

Group 5 - Usability Testing and Heuristics

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Link to prototypes:

<https://www.figma.com/file/l5pBQojQUFCkxqvGZg2c9mhA/Adapp?node-id=0%3A1>

(Prototypes A and B are in the same link)

Study Report:

Study Session 1

Date: 11/28/2018

Location: My Apartment (Bear Creek Apartments)

Time: Late evening (approximately 9 PM)

Study Participant Info:

Pseudonym: Josh

Occupation: Student at CU, studying marketing and operations management

Who Conducted the Study: Sam

Observations from Prototype A:

Profile page seems a little sloppy, with stats just kind of jumbled around on the page. Josh did like the look of the task bar at the bottom, with the symbols and pop of color. He also thought it was a pretty simple workflow. One thing he noted, and this actually applies to both prototype A and B, was that the purpose of the home button and the users/sponsors button was a little confusing. The users button is what is typically a profile button, so he thought that button would take him to the stats page, but it actually takes you to the sponsors page. This is something to definitely consider moving forward.

Observations from Prototype B:

Josh thought that this version of the profile page looked much cleaner and organized with the different pages for different stats. One thing I did notice thought was that he tried to swipe between pages initially, instead of clicking the dots to get to other stats. Swiping is what I ultimately had in mind for this page, but I wasn't sure how to implement this in Figma. Again had the issue of the profile and home buttons getting confused.

Participant Feedback:

- What did you like about Prototype A?
 - Simple, easy to follow, taskbar looks nice.
- What did you dislike about Prototype A?
 - The profile page was a little jumbled, taskbar home and profile buttons a little misleading.

- What did you like about Prototype B?
 - Profile page looks much better, liked having the different stats on different pages. Much cleaner
- What did you dislike about Prototype B?
 - Seems like you should be able to swipe between profile stats instead of having to click on the dots
- What was confusing about these prototypes?
 - The task bar images led to some confusion when trying to get back to profile stats and sponsors.
- Do you have any suggestions for improving these prototypes?
 - Definitely think the task bar images should be changed to lessen confusion, maybe make prototype B have the ability to swipe between pages.

Study Session 2

Date: 11/20/2018

Location: My parent's home (Longmont, CO)

Time: Morning (approximately 10 AM)

Study Participant Info:

Pseudonym: Laura

Occupation: Unemployed, former computer scientist and nurse.

Who conducted the study: Sam

Observations from Prototype A:

Laura tried to enter a username and password as well as create one on the home page. Not a huge deal as this would normally have to be done, but on the Figma prototype, there isn't any text entry on either of these pages. She seemed a little confused by the task bar at first, but figured it out after exploring a bit and clicking on the different buttons. Noticed the profile/sponsor button confusion again.

Observations from Prototype B:

Struggled initially with navigating the new profile page and getting to the different stats. Interestingly though didn't try to swipe or simulate swiping, caught onto just clicking the buttons really quickly.

Participant Feedback:

- What did you like about Prototype A?

- Laura liked the stats that were being presented, and liked having them all on the same page, as it made navigation easier.
- What did you dislike about Prototype A?
 - She liked the stats, but they were a bit jumbled and could probably be organized a little better. She also felt like she should be able to click on the stats on the profile page and get further in depth info about them.
- What did you like about Prototype B?
 - The profile page looked cleaner with the different pages for different stats, having the buttons to click on was intuitive and simple to navigate.
- What did you dislike about Prototype B?
 - Initially difficult to figure out how to get to different profile stats, could potentially think the first stat shown is the only stat available.
- What was confusing about these prototypes?
 - As mentioned above, the button navigation was a little confusing, and could lead to confusion about how many stats are actually available to users.
- Do you have any suggestions for improving these prototypes?
 - Somehow could make the dots look more clickable, make it more obvious that these are how to navigate the different stats/make it more apparent that there are lots of other stats available to use.

Study Session 3

Date: 11/22/2018

Location: CU Boulder Library (Boulder, CO)

Time: Afternoon (approximately 2 PM)

Study Participant Info:

Pseudonym: Tom

Occupation: Student at CU, studying finance and marketing

Who conducted the study: Keiran

Observations from Prototype A:

Tom wasn't a huge fan of the profile page. Tom was also confused by the taskbar at first which takes you to the sponsors page. Tom does believe the taskbar is a helpful tool. He believes the stats page could have been organized better.

Observations from Prototype B:

Tom liked the design of the stats page much better with this prototype. He did try to swipe instead of connect the dots initially. Tom was a fan of the profile page and thought the prototype was a much cleaner design.

Participant Feedback:

- What did you like about Prototype A?
 - Easy to follow, taskbar is helpful.
- What did you dislike about Prototype A?
 - He disliked the overall design of prototype A. Tom didn't like the profile page layout or stats page.
- What did you like about Prototype B?
 - Much cleaner design regarding the layout of the profile/stats page. Easy to navigate.
- What did you dislike about Prototype B?
 - Having to click the dots instead of swiping was a little confusing at first for Tom. Also the navigation button could use some work to be more intuitive.
- What was confusing about these prototypes?
 - The button navigation is a little confusing and also the taskbar images can be misleading when trying to reach profile stats.
- Do you have any suggestions for improving these prototypes?
 - Making the navigation between pages able to swipe instead of clicking dots, or improving the dot clicking method by more visibility. Make it more obvious how to navigate through the different stats available for use.

Heuristic Evaluation:

Prototype	Heuristic	Tester
A	All 10 of them	Sam
B		Keiran

UAR #: 1	Problem/Good: Problem	Rated by: Sam
Name: No feedback on what tab user is currently on		
Relevant heuristic: Visibility of System Status		
Steps to reproduce: Navigate to any page using the tabs at the bottom of the page.		
Detailed explanation: Pressing the tabs shows no feedback when pressed. More importantly though, the tabs do not change based on what page the user is in. For example, if the user is on the home page, then the home tab should be highlighted or at least look different from the other tabs in order to inform the user what page they're on.		
Possible solution: As stated above, a solution to this problem is to highlight the current tab differently so the user knows where in the app they are.		
Severity (low, medium, high, critical): Medium		See also:

UAR #: 2	Problem/Good: Both	Rated by: Sam
Name: No back button/ability to navigate to any page at any time		
Relevant heuristic: User Control and Freedom		
Steps to reproduce: Log in to the app, then can navigate to any page using the tabs. No back button though, this is the only way to navigate.		
Detailed explanation: The tabs at the bottom of the page allow the user to navigate the app freely, but this may not be clear to the user, so they could feel trapped on a page, as there is no back button or other way to navigate the page.		
Possible solution: In addition to allowing the user to navigate using the tabs, we could also add in a back button to make it extra apparent to the user how to navigate the app.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 3	Problem/Good: Problem	Rated by: Sam
Name: Confusion between tab meanings		
Relevant heuristic: Consistency and Standards		
Steps to reproduce: Only have to log in to the app, can access the two confusing tabs from landing page.		
Detailed explanation: As we found in our heuristic testing, the home tab and the sponsors tab can be confusing as to their meanings. The home tab is where the user finds their stats, and the sponsors tab is where the user views their sponsors contact info. However, the sponsor tab looks like a profile tab, which could lead the user to thinking that this is where they would access the stats.		
Possible solution: I think the best solution here would be to change one or both of these tab images. Perhaps we get rid of the home button and replace it with the profile button, and then create a new image for the sponsors tab.		
Severity (low, medium, high, critical): high		See also:

UAR #: 4	Problem/Good: Good	Rated by: Sam
Name: Ability to see all stats on one page in the profile/stats page		
Relevant heuristic: Flexibility and efficiency of use		
Steps to reproduce: Log into the app to get to the landing page, which is the profile/stats page.		
Detailed explanation: The profile stats page has all of the stats on one page. This way no matter what statistic the user is looking for, they know it will be on this page and don't need to navigate anywhere else.		
Possible solution: None needed. Just need to make sure that the stats are all organized neatly and efficiently on the one page.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 5	Problem/Good: Good	Rated by: Sam
Name: Easy to read statistics		
Relevant heuristic: Aesthetic and minimalist design		
Steps to reproduce: Once again, log into the app, which will then take you to the landing page with the user's statistics.		
Detailed explanation: The statistics on the page are set up in a way that's easy to read. For each one, it shows the actual number for the stat, and then below the number, it shows the units of the stat (number of days, number of times contacted, etc.)		
Possible solution: No solution needed here. The layout looks clean and simple, which is the goal. The only thing I could potentially think of is to make the units shorter, so they don't take up as much of the page.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 6	Problem/Good: Good	Rated by: Keiran
Name: User ability to understand		
Relevant heuristic: Match between system and the real world		
Steps to reproduce: Log in to app and have the ability to understand every page of information available.		
Detailed explanation: The tabs at the bottom of the page allow the user to navigate between pages.		
Possible solution: No real solution needed as most of the tabs are pretty intuitive. Could possibly use an explanation guide of each of the tabs for easier control of the app.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 7	Problem/Good: Good	Rated by: Keiran
Name: No errors		
Relevant heuristic: Error Prevention		
Steps to reproduce: Log in to app and run across no errors.		
Detailed explanation: The user should not run into any errors as the app is pretty simple and doesn't allow for use beyond its purpose.		
Possible solution: No real solution needed as the user will not come across any errors.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 8	Problem/Good: Problem	Rated by: Keiran
Name: Minimize user's memory load		
Relevant heuristic: Recognition rather than recall		
Steps to reproduce: Log in to app and have objects, actions and options appear visible.		
Detailed explanation: The user should not have to remember information from one part of the system to another. Our app doesn't allow for visible or easy retrievable instructions.		
Possible solution: Allow for visible / retrievable instructions for the user.		
Severity (low, medium, high, critical): Medium		See also:

UAR #: 9	Problem/Good: Good	Rated by: Keiran
Name: Helper tab		
Relevant heuristic: Help users recognize, diagnose and recover from errors		
Steps to reproduce: Log in to app and navigate freely without errors.		
Detailed explanation: The user shouldn't need a helper tab as there are no real errors to run into when navigating the app.		
Possible solution: Create a potential helper tab or guide to help users understand the different tabs.		
Severity (low, medium, high, critical): Low		See also:

UAR #: 10	Problem/Good: Problem	Rated by: Keiran
Name: Guide		
Relevant heuristic: Help and documentation		
Steps to reproduce: Log in to app and access a documentation tab for help.		
Detailed explanation: We do not have a documentation tab so implementing one would be helpful to users struggling to understand the different tabs and what kind of information they have access to.		
Possible solution: Create a documentation tab.		
Severity (low, medium, high, critical): Medium		See also: