



Usability Test Report: Choosing a Template on Canva Print User Guide  
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## **Executive Summary**

This usability test report evaluates the clarity and effectiveness of a print user guide for selecting a template on Canva. The goal of the test was to determine whether the guide provided enough detail for users to easily complete the task, and to identify any potential areas for improvement. The participant, a technologically proficient but relatively inexperienced Canva user, successfully navigated the template selection process using the manual. However, her feedback revealed that while the guide was effective in helping her choose a template, it lacked sufficient instructions on how to edit and customize the template afterward.

The key findings from the test indicate that new users may struggle with the next steps once a template has been selected, as the manual does not provide detailed guidance for editing. To address this, the report recommends adding an expanded section on editing the template, with step-by-step instructions and visual aids such as screenshots. These improvements would make the guide more comprehensive and user-friendly, ensuring that users can complete the entire process from template selection to customization with ease.

## **Goals**

The main objective of this usability test was to evaluate the clarity and effectiveness of the print user guide for selecting a template on Canva. The test aimed to determine whether users could easily follow the steps in the guide to successfully complete the task without confusion. Additionally, I wanted to assess how intuitive the instructions were and whether they provided enough detail for both beginner and experienced Canva users. A secondary goal was to identify any potential areas of improvement in terms of language, layout, or visual aids within the guide, ensuring the final version would be both user-friendly and efficient in guiding users through the process.

## **Methodology**

The usability test was conducted with one participant who reviewed the print user manual on my computer while simultaneously following the steps on the Canva website using her own computer. The goal was to observe how easily the participant could navigate the template selection process using only the guide. Throughout the test, I took notes on my phone, recording any issues, questions, or moments of hesitation that arose as she followed the instructions. This setup allowed for real-time feedback on how well the guide supported the task and provided insights into any areas needing improvement.

## **Participant Profiles**

The participant in this usability test is my 21-year-old roommate, a senior at Virginia Tech majoring in Crops and Soil Sciences. Although she considers herself to be technologically

proficient, she has limited experience with Canva, making her an ideal candidate for testing the clarity and usability of the print user guide. Her background in a science-related field suggests that she is accustomed to following detailed processes, but her lack of familiarity with Canva allowed for an unbiased perspective on how well the guide supports new or inexperienced users.

### **Tasks Tested**

The participant was required to follow the instructions outlined in the print user manual to complete a specific task: choosing a template on Canva. She needed to navigate Canva's template options, select a category, and pick a template that suited her preferences. The goal was to observe how well the participant could perform the task using only the user manual for guidance, without prior knowledge of the platform. This allowed me to assess the clarity of the steps provided and the ease with which a new user could follow them to successfully choose a template.

### **Post-Test Questions**

The participant found the task of selecting a template on Canva fairly straightforward and manageable. She mentioned that the user manual provided clear guidance for navigating through the template options and making a selection. However, in her feedback, she emphasized the need for more instructions on what to do after choosing the template, particularly on editing and customizing it. She felt that while the manual did a good job covering the selection process, it stopped short of guiding users through the crucial next steps. Including detailed instructions on how to edit and adjust the template would have made the process more seamless for users, especially those unfamiliar with Canva's editing tools. This suggestion highlighted a key area for improving the overall usability of the manual.

### **Results**

During the usability test, the participant successfully completed the primary task of choosing a template on Canva by following the steps in the user manual. However, she encountered a few moments of hesitation, particularly when transitioning from selecting a template to customizing it. This highlighted a gap in the manual's instructions. While the guide effectively walked her through the process of browsing and selecting a template, it did not provide sufficient information on how to edit the chosen template afterward, which she found necessary for completing her project.

The test data indicated that the participant spent minimal time choosing the template but paused for clarification when it came to further actions, such as editing. This hesitation suggests that new users may struggle with the next steps without additional guidance. Based on these findings, I concluded that the manual would benefit from incorporating more detailed instructions on editing, including screenshots or step-by-step instructions for customization.

**Key Findings and Recommendations:**

The key finding from the usability test is that while the manual effectively guides users through the process of selecting a template on Canva, it lacks sufficient instructions on how to edit the template after selection. The participant was able to follow the steps to choose a template without much difficulty, but the absence of editing instructions caused confusion. This highlights an important gap in the manual, particularly for users who are less familiar with Canva's design tools.

To address the participant's feedback, the manual should be expanded to include a section on how to edit and customize the template after selection. This could involve step-by-step instructions that guide users through basic editing tasks such as changing text, images, or layouts within the template.