

User Testing / Usability Test

Objectives of the test:

What are the pain points?

How could we improve the user experience by fixing the pain points?

Tasks that will be performed:

[Participant #1] Sign up as a new user

[Participant #1] Donate

[Participant #2] Log in and Forgot password

[Participant #2] Cancel current donation

Test documents:

Post questions:

1. What are two things about the design that you really liked?
2. What are two things about the design that you didn't like?

Test participant:

2 persons:

1. Male, 32 years old - non donor - technology savvy
2. Male, 29 years old - donor - technology savvy

Test method:

Laboratory-based usability testing

Results from participant 1:

Qualitative data

Pain points:

- **Pain point 1/ sign up complexity:** user had to insert all his personal information to be able to browse the app

Solution > add “as a guest” option to invite more user to getting know the app

- **Pain point 2 / account setting invisibility:** user didn’t notice that the “hamburger menu” is the place where he could access to his account info

Solution > replace the “hamburger menu” with a more convention icon or put it on tab bar next to the other tabs

Post question:

Liked:

- The smooth user flow from “log in” to “donate”
- The clear hierarchy

Didn’t like:

He wished he could see,

- the current event based on their urgency rate
- The organization's donation status, (how many people already donated to them, which organization do need more help,...?)

Results from participant 2:

Qualitative data

Pain points:

- **Resetting Password:**
 - User tried to reset password. After the process of adding their email and clicking the Reset Password button, user discovered that they only get the message of 'Link to reset your password has been sent to [email]' (instruction unclear)
 - User also doesn't know how to close the notification pop-up.
 - User needs to re-login

Solution >

- Add clearer message ('open your email and click the link in the message from us') or a button that automatically open user's email program.
- Add close button.
- Automatically logged in after resetting password.

- **Cancelling donation:**
 - User didn't notice that they can access their donation history by selecting 'Portfolio'
 - User unsure if 'Current Donation' is the list of active donations
 - Unclear on how to cancel donation after opening the 'Current Donation' page

Solution >

- Change 'Portfolio' into 'History' or 'Donations'
- Change 'Current Donation' into 'Active / Recurrent Donations'
- Add cancel button directly under the 'Donation Information'

Post question:

Liked:

- The overview of the transaction (everything is available in one place)
- Edit button in the Donation Information is very useful because with that, user gets the offer to 'edit' the donation instead (changing frequency, amount, next processing date, etc.)

Didn't like:

He wished he could have,

- Option to pause donation
 - Possibility to pause instead of cancelling in the cancellation confirmation
- Total amount of organizations listed in the Portfolio (current and past)