
UX REPORT

Individual Project App

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Executive Summary

- Usability tests were conducted for the purpose of finding possible improvements in the product usage process.
 - 2 user testing participants were recruited using social media.
 - One of the two participants knew how to use the product while the second used the product for the first time ever.
1. The first user enjoyed the product and manage to complete all the tasks.
 2. The second managed to complete all the tasks as well, but had to take their time understanding the process.
 3. Both participants would like to keep using the product.

Goals



Why is this important?

To acquire enough data for analysis.



Why is this important?

To be able to fix underlying technical issues.



Why is this important?

To be able to prioritize action items.

Methodology

- Participants were selected according to these criteria:
 - One is a software developer.
 - Second is a sales person.
- Conducted the tests live with the participants
- Used Heuristic Evaluation and usability Testing.

Participants Profiles

First Participant:

- Age: 30
- Gender: Male
- Job: Software Developer

Second Participant:

- Age: 25
- Gender: Female
- Job: sales

Tasks Tested

Task 1 – Create account

Task 2 – Log in

Task 3 – Book kite lesson

Task 4 – Find some specific page in the website

Post-Test Questions

1. How would you describe this product to someone?
2. What was the best thing you liked about the product?
3. What was the most confusing thing about the product?
4. Would you continue using this product?
5. Would you recommend this product to a friend?

Results

Overview of results:

- Participant 1: Found the product user friendly and enjoyed his experience
- Participant 2: Found the product user friendly as well but would prefer to have a user guide or a tutorial the explain how the product is used in the first visit

Positive:

“The product is user friendly and very easy to use. I would definitely recommend it to a friend.”

Negative:

“I would really have appreciated if there was a user guide that can help me learn how to use the product quickly since the first visit”