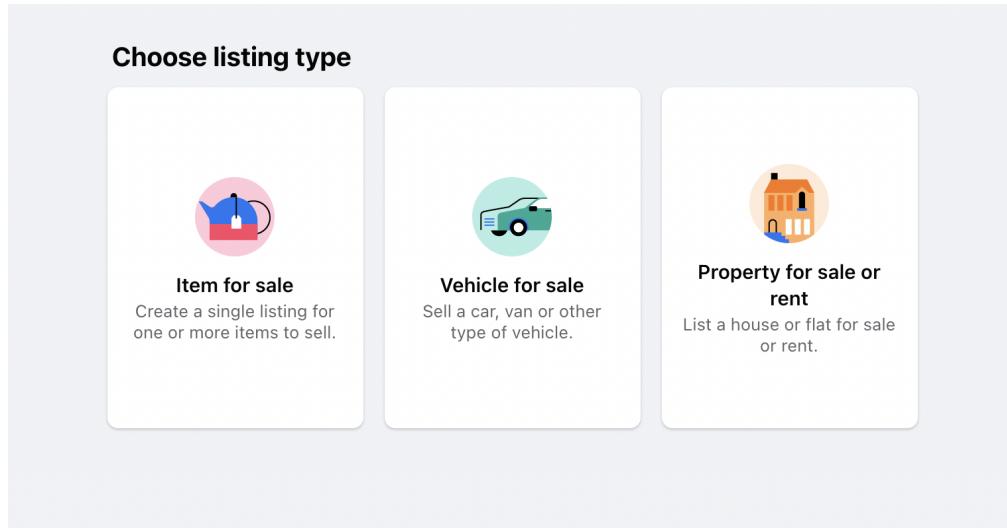
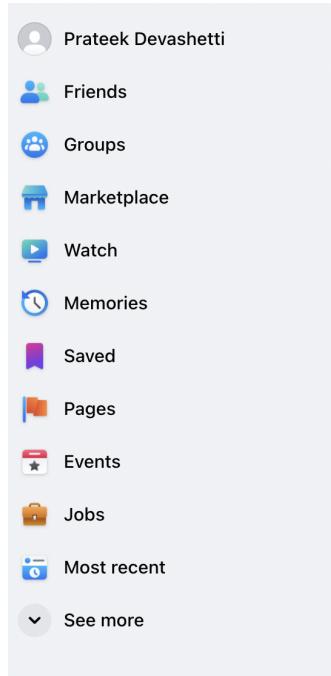


Usability Testing

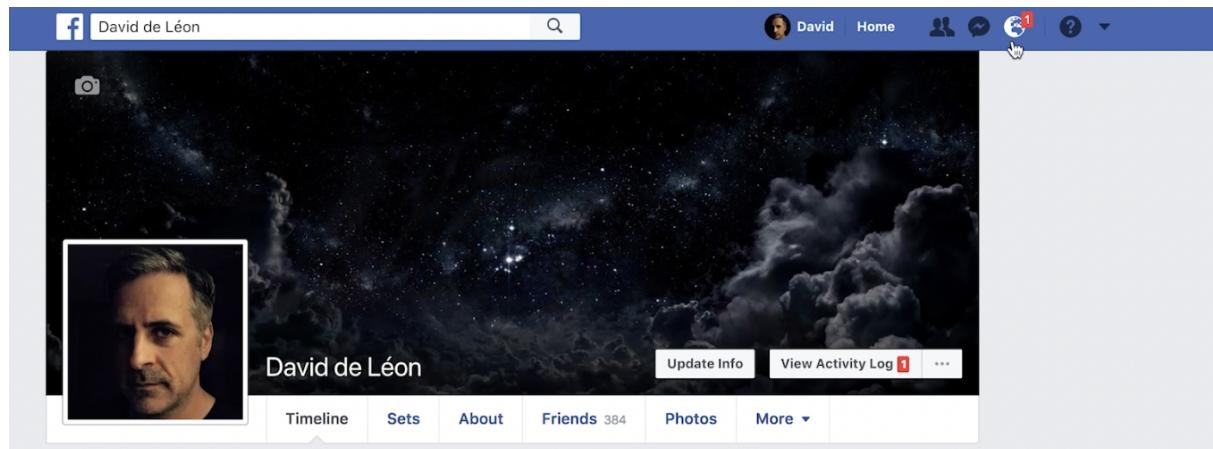
1. While creating a post for facebook market place, we don't get to categories out the product which makes it super difficult to filter and find the right product.



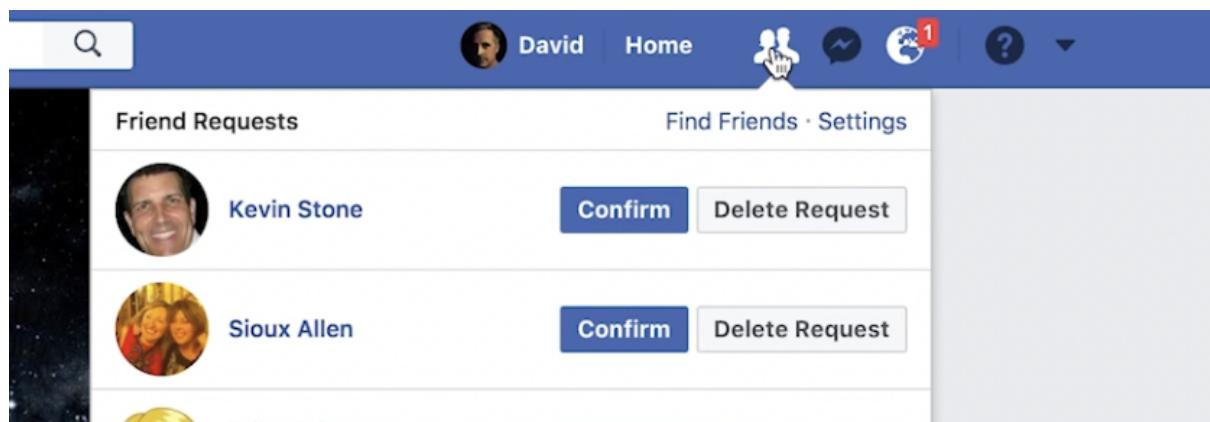
2. The navigation drawer has design flaws due to which it creates a cognitive load on the users due to which there are chances that the user might not be able to find they are looking forward to.



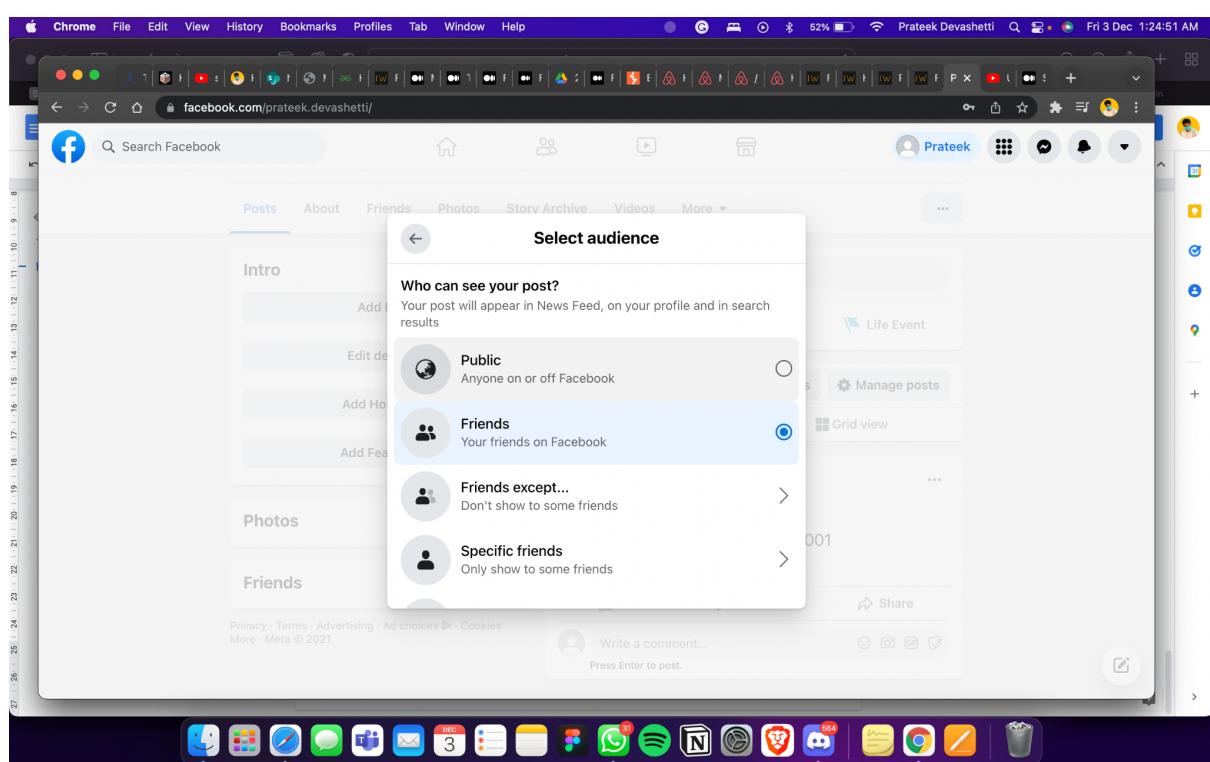
3. Not settings visible in the navigation bar therefore users isn't sure where he can visit to change account settings and all`



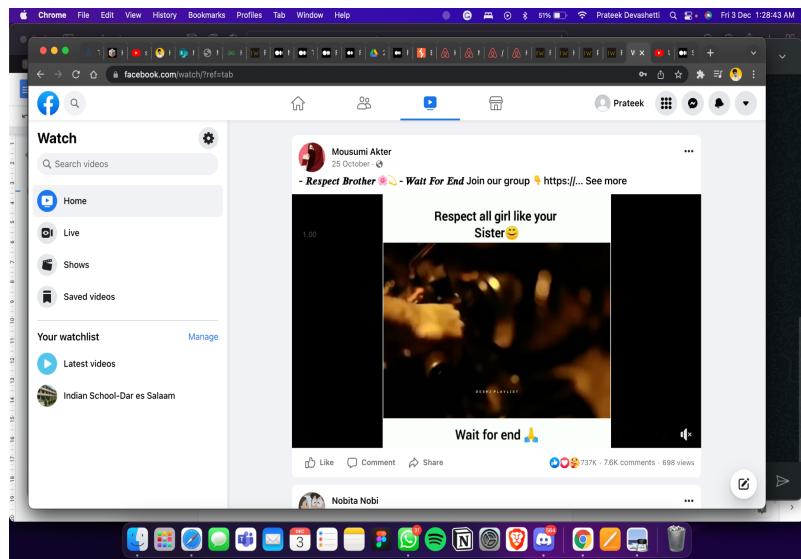
4. Settings option is not put in the right information architecture, which creates an impression of a not well defined site-mapping



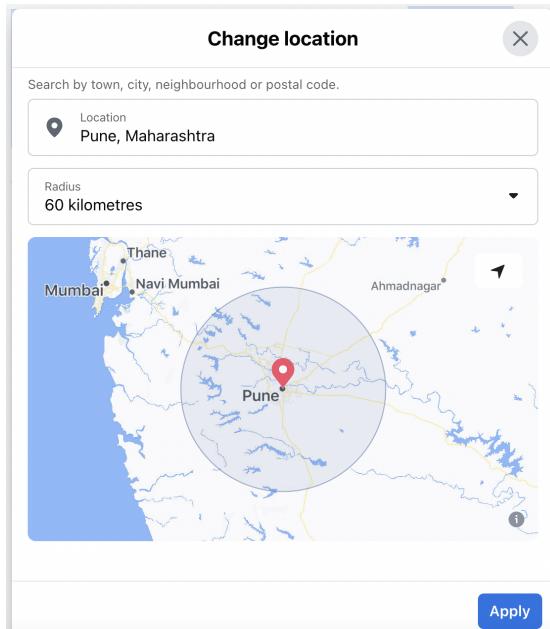
5. The users are not asked for this pop-up condition before posting any sort of content onto the screen.



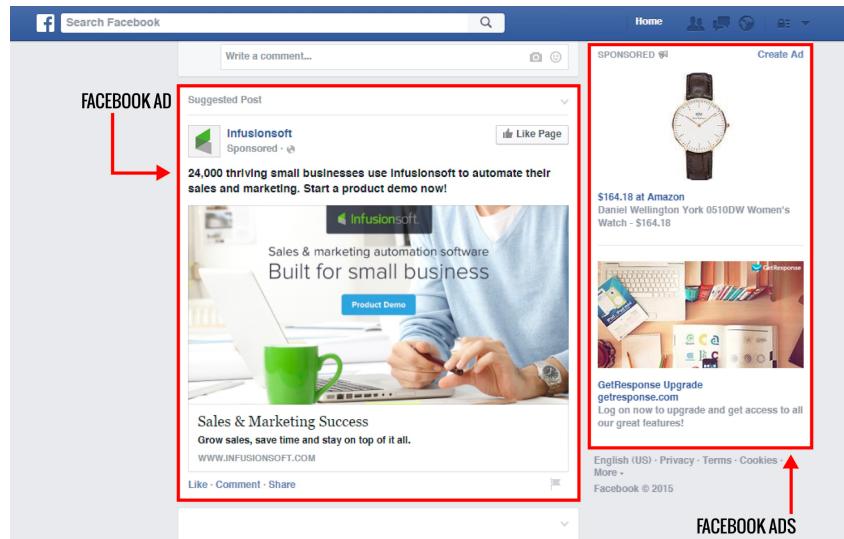
6. Facebook does not allow the users to choice the type of content they would like to watch instead it just provides us with the most popular video on platform.



7. As marketplace is the main selling point of facebook, still location services wasn't asked to us when we joined in.



8. Facebook ads cover-up majority of the screen space due to which the users might get distracted.



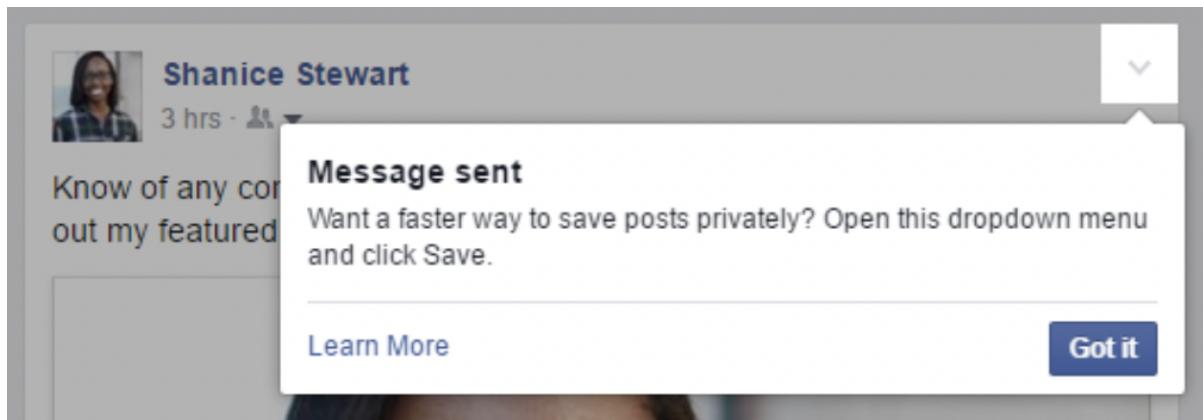
9. Iconography of the website does not really make sense when it come to segregation

The image shows a Facebook home page with a sidebar on the left containing a 'Home' section with various icons for different features like Groups, Stories, and Friends. The main feed area includes a 'Stories' section with a strawberry icon, a post from 'Tom Russo' with a sunset icon, and a 'Suggested' section for 'Groups' featuring a food-related image.

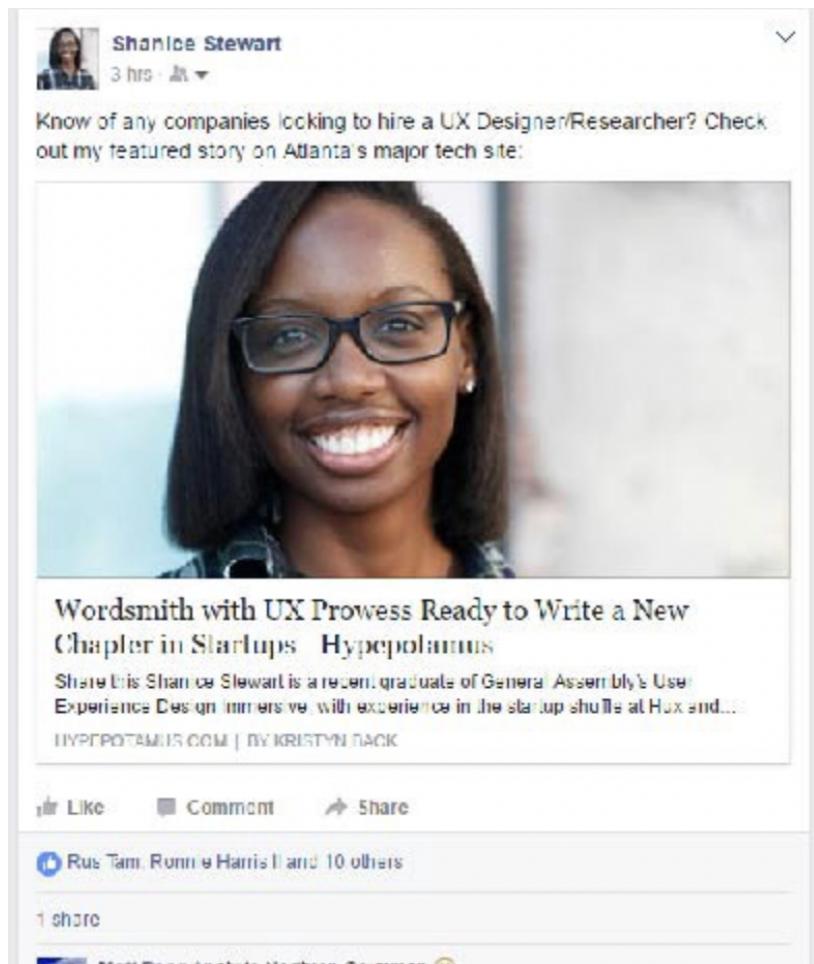
10. Conventional websites design suggest that the search bar should be on the top left so that the users does not have to provide extra effort and it has more psychological effect than the visual aspect.



11. Quick access icons for faster and better engagement, as in the current system it is more time consuming and requires more interaction



12. Save and like on the same level as it would help with faster accessibility.



13. Facebook currently aims for an inclusive audience which can be made better by using a fixed set of icons and colors as we can use different set of plugins to convert such websites so that it is accessible for a bigger audience.

14. Save a post using Facebook's save feature. At first, no one knew how to do this. The first sentiment 75% of the time was "I don't think you can do that." One tester went through the flow for *sharing* the post with themselves. One figured it out by

clicking the faint grey arrow in the top right hand corner of the post. Others stared blankly at the screen as if to say “Help.” I would then ask them to touch the same arrow. From there, they would lead themselves through to save the post.

15. The current system has multiple constraint layouts and auto scroll due to which the cognitive load shifts in fraction of seconds and this creates a rather odd interaction of the user with the platform