Design Performance Report

KhattTech Mobile Application

Introduction

This report presents the findings from a remote usability test conducted with participants invited via a shared link. The testing was carried out using Lookback, a tool used to record unmoderated sessions, allowing participants to complete the experience independently.

Each participant was asked to perform a series of predefined tasks within the mobile application. The primary focus of the test was to observe user interaction, measure task completion time, and identify usability challenges or delays in the experience. Quantitative data, including task success rates and completion times, was collected to inform design decisions and improve the overall user flow. In addition to qualitative data of the non-moderated sessions.

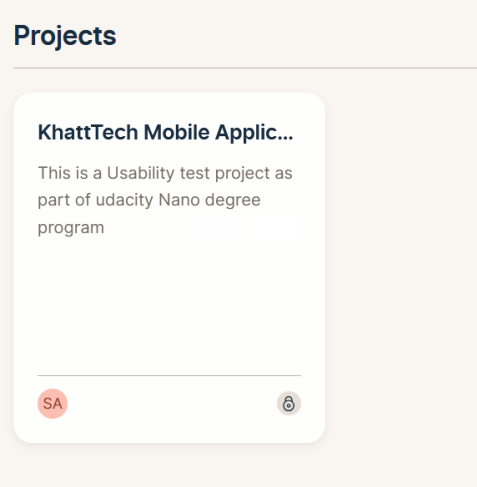
Then to best use the usability testing data, the key insights derived from their behaviors are listed. Then based on that focused iteration based on a selected KPI, which is **Decrease Time on Task,** a redesign of select image component flow was enhanced. As well a clear hypothesis informed by observed data patterns**.**

Tasks that were tested

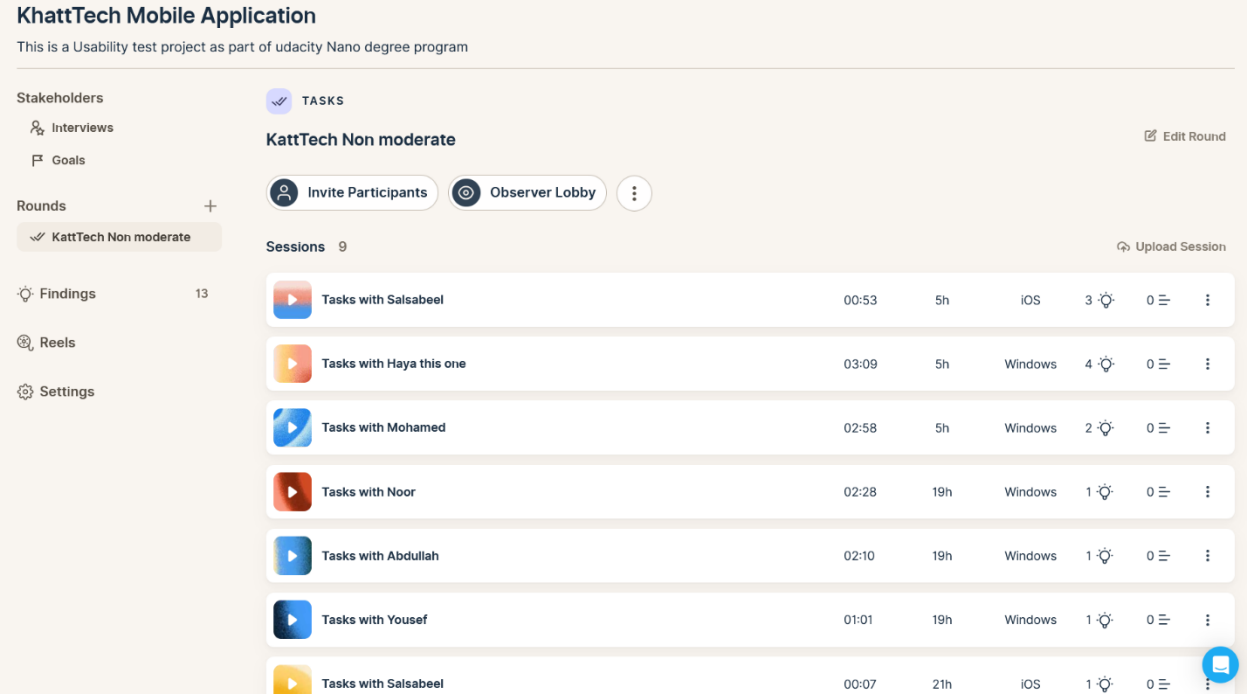
- **Task 1**: Chose your image by either ways and successfully reach the recognition screen.
- **Task 2**: Try editing the image you chose
- **Task 3**: Try to download the recognized text.
- **Task 4**: Now that you finished, try to get back home screen so you can start over.

Tools: Lookback

The tool used is lookback, the following screenshot shows the number of participants who conducted the remote usability test. I Created a new Project Test as shown below:



The invited participants are shown in the following list from lookback:



Test setup

The following sections are different parts of the test session setup:

- **Welcome message**: This message will be the first thing participants see before the session is started.

Welcome to Look Up 👋

You're now testing Khattech, our Arabic handwriting recognition mobile application.

Explore, write, and see how Khattech brings handwritten Arabic to life — all on your phone!

Thank you for being part of this testing journey 🌟

Design Session

- Scenario: told the participants what their frame of mind should be before starting their first task.

Before You Begin 📝

There's no right or wrong, we're testing the app, not you.

Do your best, follow the instructions, and let your handwriting flow naturally.

Your honest interaction helps us build a better experience. Thank you for being part of this! 🌟

- Final message: This is the message participants will see upon completion of the session.

Thank You for Testing Khattech! 🙌

Your session is complete.

We truly appreciate your time and effort in helping us improve Khattech, our Arabic handwriting recognition app.

Your input brings us one step closer to creating a smarter, more intuitive experience for everyone.

Stay curious and thanks again for being part of this journey! ✨

Data Collected

The participants have done their tasks, and the following table summarizes their time completion and success per the 4 tasks, where:

- 1 indicates the task was completed
- 0 indicates the task was not completed
- The time collected for completion is in seconds

Participant	Chose Image success	Chose Image completion time	Edit Image success	Edit Image completion time	Download text success	Download text completion time	Back home success	Back home completion time	Session length
Yousef	1	16	-	-	1	5	1	17	1:01
Abdullah	1	36	1	15	1	16	1	24	2:10
Noor	1	53	1	19	1	11	1	34	2:28
Mohamed	1	17	1	17	1	17	1	60	2:58
Haya	1	74	1	11	1	28	1	32	3:09
Salsabeel 2	0	7	0	5	0	5	0	5	0:53
Average	0.83	33.83	0.8	13.4	0.83	13.67	0.83	28.67	2:06

List of test insights

- **83% Completion Rate**: Most participants completed all tasks. One outlier misunderstood the test and failed all tasks. Disregarding that participants, the completion rate should be 100%.
- **Task 1 Took the Longest:** "Choose Image" had the highest average time (33.8s) and largest time variation (7s–74s), suggesting confusion or hesitation.
- **Smoother Flow After Task 1**: Once users chose an image, they completed the rest of the tasks faster and with fewer issues.
- **Back to Home Was Slower**: Task 4 took longer than Tasks 2 and 3, possibly due to unclear navigation.
- **Average Session = 2:06**: Overall session duration was short and efficient for most users.
- One participant recommended improving the app's logo for a more professional look.

Iterate design based on Data & KPI provided

Since we have 100% completion of task rate the KPI I chose to work with is

- **Decrease Time on task**

  The flow I chose to iterate on from my product should be:

- **Task 1, that is choosing the image.**

  This decision was made because it was the slowest of average completion time 33.8 Seconds and had a high variance starting from (7s – 74s).

- **Hypotheses**
  If the image selection screen is simplified by providing clearer visual options and clearer instructions, users will take less time to complete Task 1, reducing the average completion time from 33.8s to under 20s.

- **Based on data point**
  A 67-second time difference between the fastest and slowest participant on Task 1 shows inconsistent understanding of how to proceed.

- **Alternative solution**
  - Added a “Change Selection” button on the preview image page to allow users to easily go back and choose a different image without confusion.
  - Changed the CTA text from “Go Back” to “Change Selection” for clearer, more actionable guidance.

Annotated Figma project

To view the annotated the alternate solution with details of what I improved based on the Data Point I chose you may visit the following link (Page 2)

Figma Project Link