

Usability Test Results

‘Ink Tank’

Rhiannon Cooper

Affinity Map

OBSERVATIONS

P1, P5, P6

Noted they would usually sign up with Facebook or Google account.

P1, P2, P3, P4, P5, P6

No issues navigating through the onboarding & sign up process

P1, P2, P3, P4, P5, P6

No issues searching for and saving an image.

P1, P5

Confusion at the difference between 'saving' and 'adding to board' - believed they should be separate options

P1, P2, P3, P4, P5, P6

No issues navigating through the "preview" feature.

P1

Hesitant initially to know where to navigate to when wanting to 'chat' to an artist.

P1, P2, P3, P4, P5, P6

No issues navigating to the chat feature

P2

Questioned what would happen to their saved image if it wasn't saved onto a board.

P6

Needed further guidance on where to find the VR feature. No issues once found.

P6

Confused by the layout of the app as generally just a desktop user

☐ ⏮ ⏭

P6

Needed clarification on what would be showing after searching a term

ERRORS

P2

In onboarding didn't find the 'back button' to go back to a previous onboarding screen.

P2, P5, P6

Confusion over the search function - Wasn't clear when they had 'searched' a term.

P2

Didn't click to clear the 'saved' pop up before trying to navigate into the image, so it didn't immediately work.

P2

Wanted to upload an image to try the preview feature & nothing happened

P2, P5, P6

When navigating back to the 'tattoos' page, had to search a term again before clicking on an image

P3, P4, P5, P6

Wanted to click an image or artist profile that didn't link to anything

P3, P5

Tried to move around the image on the preview feature - nothing happened

P5 - Tried to access preview feature through Guides, then Artists (needed guidance)

P6 - Tried to access preview feature through 'My Stuff'

P4, P6

Missed the option to add image to a board when liking on the main screen.

P5

Wanted to 'sign up' through the Facebook link

☐ ⏮ ⏭

P6

Was unable to like multiple images from the main search page

POSITIVE QUOTES

P1, P3, P4

I like the layout, it's simple. You can search quickly.

P1

I like being able to scroll through all the images

P1, P2

[Searching for and saving an image] is instinctive and simple. It's reflective of things we already know how to use

P1

I like that I have the option to retake the photo [in preview feature].

P2

I like the menu and the design of the icons.

P2, P4

[The onboarding] was pretty easy and it's all stuff you need to know. It's intuitive.

P1, P4, P5

I like the VR feature, it's really useful

P5

I like that it opens on the images as the first page

P2, P4

It's really easy, if I was doing it myself I would've known what to do [preview feature]

P2

The process works really well, and it's clear.

P4

I like that when you go on to the artist page it shows you where they are and their ratings

P2

I like that you can switch over to the login from sign up page

P5, P6

The fact you can email [artists] or drop them a message through the app is really useful

P5

It's good that you have a skip option [through onboarding]

☐

☐

P6

That's not terribly a lot of information so that's ok, I'm happy with that, I do get concerned when people ask for your birthday and stuff. [sign up form]

NEGATIVE QUOTES

P1

I don't know what guides would be

P2

The icon for 'artists' is less clear what it is

P3

I wouldn't sign up with the Facebook or Google accounts as I'm 'paranoid'

P4

Maybe a bit more information about the image on the main screen

P6

I'd prefer to have the menu at the top

P6

I'm a ~~dotpoint~~ kind of person, so a one page summary [for onboarding] would be fine, depending on what images are displayed.

P6

It's not immediately obvious where I would find a VR function

P5

On my first go [clicking the heart], I wouldn't be able to tell that I could add [an image] to a board that way

P6

The menu items at the bottom should be bigger icons

☐

☐

P6

I don't know about the eye icon... VR would make sense to me. Or maybe a camera. [preview feature]

