



Guerrilla Mobile Testing

Shannon Kelly

Aug 09, 2023

Summer 2023 USABILITY II (UXD-60114-004)

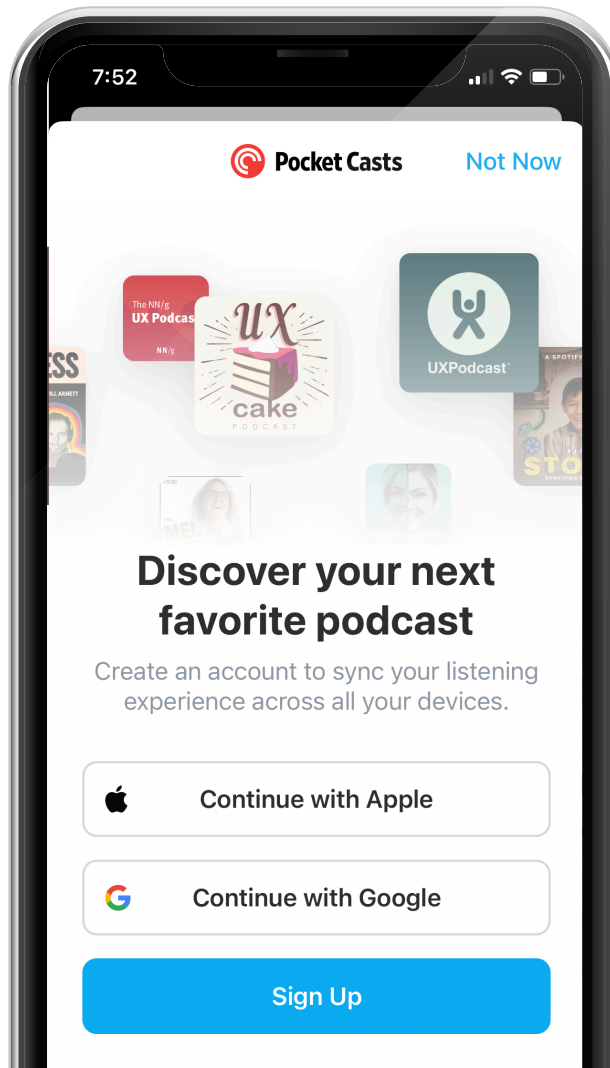
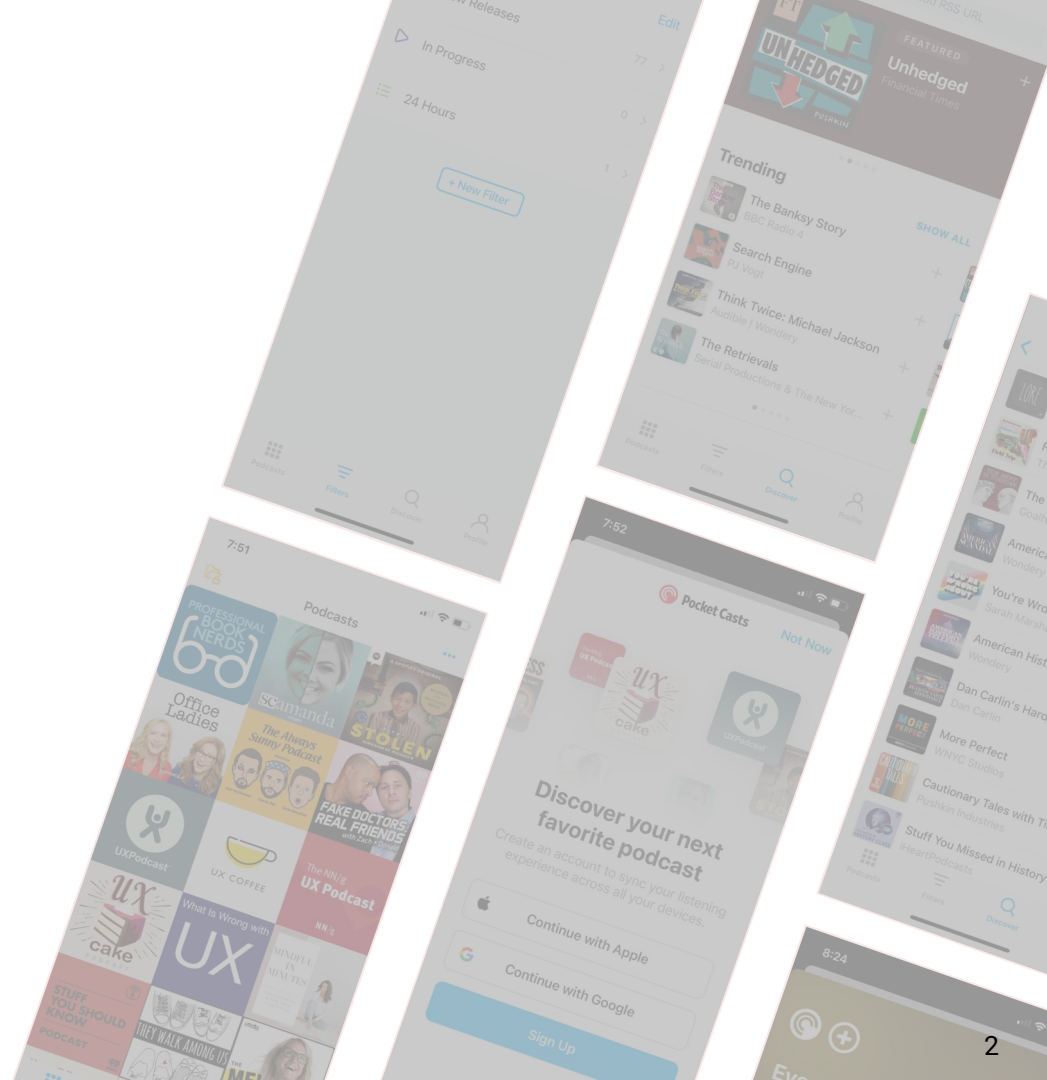


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Executive Summary

Goals

To observe and assess the Pocket Casts first-run experience (FRE) and the usability of its key features and functions, including:

- Importing podcasts from other podcast applications/URLs.
- Searching and subscribing to a podcast.
- Archiving and unarchiving episodes.
- Utilizing filters.

Methodology

From August 19-26, 2023, 12 participants were recruited for moderated guerrilla mobile usability study to evaluate the Pocket Casts app's first-run journey and a few supporting tasks.

Top Recommendations

- Improve or eliminate the import podcast options.
- Keep user flows simple and cross-device experiences more consistent.
- Upgrade the search function to recognize misspellings and suggest alternative search queries.
- Improve visibility and color contrast ratios of buttons.
- Expand filtering and sorting options on the Discover screen.

Results

12 of 12

easily found, downloaded and signed into the app.

Task 1

1 of 12

could import from another application or URL.

Task 2

8 of 12

subscribed to a podcast after searching by name.

Task 3a

10 of 12

were able to utilize an archive episode or marked played option.

Task 3b

11 of 12

were able to find an unarchive option.

Task 3c

8 of 12

created a filter to narrow down episodes.

Task 4

About

Pocket Casts is an app designed by podcast fans for podcast fans. Aimed to provide the best podcast listening experience through its free and Pocket Cast Plus (upgrade paid) tiers. Its features allow for easy podcast discovery and organization, as well as customization of the listening experience.

Expectations

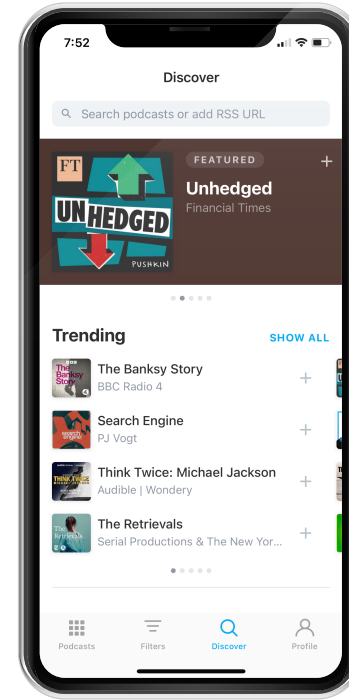
Pocket Casts aims to provide all podcast listeners with an easy, customized experience. This mobile usability study seeks to find if there is alignment to that claim by identifying areas of ease, interest, and excitement while also unveiling areas of frustration, confusion, and dissatisfaction.

Recruitment

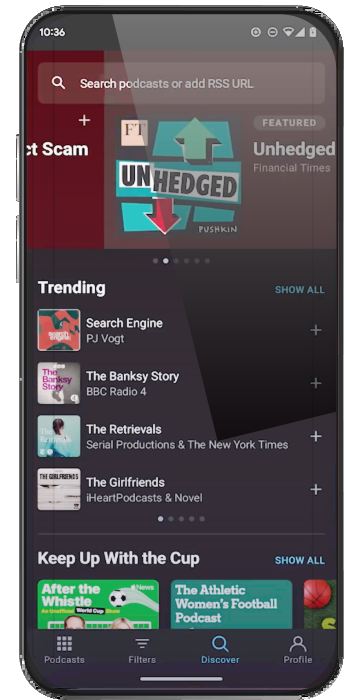
A team of four testing administrators each recruited three participants from social, educational, and professional affiliations. Screened participants were advanced or frequent podcast users. Shannon Kelly administered three in-person tests with a more traditional guerrilla testing setup, which included an overhead camera (to record gestures & movements) and mobile screen-capturing using software *AirDroid Cast* for in-app details.



Pocket Casts



Apple iPhone



android 

Methodology

Shannon Kelly* recruited participants for a guerrilla-style in-person study via social and professional affiliations. The administrator identified individuals who regularly listen to podcasts and invited them to take part in a voluntary study. Testing took place from August 19-26, 2023.

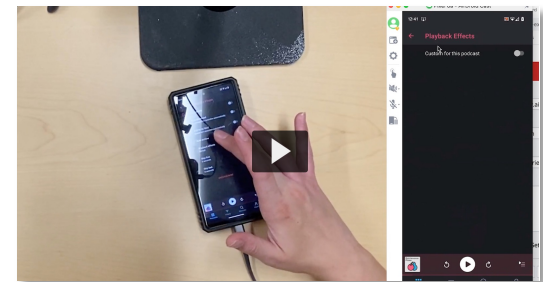
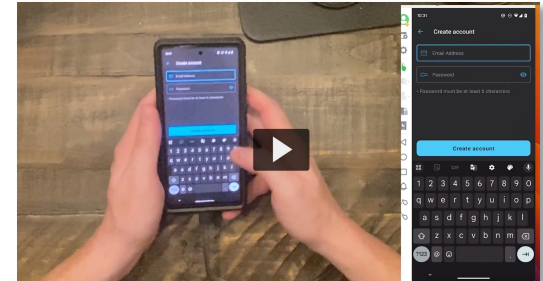
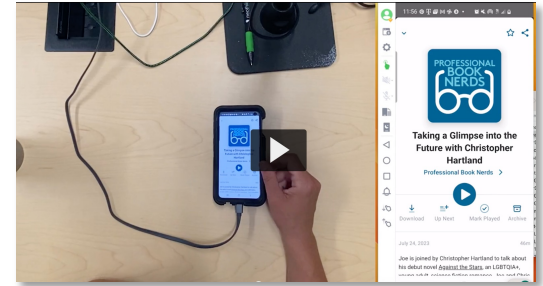
In-person mobile sessions were conducted with a microphone, overhead camera (and rig), and screen casting/capturing software AirDroid Cast via laptop computer and connection cable. Technical issues encountered include licensing issues with casting software, camera storage limitations, and spotty WIFI connections.

Before beginning their session, participants received an informed consent statement and agreed to have their screens and hand gestures recorded. Participants were informed and allowed to withdraw at any time and were prompted to think out loud and verbalize their thought process.

At the start of each session, the study asked participants to download and install the Pocket Casts app on their mobile phones, create an account, and do a series of crucial tasks within the application. Later on, the participants provided feedback about their experience and if they felt anything was lacking from the application.

Testing duration averaged 24 minutes and 44 seconds between the 12 participants.













**Cannot provide insight into how other team members recruited participants and/or the technology utilized during testing.*



Participants



Participants qualified for this study if they listened to podcasts regularly (more than a few times a month) but did not use the Pocket Casts app. During the testing sessions, participants warmed up by answering questions about listening habits and frustrations with their current podcast app(s).

<p>Test Admin: Shannon Kelly</p> <p>Participant 1 Name: Renee Duration: 52:34 Podcast usage: Driving, work, or exercise. Frustrations with current app: Spotify doesn't have enough show notes and no place to bookmark.</p> <p>android </p>	<p>Test Admin: Shannon Kelly</p> <p>Participant 2 Name: Jason Duration: 25:53 Podcast usage: Work or during chores. Frustrations with current app: Spotify always shows the same, uninteresting podcasts.</p> <p>android </p>	<p>Test Admin: Shannon Kelly</p> <p>Participant 3 Name: Gabriela Duration: 34:39 Podcast usage: At home, during chores & driving. Frustrations with current app: Google podcasts often don't sync between devices.</p> <p>android </p>	<p>Test Admin: Ashley Jelicks</p> <p>Participant 4 Name: Sigal Duration: 08:10 Podcast usage: Commuting to campus. Frustrations with current app: When the video version isn't available on Spotify.</p> <p>Apple iPhone </p>
<p>Test Admin: Ashley Jelicks</p> <p>Participant 5 Name: Alice Duration: 07:58 Podcast usage: N/A Frustrations with current app: N/A</p> <p>Apple iPhone </p>	<p>Test Admin: Ashley Jelicks</p> <p>Participant 6 Name: Kasia Duration: 06:26 Podcast usage: N/A Frustrations with current app: N/A</p> <p>Apple iPhone </p>	<p>Test Admin: Katie Tobin</p> <p>Participant 7 Name: Hannah Duration: 16:19 Podcast usage: While driving. Frustrations with current app: Podcasts are hard to find, especially the most recent, unplayed episodes on Spotify.</p> <p>Apple iPhone </p>	<p>Test Admin: Katie Tobin</p> <p>Participant 8 Name: Richard Duration: 13:50 Podcast usage: At work or long commute. Frustrations with current app: Difficult to find podcast section in Spotify.</p> <p>Apple iPhone </p>
<p>Test Admin: Katie Tobin</p> <p>Participant 9 Name: Meg Duration: 20:14 Podcast usage: While driving. Frustrations with current app: Some podcasts are unavailable on Spotify, and saving to listen later doesn't always work.</p> <p>Apple iPhone </p>	<p>Test Admin: Morgan Ream</p> <p>Participant 10 Name: Taylor Duration: 11:39 Podcast usage: Work and driving/commuting. Frustrations with the current app: Car Bluetooth skips outs when playing both Apple and Spotify.</p> <p>Apple iPhone </p>	<p>Test Admin: Morgan Ream</p> <p>Participant 11 Name: Mason Duration: 13:39 Podcast usage: Daily morning commute. Frustrations with current app: In Spotify, when clicking on a podcast, the latest episode loads vs where they left off.</p> <p>Apple iPhone </p>	<p>Test Admin: Morgan Ream</p> <p>Participant 12 Name: Amber Duration: 17:29 Podcast usage: 5 days a week, AM hours, at home. Frustrations with current app: Spotify lacks variety and is confusing.</p> <p>Apple iPhone </p>

Tasks & Recommendations

Task 1

Download & Create an account (FRE)

Today, we are looking at the Pocket Casts app. Please find and install the Pocket Casts app how you would normally.

Once installed, open the app and follow the prompts to create an account. Stop once you reach the welcome screen.



"Pretty easy & typical sign up process, especially if you're logging in with an existing account."



"Ok it's asking me to unlock features?"

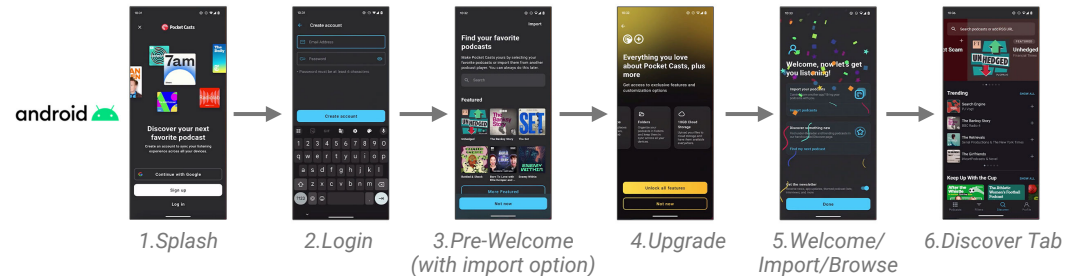
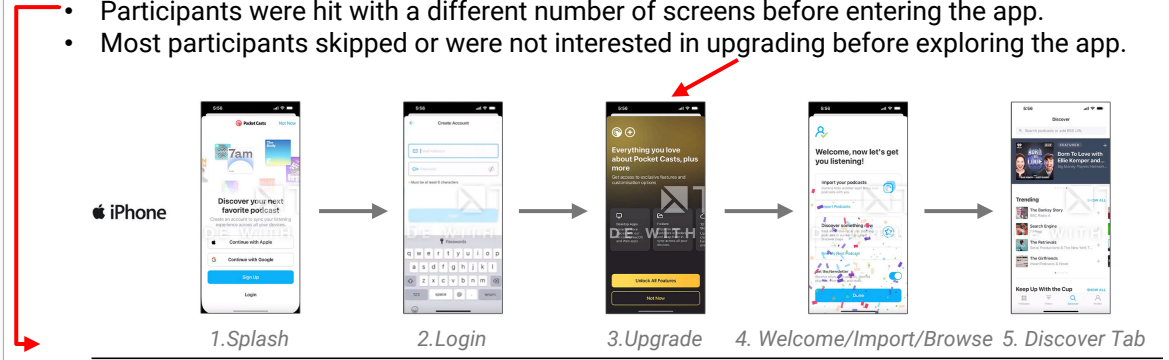
Success criteria: Downloads Pocket Casts and signs up for an account (any method.)

Insights

Passed	Abandoned/Failed	Avg Duration
12	0	1:27

Key Findings

- Pocket Casts is easily found by name in both Apple and Google Play app stores.
- All account creation options (Google, Apple, or standard) were quick and appreciated.
- Participants were hit with a different number of screens before entering the app.
- Most participants skipped or were not interested in upgrading before exploring the app.



Recommendations

- Reduce the number of steps to get into the app (during FRE) to 3-4 and keep the experience consistent across devices.
 - Example: 1. Splash > 2. Login > 3. Enter app (with possible onboarding sequence– see page 17.)
- Eliminate upgrade offers until after the user has used the app more than once.

Task 2

Import Podcasts from other apps or URL

Scenario: You want to make sure your favorite podcasts are available in the Pocket Casts app. Use an import option to add a podcast from another platform or URL.



"I have no idea what an OPML file is. Unless this is a developer thing, I don't think many people are going to know."



"Right off the bat, I would be like, 'too much work!'....I'd rather search for the podcast I wanted"

Success criteria: Import a podcast from a separate application or OMPL URL file.

Insights

Passed	Abandoned/Failed	Avg Duration
1	11	2:54

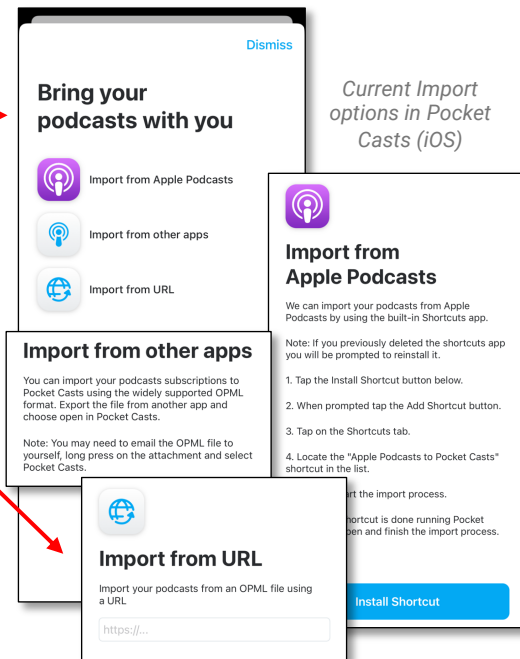
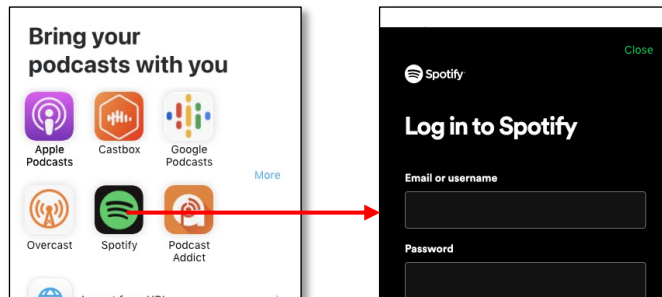
Key Findings

- Import from app options lacked variety and required too many steps.
- Only one user could import a podcast from Apple Podcasts, but to do so, they had to install the Apple Shortcuts app first.
- The import instructions were hard to follow because they included unfamiliar terms, even for frequent podcast enthusiasts.

Recommendations

- Improve process with quick-import logins from other podcast accounts.
- Show the step-by-step process of how to find OMPL URLs in specific platforms.
- If quick-import isn't executional, eliminate the import feature upon FRE and limit the function to live in account settings only.

Mockup for Quick Import option - Tap platform icon, and login to account.



Task 3a

Search & Subscribe a podcast

Scenario: Your friend highly recommended a podcast called "The Professional Book Nerds", and you want to follow this podcast for future episodes. Show me how you would do this.



"Seems pretty easy for me to go and add them. I'm assuming that's what the checkmark means?"



"I don't know where to go to confirm I followed it."



"I have a typo, nothing shows up."

Success criteria: Successfully finds a podcast and subscribes.

Insights

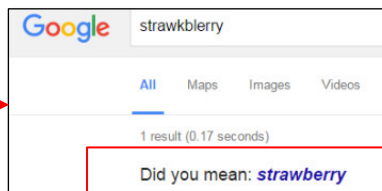
Passed	Abandoned/Failed	Avg Duration
8	3	1:15

Key Findings

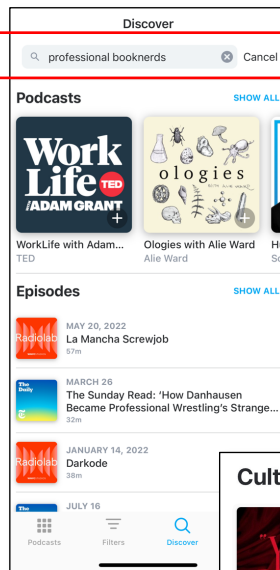
- At least 6 of 12 participants misspelled a phrase while searching, resulting in incorrect or inconclusive results.
- Often, participants weren't sure if they subscribed to a podcast.
- Participants couldn't sort or filter results in the Discover tab or search results.

Recommendations

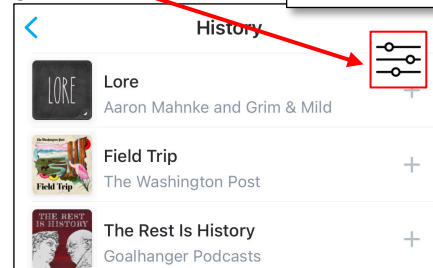
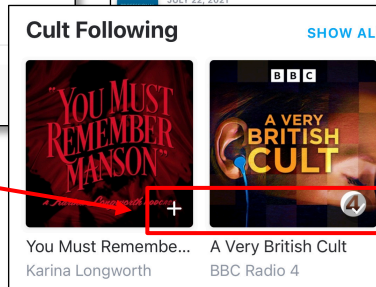
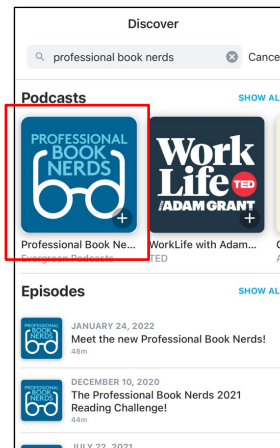
- Upgrade the search function to recognize misspellings and suggest alternative search queries (like Google).
- While browsing, make it more obvious when a user has subscribed with a bolder check icon and a dismissible/swipeable confirmation message.
- Add filtering and sorting options on the Discover tab & Search results – by popularity, newest, genre, etc.



Slightly misspelled query



Correct query & results



List and results of podcasts in the Discover Tab

Task 3b

Archive an episode

Scenario: Imagine you've finished listening to an episode of the professional book nerds podcast but don't wish to listen to the episode again. What would you do in the app to make sure you don't hear the same episode again in the future?



"It seems pretty user friendly with no prior knowledge of this app. I just held it down and clicked the 3 dots which usually means options and then archive."



"Oh, [mark played] archives it?"

Success criteria: Archives episode or chooses "Marked Played".

Insights

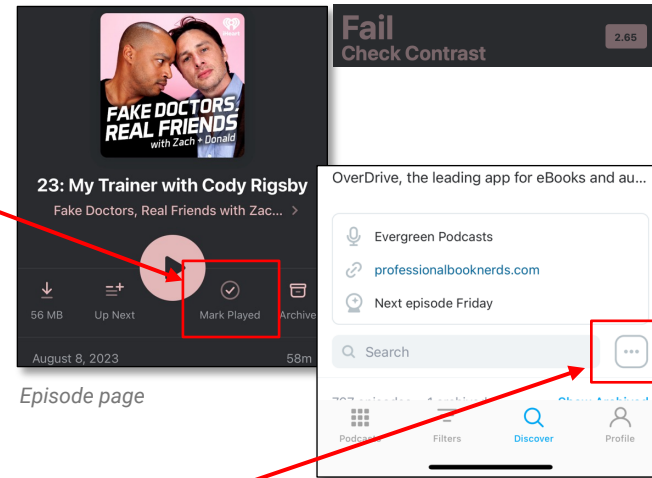
Passed	Abandoned/Failed	Avg Duration
10	2	1:07

Key Findings

- Some participants had difficulty finding an option to archive or mark played (at first) because the button didn't stand out.
- Most participants didn't understand the difference between "Archive" and "Mark Played."
- Only 3 participants discovered swipe or press-and-hold gestures to reveal archive options.

Recommendations

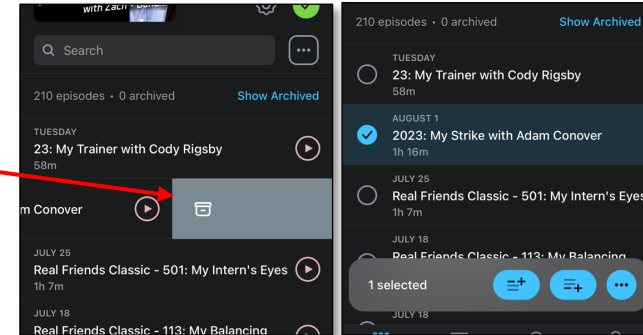
- Improve visibility and color contrast ratios of all buttons (in light and dark modes.)
- "Archive" and "Mark Played" should be separate functionalities entirely or consolidated into one function.
- Provide affordance for swipe and press-and-hold gestures– like a slight "reveal" animation.
- Provide a dismissible/swipeable confirmation message when the episode is archived with undo button.



Episode page



Podcast details page



Task 3c

Unarchive an episode

Scenario: *Oh no! You've mistakenly archived a professional book nerds episode that you haven't listened to yet. How would you undo that mistake?*



"But [archive] made it disappear..."

Oh, 1 archived. Show archived...that wasn't clear....but that wasn't in the help document."



"I'm still not clear on what the archive button does. What does that feature do exactly?"

Success criteria: Unarchives an episode or finds a way to do so.

Insights

Passed	Abandoned/Failed	Avg Duration
11	1	0:46

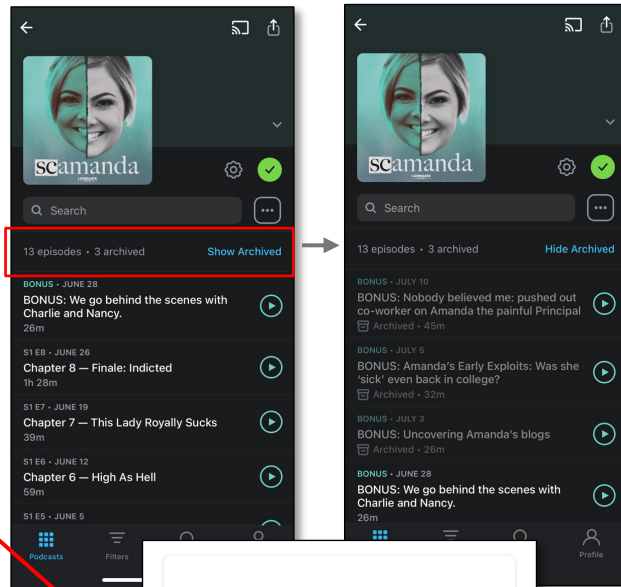
Key Findings

- Almost all participants were able to find an unarchive option rather quickly.
- Those who weren't able to find an options quickly didn't see the "Show Archived" option above listed episodes.
- 1 participant who sought the help resources mentioned the irony of swiping on an episode when it's disappeared and how "Show Archived" wasn't listed in the help article.

Recommendations

- Make the "Show Archived" section stand out more, primarily when episodes are archived.
- Add this method of unarchiving in the how-to help article.

Podcast detail page – archived episodes closed and expanded.



To unarchive episodes

- Swipe right to left over the episode in an episode list.
- Or tap the episode, then tap **Unarchive**.
- Or if all episodes of a podcast are archived, tap the vertical ellipsis and tap **Unarchive All**.

Help article.

Task 4

Create a new filter

Scenario: Imagine you have a 30-minute drive to work and would like to listen to podcasts while you commute. You'd like to listen to episodes roughly 30 minutes long, so you're not fumbling and switching episodes while you drive. Find a way to refine your podcasts to meet the 30-minute episode criteria.



"I wish that these were not grey so they were a little easier to see...when I clicked it before, I thought that these were not clickable options"



"So it's going to have me set up a permanent filter...Not sure if I like that; maybe I just want to filter quickly?"

Success criteria: Finds filters and chooses duration.

Insights

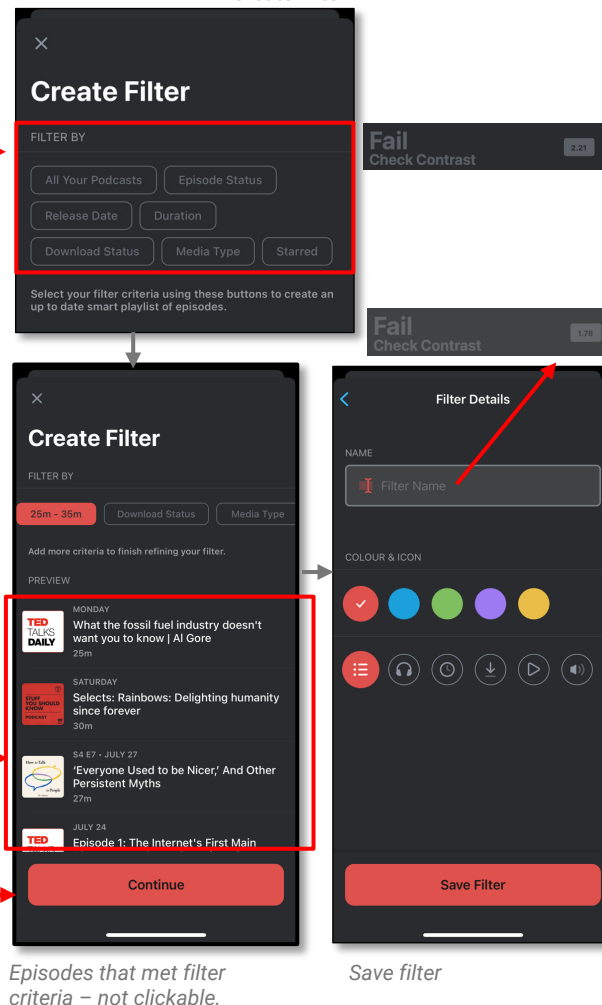
Passed	Abandoned/Failed	Avg Duration
8	3	1:18

Key Findings

- Some participants thought these filter options weren't selectable.
- Although most thought filters were useful, some participants found you couldn't click and listen to a filtered episode without saving the filter.
- Some participants expressed wanting to filter all content, not just by subscribed podcasts.

Recommendations

- Again, make buttons and clickable options higher contrast/stand out.
- Don't require filters to be saved in order to browse filtered content.
- Change filter call to action button to "Save This Filter" so users know what the next step is.
- Enable filtering for all podcasts; don't limit filtering to those subscribed to.



Episodes that met filter criteria - not clickable.

Save filter

Follow-Up Comments

Please share your thoughts on your overall experience with the Pocket Casts app.

What, if any, features do you feel are lacking from this application?

"I was really confused when it came to importing podcasts."

"A lot of options, which is good. I would want to advertise this to advanced users...and who want to customize their experience. I wouldn't put this in front of a brand new podcast listener because it seems overwhelming"

"I wonder if I start listening to things if it will recommend others?"

"First seeing it, it was kind of overwhelming seeing all the different types of podcasts...but actually kind of like the app... like the filters...the seconds listened and saved."

"I'd like alternative filter options."

Additional Opportunities

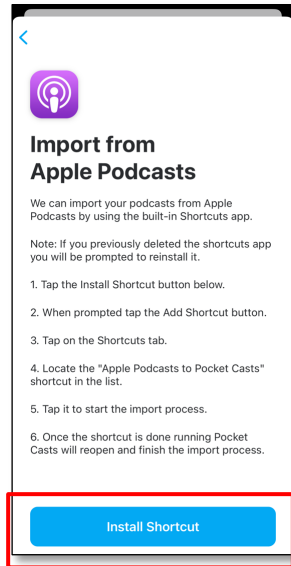
Brand Identity/Alignment

"It doesn't really offer a unique look or feel...this looks a little too plain jane"

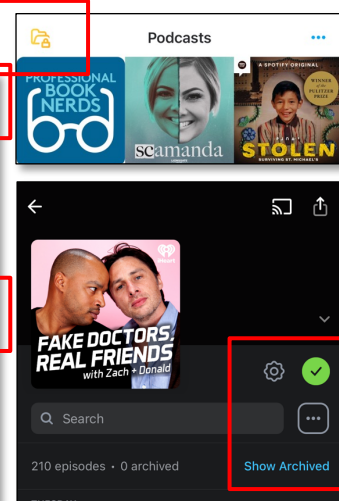
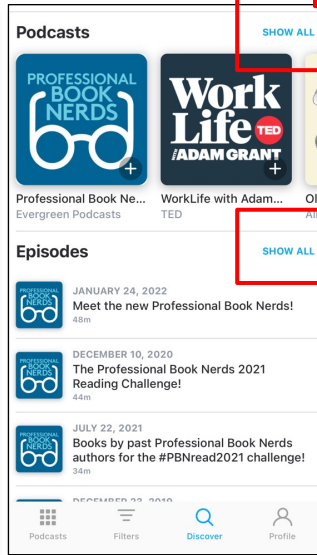
There is a bit of brand confusion. Establish brand guidelines and be consistent across operating systems and light/dark modes.

- Logo is red.
- The internal app has blue, yellow and green buttons.
- Upgrade screen is yellow and black.

"This looks like it's copying Spotify with the yellow to black fade"



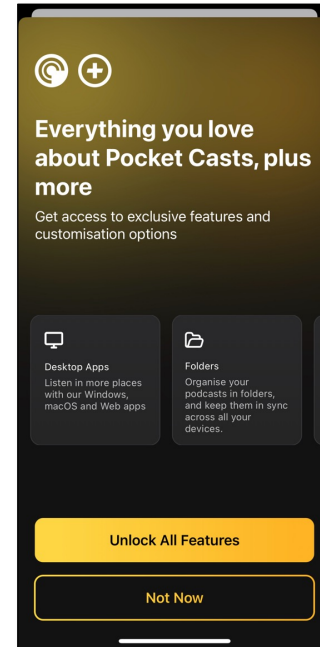
Light mode buttons



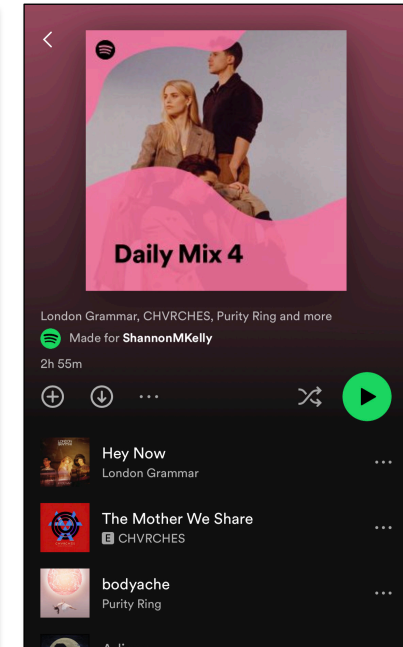
Dark mode buttons



Upgrade screen

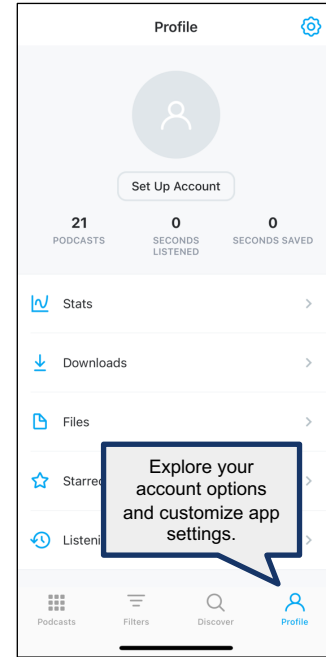
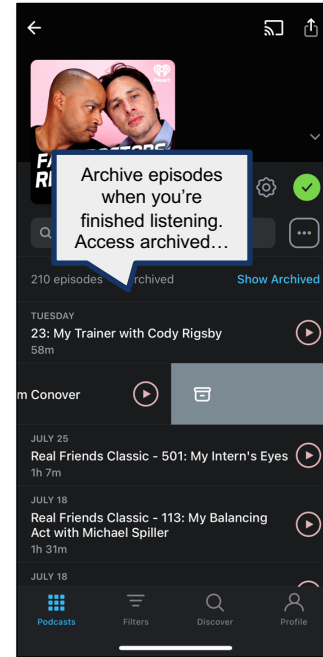
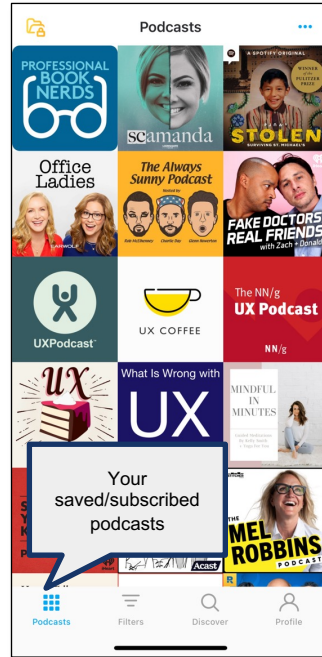
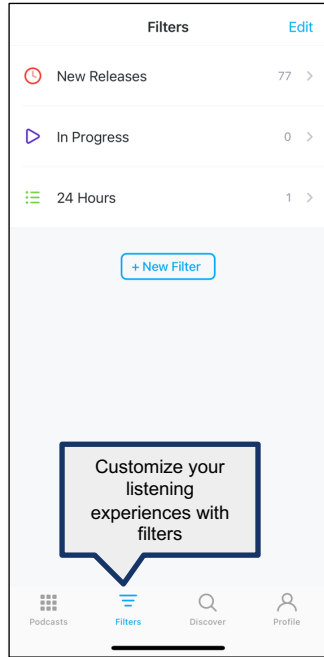
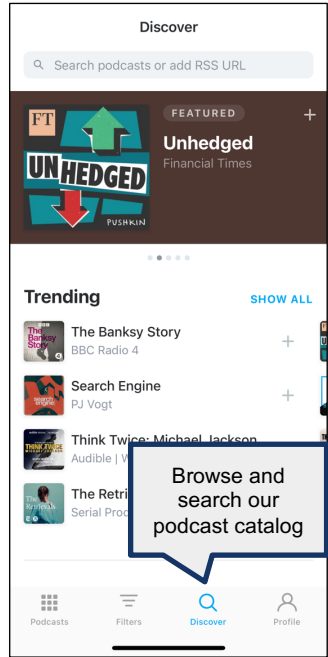


Spotify



On-boarding Tutorial for first-run experience

While reducing the steps to get into the app, first-time users should be given a dismissible onboarding tutorial highlighting some of the key features that make the Pocket Casts app unique.



Additional Features/Ideas

- 2 participants expressed a way to hide or mark uninterested podcasts.
 - *[To problematic content creators:] “Don’t talk to me or my son again.”*
 - *“I don’t want this podcast I’m not interested in to keep following me and showing up.”*
- Bookmarking while listening & sharing an episode.
 - *“A way to share a specific time-marker within an episode with friends. Like Libby or Audible, bookmark a spot in an episode”*

Conclusion

Although some participants encountered interface issues and noted missing functionalities, most of them had a positive outlook on the app upon completing the study.

To improve user experience, it is recommended to streamline and enhance contrast on features and buttons. Furthermore, adhering to a clear and unique brand guideline that does not imitate competitors is crucial.

Test the proposed changes with a similar audience (as those to this study) and additionally with hard-of-seeing and/or screen magnification users. This will help identify contrast issues and ensure compliance with color ratios.

This application is designed to offer a personalized and convenient listening experience for all podcast enthusiasts. However, some experienced listeners have found it overwhelming at times. To promote this app, target frequent podcast users who seek a more tailored listening experience. Additionally, improving the onboarding process can help novice listeners adapt more easily.



Appendix

Testing Team

Group 5 - Summer 2023 USABILITY II (UXD-60114-004)

- Ashley Jelicks
- Shannon Kelly
- Morgan Ream
- Katie Tobin

Signed Content Forms

Shannon Kelly's participants

The image shows two overlapping scanned copies of an informed consent form. The form is titled "Informed Consent & Non-Disclosure Agreement for Research Participants". It contains several sections of text, including "Study name: Pocket Casts App", "Interview Recording and Note Taking", "Voluntary participation", "Consent to recorded interview sessions", "Confidentiality", "Non-disclosure", "PLEASE INITIAL TO ACKNOWLEDGE THE NON-DISCLOSURE CLAUSE", "Freedom to withdraw", "Incentive", "Questions", and "Informed Consent". The form is signed by "Gabriela M." and "Shannon Kelly" with dates "7/5/23". The bottom of the form includes contact information for "Mobile Guerrilla Testing" and the study ID "Mobile Guerrilla Testing - Summer UXD 60114 Group 5".

[Signed Consent forms \(PDF\)](#)

Testing Script

Mobile Guerilla Testing Script

Pocket Casts - UXD 60114 Group 5: Ashley Jelicks, Shannon Kelly, Morgan Ream, & Katie Tobin

Objectives:

- Observe and assess the app's first-run experience
- Usability of a few tasks it supports

Screener Criteria - Persona: Frequent Podcast Listener

1. Do you listen to Podcasts? (Pass - yes/Fail - no)
2. How often do you listen to podcasts?
 - Pass - Daily
 - Pass - Weekly
 - Pass - A few times a month
 - Fail - Once of month
 - Fail - A few times a year
3. What applications do you currently leverage to listen to Podcasts?
 - Fail - Pocket Casts

Warm-up questions

1. When/where do you typically listen to Podcasts?
2. Do you have any frustrations with your current podcast application, and if so, what are they?

	Tasks	Success Criteria
1 Download & Create an account	<p>Today, we are looking at the Pocket Casts app. Please find and install the Pocket Casts app how you would normally. <i>(spell out pocket casts if necessary)</i></p> <p>Once installed, open the app and follow the prompts to create an account. Stop once you reach the welcome screen.</p> <p><i>If the participant expresses concerns over logging in with Apple or Google accounts (while recorded), suggest creating an account through the app - fake email and dummy password.</i></p>	<p>-participants will need to entirely create an account either using a Google or Apple log in or by creating one through the app</p>
2 Import Podcasts from other apps or URL	<p>Scenario: You want to make sure your favorite podcasts are available in the Pocket Casts app. Use an import option to add a podcast from another platform or URL.</p>	<p>-participants successfully import a podcast from another app or URL onto Pocket Casts</p>

Mobile Guerilla Testing - Summer UXD 60114 Group 5

1

Recordings

- https://video.kent.edu/media/Renee+Guerilla+Mobile+1+-+USABILITY+II+%28UXD-60114-004%29/1_ws9jse1h
- https://video.kent.edu/media/JasonGuerillaMobile2+-+USABILITY+II+%28UXD-60114-004%29/1_7bdtppw4
- https://video.kent.edu/media/Gabriela+Guerilla+Mobile+3+-+USABILITY+II+%28UXD-60114-004%29/1_d5qz4ocv
- https://video.kent.edu/media/Taylor+-+Pocket+Casts/1_juhewbr6
- https://video.kent.edu/media/Mason+-+Pocket+Casts/1_c9fx2ech
- https://video.kent.edu/media/Amber+-+Pocket+Casts/1_uitssaal
- https://video.kent.edu/media/Pocket%20Cast%20Mobile%20Test%20Meg%20-%2060114/1_v17h9srr
- https://video.kent.edu/media/Pocket%20Cast%20Mobile%20Test%20Hannah%20-%2060114/1_t98oxxcv
- https://video.kent.edu/media/Pocket%20Cast%20Mobile%20Richard%20-%2060114/1_bonki7yl
- https://video.kent.edu/media/signal+pocket+casts+participant+1/1_8oi006vm
- https://video.kent.edu/media/alice+pocket+casts+participant+2/1_4u7lck00
- https://video.kent.edu/media/kasia+pocket+casts+participant+3/1_699t8lo3

[Testing Script \(PDF\)](#)

