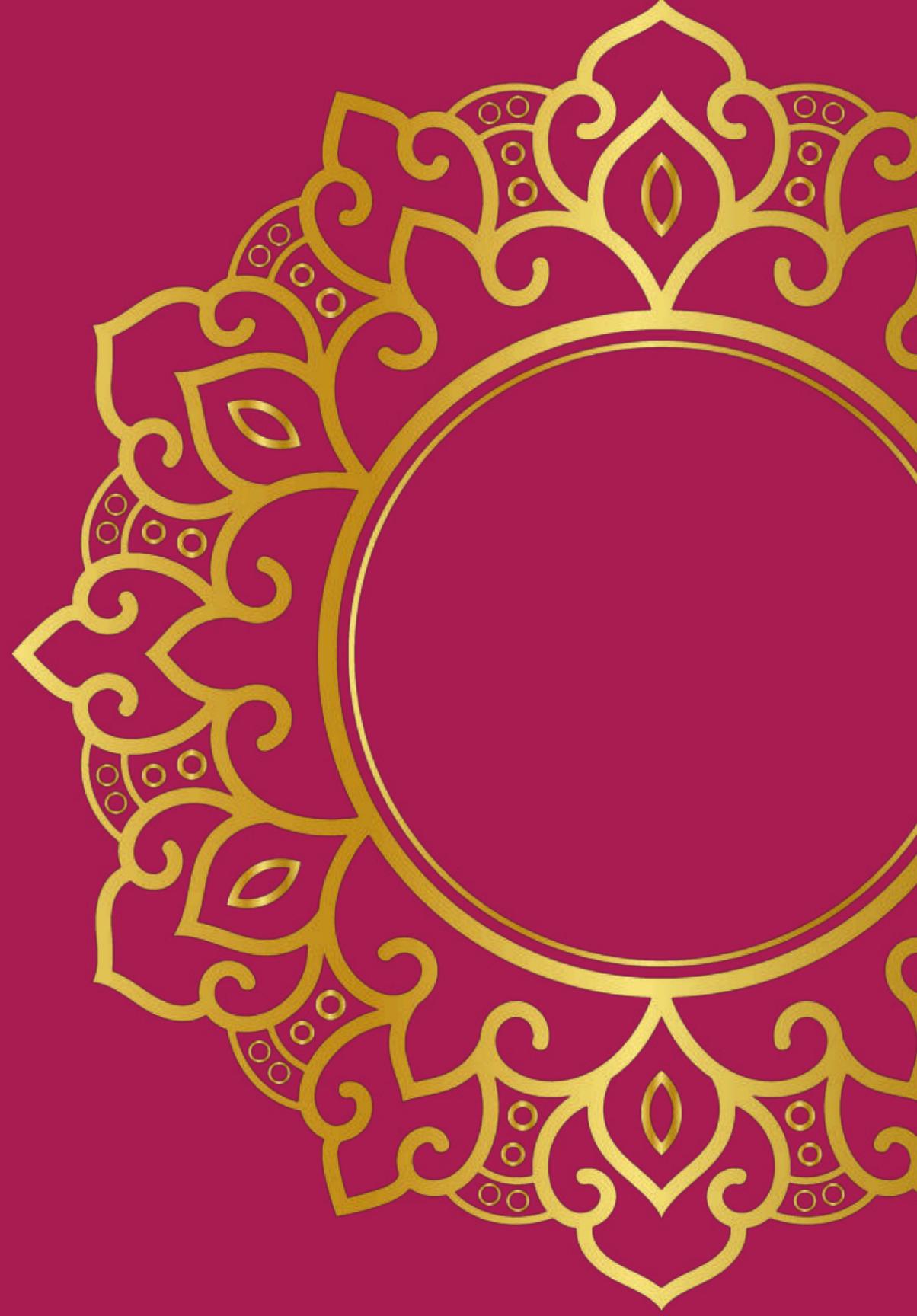
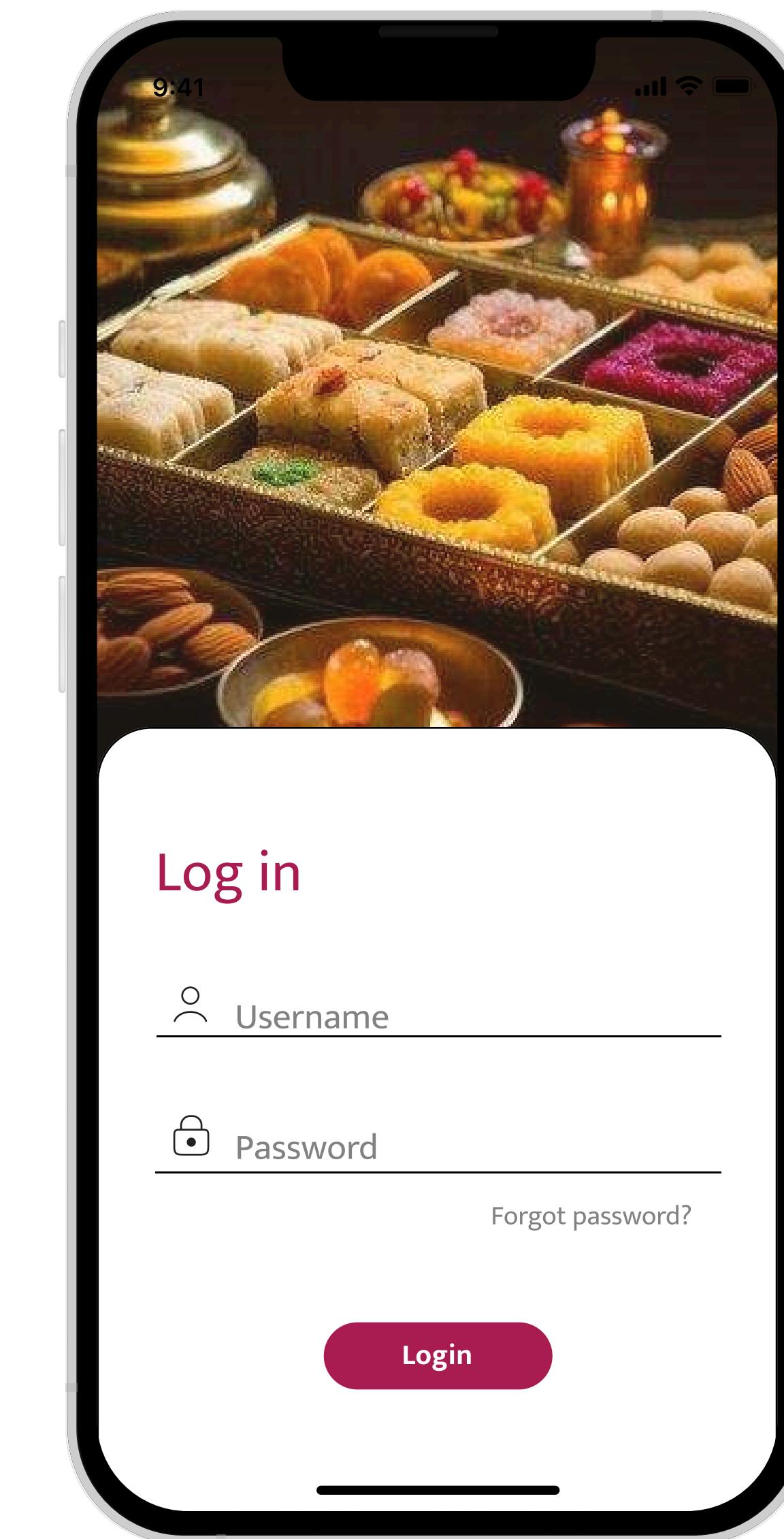
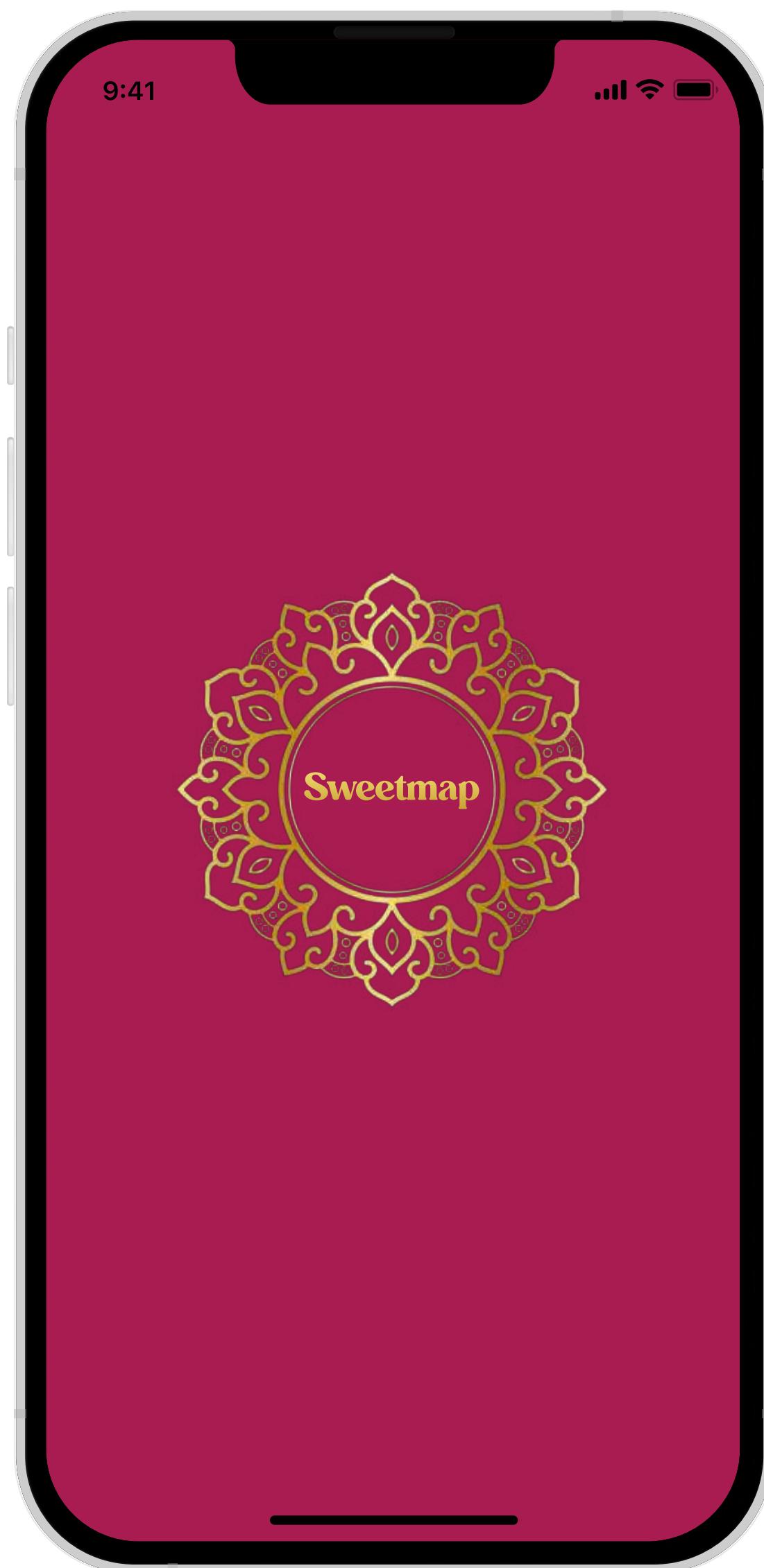


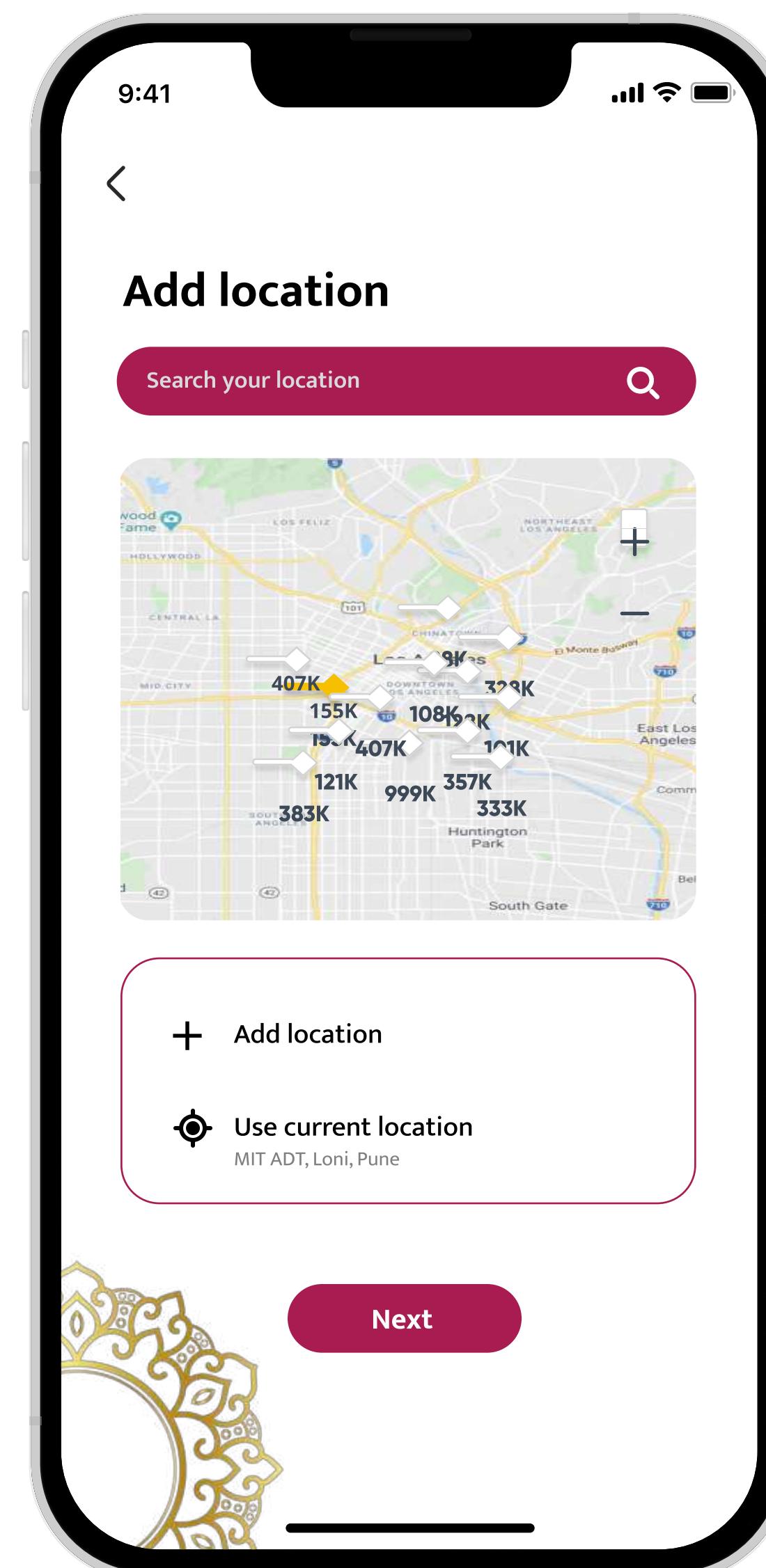
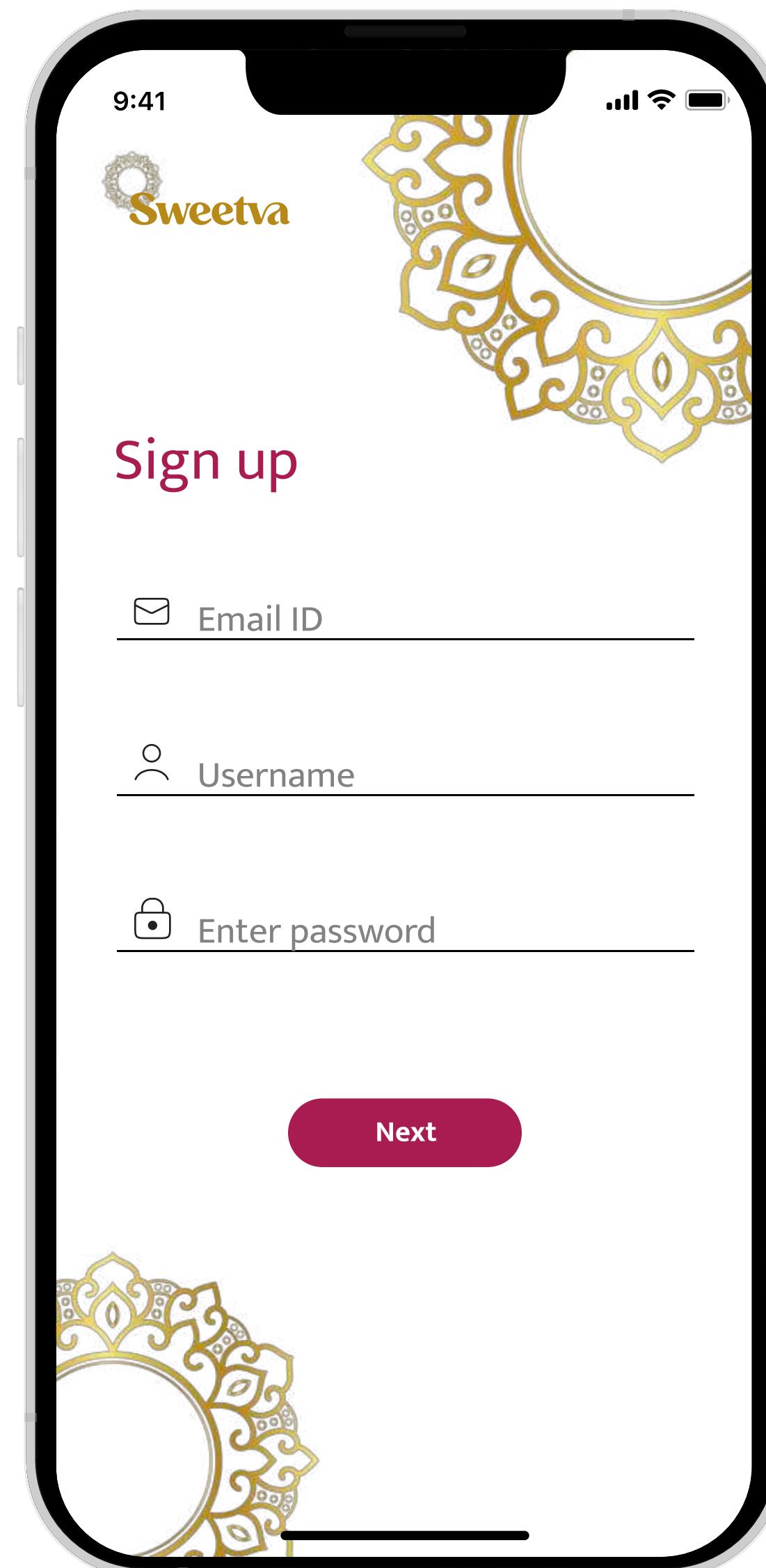


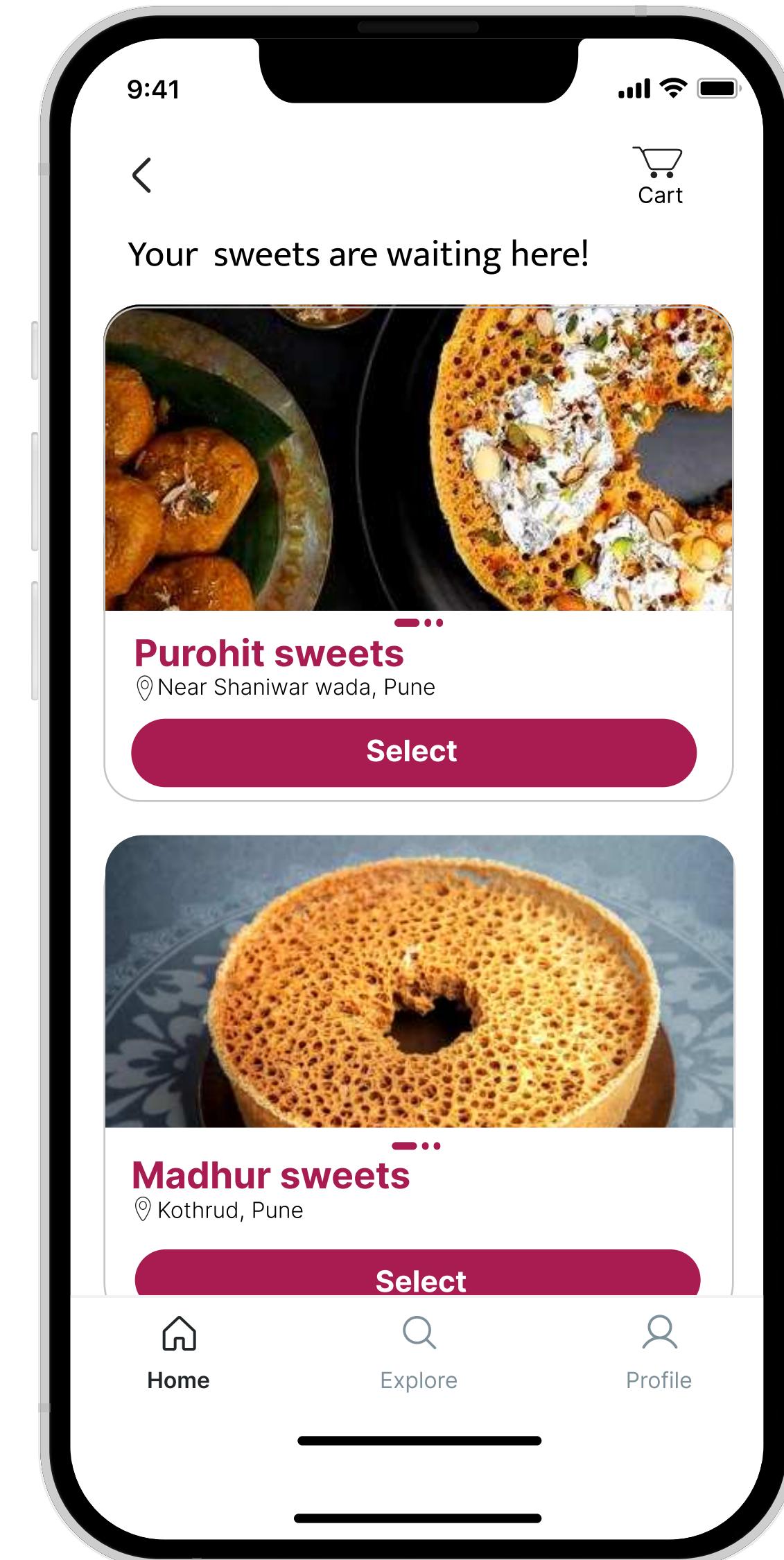
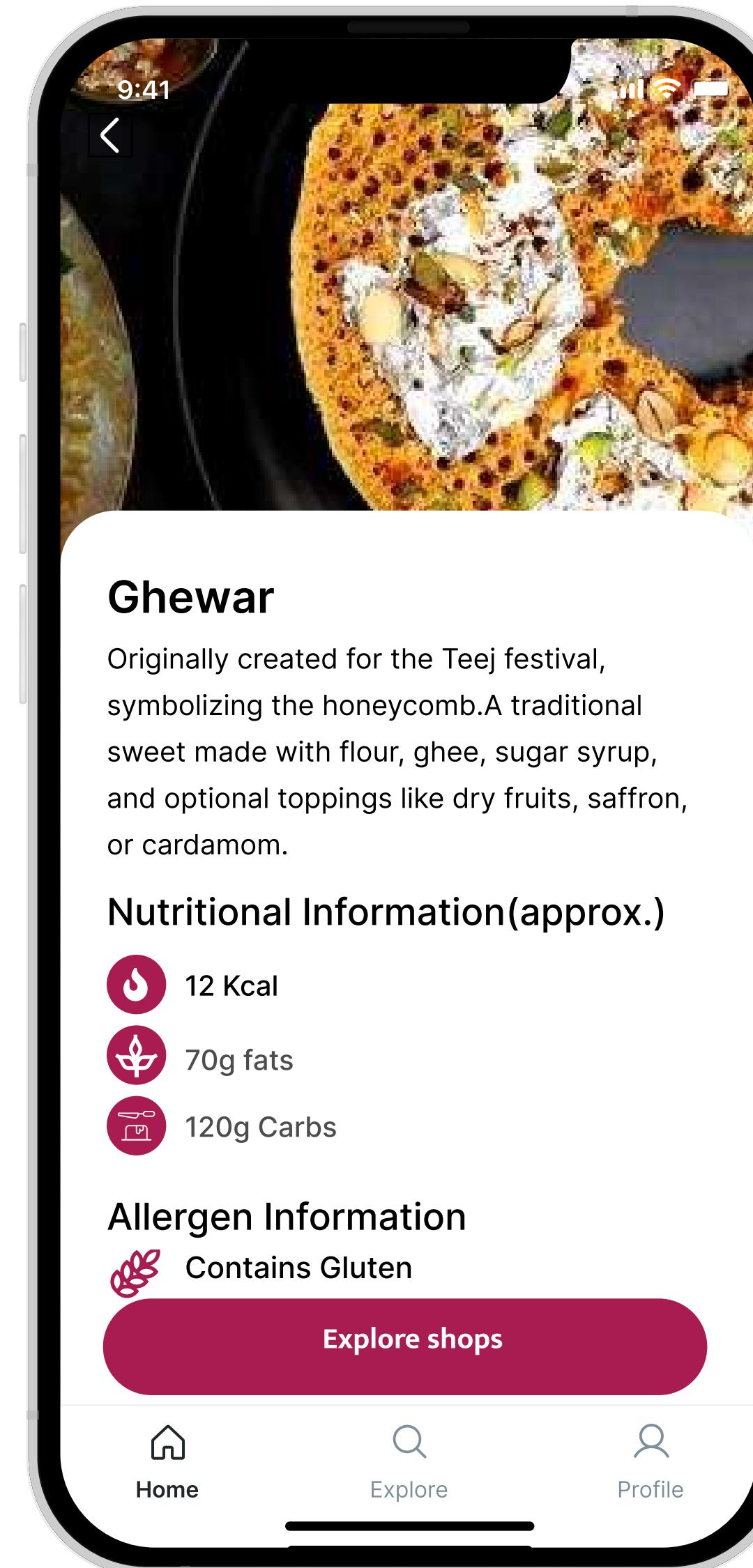
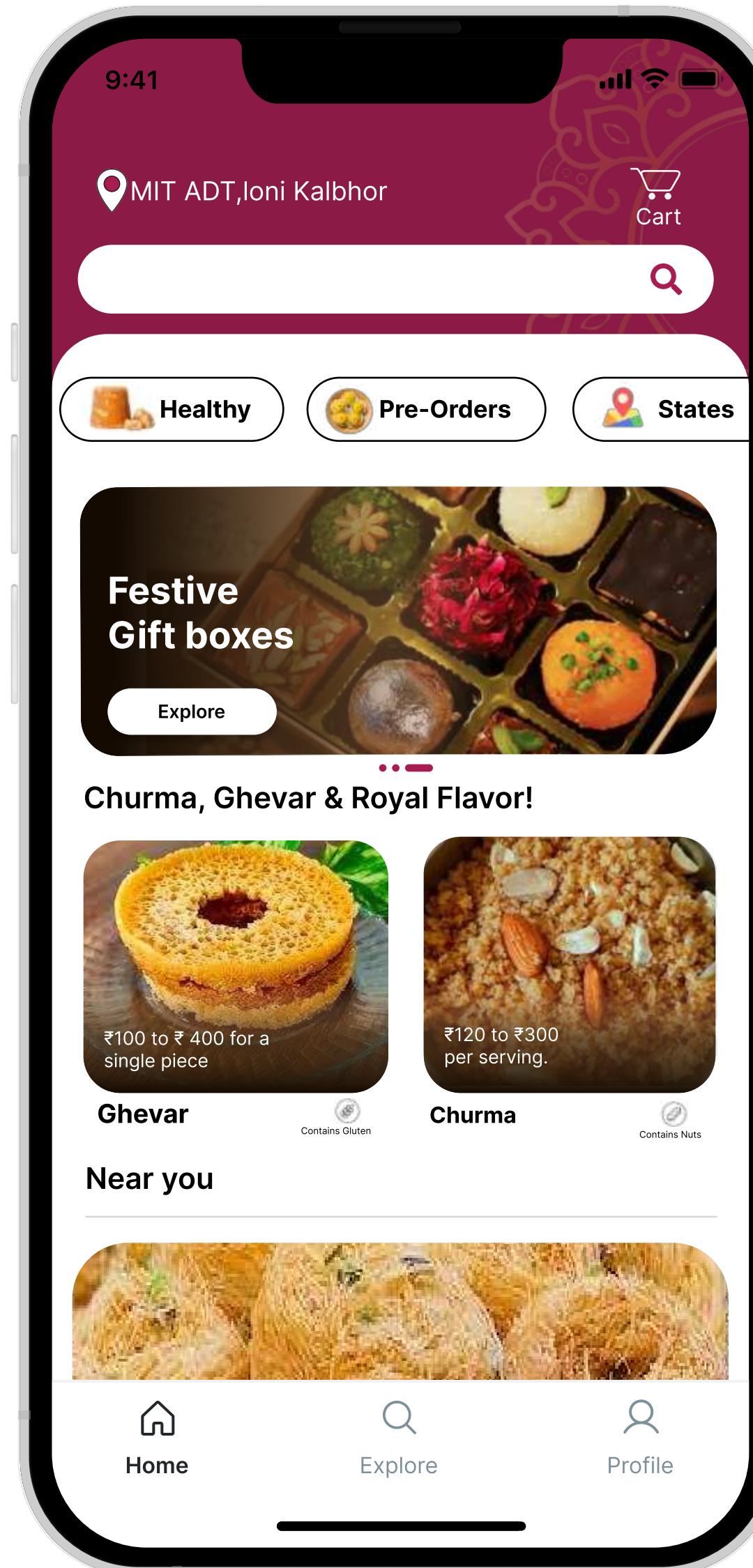
# Sweetmap

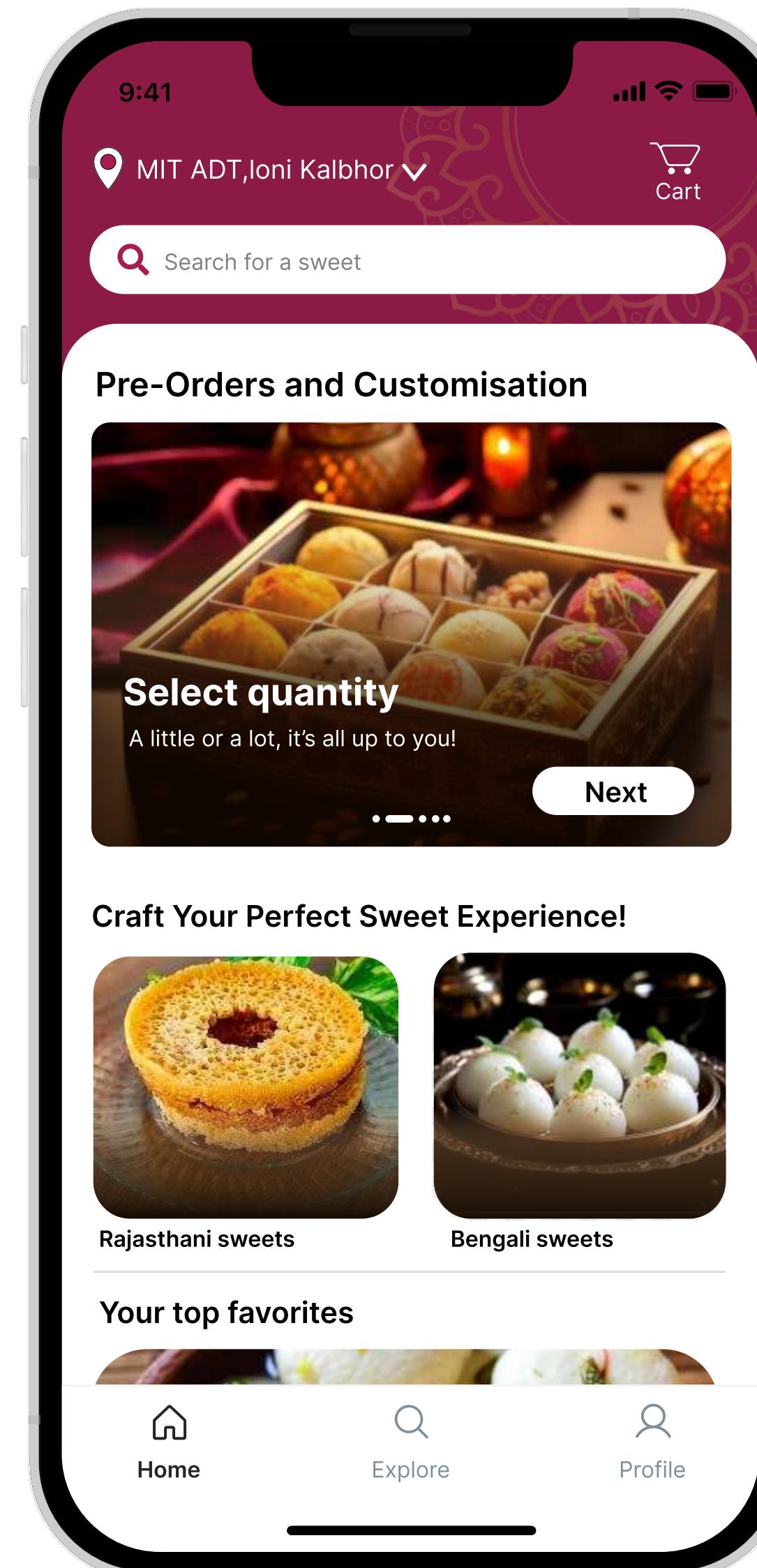
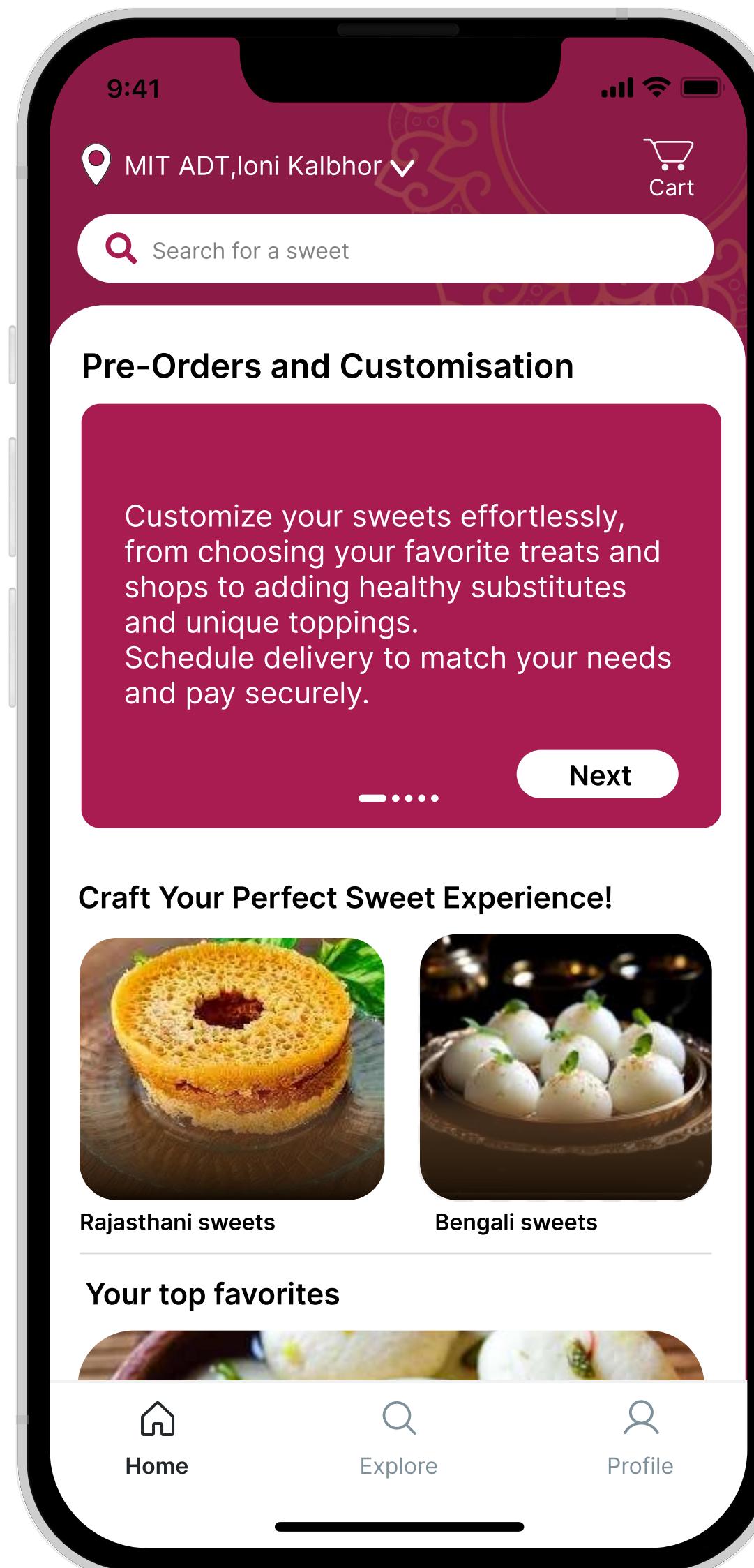
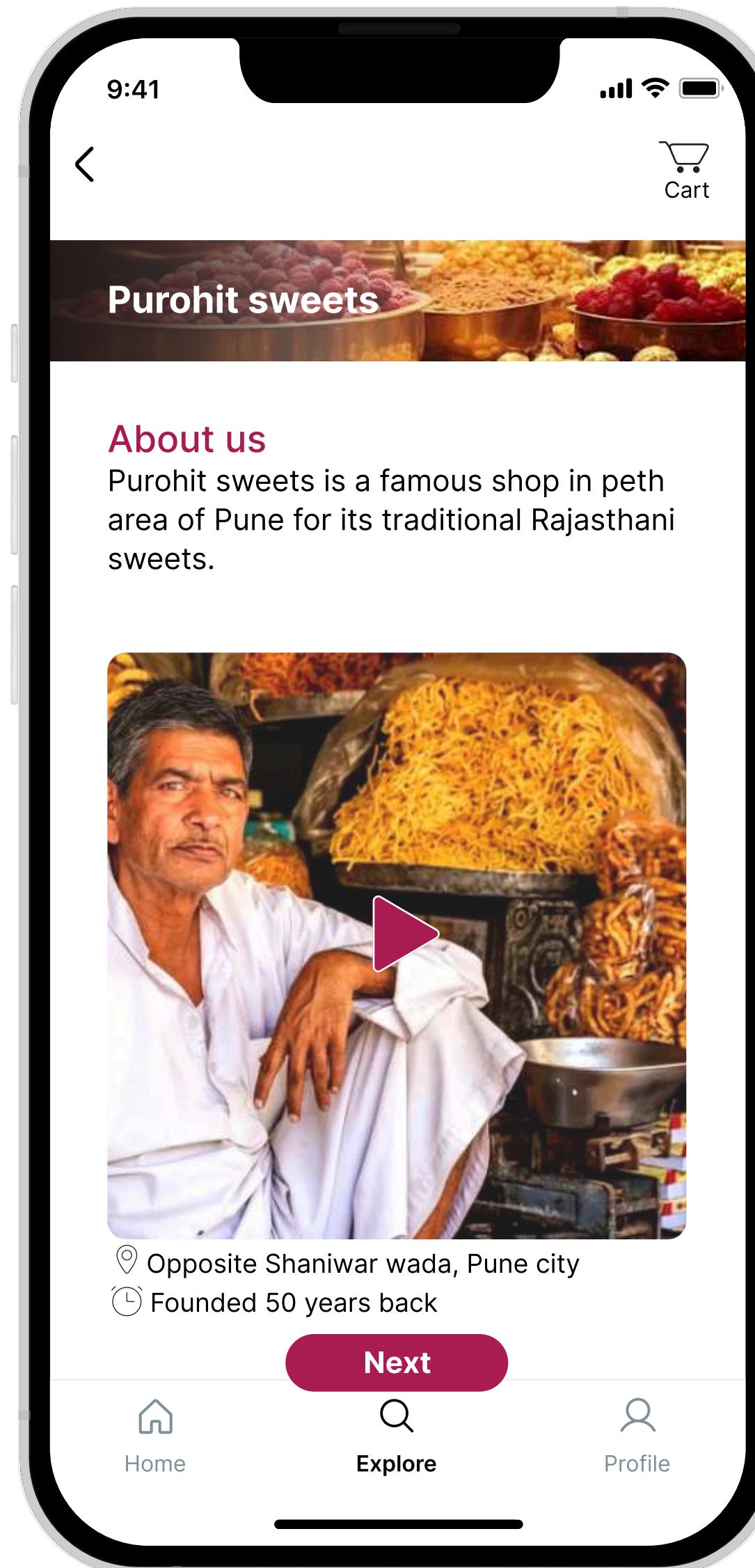
Usability Testing













Usability testing is the process of evaluating a product by observing real users as they interact with it to identify any issues and improve its design.

## Methods used



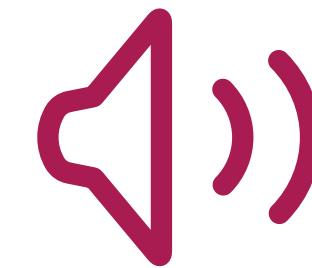
### Heuristic evaluation

Heuristic evaluation is a usability testing method where experts assess a system against predefined principles to identify and address usability issues.



## Contextual inquiry

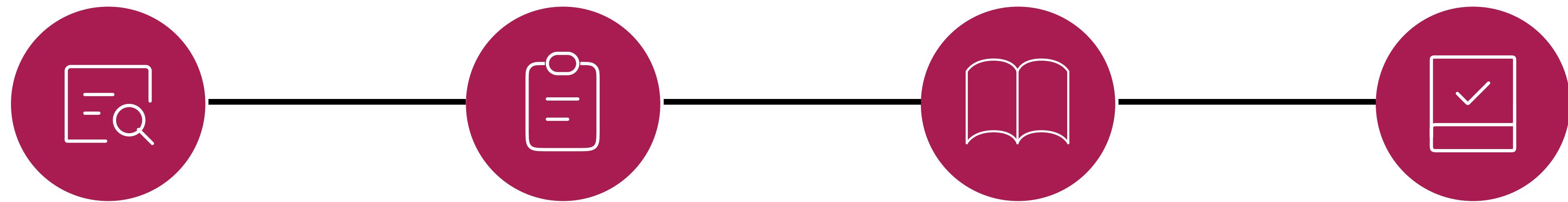
Contextual inquiry is a user research method where researchers observe and interview users in their natural environment to understand their tasks, behaviors, and challenges.



## Think out loud

Think Out Loud is a usability testing method where users verbalize their thoughts, actions, and feelings while interacting with a product, helping researchers understand their experience and identify issues.

# Steps carried out



Usability testing of  
the prototype using  
different methods

Gathering insights

Drawing conclusions

Making necessary  
changes according to  
recommendations

# User Goals

1. The app is not strictly goal-based, serving both goal-oriented users (ordering, customization, supporting local shops)
2. Exploratory users (browsing stories, cultural insights, or quizzes). This ensures flexibility for both purposeful and casual engagement.

1. The goal of the user is to easily discover and purchase sweets from trusted local sweet shops.

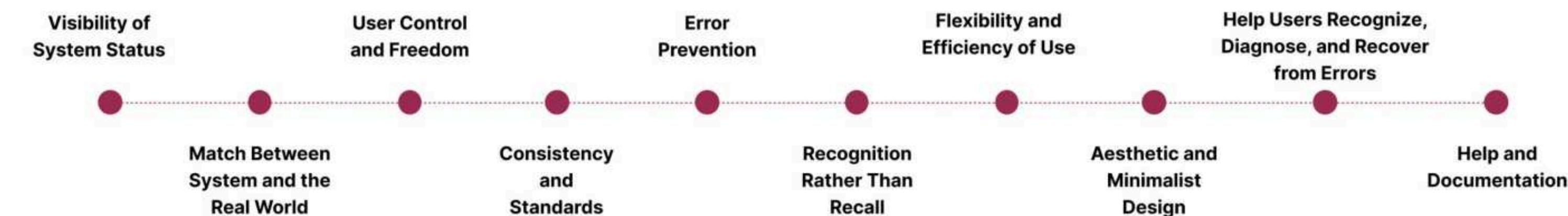
2. The goal of the user is to access authentic regional sweets that are traditionally hard to find with good quality.

3. The goal of the user is to find customization options, such as healthier ingredients or specific preferences, to suit their needs and also need to know Expiry dates and additional information.

4. The goal of the user is to conveniently order sweets for personal use, gifting, or special occasions

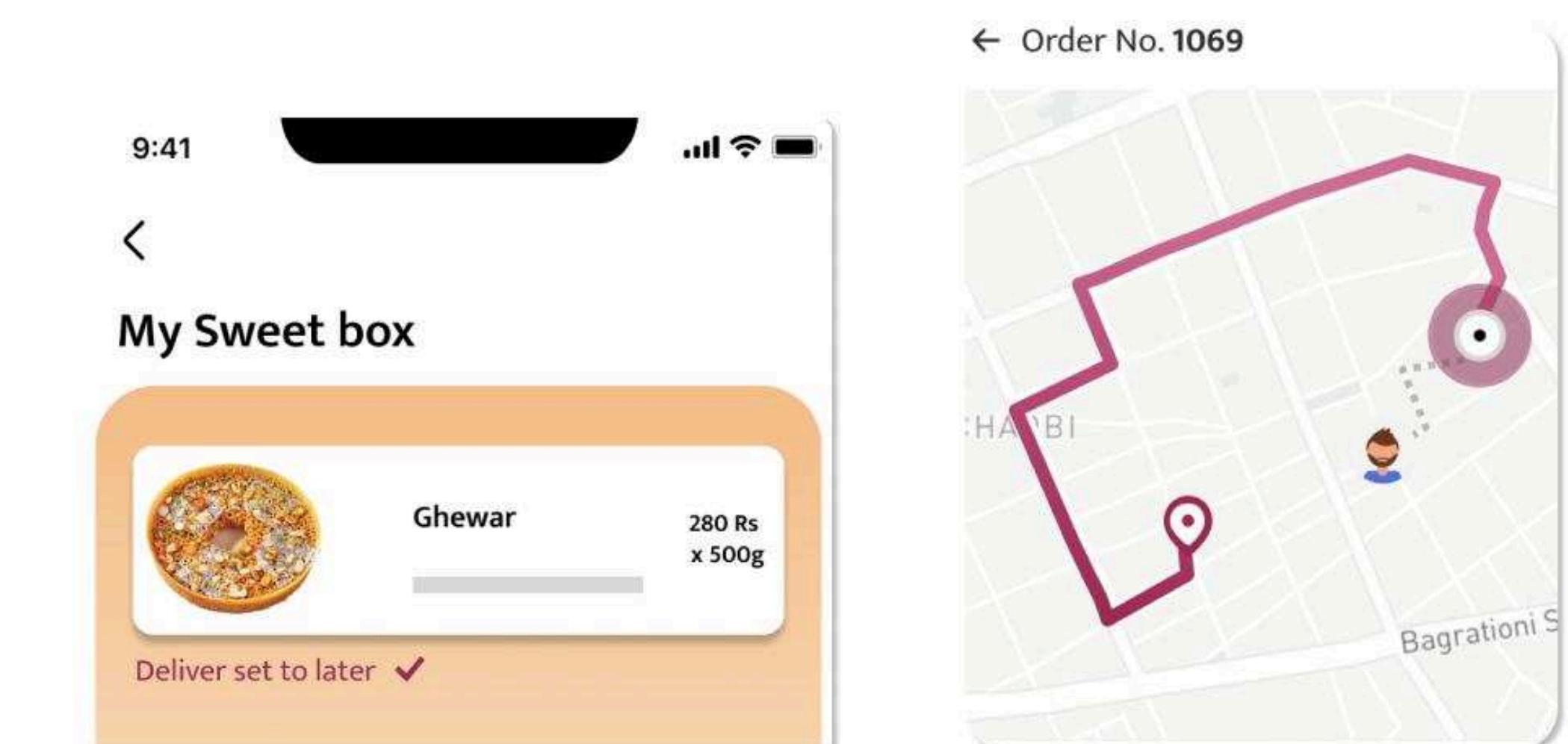
5. The goal of the user is to connect with the cultural stories and traditions behind the sweets they purchase

# Heuristic evaluation



## Visibility of System Status

Display order progress tracking, Show a visual indicator when sweets are out for delivery, Notify users to deliver set to later.



# Heuristic evaluation

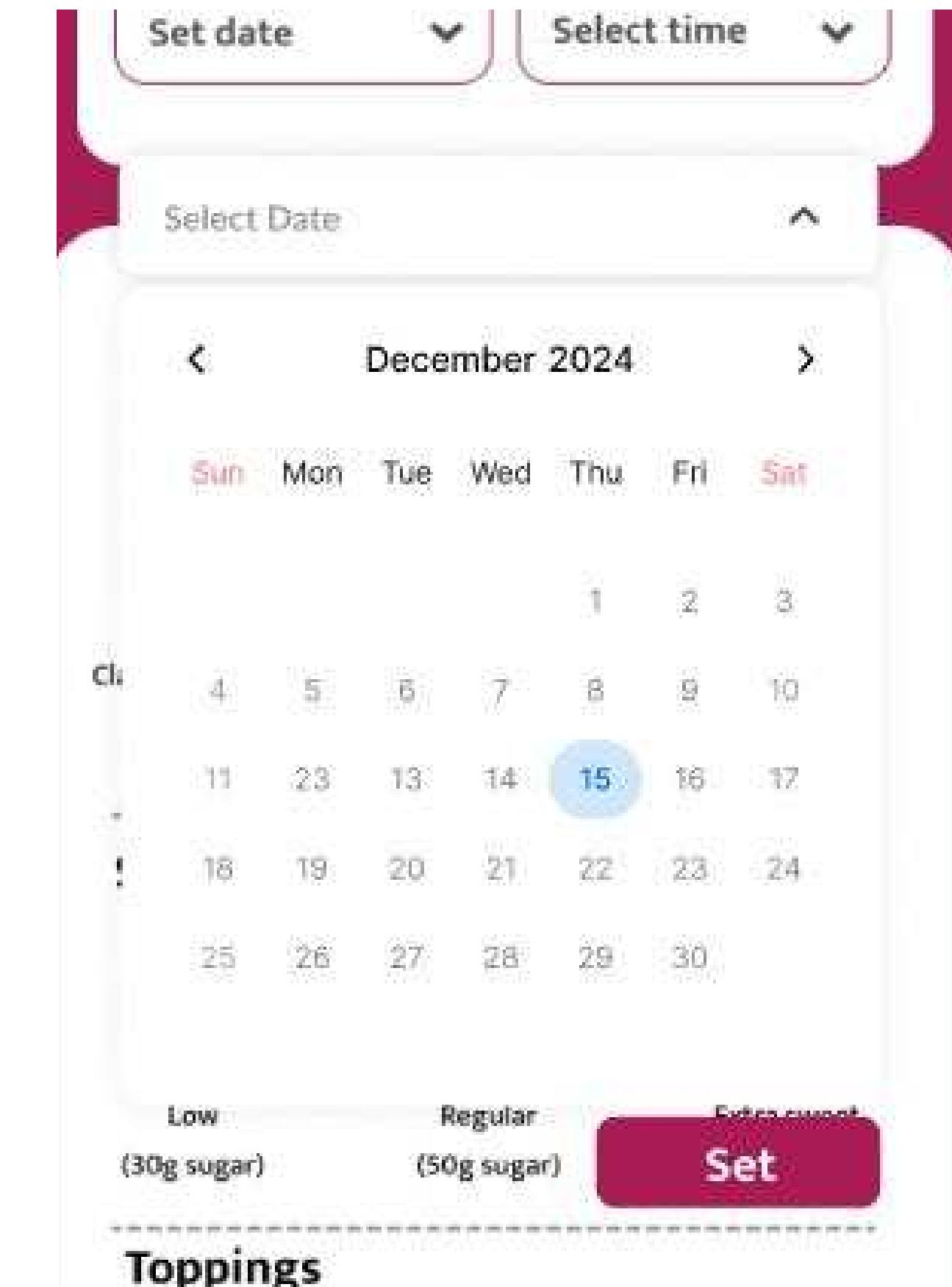
## Match Between System and the Real World

Use cultural and familiar terminology for such information

-  12 Kcal
-  70g fats
-  120g Carbs

### Allergen Information

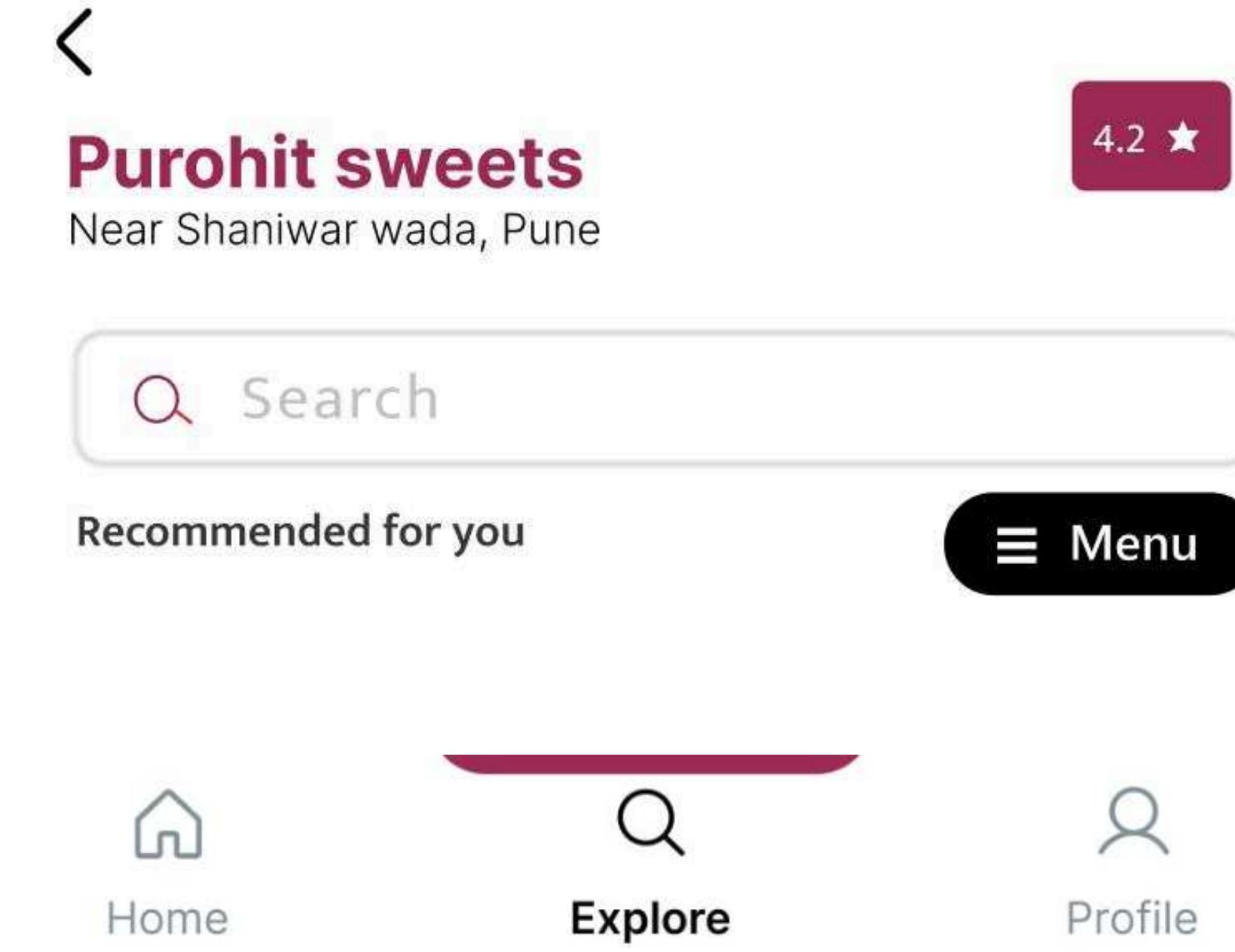
 Contains Gluten



# Heuristic evaluation

## User Control and Freedom

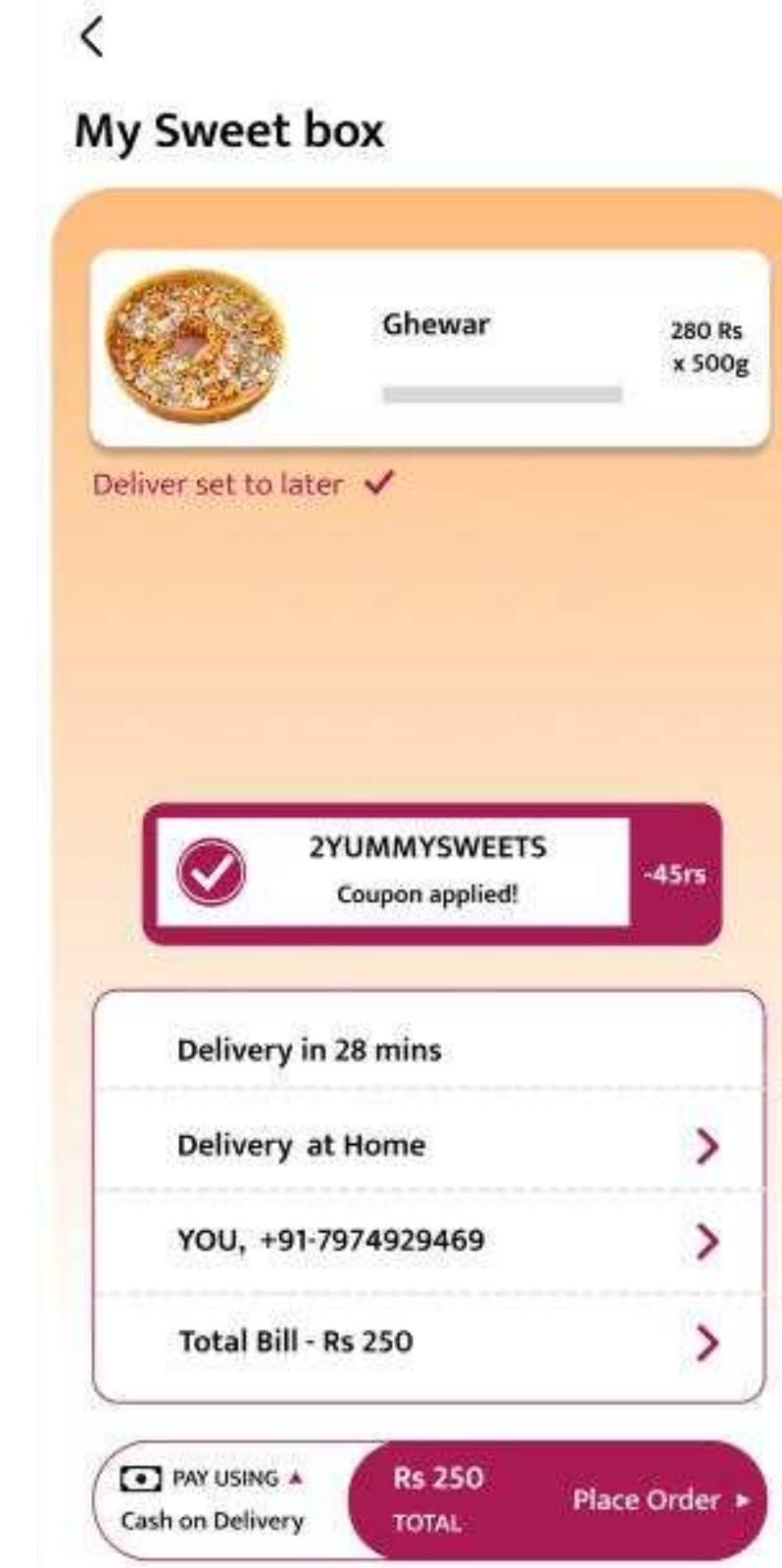
Provide a "Back" button or "Home" button on all screens for seamless navigation.



# Heuristic evaluation

## Consistency and Standards

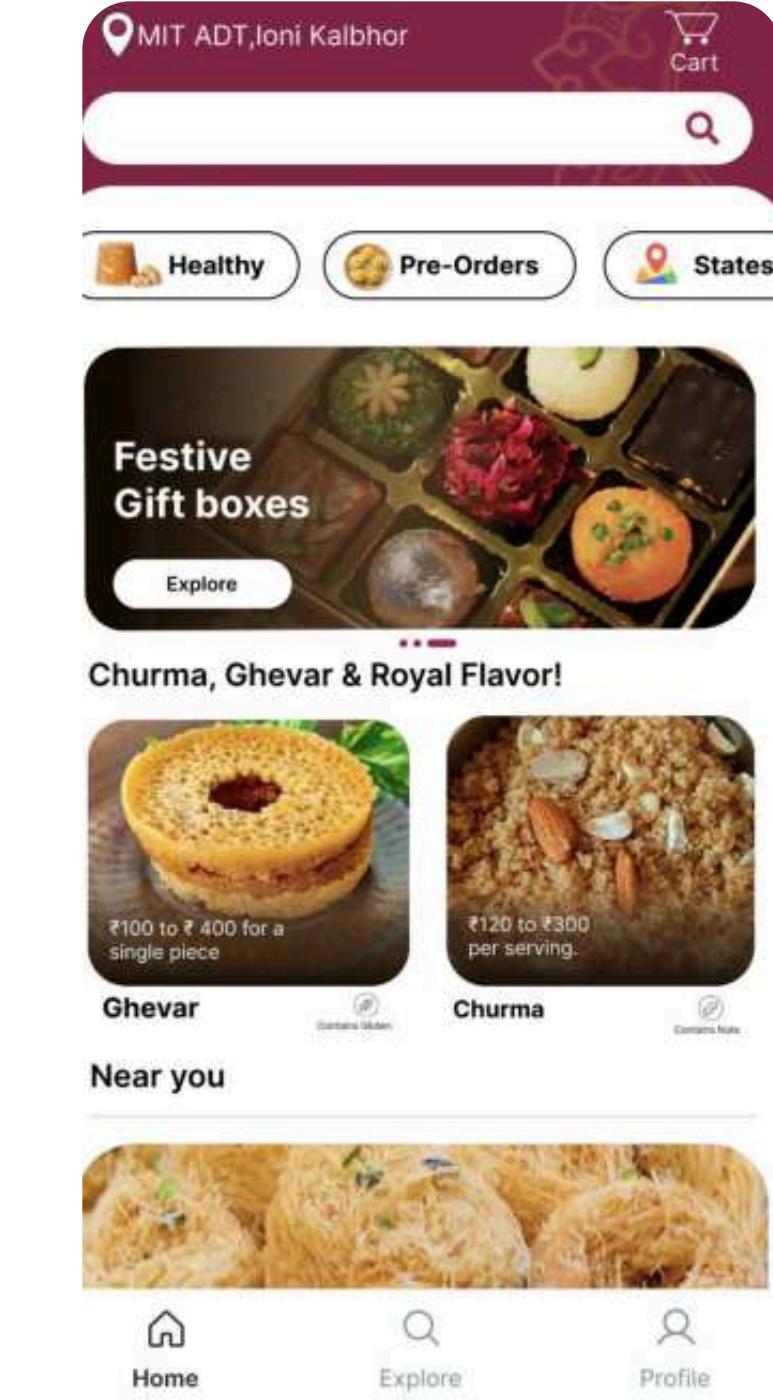
Maintain consistency in design across all screens



# Heuristic evaluation

## Aesthetic and Minimalist Design

visually appealing and clutter-free interface with vibrant colors reflecting Indian culture.



# Heuristic evaluation

## Recognition Rather Than Recall

Effortlessly select saved addresses with familiar names and icons, reducing the need to recall details

Address

 Search for area, street name

 Use current location >

Saved addresses

 Home  
A - 503 , Hill view residency , Jijai nagar , Kothrud , Pune , Maharashtra - 411038

 College  
MIT ADT university , institute of design, Loni Kalbhor, Pune , Maharashtra - 412201

Recent addresses

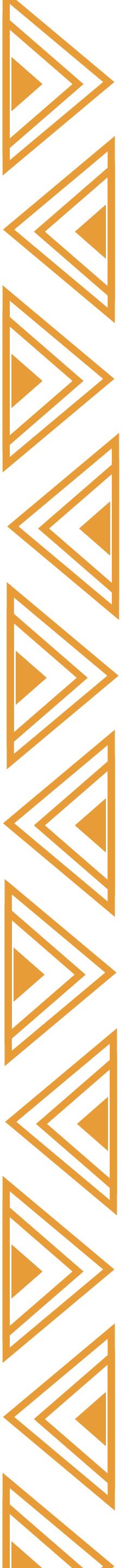
 Home  
A - 503 , Hill view residency , Jijai nagar , Kothrud , Pune , Maharashtra - 411038

# Heuristic evaluation

## Flexibility and Efficiency of Use

customization can greatly enhance user engagement and satisfaction





# Contextual inquiry

We carried out a contextual inquiry to dive deeper into how users interact with our platform and to gather meaningful insights from their experiences. The process included pretest and post-test sessions, where we first explored user expectations and then captured their feedback after completing tasks. During the session, we used the think-aloud method, encouraging users to share their thoughts and feelings as they navigated the platform. This helped us uncover pain points, moments of confusion, and features that worked well for them. By blending these methods, we got a clearer, more personal understanding of user behavior, which guided us in identifying areas for improvement.



# Tasks given

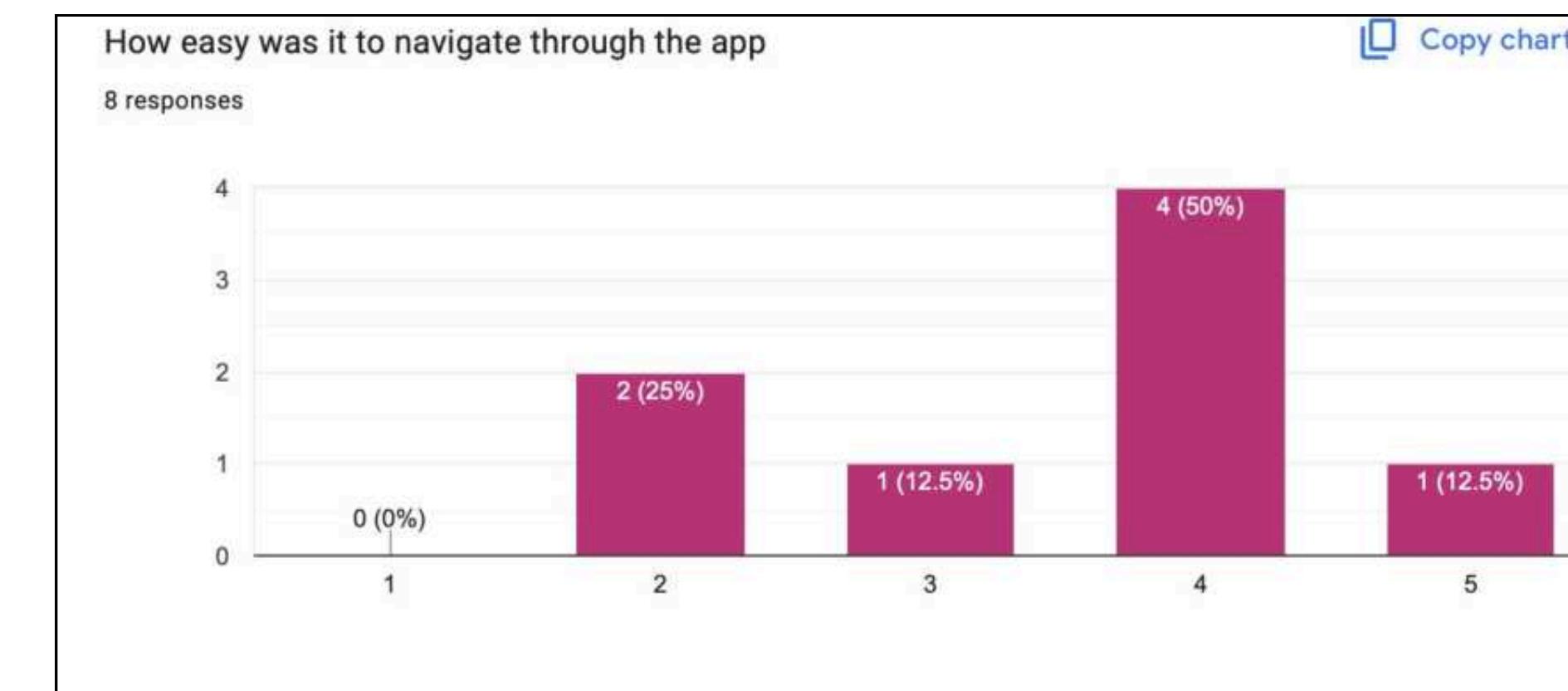
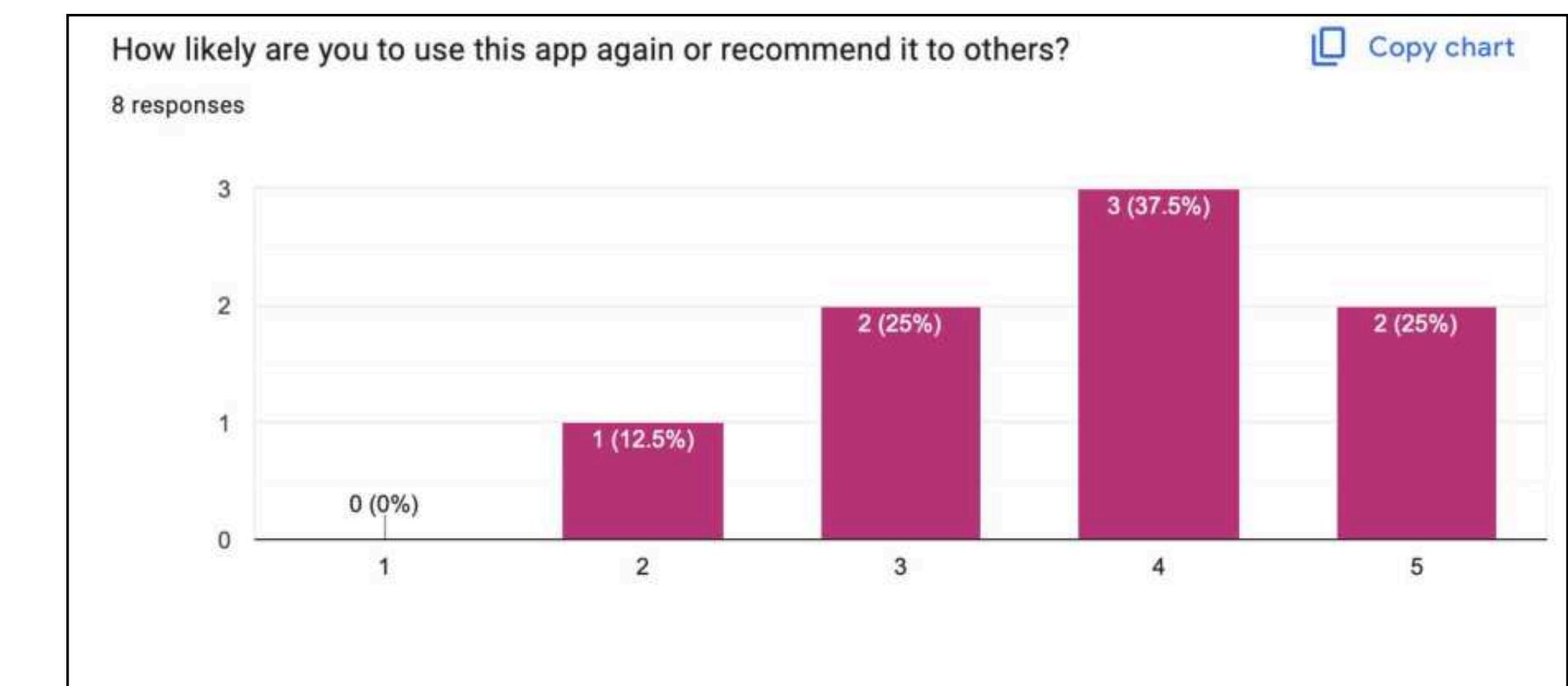
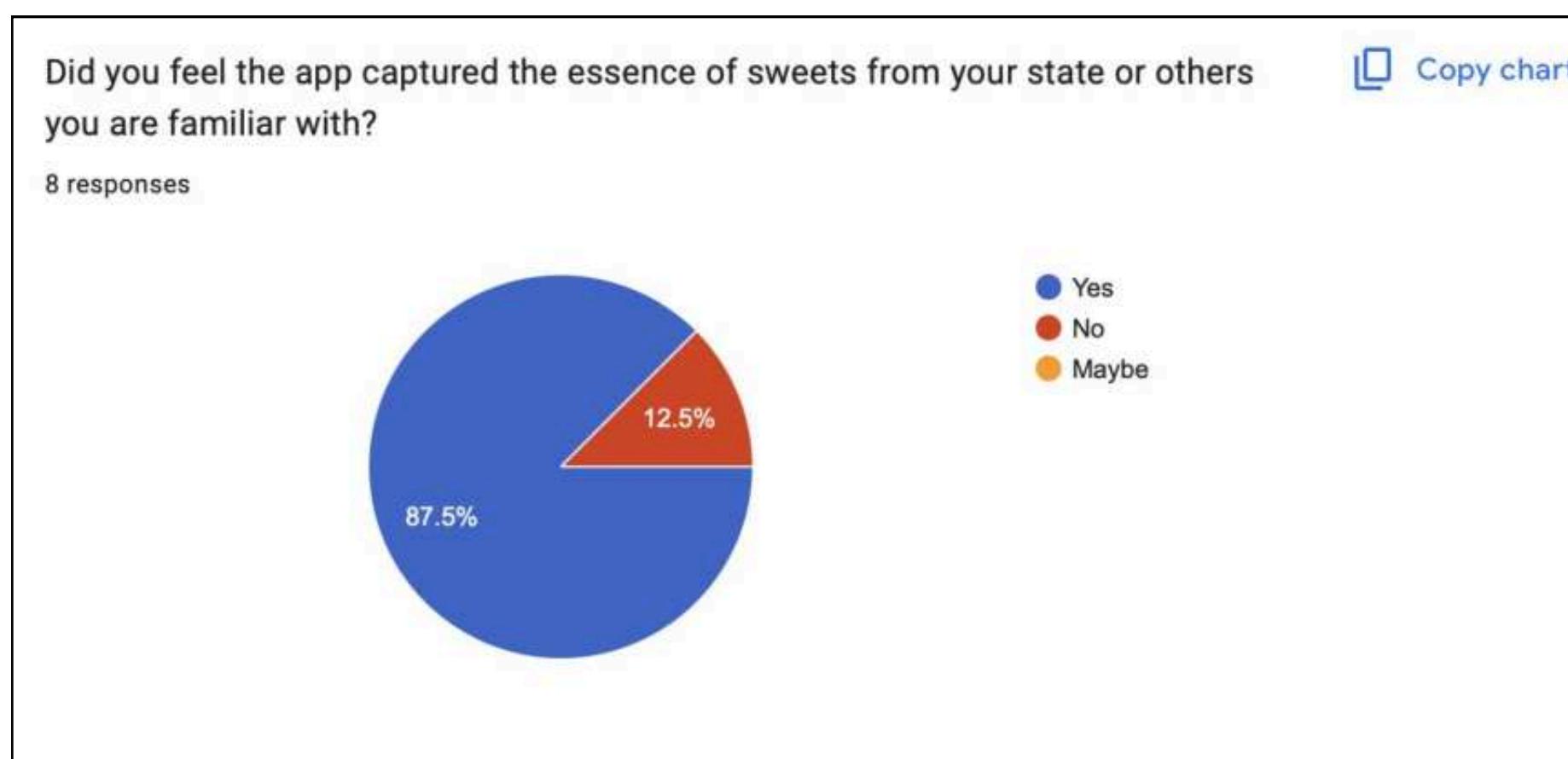
## Task 1

Log in to the app and preorder 2 kg of Rajasthani Ghevar from Purohit Sweets. Schedule the delivery for 15th December at 9:00 PM. Customize the Ghevar as large-sized plain Ghevar with regular sugar and dry fruit toppings. Add it to your cart, complete the order, and return to the home screen.

## Task 2

Sign up for the app and set your current location. Choose Rajasthan and proceed to purchase 1 kg of Ghevar from Purohit Sweets. Complete the payment, track your order, and rate your experience.

# Contextual inquiry



# Strengths

## Appealing Design and Visuals

- Icons are well-designed and reflect Indian cultural traditions.
- Nutritional and allergen information is clearly provided, improving customer trust.



## Customization Features

- Users appreciate the ability to tailor orders to their preferences.
- This feature enhances the app's appeal to diverse customer needs.

## Pre-Order Option

- Helps users plan ahead and reduces wait times.
- Convenient for busy customers who value time efficiency.

## Feedback System

- Collects data on pain points and needs for improvement.
- Provides opportunities to refine the app based on user input.

# Weaknesses

## Navigation Issues

- Scrolling is not smooth, making it hard for users to browse options.
- Important features like the pre-order option are not easily visible.

## Unresponsive Customization Tools

- Buttons in the customization section often don't work.
- Date and time selection is not intuitive or prominent, frustrating users.

## User Interface (UI) Challenges

- Some elements, like the "Set" option, blend into the background, reducing visibility.
- Fonts and icons are too small, making it hard for users to notice key features.



## Process Confusion

- Users find the sign-up and login process unclear, often going to the wrong page.
- Steps like checkout and order details lack clarity and feel difficult to navigate.

# Insights

Category	Insights
Design and Visuals	Icon images of various states in India were well-designed. Visuals are nice, with detailed nutritional and allergen information
Customization Features	The customization feature was appreciated. Buttons in customization were not responsive Date and time checkbox not easily visible at first glance. Date and time usually get auto-saved in most apps
User Interface (UI)	Set option was merging with the background. Shop ratings are difficult to reach 5 stars in one click
Visibility	Pre-order option was not easily visible.

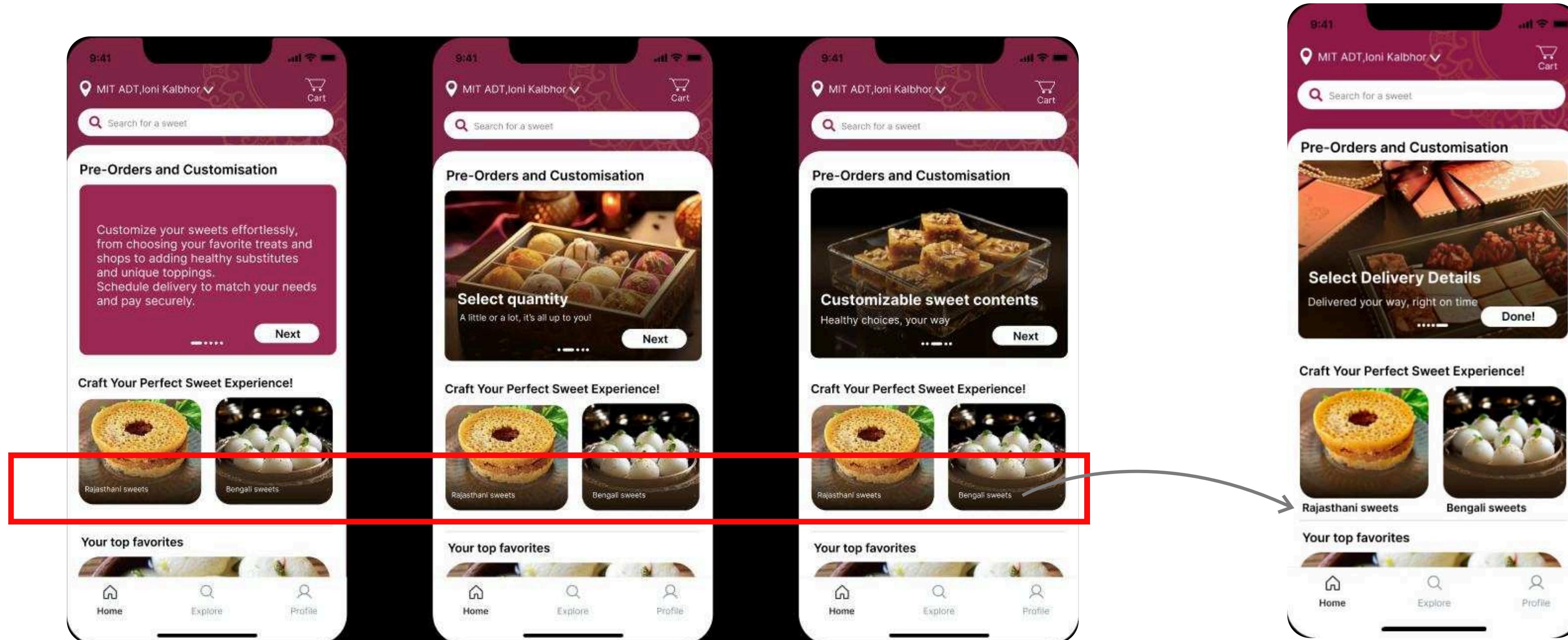
# Insights

Category	Challenges
Scrolling and Navigation	Scrolling was not smooth on some screens, making it difficult to view all images and options
Ratings	Shop ratings should be visible near shop listings
Sign-up and Login	Initially, the sign-up option was not visible
Customization	Buttons in the customization section were not responsive
Process Confusion	Some steps were confusing and unclear

# Adjustments according to user testing

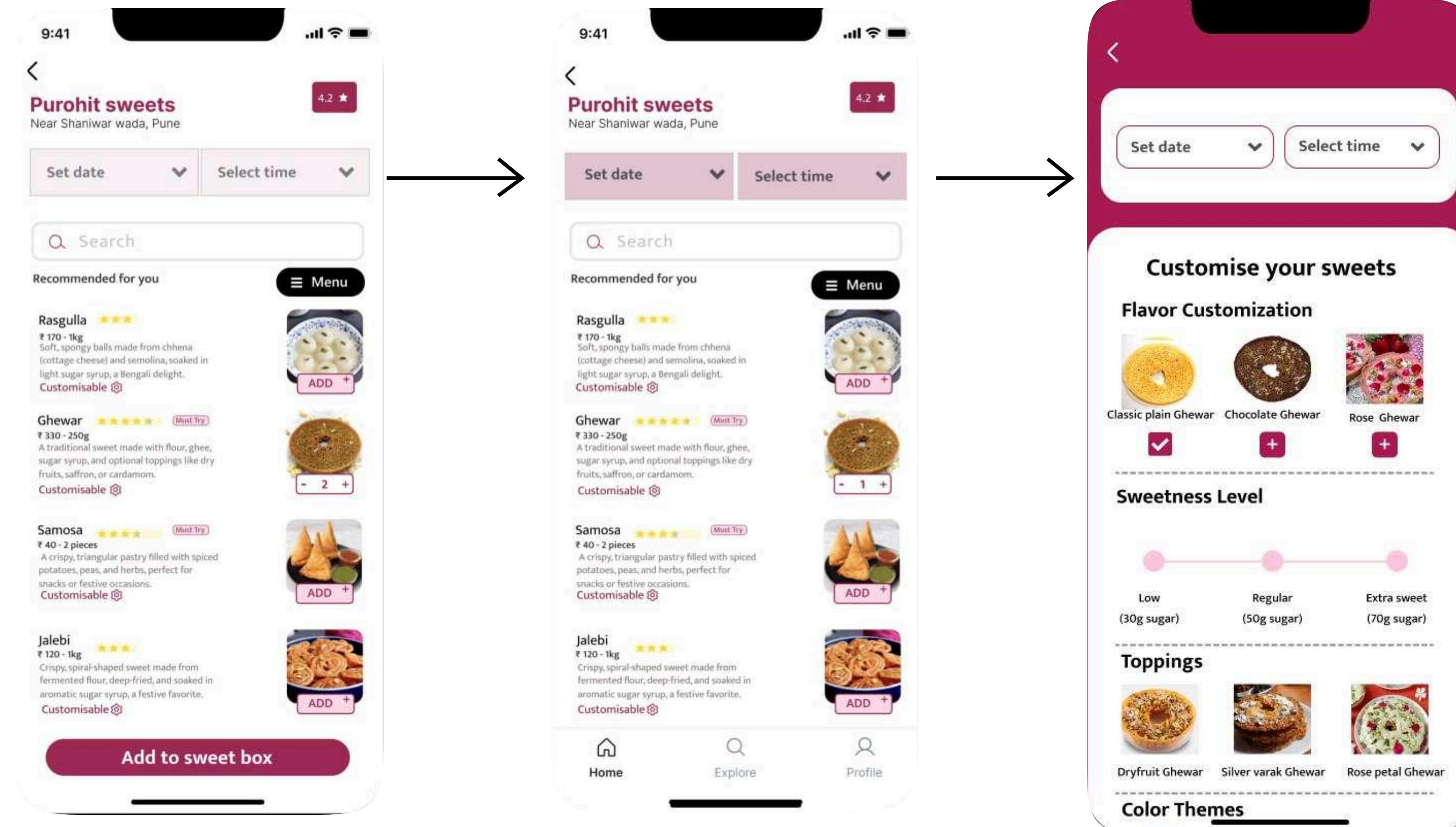
From recurring problems observed in user needs and pain points, we developed targeted recommendations to address these challenges and improve the overall experience

We ensured visibility of cards on home screen



# Adjustments according to user testing

We redesigned the placement of the date and time, moving it to a dedicated page to give it primary focus, along with creating customization page to streamline user interactions





## Top 3 Learnings from the Usability Testing Course:

- Test with Real Users:** Observing real users interact with a product helps identify usability issues and areas for improvement.
- Think-Aloud Method:** Encouraging users to verbalize their thoughts while using the product provides valuable insights into their experience.
- Evaluate with Heuristics:** Using heuristic evaluation helps assess usability against proven principles to ensure the design is intuitive and user-friendly.

Thank you

