

User Test Report

1. Scope

- a. The test will cover the user perception and the experience part of the product. Since our product involves an intimate aspect of one's life, it is important to learn about how the user feels about our solution. It will also test how are product stands when it comes to technology.

2. Purpose

- a. We'd like to test how intuitive our product design is, both in terms of UI and overall aesthetic.
 - i. Can its purpose be identified?
 - ii. Is the UI easy to follow?
- b. Do users care about sustainable products in these scenarios?
 - i. They're feeling stressed about not having a menstrual product so sustainability might not be a priority.
- c. Goal: Consolidate a design for both the box and the menstrual products packaging.

3. Script

- a. Introduction
 - i. We conducted a user study and figured that pads can be inaccessible on college campuses at times. We came up with a two-part solution to partly mitigate this problem.
 1. manufacture cheaper pads that fulfill the basic requirements and supply directly to the customer eliminating the middleman and the awkward interactions
 2. To eliminate the middleman and increase the accessibility we came up with the idea of installing easy to use vending machines. The idea is to make the pads available to the target customer in the most seamless manner.
 - ii. Here's a prototype of the pad and the vending machine to demonstrate the basic idea.
- b. Question List
 - i. If you saw this in a gender-neutral restroom, what would you think this was for?
 - ii. What if it was in a women's restroom?
 - iii. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - iv. Can you show me how you'd buy a pad?

- v. How much would you ideally pay for an individual pad?
Tampon? Panty liner?
 - vi. What's your preferred payment method?
 - vii. Are there any other menstrual products you'd find useful in this scenario?
 - viii. Would you prefer having these vending machines elsewhere? If yes, where?
 - ix. On a scale of 1 - 10, where 1 is unimportant and 10 is very important, how large of a role does sustainability have on which menstrual products you purchase?
- c. Scenarios
- i. You're on campus and forgot to pack menstrual products.
 - 1. This is testing
 - a. UI usability/flow
 - b. Preferred payment methods
 - c. Most common flow (what to stock more of)
 - ii. You see this at the back of the 3rd floor Moffitt restroom, when would you approach it?
 - 1. This is testing if it's purpose can be conveyed
 - iii. You have a higher flow than usual and you're trying to prevent any possible leaks.
 - 1. This is testing if the flow diagram is intuitive to users.

4. Roles

Team Member	Responsibility
Leonor	Note taking, video recording, sessions 1-2 report writing
Gaurav	Conducting the experiment, Interviewer, sessions 3-5 report writing

5. Report on the test

- a. Result Summary:
 - i. The majority of the users were able to recognize the use case of the product.
 - ii. Everyone preferred a subtle design.
 - iii. Most of the users were able to figure out how to use the prototype without additional instructions.

- iv. The users were willing to pay 50 cents/pad on average.
- v. Some of the payment methods mentioned by users were credit card, Apple Pay, and Cal ID.

b. Discussion of all Tests:

i. User 1:

1. If you saw this in a gender-neutral restroom, what would you think this was for?
 - a. To buy pads, tampons, or liners for different period flow.
2. Would you be able to notice this from afar, if you couldn't see the screen?
 - a. I guess if I really needed one [a pad/tampon/liner] I'd go up to it and hope it was actually what I needed, otherwise I probably wouldn't mess with it
3. What if it was in a women's restroom?
 - a. Same as above. I think I'd just be more confident that it was what I needed.
4. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - a. Not really. I don't care. Moffit has the basket of pads just out and I don't feel judged/awkward about it so should be fine.
5. Can you show me how you'd buy a pad?
 - a. Uhh yes
 - i. *everything seemed intuitive but the flow screen led to somewhat of a pause. Maybe include a better description of the flow types.
6. How much would you ideally pay for an individual pad? Tampon? Panty liner?
 - a. Pads: 25 cents, tampons: 50, liner: 25
 - b. I usually buy in bulk so don't really know prices
7. What's your preferred payment method?
 - a. Apple pay (!!!)
8. Are there any other menstrual products you'd find useful in this scenario?
 - a. Midol
 - i. Cramp medication that alleviates some of the pain

- ii. I always try to keep some in my backpack but if I ever run out and am on campus it's really depressing so would be nice to have this around
- 9. Would you prefer having these vending machines elsewhere? If yes, where?
 - a. Just in the restroom is fine. Don't know where else I'd need it.
- 10. On a scale of 1 - 10, where 1 is unimportant and 10 is very important, how large of a role does sustainability have on which menstrual products you purchase?
 - a. 5. In this scenario I really wouldn't care because I urgently need something.
- ii. User 2:
 - 1. If you saw this in a gender-neutral restroom, what would you think this was for?
 - a. I suppose it's used to collect data on women's menstrual cycle
 - 2. What if it was in a women's restroom?
 - a. Same as before
 - 3. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - a. I think I'd a subtle design
 - 4. Can you show me how you'd buy a pad?
 - a. I would insert change into the machine, turn the knob and get the pad.
 - 5. How much would you ideally pay for an individual pad? Tampon? Panty liner?
 - a. I'd pay about \$20 for a pack 40-50 pads. Not very aware of other products.
 - 6. What's your preferred payment method?
 - a. I'd like the option to use a credit card.
 - 7. Are there any other menstrual products you'd find useful in this scenario?
 - a. Not really.
 - 8. Would you prefer having these vending machines elsewhere? If yes, where?
 - a. Just public restrooms are fine.
 - 9. On a scale of 1 - 10, where 1 is unimportant and 10 is very

important, how large of a role does sustainability have on which menstrual products you purchase?

I think it matters to me, but it is not a deal-breaker so I'd go with a 5.

iii. User 3:

1. If you saw this in a gender-neutral restroom, what would you think this was for?
 - a. A tampon/pad dispenser
2. What if it was in a women's restroom?
 - a. Same as above
3. Would you notice what it was, even if you couldn't see the screen?
 - a. I don't think I'd approach it. Honestly don't know what I'd think it'd contain. Maybe condoms?? I've seen those in restrooms before so really it could be anything.
4. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - a. Subtle design
5. Can you show me how you'd buy a pad?
 - a. *didn't seem to have any complications
6. How much would you ideally pay for an individual pad?
Tampon? Panty liner?
 - a. 5-25 cents
 - i. *mentioned that they buy pads in bulk so they get them for around 25 cents each and wouldn't want to pay more than that
7. What's your preferred payment method?
 - a. Credit card or Cal ID
8. Are there any other menstrual products you'd find useful in this scenario?
 - a. Nope. I think this is enough variety.
9. Would you prefer having these vending machines elsewhere? If yes, where?
 - a. Only bathrooms should be fine.
10. On a scale of 1 - 10, where 1 is unimportant and 10 is very important, how large of a role does sustainability have on which menstrual products you purchase?

- a. 7. I don't think I use a sustainable brand but it'd be cool to encourage it.

iv. User 4:

1. If you saw this in a gender-neutral restroom, what would you think this was for?
 - a. Based on the first screen, a machine that dispenses pads, tampons, and liners. Looks like you can get different types based on whether you have a lighter or heavier flow, pay with cash or credit, and purchase multiple if you want.
2. What if it was in a women's restroom?
 - a. I think the same as the previous answer
3. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - a. I honestly do not care.
4. Can you show me how you'd buy a pad?
 - a. *Goes on to show how to use the prototype*
5. How much would you ideally pay for an individual pad? Tampon? Panty liner?
 - a. About 50 cents to a dollar maybe?
6. What's your preferred payment method?
 - a. Definitely a credit card.
7. Are there any other menstrual products you'd find useful in this scenario?
 - a. Nope
8. Would you prefer having these vending machines elsewhere? If yes, where?
 - a. Just restrooms are fine.
9. On a scale of 1 - 10, where 1 is unimportant and 10 is very important, how large of a role does sustainability have on which menstrual products you purchase?
 - a. Probably 1 when it comes how much would I pay for it.

v. User 5:

1. If you saw this in a gender-neutral restroom, what would you think this was for?
 - a. For women who need to buy tampons/pads
2. What if it was in a women's restroom?
 - a. Same as above

3. [After explaining the purpose of the product] Do you prefer this subtle design vs. the product being labeled?
 - a. I prefer subtle. I buy them with no shame at the store, but I would feel kind of awkward buying them in a gender neutral bathroom. Mostly if it had a huge sign advertising pads/tampons/liners.
4. Can you show me how you'd buy a pad?
 - a. *didn't run into any errors
5. How much would you ideally pay for an individual pad? Tampon? Panty liner?
 - a. Ideally it's free... but if I have to pay 50 cents to \$1 should be fine. Mostly in this scenario.
6. What's your preferred payment method?
 - a. Apple pay
 - b. Don't always take backpack/wallet into restroom with me so wouldn't be ideal if I realize I need it and then have to walk back out for money
7. Are there any other menstrual products you'd find useful in this scenario?
 - a. no
8. Would you prefer having these vending machines elsewhere? If yes, where?
 - a. I think this is the only place I'd use them...
9. On a scale of 1 - 10, where 1 is unimportant and 10 is very important, how large of a role does sustainability have on which menstrual products you purchase?
 - a. 1. I really just think the result is more important in this situation.

6. Improvement of the final concept and prototype

- a. In order to further accommodate those who preferred a subtle design, we decided the best placement would be at the back of restrooms. This was mostly an issue for gender-neutral restrooms but was also a safety concern as they might have to rummage around their purse/backpack for money and didn't want to be easy robbery targets.
- b. We also decided to add the option of using Apple Pay and other mobile payment methods.

- i. Ex.) For specific universities ID's could be used as a form of payment as most students always carry this around
- c. Some users were not able to figure out the use case of the prototype right off the bat. Maybe we could do a better job of telling that to the user while keeping a subtle design.