

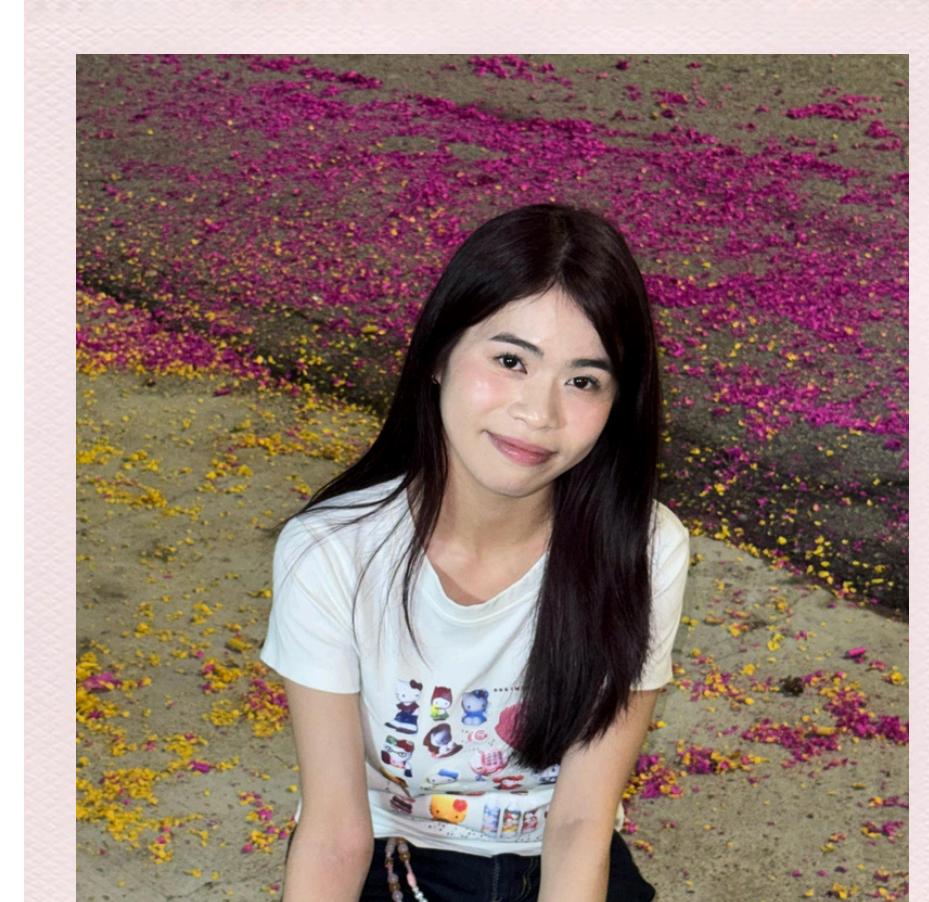
# Usability Testing

Presented by: Lai Jia Tong, Chong Zhi Yi, Chong Wei Ni



# Planning and Organization

# Task Distribution



# Task Distribution



## Lai Jia Tong

- **Role : Group Leader, Guide, Observer**
- Assigned roles and responsibilities to group members.
- Guided users throughout the usability testing process.
- Explained the testing flow clearly to participants.
- Identified and prepared a suitable location for conducting and recording the testing session.
- Observed the testing process to ensure everything followed the planned flow and addressed any issues in real time.

# Task Distribution



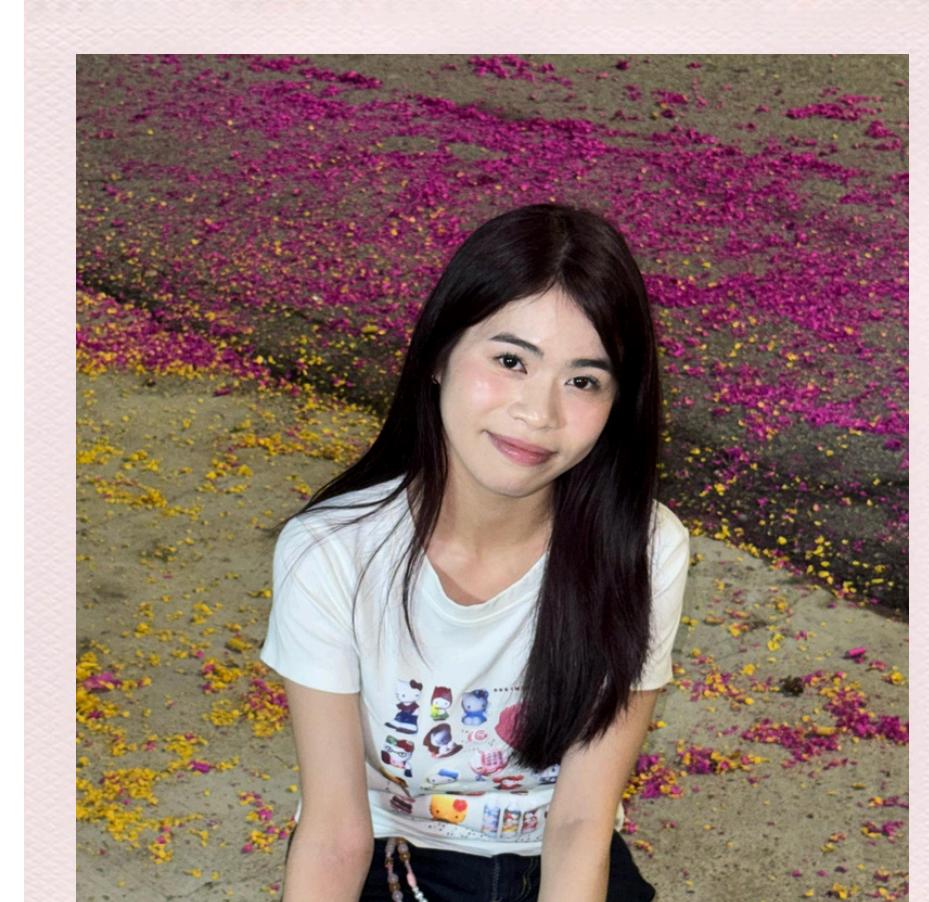
# Task Distribution



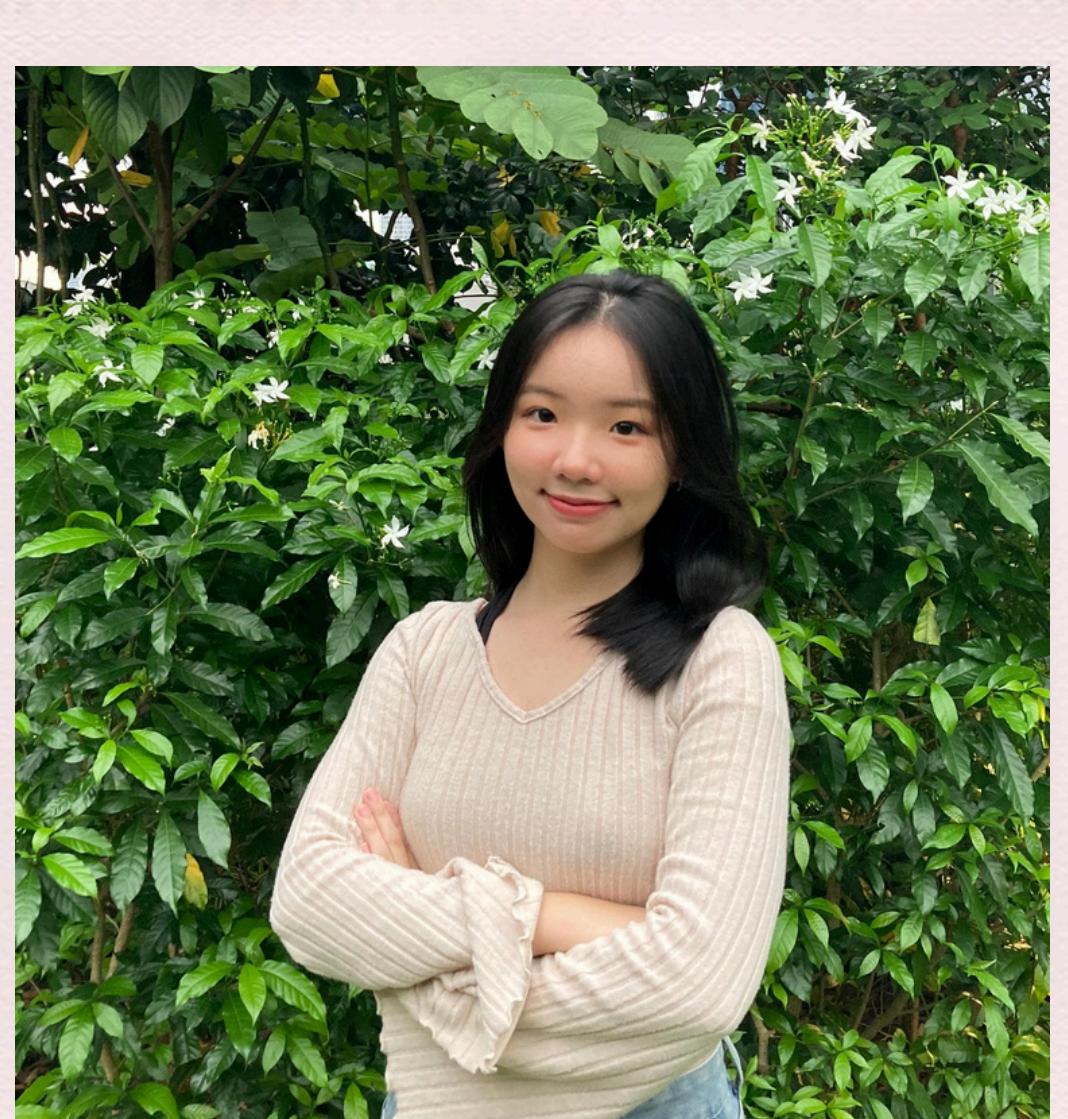
## Chong Zhi Yi

- **Role : Recording Coordinator, Observer**
- Operated the recording equipment during the usability test.
- Chose appropriate camera angles to ensure clear video documentation.
- Observed user behavior and interactions for later analysis.
- Contributed to improving the relevance and clarity of user feedback questions

# Task Distribution



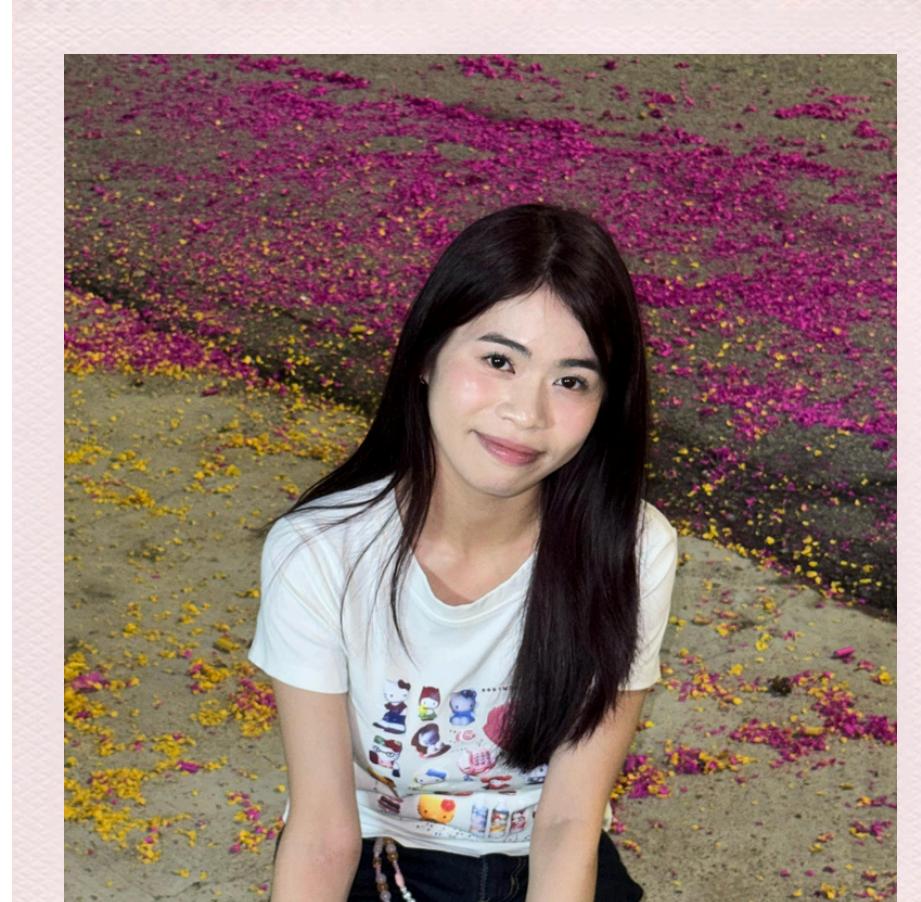
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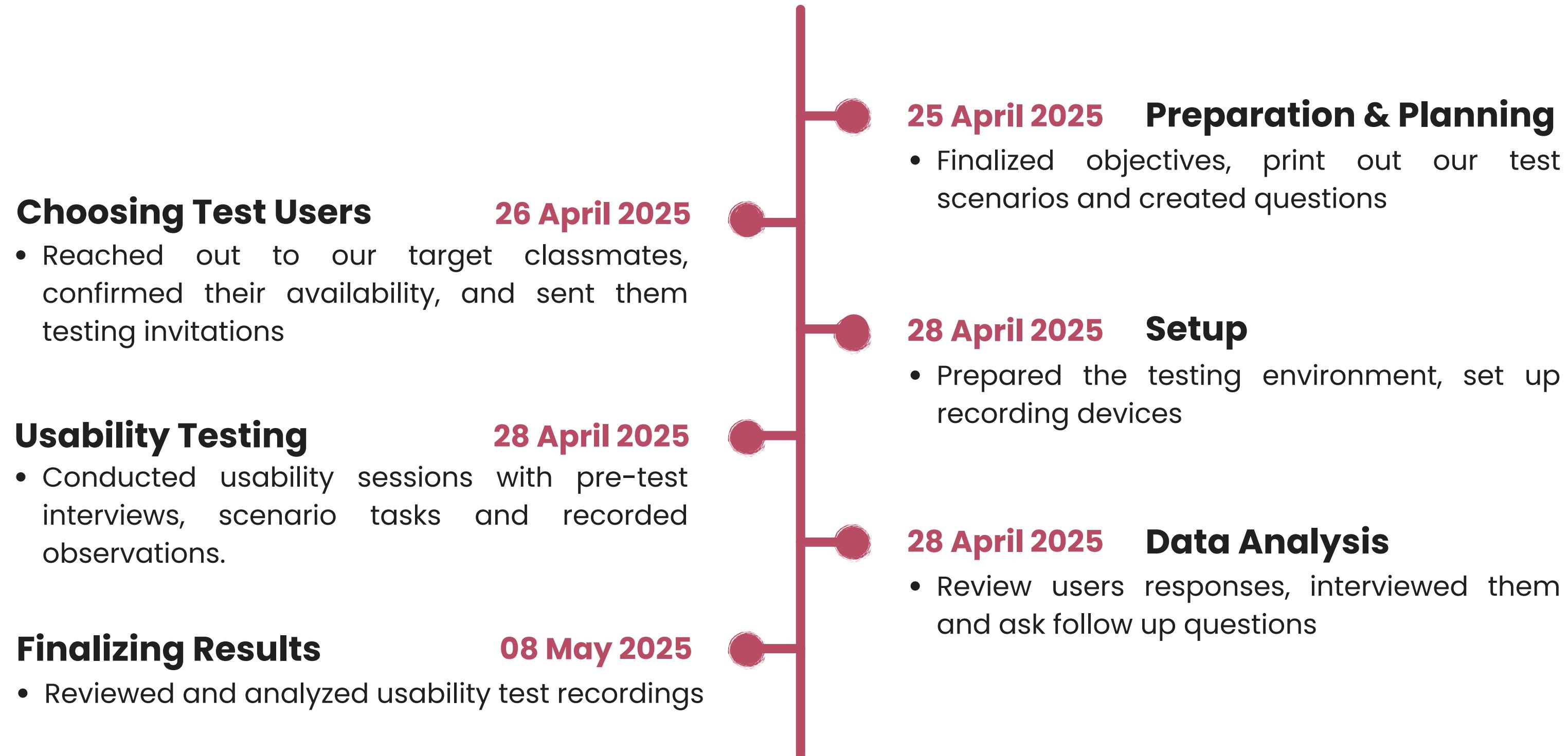
## Chong Wei Ni

- **Role : Interviewer**
- Prepared a set of structured interview questions for pre-test and post-test sessions.
- Conducted interviews with participants before and after usability testing.
- Collected user feedback to assess their experience and gather suggestions for improvement.

# Task Distribution

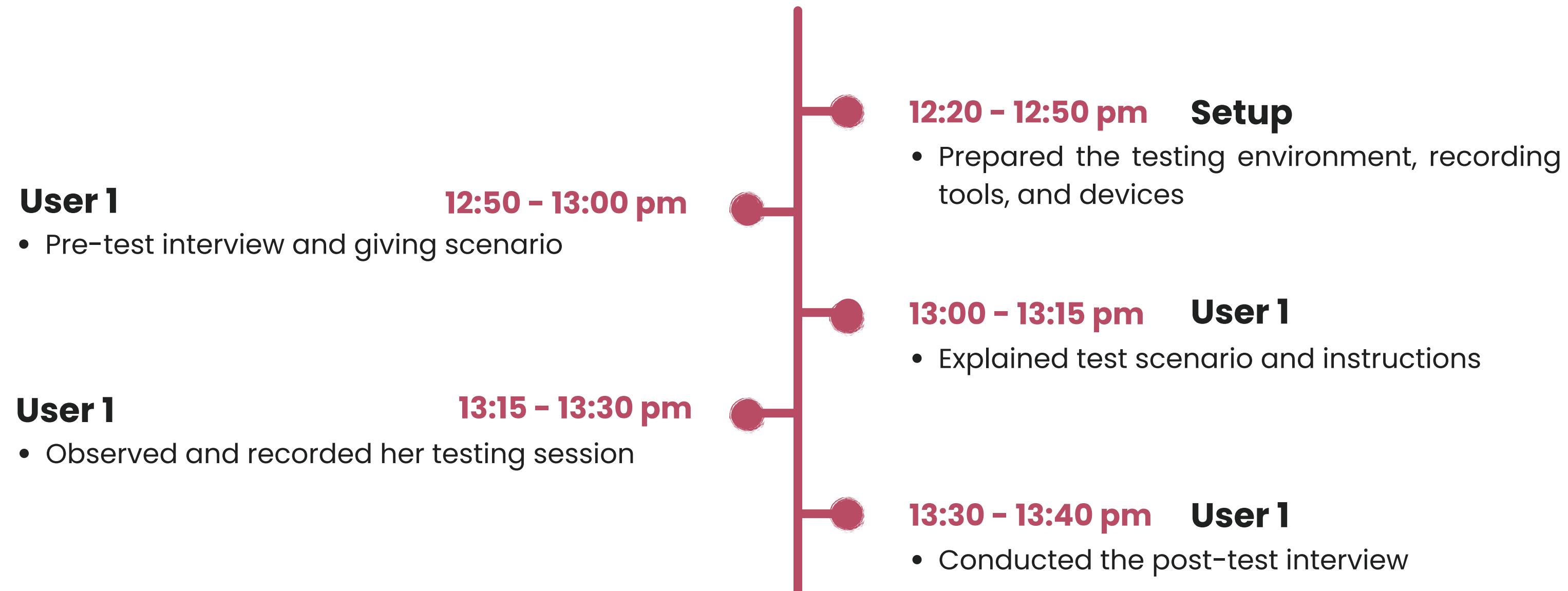


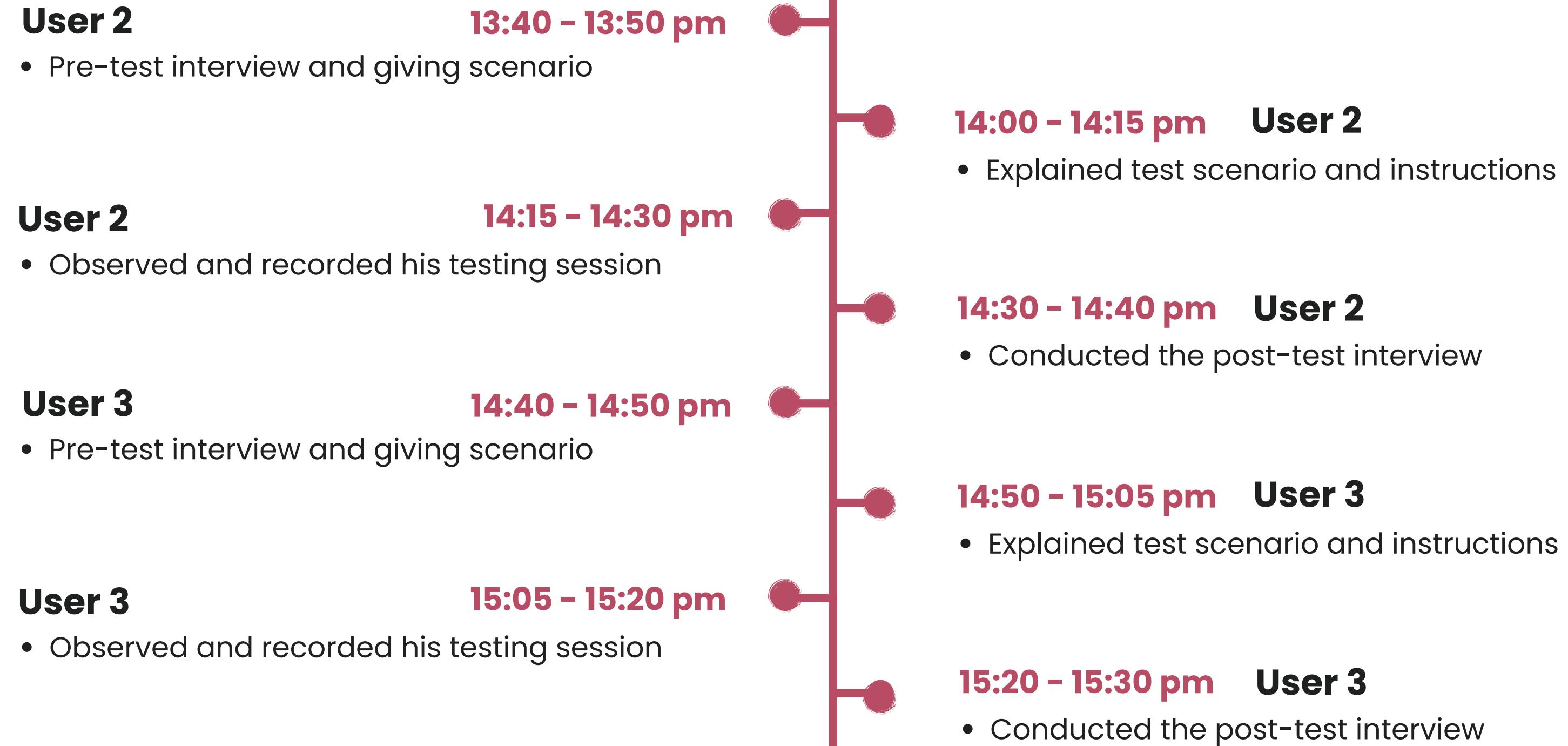
# Timeline



# Timeline

## 28 April 2025 - Usability Testing Day





# Monitoring Progress

01

## Pre-session checklist

for usability testing to ensure everything is ready before each session:

### Equipment and Tools

- Laptop is fully charged and functioning
- Internet connection is stable
- Screen recording and webcam are working and tested
- Backup device available

### Environment

- Room is quiet, temperature is suitable, and free from distractions
- Proper lighting and comfortable seating



# Monitoring Progress

01

## Pre-session checklist

for usability testing to ensure everything is ready before each session:

### Test Setup

- Test prototype or system is accessible and loaded
- Scenario scripts and task instructions are prepared and reviewed
- Interview questions for pre-test and post-test are prepared

### Participant Preparation

- Participant confirmed and reminded of session
- Participant greeted and made comfortable



# Monitoring Progress

02

## Assigned team members specific roles

Each member had a clear role:

- Observer
- Recording Coordinator
- Interviewer
- Guide
- Group Leader

03

## Conducted a brief team debrief after each session

- Brief meeting after each session
- Reviewed successes and challenges
- Identified areas for improvement

04

## Maintained open communication within the team

- WhatsApp for instant messaging
- Google Meet for live coordination
- Quickly resolved any issues without interrupting users

# Objectives

- 01 **Identify usability issues** – Detect challenges users encounter while navigating the Airbnb interface.
- 02 **Assess task completion** – Determine whether users can efficiently and successfully complete actions like booking or posting a listing on Airbnb.
- 03 **Measure user satisfaction** – Gauge how users feel about the Airbnb interface, including their comfort, confidence, and overall satisfaction.
- 04 **Evaluate ease of use** – Analyze how intuitive and accessible the Airbnb platform is, especially for new users.
- 05 **Gather user feedback** – Collect user opinions, suggestions, and insights to enhance the Airbnb interface design.
- 06 **Validate design decisions** – Ensure that Airbnb's design choices align with user needs before launch.

# Question Testing for Travellers

## Before Usability Testing

- 01 Have you ever booked an accommodation online before?
  
- 02 How familiar are you with Airbnb?  
(Never used it / Heard of it / Used it once or twice / Regular user)

## After Usability Testing

- 01 On a scale of 1-5, how transparent did the system feel regarding pricing and fees?
  
- 02 On a scale of 1-5, How satisfied are you with the overall booking experience?
  
- 03 On a scale of 1-5, how easy or difficult was it to find what you needed?
  
- 04 If you could change one thing about the system, what would it be?

# Question Testing for Hosts

## Before Usability Testing

- 01 Have you ever listed a property online before? (Airbnb or other platforms)
- 02 How familiar are you with the Airbnb hosting process? (Never used / Heard of it / Used once or twice / Regular host)
- 03 On a scale of 1-5, How easy or difficult do you expect the process of listing your property to be?

## After Usability Testing

- 01 On a scale of 1-5, how satisfied are you with the listing experience?
- 02 Would you recommend listing a property on this platform to a friend? Why or why not?
- 03 When listing your property, do you find it helpful if the system explains terms like "1.5 bathrooms"?
- 04 While using the system, did you face any challenges, confusion or issue?

# Execution

# Execution of Usability Testing: Before Testing

## 01 Print Test Scenarios:

- printed out the test scenarios to provide clear task instructions for each participant.

## 02 Setup Testing Environment:

- set up laptops and tablets, launching the Airbnb interface, and configuring screen recording tools with participants' consent.

## 03 Distribute Test Scenarios:

- gave each participant a printed scenario with their specific user role , such as traveler or host.

## 04 Conduct Pre-Usability Test Interview:

- conducted an interview to understand each participant's prior experience with Airbnb and expectations.

# *Execution of Usability Testing: During Testing*

01

## **Observe Scenario-Based Navigation:**

Participants interacted based on their assigned roles in the scenario provided.

- User 1 navigated the system as a traveler booking accommodation.
- User 2 had a poor past experience with Airbnb, tested the improved version.
- User 3 acted as a host listing a property.

02

## **Record and Monitor Interactions:**

- used screen recording to document interface navigation, face recording to monitor user expressions and third-person camera angle for interaction and behavior during each session.

03

## **Observe Reactions and Identify Issues:**

- monitored participants' actions, usability struggles, reactions and interface-related feedback.

# Execution of Usability Testing: After Testing

- 01 Conduct Post-Usability Test Feedback Session:**
  - conducted an interview to gather impressions , focusing on what they found intuitive or difficult and to capture their overall satisfaction
- 02 Review Participant Responses:**
  - reviewed each participant's feedback and identified areas where the interface could be improved based on their feedback.
- 03 Conduct Follow-Up Questions:**
  - asked follow-up questions to clarify specific issues or suggestions mentioned during the post-test feedback and gain deeper insight into their experience.
- 04 Prepare Final Presentation Materials:**
  - compiled all observations, user feedback, and recordings into a structured presentation to effectively convey our findings and recommend improvements to the Airbnb interface.

# Findings

# Usability Issues

01

## *Price Visibility in Calendar*

User 1 suggested enhancing the **visibility of the live price display** when selecting dates on the calendar. She noted that **increasing the font size** would make the price information clearer and easier to notice.

02

## *Transparency of Price and Fees*

She was uncertain whether **changing the number of guests would affect the total price**, which led to **confusion and hesitation** during the booking process.

# *Examples of Problems Faced*

01

## *Difficulty Noticing Price*

While selecting a travel date, user 1 struggled to notice the live price because the font size was small, and the color was light, making it hard to spot.

02

## *Overlooking Price During Date Selection*

The small and less prominent live price display led user 1 to overlook the price while making her date selection, causing her to pause and recheck the screen multiple times.

# *Examples of Problems Faced*

03

## *Unclear Price Feedback When Adjusting Guests*

While adjusting the number of guests, user 1 did not expect that the total price would remain unchanged. This led to confusion, as she was unsure whether the guest update had been applied correctly.

# User 1

# Traveller side

# User 1 - Pre-interview



# User Observation

## User 1 - Pre-interview

<b>Familiarity with Airbnb</b>	She had heard of Airbnb, but have not used the platform before.
<b>Booking Experience</b>	She had never booked accommodation online.
<b>Comfort with Technology</b>	No prior experience with travel or property platforms.

# User 1 - Post Interview



# User Observation

## User 1 - Post Interview

**Overall Booking Satisfaction**



**Transparency of Pricing & Fees**



**Why?**

She was unsure whether increasing or decreasing the number of guests would affect the total price.

**Ease of Finding Information**



**User Suggestion**

Improve Price Visibility

# User 1 - Price Visibility

Interface Design Air Bnb

Login    Search for Accommodation    Confirm and Pay    Review booking details

Photos    Amenities    Reviews    Location



Show all photos

## Private room in vacation home in Kamala, Thailand

3 guests · 1 bedroom · 1 bed · 1 private bath

★ 4.89 · 89 reviews

Hosted by Beverly  
Superhost · 7 years hosting

1-min walk to the beach  
This home is by Kamala Beach.

Great check-in experience  
Recent guests loved the smooth start to this stay.

RM 300 per night

CHECK-IN 4/5/2025	CHECKOUT 10/5/2025
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April 2025

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
		RM 75				

May 2025

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
		RM 250	RM 250	RM 215	RM 250	RM 215
4	5	6	7	8	9	10
RM 300	RM 250	RM 215	RM 300	RM 250	RM 215	RM 300

RM 300    RM 250    RM 215

00:02:50:17 / 00:08:39:00

28    29    30    1    2    3    25    26    27    28    29    30    31

RM 300    RM 250    RM 200    RM 300    RM 250    RM 200    RM 300    RM 250    RM 200    RM 300

Resta

# User Observation

## User 1 - Usability testing

01

### Difficulty in Selecting Dates

- User 1 hesitated in selecting a date due to the difficulty in noticing the live price.
- We observed her pausing frequently and scanning the calendar multiple times. It hard for her to immediately spot the price, causing delays.

02

### Impact on Decision-Making

She took longer time to make her selection as she needed to focus more on the price display, which was less visible due to its design and size.

# User 2

# Traveller side

## User 2 - Pre-interview



A very good morning and thank you so much for

# User Observation

## User 2 - Pre-interview

<b>Familiarity with Airbnb</b>	He has heard of Airbnb and used it once before, but is still relatively unfamiliar with its current interface and features
<b>Booking Experience</b>	He has booked accommodations before using other platforms.
<b>Comfort with Technology</b>	Comfortable using digital tools and websites, but not highly tech-savvy.

# User 2 - Post Interview



LOADING

# User Observation

## User 2 - Post Interview

**Overall Booking Satisfaction**       1     2     3     4     5

**Transparency of Pricing & Fees**       1     2     3     4     5

**Ease of Finding Information**       1     2     3     4     5

# User Observation

## User 2 - Traveller side

01

### Smooth Booking Experience

We observed that user 2 successfully booked accommodation without any confusion or hesitation, completing the process quickly and efficiently.

⌚ Booking Duration: 5 minutes

02

### Improved Experience

He mentioned that everything felt improved compared to the first time he used the system.

User 3  
Host side

# User 3 - Pre-interview



# User Observation

## User 3 - Pre-interview

<b>Familiarity with Airbnb</b>	He is a regular host on the Airbnb platform.
<b>Listing Experience</b>	He had prior experience creating listings on the Airbnb platform but found the listing creation process very complicated
<b>Comfort with Technology</b>	Advanced skills and comfortable using Airbnb platform.

# User 3 - Post Interview



# User Observation

## User 3 - Post Interview

**Host Satisfaction with Listing Experience**



**Host Recommendation for Listing on Airbnb**



**Clarity of Terms for Hosts**



# User Observation

## User 3 - Host side

01

### Efficient Listing Time

We observed that user 3 completed the listing in around 4 minutes, demonstrating a smooth and efficient process.

02

### Smooth Interaction

He interacted with the interface calmly and confidently, showing no signs of confusion.

03

### Satisfied with Listing Process

He expressed high satisfaction with the system during the listing process.

# *Suggestions for Future Improvements*

# *Future Improvement*

User feedback highlighted a visibility issue with the live price display on the calendar. To improve this, our Airbnb system should enhance the visual presentation of price information.

## *Design Changes:*

- **Increase font size** of the live price to make it more noticeable.
- **Use a darker or more contrasting color** for the price text to improve readability.

# *Future Improvement*

User feedback highlighted confusion when adjusting the guest count, as there was no visible change in the total price. To improve this, the system should provide clear feedback to reassure users.

## *Design Changes :*

- Instead of using the small icon for hover, we will change it to display the message, such as '**No additional charges for guest changes**', **directly** below the relevant section so users can see it **immediately**.
- The message will be displayed in a darker or more contrasting color to ensure it stands out and is easily noticed by the users.

# Reflection from Team Member

# Reflection



## Lesson Learned

- Learned to effectively **create prototypes** for systems.
- Realized the importance of **small design** details like **text size** and **spacing** for overall user experience.
- Understood that design is not just about **functionality** but about creating a **seamless** and **intuitive experience**.
- Gained insight into the **rules of interface design** and how they **impact user interaction**.
- Users have **cognitive limitations** when it comes to memory.

# Reflection



## *How Usability Testing Shaped My Design Understanding*

- Deepened understanding of **user needs** and **expectations**.
- Emphasized the importance of **user feedback** over assumptions.
- Showed that features may cause confusion, so **real feedback** is essential.
- Reinforced the need to **validate design decisions** through **user experiences**.

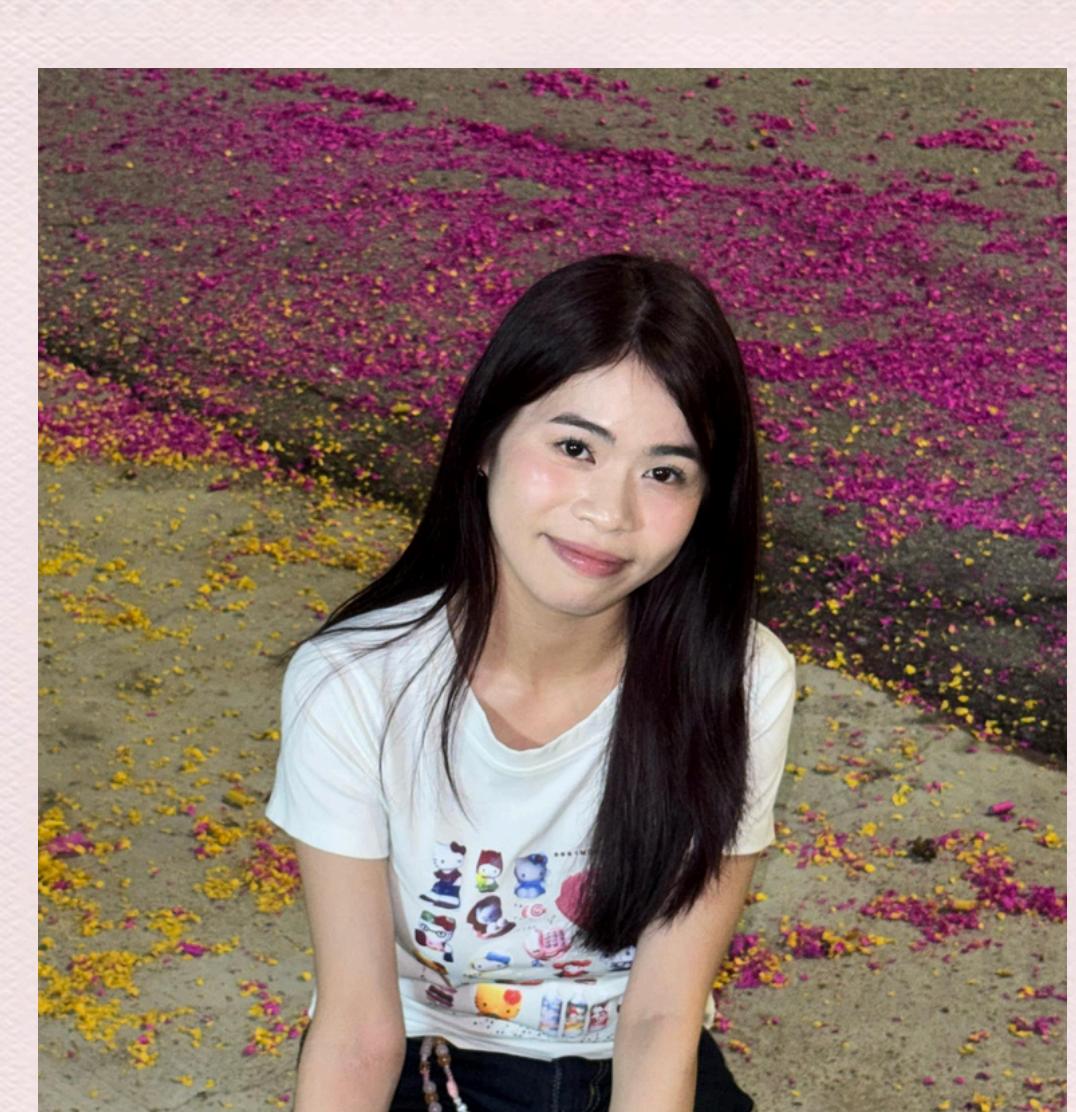
# Reflection



## Lesson Learned

- Learned to start with **low-fidelity prototypes** before moving to **high-fidelity designs**.
- Understood the need to **design for different user groups**, not just one type of user.
- Realized the **importance of user-centered design** to meet user expectations.
- Users have **cognitive limitations** when processing information.

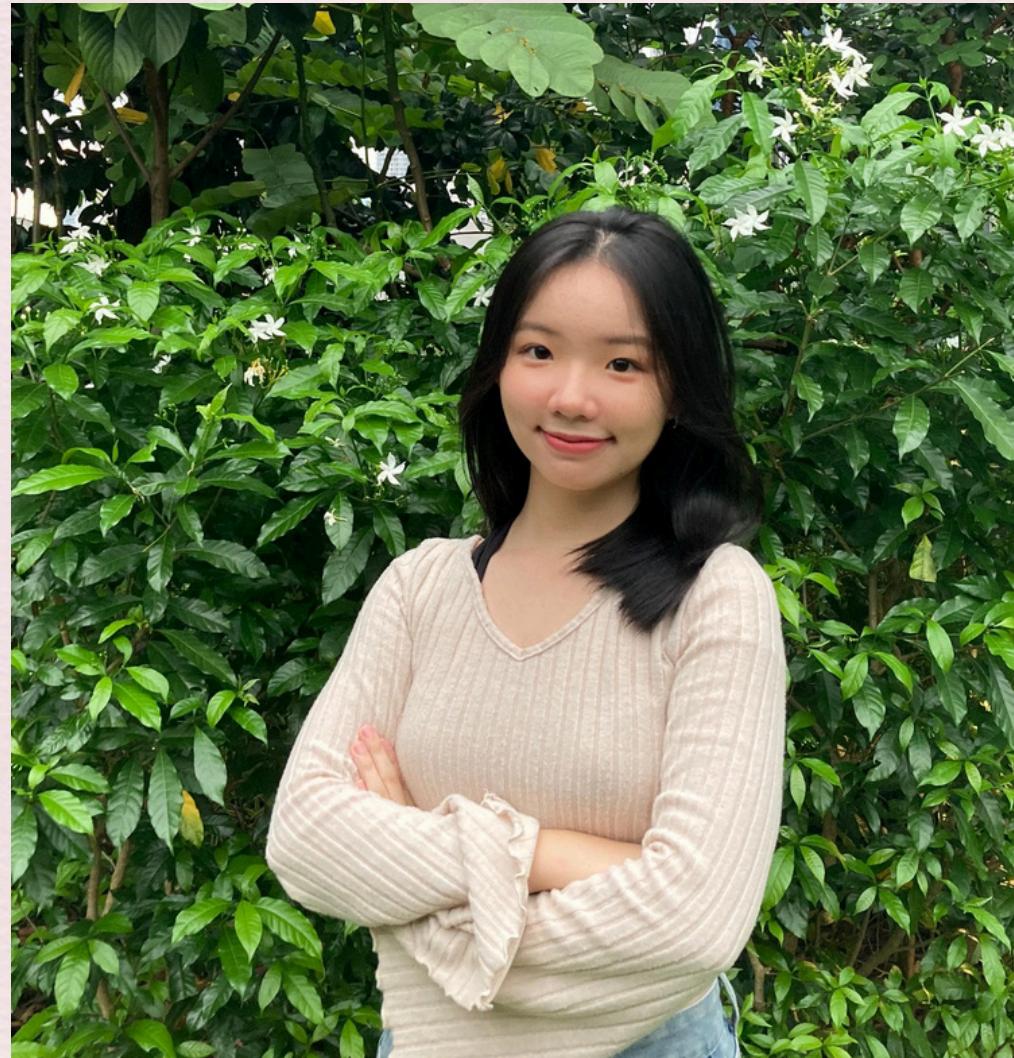
# Reflection



## *How Usability Testing Shaped My Design Understanding*

- Learned to listen to user feedback and confusion to improve the system.
- Realized different users have different opinions and behaviors.
- Understood that observing real user interaction helps create a more usable and user-friendly system.

# Reflection



## Lesson Learned

- Learned the **importance of refining the design in stages** to adapt to real user feedback.
- Realized that user **behavior** is **context-dependent** and must be factored into design.
- Noted how **small adjustments** like clearer labels or a more straightforward path can **vastly improve user experience**.
- Gained insight into the **complexity of balancing visual design** with functional usability in prototypes.

# Reflection



## *How Usability Testing Shaped My Design Understanding*

- Usability testing revealed user struggles, enabling better design decisions.
- Observed unexpected interactions, showing diverse user expectations.
- Mistakes highlighted areas for improvement, stressing the need for ongoing testing.
- Usability testing increased empathy for user frustrations, guiding more effective solutions.

Thank You