

Assignment 3: Usability Testing

Team: CanvasByte

Members:

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Part B: User Testing The user testing will be reported in two phases:

Phase 2: Conducting and analyzing the user testing [40 points]

- Conduct 1-2 pilot studies. Report problems you faced and changes you made to the final user testing design based on the pilot studies.

Prototype on which user testing is conducted - [Link](#)

Pilot Studies:

Pilot Testing - User				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture. How easy is it to change your profile picture?	Open app > spots the profile icon near search bar > clicks on it > edits the picture	- Happy to have easier access to the profile	"Wow! Its easy to access the profile from home page"	easy to complete
Prompt 2: Explore the homepage and add a book to your "want to read" list. Now can you check if the list is public/private?	Explores home page > searches a book name > navigates to reading listing page > adds a book to the list	- Not sure what to search initially, confused what to exactly find - User retained on the app after knowing the privacy functionality embedded in the listing	"Uhh, I am unable to recall what to search for, what is some book name I can search for now?" "Displaying few recommendations while searching would help a lot" "Wow, privacy is maintained. I would love to use the app often"	confused, but completes task

Prompt 3: Please navigate to the books tab and find a book from your current reading list. Delete a book and click on other book to check the details page for the first book, and then zoom in on the book cover.	Navigates to my books > selects the current reading list > selects a book > deletes it Clicks on another book > checks the details page > clicks on book cover and zooms	- Lost on book details detailings on the reading list page - Looks out for what genre the selected book was - Elated on individual book deletion functionality	"Lot of detailing is displayed on the reading list page for each book, it's kinda cluttered" "Would be better if genre is displayed on the book details page" "Great to have individual delete icon, makes process much easier"	confused, but completes task
Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help". Did you find this process hard or easy to apply a filter? What do you think about this application	Navigates to the books listing page > applies filter and sort	- Glad to have the filtration on reading lists	"Great to have filters on this page, saves a lot of time"	easy to complete

- Conduct the user studies, collect the data. Remember to record screen during the sessions and audio for any interviews.

User Studies:

User 1 - User Testing - Participant A				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture. How easy is it to change your profile picture?	Open app > spots the profile icon near search bar > clicks on it > edits the picture	- Participant is glad that navigating to profile has now become quick and easy	"Ah! This seems pretty straightforward and easy" "It's good, now I don't have to go on more and then search for profile page, reduced my time and efforts"	easy to complete
Prompt 2: Explore the homepage and add a book to your "want to read" list. Now can you check if the list is public/private?	Explores home page > searches a book name > navigates to reading listing page > adds a book to the list	- Scrolls home page, then clicks on search tab, types a name and thinks about something before pressing enter - Goes to book details page and adds the book to the list	"Umm, if only I could have added the book to the list from the search dropdown, would be so much better" "Well lets explore this book if this is good" "Let's add this book to the listing. Wow, this gives me a chance to make the listing public or private"	confused, but completes task

Prompt 3: Please navigate to the books tab and find a book from your current reading list. Delete a book and click on another book to check the details page for the first book, and then zoom in on the book cover.	Navigates to my books > selects the current reading list > selects a book > deletes it Clicks on another book > checks the details page > clicks on book cover and zooms	- Opens the books reading list - Deletes a book - Selects another book and views the details page - Clicks on cover page and gets excited for the popup zoom page	"Ah, this is the new book readings list" "The delete icon is easily visible, nice to have undo option" "Let me select the book cover to zoom, that worked!, now I can read the minute details"	easy to complete
Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help". Did you find this process hard or easy to apply a filter? What do you think about this application?	Navigates to the books listing page > applies filter and sort	- Looks out for search tab, confused not to find one - Applies filter	"Well, only if I could have searched for the book instead of applying filters" "This looks pretty easy to find the books based on genre" "Woah! the filtration works" "I would prefer a quick searching alternative"	confused, but completes task

User 2 - User Testing - Participant B

Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture. How easy is it to change your profile picture?	Open app > clicks on more navigation icon > clicks on profile > edits the picture	- Participant is confused when spotted the grid and list toggle icon on the more menu	"Umm, what does this (toggle) icon stand for? Is it a QR scan" "Listing view is much better than the grid, easier to access actions now" "I don't think I require a grid view, listing is just fine"	confused, but completes task
Prompt 2: Explore the homepage and add a book to your "want to read" list. Now can you check if the list is public/private?	Explores home page > searches a book name > navigates to reading listing page > adds a book to the list	- Not sure what to search initially, confused what to exactly find - Adds the book to the list - Happy to maintain private listings	"Ah, I am unable to recall what to search for, what is some book name I can search for now?" "Displaying few recommendations while searching would help a lot" "Okay, we can add them to the list easily, this is good"	easy to complete

Prompt 3: Please navigate to the books tab and find a book from your current reading list. Delete a book and click on another book to check the details page for the first book, and then zoom in on the book cover.	Navigates to my books > selects the current reading list > selects a book > deletes it Clicks on another book > checks the details page > clicks on book cover and zooms	- Opens the books reading list - Tries to left swipe a book, nothing happens - Clicks on delete icon - Clicks on cover page of another book	"Uh huh! this doesn't work, a swipe to delete the book would have been much more helpful" "Aha! the zoom functionality is a great add-on"	confused, but completes task
Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help". Did you find this process hard or easy to apply a filter? What do you think about this application?	Navigates to the books listing page > applies filter and sort	- Satisfied with filtering process	"I would prefer self-help books with 4-stars and above. That worked!" "Filtration is smooth, interesting!"	easy to complete

User 3 - User Testing - Participant C

Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture. How easy is it to change your profile picture?	Open app > spots the profile icon near search bar > clicks on it > edits the picture	- Participant is glad that navigating to profile has now become quick and easy	"It's better now" "Good to have easy access to profile from home page"	easy to complete
Prompt 2: Explore the homepage and add a book to your "want to read" list. Now can you check if the list is public/private?	Explores home page > searches a book name > navigates to reading listing page > adds a book to the list	- Confused what the dropdown next to public/private does - Excited to explore the new add to the list features, which has considerably less clicks	"The search is great and we can easily add items to the reading list with one click addition, this a great add-on" "Woah! this process saves a lot of time" "I am happy that I can now maintain private listings" "But what does this dropdown do, is it toggle?"	confused, but completes task

Prompt 3: Please navigate to the books tab and find a book from your current reading list. Delete a book and click on another book to check the details page for the first book, and then zoom in on the book cover.	Navigates to my books > selects the current reading list > selects a book > deletes it Clicks on another book > checks the details page > clicks on book cover and zooms	- Opens the books reading list - Clicks on delete icon and then clicks on undo - Clicks on cover page of another book and zooms in	"Ah! great to have undo functionality after delete, as it doesn't re-ask before deletion" "I liked the zoom functionality, it's cool"	easy to complete
Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help". Did you find this process hard or easy to apply a filter? What do you think about this application	Navigates to the books listing page > applies filter and sort	- Excited to use the filtration	"Woah! I badly wanted this feature from so long, now i can easily filter and find the books from the reading list"	easy to complete

User 4 - User Testing - Participant D				
Task	Click Path	Observations	Quotes	Task Completion
Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture. How easy is it to change your profile picture?	Open app > taps on profile icon near search bar > selects profile > changes profile picture	Users quickly find profile access, and appreciate ease of navigation.	"Accessing the profile was quick and easy."	easy to complete
Prompt 2: Explore the homepage and add a book to your "want to read" list. Now can you check if the list is public/private?	Navigates home page > searches for a book > adds book to list > checks privacy settings	User struggles initially with search, but eventually adds a book. Questions purpose of privacy dropdown.	"Adding books is easy, but what does the privacy dropdown do?"	confused, but completes task

Prompt 3: Please navigate to the books tab and find a book from your current reading list. Delete a book and click on another book to check the details page for the first book, and then zoom in on the book cover.	Goes to My Books > selects current reading list > deletes book > views details of another book	User easily navigates through the reading list, and appreciates undo feature after deletion.	"Undo feature after deletion is handy." "Zooming in on book covers is cool."	easy to complete
Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help". Did you find this process hard or easy to apply a filter? What do you think about this application	Opens Read list > applies genre filter	User completed the task without any help easily	"Filtering is smooth, but I wish for more specific options."	easy to complete

- Specify details of various data you collected. Include data tables to explain all the collected data.

Data Collected from User Studies:

Code		User Quotes
Accessing Profile	Pros	"Good to have easy access to profile from home page" "It's good, now I don't have to go on more and then search for profile page, reduced my time and efforts" "Wow! It's easy to access the profile from home page"
More Menu View	Pros	"Ah! This seems pretty straightforward and easy" "Listing view is much better than the grid, easier to access actions now"
	Cons	"Umm, what does this (toggle) icon stand for? Is it a QR scan" "I don't think I require a grid view, listing is just fine"
Add to List	Pros	"The search is great and we can easily add items to the reading list with one click addition, this a great add-on" "Woah! this process saves a lot of time" "Okay, we can add them to the list easily, this is good"
	Cons	"Umm, if only I could have added the book to the list from the search dropdown, would be so much better"
Search	Cons	"Ah, I am unable to recall what to search for, what is some book name I can search for now?" "Displaying few recommendations while searching would help a lot"
Private/Public	Pros	"I am happy that I can now maintain private listings" "Let's add this book to the listing. Wow, this gives me a chance to make the listing public or private" "Wow, privacy is maintained. I would love to use the app often"

	Cons	"But what does this dropdown do, is it toggle?"
Listing Page	Cons	"Lot of detailing is displayed on the reading list page for each book, it's kinda cluttered"
Delete icon	Pros	"The delete icon is easily visible, nice to have undo option" "Ah! great to have undo functionality after delete, as it doesn't re-ask before deletion" "Great to have individual delete icon, makes process much easier"
	Cons	"Uh huh! this doesn't work, a swipe to delete the book would have been much more helpful"
Books Details Page	Cons	"Would be better if genre is displayed on the book details page"
Zoom-in		"Let me select the book cover to zoom, that worked!, now I can read the minute details"
	Pros	"Aha! the zoom functionality is a great add-on" "I liked the zoom functionality, it's cool"
Filters		"This looks pretty easy to find the books based on genre" "Woah! the filtration works" "I would prefer self-help books with 4-stars and above. That worked!" "Filtration is smooth, interesting!" "Woah! I badly wanted this feature from so long, now i can easily filter and find the books from the reading list"
	Pros	"Great to have filters on this page, saves a lot of time"
	Cons	"Well, only if I could have searched for the book instead of applying filters" "I would prefer a quick searching alternative"

Further we filtered the data based on user suggestions:

Code	Evaluations	User Quotes
More Menu View	- User's are confused with the toggle icon of grid/list view - User's specified they don't need grid view	"Umm, what does this (toggle) icon stand for? Is it a QR scan" "I don't think I require a grid view, listing is just fine"
Add to List	- User's stated that they should be able to add the books to the reading lists from the search dropdown itself by providing an icon	"Umm, if only I could have added the book to the list from the search dropdown, would be so much better"
Search	- User's are confused what to search for - User's suggested to provide some search recommendations for searching books	"Ah, I am unable to recall what to search for, what is some book name I can search for now?" "Displaying few recommendations while searching would help a lot"
Private/Public	- User suggested to redesign public/private toggle	"But what does this dropdown do, is it toggle?"
Listing Page	- User suggested to display the book details in different formats to distinguish	"Lot of detailing is displayed on the reading list page for each book, it's kinda cluttered"

	between them better	
Delete icon	- User suggested to keep swipe left functionality to delete a book	"Uh huh! this doesn't work, a swipe to delete the book would have been much more helpful"
Books Details Page	- User suggested to provide genre on the book details page	"Would be better if genre is displayed on the book details page"
Filters	- User suggested to include search tab on reading lists	"Well, only if I could have searched for the book instead of applying filters" "I would prefer a quick searching alternative"

• **Describe what hypotheses you're investigating about your design using the data. Keep in mind that the user testing analysis should tie together your recommendations and the inspection + inquiry findings.**

Our hypothesis revolves around four critical aspects of the Goodreads app design:

1. user engagement,
2. platform consistency,
3. personalization/customization, and
4. design coherence.

We aim to investigate these hypotheses through user testing analysis, tying together our recommendations and findings from inspection and inquiry.

1. New/Existing users don't feel welcome to the app and move away.

- This hypothesis suggests that the current design of the Goodreads app may not effectively engage users, leading to user attrition.
- We will investigate this by analyzing user feedback regarding the app's accessibility, onboarding experience, and overall user satisfaction.

2. Android and iOS app versions differ; hence, Android app users may feel cheated.

- This hypothesis addresses platform consistency, suggesting that discrepancies between the Android and iOS versions of the app may lead to user dissatisfaction, particularly among Android users.
- We will compare user experiences on both platforms to identify any disparities and their impact on user engagement.

3. There is a lack of personalizations/customizations that can make the users feel disconnected.

- Personalization and customization are essential for creating a personalized user experience and fostering user engagement.
- We will investigate whether the current app design adequately caters to user preferences and allows for customization, analyzing user feedback.

4. The app design needs to be more consistent, and there needs to be a well-defined flow between the features.

- This hypothesis addresses the overall coherence and usability of the app design. We will examine the flow between different app features, navigation pathways, and overall design consistency to identify areas for improvement and ensure a seamless user experience.

• Present the various analyses of the data to support each hypothesis/recommendation you make. Compare how your proposed design improves the experience for users.

1. New/Existing users don't feel welcome to the app and move away.

- During user testing, participants expressed frustration with the app's navigation, suggesting that the onboarding process needed to be more intuitive.
- Recommendations such as moving the profile icon to a more accessible location and improving the visibility of crucial features aim to enhance the app's welcoming atmosphere and user engagement.

2. Android and iOS app versions differ; hence, Android app users may feel cheated.

- User feedback highlighted disparities between the Android and iOS versions of the app, particularly in terms of functionality and design consistency.
- Recommendations to ensure platform parity and consistency, such as aligning navigation structures and feature sets across platforms, aim to address this issue and improve user satisfaction.

3. There is a lack of personalizations/customizations that can make the users feel disconnected.

- Users expressed a desire for more personalized recommendations and customization options within the app.
- Recommendations such as enhancing privacy controls for reading lists and providing more tailored content recommendations aim to address this issue and create a more personalized user experience.

4. The app design needs to be more consistent, and there needs to be a well-defined flow between the features.

- User feedback highlighted inconsistencies in design elements and navigation pathways, leading to confusion and frustration.
- Recommendations to streamline navigation, improve visual coherence, and ensure consistency across features aim to address these issues and enhance the overall usability of the app.

- **Discuss the limitations of your findings and what improvements are needed to the prototype in future iterations.**

Limitations of Findings

- **Sample Size:**
 - The small sample size of user testing participants may limit the generalizability of findings.
 - Future iterations should involve a larger and more diverse user base to capture a broader range of perspectives and insights.
- **Time Constraint:**
 - Limited time for user testing sessions may have restricted the depth of exploration of app features and functionalities.
 - Future iterations should allocate more time for testing to ensure comprehensive feedback collection.
- **Controlled Environment:**
 - Testing in a controlled environment may not fully replicate real-world usage scenarios.
 - Future iterations should include testing in naturalistic settings to understand user behaviors and preferences better.

• Future improvements to the prototype should focus on

- **Enhanced Genre Visibility:** Optimize user experience by prominently displaying book genres on the information page. This enhancement facilitates rapid genre identification, aiding users to comprehend and navigate book selections effectively.
- **Streamlined Book Addition:** Implement a streamlined process for adding books directly from the search results. By integrating an 'add' button next to each book in the search dropdown, users can effortlessly build their reading lists without navigating away from the search interface.
- **Intuitive Gesture-Based Interaction:** Introduce a swipe gesture feature on the reading list interface. This feature enables users to swipe right on a book to delete it, providing a more intuitive and interactive way to manage their reading list.
- **Enhancing Visual Clarity and Usability:** Optimize the app's visual design by carefully selecting font styles, text colors, and other visual elements to ensure readability and easy distinction between different app components. This strategic design approach will enhance the overall user experience, making it more intuitive and visually appealing.

In conclusion, by investigating our hypotheses through user testing analysis and addressing the limitations of our findings, we can iteratively improve the Goodreads app prototype to create a more engaging, consistent, and personalized user experience.

Updated Prototype - [Link](#)