

Organic bird-feed app

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Study Details

Project Background

I'm creating this app to help people choose the right food for their birds, so they can feel confident about the choices they make when feeding their birds.

Study Details

Research Questions

Do the filters help users make better decisions about buying the right food for their birds?

Participants

4 participants

2 males, 2 females

Methodology

10 of minutes

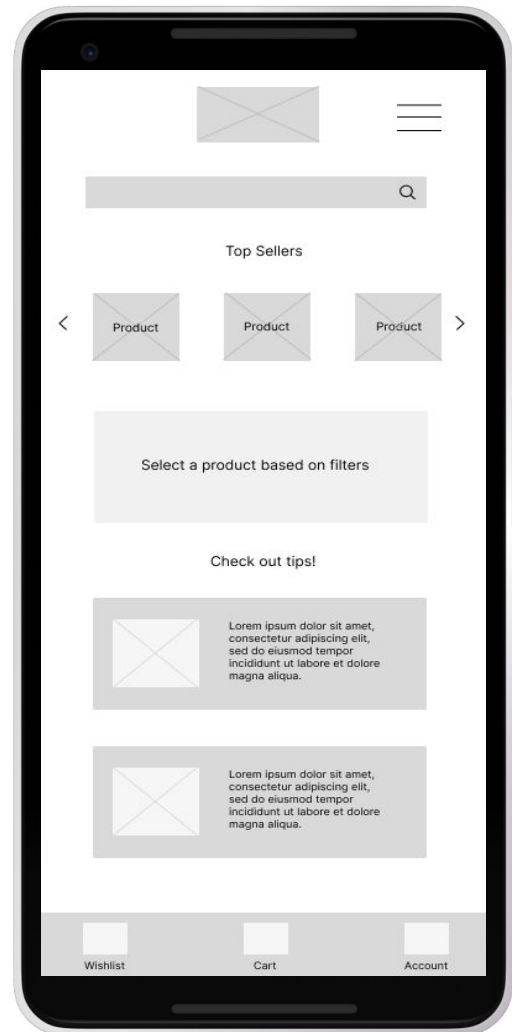
Mexico, in-person

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype

Prototype / Design Tested

[Prototype link](#)

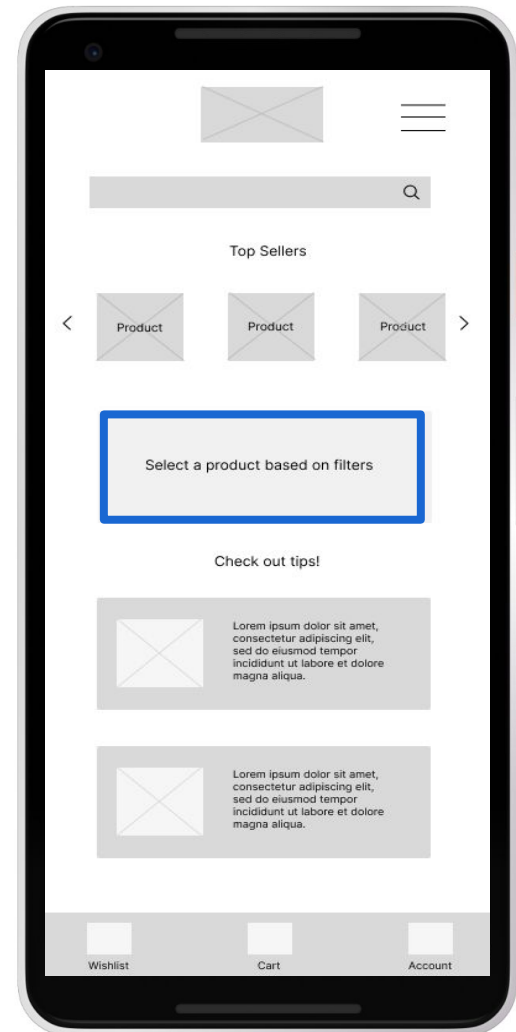


Themes

Most participants had a hard time knowing what to do first to select the right filter

- 2 out of 4 participants find it difficult to follow the steps to choose the right food
- Not all the participants expressed the same frustration

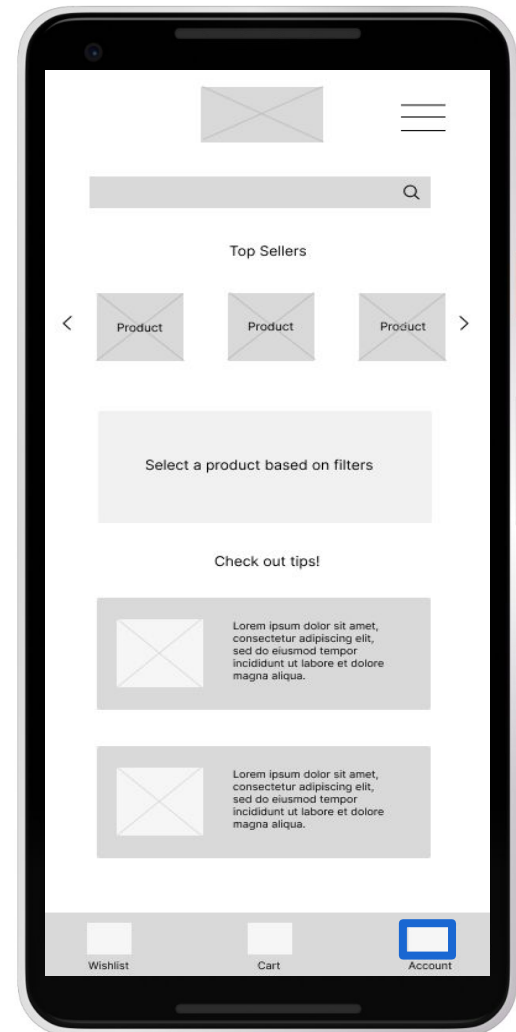
"I think the app is unclear on how to do this task"
(P1)



Most participants struggled to set a reminder to feed their pets

- 4 out of 4 participants want an intuitive process for setting a reminder.
- All the participants expressed the same frustration

"I do not think it should be on account section, I should create an specific section for reminders" (P2)



Insights & Recommendations

Research insights

Difficulty finding
the reminder
section

Participants want an
intuitive process for
setting a reminder.

The filter section
is not intuitive.

Select filter button is hard
to find for some users

Need tool for
people with visual
problems

Users need tools that
allow them to easily
navigate through the
application.

Recommendations

- Screen readers would be a useful component within the application
- Descriptive labels and buttons, as well as changing their location within the app, would help users find them easily.

Thank you!