Usability Test 1: Marc

https://youtu.be/tAvNzHiplw8

Marc has planned a few things especially events around his wedding. He thinks the first page is informative and reminds him of a phone application. It looks like a concert planning thing.

Task: 1

Created a new account with ease. Is confused about what kind of user he is because of the premade events. Created a new event with ease without being asked. The date picker was confusing because the prototype wasn't functional. Good Calendar app.

Task: 2

The Search was confusing. Never found the filter. Found share with contacts instantly! Was easily distracted with the rest of the main navigation (May be better to allow user to explore site first). Liked the documents and photo sections. Thought they would be easy to use.

Wants to be able to select a few vendors and compare them. Would like a ranking system in order to narrow down search results.

Task: 3

Likes that there is a to-do list and would like to add his notes here. This would make it helpful and easy to access. Didn't notice the favorites list.

Was able to easily see the notes buttons. Was very surprised to see the notes modal and thought it was great and sensible (I feel like he struggled with this task because he didn't see the favorites tab initially, his workflow would be better suited with the notes and favorites combined with the to-do list. Maybe make it accessible from both places to suit different workflows.)

He appreciated the documents and venues and wants to add these to his to-do list.

Task: 4

Really liked the themes and how easy it was to customize and create a basic invite. Loves the RSVP button addition. Easily added to contacts.

He was really surprised to see that it took him less than 3 minutes to create a custom invite. Loves the RSVP with a quick hyperlink and the simpleness of it.

Overall:

Some other tasks were confusing until he reached the page. He thinks that having more familiarity with the website would give him more speed and make everything more streamlined.

Usability Test 2: Liz

https://youtu.be/xJivNKEwGsw

Liz is currently getting her Master's and currently works for a tech company and is curious about Usability Testing. She has planned several small events even though she doesn't enjoy it. She likes the first page and thinks the background is applicable but not distracting.

Task: 1

Completed the first task very easily. Created a new account and understood what everything was for. Was confused by the events already created on the user login page. (might be better to have multiple page states when creating new tasks so that users aren't confused). Easily created a new event and understood all the buttons. Was enthusiastic about exploring the site.

Task: 2

User was a bit confused when the task stories were switched. Also, user wanted to type into the search bar it might be better to explain this at the beginning of the test. Easily found the favorite star and thought it was easy to understand. Thought the favorites page was easy. She did not find the filters button easily and was confused by it. She thought it was hard to find. She also thought that the search bar would do the trick with a keyword search. She wanted the filters button closer to the search bar. Wanted Luau added to search but didn't know she could customize search with additional search options (this was never found).

Task: 3

She easily found the favorites list and added her note with no problem. My observation at this point however is that there is no way to see that there is a note created. Where do the notes go?

Task: 4
She really liked the customization. She easily found enter/edit details and saved with no problem. She really liked the RSVP button. Easily found the send to contacts button. The contacts button made her think that it would send to all her contacts. She was really happy to

see a modal pop-up so that she could select from her contacts list. Liked that she could easily create contacts lists. (I noticed the modal needs to display these created lists.)

Overall:

She thought that it was easy to use and that the application held all the possible tools that she needed to use but it took her a while to find them. She thought the star favorite was pretty intuitive. She really liked the notes and keeping track of previous thoughts. She wanted the venues to have a filter too so that depending on the event you might need to filter the search by bar, bookstore, etc.

Final Thoughts:

Identify the top usability issues identified during this test:

1. Users had a great deal of trouble locating and using the filters option.
2. Users had different workflows and connecting areas of the application in more ways than the navigation might help with this.
3. Users wanted a better ranking system to identify and compare their choices.
4. User wanted the filters to be easier to find and be more intuitive.
5. User wanted the venues page to have filters.

Identify the top usability likes identified during the test:

1. Users really liked the the RSVP button when sending an invite.
2. Users easily logged in and created a new event.
3. Users liked the notes modal and the idea of keeping thoughts organized with items.

Possible solutions:

1. Instead of having a recent activity log, create a list of tops. For example, top favorite venues, top favorite templates, etc. (Use this space to redirect the user to commonly used parts of the site like a most visited).
2. Create multiple states for testing. Users are thrown off by the dashboard having several events created for a new user.
3. Users got thrown off when task stories were changed. It might be better to stick with one story and create different tasks within that storyline.
4. Filters need to be moved closer to the search bar. Users either didn't find them or were confused by them.

5. Venues page should have filters as well in case the user wants to search by venue type. If the user is having a book club vs a rock show, they will want a coffee shop, bookstore, or they'd like a dive bar, performance venue, etc.
6. Users had different work flow processes and it would be helpful to have different parts of the site accessible in multiple areas. For example, the To-Do list could also show a venue with the favorite icon. Venues can be favorited and then added to the to-do list with a note "Call 3 tomatos and inquire about availability."
7. Users should not only be able to favorite but also rank venues so that they can compare and contrast. Star system or number system (1/10 or 5/5 stars)