

USABILITY TESTING | PORTFOLIO REVIEW

INK TANK APP

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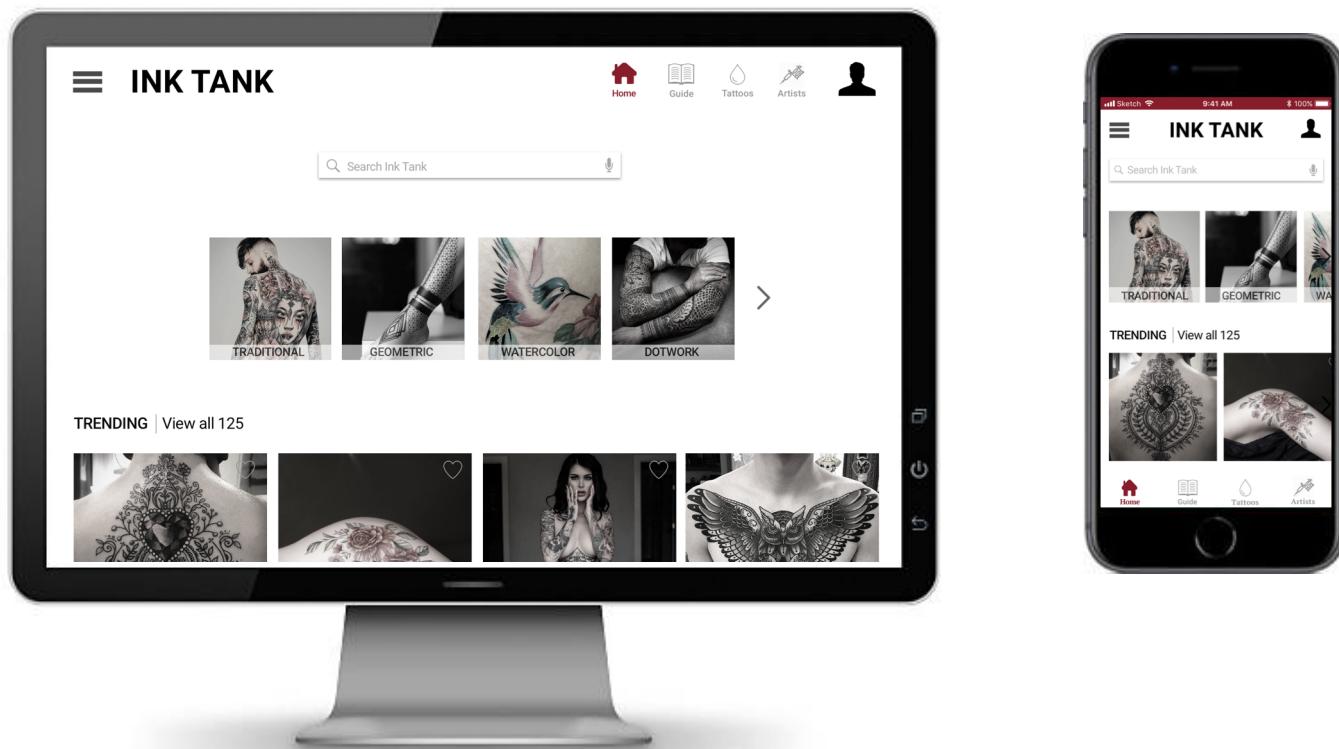


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USABILITY TEST PLAN

Background

Ink Tank App provides information and inspiration for Tattoo lovers and Tattoo seekers. It is an app where users can find step by step guide of the whole Tattoo process, answer any questions they may have, find wide range of inspirations and Tattoo designs, and last but not least, able to contact and book a Tattoo artist through the app. The main objective is to help Tattoo lovers and Tattoo seekers with their Tattoo decision.

The Ink Tank Usability test aims to solve user's problems and meet their needs in order to provide a great Tattoo Experience. This would be by testing and understanding the functionality, usability, desirability, and accessibility of the Ink Tank app. From the test results, I aim to find any errors and mistakes of the design, which will help me to modify and implement new changes, in order to fulfill positive user experience.



USABILITY TEST PLAN

TEST OBJECTIVES

- Observe participants body language, their facial and hand gestures towards the app.
- Check if the user has any difficulties in getting into the app.
- Check if the user has any difficulties in completing specific assigned tasks by using the app.
- Check how fast the user could access the target feature.
- Check if the users find the app intuitive and simple.
- Check if the users are satisfied with the overall layout, components, images, interactions and location of features/functions.



USABILITY TEST PLAN

TEST DETAILS

The Ink Tank usability test was conducted by combination of both moderated in-person in London, UK and moderated remotely via skype. 6 Participants were tested that met the criteria of the Target Audience ranging between 18-45 age group;

- 3 participants who already have a Tattoo (Previous Tattoo experience).
- 3 Participants who are looking for a Tattoo (Undergoing through a Tattoo Process).

For detail information of all participants and their finding, view link below:

<https://www.dropbox.com/s/dfxy3jgbs5ke8sp/Rainbow%20Spread%20Sheet%20Usability%20Testing%20CF.xlsx?dl=0>

For a detailed look at the Test Script, view link below:

<https://www.dropbox.com/s/q3s35kasqllooh9/USABILITY%20TEST%20SCRIPT.pdf?dl=0>

USABILITY TEST REPORT

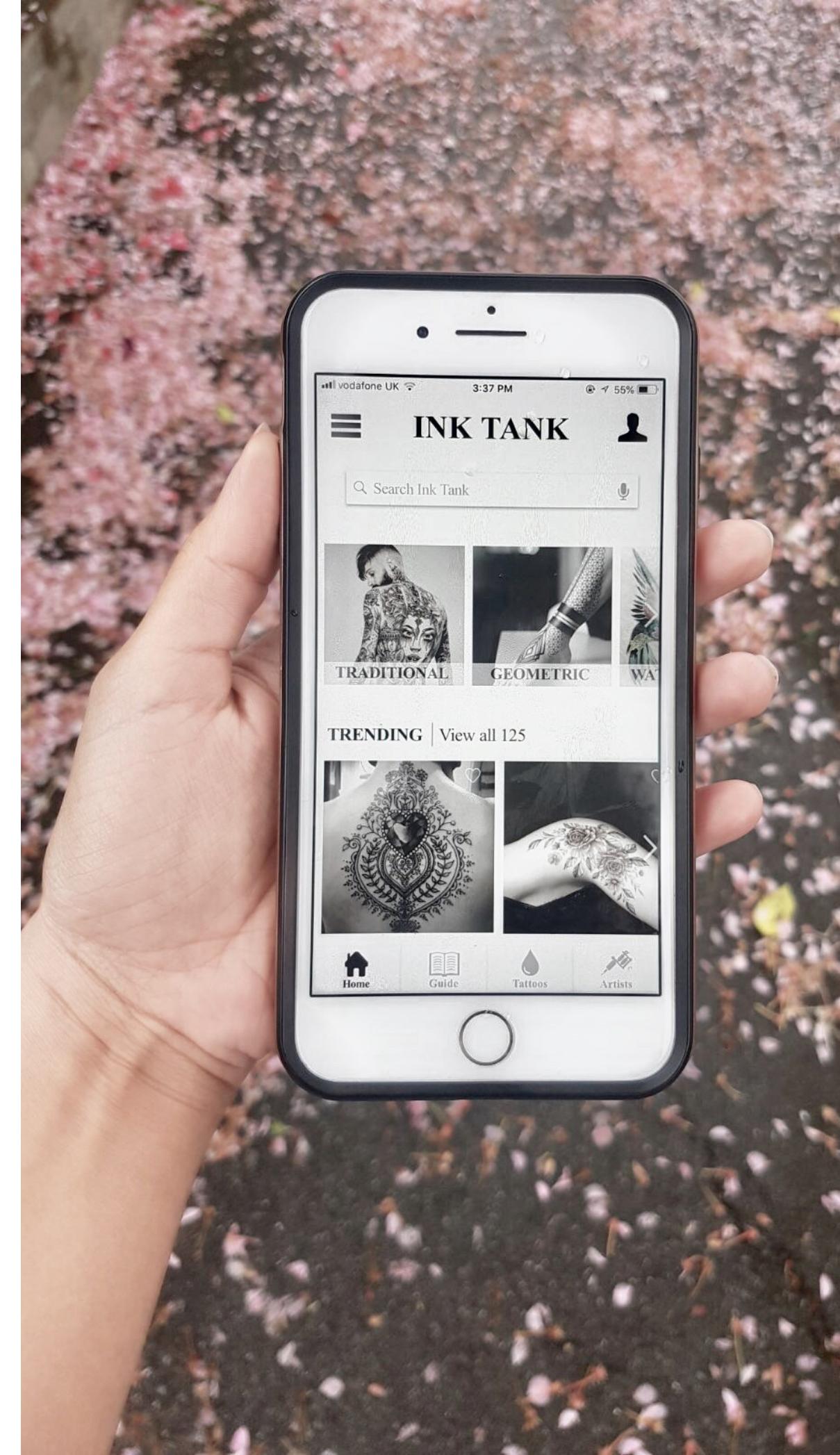
ERROR & RECOMMENDATION

**Issue #1: No information about the app before login
(Error Rating 4)**

4 out of 6 participants wanted more information about the app before login into the app. Also, they did not know there is an option to swipe to get more information about the app before login. For this reason, I Added a 'swipe to learn more' text at the welcoming page. This way users can know that they can access information about the app before signing up.

**ISSUE #2: Too little information about the Artists
(Error Rating 4)**

5 out of 6 participants found not much information on the artists page. They would like the app to have more information about the artists on the artists page. For this reason, I Added a paragraph of artists information on the artists page where users would be able to read detail information of artists history, their story, their inspirations etc.



USABILITY TEST REPORT

ERROR & RECOMMENDATION

ISSUE #3- The number of results is not visible at the top of the page

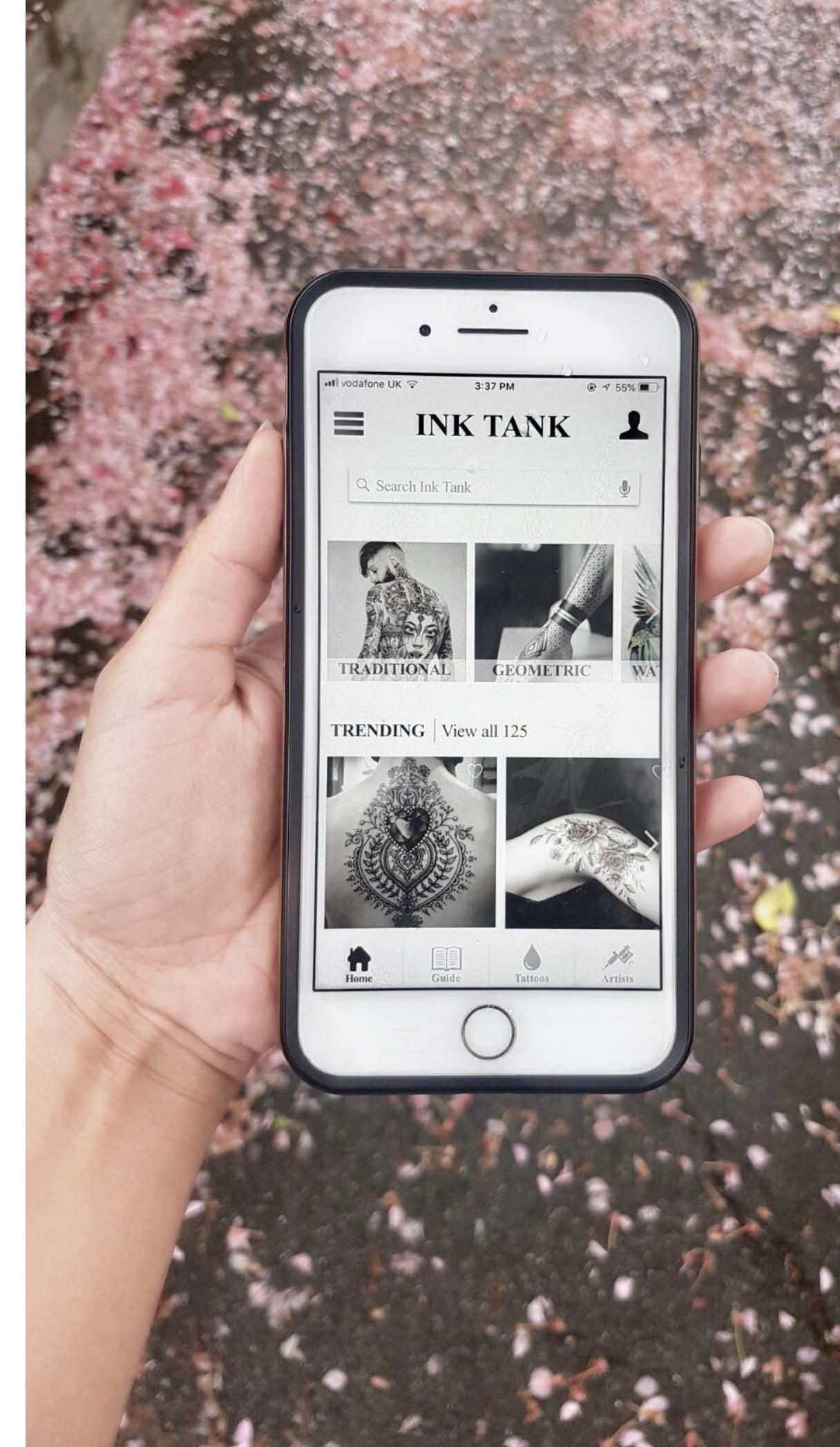
(Error Rating 4)

3 out of 6 participants didn't like the number of results at the bottom of the page as they aren't aware of how many results have come up for what they are looking for. For this reason, I added the number of results at the top of the page but also keep the number of results and pages at the bottom of the page. By adding the number of results at top, users can allow to make a decision on how long they want to spend looking through the results.

ISSUE #4- Lack of content on the main home page

(Error Rating 4)

4 out of 6 participants found less content on the main home page. Participants found it boring with less content, lack of information of detail. 1 participant found the home page to be very similar to the Tattoo design page, hence not anything new or interesting that they haven't seen before. In this case, changing the home page would be ideal, making it less similar to the Tattoo page. Therefore, Instead of only having 'Trending' designs on the home page, I also added 'Featured guide' and an 'Artist of the day'.



USABILITY TEST REPORT

ERROR & RECOMMENDATION

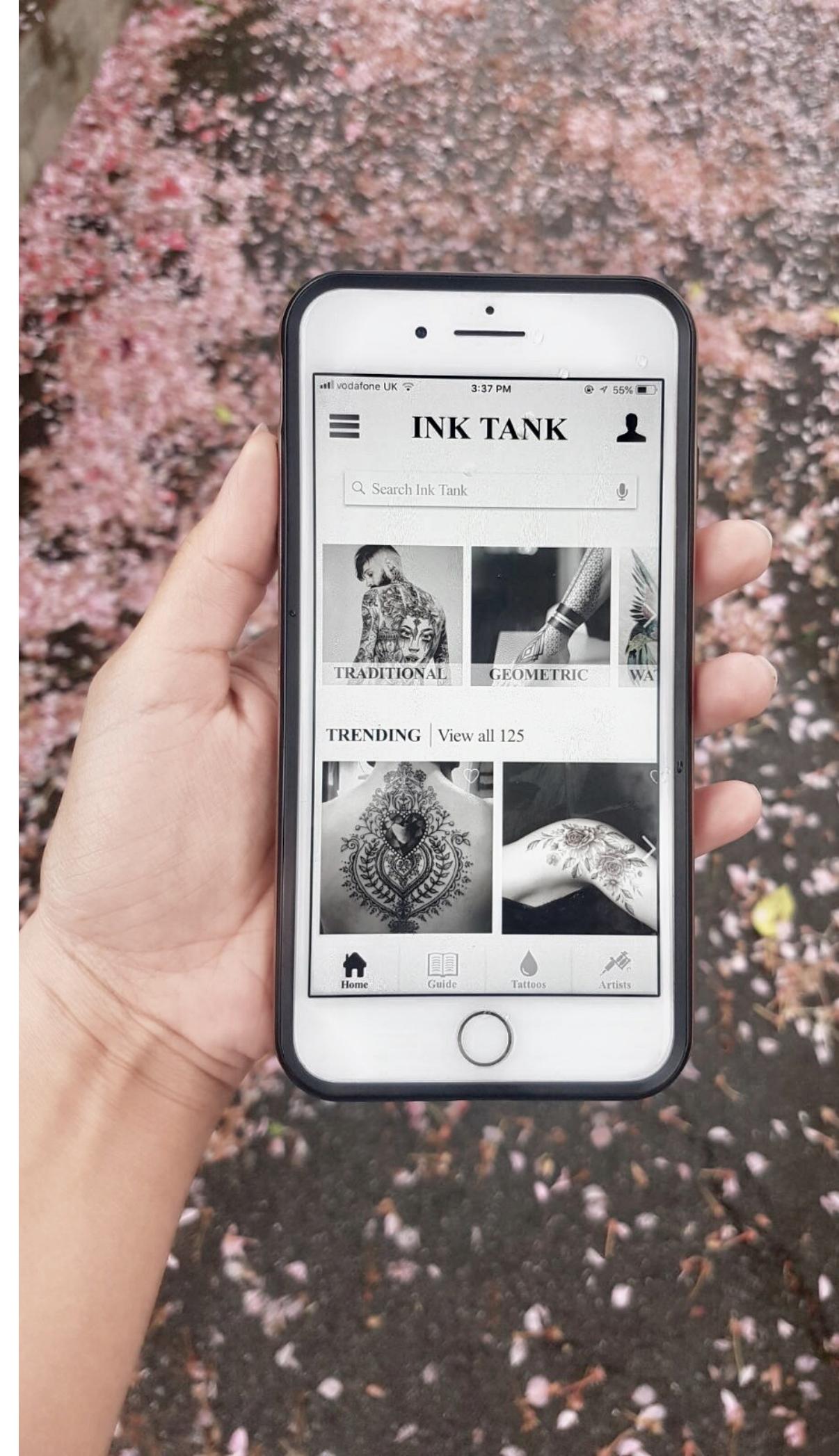
ISSUE #5- Lack of clarity on how long the appointment with artist would last

(Error Rating 3)

3 out of 6 participants were not clear how long the appointment would be with the artists. 2 participants did guess 1 hour as each appointment time slot was one hour on the page but they were not sure. For this reason, I added 'one-hour time slot' text on the time booking page. This way users would be aware of the duration of each appointment with the artists.

CONCLUSION

Overall, all participants found it easy to navigate through the Ink tank app. However, it is clear that there are errors and major changes that were required to improve user experience.



PREFERENCE TEST 1: WELCOME PAGE

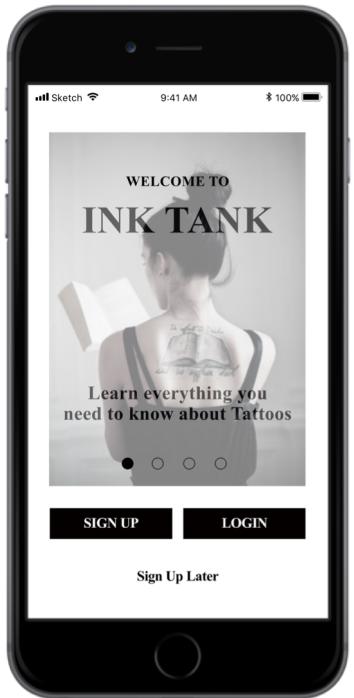
In order to improve the user experience of Ink Tank app, I decided to conduct a preference (A/B) test on the initial welcome page. The reason I chose to test the welcome page is because from the previous usability test, few users were unaware that they could access more information about the app before getting into the app. Therefore, I added the 'Swipe for more' text on the welcome page. Since the welcome page is the first impression about the app, it is important to test out what users prefer and what meets their needs. The tool I used to test the page is usability hub online, and I received 10 responses in total, the results of the preference test are summarized on the next page:

Option 1:

With 'swipe for more' text

Option 2:

Without 'swipe for more' text



PREFERENCE TEST 1: RESULTS

Summary

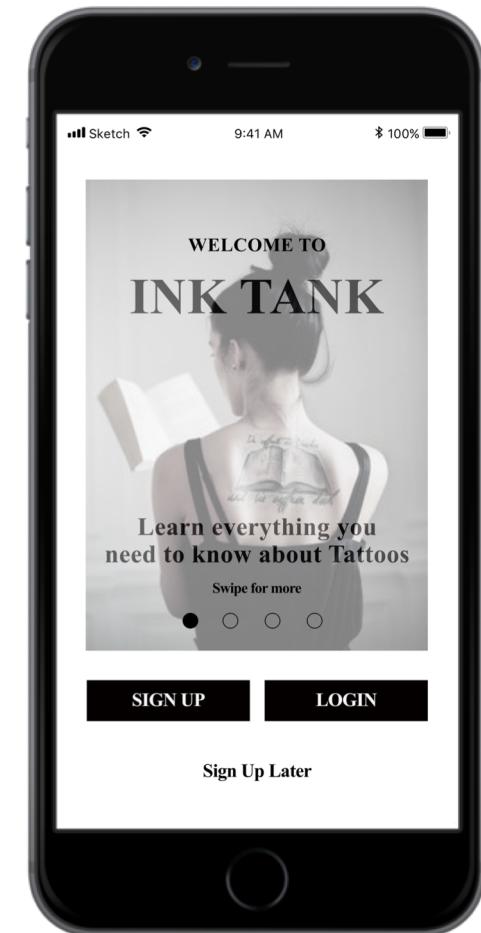
The results indicate 60% of users would prefer option 1: with a ‘swipe for more’ text. The reasons behind their choice are based on the fact that it was a clearer guidance to swipe for more information about the app.

40% preferred the option 2: without ‘swipe for more’ text. They found the dots to be self-intuitive.

Overall, option 1 performed better, but the difference was not statistically significant. It may have performed better due to random chance alone.

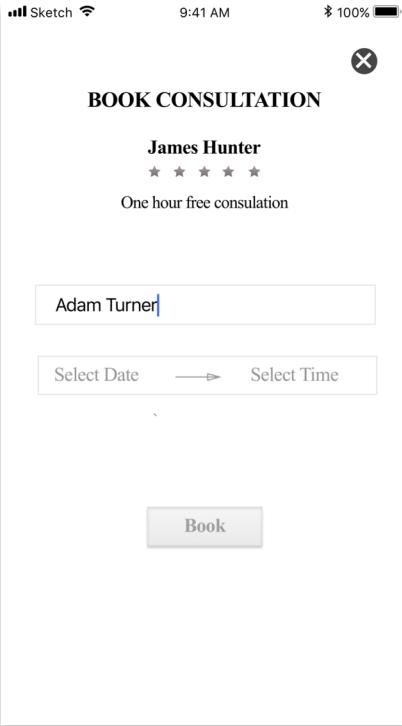
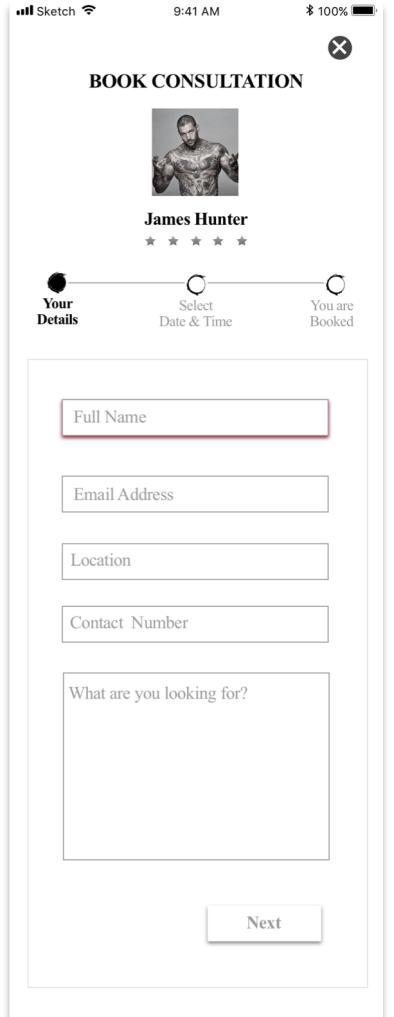
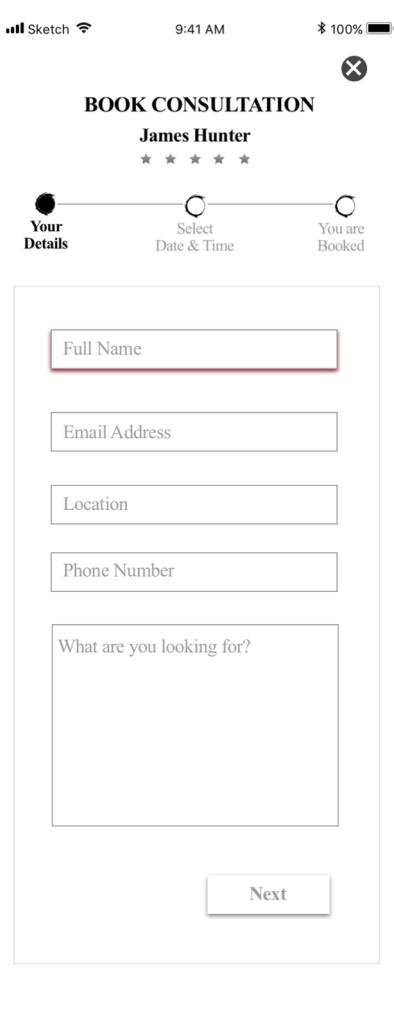
Conclusion

The results show that users prefer the “Swipe for more” text and therefore I believe option 1 welcome page would be most effective for better user experience of Ink Tank App. Based on the results, I updated the welcome page.



PREFERENCE TEST 2: BOOKING FORM

I conducted a second preference (A/B) test to improve the booking form for better user experience of Ink Tank App. From the previous usability test, few users found the booking form incomplete, with lack of details. For that reason, I added more detail information, however I was not too sure whether to add a visual image of the artists on the booking page or not. Also, I wasn't too sure if users prefer 'Contact number' or 'phone number'. The tool I used to test the page is usability hub online, and I received 10 responses in total, the results of the preference test are on the next page:

Previous Usability Test	Option 1	Option 2
		

PREFERENCE TEST 2: RESULTS

Summary

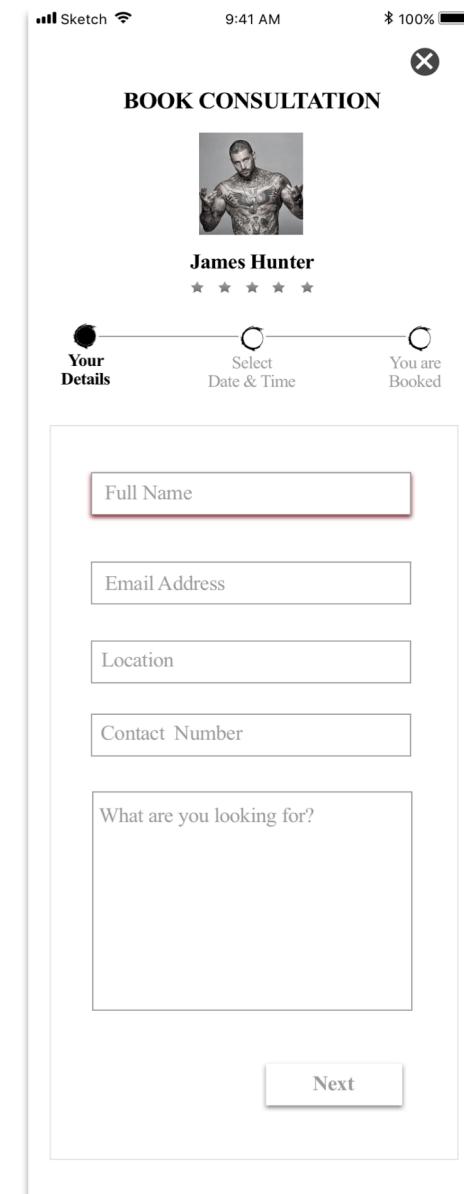
The results indicate 80% of users would prefer option 1. The reasons behind their choice are based on the reliability, clarity and the UI of the page.

20% preferred the option 2. They found the form without the picture more simple and clear.

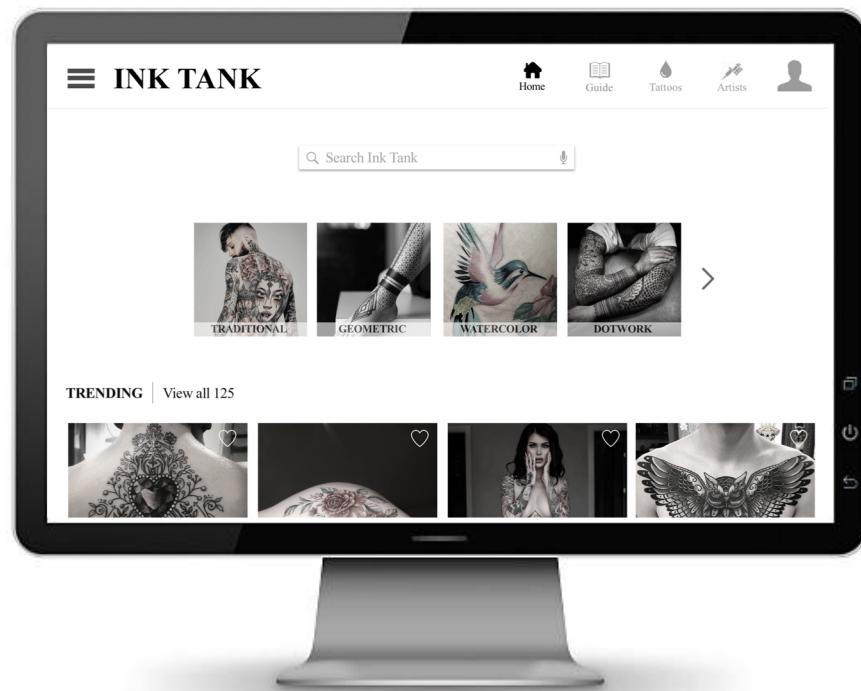
Overall, option 1 performed better and there was statistically significant difference between both of the options.

Conclusion

The results show that users prefer the artists image and 'contact number' text and therefore I believe option 1 booking page would be most effective for better user experience of Ink Tank App.

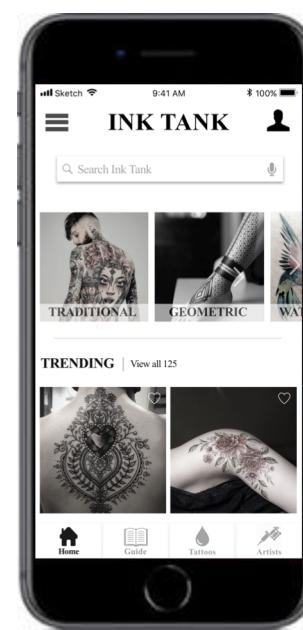


UPDATED PROTOTYPE | INK TANK APP



The updated Desktop Prototype link:

<https://invis.io/PQGLL57AGZM>



The updated Mobile Prototype link:

<https://invis.io/M8GHQONGCH2>