

Subject 1 - Middle age

Actions Taken:

Home: understood stories  
due to instagram use.  
understood scroll.  
understood menu.

Scores: understood drop  
down menu due  
to arrow indicator

Watch: didn't know  
the PIP icon  
was there.

Big Problems:

PIP option needs to  
be clearer.

Goals: figure out an  
easier way to let user  
know multitasking is  
possible

Emotions: pleased with  
organization.  
familiarity.

Subject 2 - young adult

Actions Taken:

looked at stories  
first. Then top headline  
scrolled in perfect order.

Had no issues with PIP  
because apple already uses  
this feature even though  
fairly new

Big problem:

Still seems like w/out  
proper knowledge of PIP  
it can be an overlooked  
feature. ~~ESPN app in general  
is already on the right track  
reorgan.~~

Goals: ESPN is already  
solid app, but reorganization  
will put it over the top

Emotions:

Pleased