Test Learnings – Elsa Custom Swimsuit Order Flow

After conducting 5 usability tests on the mid-fidelity prototype, several observations and insights were collected to assess the clarity and functionality of the custom swimsuit order flow. The learnings focus on user experience, interface clarity, and navigation flow.

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2. Summary of Results

Metric	Average Result	Target	Status
Task Completion Rate	100%	≥ 80%	Met
Average Time per Order	2m 45s	< 3m	Met
Average Errors per User	2 minor	< 3 minor	Met
Average Satisfaction	4.6 / 5	≥ 4	Met

Interpretation:
All participants successfully completed the tasks within the expected time frame, showing that the design is efficient and intuitive. Only minor usability issues were observed.

3. Key Learnings

1. Navigation:
2. All participants easily followed the order flow, but some expected clearer "Next" and "Back" button labels such as "Continue" or "Previous Step."
3. Confirmation Screen:
4. Users wanted a visible success message or pop-up to confirm that their order had been successfully submitted.
5. Measurements Section:
6. Some users were uncertain about which measurement units to use (cm or inches). Short helper text or a tooltip would be useful.
7. Calendar Step:

- Participants occasionally missed the date field. It needs stronger visual emphasis or highlight.
- Feedback Form:
- Simple and intuitive, but users recommended adding a short confirmation message after submitting feedback.

4. Observations by Participant

Participant	Success	Errors	Comments
Sarah M.	Yes	Minor	Loved the clarity; wanted clearer confirmation
Youssef K.	Yes	None	Smooth navigation; progress bar very
Lina B.	Yes	Minor	Suggested examples for measurements.
Amine T.	Yes	Minor	Date selection slightly unclear.
Amina H.	Yes	Minor	Feedback page simple and effective.

5. Iteration Suggestions for Next Version

- Rename "Next" to "Continue" and "Back" to "Previous Step."
- Add a confirmation pop-up and success icon after submitting the order.
- Highlight selected dates on the calendar with borders or subtle color.
- Add a tooltip or small note showing measurement units (cm).
- Display a "Thank You" message after feedback submission.

6. Conclusion

The usability test validated that the Elsa Custom Swimsuit Order Flow is intuitive, efficient, and easy to follow. All participants completed the tasks successfully with minimal confusion.

The next iteration will focus on improving feedback visibility, button labeling, and visual emphasis on key steps before moving to the high-fidelity prototype.