Problem Statement

Persona

The target users are young people, mainly female, aged 20-30 who dye their hair to get a good-looking, to be outstanding, or to pursue the current fashion trend. They may or may not have a habit of hair dyeing, but they all think highly of the action of hair dyeing. Therefore, they tend to collect much information before they finally get their hair dyed, including hair colors, hair dye, salons, and stylists to avoid unsatisfying outcomes, such as not getting an expected new hair color, uncomfortable with the poor-quality hair dye, or confronting with a bad stylist.

Pain Points

No website is designed to address all the possible information the target users need to simplify their information search.

Target users described above often need to switch between different apps or websites, trying different terms of keywords to fulfill their needs. For example, User A decides to have her hair dyed and tries a new color. But she doesn't know what colors are available and wants to know what is the trend lately. Then she may perform search on social media, from WeChat, Weibo to 小红书. She reads through many posts on each app under different keywords and she finally decides on a color. But this is not the end. She still has other decisions to make, how to get her hair dyed, DIY or salons, which hair dye is better for hair, which stylist could guarantee the outcome. Many other rounds of information search are in need, but it is tiring to search all the information on different apps or websites, let alone the variation of keywords and search results.

On 小红书, there are more than 1.16 million posts shared under the keyword "染发", and the most read post has got 38 thousand likes, which shows that the potential needs are enough for a new website that helps users complete the task of hair dyeing.
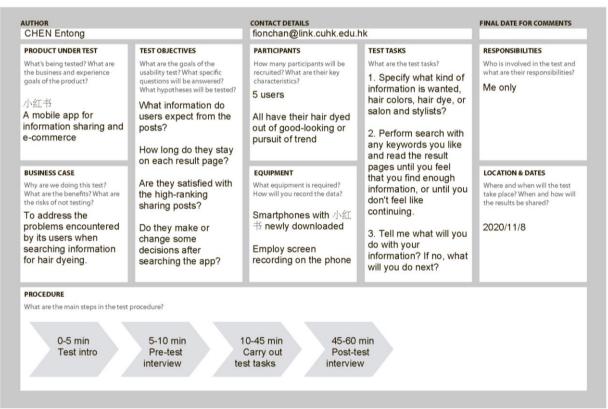
Needs and Objectives

1. Simplify the information search process

   Users no longer need to open apps and websites one after another to look for information, as the website will generate all the information from the most used platforms. Consequently, users do not need to put in different keywords to try different search, but mainly click and select to see different categories of information.

2. Provide a sequence of information to cover all their needs

   Users perform search on their own may not have a clear sequence, which may leave out some of their needs. Therefore, an orderly information search will be developed to remind the users of the potentially needed information.

Usability Test Plan Dashboard

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS
CHEN Entong		fionchan@link.cuhk.edu.hk		

PRODUCT UNDER TEST	TEST OBJECTIVES	PARTICIPANTS	TEST TASKS	RESPONSIBILITIES
What's being tested? What are the business and experience goals of the product?	What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?	How many participants will be recruited? What are their key characteristics?	What are the test tasks?	Who is involved in the test and what are their responsibilities?
小红书 A mobile app for information sharing and e-commerce	What information do users expect from the posts? How long do they stay on each result page?	5 users All have their hair dyed out of good-looking or pursuit of trend	1. Specify what kind of information is wanted, hair colors, hair dye, or salon and stylists? 2. Perform search with any keywords you like and read the result	Me only

BUSINESS CASE		EQUIPMENT		LOCATION & DATES
Why are we doing this test? What are the benefits? What are the risks of not testing?	Are they satisfied with the high-ranking sharing posts?	What equipment is required? How will you record the data?	pages until you feel that you find enough information, or until you don't feel like continuing.	Where and when will the test take place? When and how will the results be shared?
To address the problems encountered by its users when searching information for hair dyeing.	Do they make or change some decisions after searching the app?	Smartphones with 小红书 newly downloaded Employ screen recording on the phone	3. Tell me what will you do with your information? If no, what will you do next?	2020/11/8

PROCEDURE

What are the main steps in the test procedure?

0-5 min
Test intro

5-10 min
Pre-test interview

10-45 min
Carry out test tasks

45-60 min
Post-test interview

Results

All the five participants dye their hair regularly, in order to have a new look or to try a unique hair color. They all performed search on 小红书 about hair color information. Keywords used in the first search include "染发", "发色", "发色推荐", "发色大全". Some of them put in the broader terms in order to obtain more posts, while others first put in a broader term but chose the items below to narrow down the search scale. The hesitation in choosing keywords occurs because the users are clear about the influence of keywords on the search results but they are not clear about which keyword would be better in helping them get the wanted information.

Two of them sorted the posts by likes, and then read through one after one. Others who did not change the default ranking selected the ones they are interested in, mainly according to the cover of the posts. Only one of the five participants find a satisfying color, which according to her is the color scheme that she likes. The other participants did not click on the posts more than five times during the first search. They went back to the search bar and entered many other keywords. In the post-test interview, they complained that the posts were too messy to help so they would rather perform another search than staying.

As two of the participants prefer to buy hair dye and DIY, they click on the posts about hair dye recommendation while looking for hair colors. When asked whether she had finished color search, one of them said that "Not yet. But it is natural to click on that post (about hair dye) that I think is useful." The posts about hair dye have been tagged "hair color" so they appear on the result page of hair color search, and interfered with the participants' intended search.

The five participants are generally not satisfied with the search on 小红书. They decided to end the search far ahead of the given time because they were not positive about any more useful information. The main reasons for the dissatisfaction given by them are "felt tired with so many useless posts" and "I lost my thread in searching". One of them commented that "the pictures posted look good, but I doubt whether how it looks in reality" and she intended to refer to other resources for more comments.