Maze prototype testing

To preface this, I did not give any of these testers any extra information other than the prompts on Maze. I did this to get the most authentic experience of a new user.

I tested 3 groups of users to gather multiple sources of information. These groups had different backgrounds and knowledge of the existing WEAR app.

The goal of these tests was to answer the following questions:
- Is the WEAR business manager flow easy to use for both tech-savvy users and non tech-savvy users?
- Which flows need improving?
- Can someone with no knowledge of the WEAR app find the right screens based on a simple prompt?

The following flows were tested, as these were the most important parts of the WEAR business app:
- Setup the digital business card for your organization
- Add a link to your company
- Add a new product to your organization
- Add a user to your organization
- Filter all users that do not have a product assigned to them yet
- Assign a product to a user
- Preview a users' business card
- Enable the ability for users to change
- View your organizations CO2e statistics

Since I am using the free version of Maze, results will be gathered from the following elements:
- Heatmaps (where did users click the most)
- Paths (which path did a user take to complete the flow)
- Timing (how long did it take a user to complete the flow)
- Outcome (did the user complete the flow with direct success, indirect success, or give up)

Test groups

Group 1 (Rick #76857639 & Davey #23787057 - Development colleagues with knowledge of existing WEAR app)
- Most flows intuitive and fast/direct completions
- Tab navbar not visible enough for Rick. (higher opacity?)
- Generify save buttons (instead of top right + bottom, make a generic save location when in "edit" mode) - both users took a couple seconds to find the save button.

Group 2 (Karina #88676500 & Vita #88668919 - Marketing colleagues with very limited WEAR knowledge)
- Some flows such as assigning a product to a user took long for one of these, and she ended up getting stuck on the user profile instead of being able to connect a product to a user.
- Other screens were rather intuitive and either a direct success or a speedy indirect success. It was obvious for them that they knew if they were on the right or wrong path, based on how quickly they navigated back to the right path.

Group 3 (Mex #89801838, Maarten #89816786 & Rafaël #89295578 - IT & Media design students without any knowledge of WEAR)
- Most flows intuitive and fast/direct completions
- Some had problems with assigning a product to a user (got stuck), but ended up completing it
- One tester didn't find the tab interface on business card previews (company/personal) intuitive.
- Like many others, multiple testers didn't instinctively go to the products tab to add a new product (once they found the products tab the flow was quickly completed) - this could however be tied to the flow starting on the home tab and users thinking they should be on the home tab

Test results

As said before, the testing was based on the following questions. Lets see if they are all answered:

- Is the WEAR business manager flow easy to use for both tech-savvy users and non tech-savvy users?
    - Most flows easy to use for everyone, good amount of direct/indirect success rate
- Which flows need improving?
    - Connecting a product to a user
        - It could be confusing for a user to think a product can be connected from the users tab, instead of the products tab (as seen with group 2).
    - Adding a new product to an organization
        - Most users complete this step very quickly but only once they realize they should be on the products tab. Some people had trouble finding the products tab (possibly because of low opacity) (as seen with group 1/2/3) - this could however be tied to the flow starting on the home tab and users thinking they should be on the home tab
    - Preview business card
        - Improve visibility of tabs for personal / company info or change way of displaying information
- Can someone with no knowledge of the WEAR app find the right screens based on a simple prompt?
    - To all test groups, most flows were intuitive and successful (apart from the ones listed above)

Steps to take based on these results:

- Improve UI flow in Figma
    - Make tab bar more prominent (perhaps higher opacity and color change for active item)
    - Add a more prominent button or other way of connecting a product to a user on a user profile (instead of just allowing it from the products tab)
    - Change business card preview tabs to be more visible / intuitive or find a different way to display both sets of information

Flow statistics

Setup the digital business card for your business

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	14.32s	0	0
23787057	-	● Indirect	11.63s	1	1
88668919	-	● Direct	28.93s	22	2
88676500	-	● Indirect	56.12s	1	1
89295578	-	● Indirect	20.98s	4	1
89801838	-	● Indirect	87.19s	26	2
89816786	-	● Direct	13.15s	0	0

Add a link to your company

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	15.01s	0	0
23787057	-	● Direct	13.90s	1	1
88668919	-	● Direct	17.42s	3	1
88676500	-	● Direct	11.49s	0	0
89295578	-	● Indirect	31.99s	5	1
89801838	-	● Indirect	36.69s	2	2
89816786	-	● Direct	12.19s	1	1

Add a new product to your organization

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	194.60s	20	11
23787057	-	● Direct	13.72s	0	0
88668919	-	● Give up	107.51s	29	5
88676500	-	● Indirect	41.05s	0	0
89295578	-	● Indirect	179.08s	58	9
89801838	-	● Indirect	52.48s	1	1
89816786	-	● Indirect	41.52s	0	0

Add a user to your organization

Tester paths
CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	• Direct	5.84s	1	1
23787057	-	• Direct	23.76s	3	1
88668919	-	• Give up	49.00s	8	2
88676500	-	• Indirect	40.37s	6	1
89295578	-	• Indirect	15.67s	2	2
89801838	-	• Indirect	7.69s	1	1
89816786	-	• Indirect	16.94s	0	0

Filter all users that do not have a product assigned

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	19.78s	2	2
23787057	-	● Indirect	13.34s	1	1
88668919	-	● Direct	35.24s	2	2
88676500	-	● Direct	8.69s	0	0
89295578	-	● Direct	9.83s	4	2
89801838	-	● Direct	7.03s	0	0
89816786	-	● Direct	7.54s	0	0

Assign a product to a user

Tester paths
CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	17.27s	0	0
23787057	-	● Indirect	52.55s	2	1
88668919	-	● Indirect	35.09s	10	1
88676500	-	● Give up	87.13s	10	4
89295578	-	● Indirect	11.23s	0	0
89801838	-	● Indirect	10.90s	0	0
89816786	-	● Give up	41.44s	3	2

Preview a user's businesscard

Tester paths
CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Direct	19.25s	0	0
23787057	-	● Indirect	30.63s	3	3
88668919	-	● Give up	106.50s	33	1
88676500	-	● Direct	16.07s	0	0
89295578	-	● Direct	9.63s	0	0
89801838	-	● Indirect	140.55s	1	1
89816786	-	● Direct	9.60s	0	0

Note: testers #88668919 and #89801838 here took longer or gave up because the misread the prompt to also show company info.

Enable the ability for users to change their businesscard colors

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Direct	6.46s	1	1
23787057	-	● Direct	16.10s	0	0
88668919	-	● Indirect	20.59s	1	1
88676500	-	● Direct	12.71s	2	1
89295578	-	● Indirect	111.35s	3	2
89801838	-	● Give up	23.19s	4	2
89816786	-	● Direct	5.05s	2	2

View your organization's CO2e saved in 2022

Tester paths

CLICK ON THE PATH TO VIEW THE HEATMAPS FROM EACH TESTER.

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	● Indirect	10.46s	0	0
23787057	-	● Indirect	23.58s	1	1
88668919	-	● Indirect	34.85s	0	0
88676500	-	● Indirect	18.23s	4	3
89295578	-	● Direct	4.05s	0	0
89801838	-	● Direct	8.72s	6	1
89816786	-	● Indirect	9.04s	0	0

General flow rating

What would you rate the flow of a WEAR business manager based on previous steps?

OPINION SCALE

How easy was it to get to the desired point? Were the components intuitive to use? (Click, toggle)

7 RESPONSES

7.3 AVERAGE

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1	2	3	4	5	6	7	8	9	10
0%	0%	0%	0%	14%	0%	43%	29%	14%	0%
0	0	0	0	1	0	3	2	1	0