Project Assignment #4 – User Testing

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SYST15892 Interactive User Interface Design

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Preparation

<u>Script Sample</u>

Hello, I am (name of the tester). Thank you for joining me today to test out our new app. Before we get into it there are a few things I would like to go over, but first, could I interest you in a biscuit?

 Now then, the purpose of this test is to find any design flaws in the app such as confusing or overwhelming page layouts, poor button placements, complicated interactions, etc.

I just want you to know that your feedback is very valuable to us, so please feel free to speak your mind as you interact with our app. I will be monitoring you as you interact with our app, but just know that there are no wrong answers, and we aren't testing your abilities in any way. We are strictly looking to improve our app, and you taking the time to help us is very appreciated.

If at any time you need a break, just let me know. Also, feel free to ask any questions, however, I may not be able to answer them immediately as we want to see how users interact with our app naturally, but I am happy to circle back after the test is complete to answer them.

I have a few scenarios prepared for you to attempt. I won't be able to tell you whether you have completed them, but when you feel you have completed the scenario let me know and I'll provide the next scenario.

<u>Goals/Scenarios</u>

Scenario 1: Imagine you just read an article that discusses in detail how much a website tracks its users and how it sells all that data to third parties. You want to ensure your data is secure on our app.

Scenario 2: Imagine you were searching for a new hobby, but we're unsure how much time you need to dedicate to the hobby and what the barriers to entry are. You are interested to see what others have to say.

Scenario 3: You are looking to learn more about the hobby you are interested in, but you don't want to teach yourself through video tutorials or reading guides. You are interested in paying someone to teach you 1-on-1, but you also don't want to waste your money on someone who isn't an expert, so you want to find feedback about the person.

Scenario 4: You are having issues with the app and want to find how to contact the company to report the issue.

Scenario Tasks

Scenario 1:

- Click on the profile icon or hamburger menu
  - ➤ Click on "settings"
  - ➤ Click on "privacy"
  - ➤ Can see the settings available to adjust
- Alternatively, click the gear icon (bottom of page)
  - ➤ Click on "privacy"
  - ➤ Can see the settings available to adjust

Scenario 2:

- Click on a hobby of choice
  - ➤ Click on "Learn from the community"
- Alternatively, click on "trending"
  - ➤ Click on a hobby of choice
  - ➤ Click on "Learn from the community"

Scenario 3:

- Click on the "discover" button
  - ➤ Click on user profile to see the reviews
- Alternatively, click on the hamburger menu
  - ➤ Click on "discover"
  - ➤ Click on user profile to see the reviews

Scenario 4:

- Click on the profile icon or hamburger menu
  - ➤ Click on "settings"
  - ➤ Click on "contact us"
  - ➤ The user is presented with the contact form
- Alternatively, click on the "i" icon (bottom of page)
  - ➤ The user is presented with the contact form

Results

<u>User test #1</u>

Scenario 1:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Was confused and unsure where to go
- Clicked on the "Trending" button
- Spent about 2 minutes looking over the trending page
- Managed to find gear (settings) icon at the bottom of the page
- Read all the setting options, and decided "Privacy" best fit this scenario
- Played around with the various privacy options – was confused due to settings not changing to options they selected
- Felt they had completed the task at this point

Very difficult   1 ------ **[2]** ------ 3 ------ 4 ------ 5   Very easy

Scenario 2:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Defaulted to navigating to "Trending"
- Picked "sports" hobby
- Read over the options available
- Decided "Learn from the community" was the best option
- Spent a minute trying to click on threads (no XD pages made for them)
- Also, navigated to the "Video guides" and "Text guides" buttons
- Felt they have completed the task with any of these three options

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 3:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Visibly confused about how to complete this task
- Seemed to click on options at random
- Navigated around the app for about 3 minutes
- Decided that the "Learn from the community" was the answer to this scenario
- Seemed unsure, but said they felt that they had completed this scenario and were ready for the next one

Very difficult   **[1]** ------ 2 ------ 3 ------ 4 ------ 5   Very easy

Scenario 4:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Remained on the main page and looked over a while
- Said they felt it would be reachable somewhere from this page
- Opted to navigate to "settings" using the gear icon
- Read over the options on the setting page and found the "contact us" section
- Felt they had completed this scenario at this point

Very difficult   1 ------ 2 ------ 3 ------ **[4]** ------ 5   Very easy

Open-ended questions:

What were your thoughts about the layouts of the pages?

- For the most part, the pages are laid out well
- Said it felt a little dull
  - ➢ Suggested to add more color and images

Did anything feel out of place? If so, what?

- Felt that navigating the app felt a little off
  - ➢ Was unsure why it felt this way, just could only say it felt off

Was there anything about the app that you found confusing, if so, what?

- Thought that there should be a help button to assist with navigating the app
- Felt that the menu should be a little more obvious (speaking to the hamburger menu)

What would stop you from using this app? Explain.

- Said nothing would stop them from using the app but felt there should be more content to keep them engaged.

If you were able to change one thing about this app, what would it be and how would you change it?

- Reiterated that it felt a little dull, and suggested adding more color and graphics again

What were your overall impressions of the app?

- Liked that there was a lot of available options for tutorials
  - ➢ Liked that there were options for video and text guides
  - ➢ Appreciated that there was a place to discuss with like-minded people (speaking towards the "Learn from the community" forums)
- Liked that there were a wide range of topics (hobbies) to choose from
  - ➢ Felt that it would be suitable for people with various interests

- Felt if there were more content, and it was more visually aesthetic that it would be good

What other feedback do you have?

- Reiterated that it felt bland – lack of graphics and color
- Said mostly everything that you would want in an app is there
  - Commented again about making navigation more simple

<u>User test #2</u>

Scenario 1:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Looked over the main page thoroughly for a minute
- Tested out hamburger menu and profile icon to test what was available
- Chose to navigate to "settings" using the hamburger menu
- Quickly skimmed the available options on the "settings" page
- Chose "privacy"
- Started playing with the choices available
- Felt they had completed the scenario at this point
  - They commented that they were unable to change multiple privacy options
  - Circled back to this comment later and just informed them this was due to not making pages for every possible page-state.

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 2:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Stated they felt this was a very easy task
- Looked over the available hobby options for about 30 seconds
- Decided to navigate to the "nature" hobby page
- Looked over the options on the page
  - There was a little pause as they thought about whether it would either be text, video guides, or if it would be "Learn from the community" button
- Chose "Learn from the community"
  - Said they would look through these various threads available to learn about their hobby of interest
- Felt that at this point they had completed the scenario

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 3:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- There was a little pause
  - ➢ Used process of elimination to choose "discover"
- Skimmed the page and felt that they had completed the task
  - ➢ Was briefly unsure whether they could see reviews from this page, but immediately clicked on one of the talent options and learned that they could
- At this point, they felt confident that they had completed the scenario

Very difficult   1 ------ 2 ------ 3 ------ **[4]** ------ 5   Very easy

Scenario 4:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Was confused for a little bit, as they believed it would be an option in the hamburger menu
- Was determined it would be accessible from the main page, so stayed there and thought about it for about 2 minutes
- Tried the "i" icon (bottom of page), which immediately directed them to the contact page
  - ➢ Commented that they did not agree with the "i" icon and felt it was not a suitable icon
- Commented that they liked that there was an immediate link available at the bottom of the page tough
- Felt confident that they had completed the scenario at this point

Very difficult   1 ------ 2 ------ **[3]** ------ 4 ------ 5   Very easy

Open-ended questions:

What were your thoughts about the layouts of the pages?

- Too busy
  - ➢ Specified that there were a lot of options presented on the main page, and it felt overwhelming initially
- Commented that if the "search" function they felt it would have been easier for them to navigate quicker

Did anything feel out of place? If so, what?

- Doesn't feel that favorites should be on the main page – at the very least it should not be as prominent
- Recommended "trending" should be where the favorites button is

- Recommended that "categories should be the first option (instead of recommended)

Was there anything about the app that you found confusing, if so, what?

- Thought favorites was confusing
- Does not think that notifications should be at the bottom of the page (bell icon)
- Did not like "settings" in multiple places
  - After asking them to clarify more, they eventually talked themself into believing it was necessary due to different users looking in different places for things

What would stop you from using this app?

- Said that it was not colorful enough
- Wanted more pictures on pages, and commented there was no app name
- Said that they liked the "trending" page

If you were able to change one thing about this app, what would it be and how would you change it?

- Reiterated that they thought there should be more color and pictures to make it look a lot better

What were your overall impressions of the app?

- Emphasized that they liked the "trending" page
- Was unsure about whether "discover" fit

What other feedback do you have?

- Just said that color and images would be the number one thing they look for in a well-built app
- Said that there should be a name for the app instead of a placeholder
- When playing with the various clickable options, they realized that the back button for "sports", "music", and "art" did not work. They had to navigate using the "settings" icon, then use the back button from there

<u>User test #3</u>

Scenario 1:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Said this would be very easy
  - ➢ Briefly skimmed the main page to see what was available
- Clicked on the gear icon after noticing it
- Skimmed "setting" page options
  - ➢ Went to "privacy" immediately after seeing it
- Tried to adjust privacy settings. Played with the page for about a minute
- Said after that they noticed "settings" in the hamburger menu, but opted to look for something more obvious
- At this point, they felt that they had completed the scenario

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 2:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Navigated to "trending"
- Chose the "art" hobby
- Skimmed the art page to see available options
  - ➢ Said that they felt "Learn from the community" was the most suitable option
  - ➢ Also went back and checked out video guides and text guides pages
- Felt that at this point they had completed the scenario and noted that after visiting all three, that "Learn from the community" was probably the best place to learn what the scenario was asking for

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 3:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Looked very confused as to where to go
  - ➢ Opted to navigate to the cooking page – looked over the options available on that page
  - ➢ Said they were very unsure of where to find this
- Went back to the main page to check the hamburger menu options
  - ➢ Decided to choose "discover" from the menu

- Clicked on a profile and saw reviews – felt that they had completed the scenario at this point
- Commented how they did not believe "discover" was the correct title for what it takes you to
  - ➢ Thought that "discover" was related to hobbies, and that it would help them find more hobbies
  - ➢ Thought that it was more appropriate for this to be an option on specific hobby pages

Very difficult   1 ------ **[2]** ------ 3 ------ 4 ------ 5   Very easy

Scenario 4:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Said they were very confident that they would be able to complete this scenario
- Navigated to "settings" using the profile icon drop-down menu
  - ➢ Skimmed the options available on the "settings" page and immediately navigated to "contact us" upon seeing it
- Felt they had completed the scenario at this point – they wanted to see if any other routes were quicker
- Realized on the main page that they could use the gear icon or the "i" icon.
  - ➢ Noted that they thought the "i" icon was not an obvious choice
  - ➢ Said "i" made them think it would be more of an information page or FAQ page.

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Open-ended questions:

What were your thoughts about the layouts of the pages?

- On the main page – likes the top half of the page, but does not like "discover"
- Does not like the other half of the page – thinks it is a little cluttered
- Says that only "recommended" should be in the second half of the page, and the others can be navigated through the hamburger menu or the search option

Did anything feel out of place? If so, what?

- The "discover" button
  - ➢ Did not like that it referred to "talents" – thought that was very confusing
- Was not sure why notifications were needed at the bottom of the page
  - ➢ Felt it was only really needed in the profile menu or hamburger menu
  - ➢ They also thought it may be appropriate besides the profile icon

Was there anything about the app that you found confusing, if so, what?

- Reiterated that the "discover" button was the most confusing aspect of the app
- Also reiterated that the "i" icon did not make sense
  - Said that it was more of a FAQ icon or a help icon

What would stop you from using this app?

- Said that with the "discover" option where it currently is, it makes the app concept confusing
  - Unsure if the app is more about being an information hub/community or if its also trying to sell stuff
  - Said that the talents should be added to individual hobby pages, or integrated into the community posts – dedicated half the posts to information and the other half to offering services

If you were able to change one thing about this app, what would it be and how would you change it?

- Make the layout feel a little cleaner – reiterated main page comments
- Remove discover completely – did not feel it was needed in general, but it was especially not needed in its current state

What were your overall impressions of the app?

- Not bad – liked the easy access to favorites
- Said it was not as aesthetically pleasing as it could be
  - Reiterated main page comment again
  - Said to remove the text on the "trending" page, and make it so the text appears only if you hover over the specific hobby
  - Said to clean up (hobby) sub-pages – add more images, make buttons for video/text guides smaller, make "learn from the community" also a little smaller, and make "featured products" smaller as well

What other feedback do you have?

- Said profile page looks very clean
- Likes the pop-up options when clicking on specific privacy settings
- Reiterated to get rid of the discover button and integrate it into the specific hobby sub-pages

User test #4:

Scenario 1:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- There was a little struggle finding an icon that looks exactly like a hamburger nor the profile icon throughout the main page, as she thought they are just logos for display.
- The user attempted to search those icons in the "Search Hobbies" search bar, hoping to get answers.
- It took less than 3 minutes for the user to realize the logos at the main page were the actual icons she was aiming to enter, the user realized the hamburger icon was the three stacked lines sitting at the top of the application page, along with the user icon.
- As soon as the hamburger icon is clicked, the user skims through the hamburger page until the "settings" option was detected. The user immediately clicked the "settings" option
- Once the user enters the settings page, the user took less than a minute skimming through the page until the "privacy" option under the "Preferences" category shows up. The user then clicked the "privacy option".
- Once in the Privacy Settings, the user started reading to each question and their options. The user then chose the options she thinks appropriate to her needs.
- Once the selection process was completed, the user was uncertain if the chosen options will be saved. Spent almost 2 and half minutes skimming through the page just for looking the save button until she gave up.

Very difficult   1 ------ 2 ------ [3] ------ 4 ------ 5   Very easy

Scenario 2:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Going back to the main page, since the user had used the "Search Hobbies" search bar before in the first scenario, the user used the search bar and started searching "Cooking Hobbies".
- As the search results came out, the user skimmed through the page until she found the box that displays an image of a person cooking some food. She then clicked the image.
- In the cooking page, she skimmed through the page until she decides to go to the video option rather than "Learn from the community" as she said it bores her to read long text reviews and she could learn more in the videos. But she considers going to the "Learn from the community" page as her "last resort of learning."

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ [5]   Very easy

Scenario 3:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- The user has returned to the main page by using the "Return back" button of her phone.
- Now that she was aware of what the hamburger menu looks like, she clicked the hamburger menu at the top once again and skimmed through the hamburger page until the "Discover" option was detected.
- As soon as the user entered in the discover page, she paused for a second as she looked at the list of expert profiles.
- The first thing that came up in her mind was to find an expert with more than 4 and a half stars. So, she skipped through the experts below 4 and half stars and starts going through the ones who meets her expectations.
- In every expert profile she visits, she immediately reads the reviews of the expert rather than reading some basic attributes about the expert (their names, their locations, their hourly rate prices, etc.)

Very difficult   1 ------ 2 ------ 3 ------ 4 ------ **[5]**   Very easy

Scenario 4:

Tester observations (user actions, user expectations, verbal feedback, etc.):

- Once in the main page again, the user clicked the hamburger menu.
- The user then clicked the "Settings" option again.
- Again, she skimmed through the settings page until the "Contact Us" underneath the "Let us know what you think" category was detected.
- At first, she thought clicking the "Let us know what you think" would go to the contacting interface of the application, but it did not do much when she attempted to click it. She then clicked the "Contact Us" below.

Very difficult   1 ------ 2 ------ 3 ------**[4]**------ 5   Very easy

Open ended questions:

What were your thoughts about the layouts of the pages?

- Settings page
  - ➤ The categories in the settings page could have been separated by lines so it won't be considered as a huge text area filled with listed text.

Did anything feel out of place? If so, what?

- The user considered the "Discover" option in the main page as redundant as the search bar aspect already existed.

Was there anything about the app that you found confusing, if so, what?

- Just the icons (especially the hamburger icon).

What would stop you from using this app?

- The background itself is just plain white, nothing interesting. It could have been appealing if the app uses vibrant and nature-based backgrounds as their main background.
- Sometimes, going through multiple pages can be quite tiresome.

If you were able to change one thing about this app, what would it be and how would you change it?

- The search bar could have increased its size, big enough to see and tapped.

What were your overall impressions about the app?

- The expert profile page is well organized. The user really liked how the expert page immediately displays its top reviews.
- The user liked how the hobby category page provides optional ways to learn things in its respective hobby.

What other feedback do you have?

- N/A.

Conclusion

The feedback we received from these user tests proved to be invaluable to the development of our app. There was a lot we were able to learn about the design of our wireframes, as well as how the application is built. The consensus about our wireframes was that they lacked color and images. The feedback regarding the lack of color was understandable, as we never explained that wireframes generally do not have color, however, the feedback regarding images will be very helpful during the redesigning phase of this project. Furthermore, we learned that the design of the pages could benefit from a little cleaning to make the overall layouts more simple and less cluttered to the user. Finally, we learned that some elements did not feel like they belonged or were not as obvious to our users. Items such as the hamburger menu and the footer icons could benefit from being slightly larger, and other elements such as the bell icon, "i" icon, and discover button would be better off being removed or reworked. These changes will be easy to make, as we will just need to reorganize the placement of some elements, remove unneeded elements, and reserve some space on each page to allow for the addition of more images.

We also received some valuable information on how each user viewed the app and their expectations when navigating. The largest issue we are now aware of is the confusion that the discover section of our app causes. One user specifically highlighted that this button is out of place for an app that has a primary focus of being more information-based while another user struggled a lot with finding talent reviews, as it was not obvious to them that the discover section was where this information would be found. This issue can easily be solved by removing it from both the main page and hamburger menu, and instead, have a section within each hobby dedicated to paying for these services. We also learned that simplifying the main page of our app would prove to be beneficial, especially for newer users, as it seems as though our users were overwhelmed with the number of options presented to them when they first arrive on that page. This can be fixed by minimizing the amount of extra content on the page itself and putting the elements removed into the hamburger menu or spread them among other pages.

Not only did receive valuable feedback regarding our wireframes and our application, but we also learned a lot about usability testing. The main takeaway from these user tests is that, for the most part, each user has a completely different approach to how they interact with an app. Each user would look in different areas for navigation options to where they wanted to go. Some users favored menu options, whereas others defaulted to looking for navigation links that were presented to them within each page. We also learned that it is important to include more information about the process in our script, as a lot of our feedback consisted of adding color to our wireframes. We should have specifically told them that wireframes tend to mostly be in greyscale, so the color would not be as prevalent of an answer for the post-question phase. Overall, monitoring these user tests provided us with valuable experience on how to better conduct these types of tests in the future, and it showed us how important it is to listen carefully to verbal responses from the user as it helps clarify what their thinking as they are interacting with the application.