Video transcript

Prioritizing usability issues based on severity and impact

For UX designers, the focus is always on providing great user experiences. Through usability testing, they gain valuable insights that help them make informed design decisions to enhance the overall user experience.

But what do UX designers do when they find a significant number of usability issues? Not all issues uncovered in usability testing have the same significance.

Let's find out how UX designers prioritize issues based on their severity and impact.

Meet Sai. She's a UX designer on a team working on a grocery app. Her team conducted usability testing to identify potential issues.

The testing results show that 90% of participants said the unavailability of vegan products in the filters option was an issue. 16% of participants reported a brief lag when adding items to the cart directly from the home page of the app. 75% of the participants thought the text color was too bright. 23% of the participants noticed that the app doesn't display the saved address under their profile picture on the home page. And 47% of the participants mentioned they were unable to edit the items in their cart.

Sai decides to rank all these issues based on their severity and impact to prioritize which issue she must fix first.

To do this, she lists the five severity levels: level 0 or no issue, level 1 or low, level 2 or medium, level 3 or serious, and level 4 or critical. Then, she categorizes the issues based on these severity levels.

Level 0 indicates issues that don't impact functionality or usability. This situation occurs when users report something that is not an issue or when they request a new feature that does not impact usability. In Sai's case, she notices that showing the saved address under the profile picture is not an issue. Therefore, she ranks it as level 0.

Level 1 indicates small issues that can be fixed easily, but don't impact the user experience. In Sai's case, while the lag in adding items to the cart directly from the home page caused a slight delay, it didn't significantly impact the overall user experience. Therefore, she ranks this issue as level 1.

Level 2 issues have a noticeable impact, but don't interfere with the user experience. These issues might annoy users or slow them down. Designers might fix them when there's time. In Sai's case, while the text color being too bright didn't make the app unusable, it caused noticeable discomfort and readability issues for a majority of users. So, Sai ranks it as level 2.

Level 3 issues significantly impact the users' ability to complete tasks and impact the overall user experience. Such issues need quick attention. In Sai's case, the unavailability of vegan products in the filters option impacted a large portion of users. This could potentially lead to users abandoning the app if they can't find the products they need. Therefore, Sai ranks this issue as level 3.

Level 4 issues completely block users from finishing their tasks and severely impact their experience. Such issues must be fixed immediately. In Sai's case, the users' inability to edit items in the cart directly interferes with the app's major functionality. This can lead to user frustration and potential cart abandonment. Therefore, Sai ranks this as level 4.

After ranking the issues based on their severity and criticality, Sai can effectively prioritize the issues she needs to fix first.

In conclusion, UX designers must prioritize usability testing issues based on their severity and impact to optimize their use of time and resources effectively.