Usability Test Rapport

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01
Introduction

1. Introduction

This review is conducted by **AUX**

The review will be based on knowledge about human cognition.

The UX review will focus on:
- Introduction Flow

-Landing Page

Our goal is to identify usability issues that could impact the experience of the website.

02

Predicted User Issues

02.1

Signing up

Sign up page

Signing Up
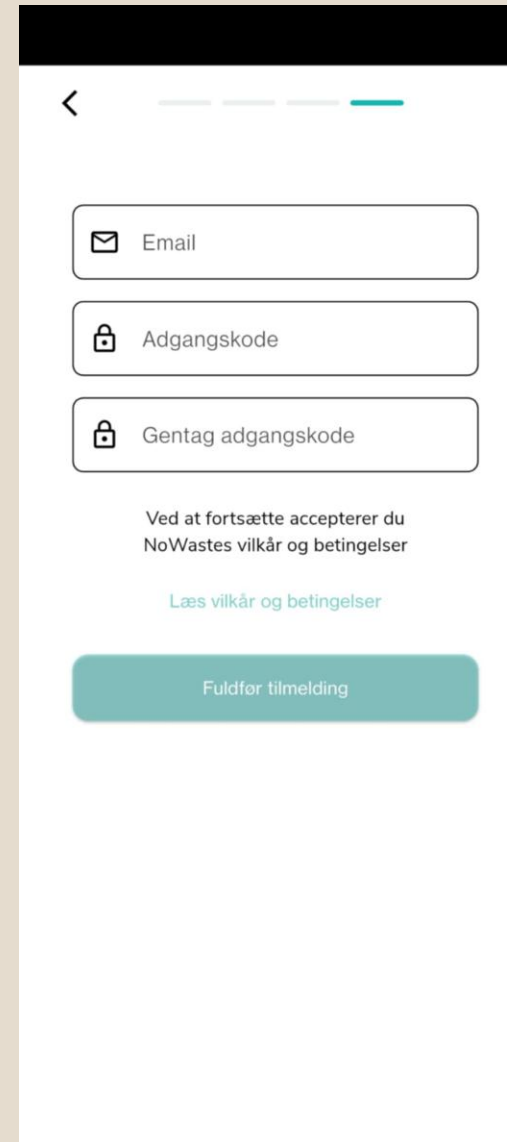
Predicted User Issue

The user might be impatient on this page

Root Cause Analysis

Users will **likely** expect to be able to test out the service without signing up, as this is the case on other free apps
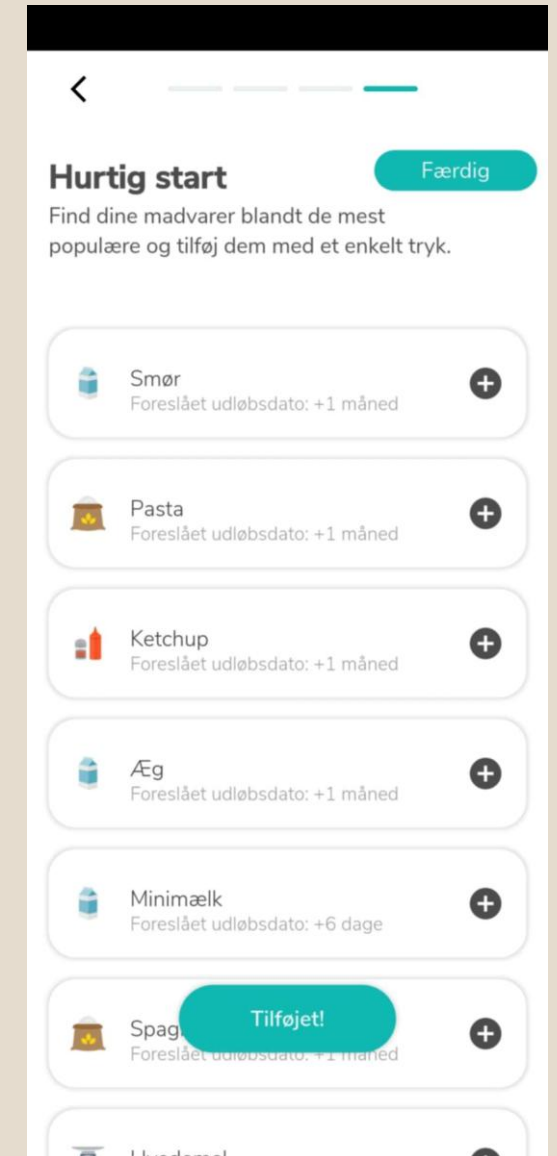
Recommendations: Design Solutions

The design could be improved by letting the user test out the app, to see if they like it, before requiring them to sign up

Current design

Re-design

02.2

Language selection

Introduction flow
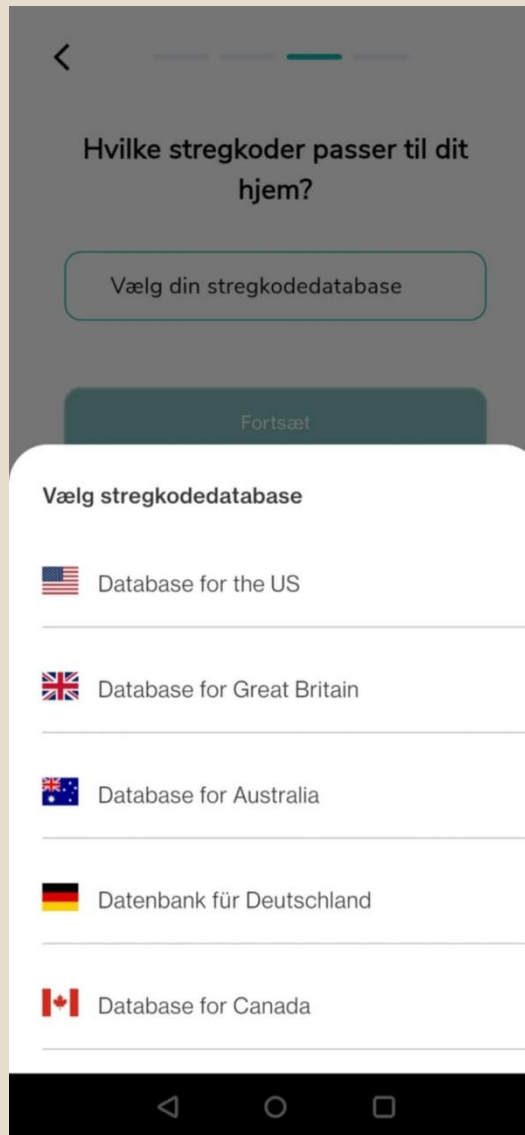
Language Selection

Predicted User Issue
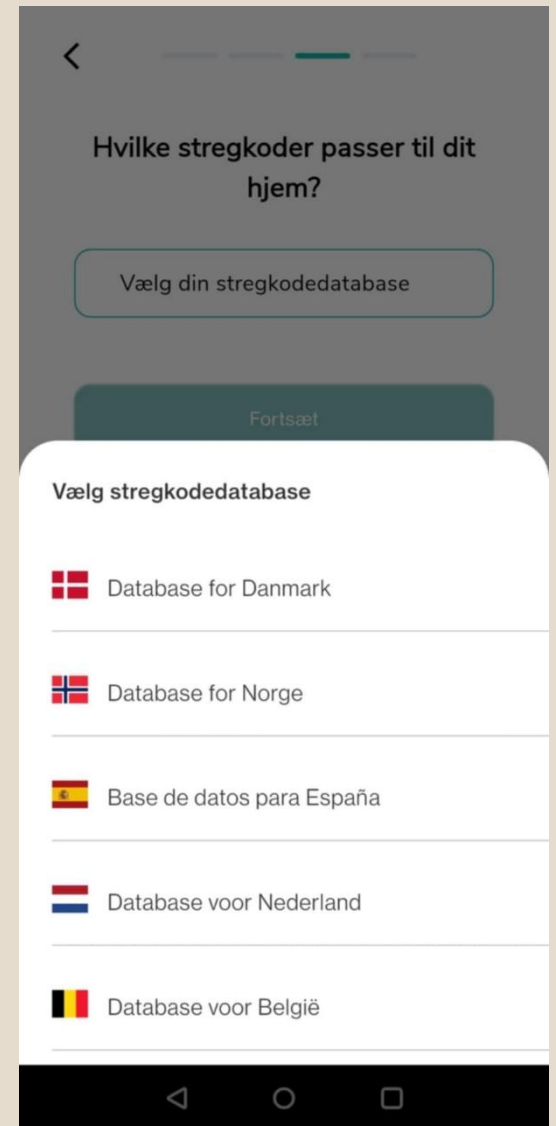The user might be confused on this page when selecting country

Root Cause Analysis
Users will likely expect this menu to default to Danish settings because the text (in this version of the is in Danish

Recommendations: Design Solutions
The design could be improved by automatically filling this option with "Database for Danmark" or by putting the Danish database at the top of the menu

Hvilke stregkoder passer til dit hjem?

Vælg din stregkodedatabase

Fortsæt

Vælg stregkodedatabase

🇺🇸 Database for the US

🇬🇧 Database for Great Britain

🇦🇺 Database for Australia

🇩🇪 Datenbank für Deutschland

🇨🇦 Database for Canada

Current design

Hvilke stregkoder passer til dit hjem?

Vælg din stregkodedatabase

Fortsæt

Vælg stregkodedatabase

🇩🇰 Database for Danmark

🇳🇴 Database for Norge

🇪🇸 Base de datos para España

🇳🇱 Database voor Nederland

🇧🇪 Database voor België

Re-design

02.3

Adding items to the tracker

Introduction flow

Adding items

Predicted User Issue
The user might be confused when adding more items to their list of goods
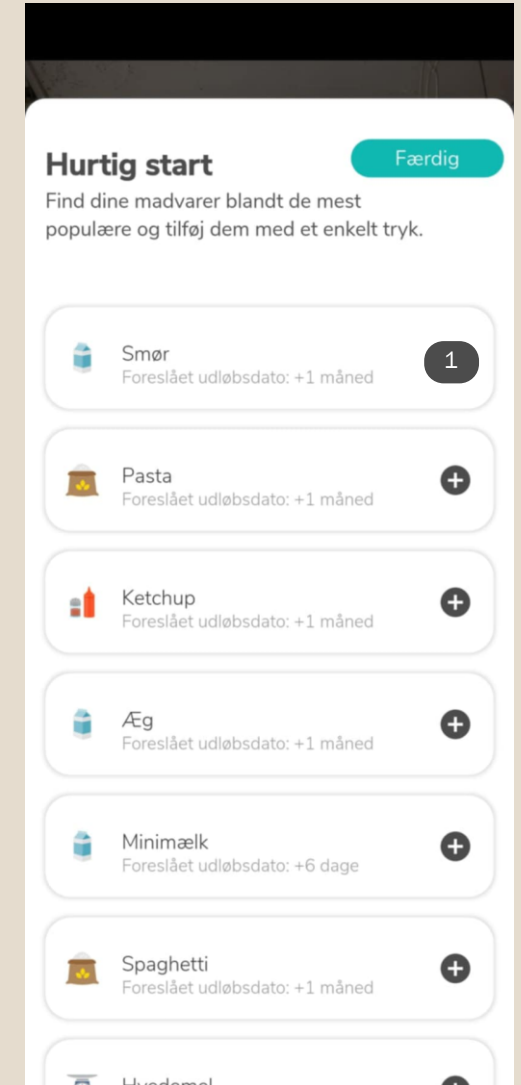
Root Cause Analysis
Users will **likely** expect to be able to continuously see which items they have already been added, and the amount they already have on hand

Recommendations: Design Solutions
The design could be improved by adding a counter, which helps the user keep track of which items have already been added
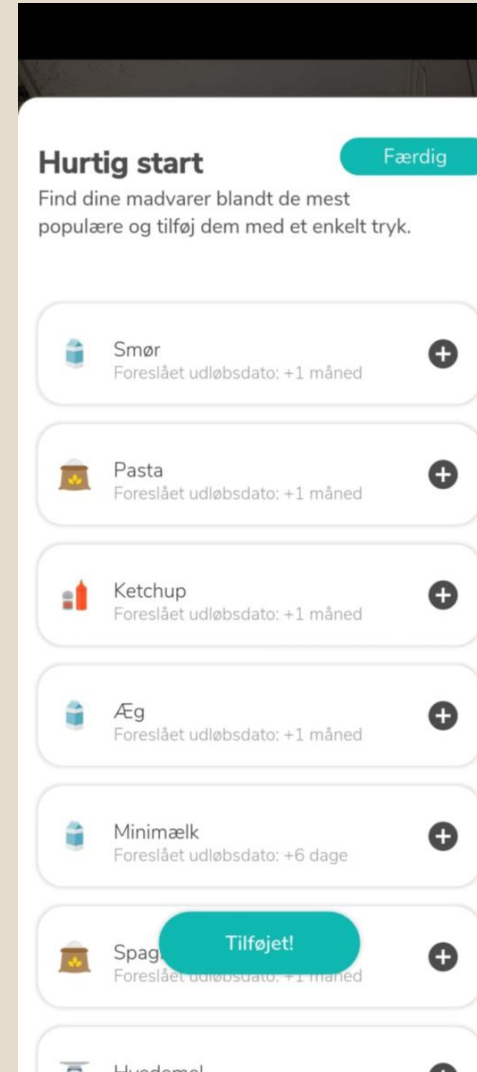
Current design

Re-design

02.3

Understanding of text

Introduction flow
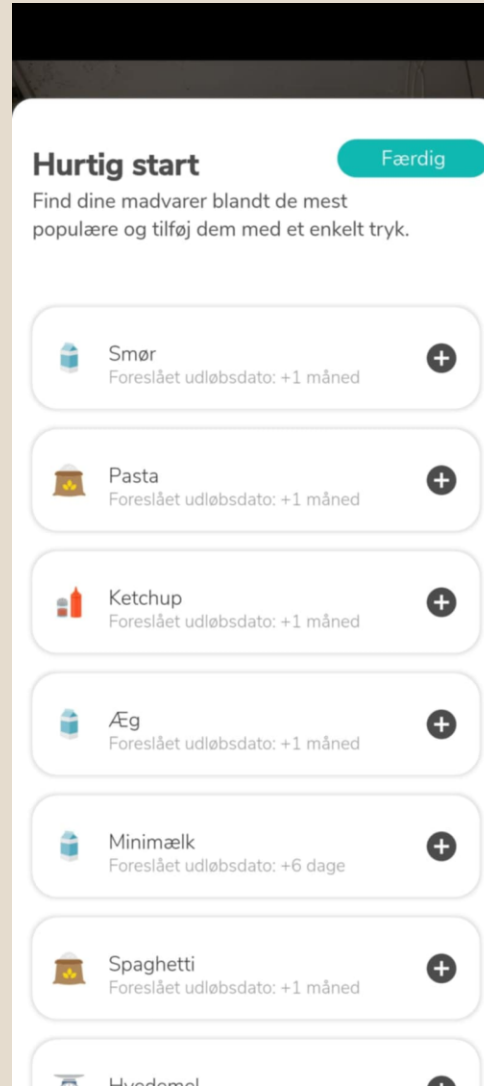
Understanding text

Predicted User Issue
The user might be confused on what this flow helps them set up
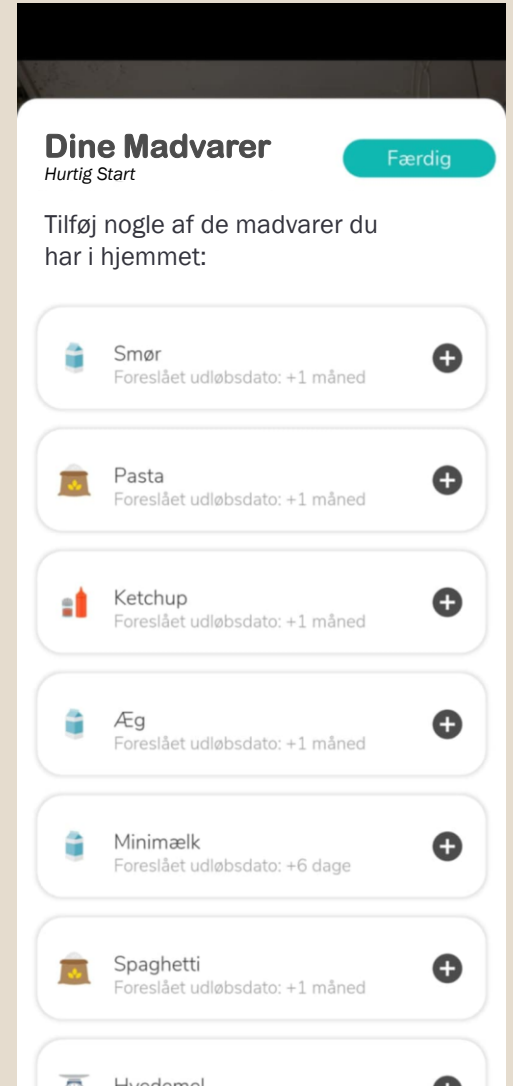
Root Cause Analysis
Users **might** not understand this screen, as the text does not explain the outcome of the actions, after this flow is done and the user clicks "Færdig"

Recommendations: Design Solutions
The design could be improved by explaining the outcome in the top of the screen

Hurtig start — Færdig
Find dine madvarer blandt de mest populære og tilføj dem med et enkelt tryk.

Smør
Foreslået udløbsdato: +1 måned

Pasta
Foreslået udløbsdato: +1 måned

Ketchup
Foreslået udløbsdato: +1 måned

Æg
Foreslået udløbsdato: +1 måned

Minimælk
Foreslået udløbsdato: +6 dage

Spaghetti
Foreslået udløbsdato: +1 måned

Hvedemel

Current design

Dine Madvarer — Færdig
Hurtig Start

Tilføj nogle af de madvarer du har i hjemmet:

Smør
Foreslået udløbsdato: +1 måned

Pasta
Foreslået udløbsdato: +1 måned

Ketchup
Foreslået udløbsdato: +1 måned

Æg
Foreslået udløbsdato: +1 måned

Minimælk
Foreslået udløbsdato: +6 dage

Spaghetti
Foreslået udløbsdato: +1 måned

Hvedemel

Re-design

02.4

AI Chatbot

Landing Page

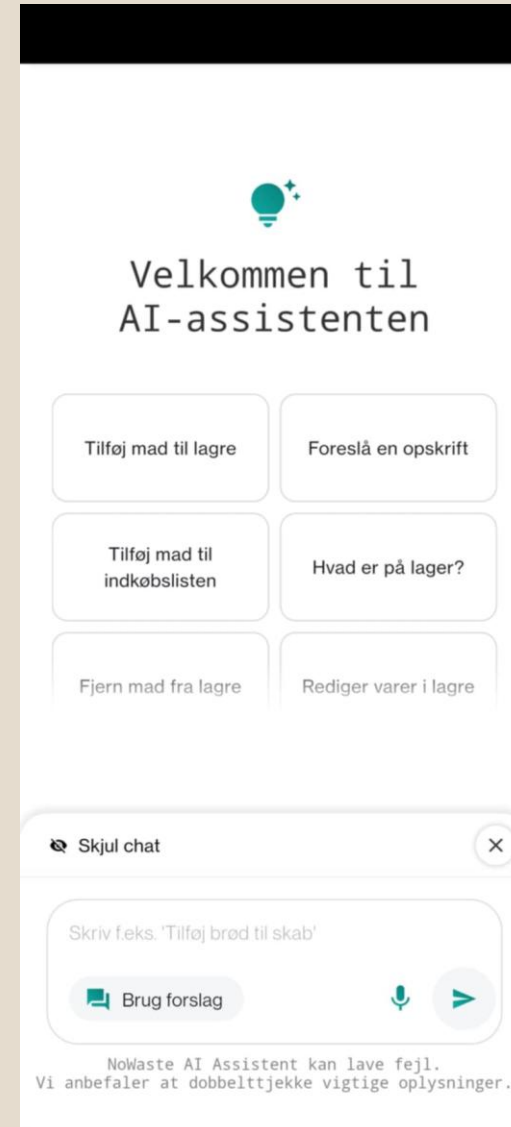# AI Chatbot

Predicted User Issue
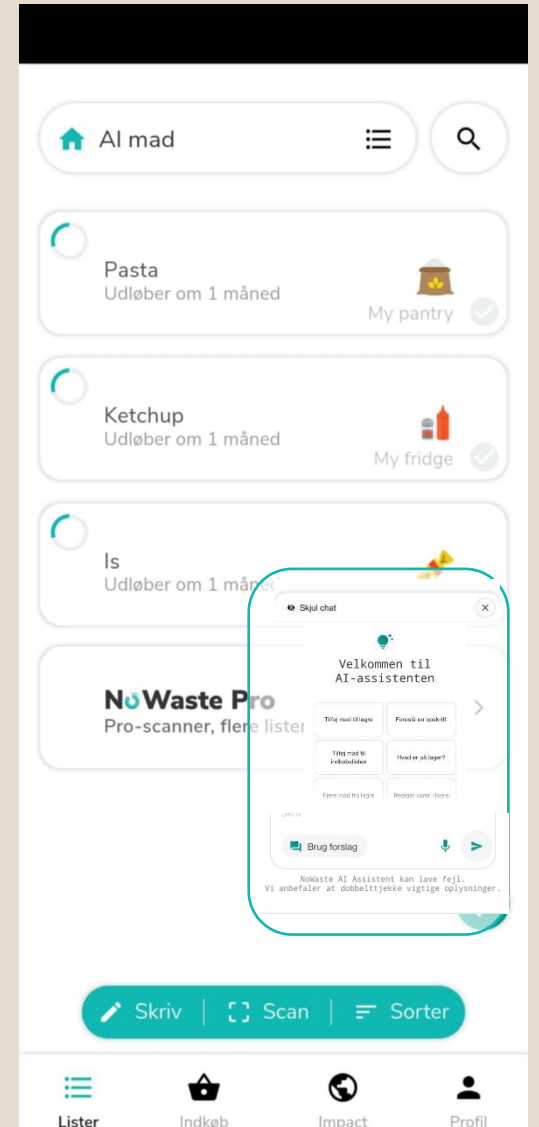The user might be confused when entering the AI chatbot screen

Root Cause Analysis
Users **might** expect chat icons to open as pop-up windows as they are used to this from other services

Recommendations: Design Solutions
The design could be improved by adding the AI chat as a pop-up window instead

Current design

Re-design

02.5

Button Layout

Landing Page

Button Layout

Predicted User Issue

The user might not immediately understand the functions of each of the blue buttons
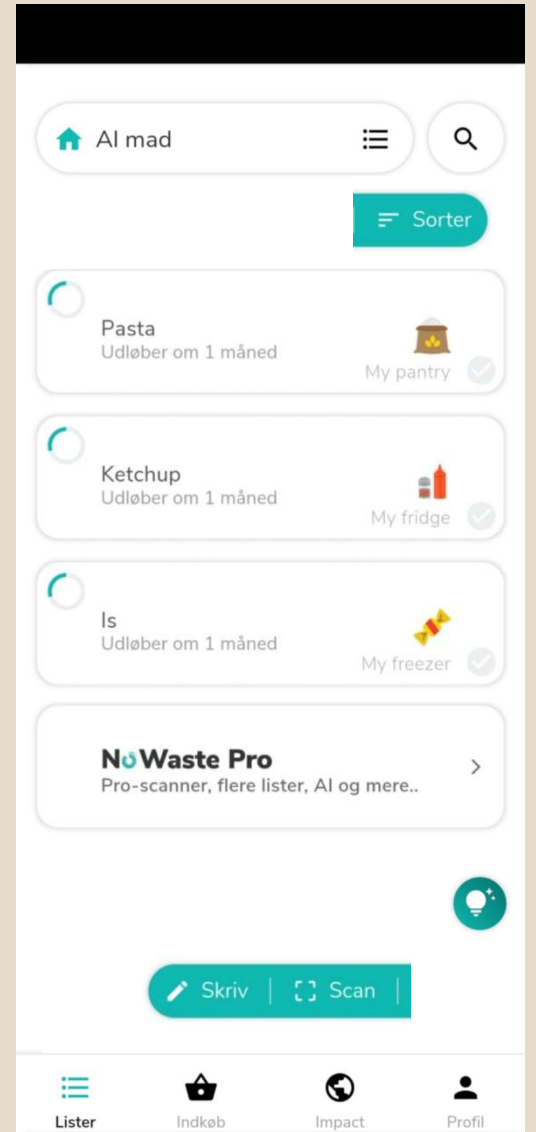
Root Cause Analysis

Users **might** expect that all buttons in the turquoise box do similar things (either adding new items / sorting them), since they are grouped together

Recommendations: Design Solutions

The design could be improved by grouping the "add more items" buttons and moving the "sorting" buttons to another location
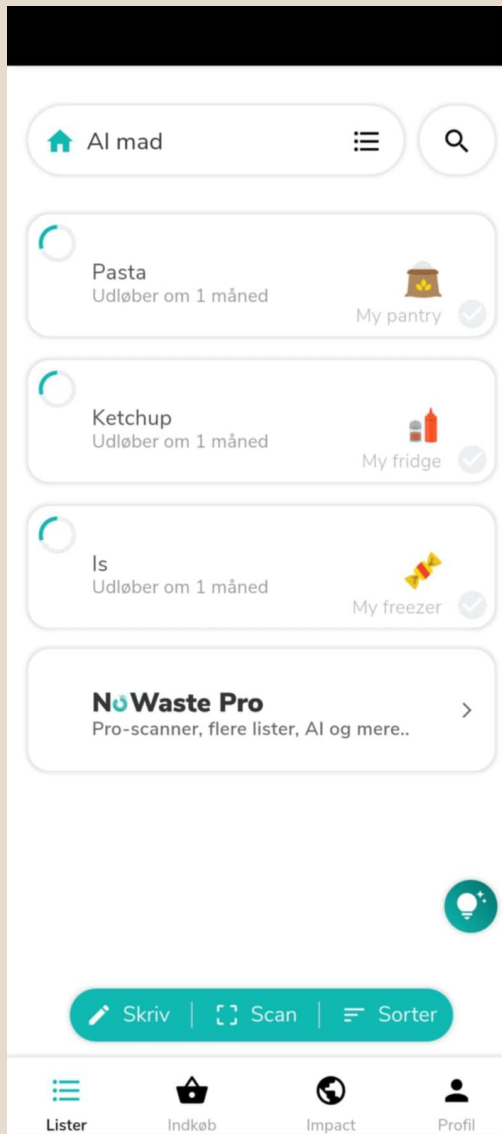
Current design

Re-design

02.6

Item boxes

Landing Page
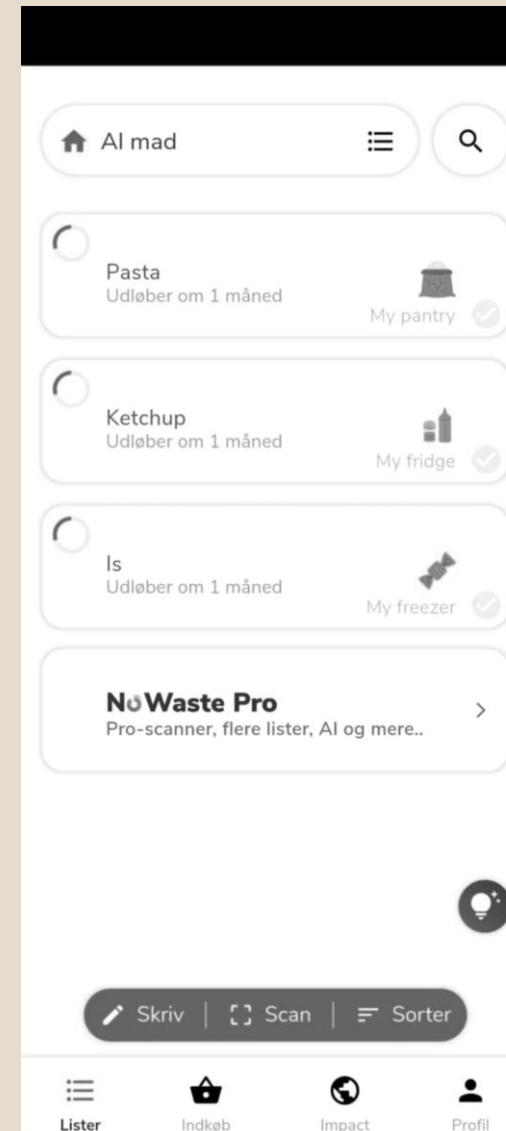
Item Boxes

Predicted User Issue

The user might not easily identify the item boxes
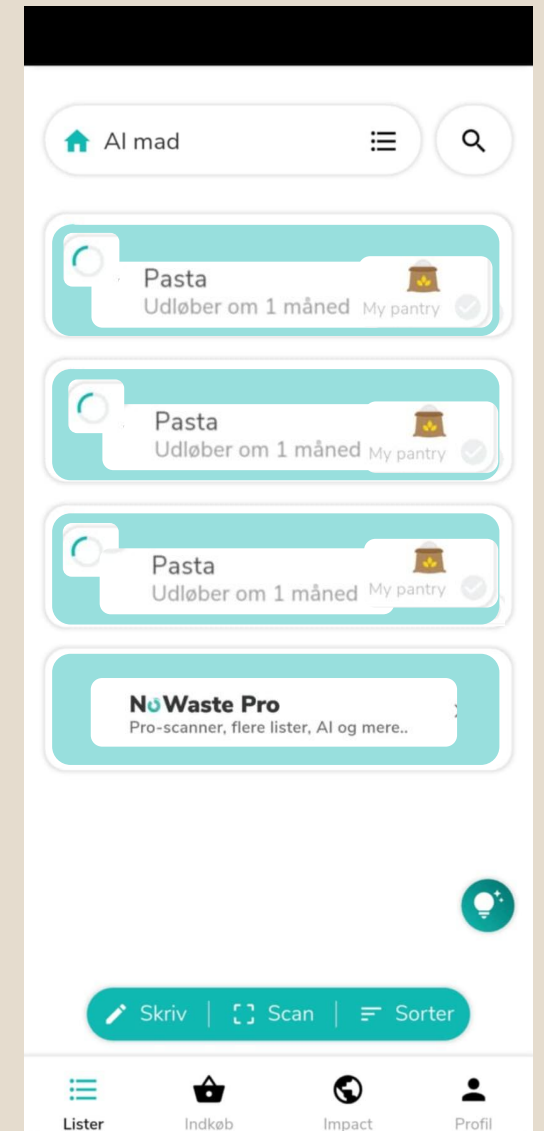
Root Cause Analysis

Users **might** not notice the item boxes, since the contrast between them and the background is very low

Recommendations: Design Solutions

The design could be improved by increasing the contrast between the background and the item boxes
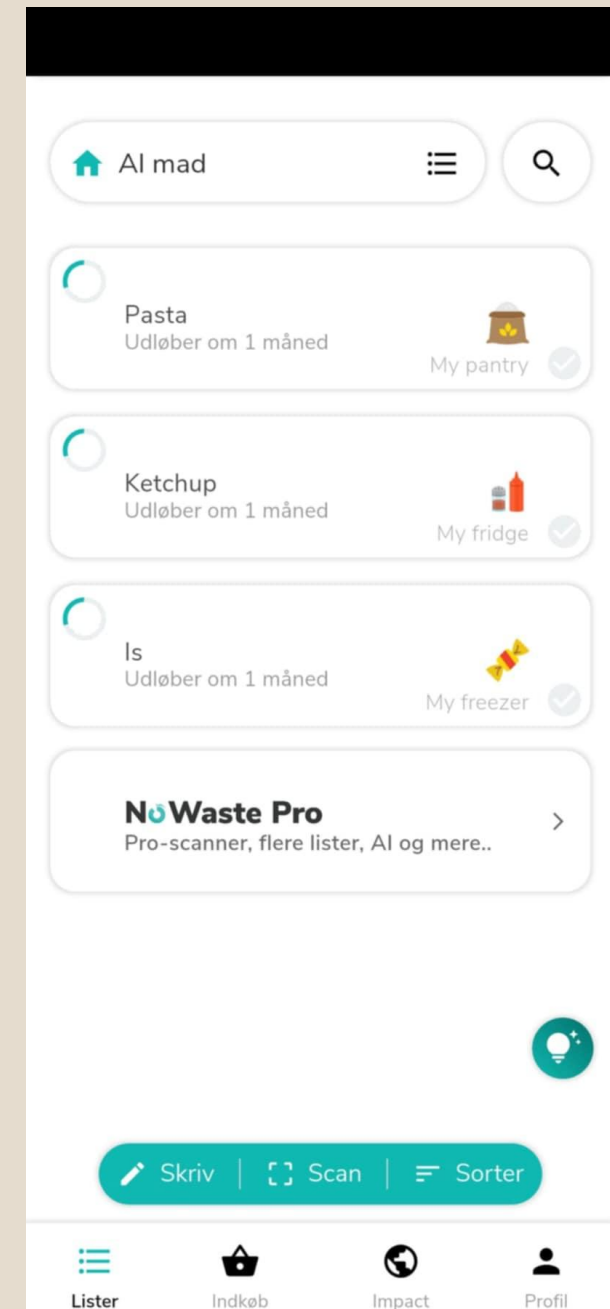

Current design
(In black and white)

Re-design

# 03

Elements to preserve

Consistent Buttons

No Waste Utilizes a consistent button-design, consisting of rectangles with rounded corners, making it obvious for the user which elements are buttons, and which elements are non-clickable
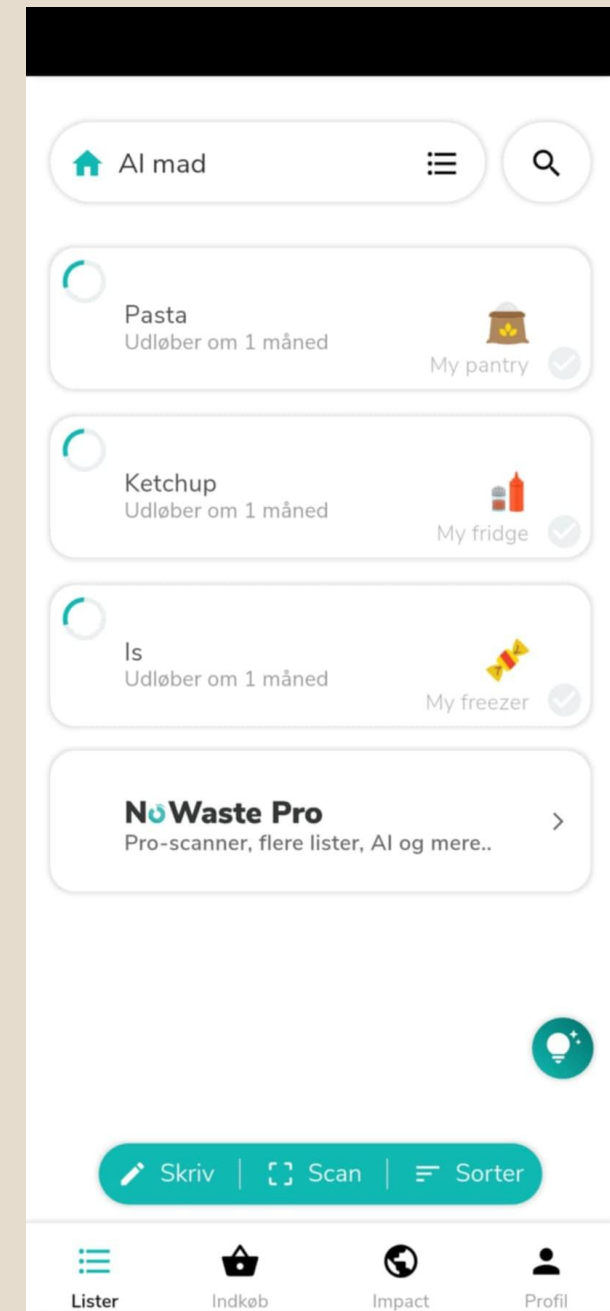
Colour Choice

No Waste Utilizes a simple color palate, ensuring the user does not get overwhelmed and guiding the user's attention clearly.
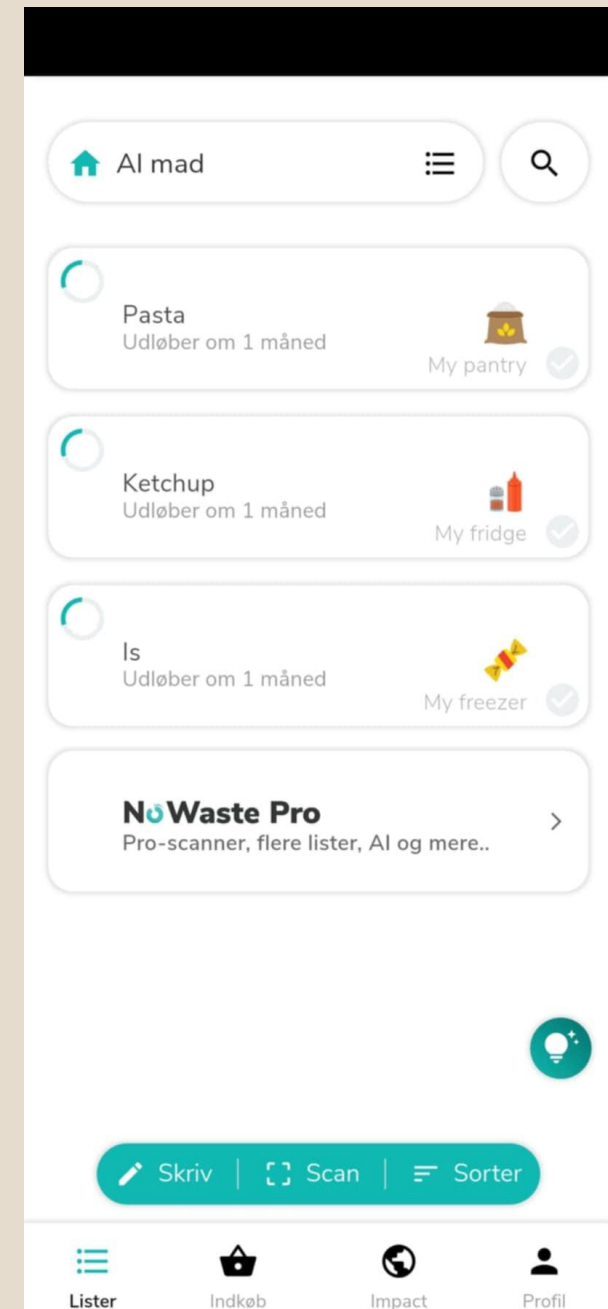
Icon Choice

No Waste Utilizes simple, well-known icons on the app, helping the user immediately understand the purpose of each of them.

No Waste

Usability Test Report

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