Usability Testing Expert App

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USABILITY TEST PLAN

Introduction

Expert app remote & in person usability test (mobile version) by Rashmi Choube.

Background

During the discovery phase for Expert we carried out competitive research and user interviews which helped us to identify a need for a remote advice service that connects people easily and quickly with qualified experts via instant chat and booked video calls. The needs and goals of our personas Jennifer and Phil aided the process of designing solutions for the problem and consequently build a high-fidelity prototype to be tested.

Preference testing Update

 A preference test was also carried out to gauge the users opinions on the overall look of the app.

Goals

•To identify pain points for the designed features and functionalities.

•To test usability of the design.

•To identify opportunities for improvement for the following iteration.

Test Objectives

To determine the participant's learnability of navigating the app and if they understand it's main features. Can users successfully:

● Ask a Question

● Search for and select an expert in a given category

● Book an appointment with an expert

● Pay for there service

Preference testing Update

To determine what style they prefer for the welcome screen of the app.

Methodology

The study will be held in my home and will be conducted as moderated, in-person tests. Participants will be reminded of the purpose of the study, perform each task on my laptop and follow up with any questions or comments.

Preference testing Update

Preference testing will be carried out using UsabilityHub.com

Participants and Schedule

https://docs.google.com/spreadsheets/d/1uNkx1Ac9cBY6Vuee-Eb6vJj2BQszFVSwPUvu0rC-q_0/edit?usp=sharing

USABILITY TEST SCRIPT

 For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore the complete script:

https://docs.google.com/document/d/1flrDAMzvsz4kQJfgmh-3FXx774qZRlzj-kinquKB3GA/edit?usp=sharing

USABILITY TEST REPORT

Test Report Introduction

All the participants completed all the tasks. According to the System Usability Scale (SUS) all six participants were agreed that the app was easy to navigate. The main challenges and errors experienced by the participants are listed below

Issue severity scale:

 -High - imperative to fix before product can be released

 -Medium - important to fix and should be given high priority

 -Low - fixing this should be given low priority

- **Issue- HIGH**

1) The tagline "The Expert Save your time, Save your money" on welcome screen was not conveying the purpose of the app.
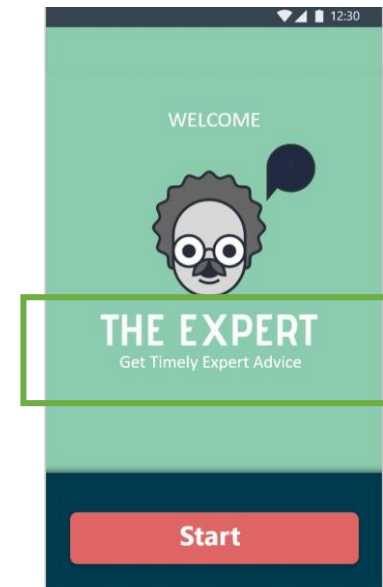
Suggested change

In the above tagline, there is no such word like "Get Expert Advice" which give the user a clue that the app is related to the advice. Changing the line by "Get Timely Expert Advice" will serve the purpose.

Evidence-

When asked the 2nd participant about welcome screen "what do you think about this screen?" she replied, "I am just seeing The Expert save your time save your money but its hard to say what it is about." I made the changes quickly after this feedback (because not being clear on the home screen could be a major usability issue if the user doesn't understand what the app is for) & tested the updated version with the rest of the 4 participants, who agreed that the welcome screen communicates the purpose of the app.
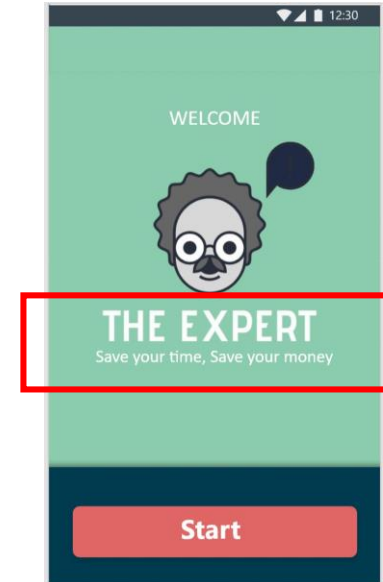
Tested screen

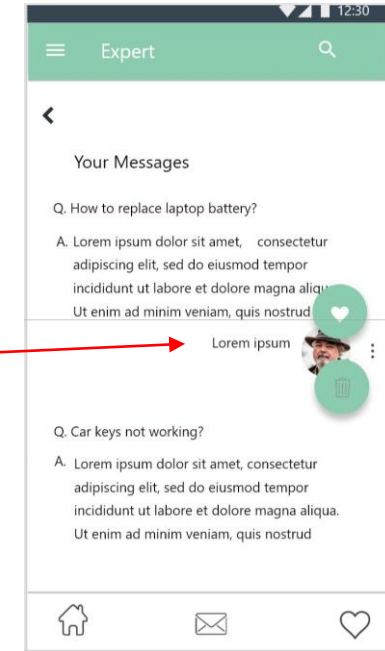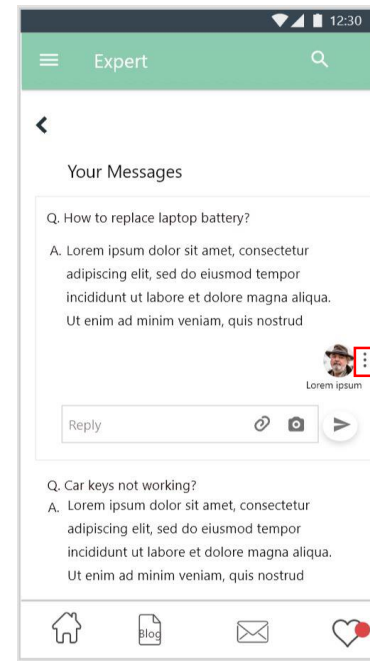

Updated screen

- **Issue- MEDIUM**

2) Participants were unable to add an expert into there favorite expert list from messages screen.
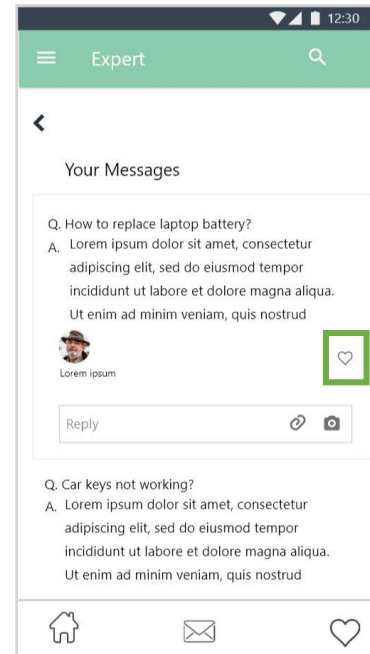
Suggested change

The favorite icon placed under kabob menu was hard to see. Making it more visible on screen will solve the problem. Or increase the size of kabob menu should eliminate the issue.

Evidence-

When asked to add an expert to your favorites, participants were tempted to hit the favorite menu on bottom nav (maybe the red dot on favorite icon encouraged them to do so) & also because of the small size of kabob icon they just did not notice it.

Tested screen

Updated screen

- **Issue- HIGH**

3) Participants were confused whether the appointment is for a phone call or video & also were afraid to directly hit the video call button because of the privacy concern.

Suggested change

By removing the video call button from the action menu & showing it while calling so the user can switch to video if they want this should solve both the problems.

Evidence-

When asked to Make a video call or book appointment all participants completed the task successfully, but one participant was confused & asked: "is the booking is for a video or audio call?" & other participant said, "I'm not comfortable to hit that button I will prefer the audio call." She was assuming the video call will directly connect her with the expert.

Tested screen
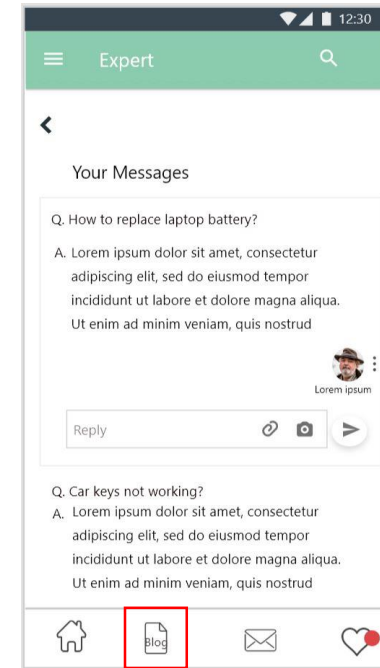
Updated screens
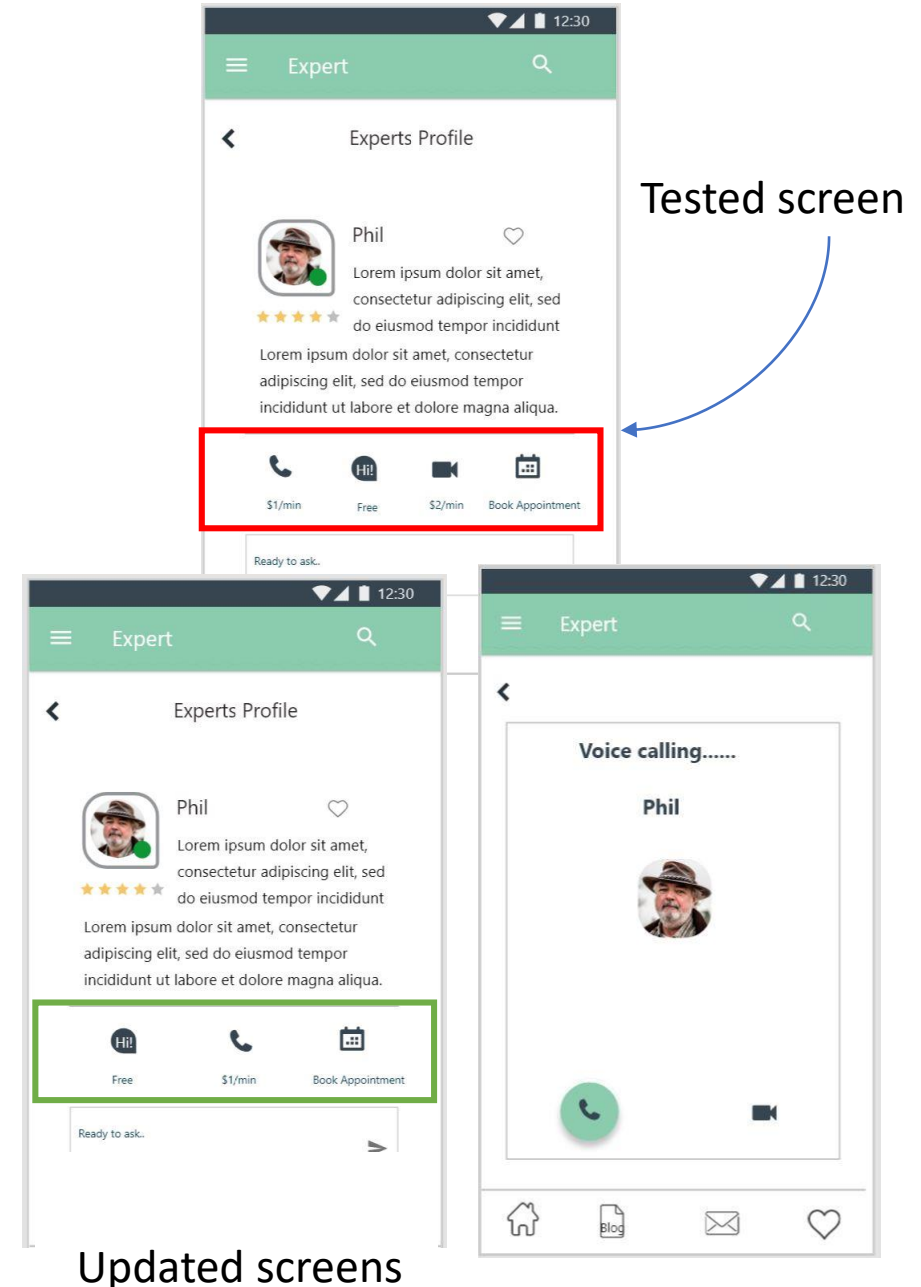
- **Issue- low**

4) I wanted to understand how important/useful the blog is for users, so I can decide whether the blog should belong under hamburger menu or on bottom nav.
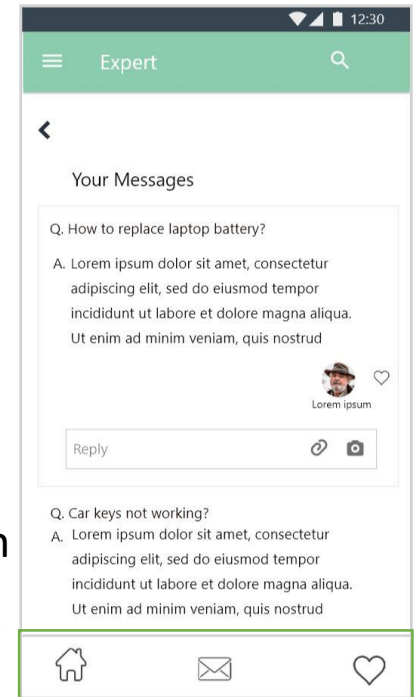
Suggested change

Remove blog from bottom nav will make the design look cleaner.

Evidence-

All the participants agreed that the blog is needed but unsure if they want it on bottom nav or not. Only one participant suggested that she doesn't need blogs on the bottom nav.

Tested screen

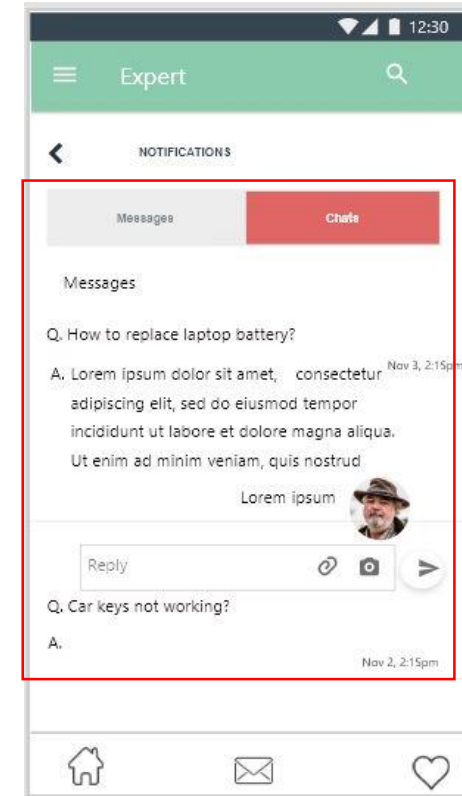Updated screen

- **Issue- HIGH**

5) Participants were unclear about which tab button was in it's selected/active state & whether the displayed content is a message or chat.

Suggested changes

Making the background color of the content same as the tab button will provide the user a clue that the content belongs to the selected item.

Evidence-

All the participant took some time to click tab button as they were not sure which tab is selected & which one they should click next. After reading, they recognize its a messages section.
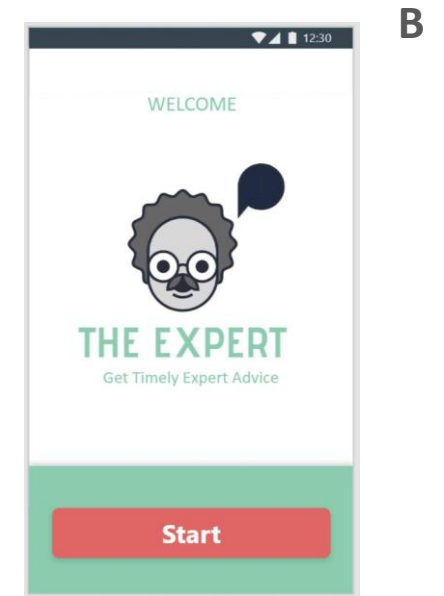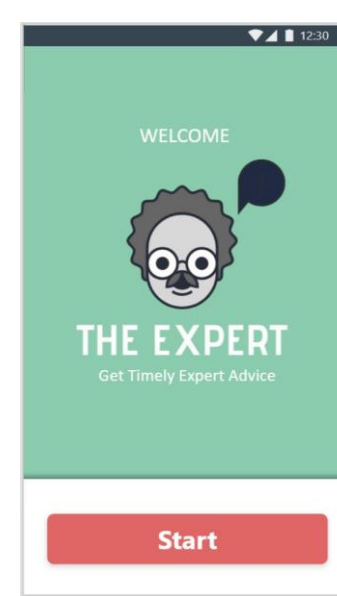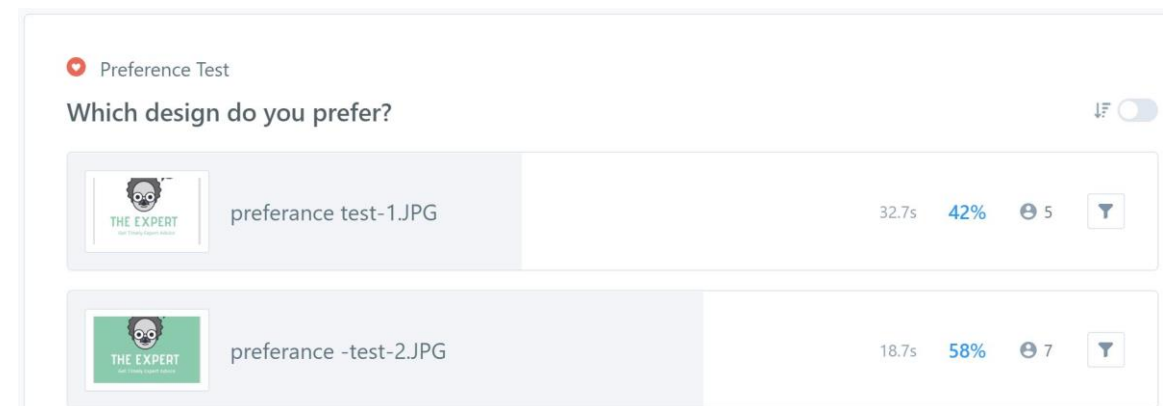

Tested screen
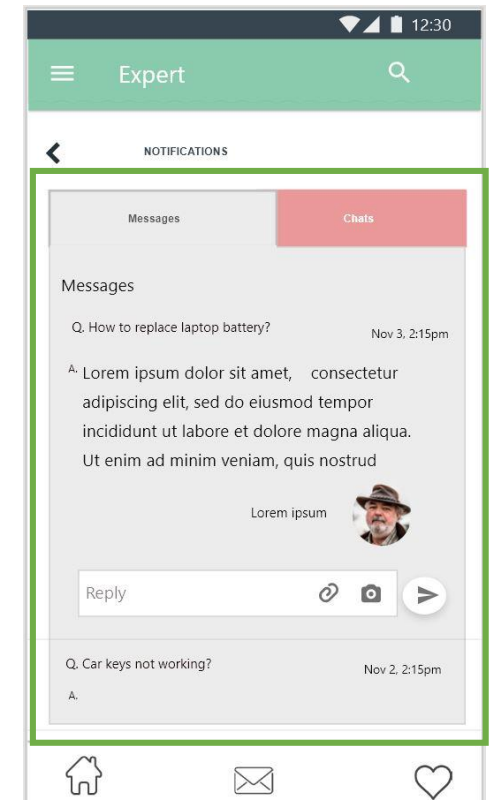
Updated screen

Preference Testing

A

B

- I want to know what the participants would think of the overall look and the design of the welcome screen as this will be the first impression of my app.

- Two designs for the welcome screen were produced showing differences in the background, and the color of the text.

- 12 participants took part in the testing, 42% preferred A and 58% preferred B.

Preference Test result

Preference Test

Which design do you prefer?

THE EXPERT	preferance test-1.JPG	32.7s	**42%**	5
THE EXPERT	preferance -test-2.JPG	18.7s	**58%**	7

Updated Prototype Link

- https://xd.adobe.com/view/d3db5c7a-c569-46be-538b-c599591bb058-a5ea/

Conclusion

The participants liked interacting with the app and most of them mentioned that it is fairly easy to navigate. Nevertheless, addressing the issues encountered during the booking a call process will increase the usability of the app and user engagement. The cosmetic changes will help to convey clearly the apps features and options. Findings from usability test helped in improving user experience.

Preference testing Update

Majority of the participants preferred option B, they preferred the screen with white text on light green background.

THANK YOU