# **Individual Analysis**

## Rawda

For my part of the user testing, I conducted the interview with a participant named Aminah. The process began with an introduction, consent form, and an explanation of the research purpose. I then guided her through several tasks using our app prototype on Figma. Since neither one of us owned an iPhone 16 Plus, which was the prototype’s model, we opted in moving through the prototype on a MacBook. One challenge I encountered was keeping the user focused while also collecting useful observations, especially when technical difficulties or misunderstandings arose– like when the participant didn't know where to click or swipe up to launch the main page. I learned that clear instructions are extremely important during user testing, especially for first-time users who are not familiar with design terminology or app expectations. To start, I wanted to see how easy it would be for a user to figure out how to use the application without the help of outside instructions. So after the interview, I realized that the app may need initial instructions to help the user understand how to interact with the different features of the application. It also became clear that our UI could use improvement in feedback clarity and visual intuitiveness, especially on the Discover page. Overall, it was a valuable experience that helped us see our design from a real user's perspective.

## Yursa

After my user testing session with Mushtaq, I walked away with some really helpful insights about how people may experience our food app. While Mushtaq was super patient and completed all of the tasks I gave her, it was clear that navigating through the app wasn’t as smooth or intuitive as we hoped—especially when it came to doing specific things like adjusting dietary preferences, managing privacy settings, or removing a favorite restaurant. There were a few moments where she paused or needed help, which told me the flow and interface still need improvement to support independent navigation.

That said, Mushtaq had a lot of positive things to say too. She appreciated how organized the app felt and mentioned that it was easy to personalize her dietary restrictions and allergies. Being able to filter restaurants based on her needs made the experience feel thoughtful and user-centered, which is exactly what we were aiming for.

One area that definitely stood out was the Discover page. While Mushtaq was eventually able to find restaurants and add them to her favorites, she didn’t realize at first that the page was designed to be swipe-based, similar to a Tinder-style interface. Without any visual cues or guidance, the interaction model wasn’t immediately obvious to her. This made me realize that adding a quick tutorial or clearer onboarding could make a big difference for new users.

Overall, Mushtaq’s feedback was incredibly valuable. She helped me see that even though the app’s core features are strong, we need to do more to make the experience feel natural and easy to navigate—especially for someone using it for the first time. I believe the next steps should focus on improving the navigation flow, adding visual hints, and designing a more helpful onboarding experience.

## Zoe

User testing was quick and did not encounter too many problems. Before starting the tasks, I walked through the consent form, the general purpose of the study, the process, and the overall goal/takeaways. During the user testing interview, I recorded the interview and made notes/comments on the participant's experience. There were a total of 5 tasks and each task took at most 1 minute to execute. At each task, I took note of struggles or actions made, specifically actions not required/additional steps made. After completing each task, I let the participant freely explore any page/screen. During that time, I asked for aspects of the prototype they enjoyed, things they would improve/change, and if the prototype met their needs.

The biggest challenge faced was finding the ‘collections’ button to complete task 5. It was not easy to find and the participant had to scroll and click buttons until the collections button was found. Another difficulty was understanding whether tracking and notifications were on or off.

The biggest takeaway from this user testing was changing the visuals for the notches for better feedback and moving the collections button so it's easier to locate. The participant commented on how the visuals seemed intuitive and natural. At the end, the user wished there was more functionality in the buttons, specifically when clicking remove the restaurant card is removed from the picks page.

## Mahmoud

Over two hands-on sessions with Ana and Rhana, many insights into how real people approach our prototype were revealed that did not occur to me, here’s how it went.  
They had no problems with the consent form, I began by having them introduce themselves then I started introducing to them our application, prototype and testing purposes. I then let them freely explore the prototype for a minute to get a feel for the app, and followed up with five specific tasks—privacy settings, dietary preferences, finding a Chinese restaurant, removing a saved pick, and picking from their Mexican collection—while encouraging them to think out loud.

With Ana, things mostly went smoothly, but we hit a glitch after she removed a restaurant from her Picks list that froze the transition screens. Ana also didn’t immediately grasp the color coding purpose for restaurant cards (red = Chinese, yellow = Mexican etc..) and did not spot the Collections tab until I prompted her. Otherwise, she breezed through the other tasks setting her vegetarian and allergy preferences and went straight to the Personalization screen. She overall found it intuitive, easily and accessible with few modifications she would like to see.

Rhana’s session revealed different expectations of some of the tabs, but overall it was also intuitive. Like Ana, Rhana missed Collections at first and also expressed desire for social features when exploring the app before performing any tasks. She looked for preferences toggles under “Account Settings” rather than “Personalization”. Thus, I had to nudge her towards it. She also suggested a tag-based filter for the search feature to find restaurants instead of relying on swipe-only Discover.

Overall, both liked the app a lot and can see its usefulness. They find most features intuitive and easily accessible, and the issues they faced were few but are still incredibly important to fix.

## Mo

My user testing went fairly well and smoothly with very few hiccups. I started by explaining to Mohammad the process of the interview and what it was for, then I let him read through the consent form before asking him if he had any questions before starting.

Mohammad had a small issue where was not able to recall precisely what it was the task was asking for so I had to remind him at some points of what the “writeup” for the task was.

The first issue was with the first task that asked to turn off tracking and turn on notifications. At first, Mohammad was able to correctly deduce that these settings generally lied within the “Account” page, which was where he navigated to, but then the issue was with the list of options under the account page. Eventually, however, he correctly assumes that “Data and Permissions” sounds like the correct heading where the required settings would be.

The second issue was with the second task that required, among other things, to add a gluten allergy to the user’s list of dietary restrictions. Here, the issue lied with the fact that under the section labeled “Allergies” there was no option for specifically gluten. A correct assumption could have been to toggle “Gluten-free” on in the section above labeled “Dietary restrictions”. Mohammad did not make that assumption, however, so I had to intervene and tell him to move on with the task.

Overall, I would say that the interview yielded some very useful insights into the design of the app. I was surprised by how Mohammad was able to complete some parts of the tasks that I would have expected to be tricky to some users, but had issues with other parts that I was not able to foresee.

## Rishi

I ran the session with Kien to gather feedback on our Foo-d-Mah prototype, beginning with the usual introduction, consent form, and overview of our goals. We used the Figma prototype on a MacBook, walking through six key tasks starting from privacy toggles to personalized diet settings, discovery, and list management. I recorded his actions and pauses, noting moments of confusion and requests for clarification.

Right away I saw that our “Data and Permissions” label for privacy and notifications confused Kien as he expected a more clear text like “Privacy & Notifications” section and struggled to find the tracking and alerts switches. Once he located the paint-brush icon for dietary preferences, he found the allergy toggles straightforward, but called out unfamiliar icons used to denote allergies. This struck me that we need more descriptive icons and tooltips for less common options.

On the Discover page, Kien appreciated the matching score and ratings, but the restaurant cards felt too text-heavy like “how can I tell these places apart?”. He wanted large, slideshow-style images of dishes, a tappable card that expands to show menus, and a static map preview for context. I saw him click tentatively, expecting richer visual cues to guide his choices.

When we tested list functionality by removing Skyway Wok and browsing explored versus ignored picks which Kien noted inconsistent card shapes and “See More” flows that felt disconnected. He suggested uniform sizing, color-coded badges for each list type, and a clear trash icon for deletions.

Overall, Kien’s session reinforced that our core features (privacy toggles, diet filters, matching scores) resonate well, but the UI needs clearer labels, more prominent imagery, consistent card layouts, and a basic map view prototype. For next steps, we will focus on renaming menus for clarity, adding tooltips, beefing up visuals on discovery cards, and standardizing list designs so first-time users can navigate Foo-d-Mah with confidence.

# **Group Analysis**

From our collective user testing, we were able to gather several important insights about our prototype’s performance and user experience. A key observation was the confusion users had with the Discover page. Our intention was for it to function like a restaurant “swipe” interface, similar to Tinder, but without clear instructions, users didn’t recognize this interaction model. This highlighted a need for better onboarding or visual cues that explain app behavior.

Users appreciated features like being able to favorite restaurants, edit dietary preferences, and personalize their profiles. These were intuitive and added customization, which aligns with our user needs research. However, the aesthetic of the app was called out as a weak point in some interviews– users found the colors and layout unappealing, which affected their overall impression of the app. Most of our testers could not immediately understand the meaning behind the green, red, and yellow color-coding on restaurant cards. Some pointed out inconsistent card shapes and unfamiliar icons for preferences toggles. These details, though small, impact user confidence, and all of this suggests we need to work on refining our visual hierarchy, color contrast, and general thematic appeal.

Navigation and information architecture also proved harder to grasp than we anticipated. Some struggled to locate the “Collections” section, and the Explored/Ignored lists remained hidden in expandable panels that many testers overlooked. When users cannot easily find their saved or hidden restaurants, it disrupts their “mental” model of the app and does not convey its full power.

Beyond these UI concerns, participants repeatedly voiced a desire for richer filtering and social features. Some imagined sharing restaurants, reading peer reviews, and participating in community feeds on the app. Although these requests go beyond our Milestone 2 scope, they point to powerful desires for these features for us to consider adding. And we would have not known that if not for our user testing, where something we did not account for - like social features - pops up as a worthwhile modification.

Another learning was that direct user feedback during task-based navigation was very effective. We were able to see exactly where users hesitated or got stuck, helping us pinpoint flaws in the flow. Participants also preferred features that made personalization easy and were frustrated by features that didn’t work (like non-clickable items). These pain points are important to address for usability.

In summary, this testing taught us that clarity, aesthetics, and feedback are key elements of a successful UI. Our next steps will be to go back to the interface and improve visual cues and interactivity based on the feedback.