

Domo Moderated Remote Usability Test (Mobile Navigation)

By Carine van Slageren

Introduction

Test: Domo Usability Test (Mobile Navigation)

Location: Moderated Remote

Conducted by: Carine van Slageren

Stakeholder: Alex Bacon

Last updated: 3 November 2021

Background

Domo is a marketplace mobile app allowing home owners to manage property jobs like pro's, while empowering tradespeople to grow their careers. Home owners currently take the full financial risk when having property work done. Due to a lack of controls they often have little to stand on in case of disputes. They need a way to find and select reliable tradespeople, and be able to proof their case through proper documentation and system controls in case of disagreements.

In this usability test we'll be testing the usability of the prototype for the homeowner side of the platform. We'll specifically focus on finding a tradesperson, booking a job, and raising an issue.

Goals

The goal of this study is to assess the learnability for home owners interacting with the Domo mobile app. We'll be observing and measuring if users understand the project, it's value, and how to complete basic initial functions such as searching for a tradesperson, booking a job, and raising an issue.

Test Objectives

- Determine if participants understand what the app is about quickly and easily and the value it provides

- Observe how users navigate from the home page to finding a tradesperson, booking a job, and raising an issue, and if they successfully find what they're looking for.

Methodology

This is a moderate remote study, meaning the study will be held at the participants own environment via their computers and a video call. The test will include a short briefing, a task performance with Domo conducted on a mobile app, and a debriefing.

Participants

The study will test five participants who were recruited through a social network to participate in the study. The participants were screened for basic demographic information to ensure they meet Domo's target audience.

Schedule

Usability testing sessions will take between 4 and 10 November 2021. Participants will join online from their location. Sessions are scheduled between 08:00 and 20:00 across the five days.

Sessions

Testing sessions will take 15 - 20 minutes per participant, and will be conducted among five participants in total.

Equipment

Testing will be carried out on the participants desktop using the prototyping feature on Figma. Video calls are made using a MacBook Pro and the participants computer/laptop. The video calls and screen recording will be done over Microsoft Teams.

Metrics

Errors will be rated according to Jakob Nielson's error rating scale:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

- 3 = Major usability problem: important to fix and should be given priority
- 4 = Usability catastrophe: imperative to fix before product can be released

Test Script

Hi [name], welcome and thank you again for taking the time to participate in this study.

Before we begin, I am going to give you a brief overview of what we'll be doing today so you know what to expect.

The purpose of today's session is to test a new app called Domo that we are working at Aspect to see whether it works as intended. The session should take about 15 - 20 minutes in total.

As you may have noticed, I just mentioned that we'll be testing the *app* and not you. It's very important to know that you can't do anything wrong here and you don't have to worry about making any mistakes.

While you'll be using the app, I am going to ask you to try and think out loud as much as possible. This will help me to follow your thoughts while you carry out the tasks. For example: if you click on a button and something happens different to what you expected, you could say something like "I expected this to happen instead of what just happened".

Also, please don't worry about sharing feedback. You will not hurt my feelings and your honest thoughts and opinions are the only way that we can improve the app. In fact, that's why you're here today!

If at any time during the test you get confused or have any questions about what you're supposed to be doing, please ask and I can get you back on track. If you need a break or if you'd like to end the session early, just tell me.

Finally, before we get started I would like you to sign a simple recording permission form. I have previously shared this with you via email and can send it again now if you'd like. The recording will only be used by me and helps me understand where we need to improve the app. It won't be shared with anyone else. Once you've signed the permission form, please send it back to me via email.

Do you have any questions so far?

Great! Let's start with a few questions.

Demographic Questions

Before we look at the app I would like to ask you a few quick questions.

1. First of all, what is your occupation?
2. What age category applies to you?
 - 21 - 25 years
 - 26 - 30 years
 - 31 - 35 years
 - 36 - 40 years
 - 40 years and older
3. What kind of mobile devices do you use, for example a smartphone, tablet etc?
4. What kind of things do you spend time doing on your mobile devices?

Background Questions

Thank you. I am now going to ask you a few questions that will help me understand how you might use Domo.

- When you look for a tradesperson, do you use apps to or websites to do so? If yes, which? If no, why?
- Do you use any apps or websites to manage a jobs on your property?

Open-Ended Questions

That's great, thank you. Now, I am going to show you the Domo app. When I do I would like to start by hearing your first impressions of the app.

Take some time to look over this [home] screen. Don't click on anything just yet, but instead tell me your first impressions. What do you like? What don't you like? What do you think about the information that's displayed on the page? Do you have any other thoughts? Try and talk out loud as much as possible.

Now that you've had a look at the home screen, can you tell me what you think the purpose of the domo app is?

Thanks. We're now ready to start with some specific tasks.

Direct Tasks and Scenario Tasks

I will now give you three scenarios and their corresponding activities. As you complete each activity one by one, I'd like you to think out loud again and tell me what you're thinking and feeling as you navigate through the app.

I will read the scenarios out to you and share them with you in writing as well via the call chat.

1. Your boiler is getting old and you are thinking of getting it replaced. You want to have a look at what it would cost to have a new boiler installed and what tradespeople are available to do so. Using the Domo app, find tradespeople who can do boiler installations.
2. You've had a look at different tradespeople and have found someone you think would be just perfect for the job, Simon. Using the Domo app, confirm the booking with Simon.
3. Great news, you're booking has been confirmed for the 12th of October. But you just realised you won't be home that day! Using the Domo app, go to your upcoming job and change the date to 17 October from 11:00 - 12:00.
4. Simon visited you on the 17th of October and replaced your boiler, you're happy! Unfortunately, two weeks later the hot water stops working and you're not so happy anymore. Using the Domo app, go to your past job, and let them know about your issue.

Wrap

That's the end of the session! Thank you for participating and helping me better understand how I can improve the Domo app. Before you go, do you have any questions or feedback?