Usability Test Report: **Clippd**
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The A Team
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This usability test aimed to evaluate how real users interact with the Clippd mobile application and to identify areas for improvement across both client and professional ("Clipper") experiences. Participants completed tasks such as logging in, browsing stylists, managing favorites, leaving reviews, and updating professional profiles while thinking aloud. Their feedback provided valuable insights into navigation issues, interface expectations, and feature clarity that will guide the next development cycle.

The results from the test and the developer team's plans to address their feedback and concerns are as follows:

- App responsiveness is inconsistent, with several users reporting that buttons require multiple taps before registering actions. This issue negatively impacts the overall user experience and creates a sense of instability.
    - Developers will optimize touch responsiveness, improve tap-target accuracy, and address performance delays across the app.
- The Clipper homepage displays irrelevant client-facing content, causing confusion for professional users who expect to see their own metrics and performance insights.
    - Developers will redesign the Clipper dashboard to highlight personal analytics, recent activity, portfolio tools, and other professional features.
- Map functionality is unclear and lacks a location search feature, making it difficult for users to navigate or set locations during the test.
    - Developers will introduce a location search bar and enhance visual guidance to improve the intuitiveness of map interactions.
- Icons—especially the Favorites button—are too small and not visually prominent, leading some users to overlook or struggle to interact with key features.
    - Developers will increase icon size, contrast, and tap-target areas to improve visibility and usability.
- Clippers cannot view their own ratings, which users identified as an important missing feature. Professional users expressed the need to understand client satisfaction and track their performance.
    - Developers will add a visible section where Clippers can view reviews, average ratings, and performance history.

Users responded positively to Clippd's visual design, simplicity, and strong potential for connecting clients with skilled hairstylists. Several participants expressed personal interest in using the app once refined. However, performance issues, unclear map interactions, inconsistent tappable regions, and insufficient professional-mode clarity were identified as key barriers to usability. Addressing these concerns will significantly improve user satisfaction and support a smoother, more intuitive experience.