



# PLAN

## Moderated Usability Tests, Remote and In-Person (Mobile)

### ↓ Introduction

Goalin is a native app that uses **AI to decompose long-term goals** into personalised daily tasks, helping users plan and maintain focus on achieving them. It features visual progress indicators, motivational tools, and time-blocking features to prioritise activities. It targets **young professionals aged 25-38** who struggle to translate long-term goals into daily routines due to demanding schedules and distractions.

### ↓ Background

Goalin's discovery phase began in August 2025 with a competitive analysis, in-person user interviews, and a survey of young professionals aged 25-38 interested in AI-driven tools for daily task management. The research revealed they need a way to **break down long-term goals into manageable daily tasks** to pursue objectives without feeling overwhelmed.

The resulting prototype is an initial hypothesis for how I plan to solve the problem. Now I would like to test the most critical features and functionality for my primary personas, Sofía Hadid, Luis Salinas Reyes, and Diana Herbst: **the account creation process, including onboarding; adding a new goal using AI Assistance; and adding a time blocker.**

### ↓ Goal

Our objective is to evaluate the **learnability of our target users** as they interact with our goal-setting application for the first time on its mobile version. It is to assess whether the **user understands** the application, its value, and how to complete simple, specific tasks such as creating an account, logging in, adding a goal to break it out into daily tasks with AI, and adding a time blocker to the calendar.

Test Objectives:

- Determine if the user understands easily and straightforwardly what the application is for and the value that it provides.
- Determine if the user can easily navigate the app and find all the main features they are looking for.
- Observe how users create an account through the app and if they can be successful in completing the task.
- Determine if users can easily add a new goal and identify the CTA button of AI assistance to break the goal into daily tasks.
- Determine if users can easily add reminders and walk through the AI-suggested daily tasks.
- Determine if users can use the calendar function on the home screen to check their daily tasks.
- Define if users can navigate through our bottom bar menu to the calendar and goals, to check progress and goals.
- Identify if the user can easily add a Time blocker, including reminders and repetition of the blocker, and understand the add CTA button.
- Understand if the user needs the Smart decline function.
- Observe how the user navigates the calendar wireframe
- Define if the steps to complete the tasks are easy and intuitive to the user.
- Determine if the user likes the app and if they are satisfied with it.



## Methodology

Since some of our test users are in different locations, we will conduct one moderate-remote usability test via Microsoft Teams and two in-person moderate-remote usability tests. The sessions will include an initial briefing on the study, an explanation of the tasks the user will perform, an opportunity at the end to share their general opinion on the application, and a debriefing at the end of the session.



## Participants

The study will recruit 3 participants through my network, friends, and family. The participants are going to be selected considering our target audience, young professionals between the ages of 25 and 38.



## Schedule

Usability test sessions will take place online on December 18<sup>th</sup>, 20<sup>th</sup>, and 21<sup>st</sup> 2025. Sessions are scheduled between 2 and 8 p.m. on the mentioned days.



## Sessions

Each participant will attend 10-15-minute sessions: test the mobile version on their own laptop or a provided laptop, and share their feedback via MS Teams or in person. Each session will be recorded.



## Equipment

The test will be conducted on the user's personal laptop or a laptop provided by us. Each session will be recorded via Microsoft Teams or a voice recording app, including a video recording of the MVP while users complete the tasks.



## Metrics

Errors will be measured using Jakob Nielsen's scale:

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on the project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: essential to fix and should be given high priority
- 4 = Usability catastrophe: imperative to fix before the product can be released



## Script

### Introduction:

Hello, and thanks again for taking the time to participate in our user testing. I'm Maria Fernanda Ranfla Iniestra, the designer working on this project, observing and taking notes during the session. Before we get started, I'd like to explain to you what we're going to be doing today so you know exactly what to expect. I'll also give you some context regarding what it is I am testing and why. Today, I'll be asking you to try out a new goal tracker responsive native application called Goalin and do a few activities using the app.

I'd like to understand what works well about the app, as well as what doesn't work well. Please remember that I'm testing the app and not you! There are no right or wrong answers—I want to hear your honest thoughts and opinions.

To that end, please don't worry about hurting my feelings. I can only understand what doesn't work and make improvements if you provide candid feedback. I'll start by asking you a few general questions about goals and tracking your progress, then move on to some activities using the Goalin app.

When you're looking at the app, I'd like you to "think out loud" as much as possible to let me know what you're thinking and feeling as you explore the app. For example, you might let me know if you were expecting to find a particular piece of information after clicking on a link, but the information provided was different than what you were expecting. If at any time you find yourself confused or unsure as to what you're supposed to be doing, that's fine! Simply let me know and I'll get you back on track.

You should also feel free to let me know if you need a break at any point during the testing session or if you'd like to end the session early. Finally, before I get started, would it be okay if we were to record your screen and voice during this testing session? The recording will only be used to help me understand where I need to improve the app and won't be shared outside the project. Is that okay? Do you have any questions so far? Are you ready to continue? Okay! I'll start recording and begin the session.

### Personal Demographic questions

Demographic information has already been collected from participants during the recruitment process, so it won't be asked here.

### Background questions:

Before we look at Goalin, I have a few short questions I'd like to ask you to help us get a better understanding of how you might use Goalin:

- When looking for assistant to break down or organise daily activities around completing a long-term goal, do you use an application or website to create daily activities? If not, why not?
- Do you use any application or website to block time slots for yourself and have free time for yourself? If not, why?
- Do you tend to use a specific application or website to track your progress towards achieving personal goals? Yes, no why?
- Are there any specific aspects related to achieving goals through daily tasks in general that you would like to have digitally? Yes, no why?

Thank you. Now, I'd like to ask you to try out some activities using the Goalin App.

### Tasks:

We'll now give you three scenarios and their corresponding activities. As you complete each activity, we'd like you to think out loud and tell us what you're thinking and feeling as you navigate through the app.

1. You're a student trying to finish some work related to your studies and just came across a mobile application called Goalin that can help you to break long term goals into daily tasks using AI and you want to start using it to see if it can help you to better organise your stuffy activities towards a goal. Using the Goalin application creates an account to be able to access all the other features of the application.

**Task questions:** What adjectives would you use to describe the create an account process? What parts of the whole process were not clear to you?

2. You are already in the thesis creation phase and you want to end writing your thesis by the end of next semester, but you're finding it complicated to plan your daily workdays. Because you already have an account on the app, you'll give it a try and use the AI assistant to break this goal into daily tasks. Using the Goalin app, add the Goal and break it into daily

tasks.

**Task questions:** How easy or difficult was it for you to add the goal? Was there any part of the process or information that was not clear to you?

3. You're a busy marketing manager and want to balance work responsibilities with personal health and family goals. Because you want to organise a specific time to spend with family and on your health, you decided to block time on your calendar. Using the Goalin app, block off time on your calendar to make room for family time and a workout.

**Task questions:** How easy was it to block time in your calendar? Do you think the application would be a valuable tool to help people organise their daily tasks more effectively to achieve long-term goals?

**Satisfaction question:**

Overall, how difficult or easy did you find the tasks?

Considering a scale of 1 to 7 being 1 very difficult and 7 very easy.

After answering the question with a number: why?

Closing:

Okay! That's the end of the session. Thank you for participating and helping me better understand how I can improve Goalin. Before you go, do you have any other questions or feedback for me?