

Visual Design User Testing

Purpose

I will be conducting User Testing in the early stages of the event app «Vente» to fine tune details before the development process, and to make sure the app will be as user friendly as possible. The information gathered during the user testing will help me gain valuable insights for any designs that could cause frustrations for the user.

Testing Objectives

- Is the photo treatment appealing
- Is the color choice clear
- Are the primary call to action buttons obvious

User Profile

- Age: 25-40
- Gender: even mix of male and female
- Full time employees
- Use apps in their daily lives, for shopping, research, social media etc.
- Regular event attendees
- Want to experience new events and meet new people
- Have used other event apps before

Methodology

In-person prototype test conducted by one interviewer

Notes will be taken during the interview (of behavior, comments and completion on the tasks)

Users who fit the user persona will be chosen. Moderation technique - Combination of observation and interview. Will start with welcoming the user/ participant and explain what will happen. The participant will receive a few tasks to solve. They will be encouraged to think aloud as they interact with the prototype and attempt to complete the assigned tasks. Will ask the participants for thoughts and reasoning at the end of the testing.

Environment & Equipment

- Environment: At their office/ meeting room or similar. Quiet environment.
- Equipment: iPhone Xs Plus

Questions

- What service or product do you think this app is promoting?
- What does this logo say about the company that uses it?
- What are you expecting to happen after you sign up to this page?
- What are some thoughts that come to mind when you see the design of the home screen?
- What was the most prominent element on the app?
- What do you think of that specific photo?
- Do you have any thoughts on the colors used?
- Can you tell me what the icons in the tab bar mean?
- What do you think happens when you click «Join us»?

Test plan: Vente App

Executive summary

Date: 28.02.2020

I conducted user testing in the early stages of the travel app “Bon Voyage” to fine tune details before the development process - to make sure the app becomes as user friendly as possible. The test was done on an iPhone 8 Plus by two participants. To minimize external disturbances, the chosen location was a quiet room.

I took notes during the user testing - of comments, errors and completion on the tasks. I recorded the testing as well.

During the testing it became clear that there are some problems with the Social page of the app, as it caused confusion among the participants. However, they were in general positive to the overall concept/ design of Bon Voyage.

Participants User 1:

- Age 25, male

- Full time employee
- Uses apps in his daily life, for shopping, research, social media etc.
- Attends 10 or more events a year
- Has used other events apps before

User 2:

- Age 40, female
- Full time employee
- Uses apps in her daily life, mostly social media and research
- Attends 10 or more events a year, mainly concerts

Answers User 1:

- What service or product do you think this app is promoting?

The first thing I think of is a health service. Why? Or massage, because of the heard lines the logo turning to softer lines.

- What does this logo say about the company that uses it?

(Same answer - health/ massage)

- What are you expecting to happen after you sign up to this page?

I am expecting to write my email and password or create a new user.

- What are some words that come to mind when you see the design of the home screen?

I believe the tab bar is too high, it takes up a lot of space. I'm guessing the butterfly icon is the same as your typical Heart icon. I'm not sure what the letters and number in the address means (UK postcode), maybe change it to distance or travel time instead. Overall I think the home screen looks clear.

Actually I think the Boxercise class card looks uneven, and the date is too high up compared to the other cards. The distance between «Nothing Hill» and the map icon is also different from the other cards.

- What is the most prominent element on the home screen?

The imagery and the butterflies.

- Do you have any thoughts on the colors used?

The colors are bright, but they look muted in this app, if that makes sense. I see blue, red and orange - I think they work well together.

- Can you tell me what the icons in the tab bar mean?

The house icon is for the home screen, the second means search. The butterfly icon I am not sure about, either something I have liked or something that the app recommends for me. The calendar tells you what is happening on specific dates. The last one is events I have liked, or it could be user settings as well.



- What do you think happens when you click «Join us»?

I think you become a member of a group, receive updates and so on. User taps *Join us*. Oh, it's a check out page. Maybe if you change the background colors to grey to make it more «serious» or obvious that you are about to pay for something.

Check out

Not Your Mothers Yoga Class

Not Your Mother's Yoga Class
Tomorrow 7:30 am - 9:30 am

Total £5.00

Payment Method

VISA

Join us!

Pay £5.00

Answers User 2

- What service or product do you think this app is promoting?

I think this is an app for things to do for young people in London

- What does this logo say about the company that uses it?

What does Vente mean? The logo is a butterfly. It looks positive, clean and nice. When I see the butterfly I think of something/ someone who is going out to explore something. However, the butterfly in the logo looks static, it is not moving.

- What are you expecting to happen after you sign up to this page?

I expect to be taken to the registration page for email, password and so on.

- What are some words that come to mind when you see the design of the home screen?

It looks like an app for young adults

- What was the most prominent element on the app?

The largest photo in the home screen

- What do you think of that specific photo?

It looks a bit dark. It is difficult to see the people in the photo. However, the other photos looks a lot lighter and it is easy to see what type of activity they are promoting.

- Do you have any thoughts on the colors used?

The first colors that I see are the colors used in the largest photo on the home screen.

Other than that the colors look very nice and clean. Neutral. I like the typeface as well, it is easy to read.

- Can you tell me what the icons in the tab bar mean?



Home, search, maybe more info about Vente (butterfly icon), events or tickets and personal info.

- What do you think happens when you click «Join us»?

I am expecting to go to some booking page.

(After clicking join us, booking page with Visa info comes up.) How do I know which card I have chosen? (After booking) The arrow gives a nice touch!

Overall ratings

The participants were positive to the overall concept of. Vente They enjoyed the photos and colors.

In general, the participants had trouble understanding the usage of the Butterfly Icon. One of the participants liked the arrow after you have made your registration or booking - it gave the app a «human touch». Both participants noticed the large photos that were used in the home screen.

Recommendation for improvements

I got a few recommendations for improvements. One of the participants noticed that a couple of lines weren't aligned with the rest of the page. The postcode can be swapped for distance in km/ miles. I might have to do something with the butterfly icon to make it more intuitive.

Conclusion

I received a lot of useful and constructive feedback from the participants. Most of the feedback given are pain points that can be changed quite easily for a better user experience. One of the things I am planning to do is to write «Home», «Search», «Favorites» under the icons in the tab bar.