

Usability Test: TradeHands

Claire Van Der Vliet, Pauline Lu, Hayden Stob, Micah Wakefield, Moses Kuria, and Ethan

Mwebaza

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Introduction

Thank you for agreeing to take part in this usability test for TradeHands. As a new app still in the development phase, feedback from users like you can drastically help to improve the app before deployment.

During the test, we will ask you both broad and specific questions about the functions and impressions of our app. Please respond as honestly as possible, and feel free to think out loud as you go. We highly value constructive criticism here, and we assure you that nothing you say will be taken personally. Please ask questions at any time; this is a test of our app – not you. Your comments will be recorded to be reviewed by our team, but they will remain confidential among us. You are free to stop the test at any time you wish.

Background Questions

1. Do you have any questions for us about the app or the test?
2. If you owned a business and were looking to sell it, how would you go about that?
3. If you were an entrepreneur looking to buy a business, how would you go about that?
4. When looking for a business partner or successor, what is the #1 'red flag' that would make you walk away?

The Test

1. General Reactions
 - a. Open the app and navigate as you wish.
 - b. What stands out to you?
 - c. What are you tempted to click on?
 - d. Do you have any immediate questions?
2. Specific Tasks
 - a. You need an account to view specific details and contact owners and buyers. Try to log in.

- b. You are able to directly add your own business as a listing. Attempt to add a made-up business.
 - c. You are also allowed to buy businesses at the same time as selling one. Try to create your own buyer profile.
 - d. Now that you've added a business listing and a buyer profile, try to view your own listings.
 - e. Once you are interested in a business, communication must happen off the app.
Can you request contact information from a business owner?
 - f. With the same information in mind, request contact information from a buyer.
3. Final Observations
- a. If you had a magic wand and could change one thing about the process you just went through to make it faster, what would it be?
 - b. Do you have any final thoughts and impressions of the app?
 - c. Would you use this app if you were looking to buy or sell a business?

Thank You

We greatly appreciate your taking the time to test our application. Your feedback is incredibly important to us and will help us shape the app for the better. You can expect a follow-up from us in the next month, sharing any details from your comments that we plan to implement. Thanks for sowing into the future of business!