# Process

An Invisionapp prototype with MSBuddy app’s new sign-up flow design was sent to five people using UserTesting.com. A generic context was set for the users. They were tasked to sign-up for the app to begin using the app.  
  
Link to **prototype**: <https://healthline.invisionapp.com/share/FH8V3M738>

# Design Findings

**The Good**

1. Adoption of “Continue with Google” button is seen to dominate over Facebook login. It proves our hypothesis that in an Android environment introduction of a “Google login” will see higher adoption and work towards increasing signup conversion for the app.
2. The CTA(call-to-action) button location is met well with the user’s mental model. It was findable. Interactions with the button were observed to be executed at ease and speed.
3. The “Medications” page design was met well and understood well.
4. The value prop of the app was communicated well. When asked to reflect on the app in the middle of the signup process many articulated what they thought the app was for. It matched with what we intended directly hence considered a success.

**Improvement Areas**

1. Addition of labels communicating why we need a certain information.
2. Experiment rolling the “GIF screen” into one of the other screens in order to reduce friction (test if its perceived so).
3. Test perception of auto-population of the basic info input fields.
4. Explore presentation of ice-breaker question where the questions are suggested.
5. Work on the copy of pages.

**The Bad**

No specific adverse issue was noticed in the flow.

# Links to Clips

1. <http://www.usertesting.com/videos/sKhbZJ1DAVMP_t-gpK5QJg/clips/1?shared=true>
2. <http://www.usertesting.com/videos/1sDqLoQOO95HCobyH8kbCA/clips/1?shared=true>
3. <http://www.usertesting.com/videos/1M4d2o4PxZzuFpdPwy_zbw/clips/2?shared=true>
4. <http://www.usertesting.com/videos/9x6e_KY8rXvtq46pQ9KGug/clips/2?shared=true>
5. <http://www.usertesting.com/videos/YhtnRnvnZfd51Szpc_KrOw/clips/1?shared=true>