

Task 4: UX Testing and Reflection

“UWAFTSubmission_Task4_GROUP_LETTER_SCHOOL_2024”

1. Develop a Testing Plan for the Design

- Tasks for Users to Perform:
 - Create a new account on the app.
 - Input personal details (e.g., height, weight, health goals).
 - Navigate through the primary features, such as meal planning and grocery budgeting tools.
 - Set calorie and macronutrient amounts.
 - Explore the navigation menu (e.g., three-line icon) and locate secondary features.
- Questions for Users During the Test:
 - Was creating an account and inputting details straightforward?
 - Did you encounter any difficulties navigating the app?
 - Were there any points where you felt confused or unsure about what to do next?
 - Did you find the design visually appealing?
 - What improvements would make the app easier to use?
- Documentation Process:
 - Observations will be documented in a structured feedback form noting user actions, challenges faced, and verbal feedback. Screenshots or notes will capture specific areas where users struggled or excelled.
- Roles and Responsibilities:
 - One team member will facilitate the test and guide users through the tasks. Another team member will observe and document the user's journey and responses.

2. Conducting the Test with 2 Users

- Execution:
 1. The test will be conducted with two individuals from the target demographic (aged 15-25).
 2. Users will be asked to complete the tasks outlined in the plan, while the facilitator refrains from intervening unless users are completely stuck.
 3. Questions will be asked after tasks are completed to gain insights into their experience.
- Observations:
 4. Both users successfully created accounts and input personal details.
 5. Users navigated the main features easily but struggled to locate the menu using the three-line icon.
 6. While completing tasks, one user commented that the app design felt plain.

3. Consolidate Feedback

- Key Points Highlighted:
 1. The app's functionality is effective and meets user needs (e.g., meal planning, calorie tracking).
 2. The navigation menu is not intuitive, leading to confusion.
 3. Users feel the design lacks visual appeal, which might hinder long-term engagement.
- Actionable Suggestions:
 4. Make the navigation menu more accessible by adding a label or alternative design (e.g., a visible menu bar).
 5. Enhance the visual appeal of the app through engaging elements like icons, animations, or color schemes.
 6. Add an onboarding tutorial to familiarize users with features and navigation.

4. Implement the Changes

- Areas to Improve:
 - o Redesign the navigation to improve usability.
 - o Add visual elements to create a more engaging interface.
 - o Incorporate an optional onboarding experience for new users.
- Plan for Change Implementation:
 - o Prioritize navigation improvements by testing design alternatives.
 - o Collaborate with a UI/UX designer to enhance the app's aesthetics.
 - o Develop and integrate an onboarding feature that introduces users to the app's core functionality.

From our user testing we got to learn, that our app

- Has no issues with interface
- Goes through pages smoothly
- Is easy to use
- Has a lot of pages
- Not a whole lot of visual interest