

InkWell Usability Test by Jazlyn Taylor

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Background: InkWell is an app that aims to make the entire process of getting a tattoo easier, from choosing a design to finding the best aftercare tips. We want to provide a one-stop shop tattoo resource app.

Goals:

- Test learnability of the app's primary functions
- Identify any pain points experienced by participants during their tasks

Test Objectives: I wanted to determine if participants understood the purpose and value of the app. I observed how users navigate the app functionalities and find information as they worked through the various tasks in the study

Methodology: The study was held at a coffee shop & in my apartment complex and was conducted as moderated, in-person tests. The test included an overview of the app, task performance using the InkWell, and a debriefing to get final thoughts and feedback.

Participants: I tested 6 different users. For more detailed information, see here:

<https://docs.google.com/spreadsheets/d/1qWgB6HhYaZDX50RsePleSIew7I92TLx3b3QCK6uQjEM/edit?usp=sharing>

Script: For a detailed look at the Test Script, see here:

https://docs.google.com/document/d/1w_Gbqlb0v-aAw0Dsf3ZbPm2p6x3Q_Z8tpDG_SO-MrY/edit?usp=sharing

Test Report Introduction

Issue 1: No Back Button from the Categories Page to the Design Page (high)

- Suggested Change: Rework the menu design and incorporate clear back navigation on all pages
- Evidence: Users need a way to go back to previous screens

Issue 2: No icon menu at the bottom of the screen (high)

- Suggested Change: Redo the navigation to include an icon menu on the bottom of the screen
- Evidence: Users have come to expect an icon menu in apps & adding one will increase ease of use

Issue 3: A user tried to click on an image on the home screen when prompted to find more information about the blackwork style (medium)

- Suggested Change: Give titles to the home screen images/make it clear that they are articles or links
- Evidence: Images on the home screen need to be labelled so users do not confuse them with other features.

Issue 4: Users did not know the difference between different styles of tattoos (medium)

- Suggested Change: Create a quiz for users to take to give them guidance about which tattoos may work for them or have an introductory article about different styles of tattoos
- Evidence: The purpose of this app is to provide guidance to users about tattoos and it should provide some introductory knowledge about different styles

Issue 5: A user tried to save the design to their camera roll instead of selecting the heart icon on the design (low)

- Suggested Change: Give the option to save to camera roll in a pop up screen
- Evidence: The option to save an image to the camera roll is a common feature in other apps and could be beneficial to users of this app as well.