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**Product Tested:** E3 AI Shoe Tracker Prototype

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## Participant 1

### Task 1: Logging into Account

#### Observations:

- Participant hesitated and got confused due to the similar appearance of the **LOGIN** and **CREATE ACCOUNT** buttons.
- Participant questioned the wording "Forgot Password," noting it seemed incorrect.

#### Participant Quotes:

- *"The LOGIN and CREATE ACCOUNT buttons look way too similar; I'm not sure if they both log me in."*
- *"Shouldn't this say 'Forgot Password' instead of 'Forget Password'?"*

#### Identified Pain Points:

- **Button similarity:** Causes unnecessary confusion.
- **Typographical error:** Leads to minor readability confusion and incorrect assumptions.

#### Proposed Fixes:

- Clearly separate functionalities by making the landing page purely a **LOGIN** page.
- Initially, only display login-related options (Email field, Password field, LOGIN button, and Forgot Password link).
- Clearly label the account creation functionality separately at the bottom, e.g.:  
*"Don't have an account? Create one here."*

- Correct the link wording to "**Forgot Password?**" for grammatical correctness and clarity.
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## Task 2: Resetting Password

### Observations:

- Participant clicked "**Reset Password**" multiple times due to the absence of immediate visual feedback.
- Participant initially overlooked the "**Back to Login**" link.

### Participant Quotes:

- *"Did anything happen after clicking reset? I didn't see any confirmation."*
- *"I almost didn't notice the 'Back to Login' link down there."*

### Identified Pain Points:

- Lack of confirmation feedback after interaction.
- The wording below "**Forget Password**" (should be "**Forgot Password?**") was overly long and distracting.
- Poor visibility of navigation options.

### Proposed Fixes:

- Shorten the instructional text to: "**Enter your email address to reset your password.**"
  - Provide clear feedback after the action (e.g., "**Reset instructions sent! Check your inbox.**").
  - Move the "**Back to Login**" link/button prominently within the form box for better visibility.
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## Participant 2

### Task 1: Logging into Account

#### Observations:

- Participant understood required fields quickly but showed slight confusion between choosing "**LOGIN**" or "**CREATE ACCOUNT**."
- Participant pointed out the typo "**Forget Password**," causing minor confusion.

#### Participant Quotes:

- *"LOGIN is clear, but CREATE ACCOUNT looks almost identical."*
- *"The link says 'Forget' instead of 'Forgot'—is that intentional?"*

#### Identified Pain Points:

- Similar button styles causing unnecessary hesitation.
- Typographical error creating minor confusion.

#### Proposed Fixes:

- Simplify the landing page to focus only on LOGIN-related options initially (fields for credentials and "**Forgot Password?**" link).
- Clearly differentiate "**CREATE ACCOUNT**" from "**LOGIN**" visually and positionally.
- Correct the link wording to "**Forgot Password?**".

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### Task 2: Resetting Password

#### Observations:

- Participant immediately questioned the unclear wording "**mail address**."

- Participant felt uncertain after clicking "**Reset Password**" due to lack of immediate confirmation.
- Participant found "**Back to Login**" difficult to locate initially.

#### **Participant Quotes:**

- *"Is it asking for my email or postal mail?"*
- *"There's no indication that my reset request went through."*
- *"The 'Back to Login' button placement isn't intuitive."*

#### **Identified Pain Points:**

- Ambiguous wording causing confusion.
- No immediate feedback after critical action.
- Poor visibility and placement of navigation options.

#### **Proposed Fixes:**

- Clearly update wording to "**Enter your email address below:**"
  - Provide immediate feedback after clicking "**Reset Password**" (e.g., "**Instructions have been emailed!**").
  - Relocate "**Back to Login**" clearly within the main form area.
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# Summary of Key Recommendations

## Landing Page Simplification:

- Convert the initial screen to a dedicated **LOGIN** screen.
- Clearly differentiate the "**Create Account**" feature from the login functionality.

## Textual Corrections:

- "Forget Password" → "Forgot Password?"
- "mail address" → "email address"

## Immediate Action Feedback:

- Always clearly indicate success after user actions (especially critical actions like password resets) with visible, reassuring feedback.

## Navigation Improvements:

- Improve visibility and accessibility of the "**Back to Login**" navigation link/button.