Usability testing report

At the end of April 2025, team Stellarcarbon created a testing protocol and handed this out to testers to gather feedback on our website & dApp. We gathered a lot of feedback this way and were happy to have conducted this test as it provided us with good insights on what to work on next.

1.   Cohort

For this usability test we approached 76 potential users within our network of friends, colleagues & acquaintances. Most of the testers that were asked for feedback are from within the Stellar community (+/- 60), while some were experienced with blockchain but not Stellar (+/- 10) and the rest have little to no blockchain/dApp experience. Participants were recruited using personal messages on various (social media) channels and came from all around the world.

2.   Method

We created a form (using Google Forms) containing instructions and questions for our testers. Our form contained 23 questions, some of which were open questions and others multiple choice or on a 1-5 scale. We sent our testers an invitation with a link to the form and gave them two weeks to complete the test on their own. They tested a version of the website and dApp that was kept stable for the two week period. After that we tallied the results and translated the responses into actionable items.

3.   Results

The results including all open answers were quite extensive, as we received 33 responses to our survey. We will only provide an overview of the test results in this report. More details can be shared upon request.

Website

The first part of our survey was about the public website itself. Marketing material, explanations on how it works, contact options for business inquiries etc. live here.
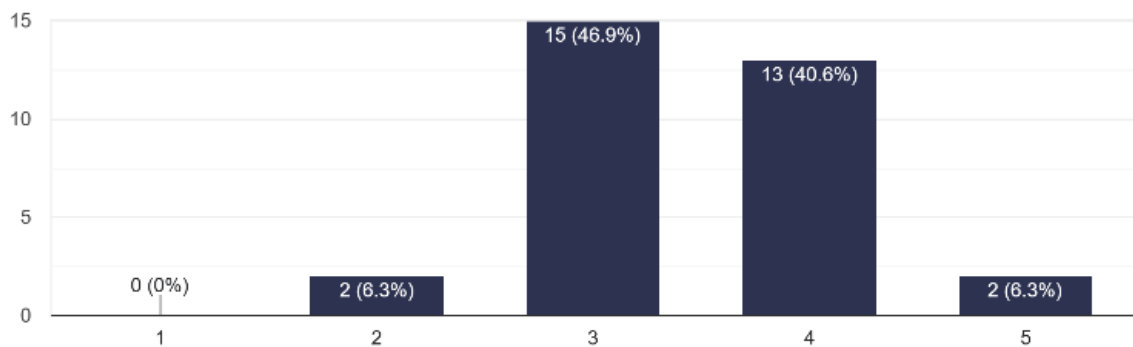
The level of detail was appropriate for me.
33 responses

- ● Strongly disagree
- ● Disagree
- ● Neutral
- ● Agree
- ● Strongly agree
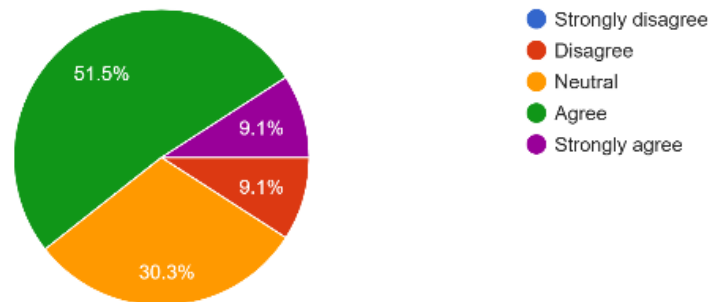
What did you think about the amount of information provided?
32 responses

From our two multiple choice questions here we can see we are doing all right but there is room for improvement. Only two participants experienced a lack of information, while 15 participants would have been happy with less. We also asked some open questions, for example we asked "Did you miss any information or other content on the website?". From these responses we concluded that it is unclear to a new user what it means to "sink CARBON", we should make it more clear to our users what they can do on our website. They also mentioned they would like more visual elements such as multimedia & flow charts.
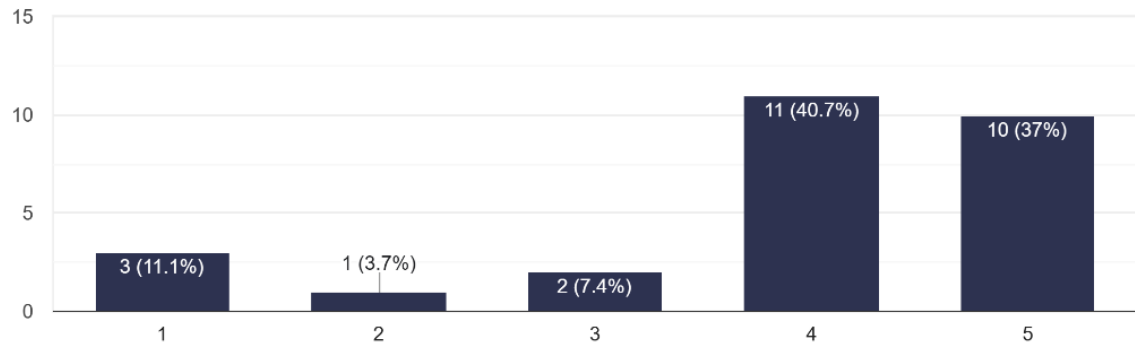
dApp

The second part the survey was about the dApp, where a user can create sinking transactions to contribute to the Stellarcarbon initiative. Let's look at some multiple choice results:

Connect your wallet

How easy was it to connect your wallet?
27 responses

We can see that most people easily connected their wallet (probably the experienced-with-Stellar bracket of our cohort), but some people reported trouble. This had to do with testnet peculiarities, such as using an account that existed on mainnet but was not yet created on testnet, but also our error messages left room for improvement according to the accompanying open questions.

Sink CARBON form

Rate your experience using the "Sink CARBON" form. When using the form, ...
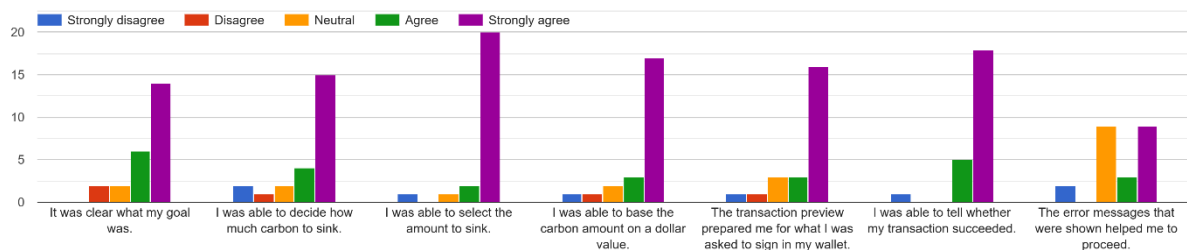

The Sink CARBON form was easy to use for most participants. This is unsurprising, because it has already been through several iterations more than the rest of our dApp. Again, the error messages have room for improvement.

Did you care about receiving a personal certificate?

24 responses

● No, I'd be fine with a community certificate.

● Yes, I'd prefer a personal certificate when possible.
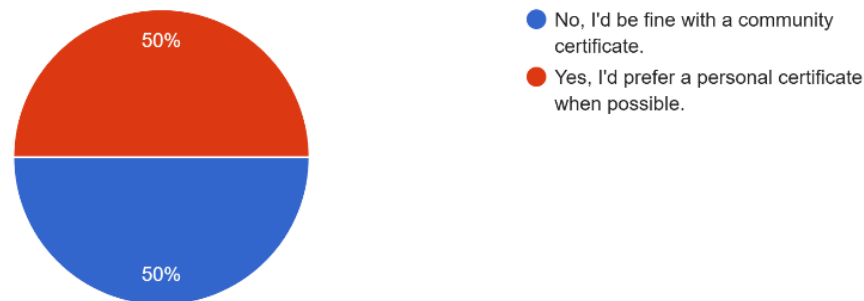
We were very eager to learn if we could make either community certificates or personal certificates the default for new users, but the results showed a perfect 50/50 split, indicating that personal certificates are definitely wanted, but only by half of the users. It means that we should keep accommodating both types of users in the UI.

4.   Actionables

We analyzed the test results after the deadline and also created an internal testing report in which the team outlined all of the actionable feedback that we would/could work on. This internal testing report is also publicly available in our git repository here (in Dutch). The tickets that we created (and completed!) were the following:

- Airport selection autocomplete prioritizes Airport codes over names
- Save sink form state when browsing to another page
- Adjust tone of voice in some of the text
- Back button in emissions estimator
- Various small Sink form improvements
- Rewrite error messages and increase their visibility
- Some "read more here"-links are not working
- Rework Landing
- Rework Wallet Connection
- Rework Explain
- Improve Transaction Explorer
- Various visual/styling improvements

5.   Conclusion

We are happy to have conducted this usability test. It provided a lot of insights, battle tested our application and led to a lot of much needed frontend improvements. We thank all our testers for their invaluable input.