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 put in the market. Thus, we are looking to improve in the design of our "PJ Enterprise Customized Gift" app such 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 ameliorations. 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
- People who are familiar with the Lookback tool
- At least 5 participants who usually participate the in activity of getting customized gifts for their employer

Interview Script

Welcome Message

My name is Prashant Joshi. Thank you very much for participating in this study. We are conducting this research in order to improve on the design for our PJ Enterprise Customized Gift app. We will have a short interview (20 minutes) with you in which I will ask you questions about your impression concerning the design of any website/app that lets you customize various gift items. I will record this interview and take notes, but this will only be shared with my team and will remain private.

Tasks

- Sign in
- Browse through various categories
- Browse through various items of category
- Check details of certain item
- Customize it with your company name/ company logo
- Place order of the customized item

Research Questions

- How is the sign-in / sign-up page? Is it self-explanatory for every user?
- Were you able to browse through categories after sign-in?
- Were you able to browse through items of certain category you were interested in?
- Is the information for an item enough for a purchase?
- Is the customization options available for an item enough for a purchase?
- Did you find the checkout-screen easy to use?
- Were you able to complete all the tasks?

Test Insights

Participants/ Questions	How is the sign-in/ sign-up page? Is it self-explanatory for every user?	Were you able to browse through categories after sign-in?	Were you able to browse through items of certain category you were interested in?	Is the information for an item enough for a purchase?	Is the customization options available for an item enough for a purchase?	Did you find the checkout-screen easy to use?	Were you able to complete all the tasks?
P1	Yes	Yes	Yes, the category icons and	Yes	Yes	Yes. Pre-populate	Yes

			names were self-explanatory and helped to find items I am interested in			d payment method and address were quite useful	
P2	Yes. Follows the generic pattern	Yes	Yes, the items were neatly presented while browsing through certain category	Yes	Though company name and logo are enough in most of the cases, I wouldn't have mind more options	No. I was expecting to have an option to delete one or more items that I have added in cart	Yes
P3	Yes	Yes, the home screen was quite easy to navigate through categories	Yes	Yes	Yes	Not having to add payment details and address every-time I place the order is quite useful. However, please add some mechanism so that I can delete item(s) as well from cart before placing the order.	Yes

P4	Yes	Yes	The brief item detail along with price and rating was neatly presented and helped to get better idea of what the item is.	Yes	Yes	Yes	Yes
P5	Yes	First screen after sign-in was showing different categories	Yes	Yes	Yes	Yes	Yes
P6	Yes, standard screens that are used by other apps/websites	Yes	Yes	Yes	Yes	No as there is no option to remove an item from cart	Yes
P7	Yes	Yes	Yes, quite straight forward flow of screen without any kind of clumsiness	Yes	Yes	No, every checkout screen must have an option to remove one ore more items before placing an order	Yes
P8	Yes	Yes, it was easily relatable to other e-commerce	Yes	Yes	Yes	Yes	Yes

		app/websites					
P9	Yes, simple to understand	Yes	Yes	Yes	Yes	No, there should be a way to remove unwanted item(s) from cart before placing an order.	Yes
P10	Yes	Yes	Yes	Yes	More options like adding a punch line or adding company name along with employee name would be more useful to have features	No, please add an option to delete the unwanted item from cart	Yes

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 joshiparsu@gmail.com. Hope you have a wonderful day.

KPI

KPI to work with

Increase Task success rate

Component to iterate on

The checkout screen component of the application

Hypothesis based on Data Points that apply to the design:

- 70% of the users experienced difficulties removing unwanted items from the checkout screen before placing an order.

Alternate solution based on the Data Point

- Created one alternate solution based on the Data Point that allows user to remove unwanted items from the checkout out screen before placing an order

Annotated the alternate solution with details

- Details of alternate solution with details of what improved based on the Data Point can be accessed @ this figma link