USABILITY TEST (MOBILE) -- Paige Mariucci | 06-01-2022

CATEGORIES		P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
ERRORS									
Error Severity	Errors will be measured using the Jackob Nielsen's Scale: ◦ 0 = I don't agree that this is a usability problem at all ◦ 1 = cosmetic problem only: need not be fixed unless extra time is available on project ◦ 2 = minor usability problem; fixing this should be given low priority ◦ 3 = major usability problem: important to fix and should be given high priority ◦ 4 = usability catastrophe: imperative to fix before product can be released								
4	Confusion on how to navigate back to the Home Screen.							4	Change magnifying glass icon to home icon or similar.
4	Does not know what the person icon navigates to in the app.							4	Change icon to something that that signifies a saved contact.
4	Unsure of the Dashboard objective.							6	Revisit Dashboard purpose & design.
4	Found requesting a proposal process confusing.							5	Highlight feature that allows user to request proposal via message.
3	Unable to filter planners by specific date availability.							4	Allow user to search by specific dates to start.
3	Expectation for event onboarding to be earlier in the request proposal task flow.							3	Gather event info before user messages the planner. Allow user to skip if desired.
3	Unclear where to find a received proposal.							5	Show received proposals in message history with planner.
2	Does not know what exactly to enter into search bar.							2	Test different copy options for search bar or leave blank with magnifying glass.
2	Needs stronger notifications for new messages and proposals.							4	Determine where badge notifications will be for new messages/proposal.
1	Missed Dashboard onboarding pop-up.							1	Add a onboarding "new message" when user creates an account.
1	Missed the bookmark feature on the results page.							1	Determine if needed. Did not seem to be a feature many participants used.
Observations (Thinking, Doing, Feeling)									
Tested Feature or Task									
Onboarding	Quickly scrolled through onboarding pages and would skip if more than 3 screens.							3	Limit to 3 screens max.
	Expected image or animation on onboarding screens.							1	Add images and revisit copy.
Log-In & Sign-Up	Signed up with a Google account.							3	-
	Signed up with email address.							2	Add a "keep me signed-in" option.
	No issues creating an account.							3	-
	Likes being able to browse an app before needing to create an account.							2	Determine if possible to allow users to explore app prior to creating an account.
Homepage	Expects home page to maximize payments and sponsorships.							2	Add a "favorite planners" section to home page.
	Confused why the search glass icon signifies home.							1	See above error.
	Wants home page to be populated with catered results.							1	Consider gathering user info (i.e. location/objective) when they create an account.
Dashboard	Thinks the dashboard is the same as "My Account".							1	See above error.
	Thinks dashboard is for navigation.							2	See above error.
	Thinks dashboard is for event creation, inbox, or in-progress items.							3	See above error.
	Thinks dashboard should be called "Tasks".							1	See above error.
	Thinks of a dashboard as a folder with sales & reporting links.							1	TBD per Dashboard redesign.
	Thinks dashboard is taking up prime real estate on home page.							1	See above error.
	Clicked on the dashboard right away after opening the app.							1	TBD per Dashboard redesign.
Menu Navigation	Thinks the person icon looks more like an account page.							3	See above error.
	Thinks person icon is to find planners you have contacted.							2	See above error.
	Thinks calendar icon is to find events that have been planned.							4	Determine the purpose of the event tab and how the app can serve the user.
	Thinks calendar icon is for planner availability within dates.							1	See above error.
	Expected a search pop-up to appear when click on search glass icon.							1	See above error.
	Expected to find saved planners on the dashboard or planners tab.							3	TBD per Dashboard redesign.
	Confusion on primary purpose of various screens.							1	See above error.
	Confused if the app is meant for messaging or only looking/booking.							1	-
	Confused on how to navigate to the planner page.							1	See above error.
Task #1 Search/Share Planner	Tried to search by event type in the search bar.							1	See above error.
	Tried to scroll thru popular services when looking for a planner.							1	Include sections that allow a user to explore if don't yet know what they want.
	Clicked into filters after seeing search results.							3	Revisit filter & sorting options with new flow of gathering event info prior to results.
	Would not filter by any offered services on initial search.							1	Revisit filter & sorting options with new flow of gathering event info prior to results.
	Looked at planner's rating & reviews when reviewing results.							3	Allow user to expand ratings/reviews and see context for who is leaving the review.
	Confused if search by planner name or type in search bar.							1	See above error.
	Wants to create a calendar event if venue is already booked.							1	Allow user to create an event without needing to book a planner.
	Unsure if would ever bookmark a planner without looking at profile.							1	See above error.
	Wants app to make the search easier via advanced search features to filter results.							4	Revisit filter & sorting options with new flow of gathering event info prior to results.
	Wants to share single or multiple planners from planners tab.							1	Allow user to perform the same actions with multiple planners at once.
	Wants to create categories or sort saved planners.							1	Create flow for users to add a label or category when saving planners.
Task #2 Message Planner	Thinks it would be helpful if planner could list past venues on profile.							1	Incorporate searchable venue info on planner's profiles for user.
	Thinks a red badge would be more obvious for action items.							1	Allow user to search by venues in addition to planner type.
	Tried to type in venue name to search bar.							1	Allow user to search by venues in addition to planner type.
	Tried to scroll thru planner photos to find venue experience.							2	Allow planners to tag venues on their uploaded photos.
	Asked for venue experience via message.							1	-
	Would first email a planner before scheduling a call.							1	-
	Expects event onboarding when first messaging the planner.							2	See above error.
	Expects a badge notification for new messages.							3	See above error.
	Wants hamburger menu in top right for navigations, alerts, & settings.							1	Revisit where personal account information lives.
Task #3 Book Planner	Thinks it would be useful to explain the proposal & booking process.							1	Educate user on expectations and process for how to request/book/pay planners.
	Thinks book implies an exchange of money or the final step of the process.							2	See above error.
	Struggled to find where to request a proposal.							2	See above error.
	Looked for a received proposal on the events tab.							1	See above error.
	Expected to find received proposals in a message inbox.							3	See above error.
	Tried to schedule a call to review the received proposal.							1	-
	Wants to request a proposal from anywhere in the app.							1	Consider adding a request proposal to planner's profile.
	Wants to request proposals from multiple planners at once.							1	Allow user to perform the same actions with multiple planners at once.
	Wants open ended notes fields for event onboarding.							1	Include notes field on question prompts.
	Wants all communication with a planner in one thread.							2	Have continuous message history with planners before and after they are booked.
	Curious about cost transparency of planners as well as app.							2	Show price breakdown with service fees and what percentage goes to planner.
	Feels ok digitally signing a contract if comments & negotiate first.							4	-
	Wants print, download, & share features for proposal review.							3	Include option to add notes to received proposals.
	Wants template for planner proposal for easy comparison.							2	Have standard template that allows users to compare planners proposals easier.
Logout	No issues logging out of account.							2	-
	Never logs out of apps.							1	Add a "keep me signed-in" option.
General Planner & Events	Thinks many planners do a variety of events.							1	-
	Thinks a value add of event planners is their personal network.							1	-
	Thinks planners are more important for corporate events.							1	-
	Thinks defining budget & planner involvement are challenges.							2	Develop feature that tracks event/planner costs and remaining budget.
	Thinks last minute event changes are the biggest challenge.							1	-
	Thinks events are very visual.							1	Allow user to show lots of photos.
	Thinks it's important to understand event process/timeline.							1	Develop feature that tracks event timeline and milestones for user.
	Used Wedding Wire app to find a wedding planner/venue.							1	-
	Used event planning agencies or event teams for work events in the past.							2	-
	Worked with in-house venue event planners in the past.							1	-
	Feels it's hard to know when a review can be trusted.							1	Allow user to expand ratings/reviews and see context for who is leaving the review.
	Worries that planners won't deliver what they promised.							1	Create a help/support option for user to contact app if planner is not performing.
General App	Thinks familiarity with the app would have made some tasks easier.							1	Test same particpants with redesigned prototype and see if they find tasks easier.
	Tried to horizontally swipe in categories and vertically scroll down home page.							4	-
	Finds it hard to see different tones in grayscale prototype.							1	Develop high-fidelity prototype with color & images.
	Wants to see featured content or highlighted planner stories.							1	Add blog posts or case studies to highlight planners, venues, and vendors.
	Enjoys when apps talk to users in a personalized way.							1	Work on copy and call to action butttons to be more personable.
Positive Quotes									
	"I'll go through onboarding when they're quick and easy like that."							1	Limit to 3 screens max.
	"The sign-up was very straightforward." / "The sign-up process was perfect."							2	-
	"If this was fully functional, I would have found a planner."							1	-
	"I like search features more than filters."							1	Revisit filter & sorting options with new flow of gathering event info prior to results.
	"I don't think sharing a planner was difficult at all." / "Sharing a planner was all very easy."							2	-
	"Messaging a planner was super easy."							1	-
	"I like that a messaged planner is automatically bookmarked."							1	-
	"I like to schedule calls before signing a contract."							1	-
	"The booking task felt easy, but the process should be explained."							1	Educate user on expectations and process for how to request/book/pay planners.
Negative Quotes									
	"I personally don't like the long onboarding flow of free apps."							1	Limit to 3 screens max.
	"I'm terrified about getting loads of emails if I create account."							1	Determine if possible to allow users to explore app prior to creating an account.
	"I would not associate a magnifying glass to a home page." / "How do you get to the home page?"/ "I don't know how to get home. I'm looking for a logo or a home icon."							3	See above error.
	"I don't really know what dashboard means." / "Dashboard is an overused word. A more specific word is better."							2	See above error.
	"No idea what the person icon means in the bottom bar." / "I'm unsure what the person icon is. Is it personal or for planners?"							2	See above error.
	"I don't want to go through the hassle of being told no." / "I wouldn't waste time looking at planners who aren't available."							2	See above error.
	"I don't know if I would have known that was a bookmark."							1	See above error.
	"I needed guidance with sharing a planner."							1	-
	"If I send a link, are they forced to download the app?"							1	-
	"I don't want to autobook them by accident." / "Book button feels premature if I'm not ready. I'd be nervous to select."							2	See above error.
	"I wouldn't want to sign a contract for work on my phone."							1	-
	"Where are the received proposals?"							1	See above error.
	"I can't afford a party planner." / "There's a perception that planners add cost not reduce."							2	Show price breakdown with service fees and what percentage goes to planner.
	"Events are hit or miss. You don't get a redo."							1	Encourage users review both planners and the event for future reference.