

USABILITY TEST PLAN FOR EXPERTLAND

INTRODUCTION

Moderated in-person usability test for ExpertLand mobile app by Mikael Melan.
The tests were carried out on 7.-14. May 2018 in Berlin.

BACKGROUND

ExpertLand is a mobile and web app that serves as a platform bringing together experts of various fields and people in need of their help. The discovery phase for ExpertLand began in March 2018. Based on the user interviews and competitive analysis we have created an early prototype of the mobile app with which we wish to fill the gap in the market and satisfy our potential customers.

GOALS

This time we concentrate on the side of the basic users (that is the help seekers). We want to see how the test subjects are able to carry out some of the most fundamental actions when encountering the app for the first time.

TEST OBJECTIVES

1. It will be interesting to see how the test subjects understand the basic function of the app and how do they appreciate it.
2. The test subjects are asked to sign up, to search for a certain expert and to book a call with her. These are the same actions every user needs to carry out when using the app for the first time.
3. The most important question is to see how fast and easy the test subject are able to perform the required tasks. Besides that, some other things can be observed too. For instance, how they see the app overall and do they seem to enjoy using it.

METHODOLOGY

The test were carried out in person in a home environment. The tasks were completed with an iPhone and filmed with a laptop.

PARTICIPANTS

We tested 6 participants between 30 - 45 years old. For more precise information, [click here](#).

TEST SCRIPT

The script can be found [here](#).

USABILITY TEST REPORT

INTRODUCTION

The tests went according to the plan and no changes to the plan were required. The usability part was a great success as the test subjects were able to accomplish the tasks almost without any problems. By contrast, there were some issues when it comes to the visuals and bringing forth the idea and basic vibe of the app. The problems are listed below in a chronological order.

ISSUE 1: The logo in the Intro/Loading screen must be changed (medium severity)

Suggested Change: The logo needs to be made friendlier and more attractive.

Evidence: One user described the logo as “a dark utopia where people are like cogwheels”. Even if it was only one user, it is not the impression we want to deliver.

ISSUE 2: The slogan in the Intro/Loading screen must be changed (medium severity)

Suggested Change: The slogan has to capture the essence of the app better. Something like “Your Path to the Experts You Need” would be a bit less ambiguous.

Evidence: 33% of test subjects were not totally clear about purpose of the app. Even if they got it partly right, they were left with questions. One test subject criticised the slogan directly.

ISSUE 3: The pictures in the Onboarding must be changed to real photos (medium severity)

Suggested Change: When chosen well, photos are capable of answering some questions the users may have. For example, one test subject missed examples of the possible user problems and that is easily done with a well chosen photo. With photos we can also deliver a more personal and lively image of the experts.

Evidence: One test subject called the pictures “unemotional and impersonal”, while another called them “indifferent”. One test subject just criticised heavily the whole visual design. It was even asked whether the experts are real people instead of automata.

ISSUE 4: The optionality of entering the payment details should be emphasized (low severity)

Suggested Change: If the users are given two different buttons to continue, it becomes clearer that they have the option *not* to give any credit card information when signing up. Perhaps the word ‘optional’ should be included in the headline too.

Evidence: It is clear that people don’t like to spread around their credit card details. That was easy to see while observing the test subjects’ reactions towards the screen in question.

ISSUE 5: The prices must be included in the prototype (high severity)

Suggested Change: The prototype was incomplete as it didn't give the test subjects the whole picture when it comes to the actual deal. The prices must be included in the expert profiles and filters in order to make the prototype comprehensive.

Evidence: One test subject was annoyed about the lack of information about the business model and the deal it offers its users. Just putting the prices there answers many questions about the product.

CONCLUSION

All the above changes were made to the prototype, plus some other minor improvements (position of the back-arrow, some colors, etc.). For the next tests it would make sense to include more screens and more complicated tasks as well as to test the test subjects' reaction towards the improved visual appearance.

REVISED PROTOTYPE

The prototype with all the changes mentioned can be found [here](#).

FURTHER TESTING: PREFERENCE TEST FOR THE INTRO SCREEN

After the usability test, the pictures on the introduction and onboarding screens were changed: now the onboarding pictures real people whereas the picture on the intro screen is still a drawing even if a new one. I wanted to test if the users would prefer real people also on the intro screen. The results were rather mixed but the original picture gathered a slight majority on its side. Even if the support was not that strong, it encouraged to leave the screen as it is.