

Usability Testing

Background

The use of mobile and web-based apps is taking over the tech industry. Testing the usability of this app is very essential before the final product is put in the market. Thus we are looking to improve in the design of our Udacity Coffee app such that we can optimize its usage. To check or verify for these improvements we will conduct a series of interviews, which would last for 20 minutes each, with 10 different participants.

Research Goal

Our team wants to research on how to make our app more user-friendly and thus we seek to find opportunities and needs that will help in future design.

In this our research, we aim to find out how good our design is, how it solves the problems of the users, through this research we want to know the areas that need ameliorations. We want to know where users have difficulties so that we can ameliorate the user experience when using our system.

Research Method

- We would conduct a 20 minutes interview which would be recorded
- The researcher will use a script to guide the questions of the interview

Recruiting Plan

- We need 10 participants
- Mostly students who are familiar with the lookback tool, most of whom were students and some lecturers too.
- At least 2 participants who love coffee and have used an app to order coffee

Interview Script

Welcome Message

My name is Isidore Fru Che. Thank you very much for participating in this study. We are conducting this research in order to improve on the design for our Udacity Coffee Shop app. We

will have a short interview (20 minutes) with you in which I will ask you questions about your impression concerning the design of any online coffee ordering system you may have used. I will record this interview and take notes but this will only be shared with my team and will remain private.

Tasks

- Sign in
- Open/Close menu drawer
- Select a Featured Item
- Pay for an order

Research Questions

- How is the sign-in / sign-up page? Is it self-explanatory for every user?
- Where you able to find the Menu drawer button after signing in?
- Is the information for a particular item enough for a purchase?
- Where you able to complete all the tasks? What difficulties did you have on choosing an item?
- Where you able to navigate different screens?

Test Insights

Participants / Questions	How is the sign-in / sign-up page? Is it self-explanatory for every user?	Where you able to find the app Menu drawer button after signing in?	Is the information for a particular item enough for a purchase?	Where you able to complete all the tasks? What difficulties did you have on choosing an item?	Where you able to navigate different screens?
P1	Yes, the page is self-explanatory.	Yes, at the top right of the Welcome page	Not quite clear about the purchase information	Yes, I completed all the tasks. Scrolling through the featured items was a little tough.	I could move through the different screens successfully

P2	Yes	No	It would be nice to know about the rating of the items chosen before purchase is made.	Too	Satisfied with the navigation.
P3	Yes	Could not tell which one is a menu drawer button	Not enough information	It took me quite some time to complete the task, had difficulties locating the app menu button	Had difficulties when trying to scroll down in the app.
P4	Yes, it is quite direct	Yes, I could recognize the menu	Description in on the selected item is too long	Yes, completed all the tasks, no major difficulties	Uncontented
P5	Yes	Yes, the menu is located in a standard position.	Not enough information	I completed the tasks, the pay button does not move to any further screen	I love the screens navigation
P6	Yes	Yes, since I am familiar with apps I could find the menu	Enough content	Yes, no difficulties.	Smooth navigation

P7	Yes, pretty much standard	Found it	Had issues about the information not being precise	Completed all the tasks. Could not scroll properly on the Featured Items	The screen navigation was fine.
P8	Yes	Yes, it was easy to locate the menu	No complaints	Was satisfied with the general look and feel.	Could easily navigate screens
P9	Yes	Can't find the menu	I feel the information here is sufficient for the app	No, I could not complete all the tasks as I could not locate the menu button	Well, I can't understand how to get to the next or previous screens
P10	Yes	Yes	The information is okay.	Yes, I completed all the tasks. I wonder why there is no start-up screen guide to show app usage.	Noted out that the data was insufficient

Wrap-up

Thank you so much for sharing your experience and insights working on the app. The feedback we collected from you would of maximum help to my team and me. If you have any additional comments to make based on this product, you can contact me through isidorefruche@gmail.com. Hope you have a wonderful day.

KPI

Increase Task success rate.

We increased the success rate by adding items rating to the item cards, to show how people have rated a particular offer to boost the purchasing for an offer

Listed 1 Hypothesis based on 1 of the following Data Points that apply to

their design:

- **30%** of the experienced some difficulties identifying the menu drawer after sign in and going through the.
- **60%** of the users don't feel comfortable about the information for an item that would push them to purchase it.

- Created 1 alternate solution based on the Data Point they chose
- Annotated the alternate solution with details of what they improved based on the Data Point they chose

Link to the annotated alternate solution is [here](#)