



Usability Testing

4.5: Conducting Usability Tests

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Usability Test Plan & questions

Methodology

Moderated in-person and remote in London

Schedule

The tests were conducted on the 29th & 30th May

Participants

6 participants from different background have been recruited

Equipment

Smartphone for the prototype

Skype for the remote test

Laptop and Quicktime to record the sessions

Open ended questions

- * What are your initial thoughts about the app?
- * What appeals to you?
- * Do you understand the purpose of the app?

Scenarios

1. You're coming back home after work and realise that your fridge is not cooling anymore. You want to avoid booking an appointment with a handyman company and decide to use Simply Ask to ask an expert how to fix your fridge.
2. You sent a message to an expert about cooking advice using Simply Ask and you would like to double check the message that you just sent.
3. You want to ask an expert how to install your new washing machine. Before you ask any specialised experts, you want to browse their profiles and check their background

Usability Test: Stephanie

Demographics

Age range: 30 - 34

Occupation: SEO manager

Location: London, England

Tasks

Overall, Stephanie navigated through the app very easily and said that it was very straight forward and made a few comments:

She mentioned that she would have liked to see a dashboard after logging in rather than landing on the "Ask a question" page.

While typing a question, she said that a voice search would be useful as well as being able to type the question.

She would like to have suggestions while typing a question, just like on Google so the users can be directed.

After sending a question, she thought that the "Related Appliances question" could have been put 2 steps before the user actually start asking a question so then he/she can browse the already answered questions first.

She also said that "An expert will get back to you shortly" is too vague and that a time range would help the users and set their expectations.

On the experts' profile, she feels the need to be reassured that the experts are actually verified with an icon for instance and if they are currently online.

Observations

Stephanie found the app useful, very straight forward and liked the general simplicity of use.

She didn't hesitate when clicking on the button and knew what she had to do.

Quotes

"The button should light up to encourage the user to click"

"Google is working a lot with voice search, it might do good on the app"

"You need a registered icon that install trust for the users"

Usability Test: Léa

Demographics

Age range: 18 - 24

Occupation: Assurance quality officer

Location: Paris, France

Tasks

Léa found the process of asking a question to an expert very straight forward and that there was no confusion. However, she did ask how long it would take for the experts to get back to her and if she could see when experts are online after selecting your category for more visibility.

She was a little bit confused when checking the messages and asked if it was a chat with other experts or the messages she sent and received from experts. Otherwise she found it very straight forward

The experts' profile was easy to find. She would have liked to see the number of reviews left as well as having more information on how many times the expert has replied to users.

She also found the icons too confusing. The star seems to be confusing as to whether it is to add to favourite OR rate the expert.

Observations

Léa navigated easily through the app and didn't ask many questions while doing the tasks. She found it very straight forward. I could tell that the most confusing part for her was understanding the icons on the expert's profile.

Quotes

"Having questions asked by other users can help"

"Is there a possibility to chat with users?"

"I like the drop down menu with all the categories, it helps adding a subject on my question"

Usability Test: Dino

Demographics

Age range: 30 - 34

Occupation: Country manager

Location: London, England

Tasks

Dino found the app useful as it would be very quick for the user to get an answer (no need to search on Google) asked about having an on boarding screen.

When asking a question, he said that being able to attach a file would be helpful especially when a user needs to send pictures.

Also, he mentioned that the users should be advised to be as specific as possible when typing a question, maybe suggesting a template depending on which category the users have selected.

When checking the messages sent, he thought that adding a search bar as well as adding different colours for each category would help the users finding the message they need quicker.

On the Experts' profile page, adding fields would help the users to sort the results and find experts easily. For instance, years of experience, how many answered replied etc...

Observations

Dino navigated quite easily through the app. He completed the tasks without difficulties.

Quotes

"It would be great to be able to send pictures to experts as well, it would help users to explain what they are talking about"

"It would be nice to add different colours for each category so that the users can visually recognise them"

"It could be a blocker for user to having to log in before being able to check what the app is about"

Usability Test: Sandrine

Demographics

Age range: 30 - 34

Occupation: Customer service training coordinator

Location: London, England

Tasks

It was quick and easy for Sandrine to recognise the navigation bar and ask a question to an expert.

She thought that adding the category would help the user to recognise messages and experts as well as a search bar to find an old message.

A little confusion when browsing the experts profiles, she wasn't sure if it was only the experts she contacted or all the experts available on the app.

As some of the other participants, there was confusion with the icons on the expert's profile. She thought that the experts should have the possibility to add their top skills to help users finding the right expert they need.

Observations

Overall, Sandrine enjoyed using the app, she was very enthusiastic and liked the idea of having an app that helps users, especially with self development she mentioned.

She also said many times that the app was already very nice and fun the use.

Quotes

"I like the way the navigation is made, I can recognise straight way what they mean"

"I really find the "draft" useful because when you are in the tube with no service it's good to be able to save the question you're writing"

"Google has too much data that can lead to wrong information so it's good to have experts available to answer your questions"

Usability Test: Giulia

Demographics

Age range: 25 - 29

Occupation: Customer service team leader

Location: Tallin, Estonia

Tasks

Giulia found it very straight forward, quick and easy to ask a question to an expert and check messages she has sent. She liked the idea of being able to ask an expert a question and get an answer quickly. Although she would like to have an idea of how long it could take.

It was also easy for her to recognise the buttons from the navigation bar.

On the expert's profile, she was confused by the icons, like the other participants.

She also said that "leave a review" would make more sense after an expert has replied to rather than on the expert's profile.

Observations

Giulia enjoyed the study, she was sharing a lot of personal experience when she needed the help of an expert which was very useful for me.

She found the tasks and how to complete them very straight forward.

Quotes

"I find it difficult sometimes to explain your problem on Google, especially when it's technical"

"I like the variety of categories and the fact that this app could help on so many different situation"

"Could be nice to be able to get in touch with experts around you"

Usability Test: Andrea

Demographics

Age range: 35 - 39

Occupation: front-end developer

Location: London, England

Tasks

Overall, Andrea found the app and processes very straight forward and easy.

Like other participants, Andrea was expecting landing on a dashboard after logging in.

After asking a question, he would like to have an estimate time before an expert replies to him.

He liked the way the messages inbox was built: very standard and easy to use. He compared it with other apps he used in the past. On he experts' profile, he would have liked to see a list of questions the experts have already answered, and see if they are active experts, and online.

The most important for him is to see the reviews from other users in order to trust an app.

Again, some confusions with the icons on the profile.

Observations

Overall, it was easy for him to navigate through the app. He specially liked the "My messages" layout as it was very simple and standard.

He recognised most of the icons apart from the ones on the expert profile.

Quotes

"I really like using simple, standard apps that aren't too difficult to use, it's clearer"

"When using these types of app, I really rely on users' reviews, especially when I don't know the app yet"

"I like the fact that I can compare different experts specialised in a specific category"

Usability Test Conclusion

Overall, the test went really well and was really productive for me. The participants were very expressive with their feelings which was really helpful.

What I've learnt:

- * An onboarding page is necessary
- * A dashboard could be helpful for the users
- * Being able to leave a review after the expert has gotten back to the user
- * The icons on the expert's profile are very confusing and need to be changed
- * Having the number of reviews left is important to get an idea of how active is the expert on the app.
- * The participants need to have an estimate reply time range