# Usability Testing - Round 1

This document contains all the information related to the Round 1 usability testing. In this round, we focused on gathering initial feedback on the overall UX, measuring how efficiently and successfully participants could complete the current implemented features and identifying major usability pain points.

The goal of this testing round was to validate core functionality and navigation flows before further feature development. Insights gathered during this round were used for design improvements and to guide future usability testing rounds, ensuring the application remains easy to use, efficient and user-centred.

All usability tests were performed with one of our developers present to observe and clarify functionality when necessary. However, the developer did not guide users through tasks unless the participant was completely stuck.

## 1. Setting & Context
All usability tests were conducted online. Participants were selected from individuals who decided to share their emails during the user interest survey. Testing sessions were conducted remotely using the participants' own devices, allowing for a realistic usage environment.

## 2. Tasks
1. Browse landing page (~2 min)
2. Register an account (+ Verify email) (~1 min)
3. Login (~1 min)
4. Browse Marketplace (Listings/Filters/Search/Categories) (~3 min)
5. Create Profile (~2 min)
6. Create a listing (~2 min)
7. Navigate to Wardrobe (+ Virtual Try-on) (~2 min)

## 2.1 Success Criteria
1. Successfully browse the landing page and understand the purpose and main features of the application
2. Successfully register an account and verify the email address
3. Log in to the application using the registered account
4. Browse the marketplace and interact with listings, filters, search and categories
5. Access and complete the profile creation process
6. Navigate back to the marketplace from the profile page
7. Create and submit a new listing with the required information
8. Access the wardrobe feature and use the virtual try-on functionality

### 3. Participants

To gather diverse perspectives, this usability test was conducted with 15 participants selected from users who expressed interest in the SWAPSTREET application during the prior user interest survey. Participants include users with varying levels of familiarity with online marketplace platforms.

### 4. Metrics

- Time on task (start to finish)
- Success rate (fully completed vs. partially completed vs. not completed)
- Error count (misclicks, wrong pages, repeated tries)
- Post-test participant feedback

### 5. Results

| Participant | Overall Time | Tasks Completed | Errors | Notes |
|---|---|---|---|---|
| P1 | 12:05 | 6 tasks completed, 1 partial | 2 | Intuitive experience, similar to other familiar websites. Easy navigation and quick account creation. Clean UI & suggested dark mode. Minor difficulty finding Create Listing and Wardrobe sections. Small error during listing creation (short description). Virtual try-on is described as innovative and impressive, stands out from other platforms |
| P2 | 14:20 | 6 tasks completed, 1 partial | 5 | Did not realize an account was needed before creating a listing (needs clearer guidance). Thought create listing button was a chatbot. Overall site design felt very clean and polished. Landing page was especially clear and visually appealing. Carousel interaction could be improved (manual scroll instead of auto-rotation). Suggested the result of virtual try-on appears first. |
| P3 | 14:05 | 5 tasks completed, 2 partial | 3 | Had to refresh during profile creation (didn't see warning). Difficulty finding Wardrobe section. Unclear that result button was clickable. Expected to see result first |
| P4 | 11:30 | All 7 tasks completed | 1 | Suggested reordering filters. Centering the dropdown menu (if kept). Preference to open categories first, then browse listings. Amazing landing page. Virtual try-on seen as highly innovative (icon could be clearer). Add chatbot for help. Profile page layout felt generic and similar to other platforms. Animations recommended to replace loading/freezing states. Overall 8/10, would definitely use the platform. |
| P5 | 11:42 | All 7 tasks completed | 1 | Max price limit on listing creation not mentioned. Overall concept is innovative and creative. Mentions that there is still room for improvement, but excited about the product. Question raised about support for uncommon body sizes (very tall or larger) |

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|---|---|---|---|---|
| P6 | 11:15 | All 7 tasks completed | 1 | Floating "+" should hide while scrolling and reappear when static. Consider reducing grid from 6 to 5. Create listing button should be more visible. Filters & Search not functional. Size visibility critical for faster and less frustrating browsing (directly on listing thumbnail). Register/login felt very professional ("like signing into a bank"), though a friendlier tone could be better. |
| P7 | 12:55 | All 7 tasks completed | 0 | Overall, very smooth and intuitive experience. Completed all tasks with no errors. Navigation and marketplace clear and efficient. Listing creation and profile setup are fine. Virtual try-on feature was easy to understand and enjoyable. |
| P8 | 14:25 | 5 tasks completed, 2 partial | 3 | Confusion around listing creation and wardrobe. Encountered some errors, but resolved them without assistance. Some features took time to locate. Virtual try-on very interesting and excited for the rest. |
| P9 | 12:00 | All 7 tasks completed | 0 | Interface is clean, familiar to other reselling platforms they have used and easy to learn. Transition between pages was good. Virtual try-on stood out as a unique and engaging experience. |
| P10 | 12:10 | All 7 tasks completed | 1 | Appreciated the clean layout and minimal visual clutter, suggested more guidance for first-time users (like a guide that shows you around the platform), try-on feature would be worth returning for. |
| P11 | 12:48 | All 7 tasks completed | 0 | Suggested more visible feedback after completing actions (saving, posting, loading, animations, etc). UI felt calm and modern, but some pages didn't fit the theme (this is normal, as some pages' UI are still in draft) |
| P12 | 11:58 | All 7 tasks completed | 0 | Navigated easily through the platform. Appreciate the balance between minimal design and functionality. Suggested showing the results of the AI try-on first. |
| P13 | 11:35 | All 7 tasks completed | 0 | Suggested previewing listing before publishing (how it appears to others). Filters & search not functional, disappointing. Overall, pretty good. |
| P14 | 13:15 | 6 tasks completed, 1 partial | 2 | Encountered some errors during profile and listing creation, but error messages were unclear. Felt the product is promising but still very much in progress. Suggested having achievements or badges would be cool. |
| P15 | 13:25 | All 7 tasks completed | 1 | Tried to use features in a different order than intended (maybe make it clearer or align with how user would think). Suggested adding individual environmental tracking. |

## 6. Improvements

1. UI improvements

While the UI was praised as clean and modern, some draft pages felt inconsistent and not in theme with the rest. We'll align these unfinished pages with the main design and ensure actions are very easy to understand and use.

2. Browse page (Filters & Search)

Filters and search were non-functional and confusing. We'll ensure these features work by the next usability testing round, as well as making them reliable and reordering them by importance to make browsing faster and less frustrating.

3. Virtual try-on page

Participants repeatedly expected the results of the virtual try-on to appear first (which makes a lot of sense). We'll adjust the flow to display the result first and switching to the originally shared image be secondary. We can also potentially add the feature to save these generated images.

4. Messaging page

Multiple participants mentioned or attempted to use the messaging feature, even though it was not yet available. Based on this observation, we'll get the messaging between users feature completed by next iteration to support interactions around listing and purchases and make the platform minimally usable by supporting all the core flows/features.

5. Other

Participants also provide multiple smaller but valuable suggestions to improve clarity, usability and overall UX. These include visuals, system feedback, clarification of actions/elements and adjustments of layout/spacing. These enhancements are also taken into account and will also be addressed.