Usability Test Report

- **Date:** December 18, 2023
- **Time:** 10:30 – 11:00
- **Location:** Conducted in person

Introduction:

The usability test aimed to assess the functionality and ease of use of the platform's various tools and scenarios. Participants were guided through tasks such as navigating to specific pages, and exploring AI tools. The feedback and insights gathered aimed to enhance the platform's user experience.

Participants:

- **Test Conducted and Results Written by:** AL Habsi, Mazoun
- **Test Creation:** Bokaeiolmousavi, Negin
- **Tested User:** Al Habsi, Zahra

Information About the Tested User:

Zahra Al Habsi, a IT lecturer at the international collage of engineering and management. she is 32 years old. Her bachelor's degree was science in software technology.

Methodology:

Scenario testing was used in this testing.

Preparation:

- Mazoun briefed about the project and the platform purpose and functionality.
- Testing conducted in Figma environment.
- Mazoun shared her laptop to Zahra to test out the prototype.

Scenarios:

- Scenario 1: Workspace navigation.
- Scenario 2: Uploading the link and utilizing AI tools.
- Scenario 3: Exploring results and saving functionality.

- Scenario 4: Sharing results on preferred social media platforms. ⬚

Summary of Test Steps:

Step 1: Accessing the Prototype

The session began with an explanation about the project. Then Mazoun, introduced the test's purpose and opened the prototype, the Home page to Zahra in order to start the testing.

Step 2: Navigating and Using the Prototype

- **Scenario 1: Accessing the Workspace Page**
- Zahra successfully navigated to the workspace, it was accessible to her but she was questioning if she should click on the button or not.

- **Scenario 2: Using AI Tools in the Workspace**
- **Navigation Issues:** It was clear for Zahra that she can past a transcript if she have it or past a link for a video.
- **Choosing a Title:** After selecting the topic, she was able to select a title easily, she even regenerated the title.
- **Workspace Interaction:** She did find it accessible to use the ai tools, and she understood each tool functionality.

- **Scenario 3: Exploring AI Tools for Article Creation**
- **Tool Functionality Clarification:** Zahra explored all the available AI tools. The functionalist was found clear by her. She had a question about the send button, what dos it do on that page? And if she use the platform is she supposed to write something in the input field?

- **Scenario 4: Sharing Results on Social Media and Viewing A Saved Draft**
- **Going to the saved article:** Zahra clicked on the image at first, then nothing happened, so she clicked on the text on the article, and nothing happened again. Then she found the button that says edit then she was able to navigate to the draft page.
- **Publishing in social media:** Zahra understood very easily that if you clicked the publish button, she will be able to select the app after that. then she selected Instagram and found the publish button accessible.

Step 3: Summary
- **Scenario 1:** Workspace access - successful navigation.
- **Scenario 2:** AI Tools - slight navigation issues and clarification needed on tool functionalities.
- **Scenario 3:** AI Tool Exploration - uncertainty about functionalities and integration with workflow.
- **Scenario 4:** Social Media Sharing - feature not relevant to Fabian's responsibilities.

Post-Test Questions and Answers:

Mazoun asked questions, we have prepared earlier to gather overall experience and perspectives on the prototype.

Responses:

1. The the first question, do you think this application can help you to improve your workflow?
   - " Yes. "

2. How easy was it to find the workspace within our prototype?
   - "Quite easy, in scale of 1 to 5, I will rate it 5."

3. Was there any task that you found challenging within our prototype?
   - "Going to the main page, trying to view the article. I clicked on the picture, as well I tried to click on the title, it was unclickable, I just saw the edit button which I thought if I will click on it, it will lead me to, the edit page, which is what I am looking for."

4. So where do you expect to view page from?
   - "From the edit button on the main page."

5. Thank you, any other challenges?
   - "While choosing the summary, I want to see what kind of picture I am going to use, and I want able to do so, because if I go back to the image the summary will disappear."

6. how easy was it to use the AI tools within our app?"
   - "Easy"

7. did you like all our AI tools?
    - "Yes"
8. based on your experience, how likely are you to return and use this app again?
    - "Very likely, it helps me to brainstorm the idea and help to use the topic, it suggests topic. It fact check and it added infographic if you want and it is easy to share them through different social media platforms. And it get the text from the video instead of taking my own notes which save time and effort"
9. for what purposes would you use this app?
    - "To write articles".
10. And do you need writing assistance when creating an article?
    - "No, I don't need it."

11. how would you like to save results generated by AI if you want to use them again?
    - "Save them in the app, as a pdf for back up or Ms word I don't mind."

12. On what device would you prefer to use this app on mobile? On desktop? Tablets?
    - "Either desktop or tablet, I don't like to write articles on my phone."

13. Do you have any favourite AI tools maybe that you think that's the most useful?
    - "The summary is most useful."
14. What do you think about the colours in our prototype?
- "Peaceful, good for reading."

15. Is there anything else you want to add to the platform?
- "The view button on the home page, as well a place to reach to all the drafts."

Summary of Answers:

1. Workflow Improvement:
   - Zahra believes the application can aid in improving her workflow.

2. Workspace and Testing:
   - Zahra found accessing the workspace easy, rating it a 5 out of 5. However, she faced challenges navigating back to the main page to view articles.

3. AI Tools:
   - Overall, Zahra found the AI tools easy to use and liked all of them, particularly finding the summary tool most useful.

4. App Usage Purposes:
   - Zahra intends to use the app primarily for writing articles.

5. Article Publishing:
   - She found it straightforward to share articles on social media platforms, expressing ease in the process.

6. Saving AI Results:
   - Zahra prefers the ability to save AI-generated results within the app, as PDFs, or in MS Word format.

7. Device Preference:
   - Desktop or tablet usage is preferred over mobile for article writing.

8. Preferred AI Tool:
   - The summary tool stood out as her favourite among the AI tools.

9. Dashboard Evaluation:
   - Zahra suggests adding a view button on the home page and a section to access all drafts for better navigation.

10. Colour Scheme Opinion:
    - Zahra found the colours peaceful and good for reading.

11. Overall Feedback:
    - Zahra suggests improvements in navigation, particularly a clearer path back to the main page. She also wishes for enhanced functionalities like viewing images without losing the article summary.

Recommendations:

1. **Implement a clearer pathway to view saved drafts from the main page:**
   - Zahra encountered difficulty in finding a direct route to access saved drafts from the main page. A clearer and more intuitive pathway or button could be incorporated on the main interface, making it easier for users to locate and access their saved drafts.

2. **Create a centralized space to access all drafts for user convenience:**
   - Zahra suggested having a centralized area within the app where users can conveniently access all their drafts. This could be a dedicated section or a dashboard-like feature that displays and organizes saved drafts, streamlining the user experience.

3. **Consider providing previews or options to view images while selecting a summary to facilitate content creation:**
   - Zahra expressed a need to preview images while selecting a summary. Providing options to view or interact with images while choosing a summary could enhance the content creation process, allowing users to make more informed decisions about the content they generate.

Conclusion:

Zahra found the app beneficial for her workflow but highlighted areas for improvement, particularly in navigation and visibility of functionalities. Her insights suggest a need for clearer pathways to view drafts. Incorporating these recommendations could significantly enhance the overall user experience of the platform.