### 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' businesscard
- 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, Maarten & Rafaël #89295578 - IT & Media design students without any knowledge of WEAR)

Mex / Maarten still in testing

- Most flows intuitive and fast/direct completions
- Rafael had problems with assigning a product to a user (got stuck), but ended up completing it

#### **Test results**

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

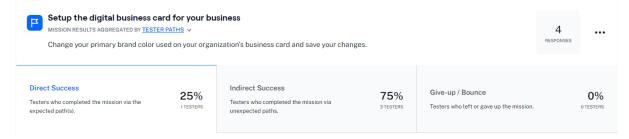
- Is the WEAR business manager flow easy to use for both tech-savvy users and non tech-savvy users?
  - Most flows easy to use for everyone, good amount of direct/indirect success rate
- Which flows need improving?
  - Connecting a product to a user
    - It could be confusing for a user to think a product 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)
- 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)

## Flow statistics

#### Setup the digital business card for your business

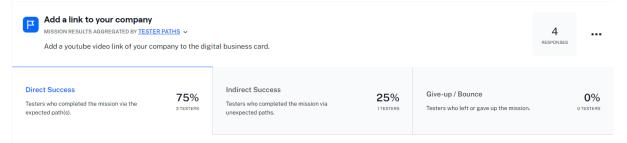




## **Tester paths**

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	14.32s	0	0
23787057	-	<ul><li>Indirect</li></ul>	11.63s	1	1
88668919	-	<ul><li>Direct</li></ul>	28.93s	22	2
88676500	-	<ul><li>Indirect</li></ul>	56.12s	1	1

#### Add a link to your company

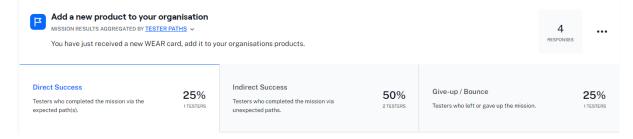




#### **Tester paths**

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	15.01s	0	0
23787057	-	<ul><li>Direct</li></ul>	13.90s	1	1
88668919	-	<ul><li>Direct</li></ul>	17.42s	3	1
88676500	-	<ul><li>Direct</li></ul>	11.49s	0	0

#### Add a new product to your organization

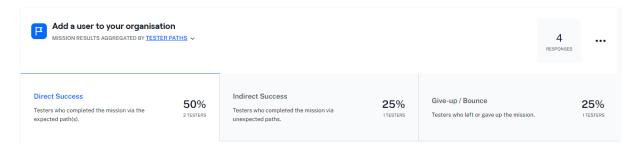




## **Tester paths**

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	194.60s	20	11
23787057	-	<ul><li>Direct</li></ul>	13.72s	0	0
88668919	-	• Give up	107.51s	29	5
88676500	-	<ul><li>Indirect</li></ul>	41.05s	0	0

#### Add a user to your organization

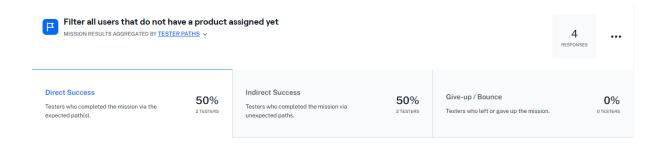




#### **Tester paths**

ID	CLIPS INSIGHTS	ОИТСОМЕ	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Direct</li></ul>	5.84s	1	1
23787057	-	<ul><li>Direct</li></ul>	23.76s	3	1
88668919	-	• Give up	49.00s	8	2
88676500	-	<ul><li>Indirect</li></ul>	40.37s	6	1

#### Filter all users that do not have a product assigned

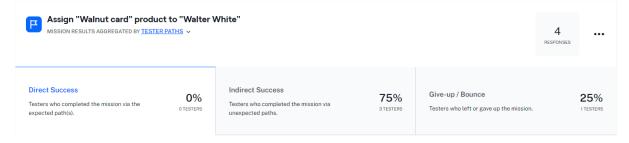


# Tes

## Tester paths

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	19.78s	2	2
23787057	-	<ul><li>Indirect</li></ul>	13.34s	1	1
88668919	-	<ul><li>Direct</li></ul>	35.24s	2	2
88676500	-	<ul><li>Direct</li></ul>	8.69s	0	0

#### Assign a product to a user

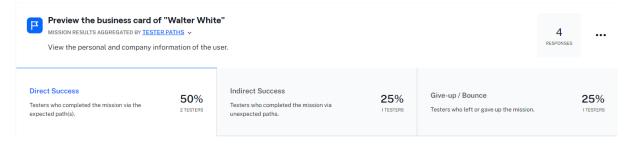




## Tester paths

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	17.27s	0	0
23787057	-	<ul><li>Indirect</li></ul>	52.55s	2	1
88668919	-	<ul><li>Indirect</li></ul>	35.09s	10	1
88676500	-	• Give up	87.13s	10	4

#### Preview a user's businesscard



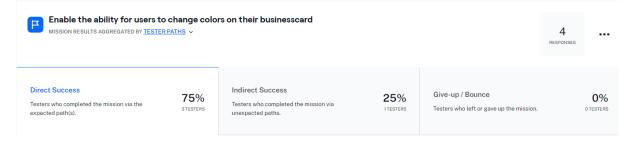
# Tester paths

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

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Direct</li></ul>	19.25s	0	0
23787057	-	<ul><li>Indirect</li></ul>	30.63s	3	3
88668919	-	• Give up	106.50s	33	1
88676500	-	• Direct	16.07s	0	0

Note: the give up / bounce here was a timeout, the user completed the prompt properly and with direct success other than forgetting to read the part of the prompt to also show the company info.

#### Enable the ability for users to change their businesscard colors

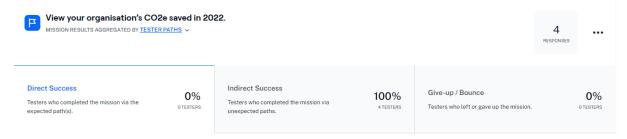


# <u>8</u>

#### **Tester paths**

ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Direct</li></ul>	6.46s	1	1
23787057	-	<ul><li>Direct</li></ul>	16.10s	0	0
88668919	-	<ul><li>Indirect</li></ul>	20.59s	1	1
88676500	-	<ul><li>Direct</li></ul>	12.71s	2	1

#### View your organization's CO2e saved in 2022





ID	CLIPS INSIGHTS	OUTCOME	DURATION	MISCLICKS	MISCLICK'S PAGES
76857639	-	<ul><li>Indirect</li></ul>	10.46s	0	0
23787057	-	<ul><li>Indirect</li></ul>	23.58s	1	1
88668919	-	<ul><li>Indirect</li></ul>	34.85s	0	0
88676500	-	<ul><li>Indirect</li></ul>	18.23s	4	3

#### General flow rating

