

Maze version - MERCHANT-PLFM-V1

Obero v1

Responses

5

of blocks

20

[See online report ↗](#)

Downloaded on the 4.18.2023



Do you have experience with using management tools / digital systems for managing your businesses?

Multiple Choice

5
Responses



[View details in Maze ↗](#)

How impactful do you think digital tools contribute in conducting businesses?

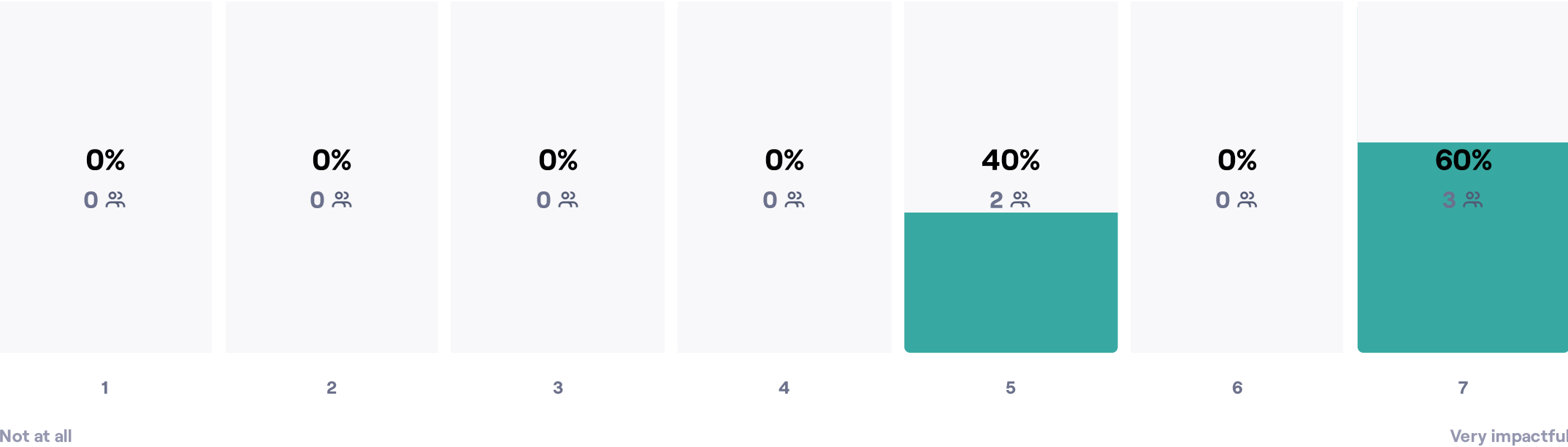
Opinion Scale

5

Responses

6.2

Average



[View details in Maze ↗](#)

Introduction

Context Screen

In this user test, tasks will be given out to you and you are required to complete them at your own pace.

5

Testers

Task 1 – Identification & Access

Prototype Test

Login into the application



100.0%

Direct success



0.0%

Mission unfinished



5

Total testers



76.9%

Misclick rate



8.8s

Avg duration

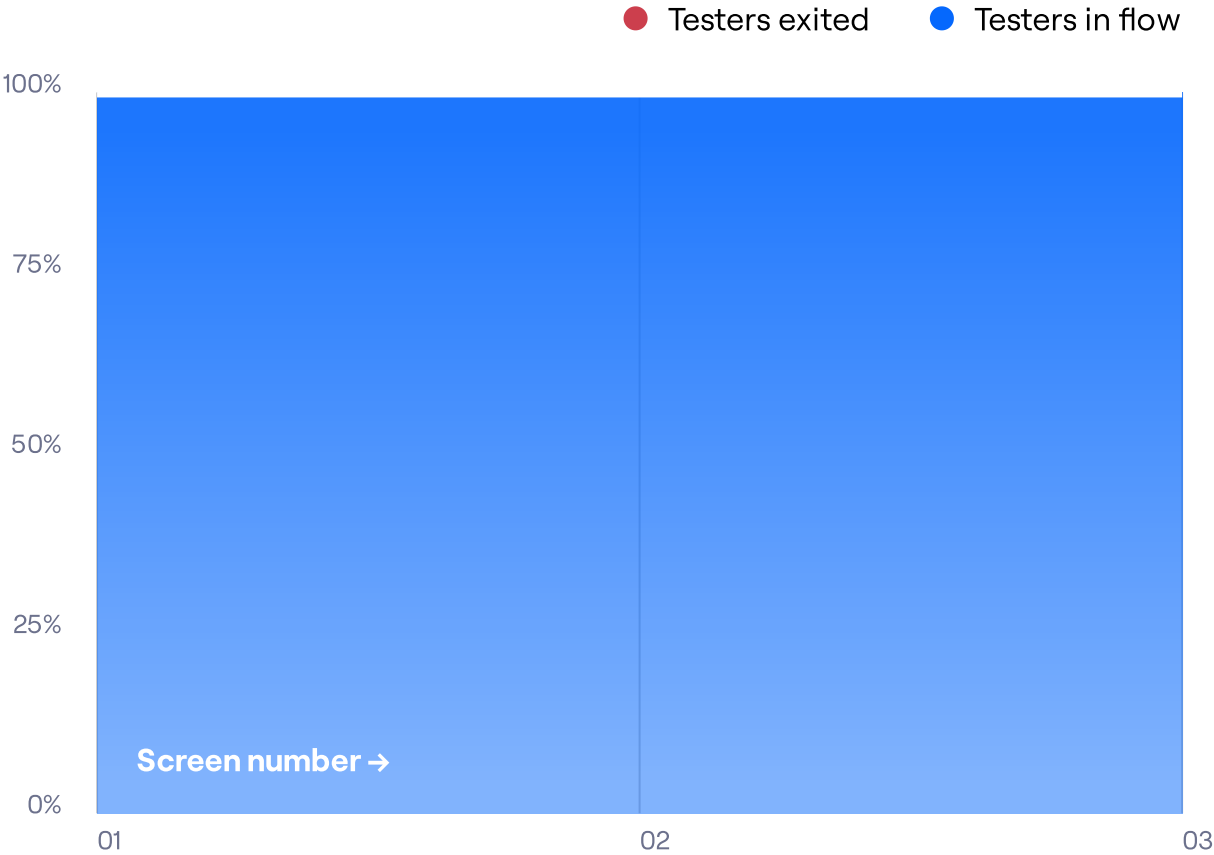
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



100%

It's time to celebrate...100% of testers completed this mission via the expected path. Congrats!



Screen 1

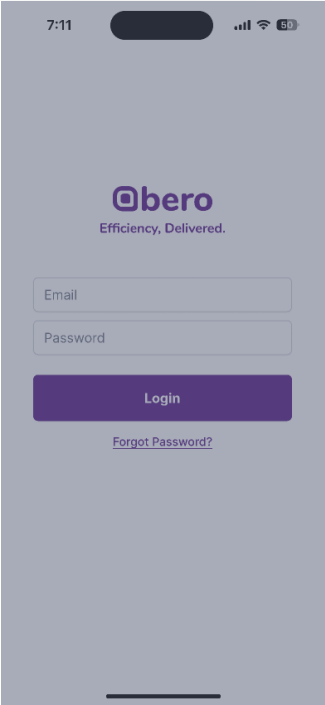
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

7.6s

80.0%



Screen 2

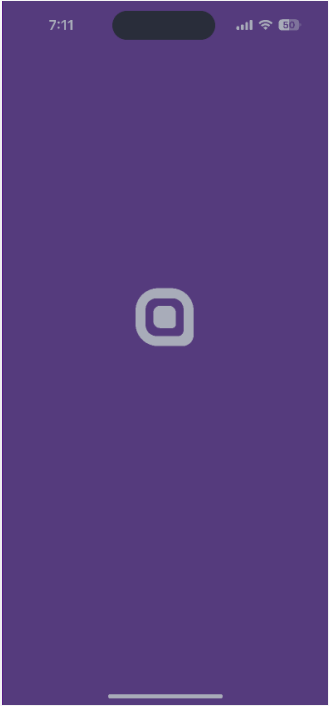
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.2s

20.0%

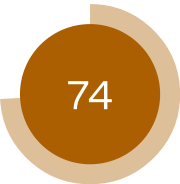


[View details in Maze ↗](#)

Task 2 - Merchant Creation

Prototype Test

Add a new merchant & select your newly created merchant.



80.0%

Direct success



0.0%

Mission unfinished



5

Total testers



59.2%

Misclick rate



44.1s

Avg duration

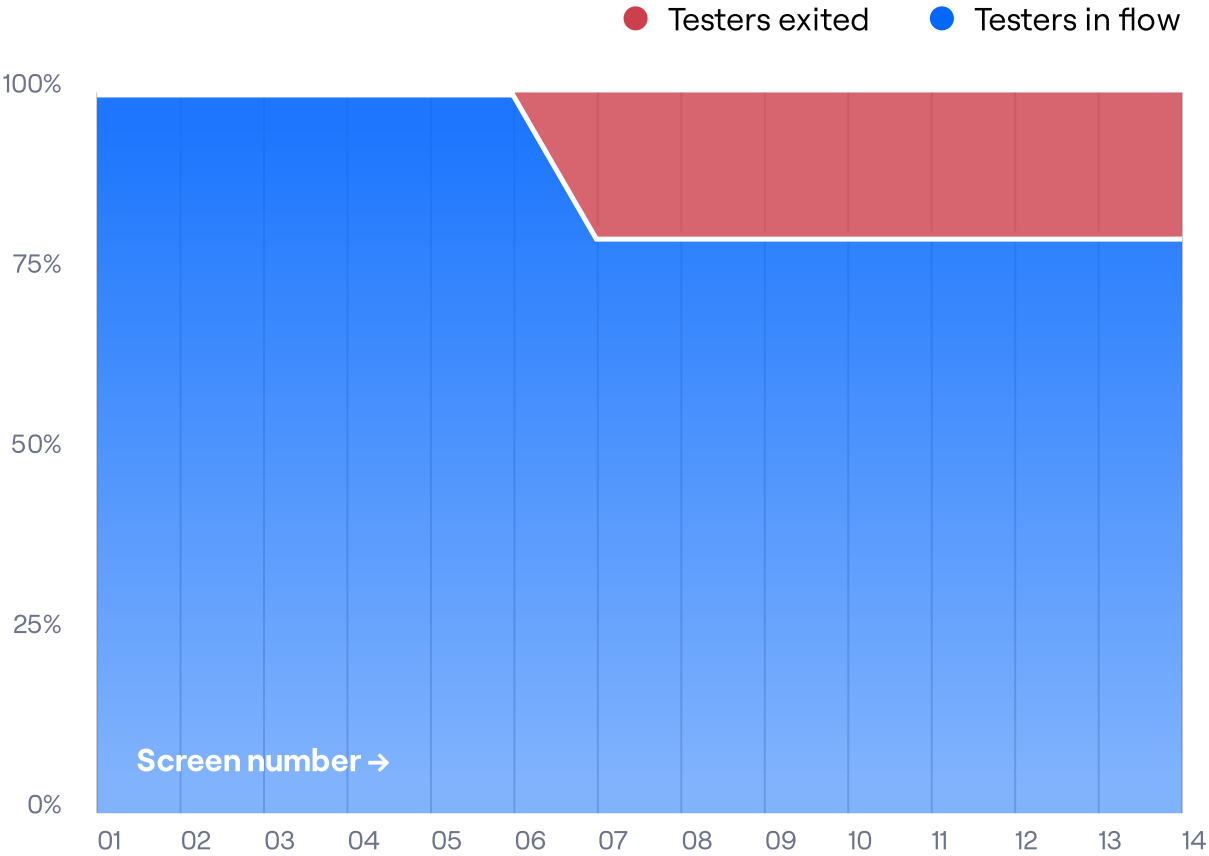
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Screen 1

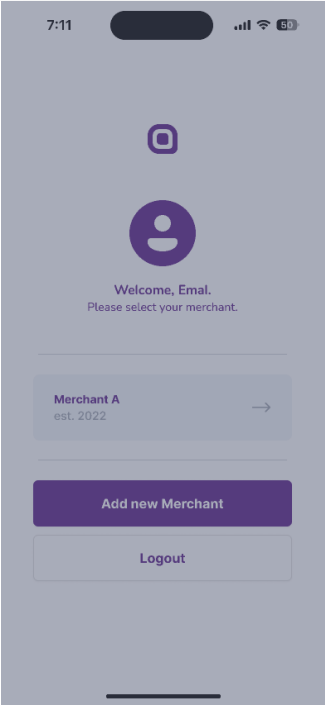
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.9s

0.0%

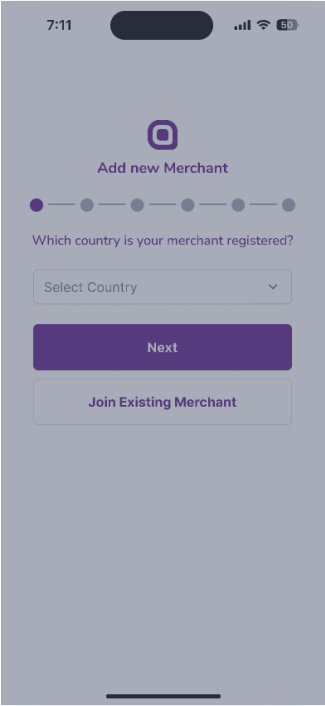


AVERAGE DURATION

MISCLICK RATE

3.7s

100.0%



Screen 3

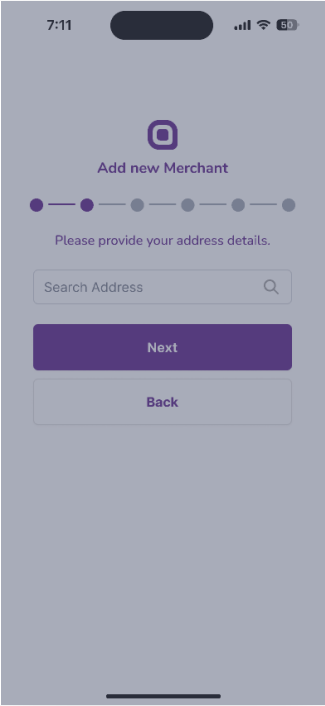
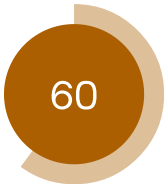
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.1s

80.0%



Screen 4

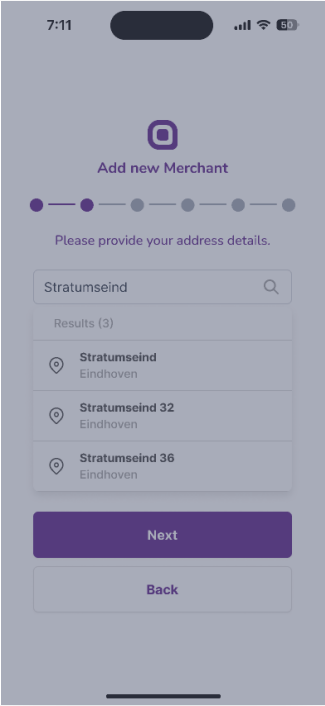
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

6.9s

100.0%

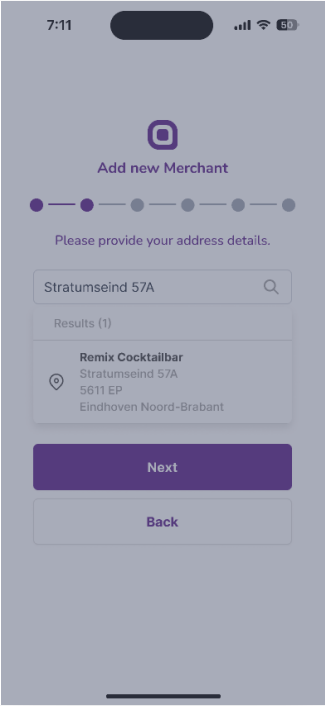


AVERAGE DURATION

MISCLICK RATE

1.1s

0.0%

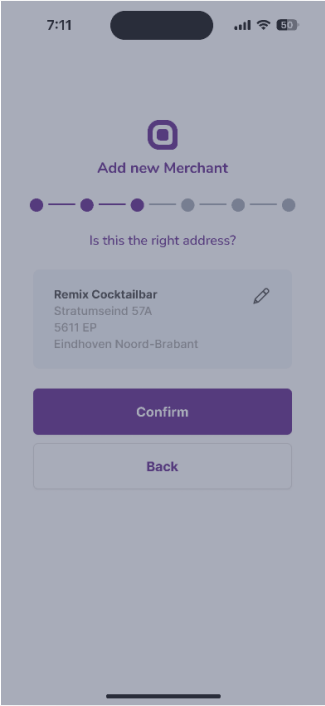


AVERAGE DURATION

MISCLICK RATE

1.3s

0.0%



Screen 7

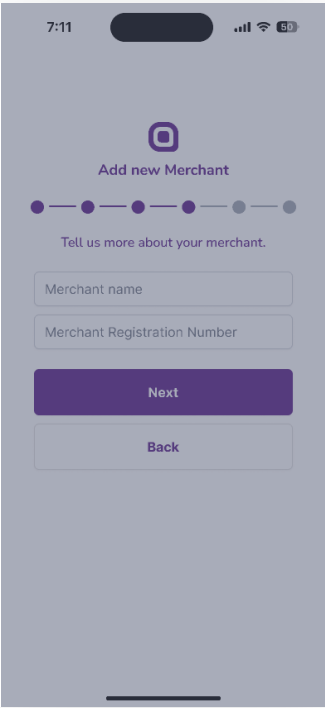
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.6s

100.0%

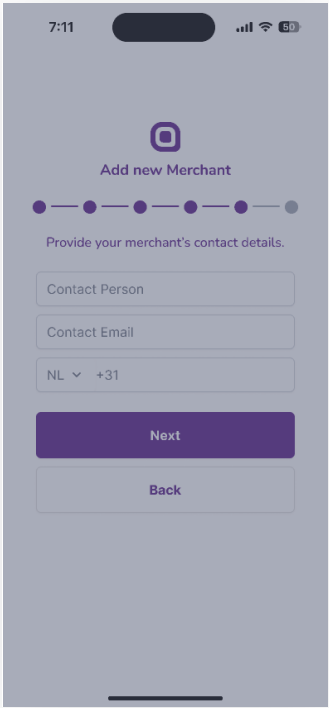


AVERAGE DURATION

MISCLICK RATE

1.4s

0.0%

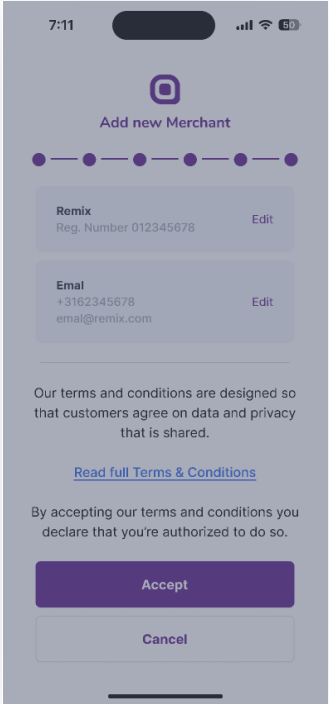


AVERAGE DURATION

MISCLICK RATE

2.4s

0.0%



Screen 10

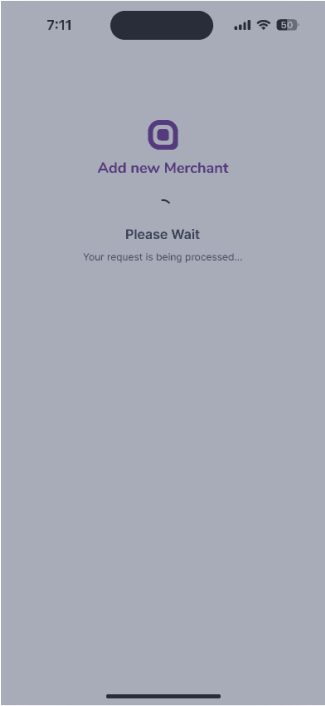
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.3s

0.0%

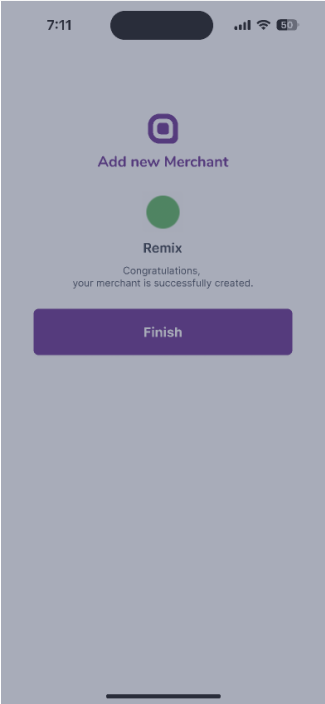


AVERAGE DURATION

MISCLICK RATE

1.6s

0.0%



Screen 12

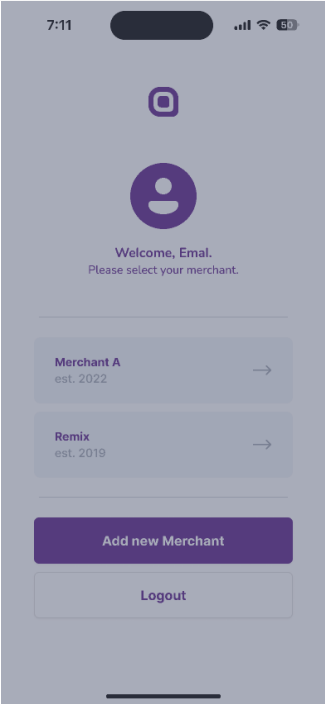
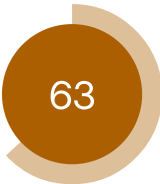
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

6.1s

75.0%



Screen 13

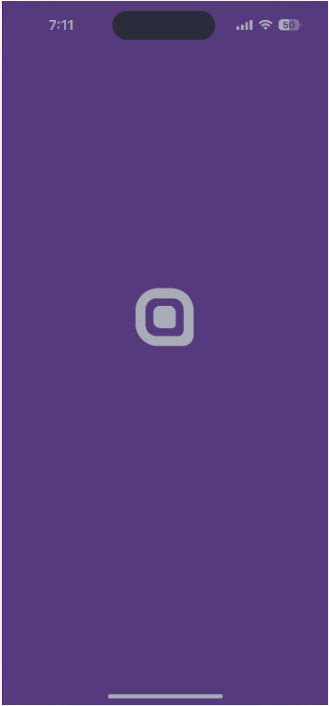
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.7s

0.0%



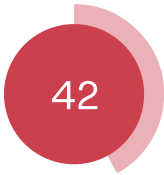
[View details in Maze ↗](#)

Task 3 - Merchant: Dashboard Creation

Prototype Test

Create a new dashboard for your merchant:

- > Select role as 'Owner'.
- > Select the features that you want to see within the dashboard.
- > Tick all sub-features within 'I want to view and keep track of my orders.' Ign...



0.0%

Direct success



0.0%

Mission unfinished



5

Total testers



53.6%

Misclick rate



73.1s

Avg duration

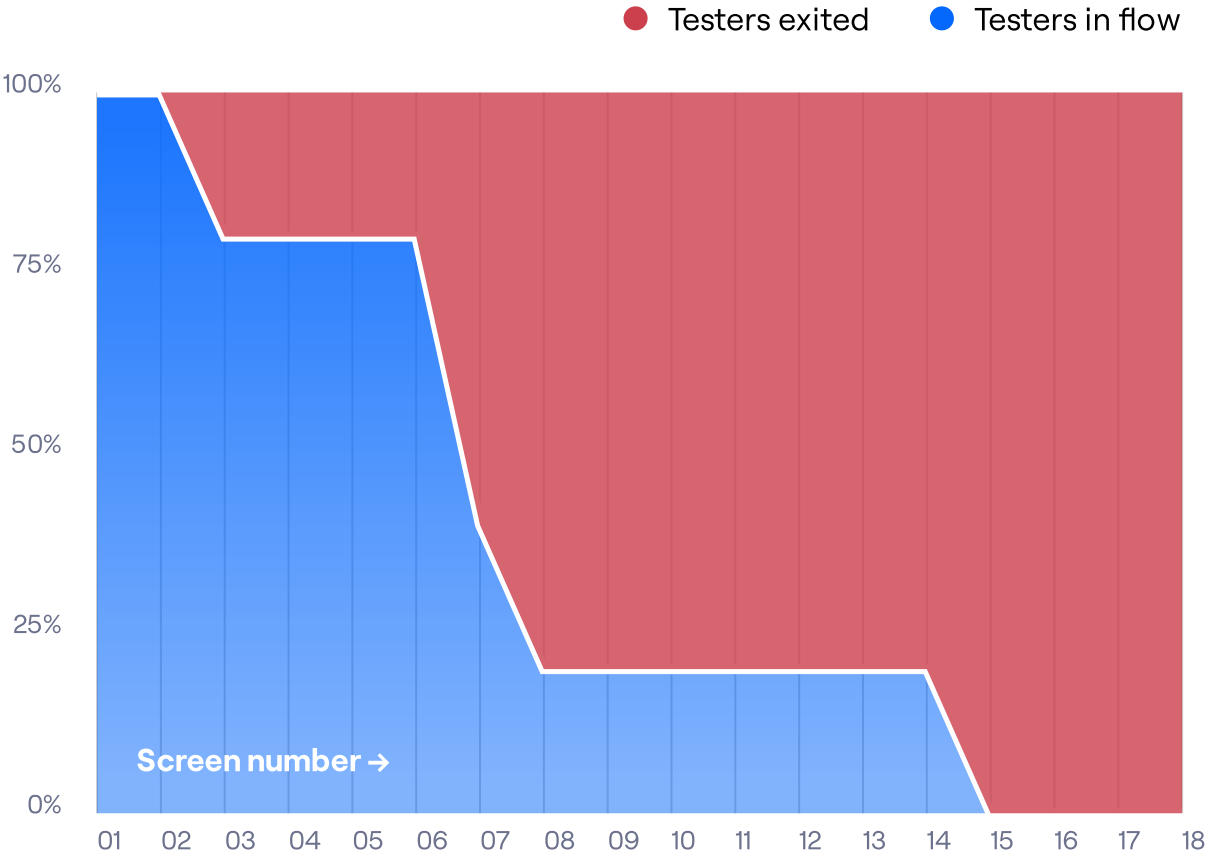
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



0%

Uh oh! An unusually high % of testers left the expected path. Help bring back lost testers by consulting the metrics below.



Full path analysis

Screen 1

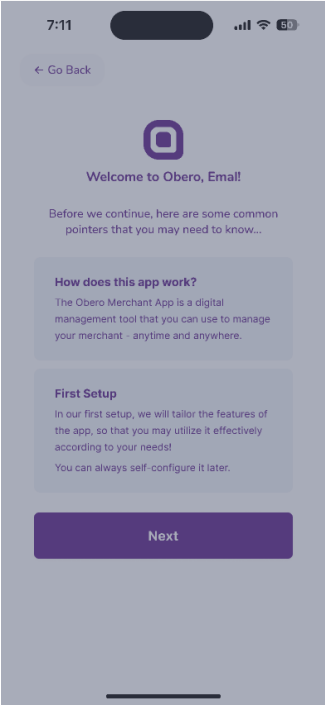
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

11.6s

60.0%

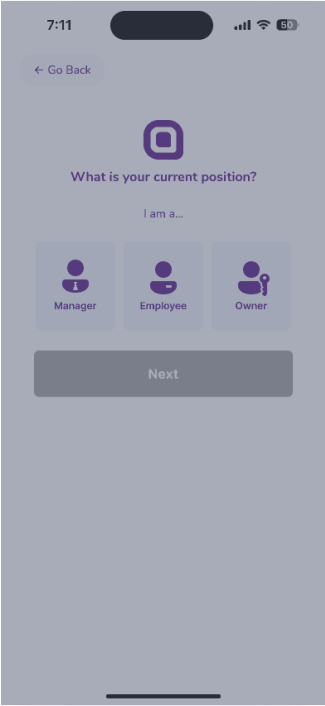
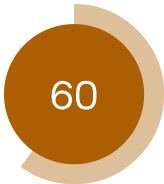


AVERAGE DURATION

MISCLICK RATE

4.6s

40.0%

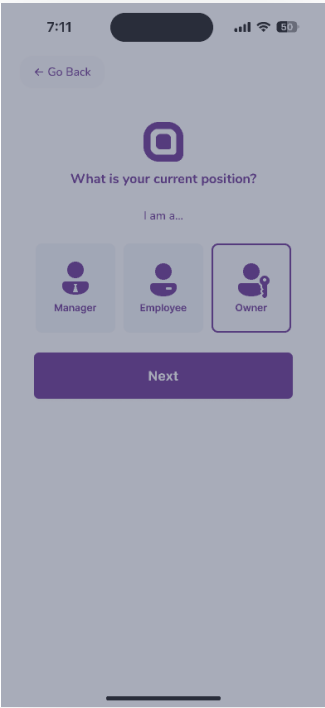


AVERAGE DURATION

MISCLICK RATE

0.7s

0.0%

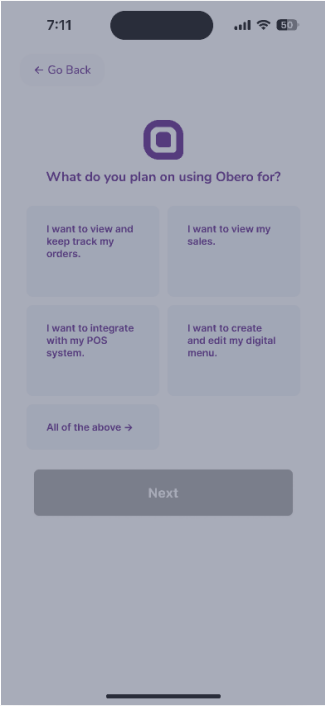


AVERAGE DURATION

MISCLICK RATE

3.6s

25.0%



Screen 5

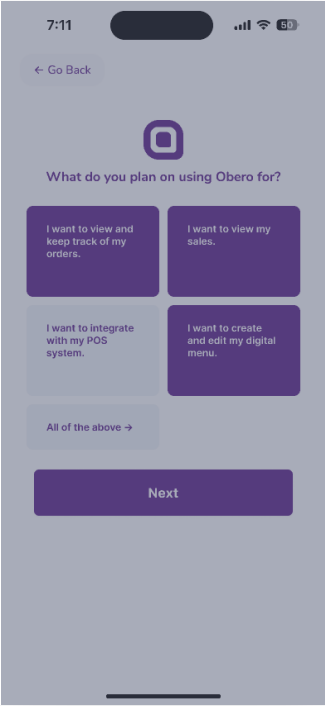
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.2s

25.0%

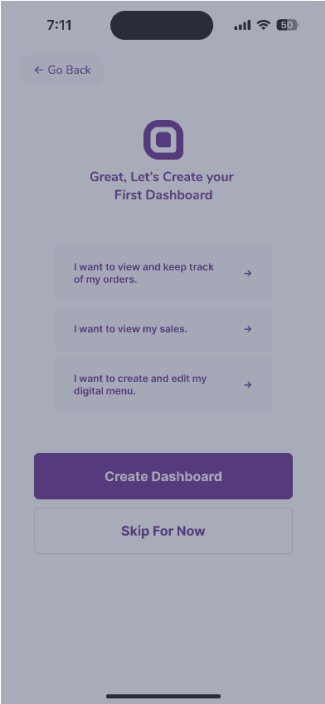


AVERAGE DURATION

MISCLICK RATE

3.0s

0.0%

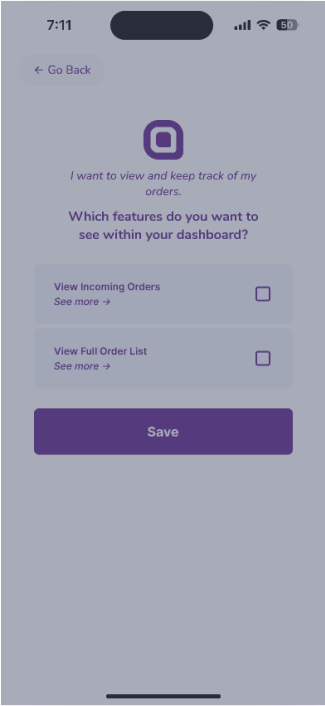


AVERAGE DURATION

MISCLICK RATE

1.8s

0.0%

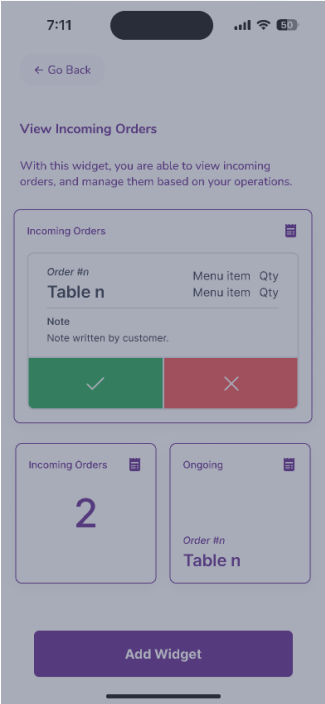


AVERAGE DURATION

MISCLICK RATE

8.8s

100.0%

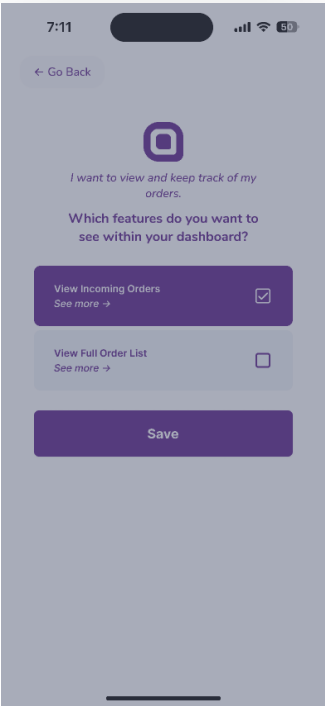


AVERAGE DURATION

MISCLICK RATE

2.5s

0.0%

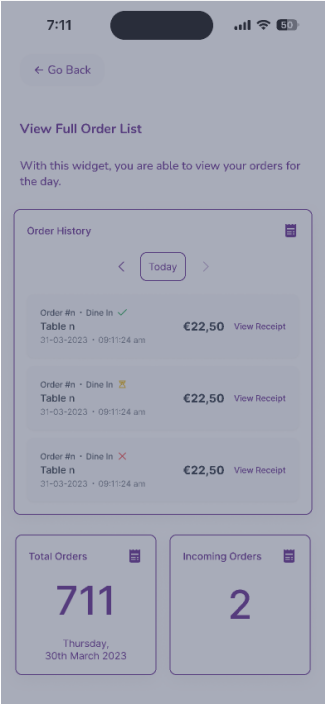


AVERAGE DURATION

MISCLICK RATE

4.0s

0.0%

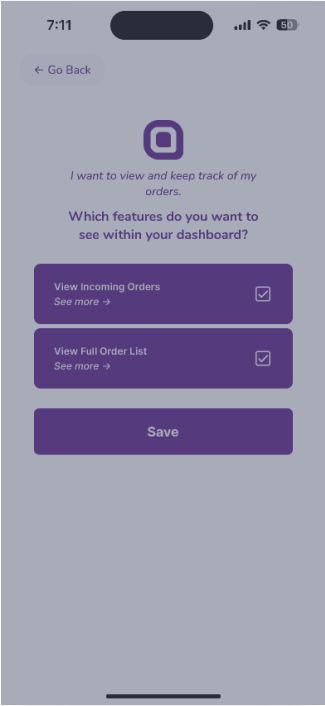


AVERAGE DURATION

MISCLICK RATE

2.5s

0.0%



Screen 12

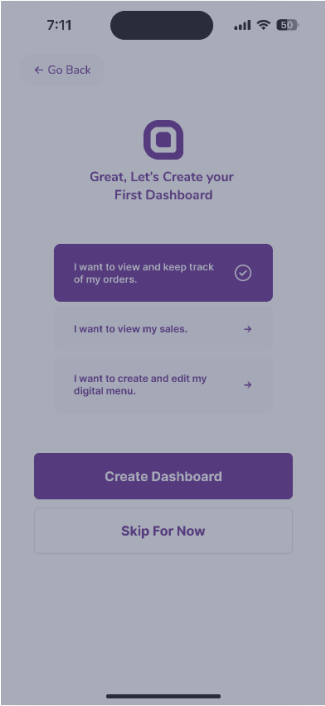
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

57.6s

0.0%



Screen 13

Frame 1539

AVERAGE DURATION

MISCLICK RATE

1.4s

0.0%



Create Dashboard?



You are about to create your very first dashboard.

Do you wish to proceed?

Yes, Create

No, Go Back

Screen 14

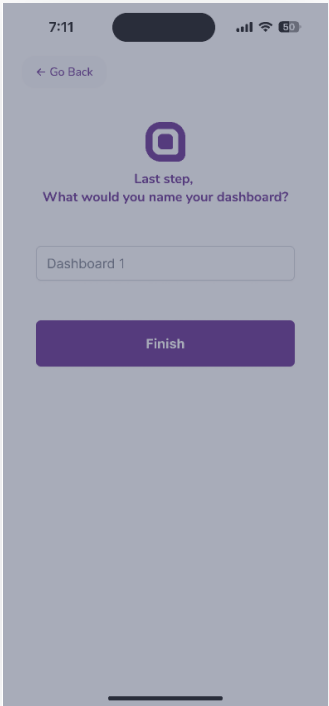
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

0.8s

0.0%



Screen 15

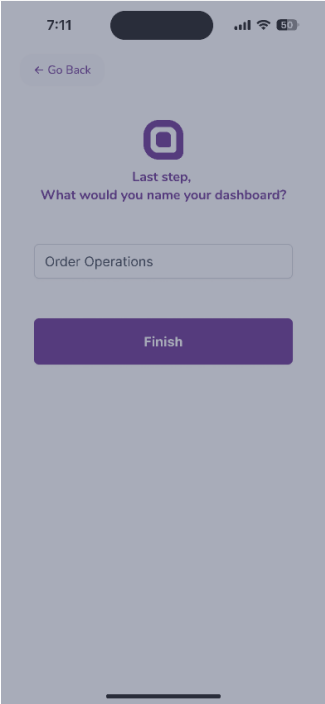
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

N/A

N/A



Screen 16

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

N/A

N/A



Screen 17

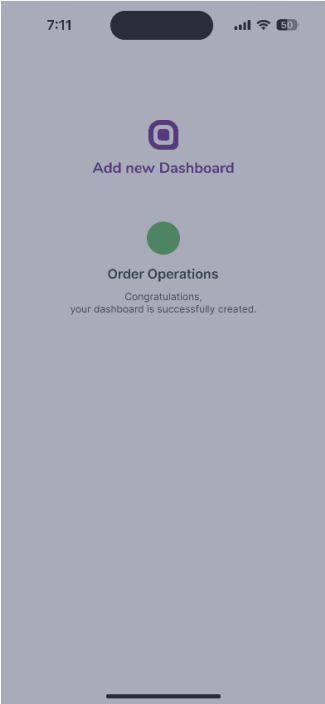
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

N/A

N/A



View details in Maze ↗

Task 4 - Merchant: Go to Dashboard

Prototype Test

Open your newly created dashboard.



100.0%

Direct success



0.0%

Mission unfinished



5

Total testers



28.6%

Misclick rate



6.4s

Avg duration

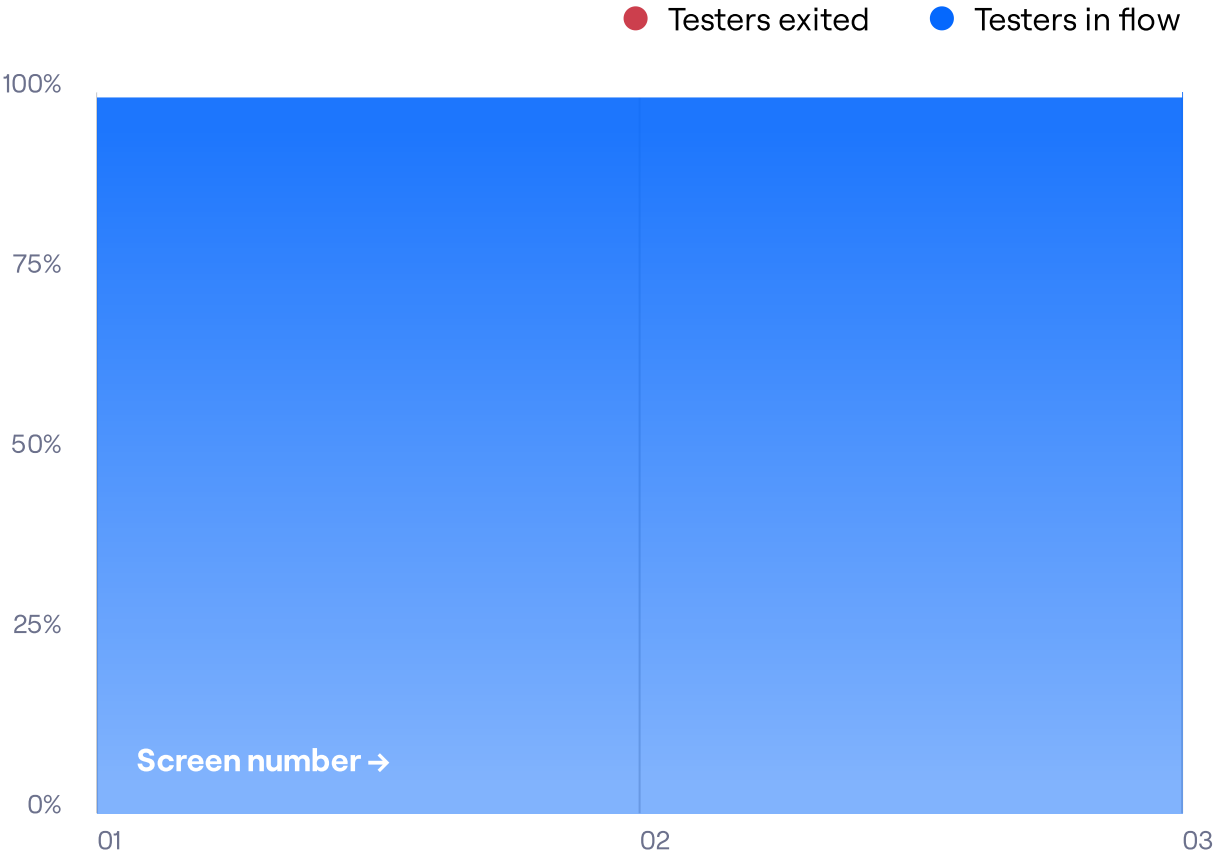
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



100%

It's time to celebrate...100% of testers completed this mission via the expected path. Congrats!



Full path analysis

Screen 1

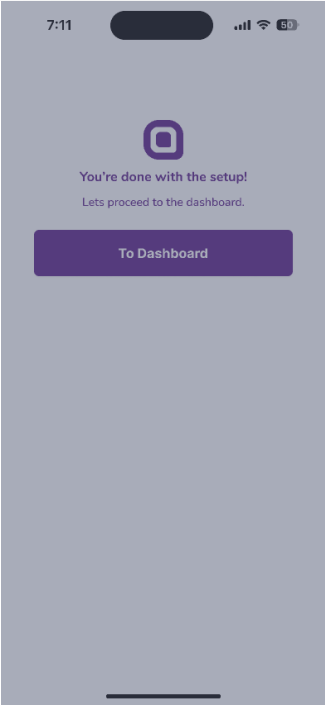
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.6s

0.0%



Screen 2

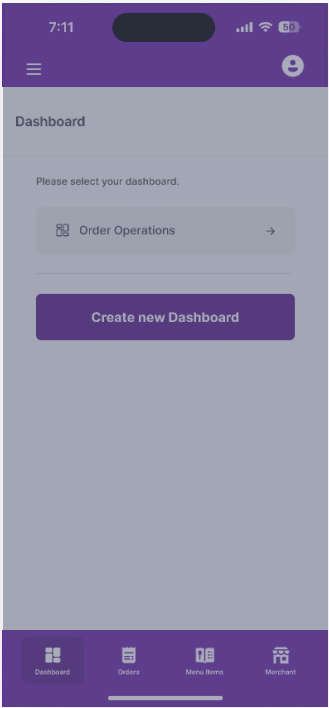
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

4.8s

20.0%



View details in Maze ↗

Task 5 - Order History

Prototype Test

[View your order history](#)



80.0%

Direct success



0.0%

Mission unfinished



5

Total testers



36.4%

Misclick rate



5.1s

Avg duration

Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Screen 1

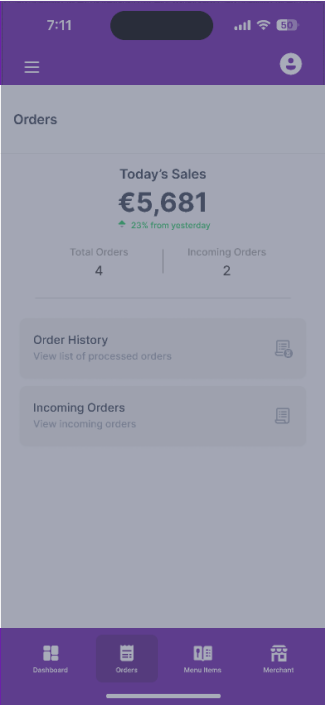
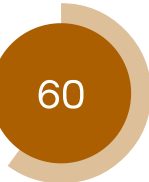
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

4.0s

40.0%

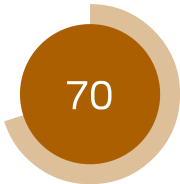


View details in Maze ↗

Task 6 - Menu Items: View

Prototype Test

View your total items



40.0%

Direct success



0.0%

Mission unfinished



5

Total testers



52.5%

Misclick rate



163.1s

Avg duration

Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



40%

Uh oh! An unusually high % of testers left the expected path. Help bring back lost testers by consulting the metrics below.



Screen 1

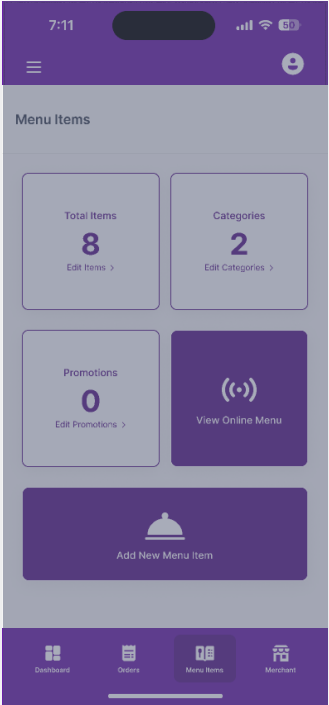
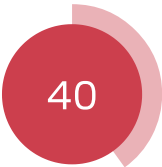
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.1s

0.0%



View details in Maze ↗

Task 7 - Menu Items: Add

Prototype Test

Add a new menu item



100.0%

Direct success



0.0%

Mission unfinished



5

Total testers



49.3%

Misclick rate



31.2s

Avg duration

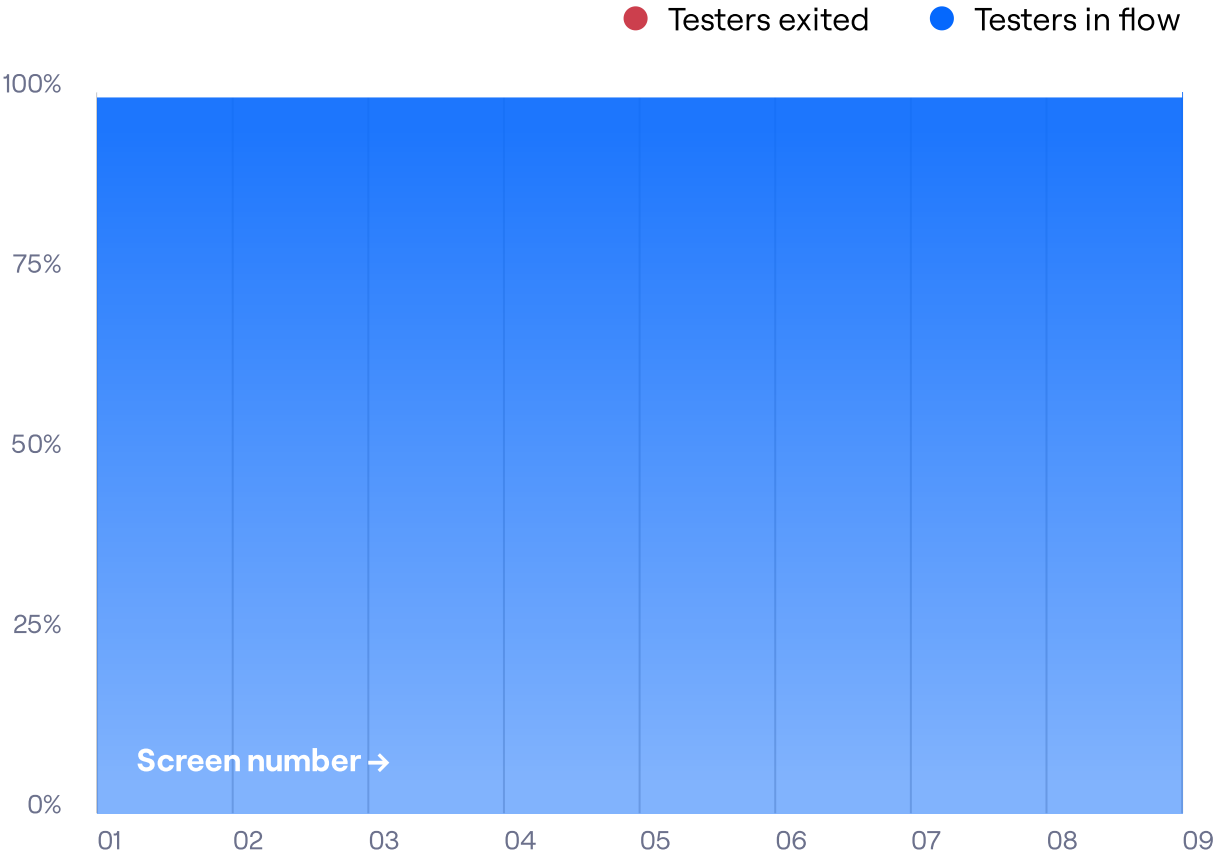
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



100%

It's time to celebrate...100% of testers completed this mission via the expected paths. Congrats!



Screen 1

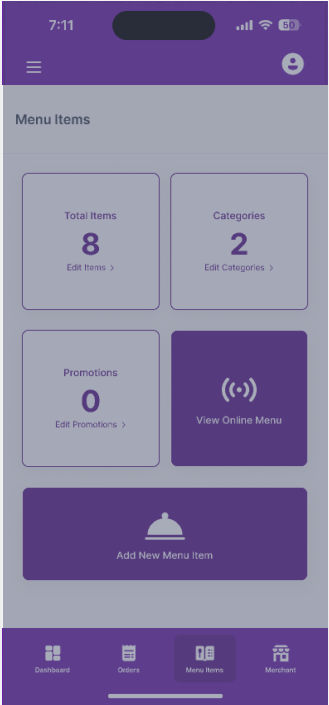
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

10.7s

20.0%



Screen 2

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

2.8s

0.0%



7:11

Add New Item

Item Name

Type name here...

Size

Select Size

Item Description

Type description here...

Item Category

Select Category

Item Price

\$ 0.00

USD

Next

Screen 3

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.4s

25.0%



7:11 [status bar icons]

☰ [hamburger menu] [user icon]

< Add New Item

[progress bar]

Item Name

Size

300ml ▾

Item Description

Item Category

Cocktail ▾

Item Price

€ 11.50 EUR ▾

Next

Screen 4

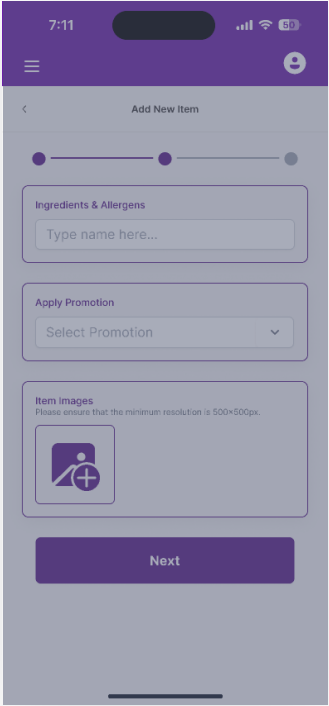
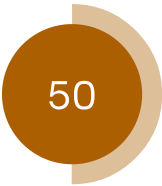
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.7s

100.0%



Screen 5

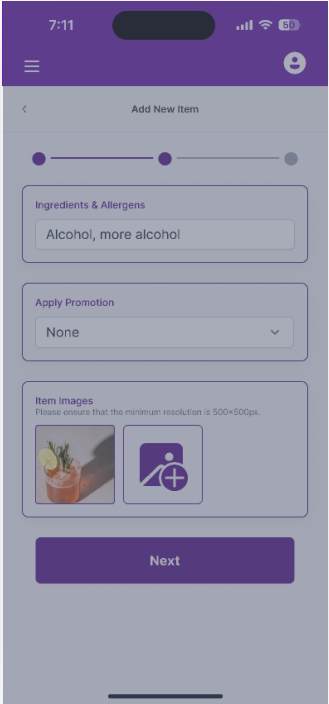
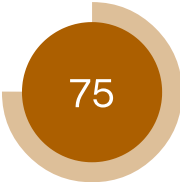
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.7s

50.0%



Screen 6

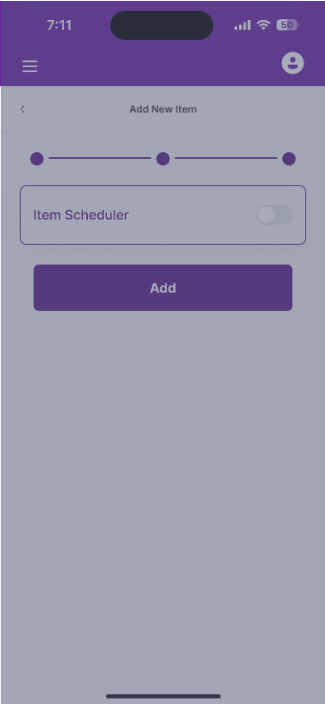
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

3.1s

100.0%



Screen 7

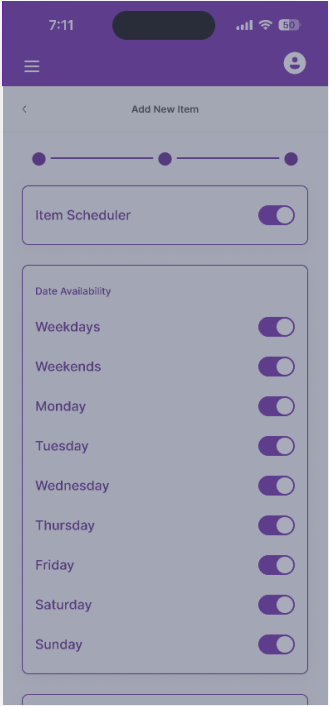
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

2.1s

25.0%



Screen 8

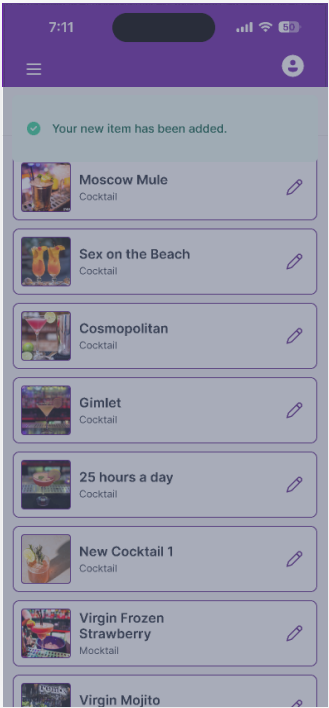
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.8s

0.0%

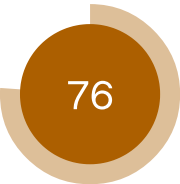


View details in Maze ↗

Task 8 - Merchant Info

Prototype Test

Check your merchant information.



80.0%

Direct success



0.0%

Mission unfinished



5

Total testers



70.0%

Misclick rate



28.5s

Avg duration

Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

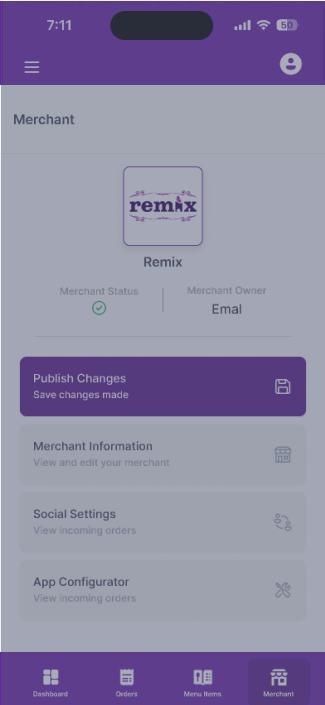
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

21.0s

40.0%



View details in Maze ↗

Task 9 - Merchant Info: Socials

Prototype Test

Check your social settings.



100.0%

Direct success



0.0%

Mission unfinished



5

Total testers



28.6%

Misclick rate



5.7s

Avg duration

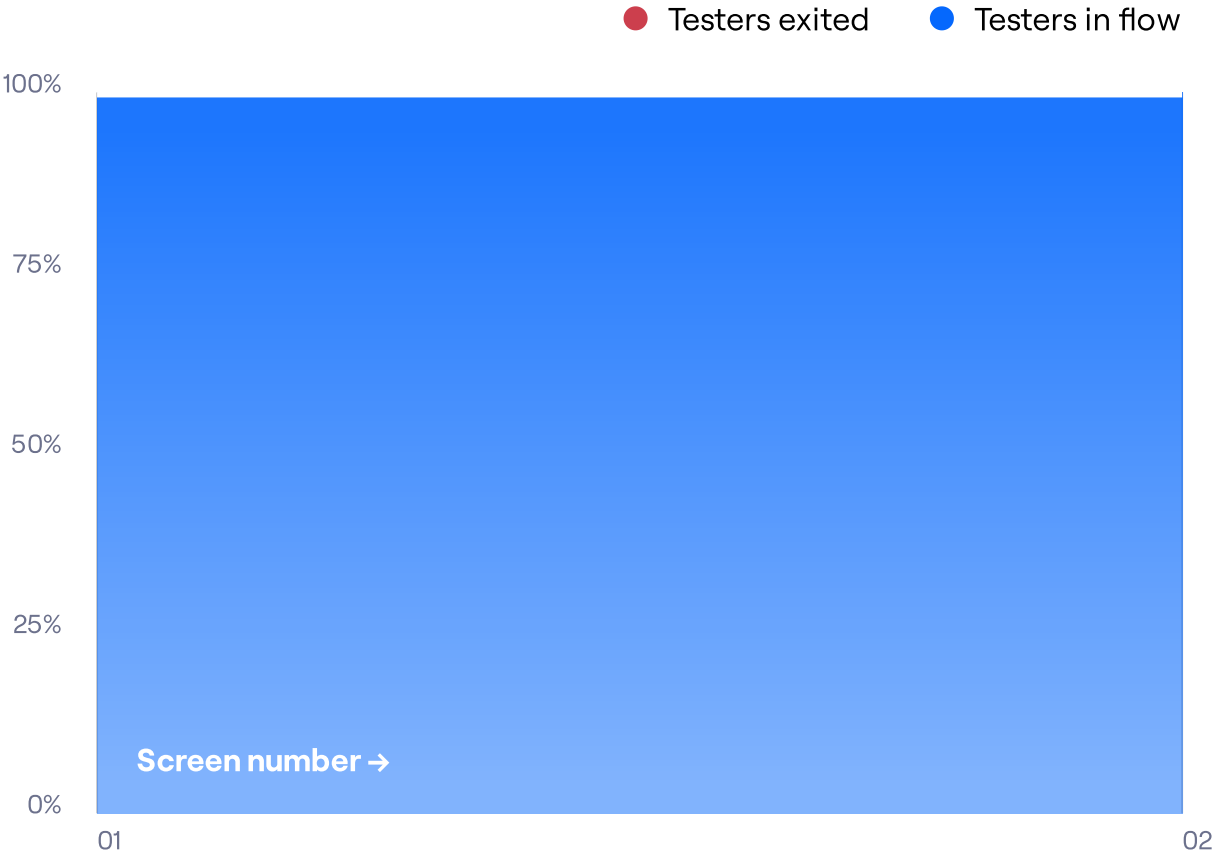
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



100%

It's time to celebrate...100% of testers completed this mission via the expected path. Congrats!



Screen 1

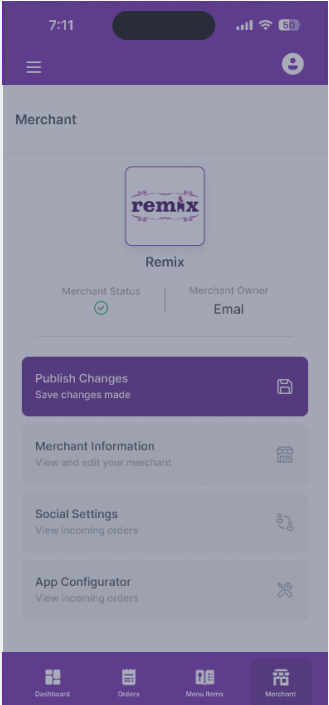
screen/mobile/iphone14pro

AVERAGE DURATION

5.7s

MISCLICK RATE

20.0%

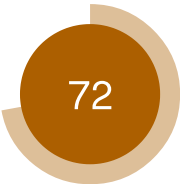


View details in Maze ↗

Task 10 - Financials

Prototype Test

Within your payment method, activate Paypal as a new method.



80.0%

Direct success



20.0%

Mission unfinished



5

Total testers



75.0%

Misclick rate



9.4s

Avg duration

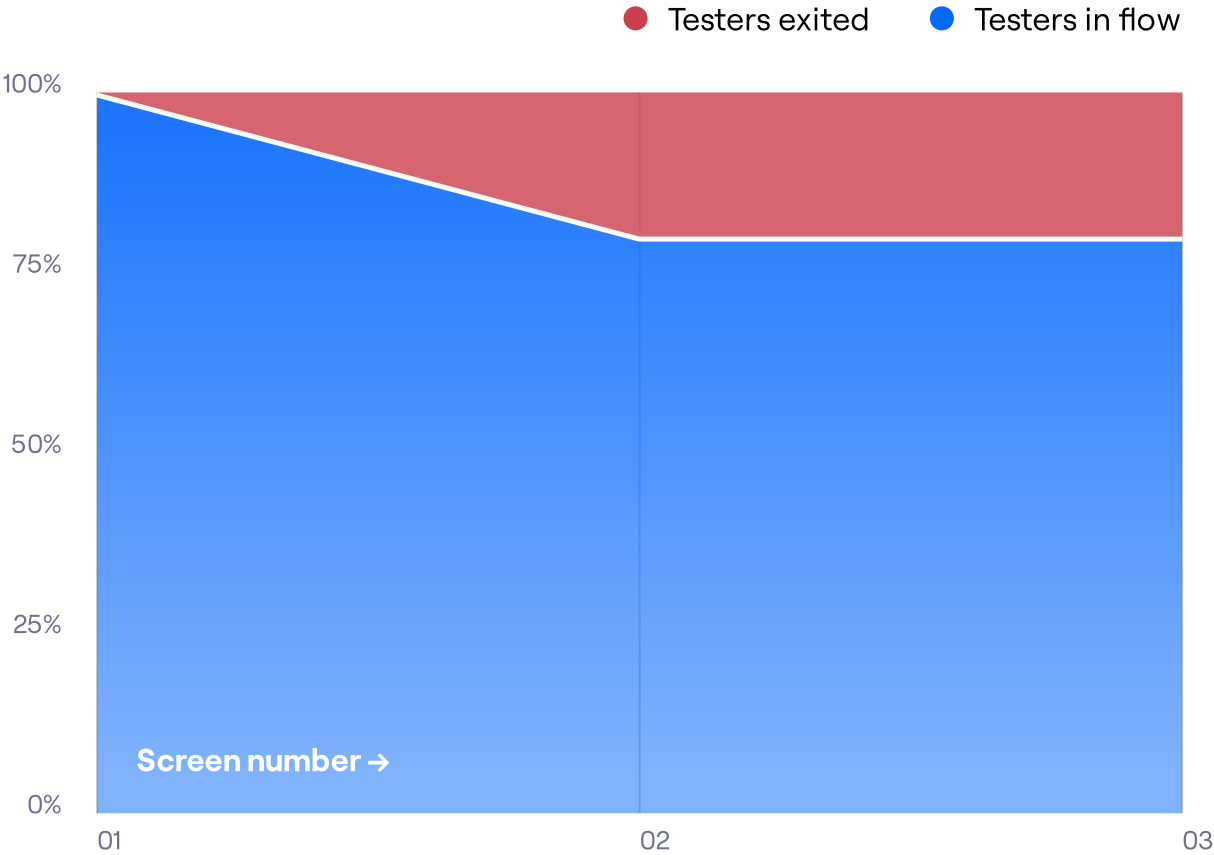
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

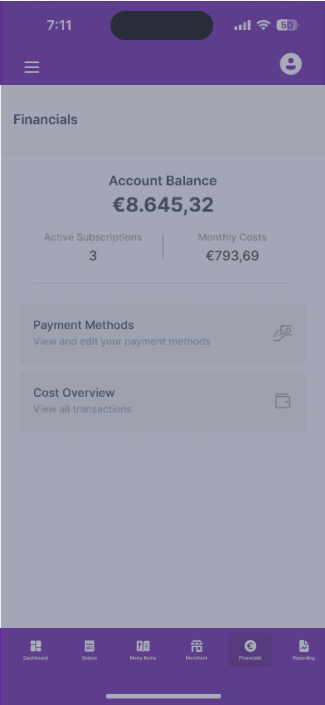
screen/mobile/iphone14pro

AVERAGE DURATION

2.7s

MISCLICK RATE

0.0%

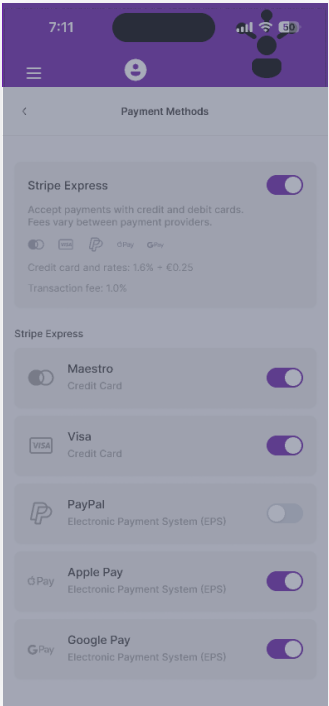
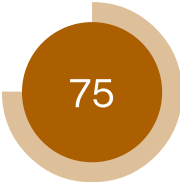


AVERAGE DURATION

MISCLICK RATE

6.5s

50.0%



View details in Maze ↗

Task 11 – Financials: Subscriptions

Prototype Test

Check out your subscription costs within costs overview.



40.0%

Direct success



0.0%

Mission unfinished



5

Total testers



35.7%

Misclick rate



19.5s

Avg duration

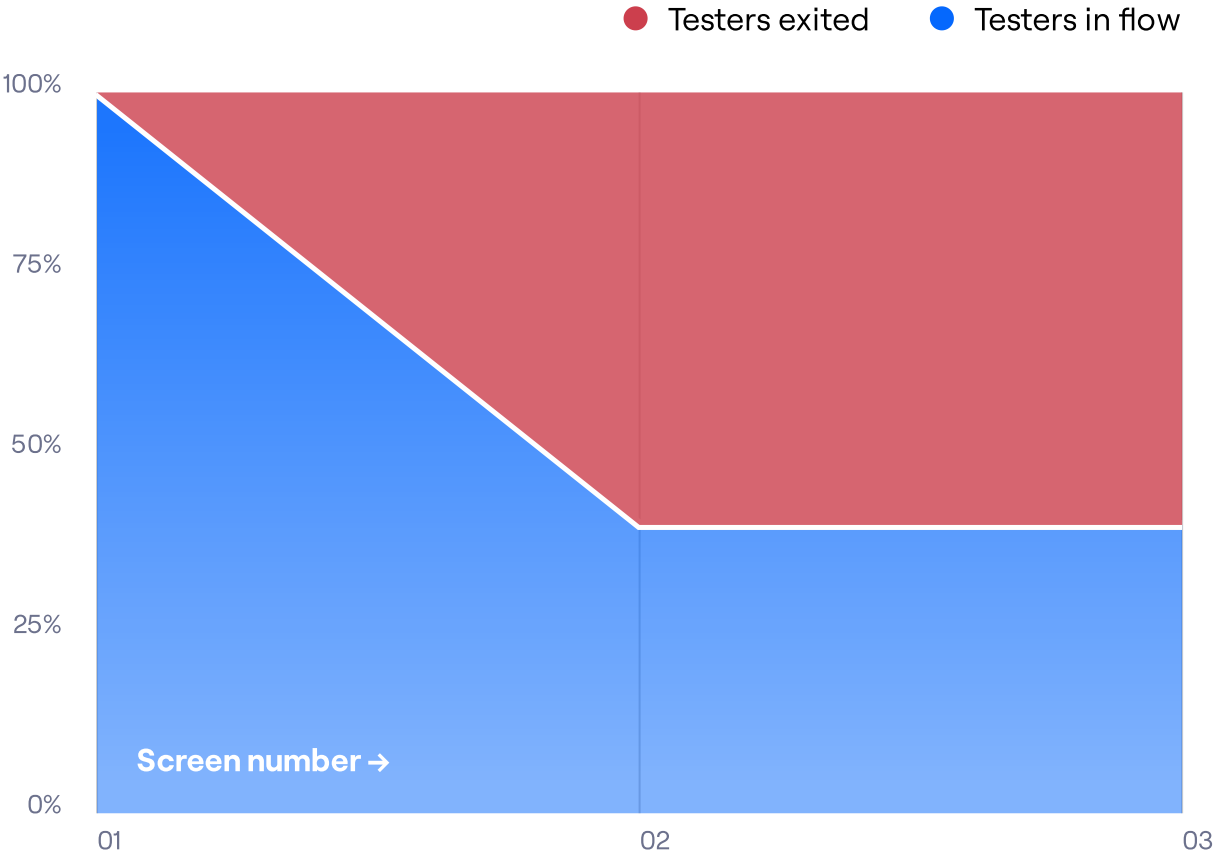
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



40%

Uh oh! An unusually high % of testers left the expected path. Help bring back lost testers by consulting the metrics below.



Screen 1

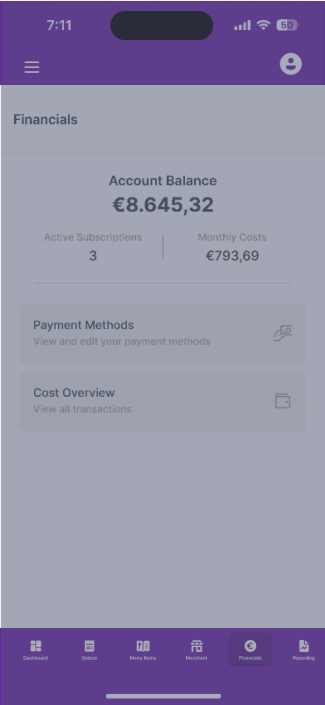
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

9.7s

20.0%

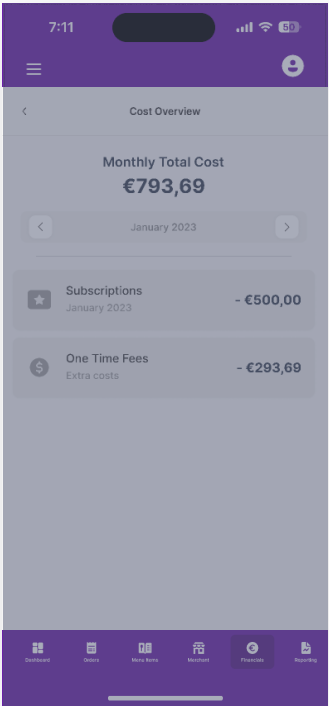
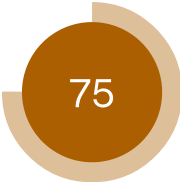


AVERAGE DURATION

MISCLICK RATE

3.1s

50.0%



View details in Maze ↗

Task 12 - Reporting

Prototype Test

Compare your annual sales between 2022 and 2023.



80.0%

Direct success



0.0%

Mission unfinished



5

Total testers



52.0%

Misclick rate



15.8s

Avg duration

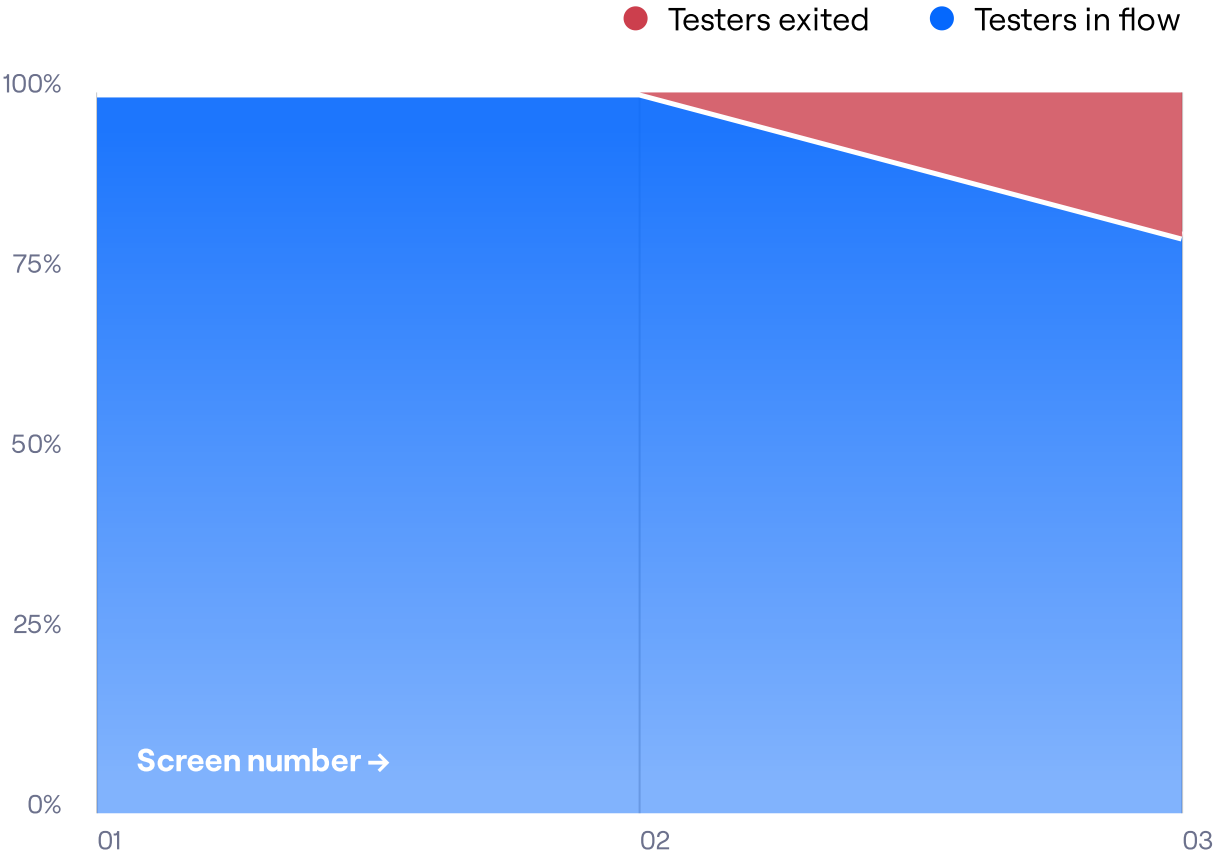
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



80%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

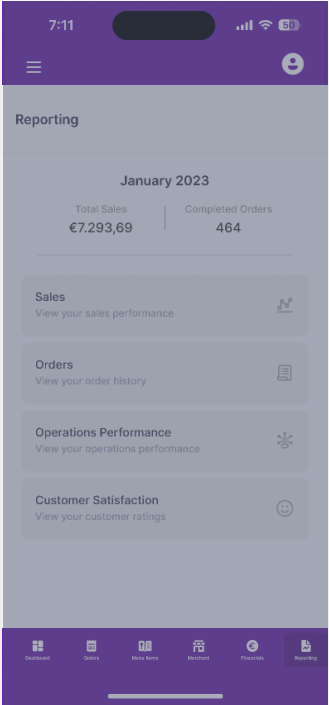
screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

6.5s

20.0%

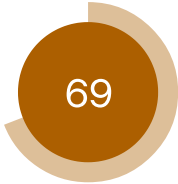


AVERAGE DURATION

MISCLICK RATE

7.1s

20.0%



View details in Maze ↗

Task 13 - Reporting: Export

Prototype Test

View your sales performance and export as a CSV.



60.0%

Direct success



0.0%

Mission unfinished



5

Total testers



13.3%

Misclick rate



17.7s

Avg duration

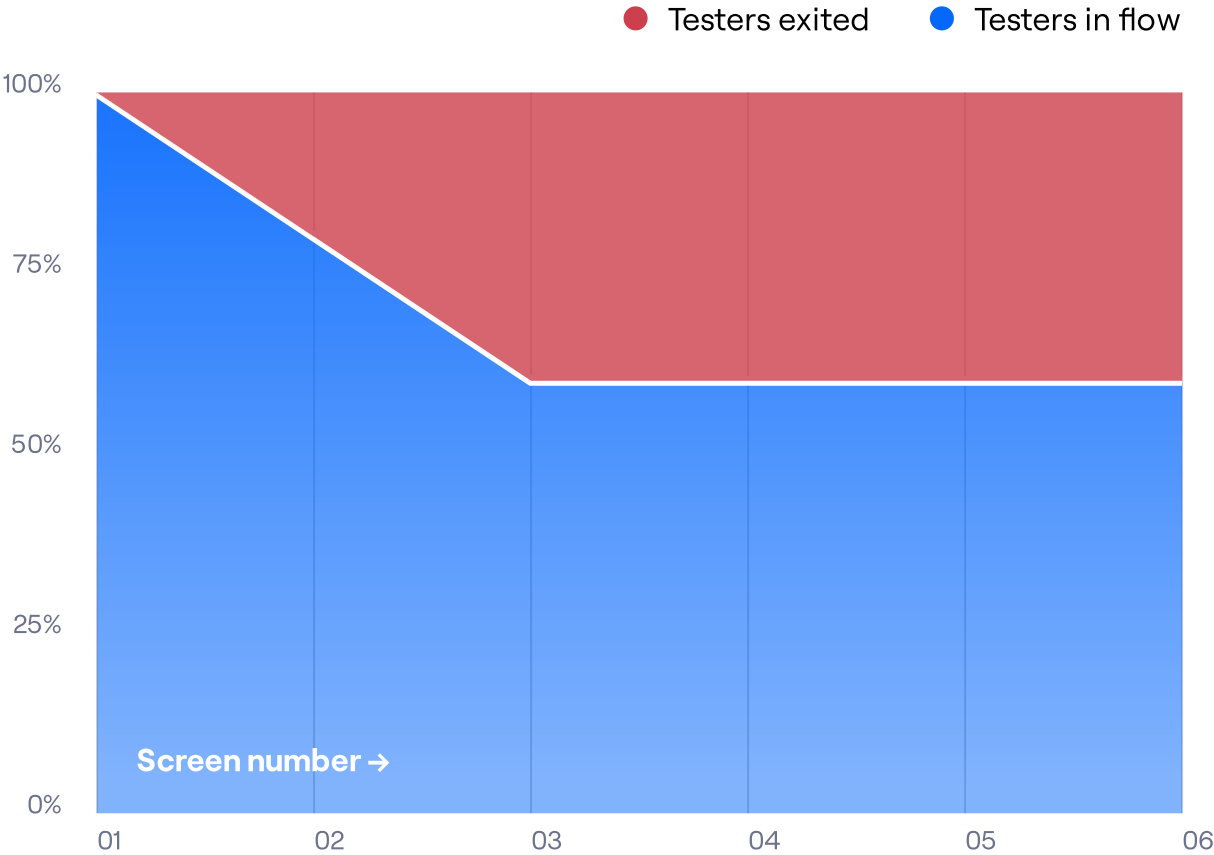
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



60%

Uh oh! A significant % of testers left the expected path. Help bring them back by analyzing off-path, exit, and misclick rates to improve your future flow.



Full path analysis

Screen 1

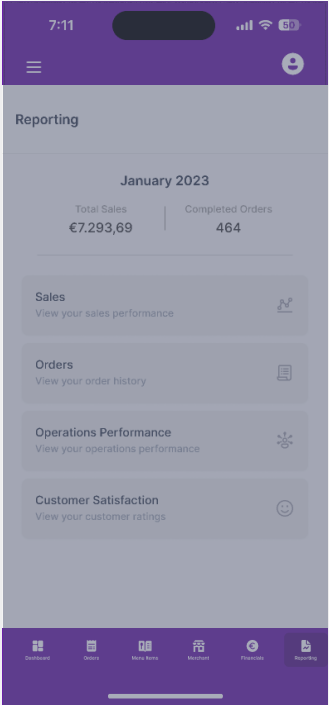
screen/mobile/iphone14pro

AVERAGE DURATION

4.6s

MISCLICK RATE

0.0%

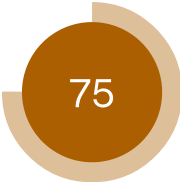


AVERAGE DURATION

MISCLICK RATE

5.4s

0.0%



AVERAGE DURATION

MISCLICK RATE

1.4s

0.0%



Export Sales Report?



You are about to export your sales, in CSV. Please select the starting and end date of what you wish to export.

Start Date

End Date

dd/mm/yyyy

dd/mm/yyyy

Export

Cancel

AVERAGE DURATION

MISCLICK RATE

0.7s

33.0%



Export Sales Report?



You are about to export your sales, in CSV. Please select the starting and end date of what you wish to export.

Start Date

End Date

01/01/2022

01/01/2023

Export

Cancel

Screen 5

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

1.5s

0.0%



View details in Maze ↗

How was your experience of completing the tasks?

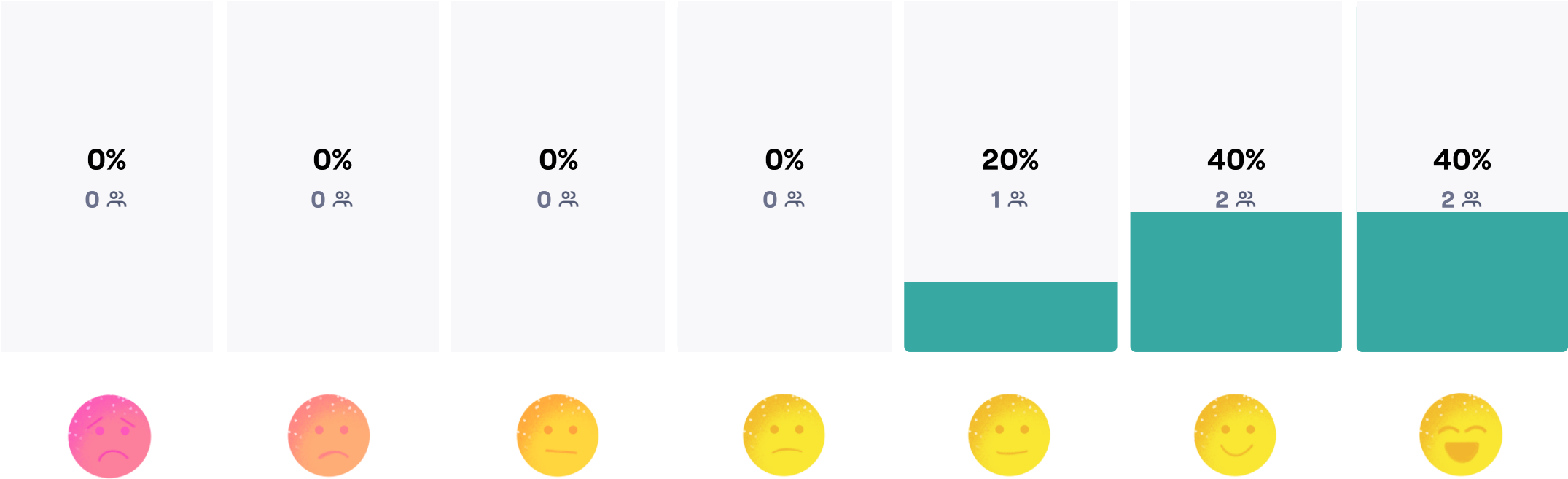
Opinion Scale

5

Responses

6.2

Average



Very unpleasant

Very pleasant

[View details in Maze ↗](#)

What did you like most about the testing?

Open Question

5
Responses



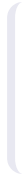
"quick interactions"

Tester #157255825 · April 18th 2023, 1:09:51 pm



"Making the menu"

Tester #156271138 · April 13th 2023, 2:52:30 pm



"The user flow"

Tester #156353516 · April 13th 2023, 12:53:09 pm



"Very clear, maybe quicker navigation to reach your goal. "

Tester #156351867 · April 13th 2023, 12:52:40 pm



"Payment part was very clear"

Tester #156269892 · April 13th 2023, 8:43:37 am

[View details in Maze ↗](#)

Was it easy to navigate and interact?

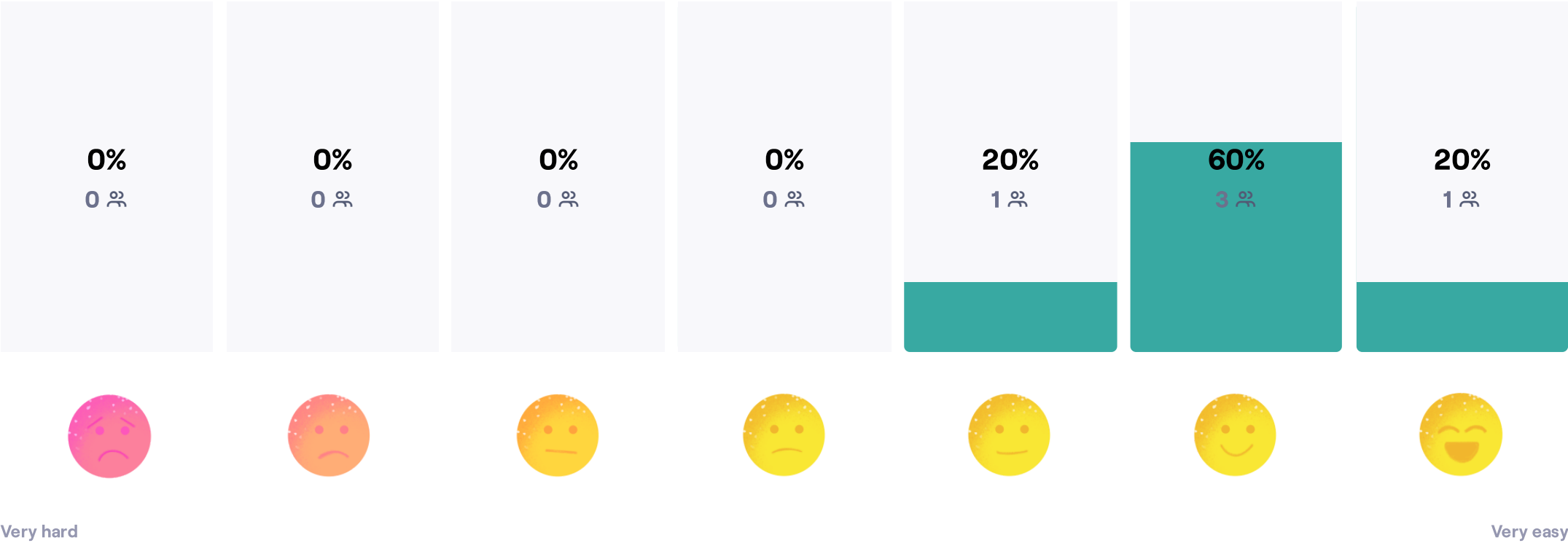
Opinion Scale

5

Responses

6

Average



[View details in Maze ↗](#)

Which aspect do you think needs improvement?

Open Question

5

Responses

"more clear in where im at in the app"

Tester #157255825 · April 18th 2023, 1:10:10 pm

"Menubar"

Tester #156271138 · April 13th 2023, 2:52:46 pm

"smaller steps, less in navigation bar, clear categorization for endusers specifically (owner, employee different prioritizations)"

Tester #156351867 · April 13th 2023, 12:58:35 pm

"The interaction between the screens"

Tester #156353516 · April 13th 2023, 12:56:02 pm

"For the testing make the figma transition better"

Tester #156269892 · April 13th 2023, 8:46:03 am

[View details in Maze ↗](#)

