

Assignment 3d: Usability Testing Review

Team Reuse: Eugene Szeto, David Liu, Shanelle Roman, Valentine Quadrat



Usability Test Protocol Applied to All Three Usability Tests

We first explained to our participant the procedures of the test -- that the user would be completing tasks and we would not be able to answer questions, that we were there to get a better understanding of the product, and that he/she can withdraw from the test anytime. We emphasized how we are evaluating the interface, not the participant. We also asked the participant to speak aloud his/her thoughts through the whole process.

Test 1

Roles: David facilitated the usability test and Eugene took notes.

Description and rationale for the test, the participant, background, and environment:

The participant is a Yale undergraduate, and we conducted the test in his suite common room. He's an international third-year student from Thailand studying economics and mathematics. His exposure to mobile applications is standard. He fits the demographic of our target audience, and the dorm environment is where we imagine our users would be using our product.

Overview of Revisions:

We clarified "Optional: include a link" on the sell item details page by adding a question mark button providing more information. We provided guidelines on how to take a good photo. We eliminated the confusing crosses present in the uploaded photo squares. We clarified the meaning of "offer" by rephrasing it as "Our offer for your item". We fixed a typo on the QR code page of text. On the item information sell page, we included a button allowing the user to edit payment and shipping information on their user account. On item purchase, we added a message to let the user know that an email confirmation has been sent.

Test 2

Roles: Shanelle conducted the usability test and Valentine took notes.

Description and rationale for the test, the participant, background, and environment:

The participant is a Yale undergraduate, and we conducted the test in her apartment living room. She is a fourth year undergraduate from Singapore. She's studying history. She rates her

mobile use as extremely high. She fits the demographic of our target audience, and off-campus housing is an environment where we imagine users would be using our product.

Overview of Revisions:

We provided a way out of buying by incorporating a page confirming whether the user indeed wants to proceed with purchasing an item. We reduced the number of steps on the first-time selling overview page. On the sell item details page, we provided more information on what the three quality categories mean. We provided more clarity on what the offer price is based on. We also added an intro screen on the dropbox linking the QR code to initiation of the item deposit process.

Test 3

Roles: David conducted the usability test and Valentine took notes.

Description and rationale for the test, the participant, background, and environment:

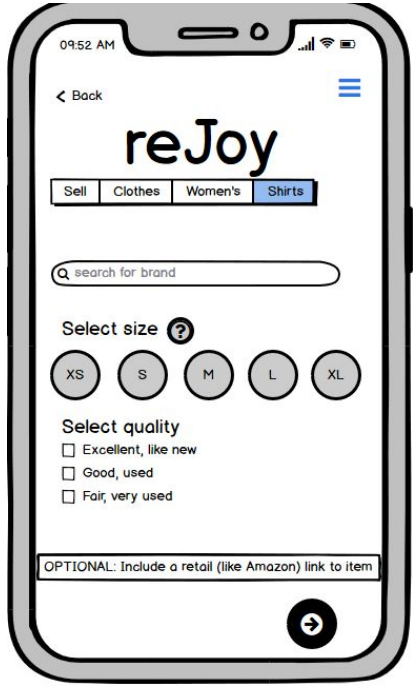
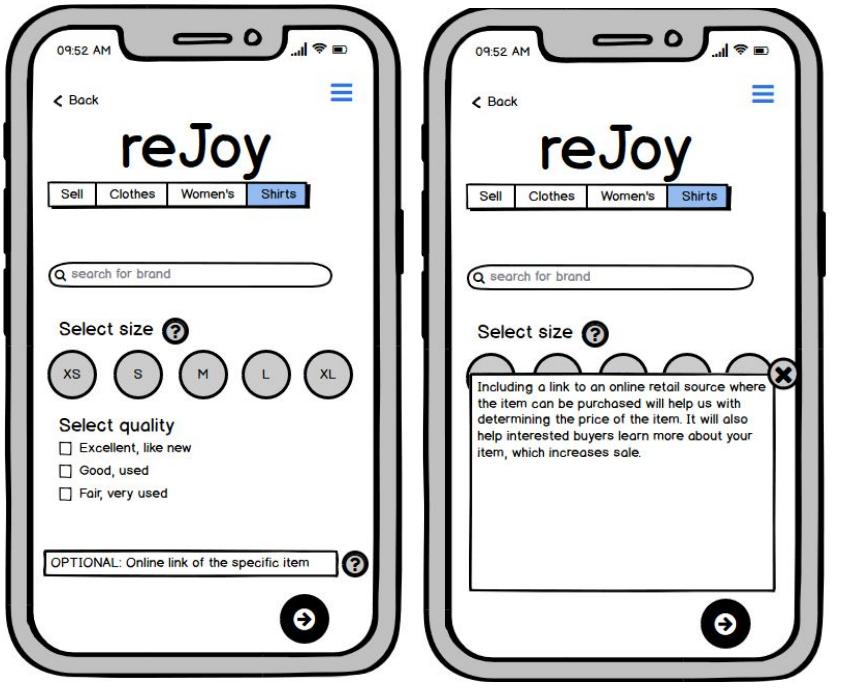
The participant is a Yale undergraduate junior from Connecticut studying mechanical engineering and economics. We conducted the test in his dorm suite common room. He rates his mobile use as standard. He fits the demographic of our target audience, and the dorm environment is where we imagine users would be using our product.

Revisions Overview:

We changed the checkmarks in the newsfeed to stars as a result of the user wondering if they meant to indicate that he had done something. We clarified the meaning of “good lighting” on the photo tips page by changing the wording to “bright lighting”. On the buying confirmation page, we provided the opportunity to change the shipping address and credit card information from what the user has on file. We also added hearts to item postings to enable a user to save it for later viewing.

Usability Test #1 Results

1. Optional: include a link

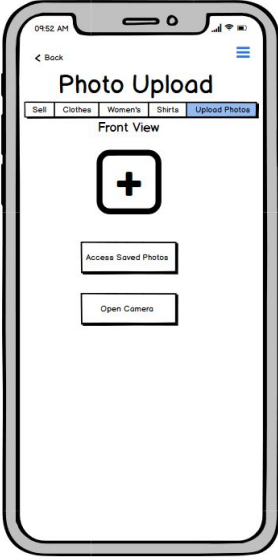

Original Prototype	Revision Prototype
	

Issue: “Optional: include a link” which is supposed to ask people to provide a link to the original clothing the user is trying to sell is confusing for users. The user wants to know what is the purpose of the input.

Severity: 2- Minor Usability Problem

Revision: We included a question mark button where the user can press and get more information about the optional link, including information about its usage.

2. Photo upload instructions

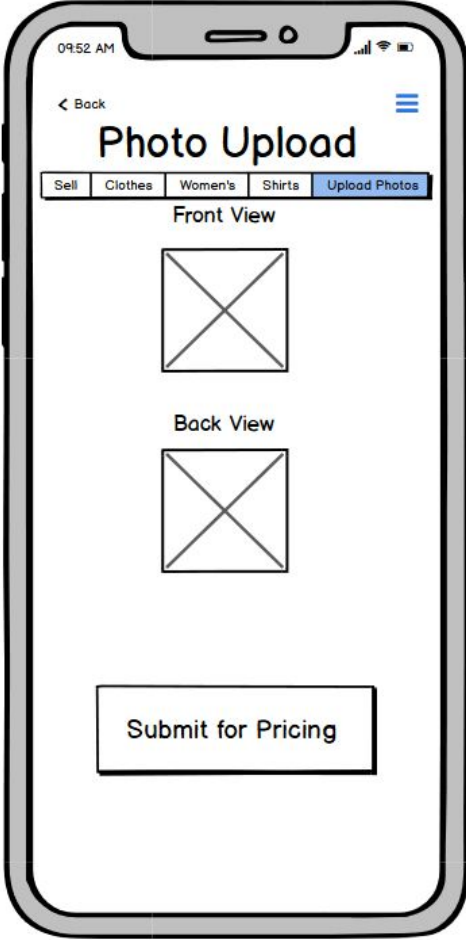
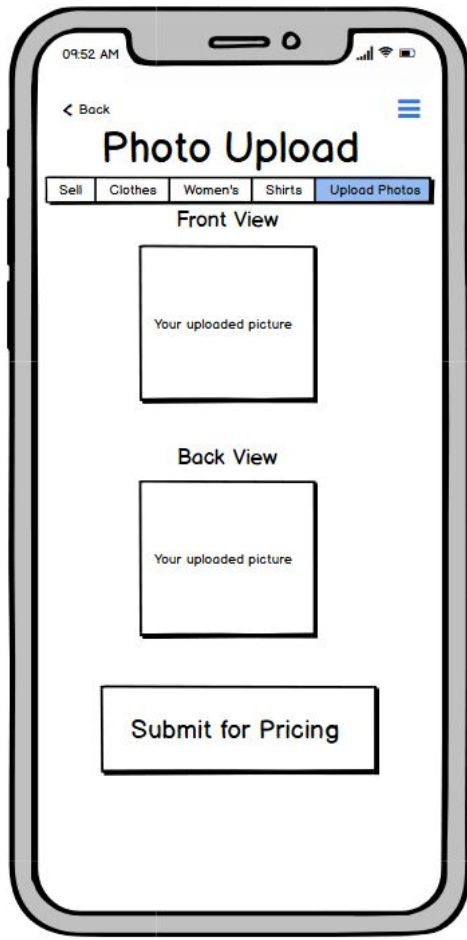
Original Prototype	Revision Prototype
 <p>The original prototype shows a mobile app screen titled "Photo Upload". At the top, there is a navigation bar with tabs: "Sell", "Clothes", "Women's", "Shirts", and "Upload Photos". Below the navigation bar, the screen displays "Front View" with a large square button containing a plus sign. Underneath this button are two smaller buttons: "Access Saved Photos" and "Open Camera".</p>	 <p>The revision prototype shows the same "Photo Upload" screen as the original, but with an additional "PHOTO TIPS" section. This section is located below the "Open Camera" button and contains a list of four tips: "Take a front-facing picture while wearing the shirt", "A mirror might help", "A friend can also help", and "Try to make sure there is good lighting". The tips are enclosed in a box with a close button (X) in the top right corner.</p>

Issue: The user may not be fully understanding how the picture should be taken.

Severity: 1- Usability Blemish

Revision: I included an option to give guidelines to the user for how to take a good photo.

3. Confusing Crossmark



Original Prototype	Revision Prototype
 The original prototype shows a mobile app interface for 'Photo Upload'. At the top, there's a status bar with '09:52 AM' and signal icons. Below is a navigation bar with a '< Back' button and a hamburger menu. The main title is 'Photo Upload'. Underneath is a category bar with 'Sell', 'Clothes', 'Women's', 'Shirts', and 'Upload Photos' (highlighted in blue). The screen is divided into two sections: 'Front View' and 'Back View'. Each section contains a square box with a large 'X' across it, indicating a placeholder for a photo. At the bottom is a 'Submit for Pricing' button.	 The revision prototype shows the same mobile app interface, but the 'X' marks have been replaced with descriptive text. The 'Front View' and 'Back View' sections now each contain a square box with the text 'Your uploaded picture' inside. The 'Submit for Pricing' button remains at the bottom.

Issue: There's a cross mark across the boxes for the photo upload page, and that seems to be confusing for the user.

Severity: 1- Usability Blemish

Revision: The cross marks have been changed to words for more clarity.

4. The word “Offer”

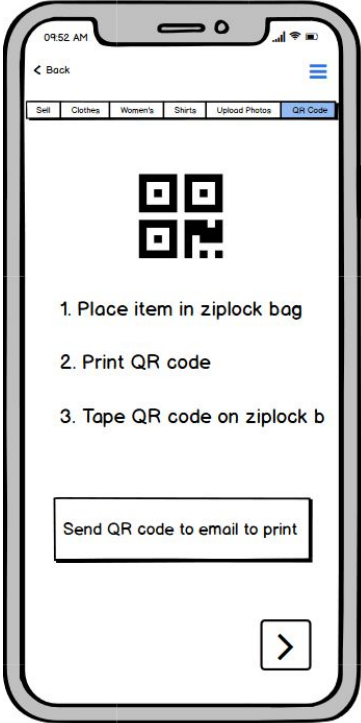
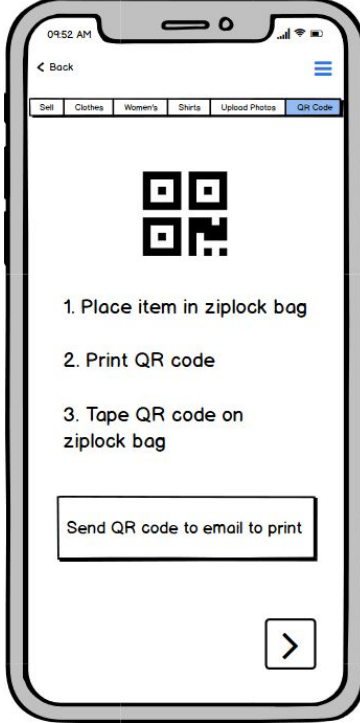
Original Prototype	Revision Prototype
	

Issue: The word “offer” is confusing for user. The user is not sure what it means. This is an important part of the selling process, so if a user is confused, the user may not continue to use the product.

Severity: 3 - Major Usability Problem

Revision: The wording has changed to “Our offer for your item”

4. "Tape QR code on ziplock b"

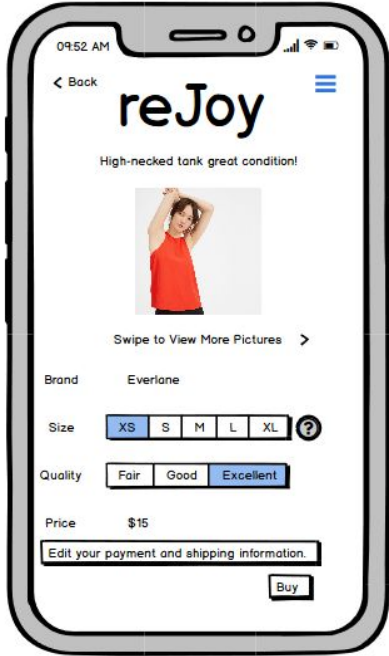
Original Prototype	Revision Prototype
 <p>The original prototype UI shows a mobile app screen with a status bar at the top displaying '09:52 AM' and signal icons. Below the status bar is a navigation bar with a '< Back' button and a hamburger menu icon. A horizontal menu contains tabs: 'Sell', 'Clothes', 'Women's', 'Shirts', 'Upload Photos', and 'QR Code'. The main content area features a QR code icon, a list of three instructions, a text input field, and a right arrow button. The third instruction, '3. Tape QR code on ziplock b', is truncated.</p> <p>09:52 AM</p> <p>< Back</p> <p>Sell Clothes Women's Shirts Upload Photos QR Code</p> <p>1. Place item in ziplock bag</p> <p>2. Print QR code</p> <p>3. Tape QR code on ziplock b</p> <p>Send QR code to email to print</p> <p>></p>	 <p>The revision prototype UI is identical to the original, but the third instruction has been corrected to '3. Tape QR code on ziplock bag', resolving the truncation issue.</p> <p>09:52 AM</p> <p>< Back</p> <p>Sell Clothes Women's Shirts Upload Photos QR Code</p> <p>1. Place item in ziplock bag</p> <p>2. Print QR code</p> <p>3. Tape QR code on ziplock bag</p> <p>Send QR code to email to print</p> <p>></p>

Issue: In number 3, the instructions are cut off.

Severity: 2 - Minor Usability Problem

Revision: Fixed the typo

5. Payment routing information

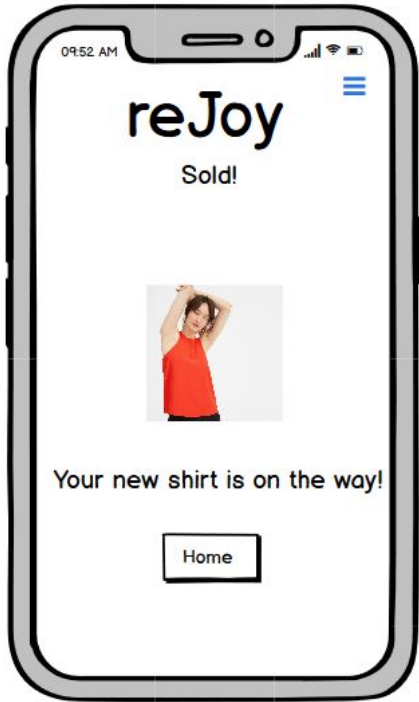

Original Prototype	Revised Prototype
(no current page exists for that in our prototype)	

Issue: The user was confused about not being able to input information for payment.

Severity: 3 - Major Usability Problem

Revision: Included a button that would allow the user to edit payment and shipping information that would be on their user account information.

6. Email receipt confirmation

Original Prototype	Revised Prototype
	

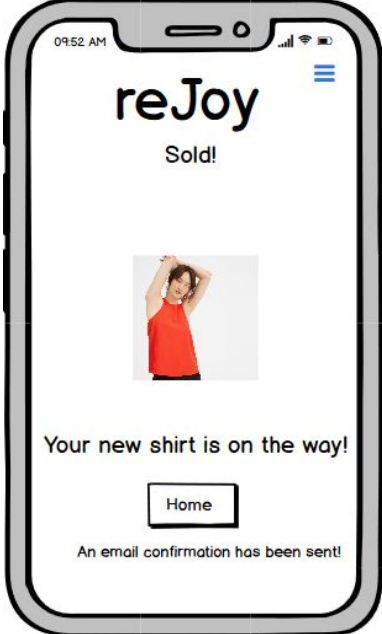
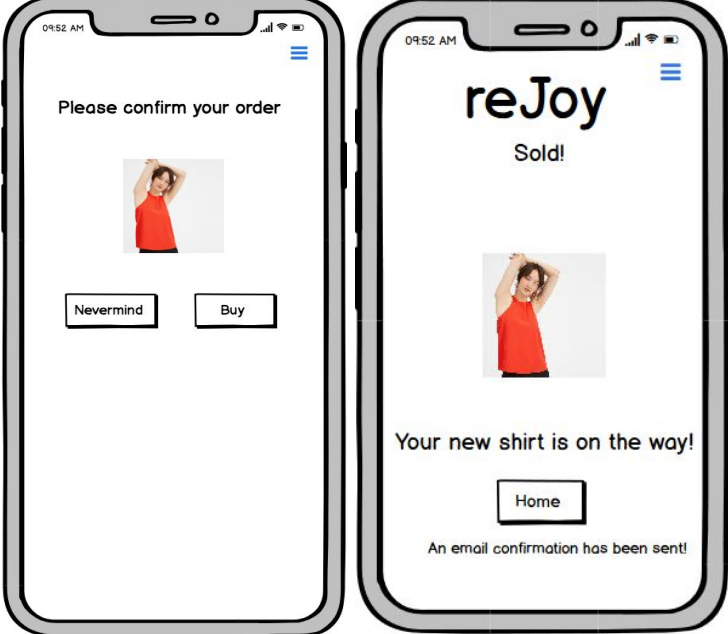
Issue: The participant would have liked an email confirmation about the order.

Severity: 2 - Minor usability problem

Revision: A message has been included to let the user know that an email confirmation has been sent.

Usability Test #2 Results

1. Purchase decision confirmation

Original Prototype	Revised Prototype
 <p>The original prototype screen for 'reJoy' displays the status 'Sold!' and a message 'Your new shirt is on the way!' accompanied by a photo of a woman in a red shirt. At the bottom, there is a 'Home' button and a confirmation message: 'An email confirmation has been sent!'.</p>	 <p>The revised prototype consists of two sequential screens. The first screen prompts the user to 'Please confirm your order' and provides two options: 'Nevermind' and 'Buy'. The second screen, reached after clicking 'Buy', shows 'Sold!' and 'Your new shirt is on the way!' with a 'Home' button and the same confirmation message as the original prototype.</p>

Issue: Negative incident - When the user clicked the “Buy” button and got to the “Your new shirt is on the way!” screen, she exclaimed “That was fast!”.

Severity: 3- Major usability problem; the user flagged it as “very important”.

Revision: We revised the prototype to include an intermediary “please confirm your order” screen to slow down the process and to provide a potential way out.

2. Long instructions page

Original Prototype	Revised Prototype
 <p>09:52 AM</p> <h1>Woohoo!</h1> <ol style="list-style-type: none">1. We are excited that you are ready to sell.2. We'll ask you a few questions.3. We'll offer you a standard base price.4. Deposit your item at the nearest reJoy box.5. If your item is sold, you'll get a bonus.6. If your item is not sold, it will be donated. <p>Let's Get Started!</p>	 <p>09:52 AM</p> <h1>Woohoo! Time to Sell!</h1> <ol style="list-style-type: none">1. We'll ask you a few questions.2. We'll offer you a standard base price.3. Deposit your item in the nearest reJoy box.4. If your item is sold, you'll get a bonus. Unsold items will be donated. <p>Let's Get Started!</p>

Issue: Negative incident - The user flagged the first-time seller explanation page as “really long”. Later when the user was at the QR code screen, she said the “first page of instructions was very long and I forgot [what it said]. I would have to go back”.

Severity: 2- Minor usability problem that relates to first-time users of the service.

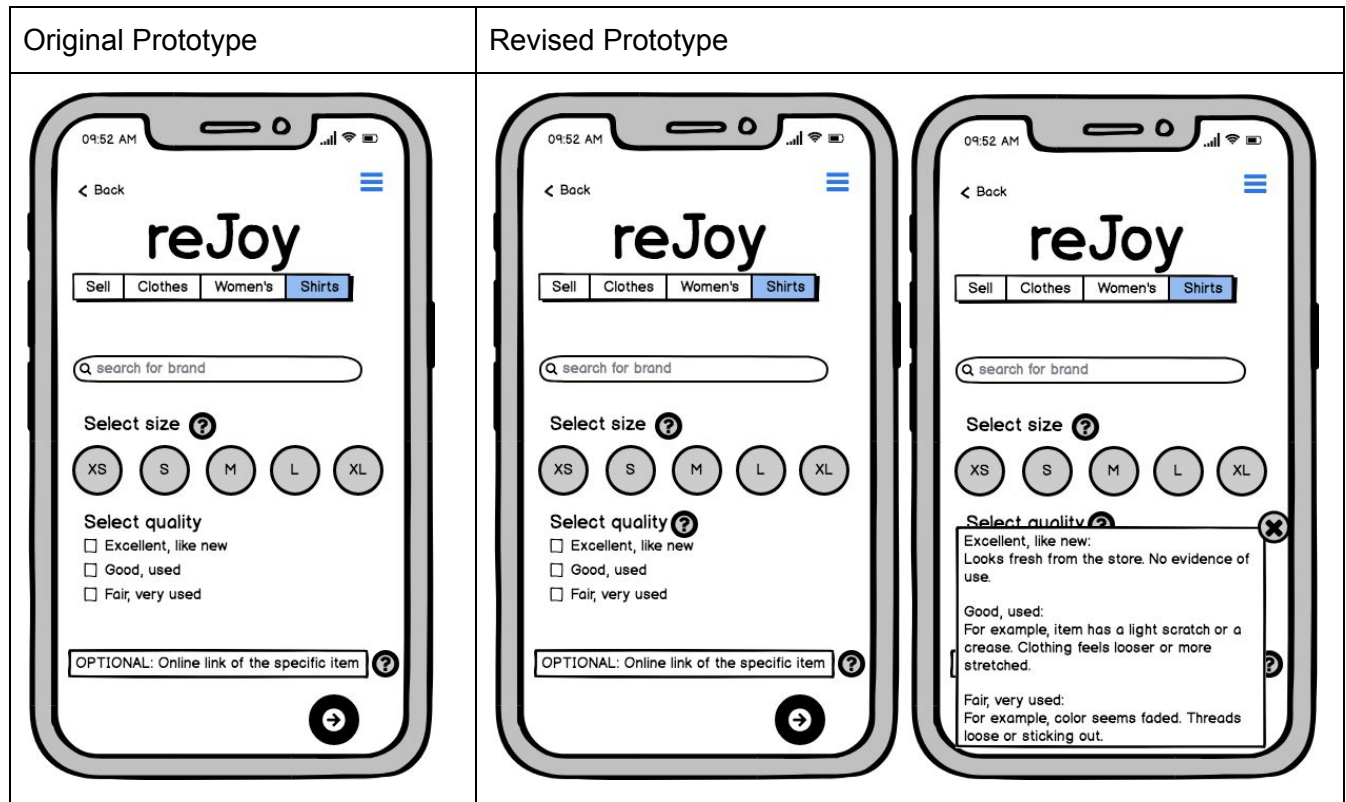
Revision: We cut down the number of steps to make this introduction screen seem simpler.

3. Positive response to the selling system

Image of relevant screen above (“Woohoo” page).

Description: Positive incident - “Oh wow, this is an interesting system.” The user remarked how it is novel to sell an item directly to reJoy and how the item is donated if it is not sold.

4. Clarity on quality categories

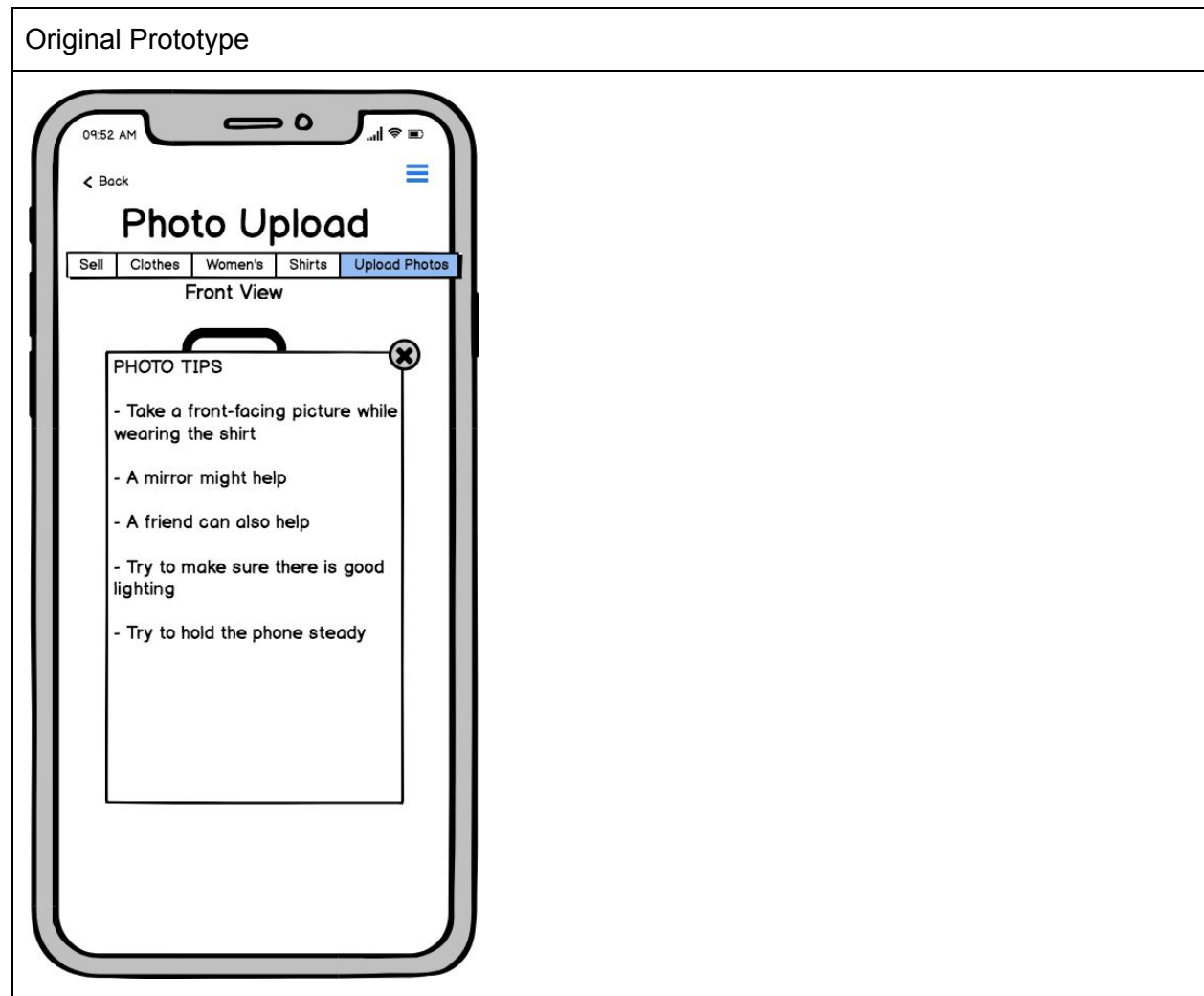


Issue: Negative incident - The user wanted more clarity on what the app means by the three quality categories on the screen where the user provides info on the item she is selling. She felt that without more info, it “won’t be standardized”.

Severity: 2- Minor usability problem

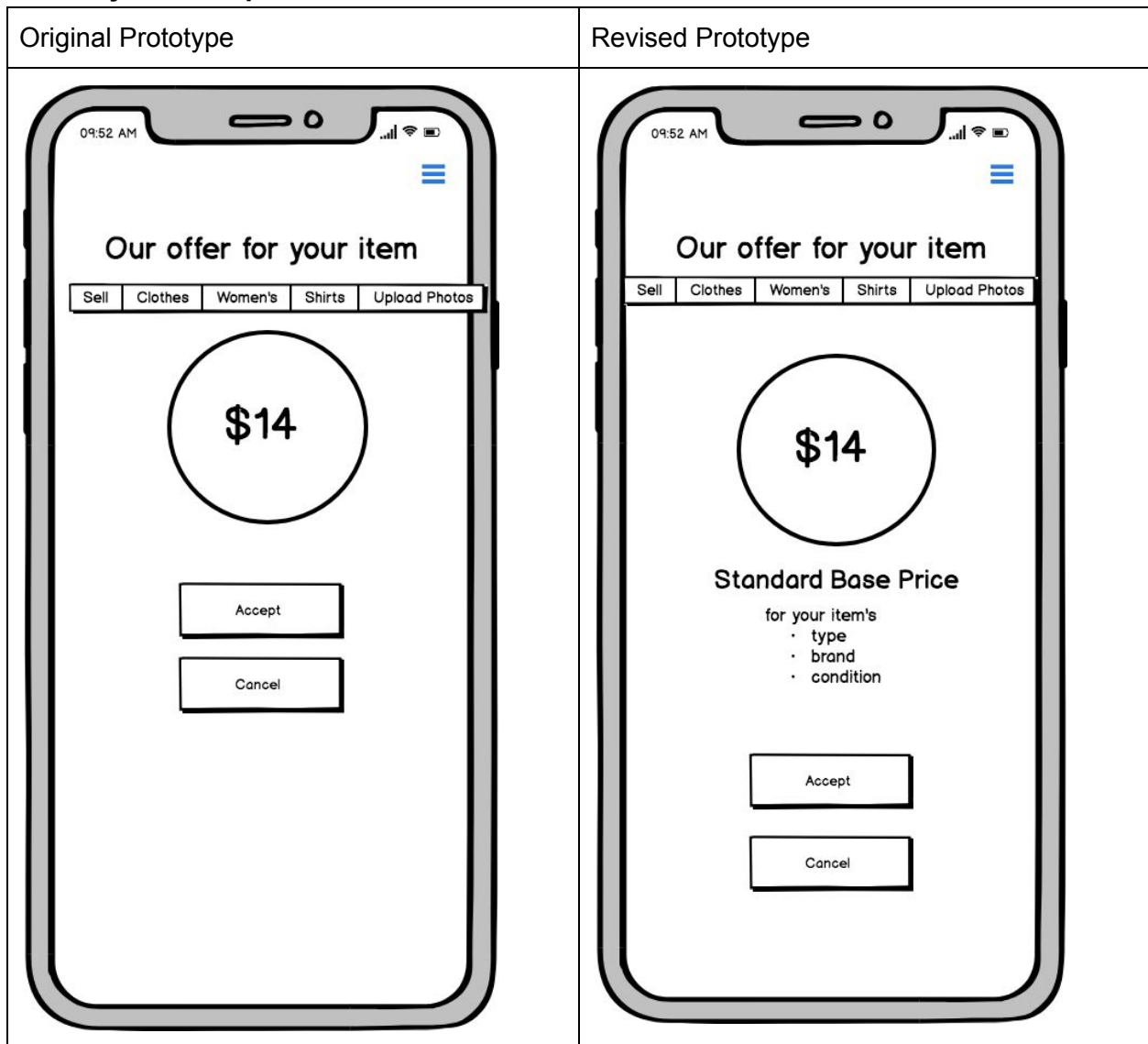
Revision: We added a question mark icon next to the quality category that opens a dropdown with more information.

5. Positive response to photo tips



Description: Positive incident - User remarked “photo tips, oh, okay that’s cute”.

6. Clarity on offer price


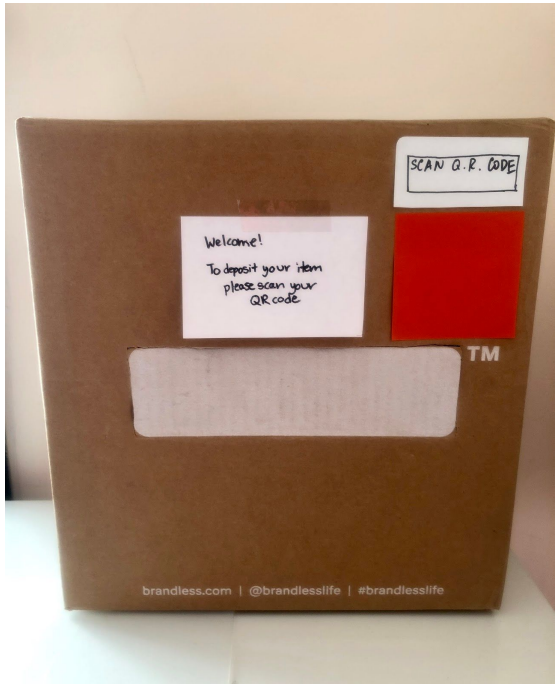


Issue: Negative incident - Upon receiving the base price for her item, the user asked “I wonder why this is the offer price, because previously there was no section for filling out list price was. That’s a little strange. I don’t get what offer price is based on.” She wondered if there is a fixed priced benchmark for shirts or pants.

Severity: 2- Minor usability problem

Revision: We added more information on what the price is based on to the page.

7. Intro instructional screen on reJoy dropbox

Original Prototype	Revised Prototype
 The original prototype is a brown cardboard box with a rectangular slot for depositing items. It features a small white label in the top right corner that says "SCAN Q.R. CODE" with a red square below it, presumably for a QR code. At the bottom, it has the text "brandless.com @brandlesslife #brandlesslife".	 The revised prototype is similar to the original but includes a larger white label on the left side of the slot. This label contains the text "Welcome!" followed by "To deposit your item please scan your QR code". It also features a red square for a QR code and the same bottom text as the original: "brandless.com @brandlesslife #brandlesslife".

Issue: Negative incident - The user was confused what happens after she scans the QR code. She was unclear on what the QR code does and recognizes that QR codes are “supposed to be intuitive,” but when “I do it, I do it mindlessly.”

Severity: 3- Major usability problem, as it could prevent the user from completing the process.

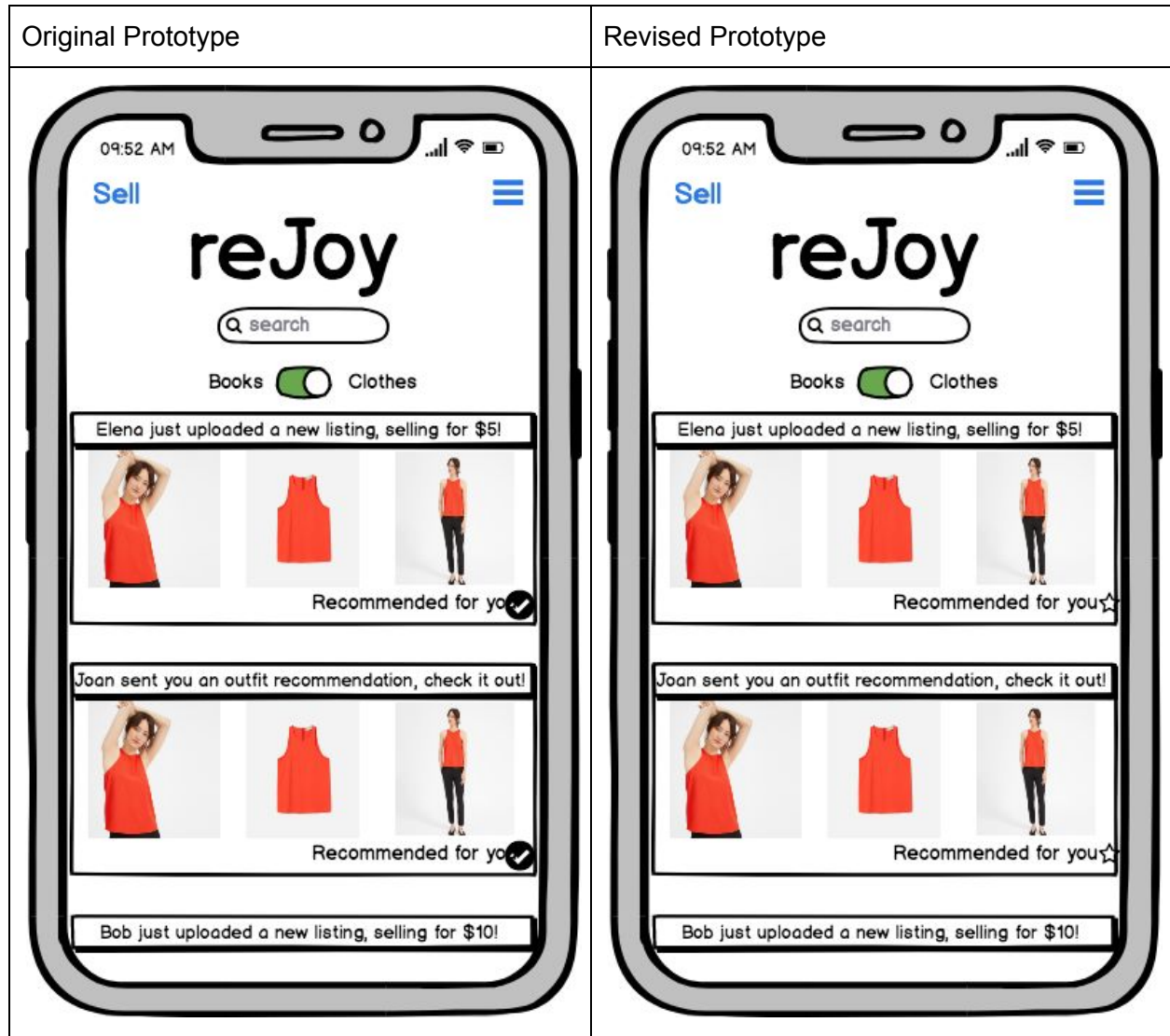
Revision: We added a welcome screen to the dropbox that links the QR code to the item deposit process.

Other Notes:

The user noted that she would use this system to sell “all the things I don’t want that I’m not confident in selling.” The user also noted that reJoy is taking on a lot more liability than the user normally does in selling old, used items. It is like a “vintage thrift shop that has no vetting mechanism because users don’t bring clothes to them.”

Usability Test #3 Results

1. Confusion over meaning of checkmarks on newsfeed

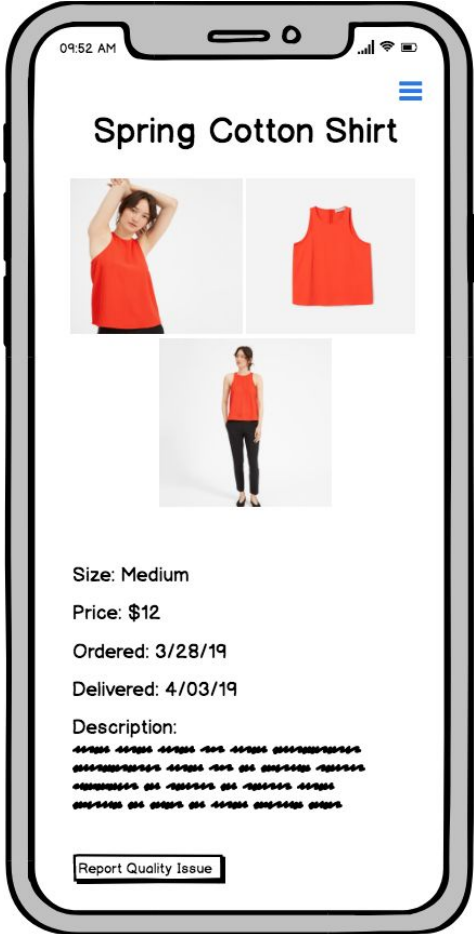


Issue: Negative incident - The user was unsure about the meaning of the checkmarks on the newsfeed. He said they seem like they are “supposed to tell me I’ve done something.”

Severity: 1- Usability blemish.


Revision: We changed the icon to a star.

2. Positive response to photos of people wearing the clothing for sale

Original Prototype	
	

Description: Positive incident - The user mentioned that he likes photos of people wearing the item of clothing. He mentioned that a lot of times people just take a picture of a t-shirt on a couch without the context of what it looks like on a person. Seeing the clothes on someone “gives me perspective on if I’m taller or bulkier than the person.”

3. Positive response to selling instructional overview page

Original Prototype	
	

Description: Positive incident - User remarked that the overview selling instructions page is a “good start.”

4. Confusion over wording in photo tips

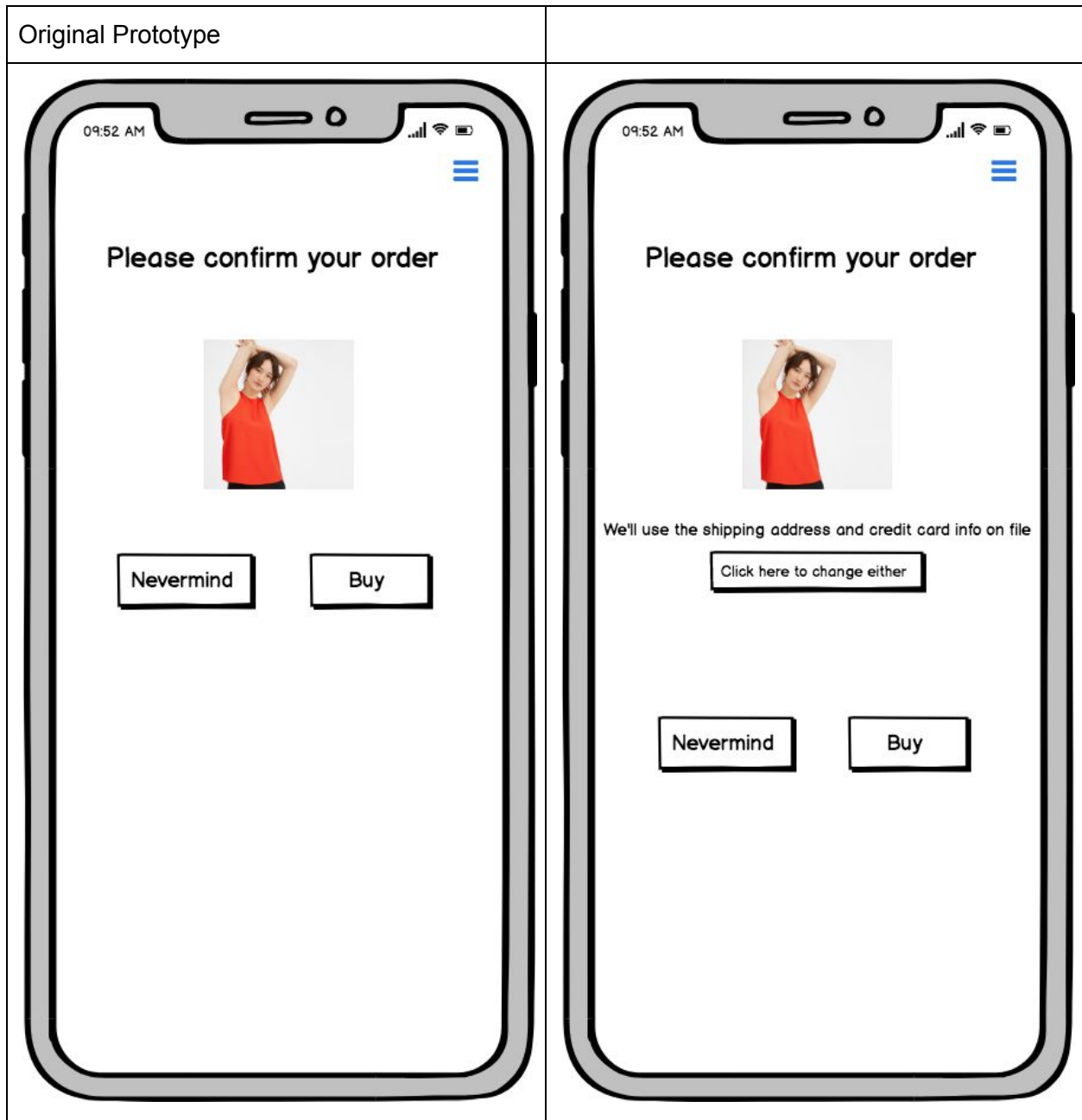


Issue: Negative incident - The user wondered what “good lighting” means.

Severity: 1- Usability blemish.

Revision: We changed “good” to “bright” to make the wording more informative.

5. Option to change shipping address and payment information when buying



Issue: Negative incident - On the buying confirmation page, the user wondered what payment method will be used here and where the item will be shipped.

Severity: 2- Minor usability problem

Revision: We added clarity to the screen that the address and credit card on file will be used.

6. Saving an item for later



Issue: Negative incident - The user requested the option to save an item for later. He imagined scrolling through the newsfeed, seeing something that he wants to take a closer look at later - perhaps after checking first if he owns something similar - and not wanting to lose it in the feed.

Severity: 2- Minor usability problem, as something that is annoying.

Revision: We added a heart to each item listing in the newsfeed, as well as on the item profile page to enable a user to save an item for later.

Other notes:

The user admitted that he would likely select “excellent” as the condition for his item “to get the most money for it.” He said he would not provide a link for an item he is selling if it shows his item to be cheap. He expressed concern about uploading a picture that includes his face, how he hopes it would not get put out like that on the internet. He suggested for those who do not have a printer for the app to provide a code they could write on a piece of paper and put in the bag as an alternative to a QR code. He wondered whether the QR should go inside the bag or be taped on the outside. He wondered how long it usually takes for an item to get sold and if he would get an email confirmation. He suggested the option to add more photos instead of just the front and back of an item. He expressed curiosity on what the bonus amount is. He noticed that he did not have to write a description of the item he was selling; it was automatically generated. When browsing items to buy, he commented on how size medium “can mean a lot of things for different brands.”

A discussion of the two to four most essential modifications that were made to paper prototype through the inspection and usability testing process. The discussion should explain why detecting and fixing these issues is important in the design.

1. Adding a page confirming whether the user indeed wants to proceed with purchasing an item.

This change was critical in terms of helping users recognize and recover from accidentally tapping the “Buy” button. Without this intermediary step, users found the purchase process jarringly fast. On this page, we also added the opportunity to change the shipping address and credit card information from what the user has on file when purchasing a particular item. Without reminding users that the shipping address and credit card they have on file will be used in the transaction and giving them the opportunity to change them if necessary, users are unsure about how payment and shipping will work.

2. Adding additional screens to the reJoy box

Users were unsure of the purpose of the QR code, so we added a welcome screen asking users to scan their QR code to open the box. More generally, our reJoy box wasn’t providing enough feedback to the users to give them confidence that they’re taking the right steps. Consequently, we also added screens to instruct the user to drop the item into the box after the QR code had been scanned, and also that we’ve registered that an item has been dropped and that the payment is sent. One of our usability study participants commented that he felt hollow when dropping in his second hand shirt into the box, and not seeing anything change on the screen and not knowing when he’d receive payment. It is critical that the dropbox offers a clear and fast experience without any confusion on what to do first.

3. Providing more information to guide users through the process.

There are many models of buying or selling second hand goods, and since there isn’t a standard, we needed to more clearly convey what the users should expect. For instance, selling a second hand item by dropping it in a physical box is very unusual and for most people - unheard of. This creates hesitation and tension and we needed to address that early on in the flow to make the user feel at ease. To address this, we’ve added an introductory screen for the seller flow to give them a sense of what steps they’ll take. We’ve added small question mark buttons to give users clarity on what certain input boxes or selections are for. For the high fidelity mockup, we plan to make a graphics-based set of screens to introduce users to our app in friendly manner. These screens would show up the first time an user uses the app, and would proceed through the screens by swiping. This design seems to do well for Google and we hope to base ours off that styling.

Overview:

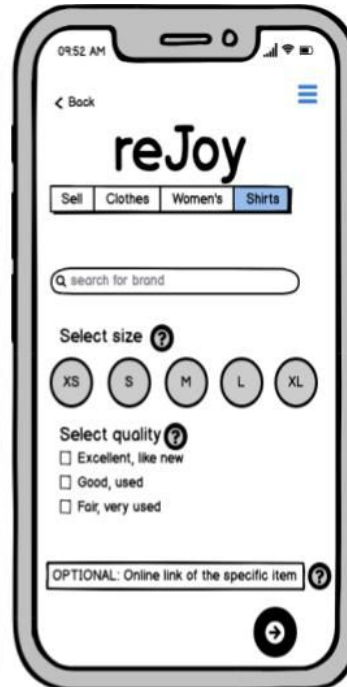
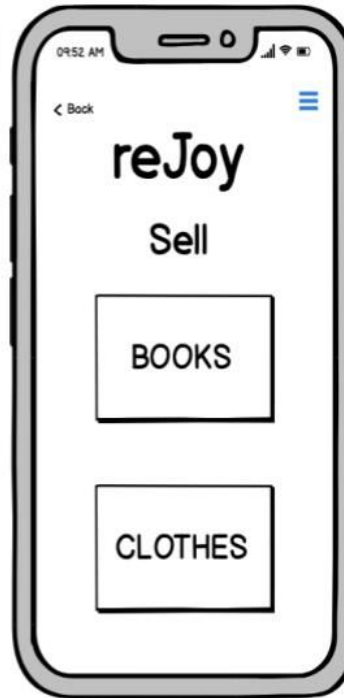
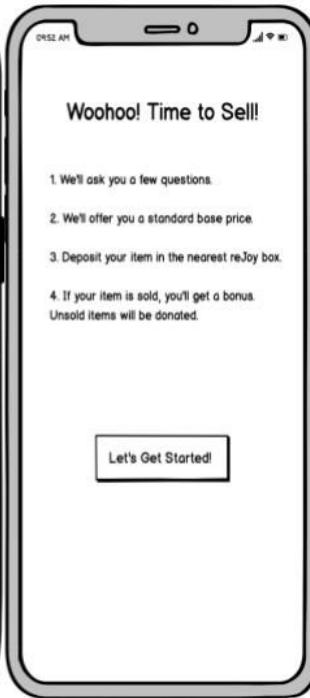


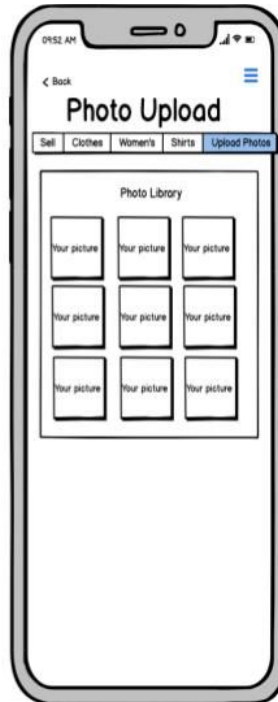
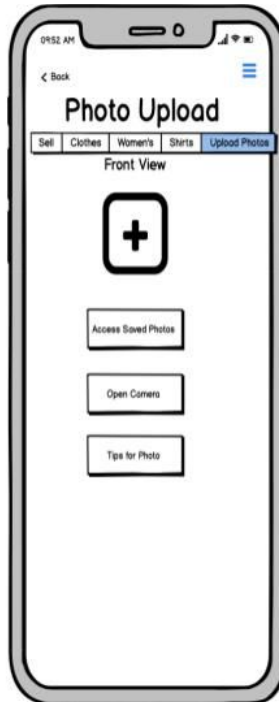
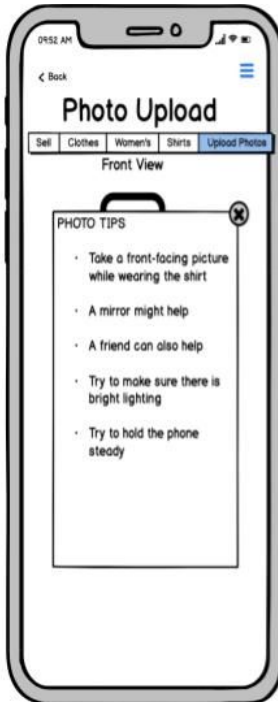
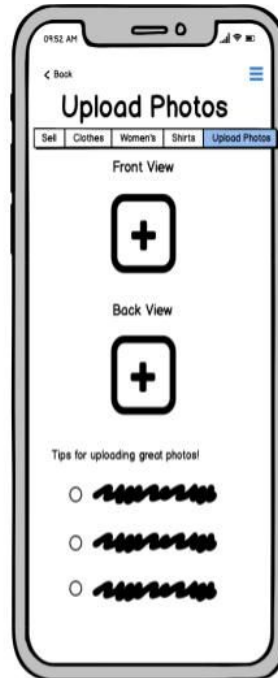
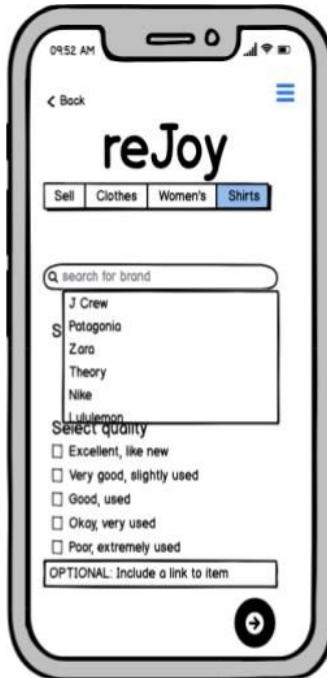
Drop Off
Item

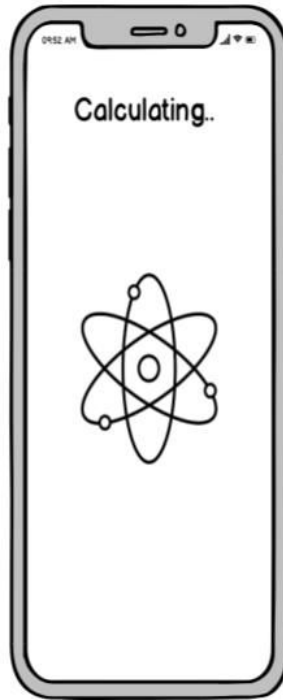
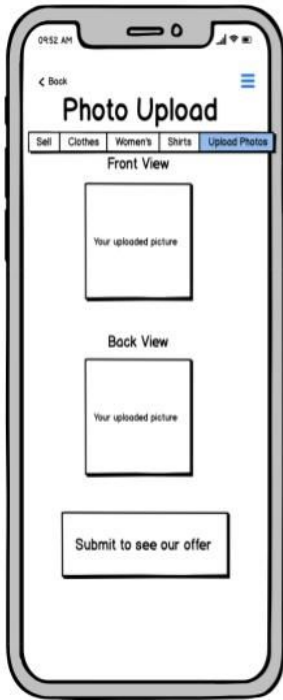


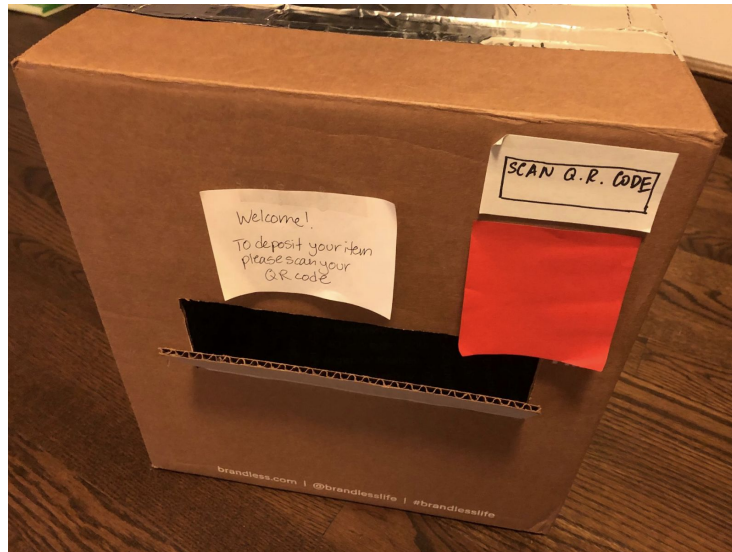
Detailed Images:

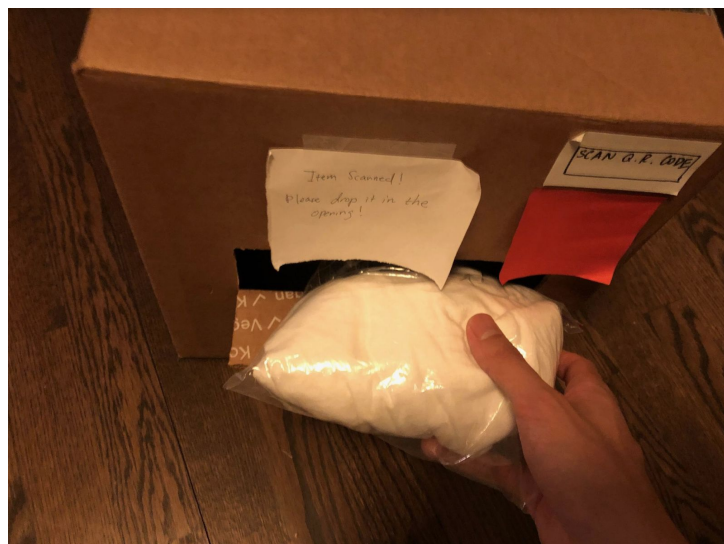
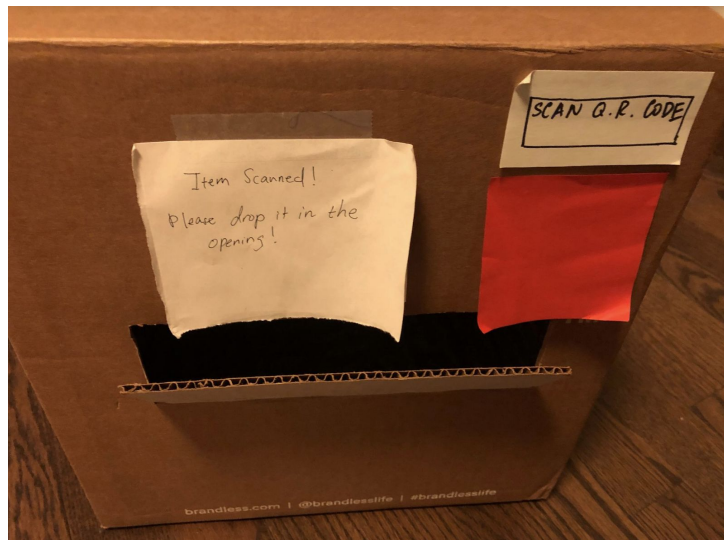
Task #1: Item Transfer (selling an item)

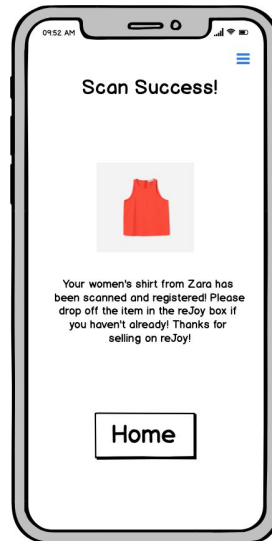
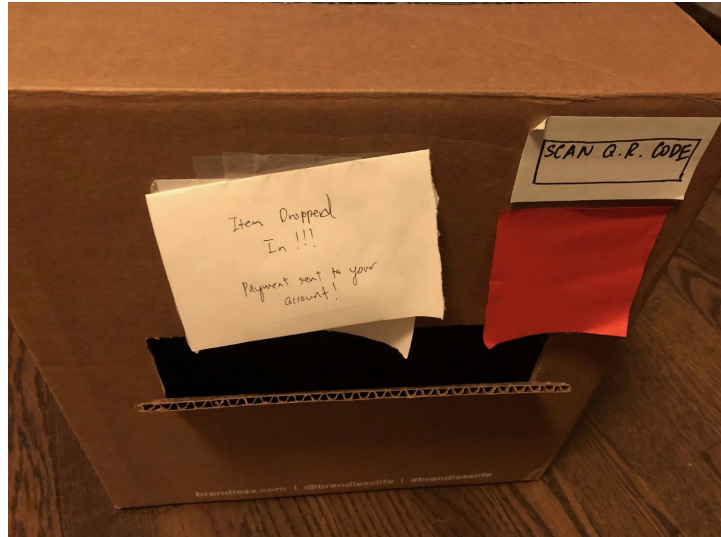












Task #2: Item Discovery

