

## Yaystack Usability Summary Report

-Briana Brock

3 users were tested with the current beta for the app at the time of testing. Pretty wide demographic to ensure a range of types of users:

User 1- Slade	Male	40	Software Engineer
User 2- Mary	Female	28	Freelance UX Designer, Illustrator
User 3- Allen	Male	35	Full Stack Web Developer, former teacher

Overall, the users wanted to be able to click on the image for more information on the products, services, experiences, etc., few posts had links; the home page seemed unorganized and it was unclear if posts were from people they were following; there's no way to search for specific things (search bar at top of search page doesn't really do anything); there's no way to search by location; users wanted confirmation after posting recommendations; it is confusing, when adding (inviting) a friend, that the entire slide up menu ("add to notes", "copy", "save to files", "save to dropbox", "more...") pulled up, which was confusing to all users; a confirmation after sending text invite was wanted, it was unclear if invitation was successfully sent; all 3 users would trust a recommendation from a friend, 2 out of 3 users would not trust a recommendation from an "influencer" or person of status on social medias.

### User 1- Slade

#### Task 1: Open app, scroll

- Tags are evident
- Wasn't a fan of the videos (for some reason the sound would not turn off)
- "no rhythm or reason", "random", home page was confusing and unorganized
- Was not a fan of the orange color

#### Task 2: Sign up

- Icon was apparent
- Did not like adding his phone number, that would have been a stopping point (assumes there would be advertising calls or texts)
- "intuitive"
- The end of the signing up process was not clear (one of the pages being the "choose up to 5 categories" you're interested in)

#### Task 3: Search

- Search bar at top of search screen doesn't pull up anything (it only pulls up what has already been categorized in icons on the page)
- Liked the ability that users can take their own pictures for their posts
- "Ease of information and consumption is off-balanced with presentation", I'm interpreting that as there is no organization of titles of each post/image, sometimes you can't tell what the image actually is in the post

#### Task 4: Search restaurant by location

- User can only search icon categories, once clicked into an icon subject you can no longer search within that subject
- Expected to be able to search in search bar for location
- Ended up looking up "Friends" or "Followers" to search restaurants by location
- Was unsuccessful in searching by location

*I included this task because if there is a user in California recommending a local LA restaurant, that doesn't help me if I'm in Atlanta, Ga looking for recommendations*

Task 5: Post a recommendation

- Surprised by having to take a picture to post
- Had trouble tagging post with categories
- No validation of a successful post (i.e. "You've Posted!" or "Done!")

Task 6: Add a friend

- Icon was clear (went to home screen to add friend)
- Would have wanted "who" before "how", meaning after finding and clicking on "Add a Friend", it pulls up how to send invite instead of choosing the friend first

*This task ended up being Apple product specific, insofar as pulling up all share options including "add to notes", "copy", "save to files", "save to dropbox", "more...", which was confusing to user since he doesn't use an iPhone*

Statements and ratings:

- 1) Overall, the tasks were easy to complete- 4
- 2) The app was easy to use- 4
- 3) I was able to navigate with ease- 5
- 4) The symbols and wording were easy to understand- 4
- 5) I would personally use the app- 2
- 6) I would recommend this app to a friend- 2

Trust:

How likely are you to trust a friend or acquaintance recommendation?

Would trust way more than random stuff on the internet, feels social media is platform for advertisements and insincere source of recommendations, would trust people with existing relationships

How likely are you to trust a person popular on social media, an "influencer" or "thought leader"

Less, literally influencers make money

User 2: Mary

*For some reason the audio for the videos wasn't working even though the volume was up on my phone, and in the video the tasks in script were done out of order*

Task 1: Open app, scroll

- Not evident that it's a referral app
- Combination of social media and getting information of recommendations
- Hopes the posts on the home screen are from people that she's following
- On home screen, above some posts there are questions, it isn't evident that the titles belong to the videos/images (spaced too far)

Task 2: Sign up

- Expected way of signing up
- Didn't want to include profile picture when signing up
- Thought there were too many categories to choose from when signing up
- Was confused with "Questions/Users", what does it mean?

Task 5: Post a recommendation

- Surprised by having to take a picture to post
- Not evident, no confirmation, that it was a successful post
- Found the post under profile for validation
- Not sure what the categories represent

### Tasks 3: Search

- Confused with Questions, what are they referring to? “Are these questions other people are asking for recommendations?”
- Clicking on User: Why classify type of friend?
- When in a specific category, on the screen with “Posts/Questions”, it’s not clear what “Questions” means
- User can only search icon categories, once clicked into an icon subject you can no longer search within that subject
- There’s not a way to find out more about the post, wants to click on image to get information

### Tasks 4: Search for restaurant by location

- Wanted to use the search bar at top for specific locations, was unsuccessful
- Confused by “Questions/Users” on search page
- Pictures don’t do anything
- Wanted to search specific restaurant in the search bar, doesn’t pull anything up

### Task 6: Add a friend

- Went to profile to add friend
- The invitation pulls up the entire slide up menu including “add to notes”, “copy”, “save to files”, “save to dropbox”, “more...”, which was confusing
- Wanted to find friends that already have an account
- Wants a confirmation that invite was sent
- Thinks of “Add a Friend” like Facebook, being able to add people already in the app

### Statements and ratings:

- 1) Overall, the tasks were easy to complete- 2
- 2) The app was easy to use- 3
- 3) I was able to navigate with ease- 2
- 4) The symbols and wording were easy to understand- 3
- 5) I would personally use the app- 3
- 6) I would recommend this app to a friend- 4

### Trust:

How likely are you to trust a friend or acquaintance recommendation?

Friend, yes

How likely are you to trust a person popular on social media, an “influencer” or “thought leader”

“Influencer” maybe, “If I have a connection with them.”

Did not get a sense of the app pertaining to recommendations

### User 3: Allen

*Updated the app prior to testing, due to a glitch, user was unable to sign up for the app, it kept closing, that is the video titled “Allen Usability Testing first 4 minutes”*

*Also, due to leaf blower noise, please skip from time 12:40-13:14 (minutes) as we were not testing or talking*

#### Task 1: Open app, scroll

- Thought there was too much stuff on home screen

#### Task 2: Sign up

- Was unable to sign up due to a glitch

### Task 3: Search

- Easy, categories were clear, but unclear what to do next
- Wants a link to be within the post to pop up within the app, "is it up to me to google search the rest of it?"
- Not clear what to do with comments on post
- Search bar doesn't go anywhere, "maybe search isn't connected yet?"

### Task 4: Search restaurant by location

- Couldn't tell what images were, clicking on post doesn't tell much about restaurant
- States, it's like being at a party and someone tells you they found something cool and then just walks away
- "Should be better categorized"
- Wasn't easy, wasn't a "no brainer", "leaves a lot of guess work"
- "Daddy's" restaurant post was a great example as far as link being in post opening up within the app (not all posts have links)

### Task 5: Post a recommendation

- Icon was clear how to post
- Not evident you have to choose category, thought he got kicked out of screen, would like something like "What category does your post go in?"
- Not necessary to name/title your post
- No confirmation that the post successfully posted
- Wants other posts to include title and comments within the post

### Task 6: Add a friend

- Went to home screen to add friend
- Not easy, clicked on circle + icon at bottom of screen (did not notice the icon at top)
- The invitation pulls up the entire slide up menu including "add to notes", "copy", "save to files", "save to dropbox", "more...", which was confusing, thought the app was broken

### Statements and ratings:

- 1) Overall, the tasks were easy to complete- 3
- 2) The app was easy to use- 3
- 3) I was able to navigate with ease- 4
- 4) The symbols and wording were easy to understand- 4
- 5) I would personally use the app- 2
- 6) I would recommend this app to a friend- 2

### Trust:

How likely are you to trust a friend or acquaintance recommendation?

Would trust actual close friend. Such as, trusts recommendations from friends on Untapped

How likely are you to trust a person popular on social media, an "influencer" or "thought leader"

"No. Absolutely not." Doesn't care was celebrities are selling