

# Usability Test For CoffeeShop Application

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# Background

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Since we are at the final stages of the application, we want to conduct an unmoderated usability test to test the efficiency of certain task flows.

# Test Method

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Unmoderated test using “Lookback”

Test Link: <https://participate.lookback.io/Ez2CXB>

# Test's Tasks

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1. Click on the Browser Option (**Mobile only: start the app**)
2. Sign-up
3. Search for a Coffee

# Users' Suggestions

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1. (US1) Some users suggested to add the application name in the sign-in page.
2. (US2) Users spent longer time viewing and clicking on items on the main page instead of searching for an item.

# Test Insights

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1. Adding the application name to the sign-in page (US1).
2. Since the overall objective of the application is to serve coffee options to users, (US2) is not an issue outside of the current task of this test.

## Test Insights (Cont..)

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3. (Alternative Solution) Change the main page items to appear as information cards rather than buyable items

# Key Performance Indicators

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KPI: Decrease Time on Task

Components to iterate on: Main Page



# Changes to be made

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1. Add application name to sign-in page.
2. Change the style of the search bar.
3. Change the main page items to appear as information cards (For alternative solution).

# Hypothesis

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Out of the 10 users tested, 7 have spent a long-time viewing and/or clicking on items on the main page before searching for an item.

# Original Designs

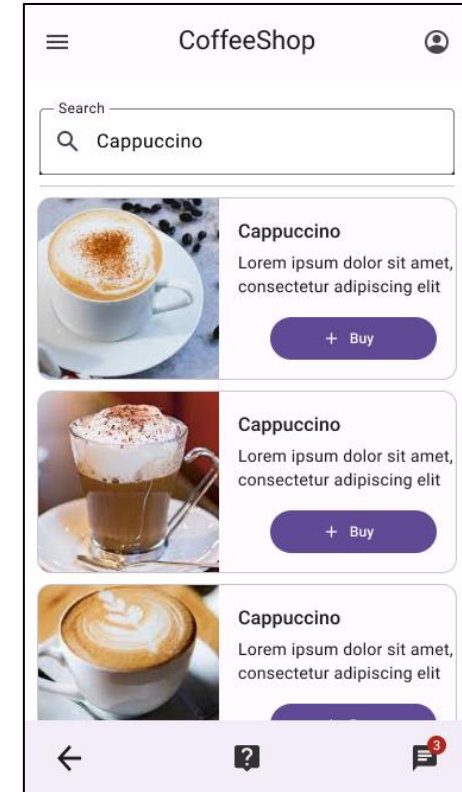
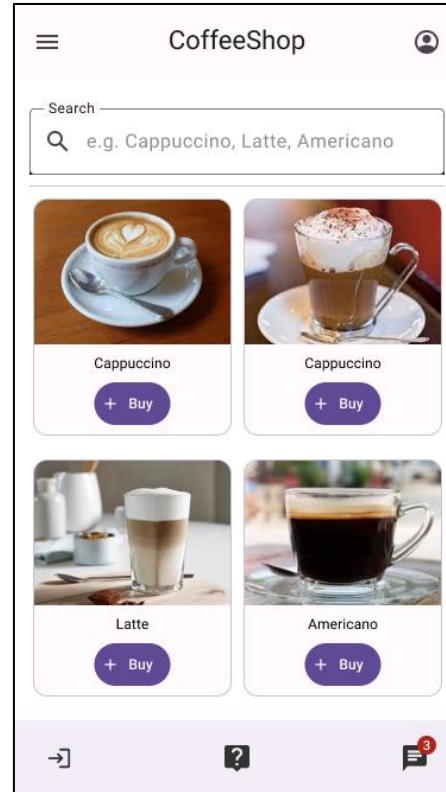


Email

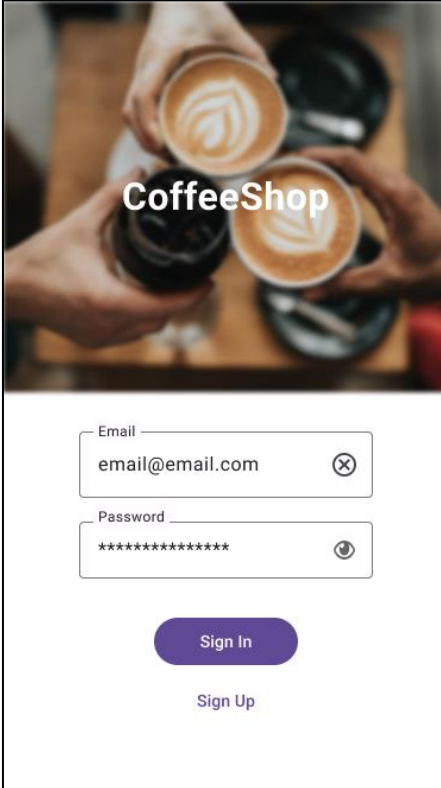
Password

[Sign In](#)

[Sign Up](#)



# Improved Designs



A mobile app login and signup screen for 'CoffeeShop'. The header features a background image of hands pouring coffee with the 'CoffeeShop' logo overlaid. Below the header, there are two input fields: 'Email' with the placeholder 'email@email.com' and a clear icon, and 'Password' with masked characters '\*\*\*\*\*' and a toggle icon. A purple 'Sign In' button is positioned below the password field, and a 'Sign Up' link is centered at the bottom.

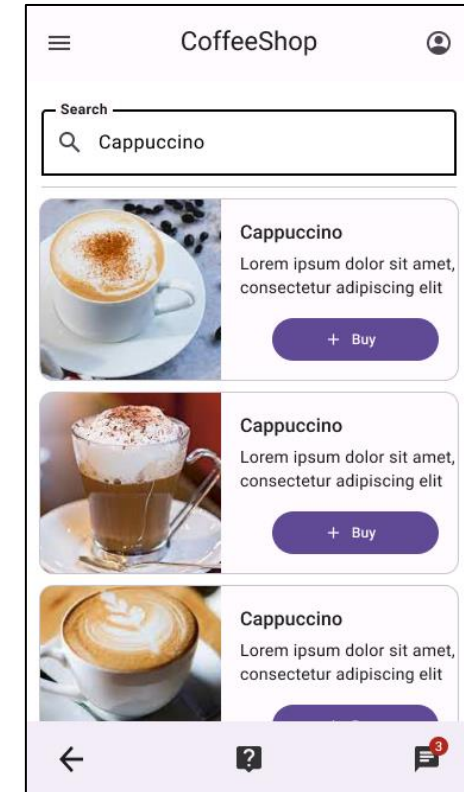
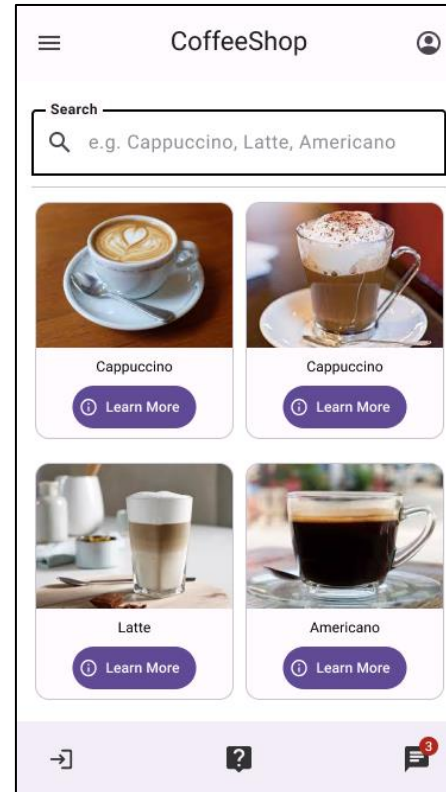
CoffeeShop

Email

Password

[Sign In](#)

[Sign Up](#)



# Alternative Design

