

Jewelry App Mobile (JAM) Usability Study

May 2021

Team

Kimberly Swinton

Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background

I am creating an e-commerce mobile Jewelry app that will be both user and admin facing. It will attract and retain customers in the online system. A dedicated mobile app for my client will make her stand out amongst local creative competition.

Study Details

Research Questions

How easy is it for users to use the app?

How can we improve the steps taken to the checkout process?

Are there any parts in the checkout process where users were confused?

Participants

5 participants

2 males 3 females, and out of the 3 females 1 is visually impaired. They were between the age of 31 and 41.

Methodology

10 minutes per participant

United States: Remote

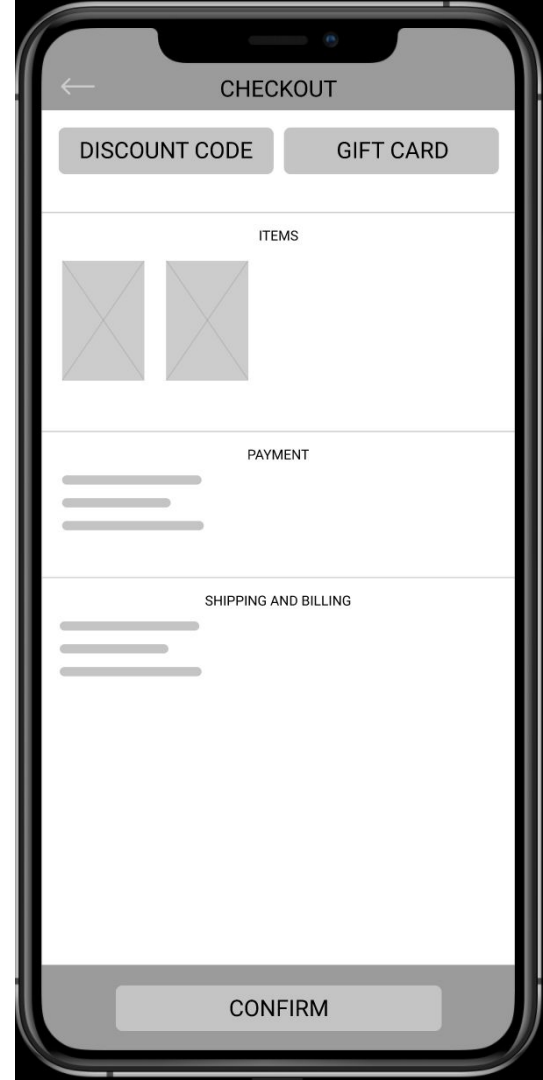
Unmoderated usability study

Participants were asked to perform tasks on low-fidelity prototype

Prototype / Design Tested

Link to screenshot:

<https://www.figma.com/proto/NeaLT0nyqkwqadT2jl3ZrV/DigiFrames-JAM?node-id=22%3A159&scaling=scale-down&page-id=0%3A1>



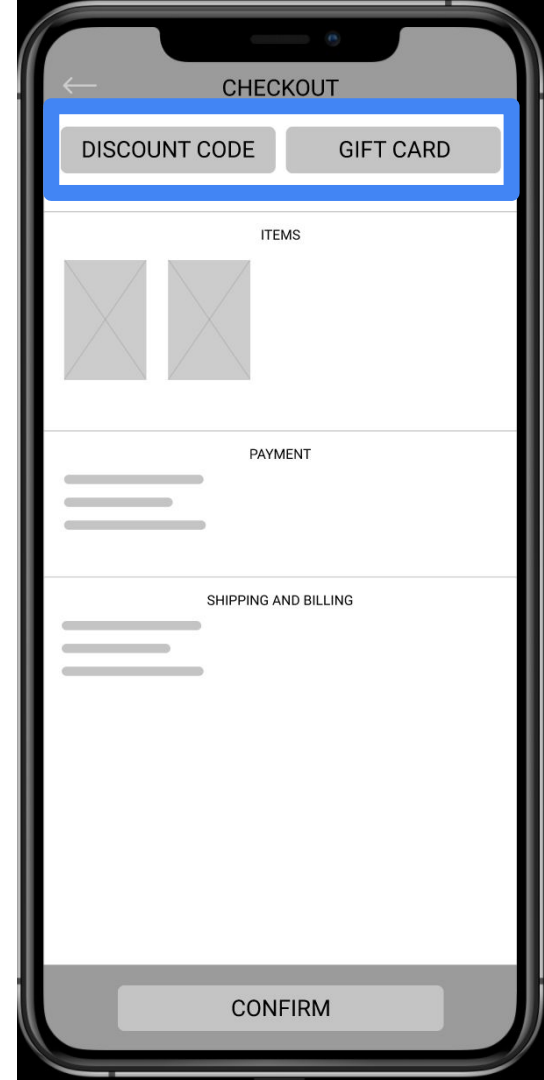
Themes

Most participants didn't like the discount and gift codes button placement

Supporting evidence from the usability study.

- 3 out of 5 participants would rather the placement of the buttons to be at the "BAG" checkout phase.

"The only thing I would say is the discount code and gift card buttons might look better at the bottom row instead of top. But it looks good right now too." (P2)



Insights & Recommendations

Research insights

Moving gift card
and discount
buttons

Users would prefer a way
to put in their discount
and gift codes in earlier at
the checkout process

Make the
deletion button
obvious

Users need a way to
visibly see the deletion
button to delete a product
out of the cart

More info on
the
confirmation
page

Users need a more
detailed confirmation
page.

The checkout
process can be
clearer

Users need an easier
checkout experience

Recommendations

- Add an animated signal to the button to try out the “Try it on” AR feature.
- Add a feature for users to customize their jewelry.
- Points system for customers who shop at the jewelry store often.

Thank you!