Chris Korkos - A10639886

Michael Garcia - A12336070

Nirmit Jasapara - A12370467
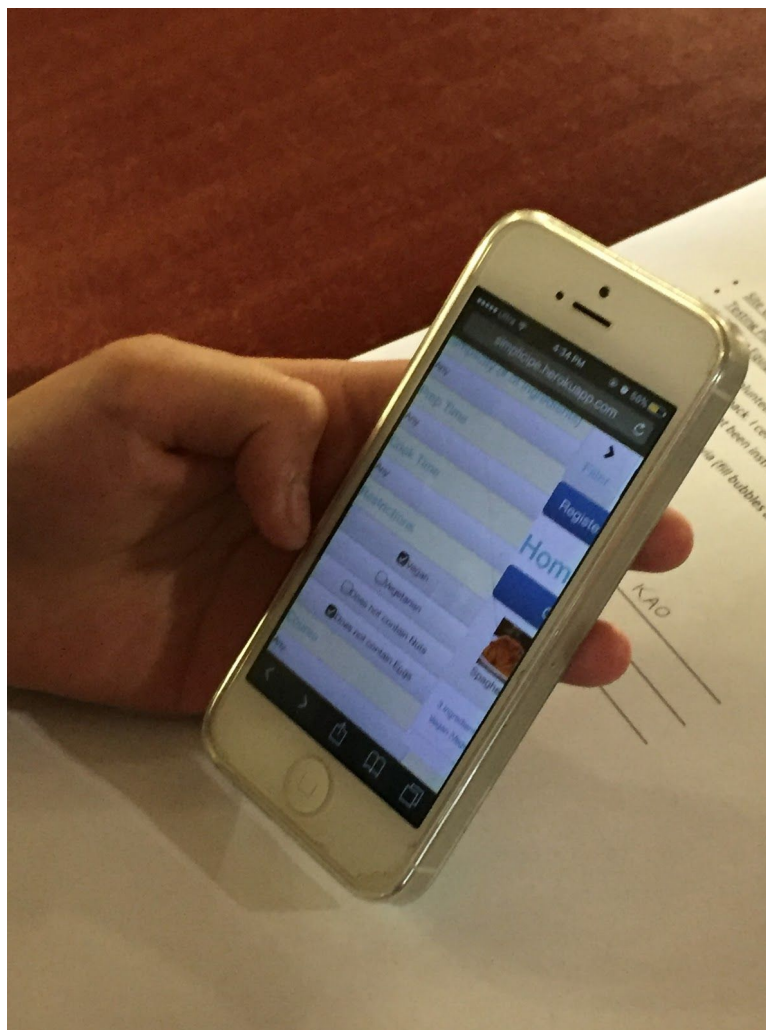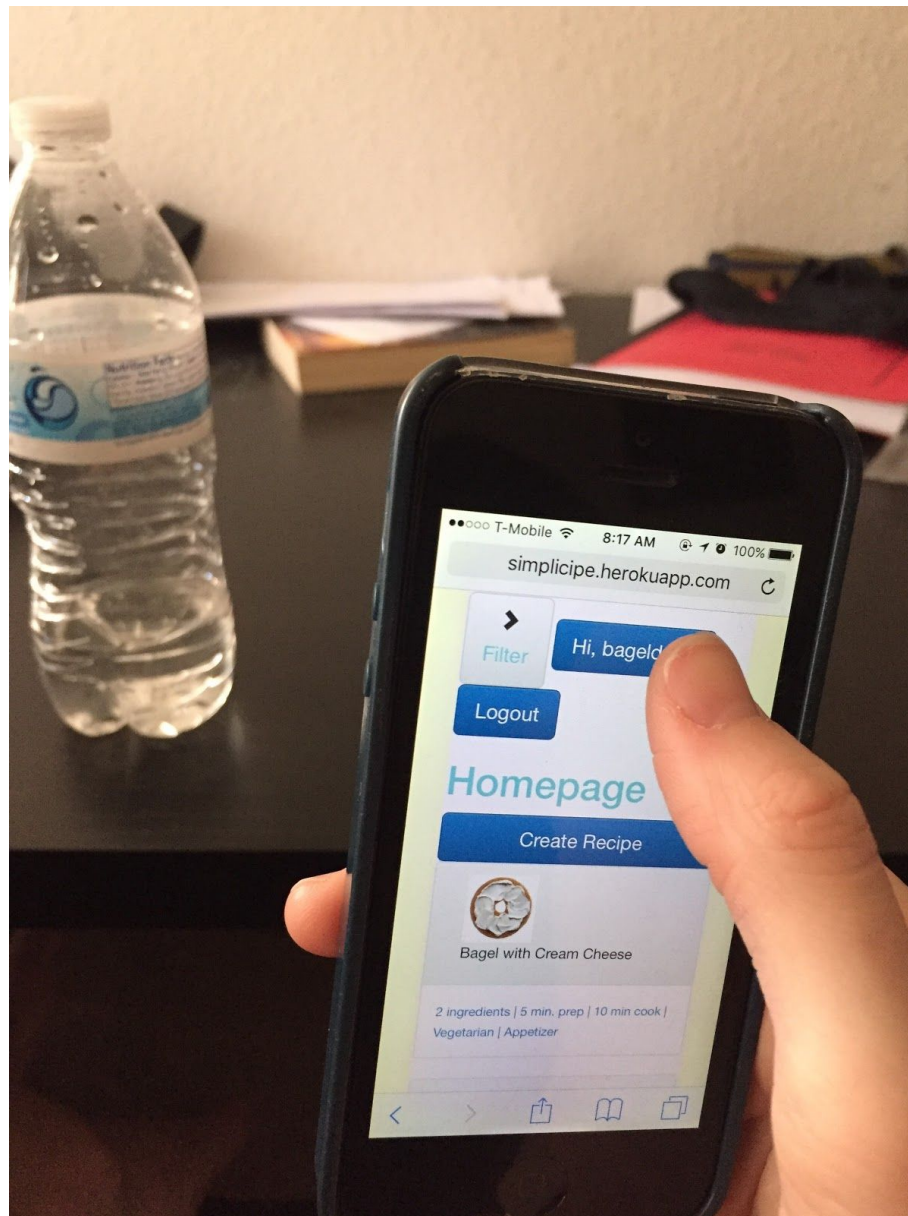
Status Quo, 9am

11/17/16

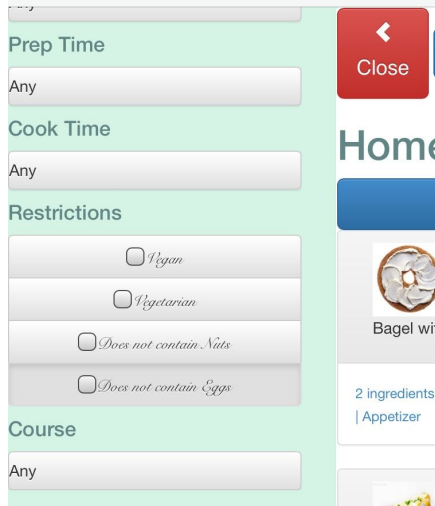## A7 - User Testing and Redesign

Notes from User Testing

Subject #1 (CK): This person had trouble closing the filter panel when finished selecting her desired filters. The panel would benefit from a submit/confirm button, to give a more clear way to return to the main page.
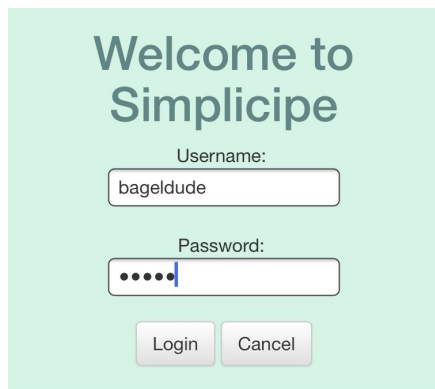
Subject #2 (AF): This person was confused by the "Hi, [user]" button, thinking it was a greeting and not immediately seeing it as an action button. They didn't look to click it until prompting to explore further. The text should be changed to a more direct phrasing, such as "View Account" or simply "Account". The layout of the two buttons could be changed as well, by placing them next to each other to show an association.
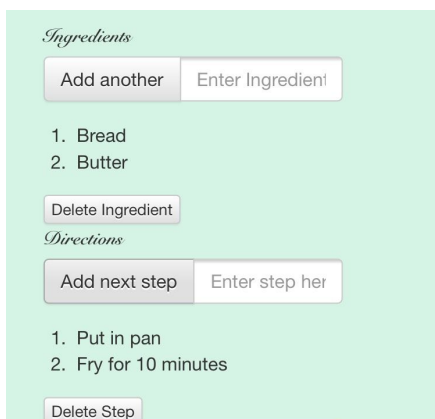
Pictures of Design Opportunities from User Testing

Prep Time

Any

Cook Time

Any

Restrictions

☐ *Vegan*

☐ *Vegetarian*

☐ *Does not contain Nuts*

☐ *Does not contain Eggs*

Course

Any

‹ Close

Home

Bagel wit

2 ingredients
| Appetizer

Opportunity 1: The filter panel can display changes with design changes to its button, specifically through color, text, and symbol. We found either a back button or an X would demonstrate the ability to close/confirm.

Welcome to Simplicipe

Username:

bageldude

Password:

•••••

Login   Cancel

Opportunity 2: We found the login page would benefit from protecting the privacy of a user's password. Changing the input type to block the characters increases our site's reliability and trustworthiness.

Ingredients

Add another   Enter Ingredient

1. Bread
2. Butter

Delete Ingredient

Directions

Add next step   Enter step her

1. Put in pan
2. Fry for 10 minutes

Delete Step

Opportunity 3: Both users expressed the need to go back and fix mistakes or edit their process while making a recipe. A delete button for certain ingredients or steps makes it easier to perfect a recipe.

List of changes implemented

1) Change of design to button that allows users to submit recipes
   a) Users were not entirely aware that the "Submit Recipe" button was meant for them to submit recipes that they created on their own
   b) one user also commented that the button appeared to be bulky and unappealing

2) Addition of a "Delete" button for added ingredients and directions
   a) During the testing, we found that if a user mistyped an ingredient name / direction and clicked "add" then they had no way of fixing the mistake.
   b) The addition of the "Delete" button will allow users to fix any mistakes or change the way they worded a particular direction

3) Addition of a "Close" button
   a) We found that as users were filling in the filtering options, they were unsure how to exit the filtering menu.
   b) The addition of a "Close" button will present a clear way to exit out of the filtering menu.

4) Make password appear as dots instead of characters.
   a) Both users pointed this out - for privacy reasons, the hiding of each user's password is necessary.

5) Change text on "Hello, bageldude" to "Account"
   a) Users didn't notice the button was clickable, because the text implied it was a greeting rather than an action.
   b) Making text more straightforward would likely lead to improved clickability with users.

Redesigned Site
- Site URL: www.simplicipe.herokuapp.com
- Alternate Site URL: http://simplicipe.herokuapp.com/newindex/:user
- GitHub Link:

<u>Description of A/B Test</u>

  We decided to change the design of our button that allows users to submit their own recipes. The original button read "Submit Recipe" and had a solid blue background. Its appearance was very plain and did not fully convey what exactly the user should be submitting, as in a recipe of his own or a recipe that he found online.

  The revised button now reads "Post Your Recipe" and has a distinguished border and background. The button now conveys to the users that they should submit recipes that they created. We believe that the revised button should prompt more users to submit their own recipes since they are more likely to see it, ss the button now has a border that stands out from the background, as well as understand its functionality, as the wording conveys a clearer meaning. We will measure how many users decide to click on the "Post Your Recipe" vs. "Submit Recipe" buttons to conduct the chi-squared test.