

UX Feedback report

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Introduction

This UX feedback report will be used to document the process I will be going through to improve the User eXperience of the Smoke-It web shop. It will consist of 2 sections. The first will go over the changes that will be made after analyzing if my application is in line with the Nielsen & Molich principles. The second is the result of a user testing my application. The feedback from these users will be used as more improvement points.

The 2 steps will be repeated at a later stage to show improvement and improve the application even more.

Nielsen & Molich principles

For each principle there will be a small analysis of the current state of the application. These will be accompanied by possible changes. After the user tests I can prioritize these changes.

1. Visibility of system status

When the front end is contacting the back end there is no indication to the user. This could be confusing since they wouldn't know what is happening. The send order page can use an update on the status of a box, and the buttons could be a bit more speaking for itself.

2. Match between system and the real world

Introducing icons to the application could be an improvement for the buttons. By using items, the use of the button becomes more clear to the user.

3. User control and freedom

Creation a history in the application wouldn't be worth the trouble. Since it's a web application there is a way to navigate to the previous page. For pages where changes can be made, there should be a clear option to go back without saving any of the changes. A Cancel button would be a good improvement.

4. Error prevention

The button click for deleting a box opens a dialog where you need to confirm your action. The edit box, add box, pack order and log out button could use this confirmation as well. To eliminate error-prone conditions, the forms have validation on the input fields, to secure certain conditions are met. These are not fully functional every in the application and should be checked.

5. Help users recognize, diagnose and recover from errors

Currently, the system has some error handling on the axios calls to the back end. In the back end we handle errors and send a appropriate response, but they are not handled correctly in the front end. This causes the user to be presented with unclear messages that do not offer a solution.

6. Consistency and standards

Currently, there has not been a lot of time spend on the graphical design of the application. This results in a application without any icons, and very inconsistent design. A big improvement would be

spending some time on choosing a style to use for my application and apply it to all pages. This makes the whole website a lot more consistent and should improve the feel of the application a lot.

7. Recognition rather than recall

This principle can really be applied on the order page. A logged in user should have the possibility to auto fill the address details of a order.

8. Flexibility and efficiency of use

9. Aesthetic and minimalist design

Currently the design is minimalistic.

10.Help and documentation

For some of the input fields there is validation on the user input. This hits towards what needs to be changed in order to be valid. Next to that, the input fields have hints an what need to be inputted. The button action could be better described, and the consequences of the action could be mentioned in the confirmation dialog.

Feedback after user testing

The application has been tested by 2 individuals. To cover a wider area of users, I asked my father and a classmate to use my application and write down any issues/annoyances they experienced. Below you can find the written comments of both test, followed by a short summary of returning topics and issues. These can be linked to the Nielsen and Molich principals. This will be my first points of improvement.

Marco (Father):

- When buying 1 box, there is only 1 option for the frequency, which still has to be pressed to continue
- Selected choices for ordering boxes are not highlighted
- Finish button before Pay button, but payment needed before finishing
- Missing header when creating user / login
- Confirm password is missing
- Error when creating user, user still created
- Order as logged in user, email is asked again (no auto fill option)
- No email validation order
- Paid button unclear with its intent
- Admin portal misses headers
- Admin portal view order misses status (packed / send status)
- Update box needs image (what if I want to keep the old one?)

A recurring topic is the fact that information missed a title or description of what is displayed. On the admin portal there are no headers or text explaining what you are seeing. This help/documentation can be linked to principle 10.

Another issue is that errors are not properly handled or prevented. Such as proper validation and confirmation.

The system status is often not clear, and can be improved by displaying the correct information and making the buttons more intuitive.

Alessandro:

- The boxes in the list seem like text, as if they are not clickable.
- There is no feedback after clicking the buttons on the order page.
- There is no registration button visible from the main page. The user has to know its in the login page.
- Ordering as a logged in user still requires you to insert your personal information.

The feedback from Alessandro covers the items submitted by Marco. Since both users experience the same issues, it should be quite easy to prioritize the improvements.

Feedback to the user when clicking buttons, and updating them according to the current state of the application is something both testers miss. Besides that, the headers and text could be more self-explanatory. The last point from Alessandro makes the application easier to use and should contribute to a good UX a lot.

Version history

When?	What?
25/11/2021	Added introduction and first feedback from user testing. Did Nielson & Molich analysis.
26/11/2021	Added test result for Alessandro