4.6: Usability Test Results & Planning for Future Tests

Analysis of six usability test Results for 'Expert for Expat' Prototype: Affinity Map and Rainbow Spreadsheet Approach

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In this presentation I have discovered key findings from analysing six usability tests conducted on the mobile prototype; 'Expert for Expat'. By carefully examining test recordings and cross-referencing observations, I uncovered patterns and insights.

Using a rainbow spreadsheet, I've organised data for comparison. The following slides showcase an affinity map highlighting errors, observations, quotes, and participant profiles. The rainbow spreadsheet offers a user-friendly glimpse into potential app enhancements.

Enjoy!

Affinity Map

Observations

Spelling mistakes, which is distracting.

Id like to know more about how I can search specifically for my needs in regards to an expert

Quick links do not work?
Be nice to see a more complete version.

Enjoy the review aspect and price transparency.

Not obvious that the I can return to the dash board from clicking on the branding.

After I press the finish set reminder id like to go back to check. so I can reassure my self iv'e done it right.

What is on the tool tab on the 'set reminder' page. Feel like its in the wrong place.

An additional button with transaction info to click on after payment. I like to check and reassure myself. Straight away.

What can I search for in the search tab?

Errors

To make a call to the expert, automatically went to 'Tools'. Market place was the last place to click on.

Note Tool - Folder names aren't clear. Its a confusing layout.

Market place sounds like a shop. Was last place to click on for experts.

No button on the splash screen to move forward.

Expected a registration page to enter my details.

Wrong terminology on they make payment button- BOOK NOW. Couldn't find how to make payment.

Positive Comments

Enjoyed the onboarding instructions

Felt that the app was a nice clear layout.

Would love to see it in full working order. It's a great concept.

Contacting an expert is straightforward.

Enjoyed the language in the onboarding, feels comfortable.

Enjoy the dashboard, I like that it has completed jobs as well as uncompleted. It's encouraging.

Organisation element is brilliant. This would of really helped me.

Feels like a clutter free design.

It quickly gets familiar. Enjoyable to use.

Negative Comments

I don't like the back button with the outline

Note icon, The text box should appear after you select a folder.

The note tool is a speech bubble, the icon is misleading.

Note tool good idea but the toggle doesn't need to be there.

Found the on boarding instructions very wordy.

Expert filter needs to be better.

Market place sounds like a shop. Very unclear to me.

On the expert page, It feels busy with the top icons.

The Participants

	P1	P2	P3	P4	P5	P6
Scheduled session details	21/08/2023, Remote, 10am	21/08/2023, Remote, 10pm	21/08/2023, Remote, 6pm	20/08/2023, In person, 11am	19/08/2023, In person, 11am	19/08/2023, In person, 3pm
Name	Hannah	Kate	Adrian	George	Phil	Judith
Gender	Female	Female	Male	Male	Male	Female
Age range	30-35	35-40	70-75	35-40	35-40	50-55
Occupation	Barber	Events Organiser	Retired Geophysicist	Event Manager	Builder	Office Manager
Location	UK	New Zealand	UK	Indonesia/UK	UK	UK
Proficiency using technology (out of 5)	3	4	3	4	2	3
Other characteristics	Has dreamed of opening a barbers in Europe, but has put obstacles in the way. She's experienced and financially ready to move on it now but has a lot to research.	Immigrated to New Zealand 10 years ago. She's pretty tech savvy. She has 2 kids and is thinking about their future if its in new Zealand or back in the UK.	Has the money and the freedom to do what he wants. Enjoys gadgets and technology as he doesn't want to be left behind and understands the way the world is going.	Lives between two countries. Is self employed and loves to travel.	Technically challenged. Would love to retire to Spain, needs all the help he can get as he's a hands on character and needs things simple.	Enjoys rules and always seeks advice before any big decision. Enjoys the reassurance of others experience.

Errors

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors								
(Error 3) To make a call to the expert, automatically went to 'Tools'. Market place was the last place to click on.	■				■	■	3	Re visit the language used within the app. Research some alternatives by looking at similar apps.
(Error 2) Note Tool - boxes aren't clear. Its a confusing layout.			■	■			3	Add an additional pop up with the folder required or create a new note. Once selected, then the text box appears. Ending with 'save'
(Error 1) No button on the splash screen to move forward.	■					■	3	I don't feel this needs to be addressed as you can click anywhere on
(Error 3) Expected a registration page to enter my details.		■	■		■		4	Because this was a prototype, this was missed. There will be an additional layer to enter details.
(Error 1) Market place sounds like a shop. Was last place to click on for experts.	■	■			■		3	Research what language could be used as an alternative.
(Error 4) 'Fixed banner' should read BOOK NOW. Couldn't find how to make payment.	■	■	■	■	■	■	6	This is easily changed. On the button that says 'fixed banner', this should read BOOK NOW.

Reference: Jakob Nielsen's four-step rating scale:

0 = I don't agree that this is a usability problem at all.

1 = Cosmetic problem only: need not be fixed unless extra time is available on project.

2 = Minor usability problem: fixing this should be given low priority.

3 = Major usability problem: important to fix and should be given high priority.

4 = Usability catastrophe: imperative to fix before product can be released.

Observations

Observations - What are people Doing, Thinking, and Feeling?								
Spelling mistakes, which is distracting.							2	Easy fix.
Id like to know more about how I can search specifically for my needs on the expert profile.							5	Utilise text-sensitive search to activate relevant expert profiles. This would be in addition to location and common searches.
Quick links do not work? Be nice to see a more complete version.							3	As its a prototype, not all aspects were live.
Enjoy the review aspect and price transparency on the expert profile.							3	
Not obvious that the I can return to the dash board from clicking on the branding.							2	I will leave this as I think over time the function will become obvious.
After I press the finish set reminder id like to go back to check. so I can reassure my self iv'e done it right. Maybe a circle round the date?							4	After the 'set reminder' the date of the reminder to change colour. Difficult to show in grey scale.
An additional button to click on after payment. I like to check and reassure myself. Straight away.							3	On the end pop up. I will add a 'view' button. That will be a summary of the transaction. This can easily be viewed, when the user is happy. They can close and exit.
What can I search for in the search tab?							4	Again change the language. Its a search bar to search for experts.
What is on the tool tab on the 'set reminder' page. Feel like its in the wrong place.							3	Remove the tab.

Positive & Negative Quotes

Negative Quotes - Any negative soundbytes? Record them here.								
I don't like the back button with the outline				■			2	I also agree with this. I will revisit the icon choice.
Note tool good idea but the toggle doesn't need to be there.		■		■			2	Remove the toggle and have the settings for this in the settings only.
The note tool is a speech bubble, the icon is misleading.		■			■	■	4	I also agree with this. I will revisit the icon choice.
Expert filter needs to be better.		■	■	■		■	4	Utilise text-sensitive search to activate relevant expert profiles. This would be in addition to location and common searches.
Found the on boarding instructions very wordy.				■	■		2	Leave as is as there is an option to skip already.
Market place sounds like a shop. Very unclear to me.					■		2	Revisit possible language.
On the expert page, It feels busy with the top icons.		■		■			2	I also agree with this. I will see how it looks to remove them when accessing the expert marketplace and go form there.
Positive Quotes - Any positive soundbytes? Record them here.								
Contacting an expert and paying is straightforward.			■			■	3	
Would love to see it in full working order. It's a great concept.		■					2	
Enjoyed the language in the onboarding, feels comfortable.							1	
Enjoy the dashboard, I like that it notes completed jobs as well as uncompleted. It's encouraging.		■		■		■	3	
It quickly gets familiar. Enjoyable to use.			■			■	3	
Feels like a clutter free design.			■	■	■		3	