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Usability for AARP Instagram Guidebook

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Instabook

Nicole Weigand, Maddy Connaughton, and Hannah Nash

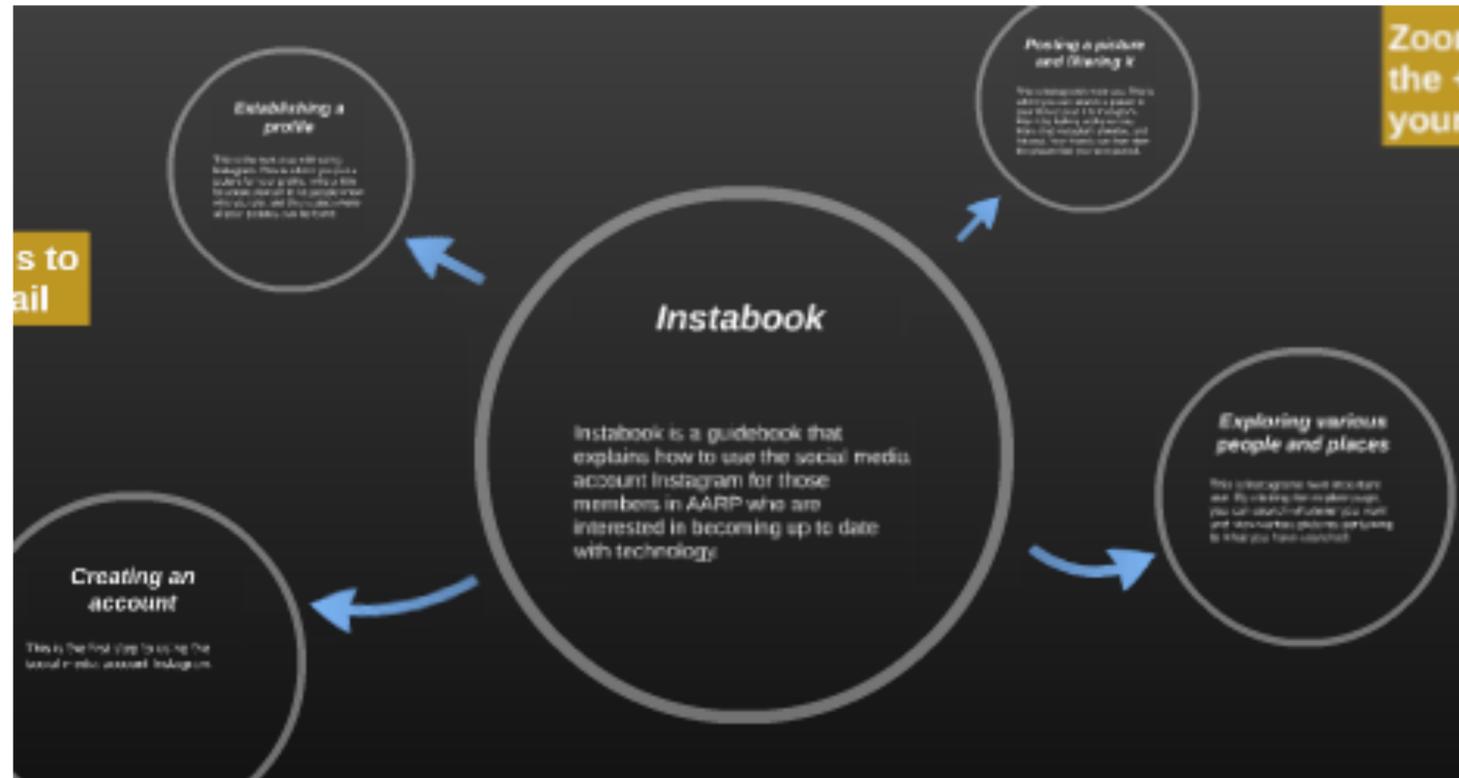
Advisor: Professor Taaffe

Abstract

The purpose of this poster is to introduce our guidebook, Instabook, that teaches AARP members how to use Instagram once they have created an account. We conducted a usability test to test our guidebook and how readily AARP members can use usabook and from this usability session, we learned that we could make two to three changes to our Instabook for the betterment of older members. Our group realized that we needed to pay attention to older members when writing directions.

Conclusion

After conducting our usability testing session, we got much feedback about how we could improve our guidebook Instabook. Our first change to our book is adding a glossary with icons on the second page of our guidebook to warn the users the different icons that are present throughout Instagram and to show what they mean. For example, we would put a picture of all of the icons in Instagram and then put “=” to show what it means. With this, users will know up front what each icon represents when they are going through Instabook. In addition to adding a glossary with icons, the second change they we will make to our book is formatting the arrows on each of the pages and making them the same way. This gives users an easy way to follow along when everything is in the same format within the book. Furthermore, the third change in our guidebook is using consistent parallelism of our titles on each page. For example, on one page we have “how to tag people in a picture” and on another page we have “posting a picture”. The change that we would make here is make everything end in “ing” to be consistent. For example, “tagging people in a picture” and “posting a picture”. These are the three changes that we would make to Instabook to improve it after our usability testing session was conducted with the AARP members.



Results

2-230	exited about using it	reading through book	surprised/confused
230-3	making app account	getting used to book	confused
3-330	signing up with new account	so tiny he can hardly see app	
330-4	nicole has to sign in with hers	starts to understand more	interested
4-430	has a profile	requesting followers	interested
430-5	interested in sports	football	stealers fan.....
5-530	distracted with old stories	good stories though	stealers losing
530-6	coached for tennis at UD	still distracted	
6-630	run through	went well	
630-7	told him how to use	very impressed	"oooh"
7-730	Question	interest access	interested
730-8	saying its worse on machine	you should talk face to face	

Intro

As a group for our AARP project, we chose to explain to the elders what the social media account Instagram is by making a guidebook called “Instabook”. Our 24 page guidebook describes to users that once they have created an Instagram account, it explores the various uses of Instagram, such as establishing a profile, exploring Instagrams various uses, posting a picture and filtering it, making a caption, adding a location onto a picture, tagging people in a picture, looking up what is trending on Instagram, and how to explore people and places.

What we wanted to find out in terms of Instagram and older people is if they would be able to explore Instagram’s various uses once they created an account. The first step for this project was created a user analysis, followed by creating pre-tests and post-test to better understand the participants that we were testing and how the testing went. This was followed by a usability testing session, in which we tested 3 subjects who are members of AARP to go through Instabook to see if they understood how Instagram worked. With the test results, we figured out changes to Instabook that the users suggested.



Acknowledgements

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