Usability Test Report: TradeHands

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The purpose of this test was to observe how users interact with our application and make changes according to the feedback received. The test consisted of background questions, time to explore the app without direction, specific tasks, and time for feedback. Specific tasks included creating an account, posting a business listing, creating a buyer profile, locating their own business listings and buyer profiles, and requesting contact information from buyers and sellers.

Findings
- Most users expressed confusion when trying to locate contact information on a business listing. Many also expressed frustration with the differences between the business listing and buyer profile contact information layout.
    - The developers plan to redesign the business listing page by eliminating the current liking system and mimicking the request contact information button on the buyer profile page.
- Some users expressed a desire to have more options for questions about a business's or buyer's industry.
    - The developers plan to implement an "other" option on all pages that ask about industry.
- Some users expressed confusion about the budget question when creating a buyer profile and didn't know if they were supposed to put a single number or a range.
    - The developers plan to change the budget to a range, with separate fields for a minimum and maximum value.
- Several users requested filters when searching for businesses or buyers.
    - The developers do not plan to implement filters, as there will not be a need for them once the matching algorithm is running.
- One user suggested a pop-up message after clicking on a "request contact information" button to assure the user that the request was sent.
    - The developers plan to create a confirmation pop-up.

Conclusion

Overall, most users expressed a general positive experience with the app. They appreciated the niche market it supports, the aesthetics of the design, and the intuitiveness of its functionality. Some concerns and frustrations were expressed and will be addressed by the developers.