

Behavioural Study, Combined Metrics Score and Additional Topics

MyFitnessPal vs Lose It!



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Assignment 3

UX271

Study Design

1.1a Scenario

In this scenario the user will log his weight by either using the shortcut '+' or by going in subcategories in both MyFitnessPal and Lose It! The aim is to get the users to log their weight without any help by using the shortcut menu '+'.

1.1b Task/subtasks

Following are the task and subtask a user will perform to accomplish the main task



Tasks on MyFitnessPal

- (1) Tap on "+"
- (2) Tap on "weight"
- (3) Type current weight
- (4) Tap on ✓

- (1) Tap on "Progress"
- (2) Tap on "+"
- (3) Type current weight
- (4) Tap on ✓



Tasks on Lose It!

- (1) Tap on "+"
- (2) Tap on "weight"
- (3) Type current weight
- (4) Tap on "Save"

- (1) Tap on "Goals"
- (2) Tap on "Record Weight"
- (3) Type current weight
- (4) Tap on "Save"

1.2 Participants

			MyFitnessPal		Lose It!	
Ptp	Age	Gender	Experience	Frequency	Experience	Frequency
1	33	Female	High	V. Frequently	Beginner	Rarely
2	32	Male	High	V. Frequently	Moderate	Occasionally
3	29	Male	High	Frequently	Moderate	Frequently
4	32	Male	Beginner	Rarely	Beginner	Never
5	31	Female	High	V. Frequently	High	V. Frequently
6	23	Female	Moderate	Occasionally	Moderate	Frequently

1.3 The experiments were conducted in person. Four participants are my family members and two are my roommates

Part #1 Behavioral Study

2.1 I compared the two apps by asking all the participants to convey their comments and feelings when performing the task. After listening the comments and feelings, I then proceeded to categorize them as positive, negative, or neutral comments. I decided to mark them into steps and converted all findings in a table so it will be easy to understand.

2.2 User's statements for both apps

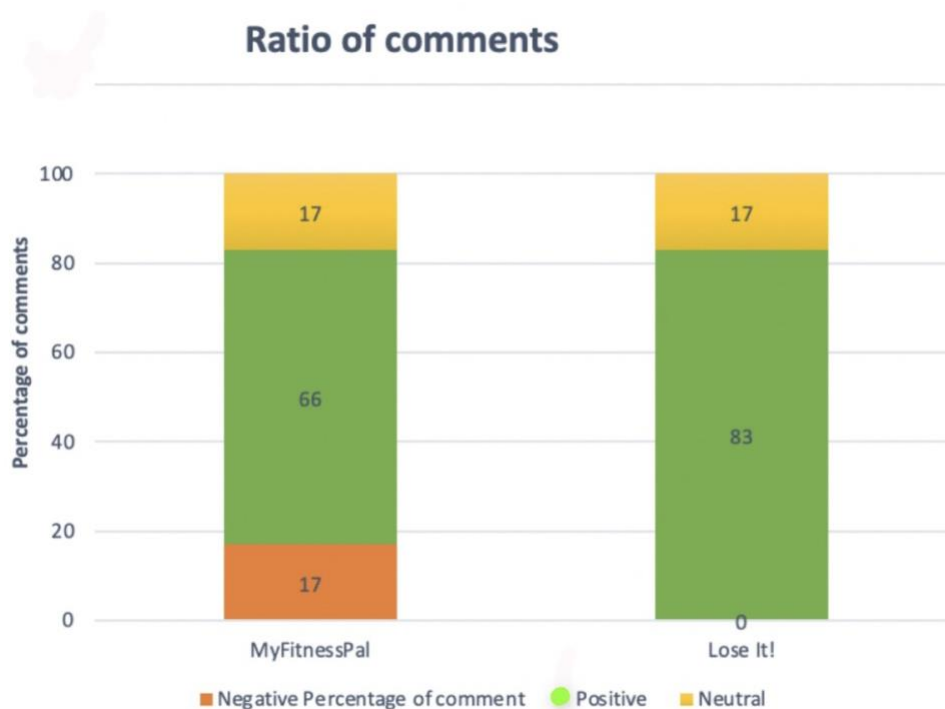
Positive statement: Green

Negative statement: Orange

Neutral Statement: Pale Yellow

Participant	MyFitnessPal	Lose It!
User 1	"This app is wonderful it even congratulates me on how much weight I have lost"	"Why do they have the weight hidden on this page"
User 2	"I love the shortcut + for adding weight, water, food and exercise"	"I really like this 'My Day' page on this app"
User 3	"I wish this app had dark mode"	"Honestly I love the font size and colour in this app"
User 4	"OMG, I love these blogs and recipes on the homepage"	"The picture beside the food item is so cool"
User 5	"I love how MyFitnessPal is like a big community"	"It's lovely how I can add sleep in here too"
User 6	"This layout is really simple"	"This app is visually really appealing"

2.4 Ratio of positive comments to negative comments



2.5 Analyze Ratio

The 2:3 of users had positive comments about MyFitnessPal and 5:6 users had positive both apps MyFitnessPal and Lose It! While 1:6 user passed neutral comment for Lose it and 1:6 user had neutral comment and 1:6 had a negative comment about MyFitnessPal

Part #2 Combined Metrics Score

3.1a Combined Metrics Based on Percentage

I will be combining Time on task, task success and NPS

MyFitnessPal						
Prpts	Task Success (of 10)	Task Success %	Time on Task (second)	Time on Task %	NPS	NPS
1	10	100	44.21	12%	9	90%
2	10	100	38.61	32%	8	80%
3	10	100	35.96	41%	9	90%
4	10	100	47.76	0%	8	80%
5	10	100	19.13	100%	10	100%
6	10	100	35.52	43%	9	90%

Lose It!						
Prpts	Task Success (of 10)	Task Success %	Time on Task (second)	Time on Task %	NPS	NPS
1	10	100	44.29	0%	10	100%
2	10	100	21.86	74%	10	100%
3	10	100	26.65	58%	9	90%
4	10	100	43.93	1%	8	80%
5	10	100	14.04	100%	9	90%
6	10	100	31.39	43%	9	90%

3.1b Combined Metrics based on Z Scores

Time on Task

Mean 36.86

SD 9.92

Task Success

Mean 10

SD 0

NPS

Mean 8.83

SD 0.75

MyFitnessPal						
Participants	Task Success (of 10)	Z Tasks	Time on Tasks (second)	Z Time	NPS	Z Rating
1	10	0	44.21	0.739806	9	0.221404
2	10	0	38.61	0.175761	8	-1.107019
3	10	0	35.96	-0.091154	9	0.221404
4	10	0	47.76	1.097371	8	-1.107019
5	10	0	19.13	-1.786312	10	1.549826
6	10	0	35.52	-0.135472	9	0.221404

Task Success

Mean 10

SD 0

Time on Task

Mean 30.36

SD 12.09

NPS

Mean 9.16

SD 0.75

Lose It!						
Participants	Task Success (of 10)	Z Tasks	Time on Task (sec)	Z Time	NPS	Z Rating
1	10	0	44.29	1.151588	10	1.107019
2	10	0	21.86	-0.702692	10	1.107019
3	10	0	26.65	-0.306704	9	-0.221404
4	10	0	43.93	1.121827	8	-1.549826
5	10	0	14.04	-1.349168	9	-0.221404
6	10	0	31.39	0.085150	9	-0.221404

3.2 Explain your finding

Findings for Metrics based on Percentage

All of the participants had 100% task success with the minimum time to perform all 10 task was *19.13 seconds* on MyFitnessPal and *14.04 seconds* on Lose It while

the maximum time to perform all 10 tasks was *44.21 seconds* on MyFitnessPal and *47.76 seconds* on Lose It!. The NPS range for both apps were 80%-100%.

Findings for Metrics Based on Z Scores

All participants had a Z score of 0 for task success for both apps with a negative Z Time -1.786312 for MyFitnessPal and -1.349168 for Lose It! while the positive Z Time is 1.097371 for MyFitnessPal and 1.151588 for Lose It. The negative Z Rating for MyFitnessPal is -1.107019 and -1.549826 for Lose It! while the positive Z Rating is 1.549826 for MyFitnessPal and 1.107019 for Lose It!

Part #3 Additional Topics

4.1 Run an A/B Test

Heuristics	WCAG Accessibility Guidelines	MyFitnessPal	Lose It!	Which App performs better than the other in accessibility? Why?
Perceivable	Provide text alternatives for non-text content.	No	No	Neither of the apps have the text alternative for non-text content.

	Provide captions and other alternatives for multimedia.	No	No	Neither of the apps provide captions and other alternatives for multimedia
	Create content that can be presented in different assistive technologies, without losing meaning.	Yes	Yes	In booth apps the data can be via text, audio, scanning barcode. MyFitnessPal has “scan a cooked meal option”.
	Make it easier for users to see and hear content.	Yes	Yes	Lose It! has a better visuals content compared to MyFitnessPal
Operable	Make all functionality	No	No	Not all functions are available

	available from a keyboard.			from keyboard in either of the apps.
	Give users enough time to read and use content.	Yes	Yes	The users have unlimited time to read and use content in both apps.
	Do no use content that causes seizures or physical reactions.	No	No	Both apps do not cause any seizures or physical reactions.
	Help users navigate and find content.	Yes	Yes	Lose It! Is more user friendly than MyFitnessPal because of its visual context.
	Make it easier to	Yes	Yes	MyFitnessPal is easier as it

	use inputs other than the keyboard.			allows user to add cooked meal by taking its picture.
Understandable	Make text readable and understandable.	Yes	Yes	Lose It! Is more easily readable as it has bigger text.
	Make content appear and operate in predictable ways.	Yes	Yes	Both apps have content that appear and operate in predictable ways.
	Help users avoid and correct mistakes	Yes	Yes	Both apps help users avoid and correct mistakes.
Robust	Maximize compatibility with current and future user tools.	Yes	Yes	Both apps have maximum compatibility with current and

				future user tools.
Conformance	The system meets the minimum normative and conformance requirements.	Yes	Yes	Both Apps meet the minimum normative and conformance requirements.

Overall findings

5.1 Post study interview

For both apps I conducted an open-ended interview at the end of the experiment and asked all the participants the same questions

“How was it using MyFitnessPal and Lose It!?”

In my point of view most of the participants were preferred Lose It! over MyFitnessPal even the loyal users of MyFitnessPal because of the interface although both of the apps are very user friendly and easy to navigate.

Following are some quotes from the users.

“I’ve been using MyFitnessPal for a while now but I’m really enjoying using Lose It! after the first experiment we did”

“It was the first time I used both of these apps and I think I will continue using Lose It! to stay healthy”

“Lose It! has always been my go-to app to track calories, I like MyFitnessPal’s blog, but I still prefer Lose It!”

“Lose It! interface is really nice compared to MyFitnessPal”

5.2 Possible changes to improve product

MyFitnessPal

- Introduce the dark mode in
- Add pictures beside food items to navigate more easily
- The app should be able to sync with my apple watch workout
- The exercise input could be more accurate

Lose It!

- Add recipes to the app
- Scan a cooked meal can really attract more users.