

## Testing and Evaluation Report

### Introduction

The testing and evaluation phase of the Zelle app redesign aimed to validate the proposed improvements based on user-centered research and design principles. This phase focused on usability testing and gathering feedback through structured surveys to assess the redesigned UI and new features.

A combination of remote usability testing using Figma prototypes and follow-up surveys was employed. The primary goals were to understand user interaction with the redesigned interface and identify areas requiring further refinement. The evaluation results provide actionable insights into the success of the redesign and user satisfaction.

### Usability Testing Methodology

#### Test Objectives:

- Assess the usability of redesigned features, including the home page, navigation bar, send/receive buttons, QR code functionality, color-coded indicators, and personalized transaction history.
- Identify user pain points and gather actionable feedback.
- Evaluate how intuitive and accessible the redesign is for diverse user groups.

#### Participants:

- 13 participants aged between 18–45+, varying in mobile payment app experience from beginners to frequent users.
- The sample included individuals with intermediate (occasionally use apps) and expert (frequently use apps) levels of expertise.
- Survey Link - <https://forms.office.com/r/a66UasvNYV>

**Test Tasks:** Participants completed the following tasks during usability testing:

- Navigate through the redesigned home page.
- Use the bottom navigation bar to explore main sections (Home, Transaction History, Recipient List, Account).
- Locate and test the redesigned send/receive buttons.
- Explore the QR code functionality for sending and receiving payments.
- Access transaction history and identify transaction types using color-coded indicators.
- Use the recipient list to view personalized transaction history.

#### Observation Checklist:

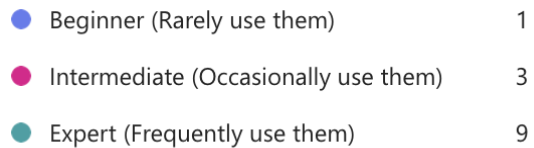
Task	Time on Task (Average)	Successful Task Completion	Errors or Confusion Observed	Feedback and Reactions
Navigate Redesigned Home Page	15–20 seconds	Yes (100%)	Minor confusion regarding font size.	"Transaction history snapshot is helpful."
Use Navigation Bar	20–25 seconds	Yes (90%)	Difficulty in locating "Recipient List."	"Layout is clean but could be more intuitive."
Send/Receive Buttons	10–15 seconds	Yes (85%)	Slight hesitation due to lack of visual cues.	"Buttons are easy to locate, but differentiation needed."
QR Code Functionality	30–40 seconds	Yes (95%)	No major issues.	"Seamless and extremely useful for payments."
Access Transaction History	20–30 seconds	Yes (92%)	Some users confused by transaction categories.	"Color coding is helpful, but colors should align better with standards."
View Personalized Transaction History	15–20 seconds	Yes (85%)	Sorting methods for recipient lists missing.	"Feature is useful but needs more sorting options (e.g., A-Z)."

## Demographic

### Age Group



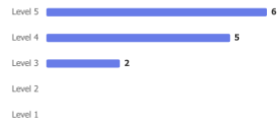
### Experience with Mobile Payment Apps



## Key Findings and Insights

### Overall ratings to new design

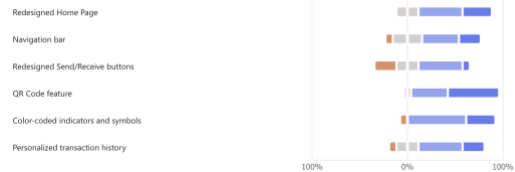
Overall, how would you rate redesigning of Zelle App



### Feature-Specific Feedback

How do you rate usability of redesigned Zelle app for the following?

Not Useful at All Slightly Useful Moderately Useful Very Useful Extremely Useful



## Qualitative Feedback

### What part of the redesign did you find most helpful?

3 respondents (23%) answered Transaction for this question.



### What part of the redesign did you find unnecessary or confusing?

2 respondents (17%) answered page for this question.



## Helpful Features:

- QR code functionality,
- easy identification of transactions,
- overall design consistency was most appreciated.

## Areas for Improvement:

- Several participants recommended:
- Adding initial help popups or tutorials for first-time users.
- Introducing sorting methods for the recipient list.
- Refining the color scheme for better alignment with user expectations.

## Conclusion

The testing phase provided valuable insights into user interaction with the redesigned Zelle app. High success rates across tasks and positive survey feedback validate the effectiveness of the changes. By incorporating user suggestions, the app can achieve even greater usability and satisfaction. The results will guide final refinements and ensure alignment with user needs.