

# 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 on air in the market. Thus we are looking to improve in the design of our Udacity Coffee Shop app so 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 amelioration. 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 family members.
- At least 2 participants who love coffee and have used an app to order coffee

# Interview Script

## Welcome Message

Hey there my name is Jimit Raval. 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 of 20 minutes, with you in which I will be asking 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?
- Were you able to find the Menu drawer button after signing in?
- Is the information for a particular item enough for a purchase?
- Were you able to complete all the tasks? What difficulties did you have on choosing an item?
- Were you able to navigate different screens?

## Test Insights

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

P2	Yes, completely	Yes	Yes, the information provided is enough but needs to have rating before going to single item view screen.	Yes, completed all the tasks.	Yes, can easily navigate through the screens.
P3	Yes	Nope	Not enough information.	Locating menu drawer was not easy and no scrolling.	Satisfied with navigation.
P4	Yes, it is as easy as logging into other apps.	Yes, I found the menu.	Too much information looked clumsy.	Yes, but not able to scroll.	Yup, navigation was cool.
P5	Yes	Yes	Hmm yes, but need rating on item card as well.	Yes, completed all the tasks,	Good screens.
P6	Yes	Yes pretty much at the standard place.	Enough content	Yes, no difficulties.	Smooth navigation
P7	Yes pretty much standard.	Found it.	Had issues about the information not being standard.	Completed all the tasks. I was not able to scrolling.	Yes good, kinda navigation.
P8	Yes	Yes, easy	No issues found	I am satisfied with the general look and feel.	Could easily navigate through the screens.
P9	Yes	Nope	Sufficient information here.	No, locating menu button was not completed.	Nope navigation was not easy. It was a bit confusing.
P10	Yes	Yes, same place like other apps.	Information is okay.	Completion of the task is easy but there should be guide screens navigating through the app.	Yes but little bit confusing.

## 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 [jimitraval126i998@gmail.com](mailto:jimitraval126i998@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.
  - **30%** of the users don't feel comfortable about the information for an item that would push them to purchase it.
  - **40%** of the users were not able to scroll through the featured list.
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- ◆ 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](#).