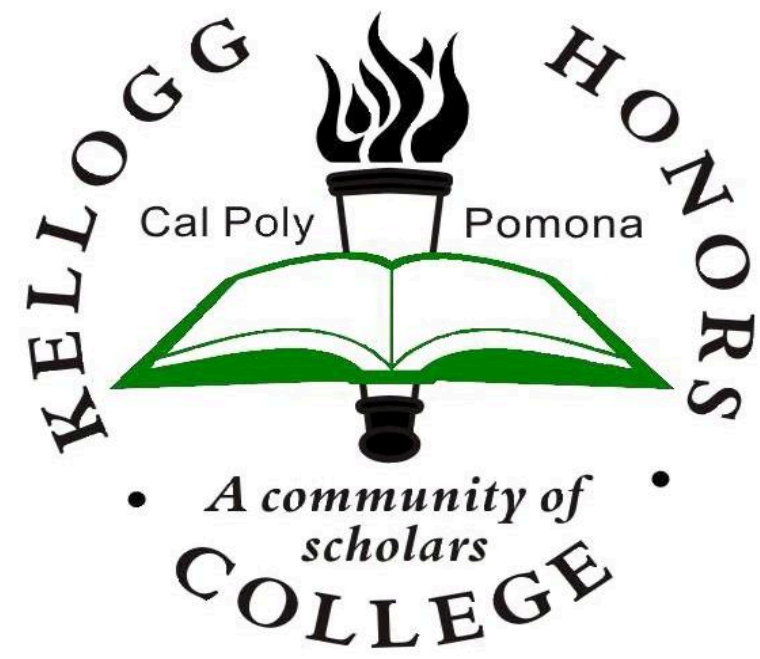
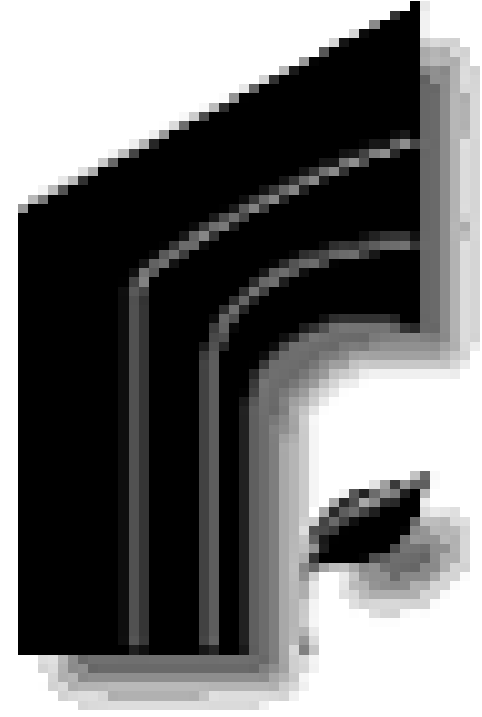


Usability Testing of Citizen Science Mobile Applications



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Kellogg Honors College Capstone Project



What is Citizen Science?

Citizen science is the collection and analysis of data relating to the natural world by members of the general public.

GLOBE Observer is an international network of citizen scientists and scientists working together to learn more about our shared environment and changing climate. The developers of GLOBE Observer created an app to bring about a scientific community connected by citizens around the world to conduct real, hands-on science about their local environment.

Project Overview

This project explores the usability and user experience of the GLOBE Observer app on iOS devices. The objective of conducting this research is to identify and analyze problem points for users when navigating the app and the likeliness of users participating in citizen science, using user-testing methods.

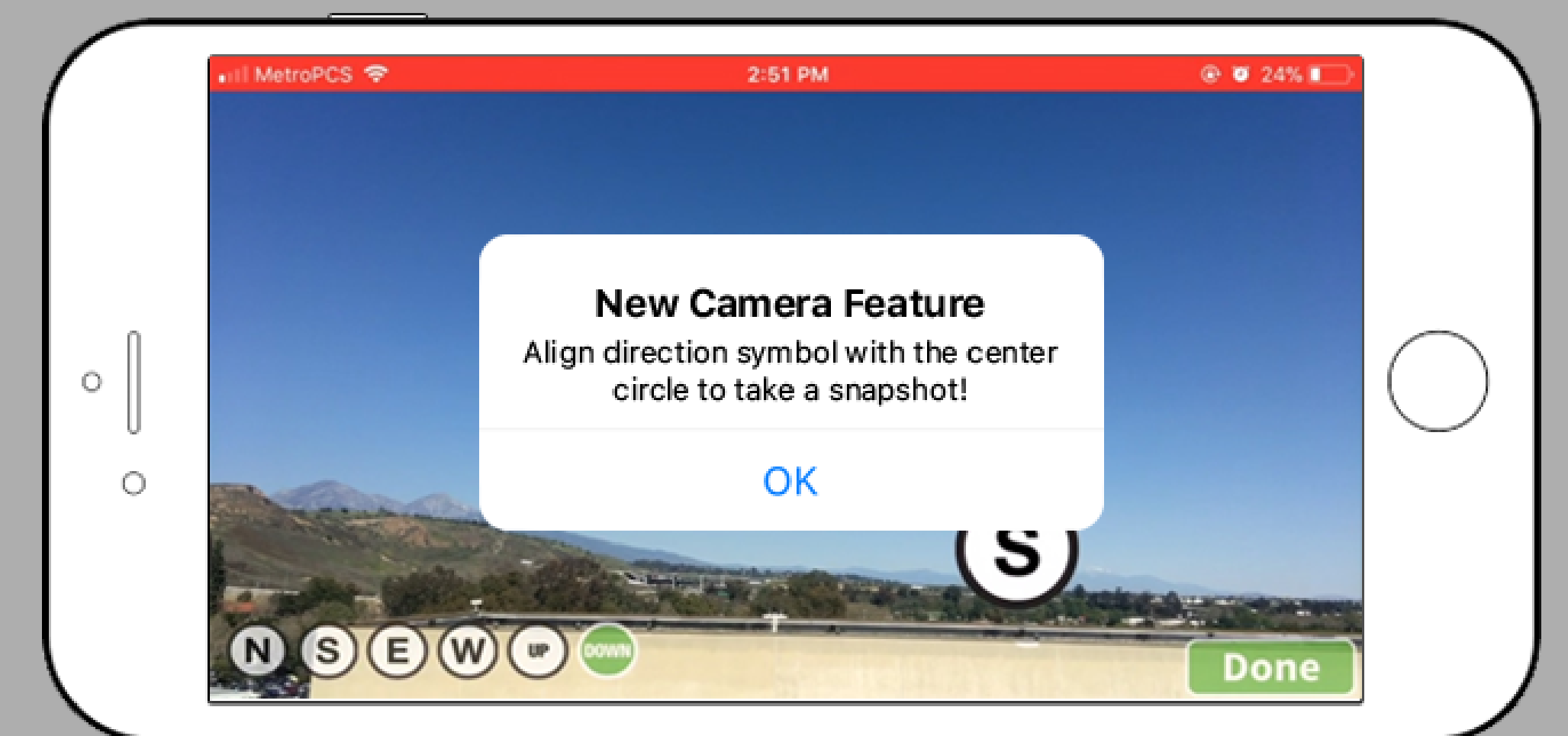
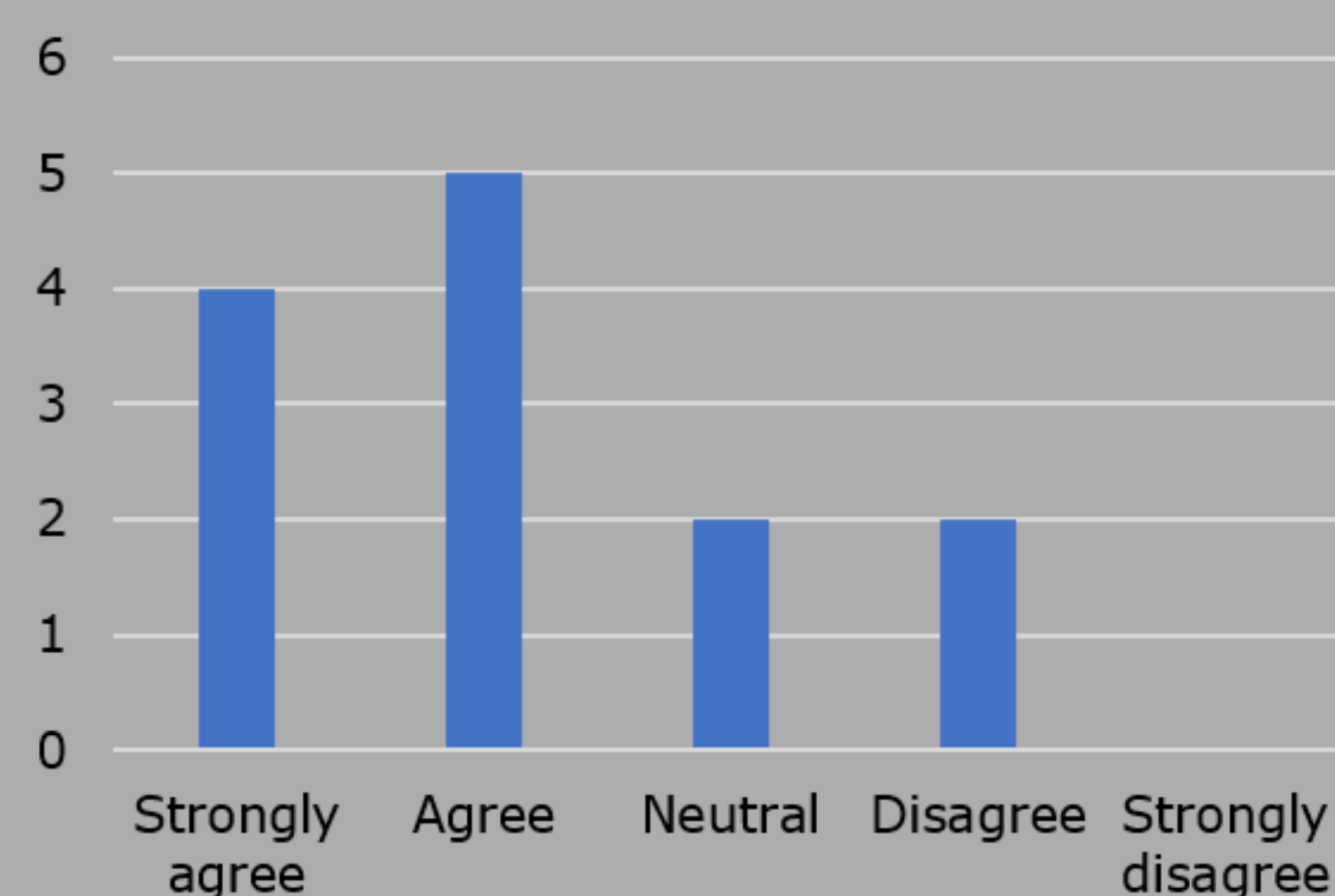
The data for this project comes from observing participants who volunteered to provide valuable feedback after testing the app. We found students at Cal Poly Pomona from various backgrounds of field of study, social media usage, and engagement with educational apps to participate in this survey. After analyzing the app from the perspective of different users, we identified and presented solutions to user acquisition and retention.

Actions



Key Points

Overall, using the GLOBE app was intuitive and easy



Conclusion

After analyzing results of the survey, we found no correlation of users participating in citizen science with social media usage or field of study. Anyone can be involved in citizen science! We presented key findings of user pain points with solutions and feedback to the GLOBE Observer developers. Most users felt positive about the app and gave their constructive thoughts on how to further citizen science involvement.