User Evaluation of Bindr (Project)

Date: 02/05/2022
Duration: 36 minutes
Method: Think aloud

We used the think-aloud method where the user was using our application and talked about his thoughts while using it. The evaluation was done through Zoom where the user controlled our screen and was able to browse through the application. After the think aloud, the thoughts and feelings from the user maintain their chronological order, but are grouped according to topics as much as possible.

Feedback from user:

1. Colors should change, as they do not go well together. The user would prefer dark letters, not light blue background, and no orange! The combination gives an aggressive vibe.
2. The user would like to see a different font. Especially for the book names.The user would like to see a bigger font for the book subjects.
3. A women should appear instead of a man, depending on the gender of the user.
4. The user proceeds to login with username and password. No errors appear. The first screen is liked books but nothing is there. The user is not sure whether the app works. The user would like to be told that there are no liked books, yet.
5. The user goes to the about page first, because she does not understand what the page is about. The user would wish for a welcome page or a tutorial that explains how to use the app.
6. Once on the about us page, the user suggests that this could be the first page you see before you see your profile. Like a welcome page.
7. Now she goes to swipe, as she is curious what else there is and what the main functionality of the app is. On the swipe page, the user notes that the heart and cross symbols do not appear very professional (like gotten from an emoji). A real book lover might not be interested in such infantile symbols, but rather a book symbol and a disliked symbol, for instance.
8. The user asks if a certain book is real or not, because to the user, the foto Resolution could be better for some of the books. After swiping some more, the user says, most pictures are fine, just the first few pictures had low quality.
9. When she clicked on the heart, she does not know what is happening => need user flow.
10. She didnt find the change of arrow to finger to find the book description. There is no information about what happens when clicking on a book.
11. The user would find it more intuitive of we reordered the navbar icons. Also, the user does not think that "Profile" is good naming, as it suggests personal infos, so we should name this part different, e.g. LikedBooks or something.