User Feedback

Scenario: You are a user who wants to search for dog treats and filter the results by customer rating. What steps are you taking to accomplish this task?

Link to prototype

Participant 1	Notes
Kevin	Went through the prototype very quickly. Was able to find search bar in an instant. Paused a moment to find filter button.
	Said he was looking at the top near the search bar to filter.
	Filter button did not stand out enough.
	Said it was simple and easy to use. He knew what to do immediately but suggested a filter icon be at the top.

Participant 2	Notes
James	Liked the font choices, and found everything to be straightforward to navigate around.
	Thought the top nav bar on product page could increase in size, and the share and favorites button increase in size as well.
	Went through the user flow seamlessly.
	"Your designs look great and once you add color, your app will look beautiful!"

Participant 3	Notes
Mary	Liked the search suggestions and the layout of the product page.
	Suggested to use radio buttons instead of checkboxes for filtering by customer rating.
	Liked the filter tag, but thought it was a little hard to notice.
	Went through the prototype quickly and easily.

Participant 4	Notes
Brianna	Found search bar within seconds, but had a hard time finding the filter button. Suggested the filter button be closer to the top.
	Liked the overall layout of the app.
	Got a little confused when closing the filter, did not notice filter label.
	Wasn't sure that filter was applied.

Participant 5	Notes
Stacey	Loved the search suggestions, and said it was easy to navigate and find dog treats.
	Liked the floating filter button, and found it easily.
	Said that the top tab bar was a little too small.
	Overall navigated through the app pretty easily.

Analysis

Pain Point	Priority	Recommendation
Filter button was difficult to find.	Critical	Remove filter button and create filter icon to be placed near the top near the search bar.
On the product page, increase the top nav font size.	Preferential	Consider adjusting the size of text on the product page.
Use radio buttons instead of checkboxes	Preferential	Some users may want to check multiple boxes to apply multiple filters, but this may not be necessary for the customer rating category.
Was a little difficult to notice that the filter had been applied	Preferential	Consider making the filter tag applied more prevalent by adding color.