Testing report - Loyalties of Lucifer

By UDIAC Creative Digital Agency

Introduction:

We are UDIAC Creative Digital Agency, each letter in UDIAC is the first letter of each team member: Umberto, Desislava, Iris, Ali, Catherine. In this report, we will take you through the testing process for our concept. We created a loyalty program for Lucifer Coffee Roasters: Loyalties of Lucifer. With the loyalty program, you can earn matchsticks (points) by doing challenges. These points can be spent on rewards, such as discounts or free coffee, food, and more. We wanted to test our concept to gather feedback from our target audience. With testing, we wanted to find out what still needs to be changed on our website. The feedback we receive will be summarised and important things will be changed on our website.

Methods:

The methods we used were two - survey and interview. In the survey, we included several questions related to the design. We wanted to get more information about the logo, if there is harmony between colors, if the navigation bar and the footer are created in an logical way, if the website needs a pop-up message, and finally to describe the website with three words.

In the interview, we added 3 different types of testing questions - the first one 5-second test, scenarios that include post-task questions + conclusion, and final part the list of issues. Why did we choose those methods for the interview?

- Five seconds test: Five-second tests are a method of user research that helps us measure what information users take away and what impression they get within the first five seconds of viewing a design. They're commonly used to

test whether web pages are effectively communicating their intended message. We chose it because 5 seconds is long enough for a good design to communicate its primary message.

- Scenarios: those are tasks that we gave to the people that we interviewed so we can see how long it would take to do it. If it's more than a minute we should change it. We added the post-task questions and the conclusion to get as much information as we can so the improvement of our product would be easier.
- List of issues is a list where we put the things that the interviewees noticed that are missing or are not created in the best way we could.

If you want to take a look at the interview, you can click here. Everyone from the group interviewed at least one person.

We did another type of testing and that is the NFC testing process that was conducted by Ali and Umberto. Click here to see the whole testing. There are several different tasks included so we can see if both parts understand the product. As the previous one, here again we have script, interview, and post task questions. We gave the interviewees an already existing profile, because we didn't want to focus on the 'login' and 'join now' parts of our product.

Results:

The results will be divided into two sections - results from the survey and results from the interview.

The survey, as we mentioned in the previous chapter, includes several questions that are helping us to observe people's opinions about the design. Sixteen people took part in it. Click here to take a look at the answers. To sum up from this survey - favoure pages from all of them are Challenge (37.5%) and Home (31.3%). Most of the people that took the survey (87.5%) liked our logo. Majority (81.3%) of the people think there is harmony between the colours. 81.3% of the respondents understand

the navigation bar. And the same percentage likes the footer. The conflict is about the popup message. 50% of the people voted for yes and logically 50% voted for no. We asked the respondents to use 3 words to describe our product and the most used ones were calm, simple, and modern.

If you want to check the interviews, click here, and if you want to see the separate conclusion click here.

The summary of all of the interviews is that the website is easy to use, there is a harmony between the colours. The choice of pictures is good for the thematic of the product that we created. The language of the navigation bar and the footer was written in an understandable way. The things that should be fixed on the website are several - the functionality of the points, to add another button for logout, check the spelling of some of the words.

The result of this interview is that he finished the task quickly and easily. The user specifically liked the idea of using the NFC tag, he thinks the concept is futuristic

Changes:

We got feedback that we need to improve the quality of the pictures and that it would be better to add more descriptions to the challenges so that they are more clear.

- A big change was adding more description around the website so it would make the workflow easy and clear.

We improved the design of the pop-ups on the challenge page by adding more information and keeping it simple. We changed the received reward to have confetti appear on the screen so it feels more like a reward you get.

We made changes to the contact page to keep the look and feel of the website together. One of our main points is the colour rotation of white-green-white. As well as having breathing space on the left and right and keeping the content in the centre. We fixed the points to be working. Now the user can gain and spend points.

Many changes were made to the Login/Register process. For example we didn't have the confirmation messages when you register or receive the code verification. We removed the colour red from the text "forgot password" in the login page. Some users were misinterpreting it as an error message because of the red colour.

The newsletter went through three different versions of design choices. One of our team members added a back-end to it as well. However when we tried to connect it to the original back-end it was not working correctly. We unfortunately decided to remove it because we could not manage to fix the errors.

When we decided to connect the buttons and points to the website some pop-up was no longer working. This was because the js and front-end were interfering.

We managed to fix this problem for all pop-ups besides two. The ones in the game (bottom at challenge page bottom) and profile page. We had to make an important decision which interaction we rather have and is more important to the user flow. We decided to keep the version with js to these buttons.

Some other changes:
- Removing all spelling mistakes.
- Extend timer in profile page
- Improving mobile version
- Added points to be visible all-time in the menu
- Changing the logout text to a button

Limitations and Recommendations

The limitations of our user testing are several. So let's take a look.
The first limitation of this testing was that the whole group was all around the world. That is really exhausting because everyone is in a different country spending time

with their families. You would ask how this is hard for your group? Organising a meeting will be our answer.

The second limitation that we noticed is that being far away from us is that we could not interview potential clients for our final testing of Lucifer Coffee Roaster and to-be customers of Loyalties of Lucifer.

The third limitation was that currently in the Netherlands there was a full lockdown. Testing the product that we created with owners and the baristas was quite impossible.

What are recommendations in UX testing?

Recommendations - describe how to solve those problems and take advantage of those opportunities. So let's see how we can take advantage from our limitations:

-   The first limitation - the advantage is that we can get inspiration from other cultures and see different opinions that can help us to improve our design.
-   The second limitation - the advantage could be that testing with people who haven't heard about Lucifer Coffee Roasters will give their honest opinion about the website and what the website is about. That will help us to see if the design is suitable for the loyalty program.
-   The third limitation - we can test if the customers can earn points when they are ordering coffee in a package to their home.

Reflections:

The user liked the design and harmony of the website. They finished the tasks easily and quickly. Very simple to navigate through the website. The user specifically liked that they were instructions. One of our interviewees did not like that they were pointers in the input of the code. That got him confused. The users did like the game on the challenges page. We got suggestions that the logout button should be in a more noticeable place. The timer when a customer is claiming a reward should last longer than 30 sec. We asked the respondents to use 3 words to describe our product and the most used ones were calm, simple and modern.

Conclusion:

To conclude this report, we wanted to gather feedback to know if our website is user friendly and if our target group liked the design. To learn about this, we conducted interviews and sent out a survey. In the interview we did different types of testing. After we received the results of the interviews and survey, we summarised everything. With the feedback we received, we discussed if it was as important to change and decided to change the most important things on our website to make it more user-friendly.

Overall we can say that, besides some small things, most participants really liked our design and the usability of our website.