Ethan Green's Recipes App

Research presentation

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Study Details

We're creating a login page for Ethan Green, a food critic who wants to connect his audience among each other while he can also analyze his statistics and create more content to keep growing his website. We'd like to understand the challenges that users might find while login, adding their name/username, email or phone number, and their password and if they are able to personalize their experience by uploading a profile image and completing option fields.

Study Details

Research Questions

- 1. How intuitive was the login process for you? Did you find it easy to locate where to log in?
- 2. Were the login input fields clearly visible and easy to understand when you arrived at the page?
- 3. Did you experience any difficulties or confusion while trying to log in?
- 4. Were you able to differentiate between the login option and the registration option?
- 5. How would you rate the overall design and layout of the login page?
- 6. Were there any elements on the login page that caught your attention in a positive or negative way?
- 7. Did you feel secure providing your credentials on the login page? Why or why not?
- 8. Were the error messages, if any, helpful in guiding you when you encountered issues during login?
- 9. Did you receive any feedback or guidance on password requirements during the login process?
- 10. How satisfied are you with the speed and responsiveness of the login page?

Participants

There are **five** participants

Participants are food enthusiasts and foodies, tech-savvy users, senior users and first time users
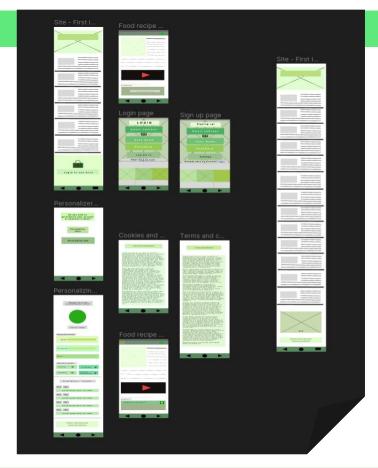
Methodology

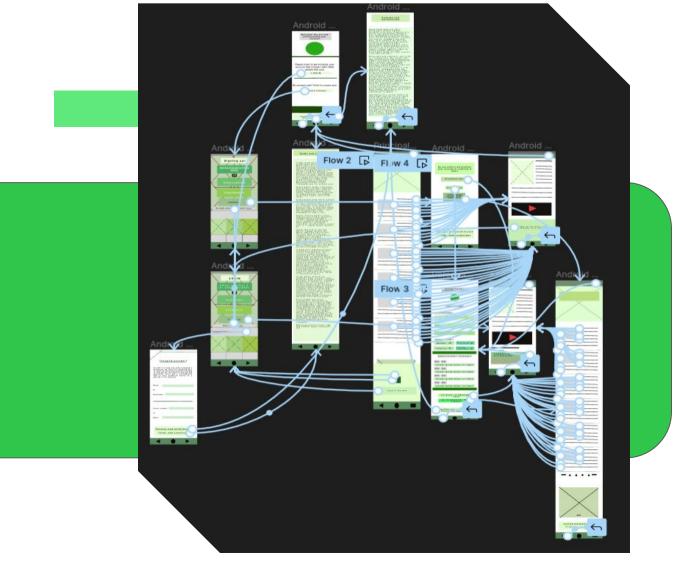Location: United States, remote (each participant will complete the study in their own home)

Date: Sessions will take place on august 27 from 7 am to 5 am and august 28 from 9 am to 5 pm

Length: Each session will last 10 to 30 minutes based on the time each user could take to complete actions and answer the research questions

Prototype / Design Tested

Themes

Theme #1

Supporting evidence from the usability study.
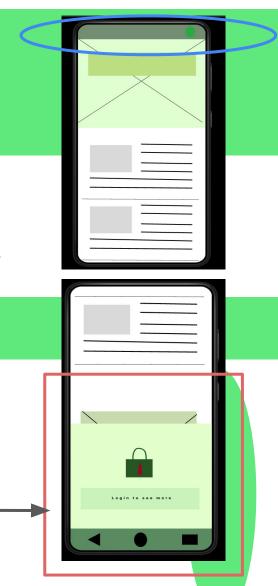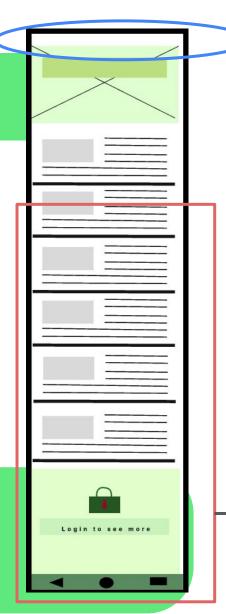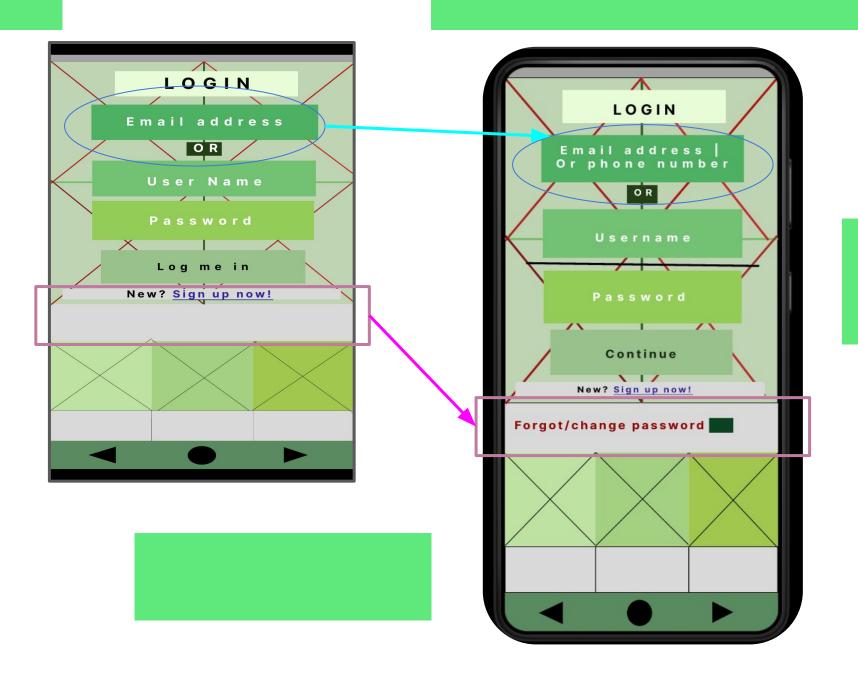
- There was a button added to the first screen, thus being the profile circle button in the right top corner
- The density of information was turned into a comfortable, less compact view

"I wasn't sure where to start, but I clicked on "login" to see what's there." - Participant B
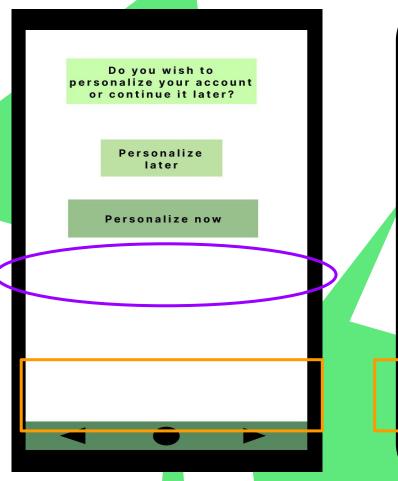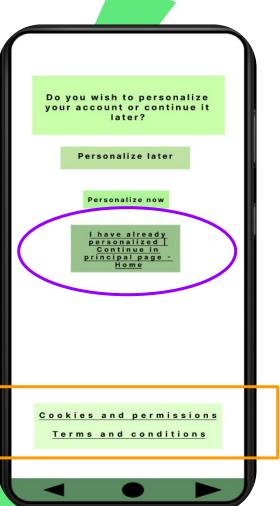
Supporting evidence from the usability study.

- There were some comments when it came to email being the only option to login
- There was not a reset password button/option

"I was concerned there was not a password reset option, because I tend to forget them" - Participant E

supporting evidence from the usability study.

- The steps to go back to 'Home' screen are a lot
- There were not privacy notices for participants to rely on to see how they data is taken care of

"I wanted to go back to home screen but there were too many screens to go through" - Participant E

Insights & Recommendations

Research insights

Less compactness

- 3 out 5 participants thought the information shown to them at once was too overwhelming to watch

More icons

2 out of 5 participants mentioned an unease because of the lack of icons shown in the site

Password reset page

5 out of 5 participants mentioned their concern for a non existent password change method

Recommendations

- Recommendation 1: Create more icons for the page

- Recommendation 2: Make more space between the elements on the website

- Recommendation 3: Add more password resetting options

Thank you!