

AuctionArt Usability Study: Revisions

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Team

Thorya Aadland

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Review of Study Details

Project Background

We're creating a new mobile app that will allow users to place bids for online art auctions, track their bids, and follow listings by their favorite artists. We need to find out if the main user experience, browsing listings and placing a bid, is easy for users to complete.

Study Details

Research Questions

How long does it take a user to find and select a piece of artwork, given specific search criteria?

What can we learn from the user flow to find a piece of artwork and place a bid?

Are there parts of the user flow where users get stuck?

Are there features users would like to have included?

Is the app easy or difficult to use?

Participants

5 participants

Participants between the ages of 20-65. 2 males, 2 females, and one non-binary person. One participant is visually impaired.

Methodology

10 minutes per participant

United States, Remote

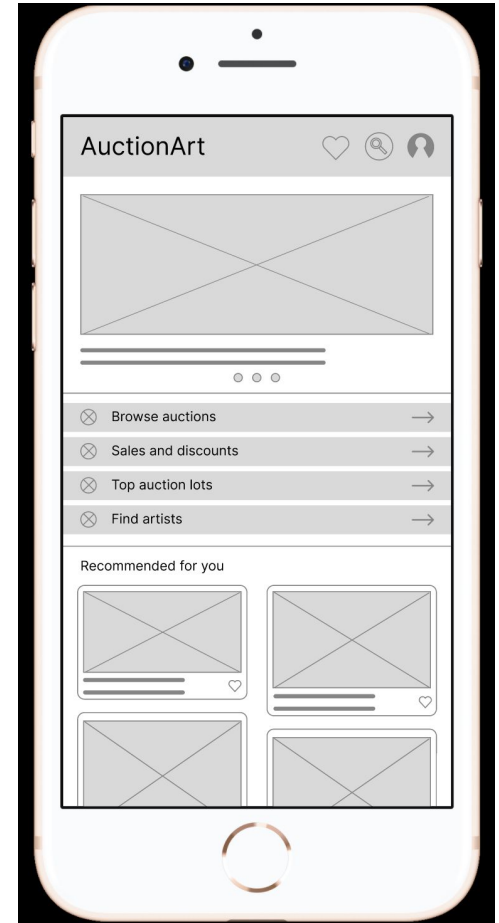
Unmoderated usability study

Users were asked to perform tasks on a low-fidelity prototype.

Prototype / Design Tested

AuctionArt low fidelity prototype:

<https://www.figma.com/proto/wWug7Ngv4RAKbb3SP61Owe/Wireframes?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>



Insights & Revisions

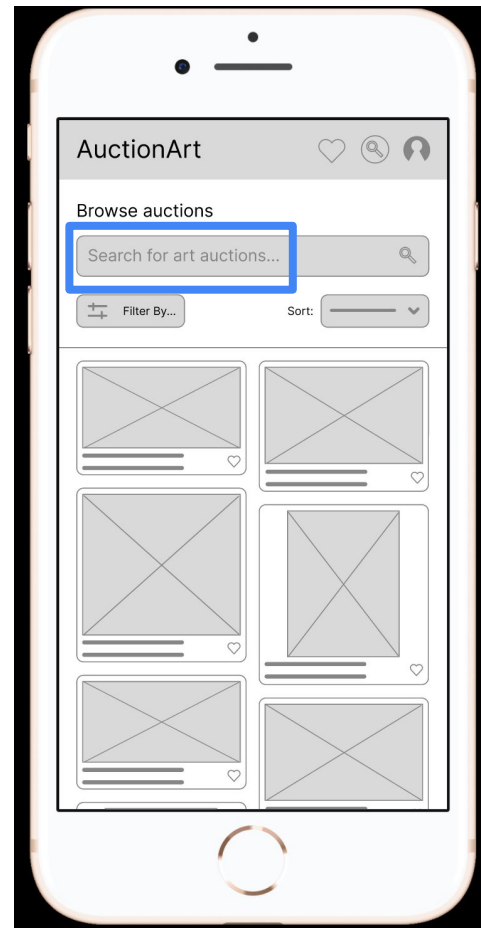
Insight 1: Users require less “jargon” and clearer definitions for pages and content in the app.

- 2 out of 5 participants were confused by the term “listings”.
- These same participants struggled to locate the listings page, or the page with the searchable list of auctions.

“Okay, I'm going to log in. First, I'm going to navigate to the listings page. I don't see anything that specifically says listings, so I assume that's going to mean 'browse auctions'.” (P3)



Before

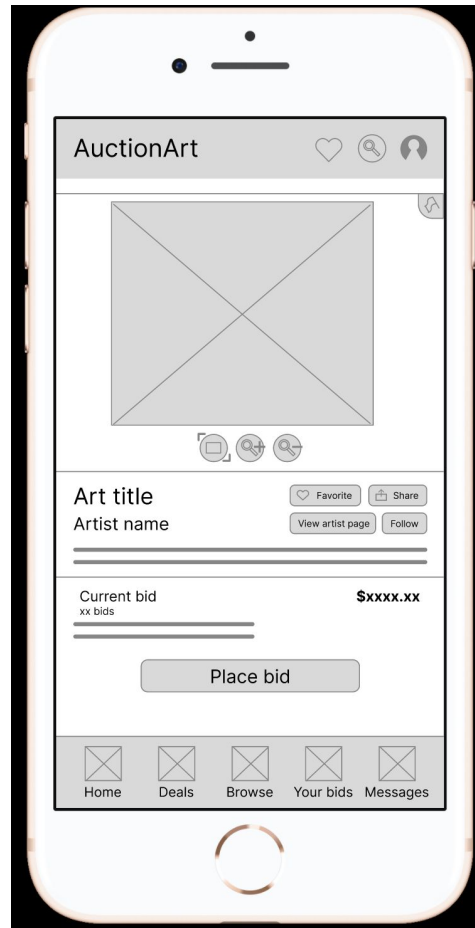


After

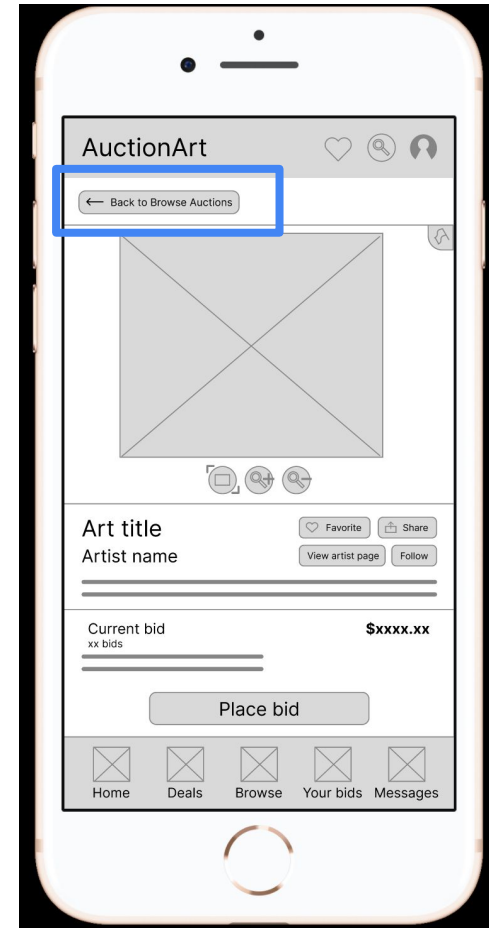
Insight 2: Users will need a back button on the listing info pages, so they can avoid losing their filters.

- 4 out of 5 participants looked for a button in this location.
- Several participants expressed disappointment that they had to retrace their steps via the homepage.
- One user pointed out that the current flow would make them lose their filters.

“I guess the only way to go back is to press 'Browse' again, which I guess could be a little annoying if you want the same filters and everything, so that might be something to improve upon. Like having a back button, or something like that.” (P3)



Before



After

Insight 3: Users will need integrated payment options, such as PayPal or Apple Pay.

- 2 out of 5 participants stated that they wanted integrated payment options.
- These participants explicitly stated their preferred methods of payment as Apple Pay and PayPal, respectively.
- One participant mentioned it would make them feel more secure during checkout.

"I think what would make the payments more secure would be to add information about the security of putting in credit card information, or the option to use PayPal." (P2)

The 'Before' interface shows a mobile app screen for 'AuctionArt'. It includes a 'Back to Art Page' button, an 'Art title' and 'Artist name' section with a placeholder image, and a 'Payment Info' section. The 'Payment Info' section contains fields for 'Card No.', 'Security No.', 'Name on Card', and 'Expiration Date'. Below this is a 'Shipping Address' section with a 'Country/Region' dropdown and a 'Full Name' field. The 'Payment Info' section is missing a 'Payment Type' selection.

Before

The 'After' interface shows the same mobile app screen as 'Before', but with an additional 'Payment Type' section highlighted by a blue box. This section includes four radio button options: 'Credit/Debit Card' (which is selected), 'Google Pay', 'Apple Pay', and 'PayPal'. The rest of the form, including the 'Card No.', 'Security No.', 'Name on Card', 'Expiration Date', and 'Shipping Address' sections, remains the same as in the 'Before' version.

After

Recommendations

Recommendations

- A future study will need to be conducted to assess usability for the visually impaired. This low-fidelity prototype does not yet contain the functionality to zoom in/out of artwork images. One participant is visually impaired and attempted to use the zoom buttons, although it was not in the user flow for this study.
 - This may imply that the user struggled to view the interface during this study, although they completed the tasks successfully.

Next Steps

Next Steps

- The favorites system is a system that sparked interest with some of the participants of this study; this user flow should be the next one designed with a low fidelity prototype.
- Future usability studies will need to be conducted to assess the usability of the favorites system and its impact on the habits of users when browsing.
- The zoom in/out features will require more screens in the prototype to be made. It should later be tested, as indicated by one of the participants.

Acknowledgments

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