ooniprobe Mobile UI/UX Audit

Thursday, December 1, 2016
Prepared for The Tor Project
Presented by Adarsh Ramakrishnan
ooniprobe is a tool used to test for incidents of network censorship. ooniprobe needs to be *intuitive and accessible* to non-technical *individuals* in order to maximize its use potential. In order to achieve these goals, *the current UI needs to be simplified*, and *the user flow needs to be restructured*. 
Changes made to the copy in the web version should be implemented here as well. Additionally, any visuals added to the web screens should be added to the appropriate mobile screens. Comments in this deck will focus on mobile-specific changes and should be taken in conjunction with the web audit.
Greetings!

This setup wizard will help you get started with ooniprobe. It should take about 5 minutes.

The Open Observatory of Network Interference (OONI) works to fight network censorship and surveillance.

By running this software, you may be putting yourself at risk.

The next two steps of this wizard will walk you through some of the potential dangers. Please bear with us, as this is important!
The changes to these screens are the same as those recommended for the web. The only customization should be to enable gestures to navigate back and forth in addition to the buttons.
Mobile is all about touch – let’s make onboarding “feel” more tactile and “live.” Moving from section to section should be fluid and easy. A pattern could be “vertical scroll -> tap call to action -> move to next section,” and swipability should be established between “completed” sections (i.e. sections where the CtA has been clicked).
Nest this in settings AND organically within the onboarding. The last slide of onboarding should be a welcome screen guiding users to run their first test.
This screen is well done, we can adapt these patterns for the web version as well.

These icons should be different and correspond to the visuals for that test.

Copy should be revised, and a clear call to action should be added.
Test Running

This should be at the top OR under the appropriate test

What does clicking this do?

Good microinteraction – we could personalize this further to match the identity!
This should be “Return Home” or something more descriptive. Also, there should be a slide animation associated with this (if there isn’t already)
Other than the previously mentioned changes, this is good!
Past Tests

What does clicking this do? As with the web version, this should be a sortable list. However, it doesn’t need to be a table, necessarily. Rather, it can be a column of previous tests run that can be sorted using a dropdown.

The full information for each test can appear when the screen slides left.
Top 3 Recommendations:
1. Swipes for onboarding
2. Clarify tests screen
3. Micro-interactions as aids
- The mobile UI/UX is better in general, but still needs some work
- In addition to adapting the copy/content changes proposed for the web, the main action of performing a test should be easier to perform
- With mobile, we could also try to craft an experience along the lines of “ooniprobe for traveler” to incentivize visiting users (whose risk profile is different than citizens) to run tests