

# The Art Exchange: Usability Study

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Study Details

## Project Background:

We're creating an app that allows artists to freely be able to post and sell art without the stressors of algorithms messing up feeds, or ads cluttering the page. A social media that is purely for the good of the artist and what they want to put out into the world.



# Study Details

## Research Questions

How long does it take a user to open messages and initiate an in app video call?

What can we learn from the user flow on what would be necessary in this sort of app environment?

## Participants

5 participants

2 males, 3 females between the ages of 21-45

## Methodology

10-15 minutes per

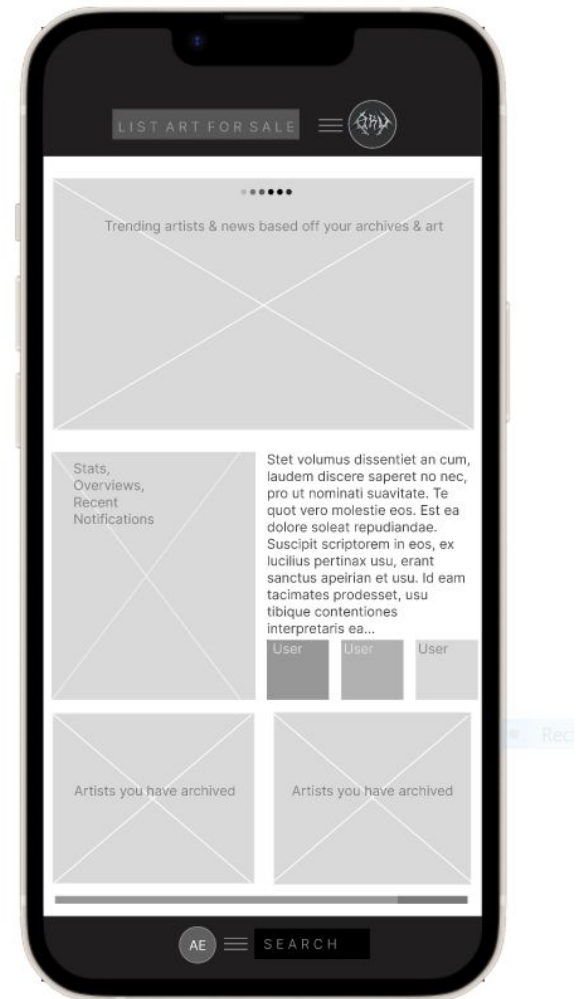
Remote, United States

Usability Study

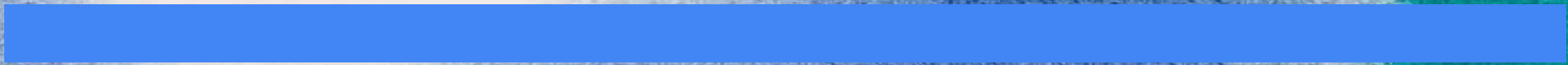
Users were asked to perform tasks in a low fidelity prototype

# Prototype / Design Tested

[Link to Prototype](#)



# Themes





# Theme

Supporting evidence from the usability study.

- 4 out 5 participants wished there was an easier way to show that you have new messages in your inbox.
- Some participants felt confused that you had to go through your profile icon to find your messages.

“With most social media apps, you will be told in the home screen that you have new messages to look through.”





# Insights & Recommendations

A wide-angle photograph of a tropical seascape. The water is a vibrant turquoise color with gentle ripples. In the distance, a small island with palm trees and some buildings is visible. A sailboat with two sails is on the right side of the frame. The sky is a clear blue with scattered white clouds. The text 'Insights & Recommendations' is overlaid in the center in a white, sans-serif font. A solid blue horizontal bar is at the bottom of the image.

## Research insights

Unable to see new messages on the home screen

Users want to be able to see that they have new messages to open upon opening the app

Menu options under user icon can be confusing

Users may want a clearer way to get into the menu options

Home screen may look clunky to some users

Some users may get distracted by the home page

User icon may need to be made larger

Users with vision disabilities may find it harder to see the user icon



## Recommendations

- Make it possible to see new messages on the home screen.
- Keep home page simple and purposeful.
- Make the user icon larger.

The background of the image is a light cream or off-white color. It features two large, overlapping watercolor washes. The wash on the left is a deep, textured blue, while the wash on the right is a vibrant green. The edges of these washes are soft and blended into the background. The text 'Thank you!' is written in a clean, white, sans-serif font, positioned in the lower-left area of the blue wash.

Thank you!