Overall performance of the test:

All respondents were able to complete the tasks within five minutes. In order to ensure fairness, all the respondents of this test are same with the test of Drkol. All respondents agreed that the webpage design of ShareBird is clearer and more user-friendly than Drkol which verifies ShareBird reduced the complexity of use. However, two of respondents said ShareBird is not attractive enough due to the lack of information.

Findings of the test：

Competitive advantages of ShareBird prototype:

1.Simpler and more convenient

2.User information/profile can be viewed clearly (which Drkol cannot provide)

3.Diversified and common SSO (Facebook, Instagram, WhatsApp)

4.Reference price provided on the customer registration page (Decrease the unstable of pricing)

5.Automation (Discount will be automatically used at checkout)

Problems:

1.Too few pages and information provided (Still at the draft stage )

2.Lack of transparency in the consumption process

3.Complexity of signing up the account is high(Too much information needs to be provided: contact number, Instagram user name)

4.Insufficient contact information(Still at the draft stage )

Solutions:

-Increase the informational pages (For problem 1 and 4)

-Increase the page of customer journey (For problem 2)

-Some information like Instagram username can be set as optional question. (For problem 3)