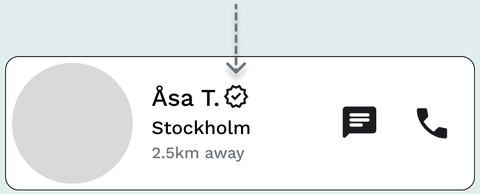
Learnings from ‘Book an Expert’ Flow

Results of user testing showed **usability issues** with the design at **UI level**, **full-screen level** and **flow level**.

Here is how I iterated the design.

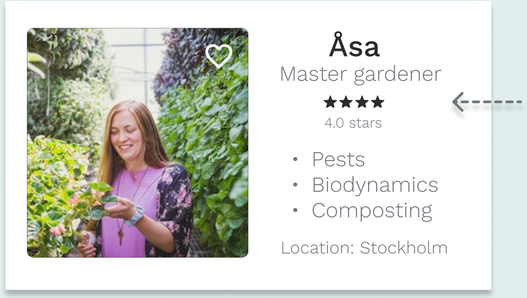
UI level issue:
’Super Expert’ rating

Gardeners were **confused by the symbol** for ‘Super Expert.’



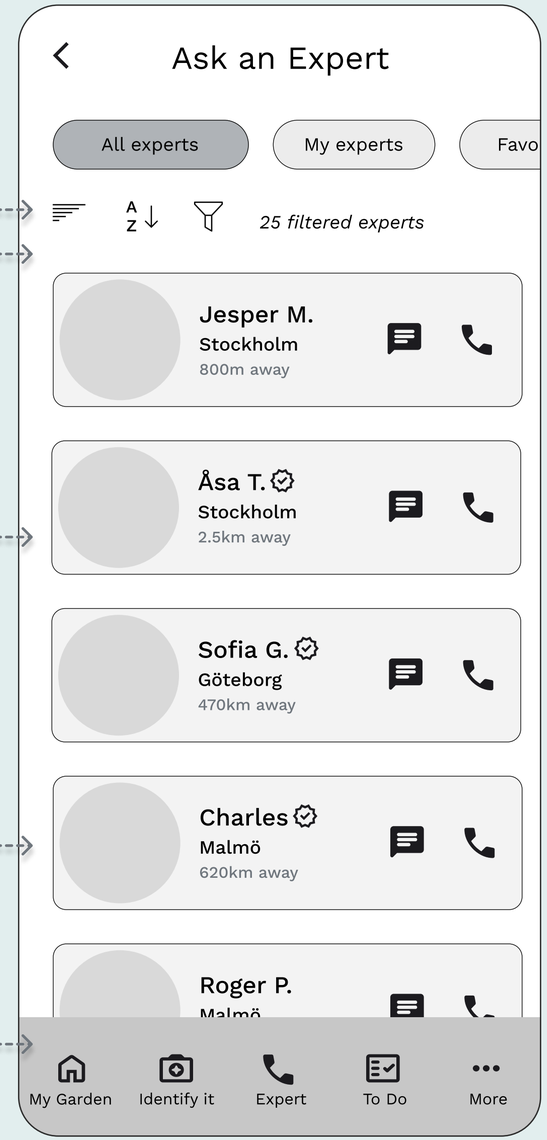
Before

‘Super Expert’ was changed to a more **familiar star rating system**.



After

Full-screen issue:
Expert Feed



Confusing sort button

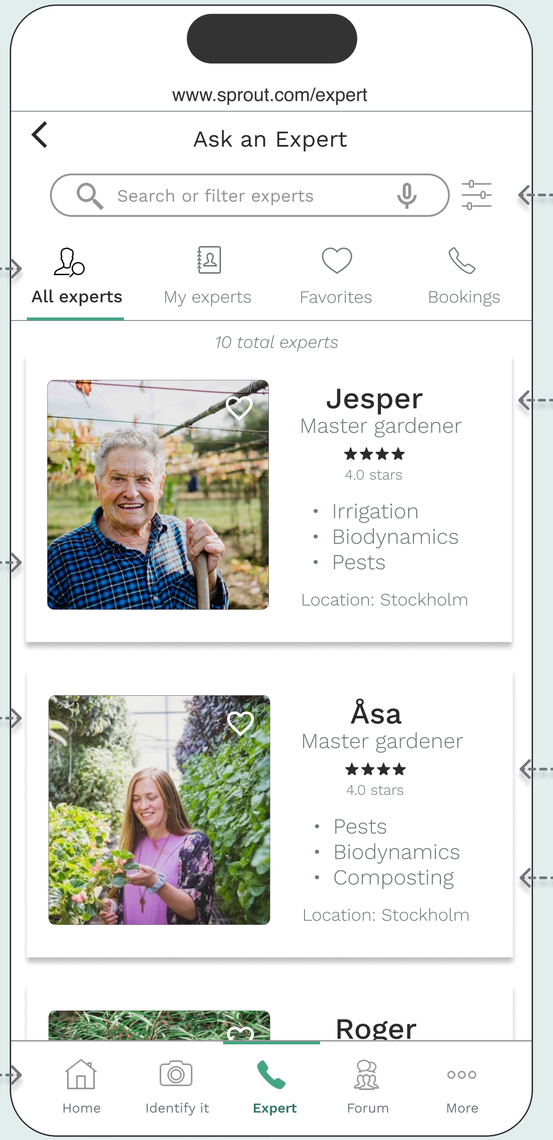
Filter awkwardly placed

Photo too small to feel trust for the expert

Distance info is unnecessary, and important info not visible

'Identify it' icon confused users

Before



Top tabs added to maintain consistency with other screens

Larger photos build trust, give friendlier feel

User can favorite for later

Familiar, clear, accessible icons on nav bar

Search and filter moved to an expected spot

Larger card allows for longer names

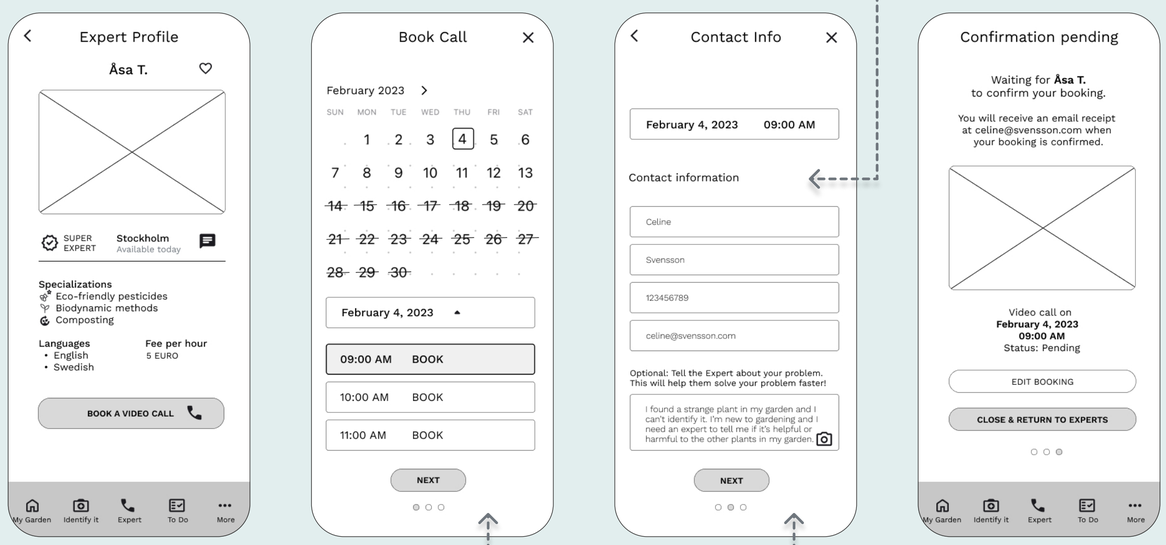
Rating system has more meaning

Important info is visible so users won't have to try to remember it from the expert profile

After

Flow issue:
Complex booking flow

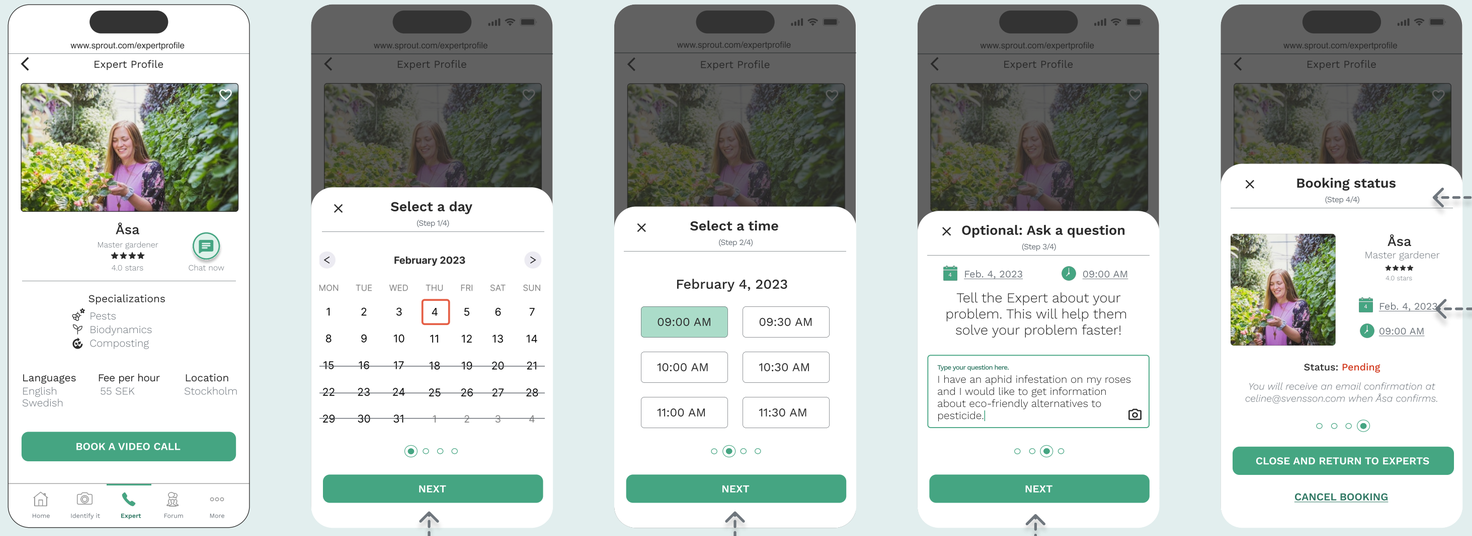
Before



Contact info was unnecessary since users already create an account at sign up.

Multiple steps on one screen feels like info overload and is cognitively demanding.

After



Step numbers added so users know where they are in the booking process

User can edit, cancel or close booking

Breaking down the process by giving each step its own screen with a clear label made the booking flow easier and less cognitively demanding.