



Usability Testing Report

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USABILITY TEST PLAN (OVERVIEW)

Introduction

Encourage is a **smartphone and browser application** that enables parents and carers of young children to receive advice from qualified experts 24/7 and regardless of their location.

Initial usability testing for Encourage (mobile application) was conducted with **6 participants** on **22, 23, and 24 May 2019**.

Goals

To **identify usability errors** and to **assess efficiency** of, and **satisfaction** with, task completion while using the Encourage mobile app, especially for new users.

Test Objectives

1. To observe **how users navigate** – especially, but not only, through onboarding.
2. To determine **whether users can locate themselves and core content** in the app.
3. To identify **whether current mechanisms for finding experts are suitable**.
4. To determine **whether mid-use sign-up requirements work** well for users.

Methodology

Usability testing will take place as **remote, moderated, one-on-one sessions** consisting of a briefing, open-ended questions, task performance/observation, and a debriefing.

Participants and Testing Schedule

See <https://drive.google.com/file/d/16QdtBl-Arlc00vWa5dD0oUNntCrVLYpv/view?usp=sharing>

Test Script

See https://drive.google.com/file/d/1lqUWVZoUdr4agyq9mUu08AD3YE95u_rP/view?usp=sharing

Original Prototype	https://invis.io/VNS3ZH6SKJF
New Prototype	https://invis.io/ZNSJ4ATQRMV

USABILITY TEST REPORT: AREAS OF OPPORTUNITY

ISSUE 1: A great deal of unintentional friction exists in the onboarding questionnaire (intended to match users with experts). This friction is due to confusing IA (e.g. separate screens to confirm user selections, but also ordering/logic of questions) and ambiguous copy.

SUGGESTED CHANGES:

- **HIGH PRIORITY** – Remove separate confirmation screens. Instead, add a “Continue” button at the bottom of questionnaire screens for user control. Also, change button states when selected (tapped) by users.
- **HIGH PRIORITY** – Remove Q1 entirely. Instead, allow users to filter the matches they eventually on the results screen, including a filter for availability (i.e. immediate vs. later).
- **HIGH PRIORITY** – Remove “Preparing for/considering parenthood” as a possible answer to the question: “How would you describe your current situation?”
- **MEDIUM PRIORITY** – Remove “Explore on your own” text link from Q1. “Skip” is adequate.
- **IN THE FUTURE** – In high-fidelity prototype, make sure to distinguish between button styles (active vs. inactive, options vs. CTAs) in high-fidelity prototype.

EVIDENCE:

- Four (4) testers hesitated at, and felt confused or frustrated by, Q1's or Q2's confirmation screen (though not both). These users found the “Back” link adequate for changing one's previous selections. Also, repetitions (headings, buttons) in the confirmation screens were interpreted as possible errors at first, and also give a false impression of requiring additional effort.
- In general, testers felt uncertain about the meaning of Q1's first option for answering: two (2) testers mistook “immediate answers” to mean written content.
- Lastly, one (1) tester pointed out that the requirement to answer Q2 and Q3 contradicts “immediate answers”. One (1) other tester noted that the target group of those “preparing for/considering parenthood” (possible answer to the question: “How would you describe your current situation?”) is distinct from all others.

ISSUE 2: Lack of clarity about certain key marketing/business details causes new users to prematurely exit the initial walkthrough and/or questionnaire onboarding, and also to hesitate before contacting an expert (due to lack of knowledge about pricing).

SUGGESTED CHANGES:

- **HIGH PRIORITY** – Write and insert full copy for the walkthrough, emphasizing online-only aspect.
- **HIGH PRIORITY** – Add links to dedicated screens with information about the expert selection process, consultation options, and payment to the individual walkthrough screens. Make sure these future screens have quick, easily identifiable links back to the walkthrough.

- **HIGH PRIORITY** – Remove the final walkthrough screen to shorten the onboarding process.
- **MEDIUM PRIORITY** – Add a direct link, on the Home (Discover) screen, to a separate in-app screen with information about consultation options.
- **LOW PRIORITY** – On individual experts' profile screens, move "Consultation options" up higher than "Availability." In future iterations, ensure that any pricing information is linked in a pop over from experts' profiles – not on the profiles themselves.
- **LOW PRIORITY** – Limit search filter for "Location" to countries, only. Also, clarify on the filter screen that "Location" can help determine insurance or other eligibility, but is not about in-person consultations.

EVIDENCE:

- Four (4) testers temporarily exited the onboarding questionnaire at Q1 via "Explore on your own" because they felt the need to "preview" or "get a feel" for the app before investing time in the questionnaire.
- Three (3) testers expressed a strict need to know (more) about pricing and payment structures before messaging an expert, or taking any other irreversible action, and expressed more interest in "Consultation options" than in "Availability" as a factor in decision-making.
- However, one (1) tester noted that while understanding costs would be the determining factor before booking a consultation, seeing these costs on an experts' profile would be unappealing.
- Two (2) testers assumed that the "Location" search filter implied in-person consultations, contrasting with their initial expectations for an online-only experience.

ISSUE 2: A great deal of unintended friction exists in the messaging process (for new users), largely due to copy issues. Although this did not impact task completion, it did lead to confusion and significantly increase time on task.

SUGGESTED CHANGES:

- **HIGH PRIORITY** – Clarify in the empty state copy (in a new message) any and all references to timelines. Make CTA to book a confirmation from this screen clearer. Suggest why/with what users might message an expert.
- **HIGH PRIORITY** – Keep opt-in default for enabling notifications, but instead of asking users on the message screen to opt-in after sending a message, incorporate this into the confirmation screen for new account sign-ups (mandatory before messaging). Also, for users who have not enabled notifications, add a reminder on their Home (Discover) screen.
- **MEDIUM PRIORITY** – Add empty state prompt text in the text input field.
- **LOW PRIORITY** – In the automatically generated system reply to new users' first messages, explicitly inform them that they may exit the app if they desire.

EVIDENCE:

- Two (2) testers simultaneously expressed appreciation for, but also momentary concern and confusion about, being asked to opt-in to notifications of replies.

- In general, though all testers did eventually interpret the copy meaning correctly, they had to pause to consider the empty-state copy, due to multiple timelines mentioned.
- Two (1) testers hesitated before typing an initial message to the expert, due to lack of clarity surrounding pricing, and whether it would be appropriate and expected to ask this of the expert.
- One (1) tester was initially unsure where to type on the screen, due to lack of prompt text.
- One (1) tester was very surprised that they were not being delivered additional content to extent their engagement in-app after sending a message. This radio silence resulted in anxiety about what to do next.

ISSUE 4: Though users interpreted Home (Discover) screen elements easily and appreciated (most of) its content, greater personalization was expected in return to having completed the onboarding questionnaire and signing up for a new account. Also, minor points of friction exist due to certain elements on the screen and the length of time it takes to reach it as a new user.

SUGGESTED CHANGES:

- **HIGH PRIORITY** – Personalize Home screen content (expert suggestions, but also topics in the “Browse by topic” feature) based on the user’s child(ren)’s approximate age and parent’s current concern, if/when new users have completed onboarding questionnaire. Also, add a prompt on the Home screen, as well as on the Account screen, asking *all* new users to enter their child(ren)’s birthdates to find experts faster in the future.
- **HIGH PRIORITY** – For not-logged-in users, add a link in the top-right corner to log in. Also, add a clear CTA to sign-up (with a secondary CTA for existing but not-logged-in-users) at the top of the screen for this segment.
- **MEDIUM PRIORITY** – Personalize the greeting for just logged-in (or just signed-up) users at top of Home screen, including a list of notifications and reminders.
- **MEDIUM PRIORITY** – Add a direct link to find experts (via the onboarding questionnaire) from the Home screen, so that all users – not just brand new ones – can access this feature.
- **LOW PRIORITY** – Remove the “Most popular experts” card from the home screen.

EVIDENCE:

- Personalization was a planned MVP feature that should have been executed before user testing. In addition, two (2) testers explicitly mentioned surprise, and disappointment, that more personalization was not delivered after providing data via the onboarding questionnaire.
- One (1) tester noted that they were not aware that they were *not* logged into the app when on the Home screen.
- Four (4) testers questioned the rationale behind, and true value of, seeing “Most popular experts” at all, and/or noted that seeing so many specific experts’ details on the Home screen was not interesting and/or necessary.

ISSUE 5: Search results and added functions (filtering, sharing, bookmarking) were easily understood and used by testers, but information presented in search results can be optimized for a more efficient user experience.

SUGGESTED CHANGES:

- **HIGH PRIORITY** – Add access to individual filters for search results (but also, onboarding questionnaire matches and users' bookmarks) directly on the same screen, and change button states to indicate when primary filters have been activated. Do not include "Location" as a primary (on-screen) filter, but place it within "Additional filters".
- **HIGH PRIORITY** – De-emphasize experts' next availability in search results. Add "Availability" as the primary (first) on-screen filters. Also, add experts' working languages to search results.
- **LOW PRIORITY** – Add ability to "Share" all search results at once.

EVIDENCE:

- Various testers indicated that, in addition to "Location" possibly (and erroneously) indicating in-person consultation options, "Availability" is not *always* a primary information need while searching for an expert, e.g. by name. Instead, "Language" is a more important criteria for selecting an expert.
- Also, multiple testers indicated that in the absence of an in-app option, the easiest way for them to share all search results would be to take a screenshot, then exiting the app entirely to send the image via email or a messaging app.