USABILITY TESTING :

OBJECTIVES:-

•Identify the usability issues in Villado website.

•Assess the ease of use of the search function.

•Evaluate the application submission process.

Tasks:

- Find a specific product on Villado's website using the search function
- Select an apartment and then remove it.
- Attempt to submit an application and abandon the process before completing the transaction.
- Complete a purchase, paying particular attention to the checkout process and payment options.
- Attempt to request a refund for a submitted application and initiate the return process.
- Search for the agent page and try to connect with the particular agent.
- Sign up for a Villado account and modify account settings

Surface Plane : The basics

Consistency

- The website has consistent background and text colors across all pages.
- The surface plane design can include various elements, such as a map showing the location of the apartments, high-quality images of the apartments, filters for refining search results, and the ability to sort and compare apartments based on different criteria.
- By designing a surface plane that is intuitive and user-friendly, apartment hunting becomes more efficient and enjoyable for users, leading to increased engagement and satisfaction with the platform.

Contrast :

The bright Red, White, Black, Orange and Gray colors combine to give a rich and modern UI experience.

Skeleton Plane : figuring process

- Here we define how exactly our UI will look like and what colors, fonts, font sizes are used.
- How many pages are there in the application and how many navigations are required for each action.
- Lets look into the Brand identity (logo and color theme)
- Brand Identity:

    Action Based Colours:

    Primary Color : Red

    Used in Used to denote important actions. (Example: Close button, Sign-out button)

    Primary Color : White

    Used in the background of throughout the application.

Structure Plane

Interaction design:

All the information is easy understandable, and the app is self explanatory. ●The animations are smooth across the website/app ●The right amount of information is presented to the users. (neither too much not too less) ●Usage of popups for common actions such as filter and sort makes the app easy to use and enables fewer page nagivations.

Scope Plane:

- The structure defines the way in which the various features and functions of the site fit together.
- The features and functions are those which constitutes the scope of the site. For example, here in our site offers a feature that enables users to save previously used card details so they can be used again.

The Strategy Plane:

- The scope is fundamentally determined by the strategy of the site.

- This strategy incorporates not only what the people running the site want to get out of it but what the users want to get out of the site as well.
- In the case of our website example, some of the strategic objectives are pretty obvious: Users want to rent apartments, and we want to help to rent out them. Other objectives—such as the role that advertising or content produced by our users plays in our business model, for example—might not be so easy to articulate