

INFM480 Design Document Success Measurements

CRF Mobile App

John Hammond

1. Project Overview

Project Title: Community Resource Finder (CRF) Mobile App

Designer: John Hammond

Course: INFM400 – Capstone Project

Tools Used: Figma and/or Adobe XD

Purpose:

The Community Resource Finder (CRF) mobile app is designed to help users locate essential community resources such as food banks, housing, healthcare services, and volunteer opportunities. This document outlines how the success of the CRF app prototype will be measured and evaluated based on its usability, functionality, design quality, and user satisfaction.

2. Success Measurement Goals

The success measurement process aims to:

- Determine whether the CRF prototype meets its core design and usability objectives.
- Assess user satisfaction and likelihood of continued use or recommendation.
- Identify potential areas for improvement before full-scale implementation.
- Gather data to support stakeholder interest and future investment.

3. Evaluation Approach

Method Used: User Testing and Post-Test Questionnaire

Participants will interact with the CRF mobile prototype and complete specific user tasks (e.g., searching for community resources, saving a listing, viewing directions). Afterward, they will complete a structured questionnaire designed to measure their experience across four key dimensions: **usability, functionality, visual design, and satisfaction.**

4. Key Evaluation Criteria

Criterion	Description	Measurement Method	Success Indicator
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Usability	Measures how easy it is for users to navigate and complete tasks within the app.	Likert scale (1–5) responses and observation during user testing.	80% of users rate usability 4 or higher.
Functionality	Evaluates whether the app’s features (search, save, filters, etc.) work as expected.	Questionnaire items and feedback on encountered bugs/errors.	90% of users report no major technical issues.
Visual Design	Assesses the overall aesthetic, readability, and accessibility of the interface.	Likert scale (1–5) and open-ended responses.	Average design satisfaction rating of 4 or higher.
User Satisfaction	Gauges how satisfied users are with the overall experience.	Likert scale (1–5).	85% of users rate satisfaction 4 or higher.
Engagement & Recommendation	Determines user willingness to recommend or continue using the app.	Yes/No and qualitative responses.	80% of users indicate they would recommend the app.
Perceived Value	Measures users’ sense of the app’s usefulness in finding community resources.	Likert scale (1–5) and open-ended feedback.	90% of users agree the app is helpful for finding local resources.

5. Data Collection Instruments

Primary Instrument: Post-Use Questionnaire

Example Questions:

Usability:

- On a scale of 1–5, how easy was it to navigate the CRF app?
- Did you have any difficulty finding what you were looking for?

Functionality:

- Did you encounter any errors or technical issues during use?
- Were all buttons, links, and features responsive?

Visual Design:

- What did you think of the app's overall appearance?
- Was the text, color, and layout easy to read and understand?

User Satisfaction:

- How satisfied are you with the CRF app overall? (1–5)
- Would you recommend this app to others? (Yes/No)

Engagement:

- How likely are you to continue using this app in the future? (1–5)

- What feature did you find most useful?

Open Feedback:

- What would you change or improve about the app?
- Any additional comments or suggestions?

6. Data Analysis Plan

1. Quantitative Analysis:

- a. Calculate the average rating for each question on a 1–5 scale.
- b. Determine the percentage of users who rated each criterion 4 or above.
- c. Identify which features had the highest and lowest usability ratings.

2. Qualitative Analysis:

- a. Review open-ended responses to identify common themes or improvement areas.
- b. Summarize user suggestions for future iterations (e.g., additional filters, expanded categories, multilingual support).

3. Success Benchmark:

- a. Overall success will be determined if **80% or more of evaluation criteria** meet or exceed the target success indicators.

7. Timeline for Evaluation

Phase	Duration	Activities
Prototype Completion	Weeks 1–8	Develop and refine CRF app prototype in Figma/Adobe XD.
Usability Testing	Weeks 9–10	Conduct user testing with 5–10 participants; collect feedback.
Data Analysis	Week 11	Analyze questionnaire results and summarize findings.
Reflection & Reporting	Week 12	Document outcomes, identify improvements, and finalize project report.

8. Reporting and Use of Results

Findings from the success measurements will be used to:

- Evaluate how well the app meets user and project objectives.
- Support recommendations for next-phase development.
- Present actionable insights to potential stakeholders and community partners.

A summary of test results and visual charts (such as bar graphs or averages per criterion) will be included in the final presentation to illustrate measurable outcomes.

9. Conclusion

This success measurement design ensures that the **Community Resource Finder (CRF)** app is not only functional but also impactful and user-centered. By combining both quantitative and qualitative user feedback, the evaluation will verify how effectively the app serves its purpose—helping individuals connect with essential community services quickly and efficiently.

Ultimately, success for this project is defined by its ability to **serve others**, align with its mission of community support, and demonstrate real potential for implementation beyond the prototype stage.