Usability testing

full report

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Introduction

Moderated usability testing for a fitness app . Conducted by Adrian Penu with in person and remote participants. Testing scheduled to start on 28.03.2022.

Background

Through our fitness app we propose a holistic approach to health. It considers exercise, nutrition and quality of sleep of equal importance in gaining effective and long lasting results. The user has several options to interact with the app: either by browsing and choosing from our varied collection or by committing to a plan of varying intensity and functionality.

Goals

The goal of the test is to asses the learnability of new users interacting with the prototype of the app. The test will consist of accomplishing simple core tasks such as logging in and creating a plan. We will measure the success rate and make decisions regarding design and functionality based on that.

Test Objectives

- Observing how users navigate through the core functionality of the app and assessing the metrics involved to achieve the goals
- Determining whether the app's features fulfill the requirements of a fitness app
- Gathering user feedback

Methodology

The tests will be moderated in person and remotely. Participants will use their own devices for engaging with the prototype. Sessions will be recorded through screen and audio recordings for analysis material.

Participants

There will be six participants for usability testing. They have been recruited from my personal and social network and screened to fit the characteristics of a persona.

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Schedule

Usability tests are scheduled to take place between 28.03.2022 - 30.03.2022, 11am - 6pm. The in-person tests will take place at a previously agreed upon location.

Sessions

Each session is estimated to be between 10-15 minutes long. Participants will be tested individually so the total amount of time spent on six participants would add up to over an hour.

Equipment

In-person and remote tests will be carried out on the participant's personal computer/laptop using screen recording software. For the remote tests we will also be using screen sharing software such as Zoom or Google Meet.

Metrics

Errors will be measured using Jakob Nielsen's scale:

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix and should be given high priority
- 4 = Usability catastrophe: imperative to fix before product can be released

Tasks

I'll now give you a few scenarios and their corresponding activities. I would like you to think out loud as you navigate and interact with the app in the process of achieving your objectives.

1. Complete the onboarding process by signing up. You can stop once you've reached the Dashboard screen.

2. Now the you're on the main page, I would like you to get familiarised with the app and start your first workout. Please return to your Dashboard page upon completion.

3. You have completed your workout and want to make use of a personalised fitness plans that the app offers. Please use the app's features and create a Challenge. Please return to your Dashboard page upon completion.

4. You've just had a minor medical intervention which will keep you away from exercising for a while. You've been progressing well in your Challenge plan and got into the habit of journaling your progress. You wish to make a note of the latest medical intervention and add it to your calendar for future reference. Please return to your Dashboard page upon completion.

Follow up NASA-TLX questionnaire

On a scale of 1 - 10 :

How mentally demanding were completing the tasks?

How would you rate your success in achieving the tasks?

How time consuming would the day to day engagement with the app be?

How annoyed were you during the usability testing?

How useful would this app be for you?

Overview

The usability testing of my fitness app consisted of six participants having to fulfill four predetermined tasks on a mobile version of the prototype. The participants' age group ranged from mid 20s to late 40s and mostly having occupations that involve using softwares and apps. The in-person moderated test was recorded with Quicktime and the remote moderated tests were held and recorded via Zoom. The testing took place between 28.03 - 29.03.2022.

Tasks

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Insights

It was explained beforehand to the participants that the prototype is not designed to be fully functional and that only certain tasks can be completed on it. Emphasis was also placed on the participants being able to achieve their tasks rather than on the aesthetics of the app, as it is still work in progress. All the participants gave honest feedback and were easy to work with. The participants on the younger scale, especially females showed a high level of intuitiveness in interacting with the app. They also admitted to spending a lot of time browsing through a plethora of apps each day. Mostly all participants found fault with the same feature and expressed confusion when having the perform Task 4. The least demanding task was going through onboarding and signing up, as it is very similar to other apps.

Technical issues

There weren't any technical issues as all the participants are familiar with the softwares. Also there weren't any cancellations or delays either.

Conclusion

The participants are from my close social network or family members. The atmosphere was relaxed and open, but if they were strangers or people I'm unfamiliar with then it might have been challenging to play the facilitator/moderator role. Nervousness might have been a distraction from being able to observe the participants during the tests, so I feel I need to practice testing more so that I can get better at it. The biggest take away from this exercise is the importance of usability testing. It gave me a whole new perspective on the app's functionality and it made me question my decision making from previous stages.

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Participants

	P1	P2	P3	P4	P5	P6
Scheduled session details	Monday, 28th March, 19:30 Remote	Tuesday, 29th March, 14:00, Remote	Tuesday, 29th March,15:00 Remote	Tuesday, 29th March,15:00 Remote	Tuesday, 29th March,15:00 Remote	Monday, 28th March, 11:00 In-person
Name	Andrea Kajcsa	Atheeq Nasir	Bogdan Fireteanu	Safeera Sarjoo	Ikhsan Assaat	Ereen Nasir
Gender	Female	Female	Male	Female	Male	Female
Age range	45-50	25-30	30-40	30-40	30-40	30-35
Role	Child Psychologist	Interior Designer	Web Developer	Content Manager	Web Developer	Senior Paid Search Manager
Other characteristics	Punctual	Stylish	Tech-savvy	Articulate	Inquisitive	Stylish
Other characteristics	Attentive	Tech-savvy	Opinionated	Opinionated	Introvert	Curious
Other characteristics	Knowledgeable	Non assuming		Verbal		Polite

Affinity Map

Observations

Not used with onboarding process in general P1

She was the only participant not confused about the medical records feature P4

Wanted to click plus icon on Dashboard to create challenge. This is correct but that button wasn't clickable in the prototype. P1,P5

Wasn't sure what's the difference between workout and plan/ journey and challenge P5 P6

Adding a note to medical page was the most confusing task P2,P3

Calendar feature could be more intuitive regarding notes for fitness plans and medical records P5, P6

In the Power page the horizontal scroll option for workout types was not evident P3, P6

Video icon in challenge page is confusing (tutorial) P1

Drag and drop should be clearer regarding the option to select preferred equipment P3, P5

Positive Quotes

I like that app included varied types of workouts P1,P6

This app would be very useful if I want to lose weight P2

Was straightforward to achieve tasks P2, P4

Apps seems useful and interactive P4

Negative Quotes

Not sure what the medical page contains and its features P1

Programs folder in not telling as it can mean anything P5

It was not clear where to find medical page P1, P2, P3, P5, P6

Not sure why I need to add notes to calendar P5, P6

I find the tasks demanding due to it being a prototype P2

Usually in apps plus button lists different things that you can add and that's the reason I wanted to add a note via that button P5

The heart symbol correlates with the idea of health, ie medical P1, P3

Errors

Wanted to go to Settings to setup a fitness plan P1

Went to heart icon on Dashboard to access medical page P1, P3

Went to Settings for medical records P1, P2, P3, P5, P6

Considered going to My Progress page to create a new fitness plan P3

Clicked plus sign to start a workout thinking that it's not a predefined routine but user has to create one P5

Usability Test Results

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
ERRORS [measured using Jakob Nielsen's scale]									
[Error Rating 2] : Wanted to go to Settings to setup a fitness plan	■						1	Settings page will be removed from Dashboard and kept only on nav bar	
[Error Rating 3] : Clicked heart icon on Dashboard to access medical page	■		■				2	Change favourites icon to something else that doesn't have medical associations	
[Error Rating 4] : Went to Settings for medical records	■	■	■		■	■	5	Biggest take away from testing is that I have to re design the Dashboard to avoid this from happening	
[Error Rating 1] : Considered going to My Progress to create a new fitness plan			■				1		I don't think this is a concern at the moment as the other five participants all understood the meaning of this feature
[Error Rating 1] : Clicked add/plus sign to start a workout thinking that it's not a predefined routine but user has to create one					■		1		I don't think this is a concern at the moment as the other five participants all understood the meaning of this feature

Usability Testing

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
OBSERVATIONS - What are people Doing, Thinking, and Feeling?									
1: Not used with onboarding process in general	■						**1**		
2: Wanted to click plus icon on Dashboard to create challenge. This is correct but that button wasn't clickable in the prototype.	■				■		**2**		
3: Adding a note to medical page was the most confusing task		■	■				**2**	Medical feature will be redesigned for improved accessibility	
4: In the Power page the horizontal scroll option for workout types was not evident			■			■	**2**	Underline the name of the workout for better highlight	
5: She was the only participant not confused about the medical records feature				■			**1**		
6: Wasn't sure what's the difference between workout and fitness plan					■	■	**2**	My include Plans into the Workout page rather then have them separated	
7: Calendar feature could be more intuitive regarding notes for fitness plans and medical records					■	■	**2**	Might make one calendar where user can log info regarding training and medical	
8: Video icon in challenge page is confusing (tutorial video)	■						**1**		I don't think this is a concern at the moment as the other five participants all understood the meaning of this feature
9: Drag and drop should be clearer regarding the option to select preferred equipment			■		■		**2**	Definitely something to redesign with a more familiar solution	

Usability Testing

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
NEGATIVE QUOTES									
Not sure what the medical page and its features contain	■						1	Simplify this feature and bring forward in hierarchy to the Dashboard	
It was not clear where to find medical page	■	■	■		■	■	5	Simplify this feature and bring forward in hierarchy to the Dashboard	
I find the tasks demanding due to it being a prototype		■					1		
The heart symbol correlates with the idea of health, ie medical	■		■				2	Change symbol to something else indicating favourite workouts	
Programs folder in not telling as it can mean anything					■		1	This folder will get scrapped in the reiteration	
Not sure why I need to add notes to calendar					■	■	2	Add a note option after completion of tasks for improved usability of the feature and increase interactivity	
Usually plus button lists different things that you can add and that's the reason I wanted to add a note via that button					■		1	Note feature needs to be redesigned and possibly integrated in each tasks rather then having it separately	

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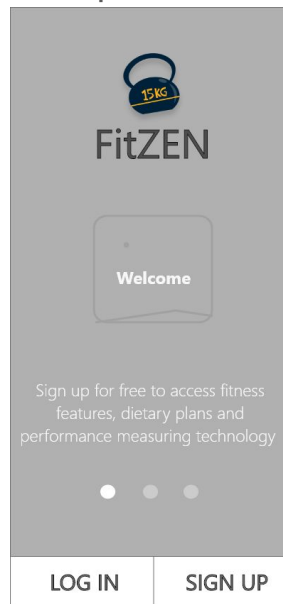| MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
POSITIVE QUOTES									
I like that app included varied types of workouts	■					■	**2**		
This app would be very useful if I want to lose weight		■					**1**		
It was straightforward to achieve tasks		■		■			**2**		
Apps seems useful and interactive				■			**1**		

A/B Preference Testing

I've performed a preference test with 10 participants regarding the first onboarding page. The design and layout of the name and logo were tested with the majority of 80% voting for Option 1.

The results indicate that most participants find the name of the app to be more relevant to the brand then the logo is, therefore it should be positioned towards the centre of the page.

Other participants commented that the font looks more symmetrical in Option 1 and the use of a kettlebell as a logo is a good idea and it works better if it's on top of the name.

In summary, the design from Option 1 will be used for the introductory page due to the votes and reasons given by the participants during the preference testing. It will consolidate, with new users, the idea of what the product stands for and it will offer a visual awareness of the brand itself.

Option 1 80%

Option 2 20%

FitZEN

Welcome

Sign up for free to access fitness features, dietary plans and performance measuring technology

LOG IN | SIGN UP

FiTZEN

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