

Usability Test: Clippd Mobile App

Fall, 2025

Team A

Introduction

Thank you for agreeing to do this usability test for the Clippd mobile app. Our team would like to see first-hand what it's like for real people to use the app, which we hope will help us improve it.

We're testing the app, not you. You can't do anything wrong here. We want to hear exactly what you think about the app. Be honest and don't worry about hurting our feelings. That will help us find problems that exist and will help us fix them.

For the test, we'll ask you to do certain tasks, and we'd like you to think out loud while you're doing them. If you have questions, just ask. If you have comments, go ahead and say them. We'll record your comments, but won't make them public. If, for any reason, you'd like to quit this test, then feel free to say so.

With your permission, we're going to record what happens on the screen. The recording will only be used to help us improve the app and won't be shared outside the project team.

Background Questions

We presume that you routinely get haircuts and use mobile apps for various services. How do you currently find hairstylists or clippers? Do you use word-of-mouth, Google searches, or other methods?

What's most important to you when choosing a hairstylist - location, price, style examples, reviews, or something else?

Before we begin, do you have any questions for me?

General tasks

I'll ask you to do some of the following tasks, depending upon how much time we have together. Please think out loud as you work through each task.

- a) Log in as a client (use id: client and password: clientpw):
You've just downloaded Clippd and want to create an account as a customer looking for a hairstylist. Please sign up for an account.
- b) Add Clippers to favorites (Client):
Browse the available stylists and add two or more clippers whose work you like to your favorites list so you can easily find them later.
- c) Remove Clippers from favorites (Client):
You've changed your mind about one of your saved stylists. Remove them from the list.
- d) Leave a review (Client):
Imagine you just got a great haircut from one of the stylists. Can you leave them a positive review about your experience?
- e) Login in as a professional (Clipper- id:clipper, pw:clipperpw)
Now imagine you're a professional hairstylist who has an existing account in the app.
Log out of your client account and try to login in as a Clipper.
- f) Update your profile picture(Clipper):
As a professional, you want to update your profile picture to make a better first impression. Try to change your profile picture.
- g) Add portfolio photos(Clipper):
You want to showcase your best work. Add one photo to your portfolio section.
- h) Edit the services you provide as a clipper (Clipper):
A nearby stylist reduced their haircut prices. To stay competitive, update your men's haircut price to match.

- i) Remove a service (Clipper):

Let's say your perm machine broke. Try removing the perm service.

Final observations

Do you have any final observations about the app? Would you actually use this app to find a hairstylist? Why or why not? Is there anything you expected to see but couldn't?

Thanks

Thank you for your willingness to help us test the Clippd app. The app is still in development, so we appreciate your help in improving it.

We'll contact you soon with a summary of what we found and how we hope to use it to improve the app. We'll keep the data from your individual session private and will only release aggregate data.