Usability test survey

Do you visit malls or large buildings often?
How do you navigate these buildings?

Museum
Goal 1: Sign up
Goal 2: Find and save a photo exhibition for later
Goal 3: Find directions to some modern art

Mall
Goal 1: Sign up
Goal 2: Find and save Microsoft for later
Goal 3: Find womens blazers
Goal 4: Report that the line is long

Did it live upto your expectations?
Did all the features seem useful to you?
Would you download and use this app?

STATS:

12 users were tested

5 users were familiar with the premise and purpose of the app before testing

10 users visited malls often, other 2 liked the museum example. The 10 users generally wander around to find spots inside the buildings.

Usability test findings

The flow of screens and sequence of events make sense, though some details on screen in terms of copy and iconography will make it easier to use.

The "Give Recommendation" feature was not clear and confused many people.

Augmented Reality Map was exciting, but users felt a 2D map would also be helpful.

Users would like competitor information to search results, with more sort and filter options.

After user arrives at their location they would like to see a timeout screen or tap to make the direction screen go away

Conclusions and next steps

Users found the app useful, many said they will use it for it's search and social features at buildings if they knew their way around the location.

One user referred to the app as "Yelp meets Waze Pokemon Go Style for inside"

The "Get recommendations" feature is renamed "Give Update" which allows user to give any kind of update like "There are free cookies" or "The line is super long" which are tied to any location in the building.

Going forward, more attention will be paid to:
Helper text in search fields
3D Touch support
and location markers

Changes

Comments:
"I think the order of questions is weird"
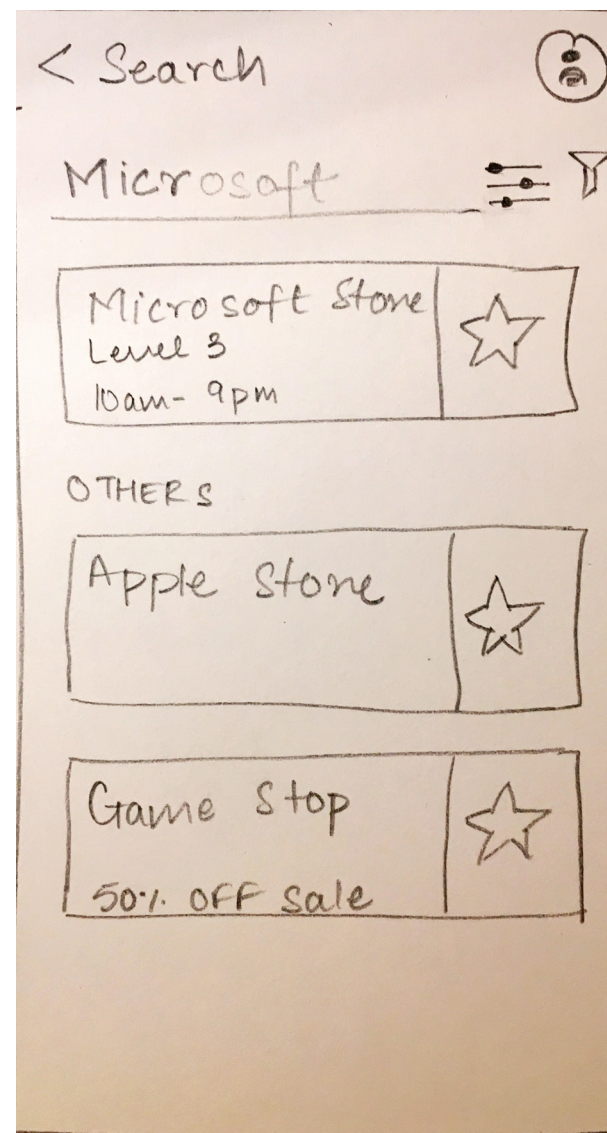
Solution:
The story is changed and questions reordered
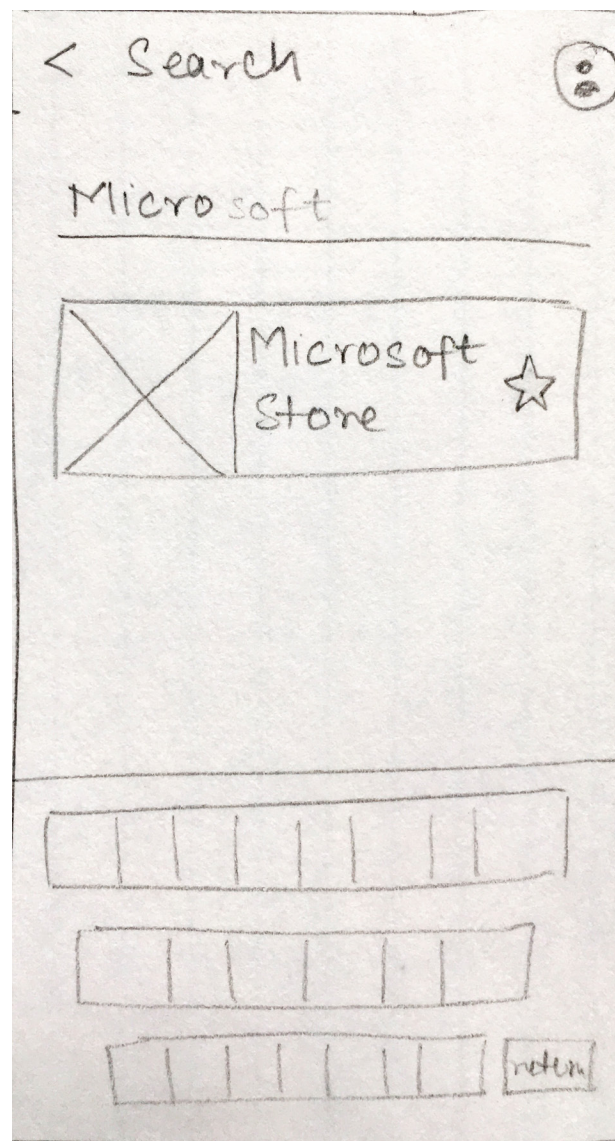
Comments:
"If I put in Sephora it would be fun if it told me MAC is 50% off"
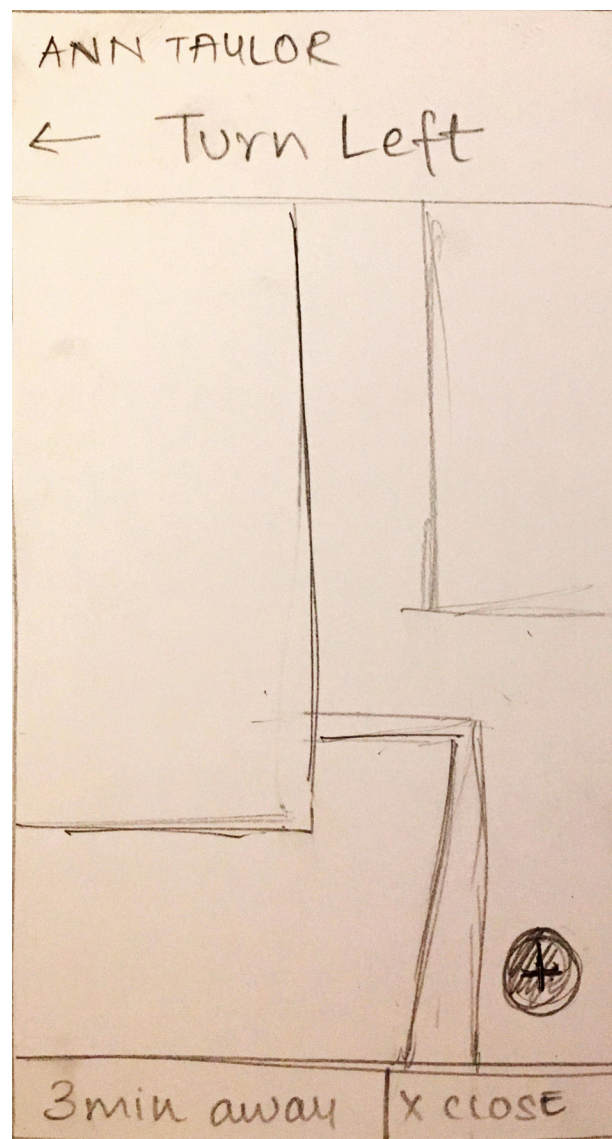
"I want to be able to set different price range, even though I said low budget before"

Solutions:
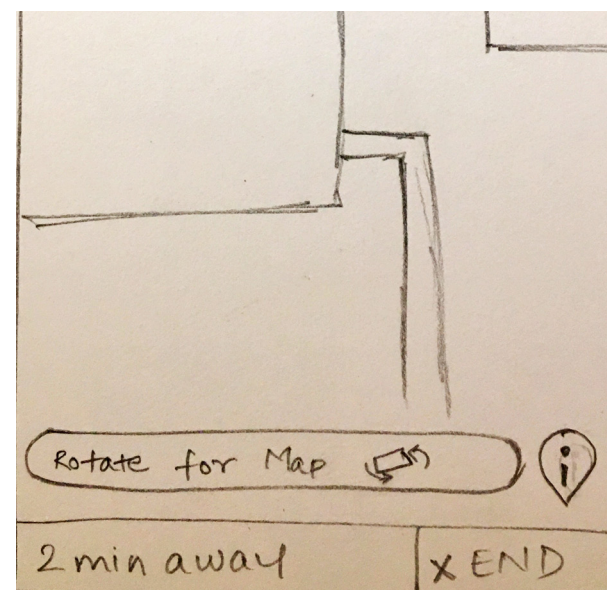A simple search and filter added next to the form field

Other competitors listed below the searched store and their sales

ANN TAYLOR

← Turn Left

3min away | X CLOSE

Comments:
"I like the AR map but I would like to see a normal map too, just be safe"

"I don't like Give Recommendation, it feels unnatural and weird"

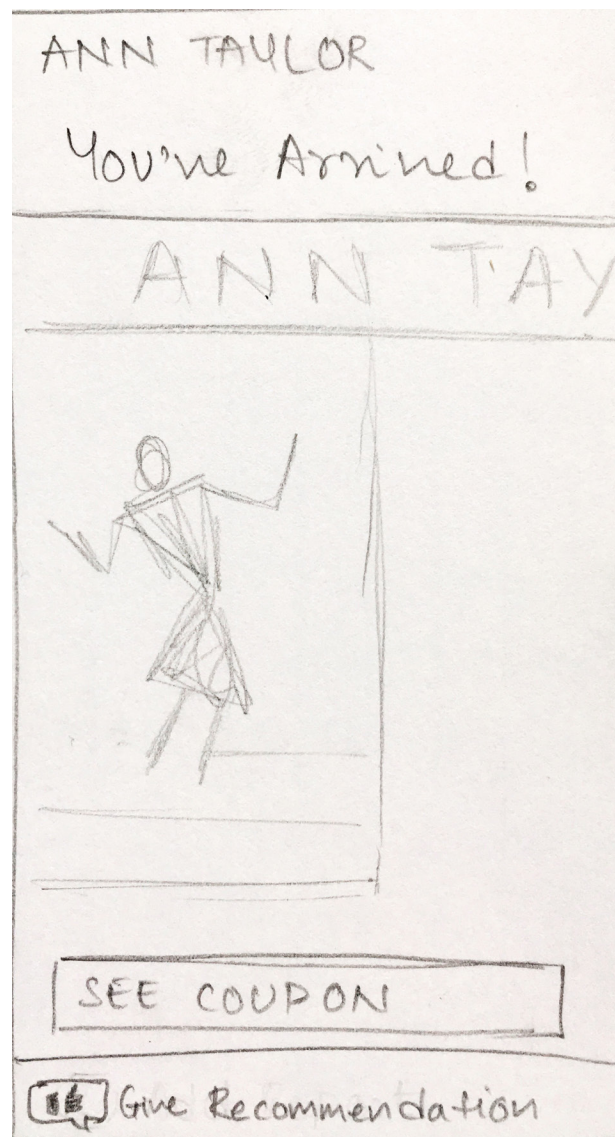Rotate for Map

2 min away | X END

Solution:
Added a 2D map to Landscape map

Give recommendation feature has been redesigned as "Give Update" and condensed to the location pin icon to the bottom

ANN TAYLOR

← Turn Left   Then ←

Rotate for AR

2min away   X END
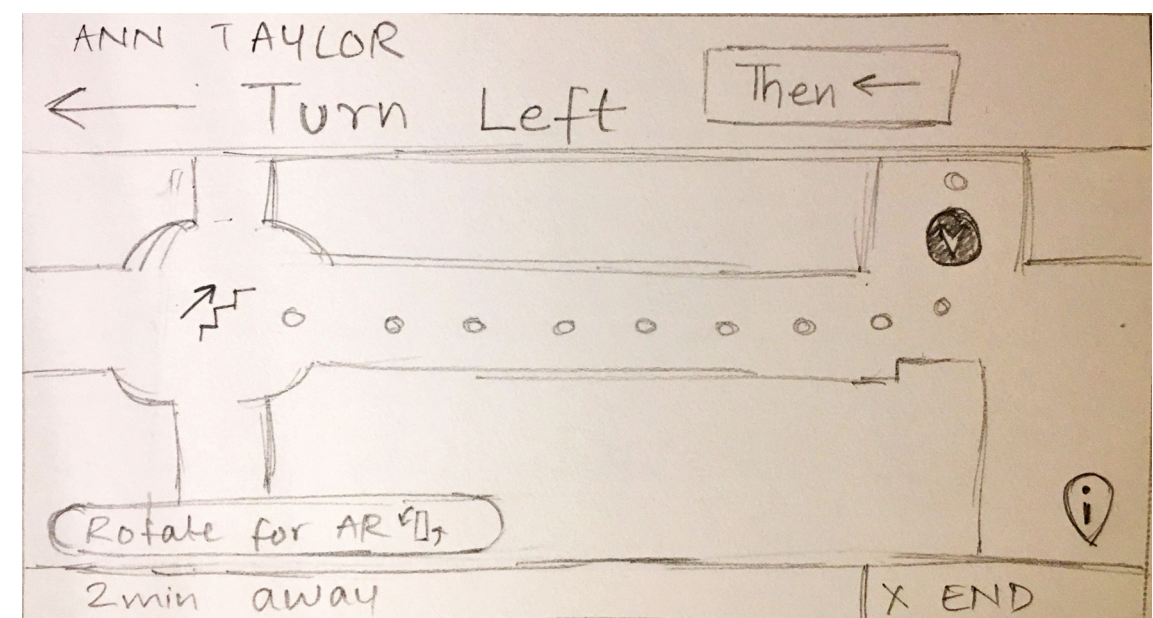
Comments:
"I don't like Give Recommendation, it feels unnatural and weird"

"I kinda want to tap and make this screen go away"

Solution:
Shows a success message that times out in 5 seconds

"Give Recommendation" has been replaced with the location icon and renamed "Give Update"