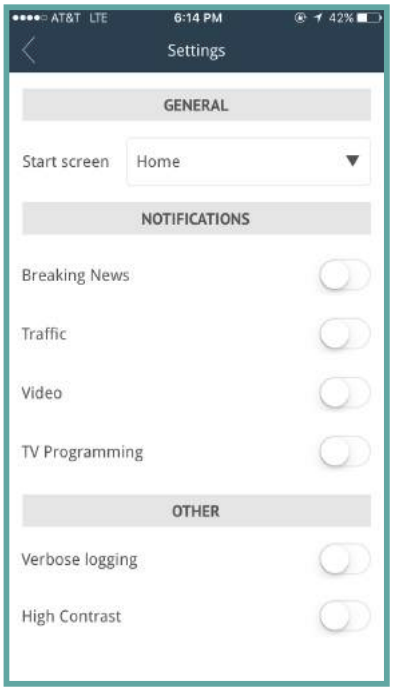
Recommendations

Be consistent on where the video is put within stories. If it is the company's goal for users to watch more videos, then if a story has a video associated with it, put it at the top of the story. That will give users the option to go ahead and watch the video or keep scrolling to read the article. There needs to be bug fixes in regards to the videos, so they are starting at the beginning instead of the middle.

#4: Settings

Finding the location of the “settings” option within the WRAL News Application was something many of our users expressed frustrations with. They thought that the “settings” option was extremely hidden and inconveniently placed within the application (“Who embeds a settings tab deep within the menu? It feels like they’re trying to keep something from me!”). The user first had to go through the entire hamburger navigation just to click on “more” at the very bottom where eleven additional options popped up, “settings” being the tenth. This proved quite inconvenient when users were asked to try and turn the notifications off during the user tests.





Recommendations

Place the “settings” menu option before the “more” option, so users can access it more quickly and easily. Do not hide the “settings” option from users.

Major Problems

#1: Search Functionality

The majority of users experienced difficulty finding specific content. When they were asked to find an article about the immigration ban, instead of using the search bar, they clicked into "NC Politics" or "US & World" sections in the hamburger menu.. Many expressed expecting to find a search bar in the top navigation bar of the app ("I would never think to look for a search bar in the menu!")

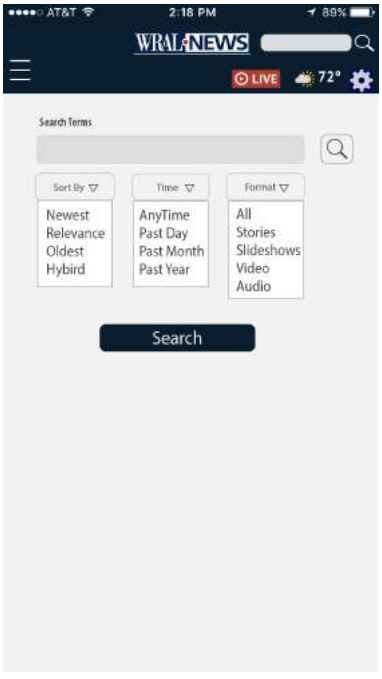
Furthermore, when users searched for key words in the search bar, the search results were not followed by content that they were expecting. They also expressed confusion with the specification of the search feature ("This looks like an advanced search option, but I didn't want an advanced search.").

Lastly, users commented that the search bar looked like a section topic upon first glance. Moreover, many commented that the search bar tab has no contrast with its surroundings.

Video Example from Testing:
https://player.vimeo.com/video/211533905
Password: mermaids3

Recommendations

- Placing search bar to the header or homepage, the place that easily help user to navigate and easily provide search for user anywhere anytime.
- Redesign the settings and give more common name such as "Time", "News Type" to the settings for search bar.
- Giving contrast to the search button, and the cancel button in the drop down list.



Catastrophic Problems

#1: Planning a Route according to Traffic

Participants were tasked to use the app to check local traffic patterns and plan their route to work accordingly. If participants did not have a work address, they were asked to use another local address and route from their current location.

All participants easily succeeded in finding the traffic feature (listed in the left navigation bar) and launching it (by clicking the map on the middle screen below). However, once the page opened, participants could not figure out how to use the traffic map. Only two users clicked to the page with instructions on how to plan a route (indicated by the diamond/arrow icon). The ones who did not haphazardly dropped pins and attempted to move them around to create start and end points. Four out of our six users could not complete the task due to frustration with the site.

View Plan a Route problems: https://vimeo.com/210601523

Recommendations

If you want to keep the traffic map, the feature to plan a route needs to be clearer for the users. When users get to the map, there needs to be text or icon that will instruct users to the feature. Then within the route planning feature, for a user's first time, the app should walk the user through it, to show the user what he or she can do.

Conclusion

Thanks to numerous user tests and commentary from participants, we were able to pool together the key takeaways of both the positive and negative experiences noted by our users. We also had to take into consideration which parts of the application may be unclear for the targeted user demographic of those between the 30 to 40 age range versus the components that even tech savvy millennials would find confusing.

Ultimately, we found that our users were pleased with the amount of content available on the WRAL News App, but felt frustrated with the layout of the content on the homepage. The biggest problem noted was that participants found the traffic map feature to be quite confusing and not very user friendly. This is a component we would highly encourage WRAL to focus on clarifying if they want to compete against applications such as Apple and Google maps.

While we found that our users appreciated the hamburger navigation, it was noted that they found it extremely difficult to employ the search feature embedded within it. We would recommend that WRAL replace the search bar embedded in the hamburger menu with one at the top of the page, as users only found the one in the hamburger menu by accidentally stumbling across it.

Other problems identified included links to related content that was not, in fact, related to the original article or video, unclear hierarchy of content on the homepage, videos embedded in illogical locations within articles, and hidden settings options. While we believe WRAL should focus on improving its traffic and search features, these topics merit future improvement efforts.

Participants complemented WRAL's integration of the "live" feature which allowed a user to watch the corresponding WRAL local news broadcast in realtime, but on their app as opposed to on the television. This is a unique feature in which many users commended WRAL for.

The WRAL News App was seen as an overall positive resource, yet there is definitely plenty of room for improvement. Based on the feedback received, we would highly encourage the developers behind this app to de-clutter the content of the home page, improve the ease of content search through an easily discoverable search bar, and add major changes to their traffic feature so that it is easier for individuals to navigate. With these changes, we believe that WRAL will ultimately harbor more mobile users.

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Appendix

Informed Consent Form

Purpose of the project:

For our class, we are conducting a usability study to evaluate the design of the WRAL Mobile App. The results will be used to help improve the site design.

Procedures:
As a subject you will be asked to:

- Fill out a pre-experiment questionnaire.
- Be observed as you spend a specified amount of time viewing the presentation. There will be a screen and audio recording to capture you working through the tasks.
- Complete a series of tasks on the site.
- Complete post-experiment questions.
- A talk through of the website including follow up questions

Confidentiality:
Participation in this usability study is voluntary. All information will remain strictly confidential. The descriptions and findings may be used to compile a report about the site's effectiveness. However, at no time will your name or any other identification be used. You are at liberty to withdraw your consent to the experiment and discontinue participation at any time without prejudice. If you have any questions after today, please contact Madison Walls at madilyn@live.unc.edu or 704-607-7620.

I have read and understood the information on this form and had all of my questions answered

_____ _____
Participant's signature Date

_____ _____
Usability tester Date

Pre-Experiment Questionnaire

Age: _____

Gender: _____

Highest Level of Education Completed:

- High School
- Some College
- Bachelors
- Masters Degree
- Doctorate

How many hours per week do you spend on your phone, laptop, desktop, iPad, etc.?

- <10 hours
- 10-30 hours
- >30 hours

How many hours per day do you spend reading the news?

- <1
- 1-2
- 3-4
- >4

Which of the following do you use to get your news? Check all that apply.

- Mobile Apps
- Desktop Sites
- TV
- Radio
- Podcasts
- Print

What Types of news content do you prefer? Check all that apply.

- Articles
- Video
- Podcast
- Photos
- Live Streaming

How often do you follow local news?

Never 1 2 3 4 5 Daily

What do you use the local news to find out about? (Leave blank if you do not follow local news.)

_____

Are you familiar with WRAL?

- Yes
- No

If yes, do you ever use the WRAL mobile app?

- Yes
- No
- N/A

Post-Experiment Questionnaire

How would you describe the tasks you were asked to complete?

Easy 1 2 3 4 5 Very Difficult

How would you describe how these tasks affected your mood?

Very Unpleasant 1 2 3 4 5 Very Pleasant

How would you describe you ability to navigate through the WRAL app?

Easy 1 2 3 4 5 Very Difficult

How likely would you be to visit this app again?

Unlikely 1 2 3 4 5 Likely

What did you like about the WRAL app?

_____

If you could make any changes to the app, what would you do?

_____

Anything else you would like to say?

_____

Usability Test Script

Hi, _____. My name is _____, and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.
You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using the WRAL Mobile App so we can see whether it works as intended. The session should take about half an hour to forty-five minutes.
The first thing I want to make clear right away is that we're testing the app, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.
As you use the app, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the app, so we need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.
You may have noticed we are screen recording the phone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the app, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

.%/&'/+)0%#1()
https://docs.google.com/document/d/1bxlZ7IYfQJ-Uqfl5hAUWvtcx3q3s15oQduBUQjfp3GU/edit

If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you as you interact with the app, and that the recording will only be seen by the people working on the project.
%
Give them a recording permission form and a pen
While they sign it, START the SCREEN RECORDER

Do you have any questions so far?

OK. Before we look at the app, I'm going to give you some time to fill out a pre-experiment questionnaire (https://docs.google.com/forms/d/1E-pfGiDnjjS_7xL3w15L5PLZNdaTLsOxXBU-h_OmC2E/edit).

OK, great. We're done with the questions, and we can start looking at things.

Scenarios:
https://docs.google.com/document/d/13RfJ-bljQyLr1DGBfnN0EmEF6PZB3A_UMa4aZRtKNBY/edit?usp=sharing

Open the app and begin screen recording.

First, I'm going to ask you to look at this app and tell me what you make of it: what strikes you about it, whose app you think it is, what you can do here, and what it's for. Just look around and do a little narrative.

You can scroll if you want to, but don't click on anything yet.

Allow this to continue for three or four minutes, at most.

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

I'm also going to ask you to do these tasks without using Search unless you are specifically asked to use it. We'll learn a lot more about how well the app works that way.
And again, as much as possible, it will help us if you can try to think out loud as you go along.

Hand the participant the first scenario, and read it aloud.
Allow the user to proceed until you don't feel like it's producing any value or the user becomes very frustrated.
Repeat for each task or until time runs out.

Now I’m going to give you some time to fill out a post-experiment questionnaire (https://docs.google.com/forms/d/e/1FAIpQLScewS-oxacKh1PXIZT_4cmGdudMFojFNAVX_nJsPEGR8tspag/viewform?usp=sf_link) .

Thanks, that was very helpful.
Do you have any questions for me, now that we’re done? This is your chance to tell us anything that you think we need to know to improve WRAL’s mobile app.

Give them their incentive, or remind them it will be sent to them.
Stop the screen recorder and save the file.
Thank them and escort them out.

Free Observation and Testing Tasks

Free Observation

Spend about 2-3 min allowing the user to explore the homepage of the app.
Take note of where the user goes, what captures his/her attention, how long he/she stays on a story, etc.

If the participant encounters a problem, you want to explore or performs an action you weren't expecting:
I noticed that you [name recent action]. Can you expand on why that action appealed to you most?

If the participant gets stuck/gives up:
I really appreciate you taking the time to do this. Now let's imagine you're on your phone by yourself. What would you do next?

Tasks

Task 1

Scenario: You haven't checked the news all day, so you want a quick update on what the major events of the day were.
Show us how you would check out the top stories of the day.

Task 2

Scenario: You are planning a day an afternoon outing with your friends/family next week. You want to plan it on a sunny, warm day. Check out the weather for next week and pick a day for your outing.

Show us how you would check out next week's weather forecast.

Task 3

Scenario: Your child has a soccer game scheduled for later this afternoon but the sky is looking stormy. You want to make sure the weather conditions won't cancel the game before driving 45 minutes to field.

How would you check the weather forecast for today?

Task 4

Scenario: You are very interested in [x] on the homepage. Click into the story and find stories on the same subject.

Find a story that interests you. Go ahead and click into it. Now show us how you would find more information on this topic.

Task 5

Scenario: After a month, Trump has released the revised version of his highly controversial immigration ban. You want to know what exactly has changed and who this slightly new ban will affect as well as how long it will be in place.

Imagine you're looking for coverage on President Trump. Show me how you would search for this.

Task 6

Scenario: So much happened in February, and you missed a lot of news coverage. Find a video from a news story you are interested in from February.
You're specifically looking for video coverage from February. How would you find this?

Task 7

Scenario:

You have a doctor's appointment and you've already been waiting in the lobby for 20 minutes. You've skimmed through some magazines but nothing has been appealing thus far. Your local news has a 4 p.m. update on weekdays that you typically try to watch if you're at home. Now you want to access it on the go.

You're trying to watch the news in real-time. How would you accomplish this?

Task 8

Scenario: You are getting a ridiculous amount of notifications from WRAL, and it's getting on your nerves. Show me how you would turn off the notifications.

You're getting super annoyed by all the notifications you've been getting on your phone. Walk us through how you would turn these off.

Task 9

Scenario: You are getting ready for work, and you are not sure what the traffic is like. To figure out what time you need to leave for work and which route to take, show me how you would check the traffic.

You want to know what traffic is like for your commute to work today. Show me how you would do this.