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Comp 1011

Barback

Final Report

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Introduction

Almost everyone loves cocktails, but most people don't have the skills or knowledge to create amazing cocktails at home. At-home bartending comes with a plethora of difficulties. Searching through hundreds of recipes online, making sure you have all the right tools and ingredients, and knowing how to do it. Barback aims to alleviate many of these issues with a convenient and efficient system to keep track of what ingredients you have, recommend drinks you can make without going to the store, and easy to follow recipes to walk you through the process.

The following document is a walkthrough of the development process that brought barback to fruition.

Surveys and Interviews

Interviews

Interview Questions

1. Background with cocktails:
 - What is your experience with making cocktails at home?
 - How often?
 - Do you enjoy it?

2. Can you share some of the main difficulties that you find making cocktails at home?
 - Could you elaborate on a specific situation?

3. What do you think would make it easier for you to make drinks at home?

4. When looking for cocktail recipes what are your typical sources of information?
 - How do you find that process?

5. What are the top three features that you would like to see in an app like this?

6. Conversely, what top three reasons would make you avoid using an app like this?

7. Any final concerns or preferences you would like to add?

Interview Results

1. Background with cocktails:

Most people interviewed make cocktails often claiming either once a week or once a month. Skill levels were mostly beginner level with one being advanced. Overall, interviewees find enjoyment in the craft (all but one).

2. Can you share some of the main difficulties that you find making cocktails at home?

Interviewees unanimously stated that making cocktails from scratch was too difficult and mostly avoided it. When mixing from recipes, all but one said that the main difficulties are not knowing what to make and not having the right ingredients. Further conversation generally led to admitting that knowing or having access to more recipes would help that situation. Smaller issues around not having proper equipment or even glassware seemed to be a deterrent that was relatively easy to solve.

3. What do you think would make it easier for you to make drinks at home?

Respondents generally came to the realization that not having the right ingredients and not knowing what cocktail to make with what you have is the same problem. So having access to a larger repertoire of recipes would help the issue (even the person who has not tried). Having the right tools on hand was also a large issue but that isn't something the app can help.

4. When looking for cocktail recipes what are your typical sources of information?

Of the four respondents that make drinks, they typically use google to find recipes. They sometimes found recipe videos on TikTok and Instagram but found them more difficult to use.

5. What top three features would you want to see in an app like this?

The most frequent and relevant feature recommendations:

- General tips and tricks for the craft (balancing / techniques)
- Tips on how to locate ingredients.
- Easy to follow instructions.
- Recommendations base on taste preferences
- List of substitutions for expensive or hard-to-find ingredients.

The only two features in this list that are not currently planned are the technique tips and the substitution recommendations so overall great feedback.

6. Conversely, what top three reasons would make you avoid making you use an app like this?

Ads came up immediately for all respondents so this is something that I will need to address with care. Respondents were also concerned that the app would not have enough recipes. Another potential issue that was common was that the app should be very easy to use and intuitive or they would lose interest.

7. Any concerns or preferences of anything you can think of.

I was hoping to get more out of this question but the respondents mostly reiterated answers to my other questions. General concerns:

- Quite concerned about a complicated interface. Needs to be easy to navigate.
- Shouldn't have any ads.
- General worries about unreliable recipes or substitutions
- Worried that collecting ingredients will be too expensive.
- Not having the right equipment

Surveys

Survey Script

Hello and thank you for taking the time to complete this brief survey on my Barcart Application. Barcart is a cocktail app for both enthusiasts and casual crafters. The app aims to simplify your at home cocktail repertoire by providing personalized recommendations based on the ingredients you have on hand, offering detailed recipes and even helping you locate nearby stores for specific ingredients.

The goal of this survey is to better understand your cocktail making habits, preferences, and the challenges you face while making cocktails at home. This survey will also investigate the practicality and desire for several potential features. The information collected here will help me to create a user-friendly and beneficial application that will enhance your cocktail making regardless of experience. Your feedback will play a crucial role in shaping the features and functionality of my application.

I understand your time is valuable so I've designed this survey to be concise and should take less than 5 minutes. Thank you for your participation and let's shake things up.

Survey Questions

1. Which age range do you fall into? (Multiple choice)
2. How often do you make yourself or others' cocktails at home.
3. What are some of the difficulties you face while making cocktails at home?
4. What sources do you currently use to find cocktail recipes and inspiration?
5. Are you more likely to stick with the drinks you know or to try new things?
6. How interested are you in an app that can show you how to make drinks based on the ingredients you have on hand?
7. What features would you find most useful in an app that helps you make drinks at home.
8. Are you comfortable with sharing your drink preferences and personal liquor inventory within the app for personalized suggestions?
9. How valuable would you rate a feature that allows you to search for nearby stores to purchase specific ingredients?
10. Would you like the app to show you what your friends have at home and receive recommendations on drinks you can make together?
11. How likely are you to use a feature that allows you to share your favorite recipes with other users / friends?

Survey Results

What is your age?

What is your age?

8 responses

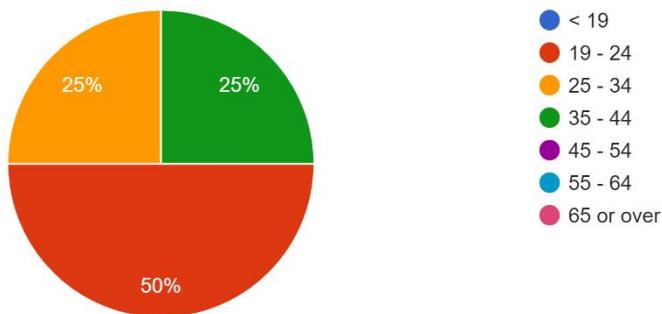


Chart 1 - User age survey results.

The age range was on the lower end of my scale with 50% in the range 19-24 and the remaining 50% was split between 25-34 and 35-44.

How often do you make yourself or others, cocktails at home?

How often do you make yourself or others cocktails at home?

8 responses

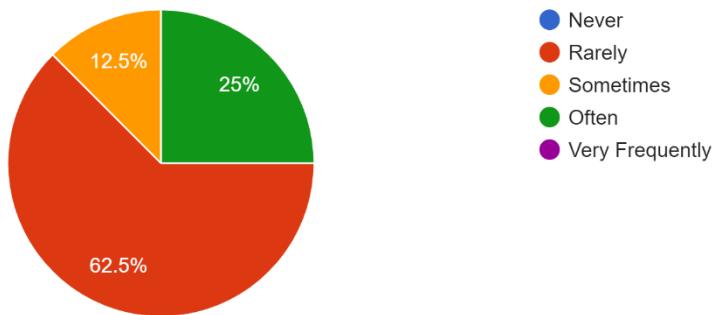


Chart 2 - Cocktail frequency survey results.

My survey showed that the vast majority (62.5%) of students in the class rarely make cocktails at home. 25% do make cocktails often with only 12.5% sometimes. No participants reported never making cocktails at home.

What are some reasons that prevent you from making cocktails at home?

What are some reasons that prevent you from making cocktails at home?

8 responses

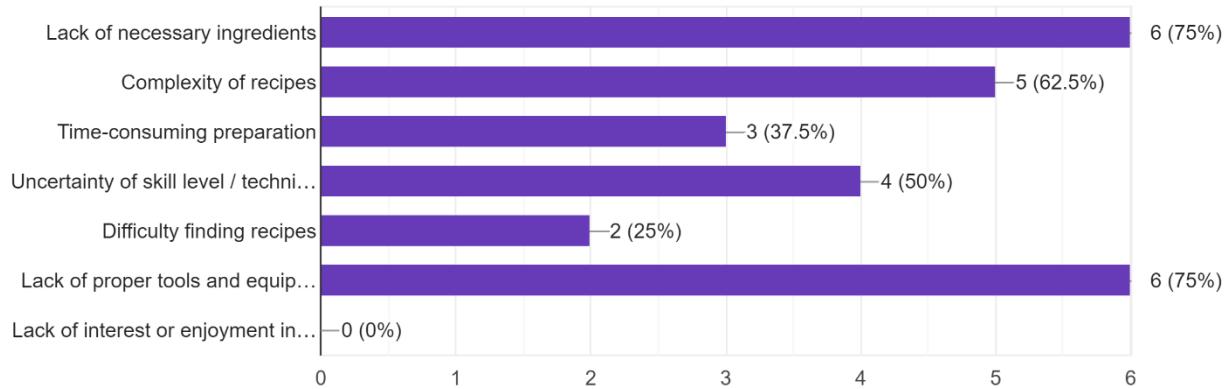


Chart 3 - Cocktail difficulties survey results.

Nearly all respondents checked the following reasons:

- Lack of ingredients
- Complexity of recipes
- And lack of tools

Two of these issues are solved with the idea of the app. Unfortunately, finding recipes was not an issue for most users.

What sources (if any) do you currently use to find cocktail recipes and inspiration?

Most users use google to find recipes and a few use YouTube and knowledgeable friends.

How likely are you to try new drinks versus making only drinks you are familiar with? (1 – 5)

Almost 1/2 of the respondents answered 4 for this question with another 1/3 selecting 5. Only 1 answered 1.

How valuable would you find an app that can show you how to make cocktails based on the spirits and ingredients you have on hand?

Only 3 users didn't select 5 for this showing great interest in the app.

What features would you find most valuable in an app that helps you make cocktails at home?

I had some great recommendations for new features I hadn't thought of. The most common response was a feature that would give you recommendations for substitutions of different ingredients you don't have or can't afford.

Are you comfortable sharing your drink preferences and personal liquor inventory within the app for personalized suggestions?

75% of users stated that they are comfortable sharing their info on the app and the rest answered maybe.

How valuable would you rate a feature that allows you to search for nearby stores where you can purchase specific ingredients?

Again, only one user selected one and zero selected 2. 43% said 4 so this shows this is an important feature.

Would you like this app to show you what your friends have at home and provide you with recommendations on drinks you can make together?

The responses for this question were split 60/40 for maybe and yes. Although no users said “no” The large number of “maybes” means that the application of this feature needs further investigation.

How likely are you to use a feature that allows you to share your favorite recipes with other users / friends?

85% of users answered 3 and 4 for this question and zero users answered 1 showing that this feature should be included.

Summary

Overall, the survey and interview results display a strong interest among respondents in making cocktails at home. While many showed enthusiasm for the craft, they also identified some challenges, such as a lack of ingredients, recipe complexity, and uncertainty about what cocktails to make. Google emerged as the current go-to source for recipes which is a cumbersome process.

Keeping in mind that my sample was limited to my classmates, and this skewed the age range to the younger side, respondents show strong interest in an app that could address these challenges.

Providing accessible recipes, ingredient substitutions, and tips tailored to individual preferences are aspects users are excited for. Features such as a nearby store locator and the ability to share favorite recipes with friends were also well-received. However, concerns about ads, recipe reliability, and ease-of-use underscored the importance of creating a user-friendly and trustworthy app experience.

In summary, there is a clear opportunity to develop an app that not only aids cocktail-making at home but also creates community engagement and addresses the specific needs and preferences of users.

Competitive Analysis

	Cocktail Flow	Mixel	Highball
What does Barback do differently / better?	<ul style="list-style-type: none"> Must PAY for "premium" cocktails Able to locate ingredients Has social / community page Designed by a professional bartender 	<ul style="list-style-type: none"> Barback does not visually display your ingredients Barback does not expect payment 	<ul style="list-style-type: none"> Barback does not allow for "recipe card" sharing Personalized recommendations based off inventory Easier to navigate
Similarities	<ul style="list-style-type: none"> Uses inventory to recommend cocktails Clean simple UI design Even uses some of the same titles for pages 	<ul style="list-style-type: none"> Recommends drinks based off your inventory Favorites / social features 	<ul style="list-style-type: none"> Collecting and sharing recipes
Platforms	<ul style="list-style-type: none"> Designed for iPad iPhone converted 	<ul style="list-style-type: none"> IOS Android Designed for iPad 	<ul style="list-style-type: none"> IOS
Target Audience	<ul style="list-style-type: none"> Anyone looking to simplify their cocktail making same as Barback 	<ul style="list-style-type: none"> The 8-bit, game like style will skew the audience to the younger side 	<ul style="list-style-type: none"> Focused more on cocktail enthusiasts
UI Design	<ul style="list-style-type: none"> Pleasing and simple UI A lot of white blends together Recipe page is convoluted 	<ul style="list-style-type: none"> 8-bit style 	<ul style="list-style-type: none"> Old fashioned menu looking UI Customer complaints about colors

Figure 1 - Competitive analysis.

User Profiles

Themes and Trends

Interested in Cocktail Making

Users clearly display an interest in creating cocktails at home. While not overly frequent, there is a genuine enthusiasm for the activity when the occasion arises.

App Features Address Pain Points

Users express a desire for app features that alleviate challenges in cocktail making, such as locating ingredients, trying new drinks, and maintaining an inventory. These functionalities are seen as valuable tools to keep them interested and create a better experience.

Desire for Expanded Social Functionality

Users seek social engagement and connection within the cocktail community. They desire features that allow for interaction, sharing, and collaboration with others and friends. Showing a need for a strong social aspect within the app.

Personas

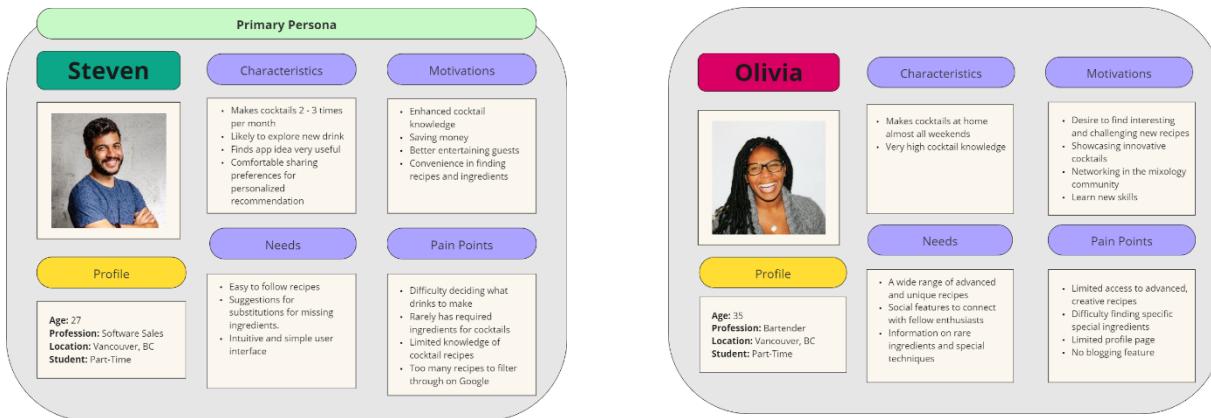


Figure 2 - User Persona (Olivia)

Figure 3 - User Persona (Steven)

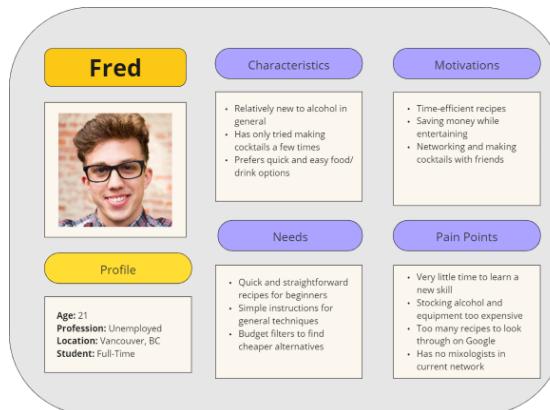


Figure 4 - User Persona (Fred)

DITL

Day In The Life: Steven

Steven on a Saturday:

1. 9am: Steven wakes up and has coffee and breakfast
2. 9:30am: Steven reads for an hour
3. 10:30am: He gets ready for a bike ride with a friend
4. 11am: Steven goes for a long ride with a friend
5. 12:30pm: Steven plans a casual evening during lunch on his ride
6. 2:30pm: Steven gets home and washes his bike
7. 3pm: Steven takes a shower and gets cleaned up
8. 4pm: He goes to the liquor store and grocery store
9. 5pm: Steven goes to visit his mom
10. 7pm: Steven makes dinner for himself
11. 8pm: Stevens guests arrive
12. 8:30pm: Steven prepares some snacks and a cocktail for his guests
13. 9pm: The group enjoys their cocktail
14. 9:30pm: The group plays a Settlers of Catan
15. 11:00pm: Guests leave
16. 11:15: He cleans up
17. 11:30: Steven goes to bed

Figure 5 - Day in the Life (Steven)

Day In The Life: Olivia

Olivia on a Saturday:

1. 9am: Olivia sleeps in because she worked last night
2. 10am: Olivia goes to a local coffee shop for a late and breakfast
3. 10:45am: Olivia goes to a spin class
4. 12:30pm: She meets a friend for lunch downtown.
5. 2pm: She plans a evening of cocktails with a co-worker
6. 3pm: She goes to three liquor stores to find all the liquor they need
7. 4pm: she goes to 2 of her favorite markets looking but cant find everything she's looking for
8. 4:45: Sha calls her co-worker to change the plan
9. 5pm: She begins making her syrup and infusion
10. 6pm: she takes a shower and gets ready
11. 6:30pm: She Makes herself dinner
12. 7pm: she finishes creating her ingredients
13. 7:30: Her guests arrive
14. 9:30pm: Her and a few of the guests go to a bar
15. 12:30am: Olivia gets home and watches her favorite show
16. 1am: Olivia goes to bed

Figure 6 - Day in The Life (Olivia)

Day In The Life: Fred

Fred on a Saturday:

1. 7:30am: Fred wakes up and makes coffee
2. 8am: Fred looks at his homework and plans out his day
3. 830am: Fred works on his programming assignment
4. 10am: Fred makes breakfast
5. 10:30am: Fred studies for a quiz
6. 12pm: He has a shower
7. 12:45: He meets a friend on campus to work on their project
8. 1:30: Fred and his partner have lunch on campus
9. 2pm: They finish their project
10. 4pm: Fred goes home and reads his textbook
11. 5pm: Fred meets a friend to play tennis
12. 7pm: Fred makes dinner
13. 730pm: He watches a movie
14. 9pm: Fred finishes his assignment
15. 10:30pm: He has a late night snack
16. 10:45pm: Fred crams for his midterm
17. 1am: Fred goes to bed

Figure 7 - Day in the Life (Fred)

User Stories

User Story: Steven

As a user, I want to easily find recipes based on the ingredients I have at home, so that I can entertain my guests without always having to buy new ingredients.

As a user, I want a simple and intuitive interface, so that I can quickly navigate the app and start making cocktails

As a user, I want the app to suggest alternative ingredients when I'm missing something, so that I can still make a cocktail without needing to go to the store.

Figure 8 - User Story (Steven)

User Story: Olivia

As a cocktail enthusiast, I want access to a diverse collection of advanced and unique recipes, so that I can continue to learn.

As a user, I want the app to provide information on specific hard to find ingredients, so that I can locate them and create unique cocktails.

As a user, I want a community feature where I can connect with other enthusiasts, share my creations, and exchange ideas, so that I can further my skills as a mixologist.

Figure 9 - User Story (Olivia)

User Story: Fred

As an inexperienced mixologist, I want the app to provide tutorials on techniques and best practices, so that I can improve my skills.

As a busy student, I want the app to provide me with suggestions for quick and simple recipes, so that I can still make cocktails if I don't have a lot of time.

As a budget conscious user, I want the app to provide recommendations on substitutions for higher priced ingredients, so that I can afford to make cocktails at home.

Figure 10 - User Story (Fred)

Customer Journey Map

User

Steven

Profile: 27, Software Salesman, Part-time student

Key Characteristics: Infrequent cocktail maker, wants to save money, has little time.

Scenario

This customer journey map simulates an amateur cocktail crafter looking to make a drink. Searching through many recipes on google and becoming frustrated trying to cross reference with their current process. The user discovers the app via an add on one of the recipe pages and decides to give it a try. Steven is initially a little overwhelmed with inputting every item he has in his home bar but soon realises that this is not an everyday task and is part of the set up. Steven enjoys his new repertoire of drinks and the convenience the app brings. The social aspect of the app is great for both spreading awareness about the app as well as connecting with friends and finding new drinks to make.

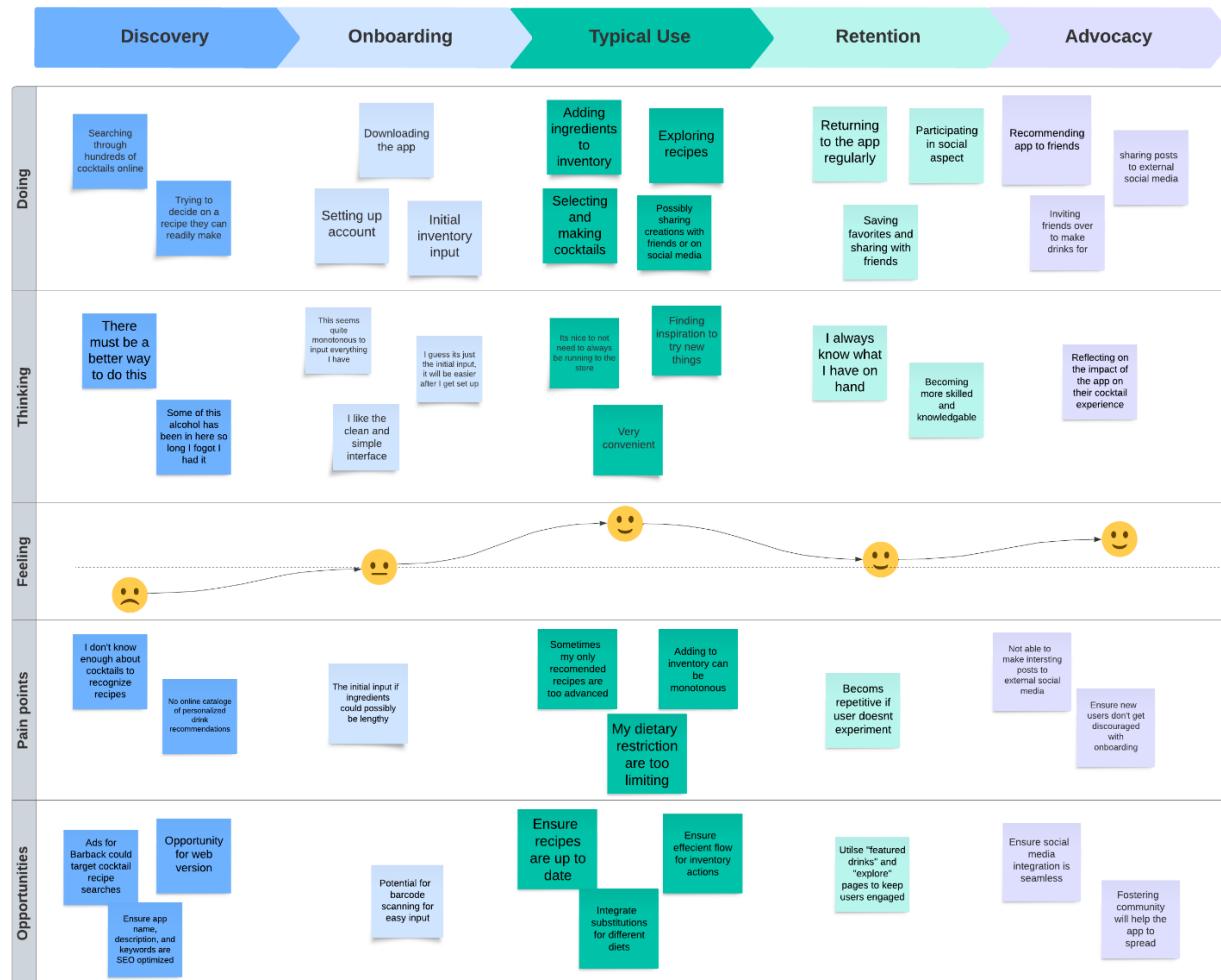


Figure 11 - Customer journey map for Steven.

User Flows

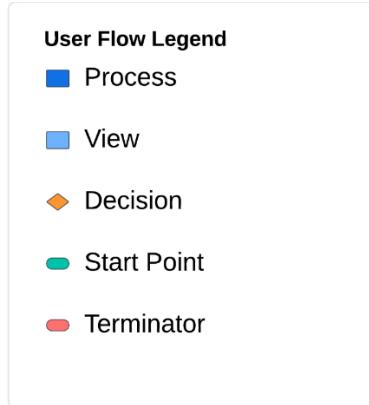


Diagram 1 - User Flow Legend

Action 1 – Add Item to Inventory

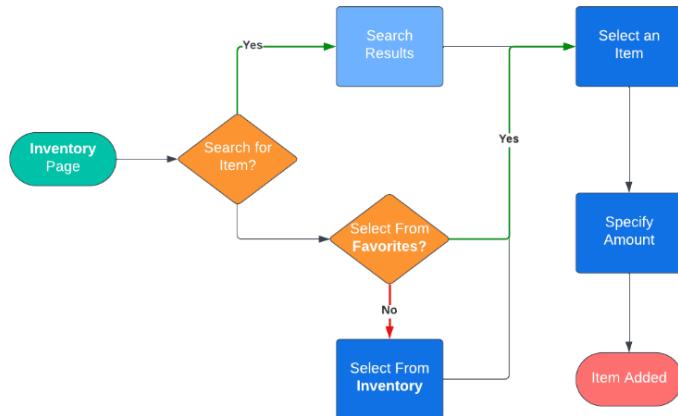


Diagram 2 - User Flow Add to inventory.

Action 2 – Make Drink

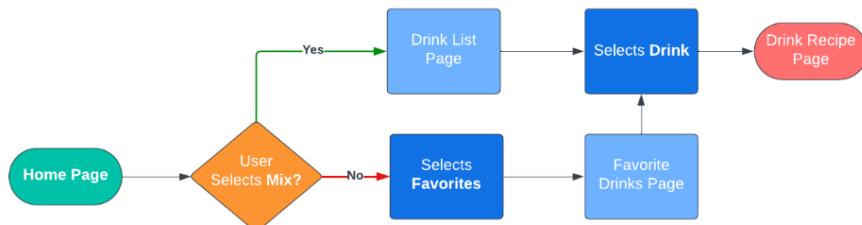


Diagram 3 - User Flow Make a drink.

Action 3 – Locate Ingredients

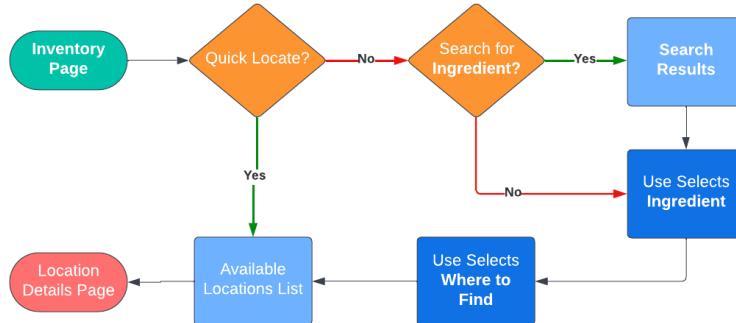


Diagram 4 - User Flow Locate Ingredient

Action 4 – Share a Recipe to the Social Page

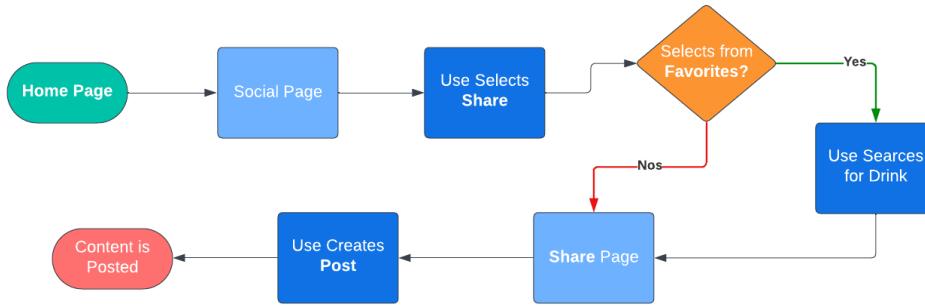


Diagram 5 - User Flow Share to Social

Action 5 – Leave a Recipe a Review

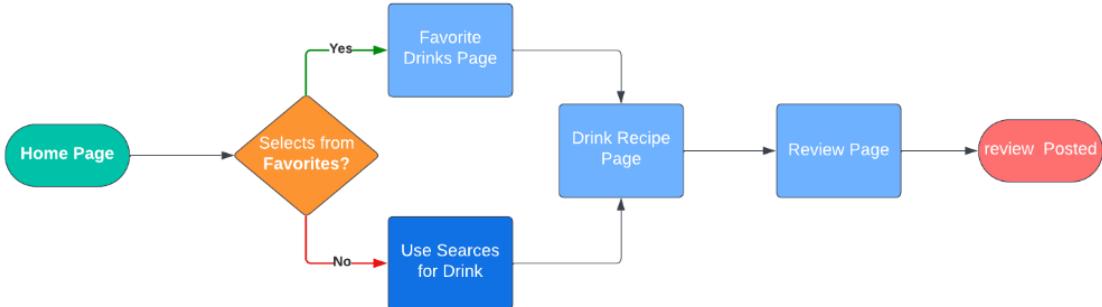


Diagram 6 - User Flow Leave a drink review.

Design Iterations

Initial Design

My initial design features four of the main screens from the two primary actions of the app plus a log in screen. From the home screen you can press mix to get a list of drinks and select a drink to view its recipe page. It also shows the inventory page where users can view the items they have added to their inventory.

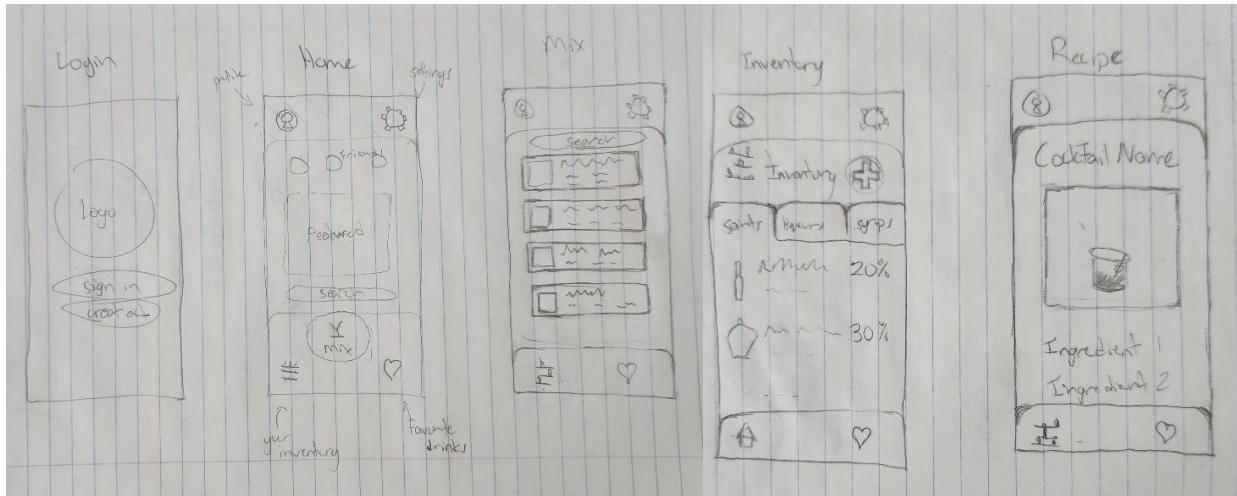


Diagram 7 - Initial paper sketch.

Iteration I

Frames Tested

Home Screen:

- Header: Barback
- Profile icon, Settings icon.
- Section: Featured Drink (Image of a cocktail).
- Search icon.
- Buttons: Mix! (Orange circle), Heart (Black heart), Liquor bottle icon.
- Bottom navigation: Home, Heart.

Drink Catalog Screen:

- Header: Barback
- Profile icon, Settings icon.
- Card 1: Drink 1 (Image of a cocktail), Ingredients: All, Difficulty: 2.
- Card 2: Drink 2 (Image of a cocktail), Ingredients: All, Difficulty: 2.
- Card 3: Drink 3 (Image of a cocktail), Ingredients: Missing 1, Difficulty: 2.
- Card 4: Drink 4 (Image of a cocktail), Ingredients: All, Difficulty: 2.
- Search icon.
- Bottom navigation: Home, Heart.

Detail View Screen:

- Header: Barback
- Profile icon, Settings icon.
- Section: Cocktail Name (Image of a cocktail).
- Section: Ingredients (List: ingredient 1, ingredient 2, ingredient 3).
- Section: How to Make (List: ingredient 1, ingredient 2, ingredient 3).
- Buttons: Favorite (Heart icon), Review.
- Bottom navigation: Home, Liquor bottle icon.

Review Screen:

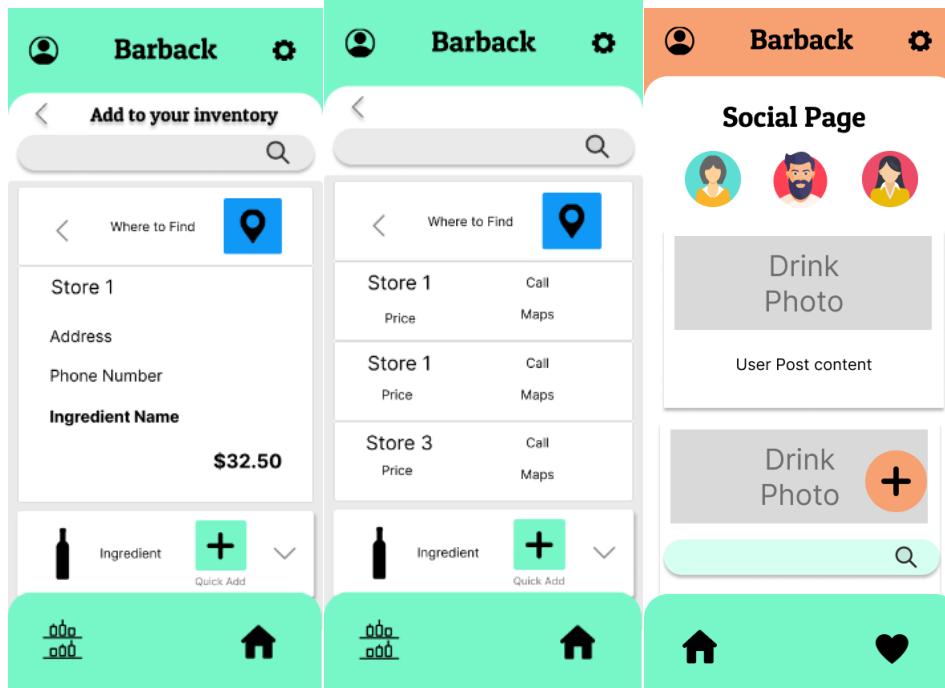
- Header: Barback
- Profile icon, Settings icon.
- Section: Cocktail Name (Image of a cocktail).
- Section: Review Content (Text area).
- Rating stars: ★ ★ ★ ★ ★.
- Buttons: Review.
- Bottom navigation: Home.

Inventory Screen:

- Header: Barback
- Profile icon, Settings icon.
- Section: Inventory (Image of a liquor bottle), + icon.
- Table: Ingredient (Bottle icon), Locate, Recipe, 50% (repeated four times).
- Search icon.
- Bottom navigation: Home, Heart.

Add to Inventory Screens:

- Header: Add to your inventory
- Search icon.
- Section: Favourites (List of ingredients with + Quick Add buttons).
- Section: Add Amount (Input field).
- Section: Where to Find (Location pin icon).
- Section: What to Make (Cocktail glass icon).
- Section: Quick Add (Green checkmark icon).
- Bottom navigation: Home.



Usability Test

Introduction

My name is Stewart Anderson and thank you for participating in my usability test. You will be testing my mobile app called **Barback** which is designed to help users like yourself make cocktails at home. Our goal is to see how well the app works in its current form and gather feedback to improve it.

You will be testing these five key actions for the app:

- Run Search and Make a Drink (primary action)
- Add Item to Inventory (primary action)
- Locate Ingredients
- Share a Recipe to the Social Page
- Leave a Review for a Recipe

Keep in mind that the prototype is in mid-fidelity stage so design features like color and layout will be rough, and functionality will be limited. That being said, you can be completely honest in your responses and any design, functionality, or just general feedback will be greatly appreciated.

If you have any questions, please feel free to contact me via our class Slack in the thread of my post.

Let's begin!

App Description

My application (**Barback**) is intended to help users to utilise the alcohol and ingredients they have on hand to make cocktails hassle free at home. Even as an experienced bartender, I find it difficult to come up with drinks to make at home without constantly searching for recipes and purchasing ingredients.

Barback takes a lot of the guess work and uncertainty out of the equation and recommends drinks you can make based off the ingredients you have in your personal inventory.

Action tests

Action 1 Run Search and Make a Drink (Primary Action)

This is the main purpose of the app and so this action is intentionally straightforward and simple. Users simply need to run the drink search to generate a list of recommended cocktails and select a drink to make.

The goal of this test is to ensure the primary feature of the app is functioning and intuitive.

I will be measuring the success rate of users completing the action as well as the amount of errors user made during the intended process. As this action is only a few buttons I expect all users to be able to complete the action with ease so my expectation is that 100% of users will be able to complete the action.

Steps:

1. Tap **Test** from login screen.
2. Tap **Mix** from the home screen.
3. Select a drink from the list.
4. View the recipe.

User Questions

1. **How easy was it for you to search for a drink using the app?**
[Answer here.](#)
2. **Did you face any problems in completing this action?**
[Answer here.](#)
3. **How many errors did you make completing the process?**
[Answer here.](#)
4. **Was any part of the action confusing?**
[Answer here.](#)
5. **Are there any changes or improvements that you would suggest for this action?**
[Answer here.](#)
6. **Do you find this action useful for this application?**
[Answer here.](#)

Action 2 Add item to inventory (Primary action)

Action description

This action is also crucial to **Barback's** main functionality. For this action user will navigate to the inventory page and proceed to add an item to their current inventory either via search or by “quick adding” from the favorites page.

The goal of this test is to gain a different perspective on the simplicity and intuitiveness of this process as it will be used often as users keep track of their inventory. There are multiple ways to complete this action so I will also be testing the practicality of the various options.

I will be measuring the success rate of users completing the action as well as the general affordance of the process as I have opted to utilise a lot of symbols over text. The benchmark for this test is for users to make only one mistake while completing the action.

Steps

1. Tap **Test**" from login screen.
2. Tap the **Inventory** icon from the home screen.
3. Tap the "+" icon at the top right of the page.
4. Tap the **quick add** button to complete.
- or -
5. Tap an **ingredient** to view its options.
6. Specify a specific amount to add and press enter.

User questions

1. **How easy was it for you to add an item to your inventory?**
[Answer here.](#)
2. **Did you face any problems in completing this action?**
[Answer here.](#)
3. **How many errors did you make completing the process?**
[Answer here.](#)
4. **Was any part of the action confusing?**
[Answer here.](#)
5. **Are there any changes or improvements that you would suggest for this action?**
[Answer here.](#)
6. **Do you find this action useful for this application?**
[Answer here.](#)

Action 3 Locate ingredients

Action description

This action allows users to locate local stores where they can purchase ingredients they are missing. Users can do this from the inventory page by searching for an item or selecting one from their inventory and pressing **locate**.

The goal of this test is to ensure that users can successfully and easily locate a store where they can purchase a specific ingredient.

I will be measuring the success rate of users completing the action as well as the general affordance of the process as I have opted to utilise a lot of symbols over text.

Steps

1. Tap **test** from login screen.

2. Tap the **inventory** icon from the home screen.
3. Tap **locate** on one of your ingredients.
 - or -
4. Select an **ingredient** to view its options.
5. Tap **where to find**.
6. Select a store.
7. View details or view map location.

User questions

1. **Did you find it easy to locate where to buy an ingredient?**
[Answer here.](#)
2. **Did you face any problems in completing this action?**
[Answer here.](#)
3. **How many errors did you make completing the process?**
[Answer here.](#)
4. **Was any part of the action confusing?**
[Answer here.](#)
5. **Are there any changes or improvements that you would suggest for this action?**
[Answer here.](#)
6. **Do you find this action useful for this application?**
[Answer here.](#)

Action 4 share a recipe to the social page

Action description

This action allows users to make a post to the **social**. The post will include a specific recipe as well as the users' comments/recommendations. Users can do this from the **social** page by pressing the “+” symbol on the social home page. Users can then either search for a recipe or select one from their list of favorites provided by default and then write their post and share it.

The goal of this test is to ensure that users can successfully create make a post to the social page. As well as identify any issues with affordance and usability.

I will be measuring the success rate of users competing the action as well as the general affordance of the process as I have opted to utilise a lot of symbols over text. The benchmark for this test is for users to make only one navigation error while completing the action.

Steps

1. Tap **Test** from login screen.
2. Tap the **social** icon at the top right of the screen.
3. Tap the “+” icon to create a new post.
4. Select a drink from your favorites listed.
 - or -
5. Search for a specific recipe.
6. Tap on the post content area.

7. Write content and press **Go**.
8. Review post and press **Share**.
9. You should now see your post on the social home page.

User questions

1. **Did you find it easy to make a post to the social page?**
[Answer here.](#)
2. **Did you face any problems in completing this action?**
[Answer here.](#)
3. **How many errors did you make completing the process?**
[Answer here.](#)
4. **Was any part of the action confusing?**
[Answer here.](#)
5. **Are there any changes or improvements that you would suggest for this action?**
[Answer here.](#)
6. **Do you find this action useful for this application?**
[Answer here.](#)

Action 5 Leave a review for a recipe

Action Description

This action allows users to leave a review for specific recipes. The review will include a short summary and a rating out of 5. Users can do this from the **drink recipe** page by pressing the **review** button. Users must first press the **Mix** button and select a drink to view the recipe.

The goal of this test is to ensure that users can successfully leave a review as well as identify any issues with affordance and usability.

I will be measuring the success rate of users completing the action as well as the general affordance of the process as I have opted to utilise a lot of symbols over text. The benchmark for this test is for users to make only one navigation error while completing the action.

Steps

1. Tap **Test** from login screen.
2. Follow steps from the **Make a Drink Action (Action 1)**.
3. Tap **Review**.
4. Tap on the review content area.
5. Write content and press **Go**.
6. Confirm content and press **Review**.
7. You should now see your review reflected on the review page.

User questions

1. **How easy was it for you to leave a review for a recipe?**
[Answer here.](#)
2. **Did you face any problems in completing this action?**

Answer here.

3. How many errors did you make completing the process?

Answer here.

4. Was any part of the action confusing?

Answer here.

5. Are there any changes or improvements that you would suggest for this action?

Answer here.

6. Do you find this action useful for this application?

Answer here.

Test Analysis

Participant Responses

Action 1: Run Search and Make Drink

How easy was it for you to find a drink to make?

Jeremy: Very Simple and easy!

Stuart: Very easy, it pulled a list of drinks I could make with my available stock of spirits.

Ruiying: It was easy and straightforward.

Did you face any problems in completing this action?

Jeremy: No.

Stuart: No.

Ruiying: No.

How many errors did you make completing the process?

Jeremy: 0.

Stuart: 1, I tapped the search bar instead of the Mix! Button.

Ruiying: 0.

Was any part of the action confusing?

Jeremy: No.

Stuart: I can't say I would have jumped to the Mix! Button without seeing the steps listed out. I think the problem is just the wording of the test title. "Run Mix! to make a cocktail" or something would have been clearer.

Ruiying: No.

Are there any changes or improvements that you would suggest for this action?

Jeremy: No.

Stuart: Missing Home/Back button on search results page.

Ruiying: I expect to be able to rate the cocktail under review page.

Do you find this action useful for this application?

Jeremy: Yes.

Stuart: 10/10.

Ruiying: Yes.

Action 2: Add Item to Inventory

How easy was it for you to add an item to your inventory?

Jeremy: Easy with instructions.

Stuart: Easy

Ruiying: The inventory icon is not easy to recognize.

Did you face any problems in completing this action?

Jeremy: No.

Stuart: No, it was straight forward.

Ruiying: Cannot find inventory to open.

How many errors did you make completing the process?

Jeremy: 0.

Stuart: 0.

Ruiying: A couple.

Was any part of the action confusing?

Jeremy: No.

Stuart: No.

Ruiying: No.

Are there any changes or improvements that you would suggest for this action?

Jeremy: No.

Stuart: None that I can think of.

Ruiying: Make inventory icon easier to recognize.

Do you find this action useful for this application?

Jeremy: Yes.

Stuart: Very, I liked that I could add to my inventory and specify number of ounces.

Ruiying: Yes.

Action 3: Locate Ingredients

How easy was it for you to locate an ingredient?

Jeremy: Yes.

Stuart: Yes, looks like legacy if I'm not mistaken :P.

Ruiying: Yes.

Did you face any problems in completing this action?

Jeremy: No.

Stuart: No.

Ruiying: No.

How many errors did you make completing the process?

Jeremy: 0.

Stuart: 0.

Ruiying: 0.

Was any part of the action confusing?

Jeremy: No with instructions.

Stuart: No, it was very straightforward.

Ruiying: No.

Are there any changes or improvements that you would suggest for this action?

Jeremy: None.

Stuart: a link to the store website if available. Add ability to sort the store search results by price or distance.

Ruiying: I found the return button doesn't work on the map page.

Do you find this action useful for this application?

Jeremy: Yes.

Stuart: Yes.

Ruiying: Yes.

Action 4: Share a Recipe to the Social Page

How easy was it for you to add a recipe to the social page?

Jeremy: Yes, with instructions.

Stuart: Yes.

Ruiying: Yes.

Did you face any problems in completing this action?

Jeremy: No.

Stuart: No.

Ruiying: No.

How many errors did you make completing the process?

Jeremy: 0.

Stuart: 0.

Ruiying: 0.

Was any part of the action confusing?

Jeremy: No.

Stuart: No.

Ruiying: No.

Are there any changes or improvements that you would suggest for this action?

Jeremy: None.

Stuart: I would change the flow of the process. Instead of prompting the user to pick a recipe and then add a comment, I would show them a page with a button to upload or take their own photo, a button to pick a recipe, and a field to type their comment into.

Ruiying: No.

Do you find this action useful for this application?

Jeremy: I prefer sharing on external social media.

Stuart: Yes, but I would like to upload a picture to show off my cocktail paired next to the meal I made for me and my lovely date.

Ruiying: I think so.

Action 5: Leave a Recipe Review**How easy was it for you to leave a review for a recipe?**

Jeremy: Easy.

Stuart: Very easy.

Ruiying: Easy.

Did you face any problems in completing this action?

Jeremy: No.

Stuart: No.

Ruiying: No.

How many errors did you make completing the process?

Jeremy: 0.

Stuart: 0.

Ruiying: 0.

Was any part of the action confusing?

Jeremy: No.

Stuart: The “Review” button used to submit should be clearer as to what it does.

Ruiying: The reviewing page is a little bit confusing because I was not able to input any review by myself.

Are there any changes or improvements that you would suggest for this action?

Jeremy: None.

Stuart: In step 6 I would change the text of the Review button to “Add/Submit” or “Add/Submit Review”

Ruiying: As I said in the first action, I expect to rate the drink by myself.

Do you find this action useful for this application?

Jeremy: Yes.

Stuart: (no response)

Ruiying: Yes.

Patterns and Pain Points**Action 1: Run Search and Make Drink****Pain Points**

- Action description unclear.
- Absent/not functioning home/back button on search results page.
- Participant wanted to use the rating function when leaving a review.

Actions

- Clarify action to **Make Drink**.
- Fix navigation on search page.
- Add a page to prototype for leaving ratings. (Will be done in review action)

Action 2: Add Item to Inventory**Pain Points**

- ***Difficulty recognizing inventory icon.

Actions

- Add text to inventory icon and/or find a better, more affordable icon.

Action 3: Locate Ingredients**Pain Points**

- Back button not functioning on map page.
- No link to store’s website.

- No filter options (price/ distance) for store search results.

Actions

- Fix map page navigation buttons.
- Implement requested features (store site link, store filter options)

Action 4: Share a Recipe to the Social Page

Pain Points

- Action flow for creating a post forces users to select an existing recipe instead of allowing them to add their own recipe and take a picture.
- Would like to share via external social media.

Actions

- Expand action flow to allow users to post their own recipes with pictures.
- Integrate external social media.

Action 5: Leave a Recipe Review

Pain Points

- **Review** button for finalizing and posting a review is confusing.
- Users wanted to write their own review and leave rating (reiterated from Action 1).

Actions

- Change post review button to **Send** or **Submit**.
- Allow users to simulate rating stars.

Test Retrospective

In reviewing the usability test results, several key areas for improvement have been observed. Firstly, I should just use the **login** button on the home screen. The **test** button was a place holder while I was developing the log in page, but it is not necessary for this stage in design and only confuses users. For a few of my actions, users were confused with the wording of the task (**Run Search**). For future testing I will ensure that my tasks are clear and concise. Users also said that tasks were easy **with instructions**. I should allow users more freedom to gain more valuable insight into their experience. Some of my questions seemed to lead respondents to reply with **yes** or **no** answers. This is useful in some cases but a restructuring of some of my questions would allow me to extract more useful feedback.

Overall, I received valuable feedback with this test and my application will benefit from it greatly. Users generally had an easy time with tasks and were not confused save for the few exceptions above. Most of the recommendations from participants are going to be implemented into the apps next stages. This goes for the feature requests as well as they are all excellent recommendations.

Changes

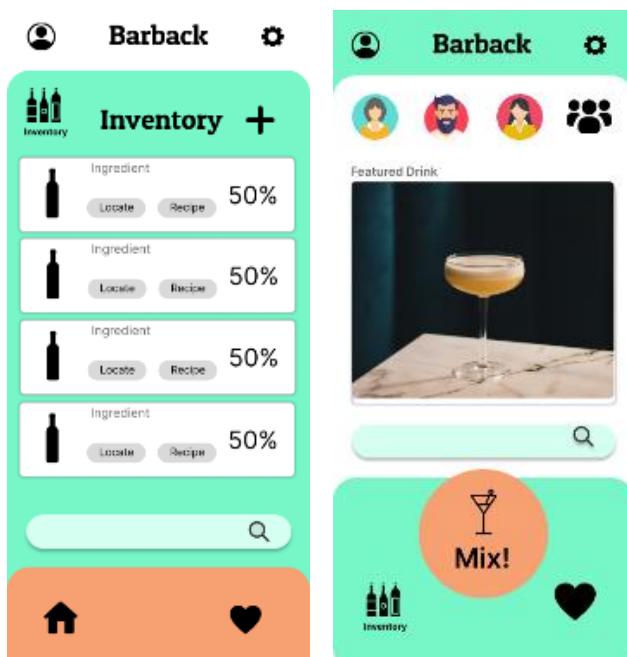
Action 1: Run Search and Make Drink

The actions to be taken for this task are mostly for the interview questions and the prototype button actions. The ratings changes will be reflected in the **Review** action so the only change to the actual frames here is the addition of a back button.



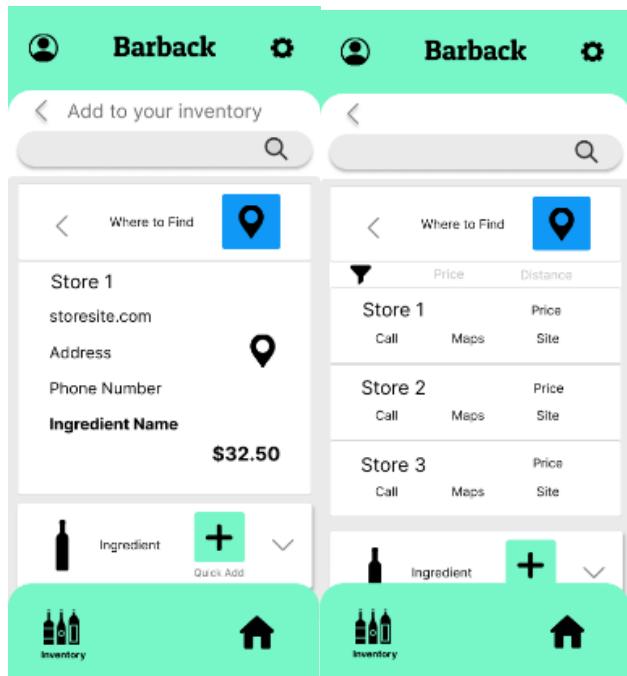
Action 2: Add Item to Inventory

The new **Inventory** icon is featured across all frames in the project. (**Note** that some of the frames in the **current** section do not have the new icon. This is because I implemented these changes after copying all these images to this document.)



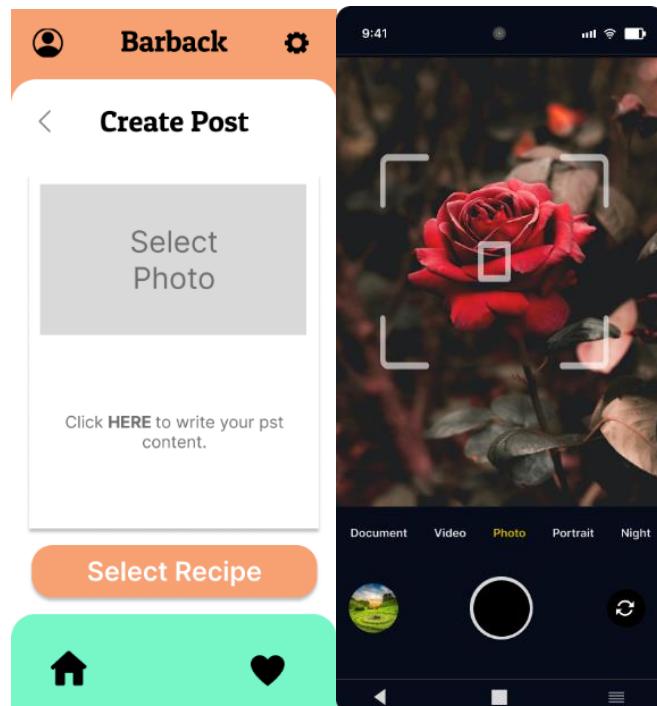
Action 3: Locate Ingredients

For this action I added a few more buttons on the store pages for the store's website as well as some filter options. These are just place holders and not yet functioning.



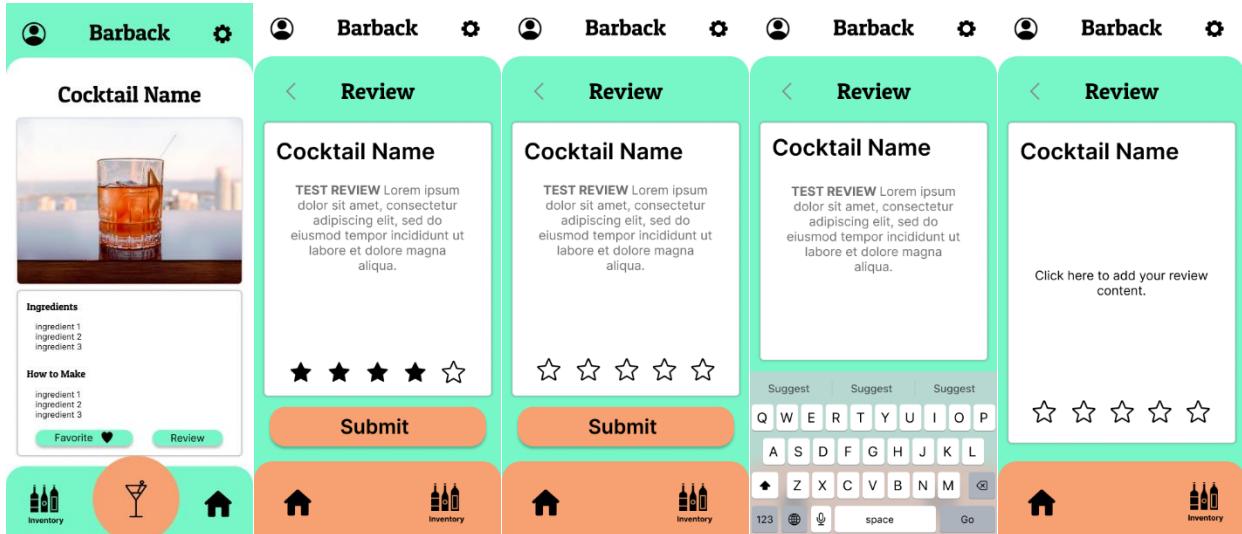
Action 4: Share a Recipe to the Social Page

These two frames have been inserted into the flow. The first frame allows users to take a picture of their drink before making a new post. The select recipe button will allow users to follow the old path of selecting an existing recipe to share.



Action 5: Leave a Recipe Review

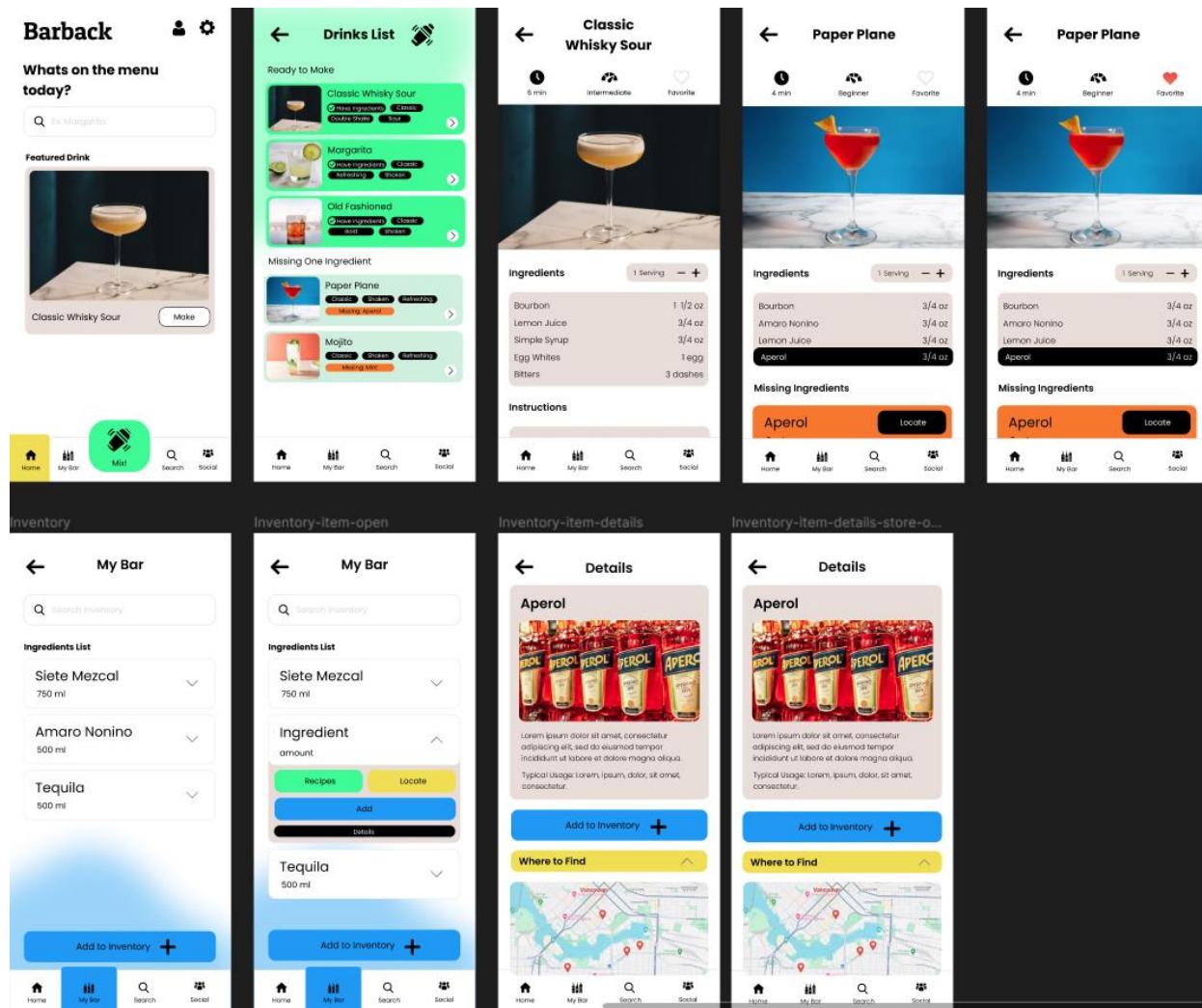
Here I changed the confusing **Review** button to say **Submit** instead so users know exactly what the button does. I also added functionality for users to simulate changing the star rating before sending the review.



Iteration 2

Before my next set of usability testing, I did a large overhaul of the prototype. I mainly made aesthetic changes, but I also streamlined some of the flows of the primary actions. I combined some pages of relevant information and introduced scrolling to have content more accessible for users and to simulate real world use more closely.

Frames Tested



Usability Test

Introduction

My name is Stewart Anderson and thank you for participating in my final usability test. You will be testing my mobile app called **Barback** which is designed to help users like yourself make cocktails at home. This time around, our goal is to see how well the app works as a whole and how the main actions link together to create a full experience. The process will be to chain together a few actions to simulate how a typical user might use the app.

The chain of events will look like this:

- Use the primary mix button to retrieve a list of drinks you can make.
- Choose a drink that is missing an ingredient.
- Find where you can purchase the ingredient (and go get some).
- Reopen the drinks recipe page and make the drink.
- Leave the recipe a review.

- Make a post.

This prototype is mid to high fidelity so any feedback no matter how seemingly small or harsh is encouraged. This includes comments or ideas on colors, layout, design, functionality, flow, or just general feedback will be greatly appreciated. The prototype interactions are designed for the flow outlines above, but feel free to explore the rest of the app knowing that some of the buttons might skip around a little.

If you have any questions, please feel free to contact me via our class Slack in the thread of my post.

Let's begin!

Main action test

Description

This primary action is intended to simulate a typical user's flow while simultaneously trying to include all the app's features. A true "typical" user might only use a few pieces of this process but for the sake of testing we will be going through an expanded process.

The goal of this test is to see how all the app's features work together in a simple and intuitive way.

I will be measuring the success rate of users completing the action as well as the number of errors made along the way. Because this is a larger process, I am expecting users may make a few errors so my benchmark for this test will be two errors.

For this test, you can pay attention to the design of the app as well as all feedback will be greatly appreciated.

Action steps

1. Use **Mix** on the home page to get started. This will provide you a personalized list of drinks.
2. Select a drink that is missing one ingredient (**Paper Plane**).
3. **Favorite** the drink to save for later.
4. **Locate** where to buy the missing ingredient and follow the steps as if you were going out to buy it.
5. Now that you have "purchased" the ingredient, add it to your **inventory**.
6. Now find the drink recipe page again (either from your **Favorites** or from the **Recipes** drop down menu on the ingredients details page).
7. Make the drink using the **recipe** page.
8. Leave a **review**.
9. Share a **post** about your cocktail.

User Questions

7. **How did you find the overall flow of the app?** (keep in mind that ALL the app's features were linked together)
[Answer here.](#)
8. **Did you face any problems in completing this action? If so, what were they?**
[Answer here.](#)

9. How many errors did you make completing the process?

[Answer here.](#)

10. Was any part of the action confusing?

[Answer here.](#)

11. Are there any changes or improvements that you would suggest for this action?

[Answer here.](#)

12. Are there any aesthetic features that you didn't like?

[Answer here.](#)

Analysis

Participant Responses

I did a very involved revamp of pretty much every part this week, so I was quite late getting to posting my test (Tuesday afternoon). I posted to the usability-testing channel and got a response from Stuart, Cory, and Rory then I got my friend to do one more for me.

How did you find the overall flow of the app? (keep in mind that ALL the app's features were linked together)

Cory: It was quite intuitive. Once I started a process it was easy to finish it.

Stuart: the favorites list seemed out of place for two reasons. First, I wanted to be able to access it directly on the bottom navigation menu. Second, it is very similar to the Mix! Button.

Rory: The overall flow was excellent. The bottom buttons did exactly what I expected them to. The icons chosen for sharing and favouriting were exactly what you'd expect.

Chris: It seemed like quite a few steps to go through everything but I guess your not always going to be buying stuff and leaving reviews. Also I don't think it started off on the home page.

Did you face any problems in completing this action? If so, what were they?

Cory: No problems. The processes were easy to access and clear to progress through.

Stuart: Only in accessing my favourites, I wanted to go straight to it from the bottom navigation menu.

Rory: The purchase flow was a little confusing at first, it was a quick step from looking at something to purchasing. It feels like there should have been an intermediate screen.

Chris: I couldn't find where the favorites were at first and the review section was kind of hard to find all the way at the bottom.

How many errors did you make completing the process?

Cory: 0

Stuart: 1

Rory: 0

Chris: 1

Was any part of the action confusing?

Cory: The only hesitation I had was in adding the Aperol to me inventory. I can't quite put my finger on it, but I wasn't quite expecting the "add amount" prompt to move and then have to press the + afterward. It all made sense when going through it but that's about the only nit-pick I can think of.

Stuart: The test loaded to the wrong screen, but I quickly navigated to the home screen.

Rory: When looking to locate a missing item, it took me a moment to realize it was off screen. The purchase flow was a little confusing, but this may be because it was shortened for demonstration purposes.

Chris: Starting at a cocktail but maybe it wasn't supposed to be like that. The map went straight to saying "purchase complete" when I hit start so I'm not sure what happened there.

Are there any changes or improvements that you would suggest for this action?

Cory: I don't think so.

Stuart: If I was using the app, I would prefer to have my favorites listed at the top of the Mix! screen, followed by any recommendations the app may have for me.

Rory: It may be worth making it obvious that there is a vertical scroll available or bringing the start of the locate ingredients up more visible on the initial view.

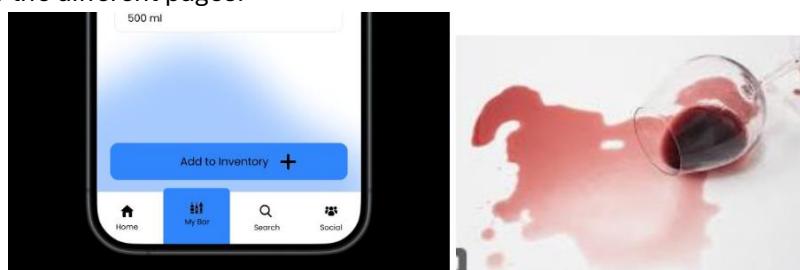
Chris: I would have favorites somewhere easier to get to than the home screen. Also it would be easier to find things if you knew you could scroll.

Are there any aesthetic features that you didn't like?

Cory: Other than the one nit-pick the overall look was really nice. I liked that the different pages were color coded and primary actions are distinct colors. Maybe I wish it had a dark mode.

Stuart: I don't like how the buttons change their position on the navigation menu when leaving the home screen. I might even suggest leaving the Mix! button available at all times to resolve the problem, as I do like how it pops out from the rest of the buttons.

You added some nice gradients on the My Bar and Social screens. They kind of look like a spill on a tablecloth, I would consider leaning into this and use some spilt liquor on white tablecloth as the backgrounds for the different pages.



Rory: None to report.

Chris: The style is great I can't think of anything I would change. Maybe a little more stuff on the home page and something to see you're scrolling.

Pain points

Favorites: button strange place, similar to mix button, needs to be more accessible.

Purchase Flow: confused about how quick it was to make a purchase.

Add to Inventory Button: button changing position.

Mix!: Mix screen does not show favorites.

Bottom Navigation Bar: Buttons changing position. Mix button removed, no favorites.

Prototype: Test did not initially load to home screen, maybe dark mode.

Locate: Button jumps to locate screen, but important info was off screen.

Actions

The favorites button was a consistent issue across participants. A restructuring of the navigation bar to include favorites and have the same number of buttons / positions across all screens I believe will solve this issue. This will also address issues with the nav bar itself, adding consistency and accessibility. Having favorites come up first in the **Mix!** screen is also an intuitive and easy fix.

Some users were confused about the purchase process. I believe this is a fault in the test design and not the application itself. The application is not a store it is a cocktail assistant so users will not be purchasing anything through the app. To fix this I will update the action description to clarify that users are simulating locating where to buy an ingredient and then going to pick it up and not purchasing it through the app.

The add to inventory button and how it changed states confused some users. I believe this is because the button states did not show the keyboard input. The button moved to just above where the keyboard would be so all I will need to do is update the screen to display the keyboard properly.

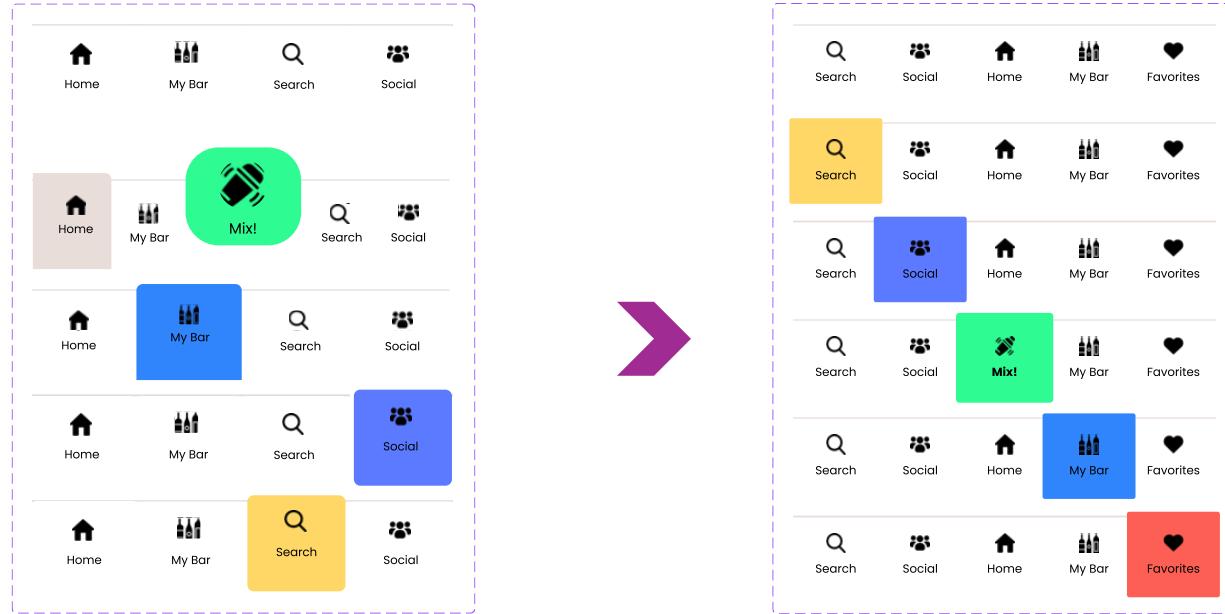
The prototype itself had a few errors. The start point should be the home page (obviously). The Locate button opened the locate tab on the proper ingredient but needs to also scroll to include the relevant information. Additional this brings a more general issue with scroll position so I will be adding a scroll bar with pages that scroll to help user navigate. A dark mode will be added once the prototype fully finished.

Short List:

- Standardize **Nav Bar** and include **Favorites**.
- Prioritize **Favorites** in **Mix!** screen.
- Clarify purchase action.
- Update **Add to Inventory** to indicate user input.
- Ensure **Locate** button scrolls to useful position.
- Integrate scroll bar for pages that can scroll.

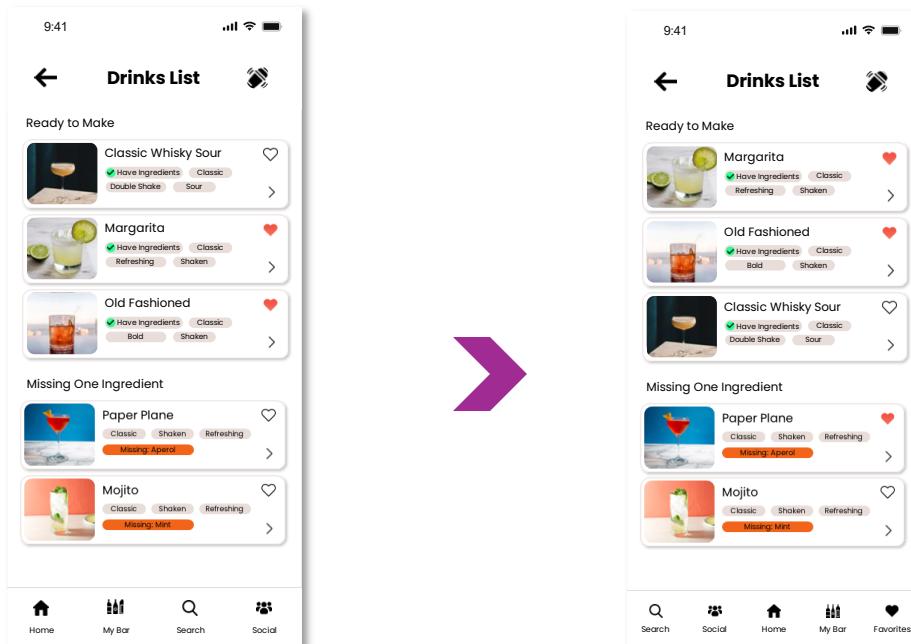
changes Made

Nav bar / Favorites



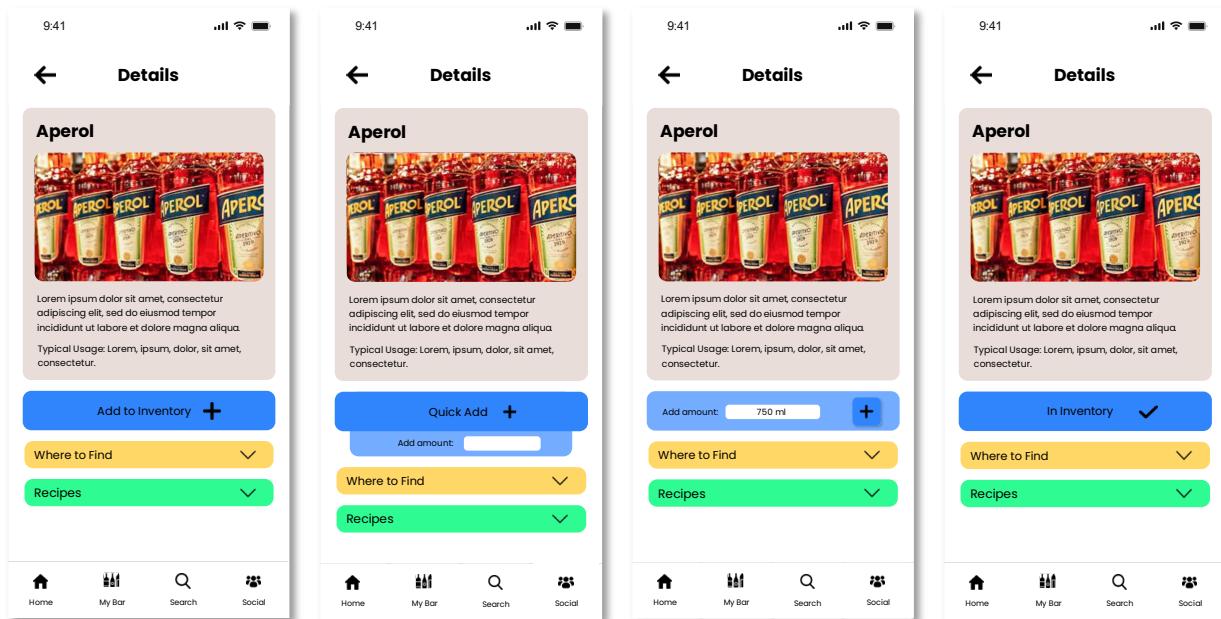
I added favorites to the nav bar as well as made it so the buttons don't move around. I now have the mix button appear in place of the central home button while on the home screen so it is at most two taps away.

Prioritizing favorites in mix screen

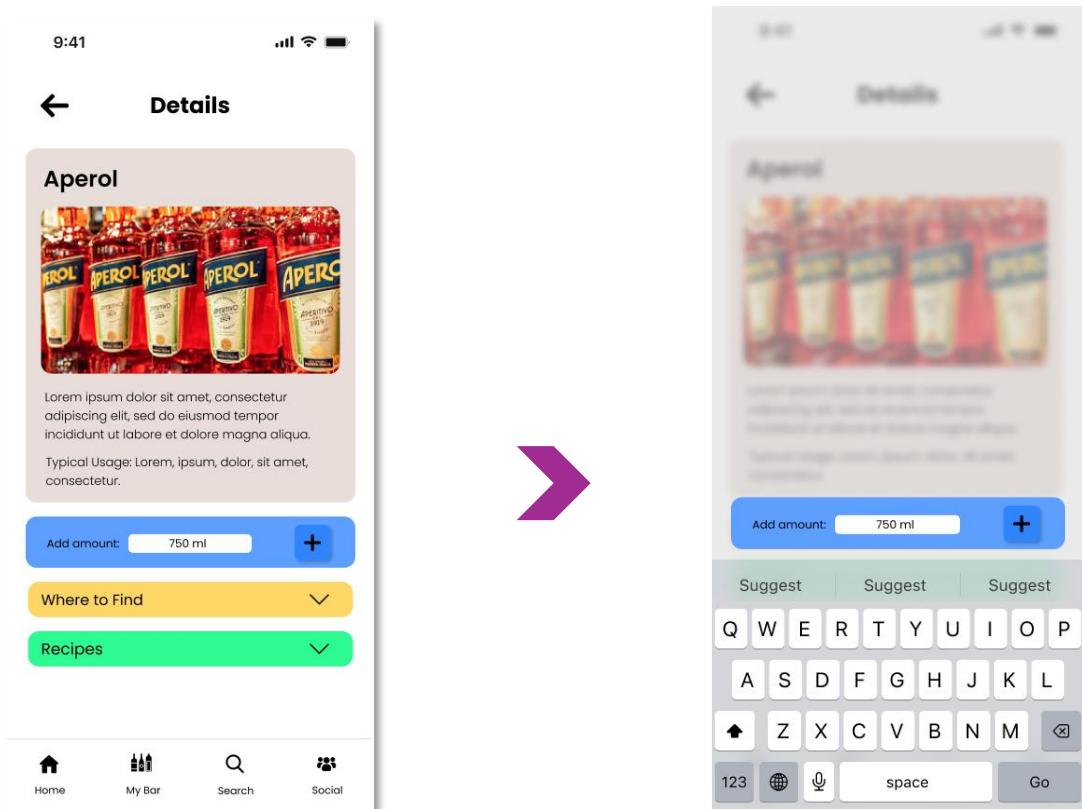


For this I simply reordered how the results come up on the mix page to prioritize user favorites.

Indicate user input when adding to inventory

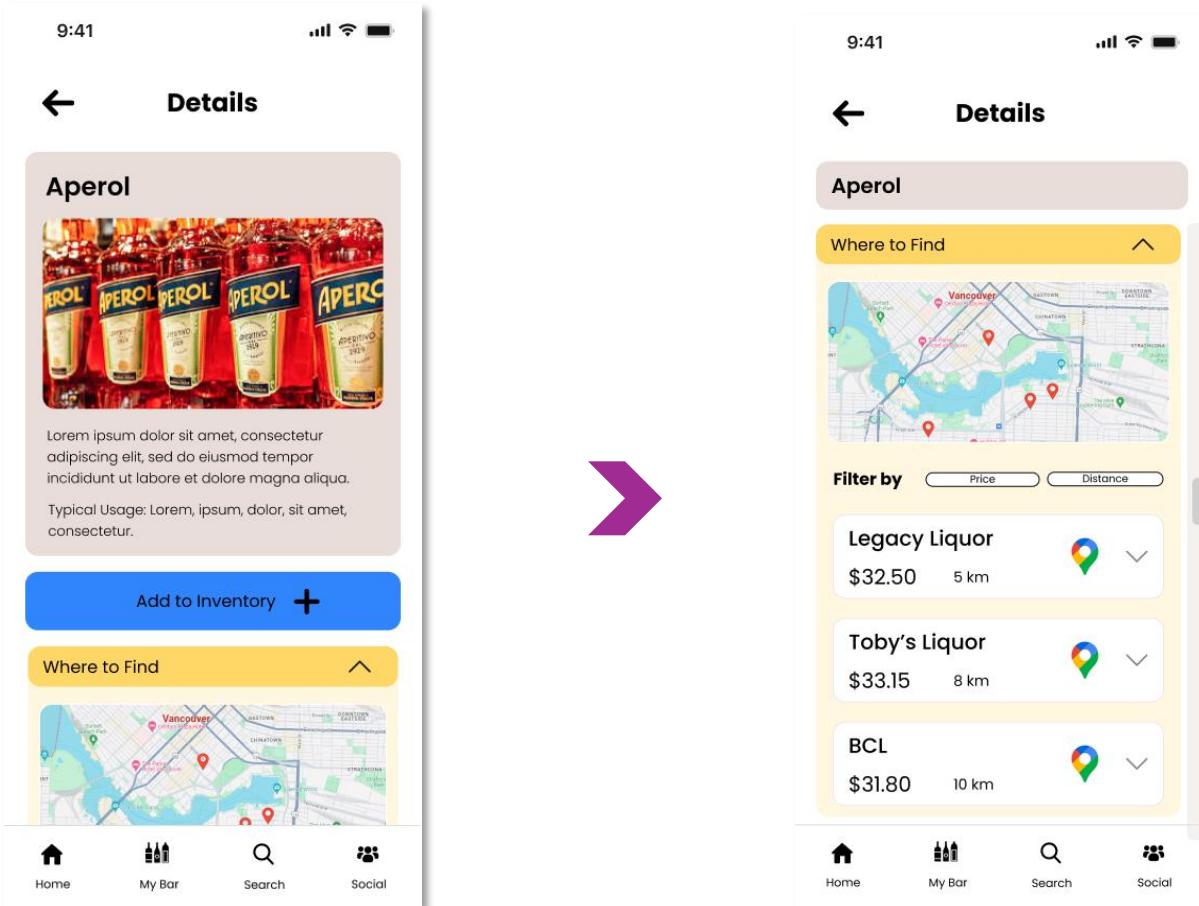


For this process I will be adding a keyboard popup to indicate users will be typing.



Locate button Scroll position and scroll bars

The locate button currently takes users to the ingredient **Details** page with the **Where to Find** menu open. The screen is positioned at the top of the page so users can't fully see the "find" options or even know they can scroll.



Pressing the **Locate** button will now redirect users to the appropriate section of the ingredients page. The new details page will have the ingredient name stick to the top of the frame when scrolling away from the top. Also the scroll bar will help users know they are able to scroll as well as indicate their position.

Iteration 3

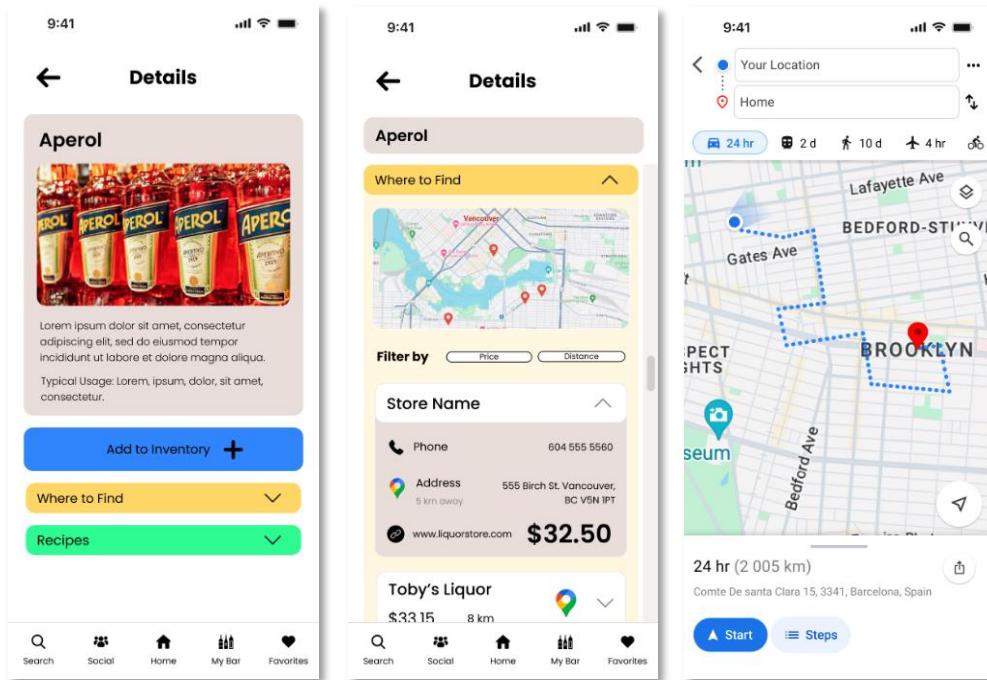
Current Overview Before Final Prototyping

Drink Search / Details

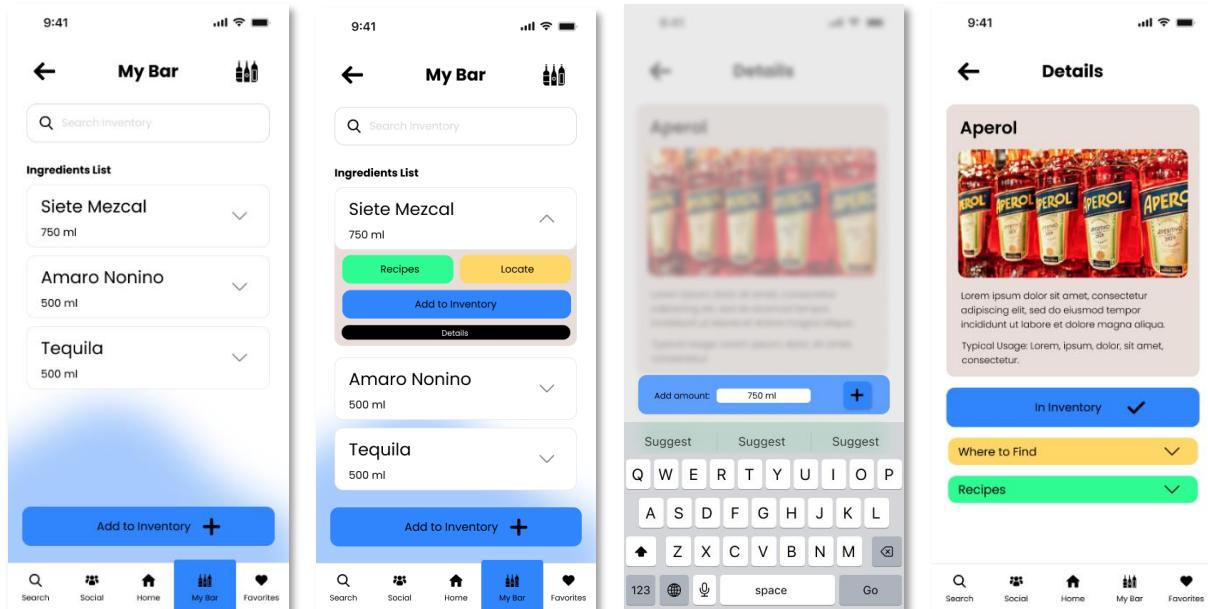
The screenshots illustrate the current design of the mobile application, showing the transition from a general search interface to a detailed drink preparation guide.

- Top Left:** Home screen titled "Barback" with a search bar containing "Ex Margarita". It displays a featured drink image for "Classic Whisky Sour" and a "Make" button.
- Top Middle:** "Drinks List" screen showing a grid of three cards: "Classic Whisky Sour" (Ready to Make), "Margarita" (Missing One Ingredient), and "Old Fashioned" (Ready to Make).
- Top Right:** Detailed view for "Paper Plane". It shows the drink image, preparation time (4 min), difficulty (Beginner), and a "Favorite" button. Below the image is a list of ingredients: Bourbon (3/4 oz), Amaro Nonino (3/4 oz), Lemon Juice (3/4 oz), and Aperol (3/4 oz). A "Missing Ingredients" section highlights "Aperol" (0 ml) with a "Locate" button.
- Bottom Left:** Detailed view for "Paper Plane". It shows the drink image, preparation time (4 min), difficulty (Beginner), and a "Favorite" button. Below the image is a list of ingredients: Bourbon (3/4 oz), Amaro Nonino (3/4 oz), Lemon Juice (3/4 oz), and Aperol (3/4 oz). A "Missing Ingredients" section highlights "Aperol" (0 ml) with a "Locate" button.
- Bottom Middle:** Detailed view for "Paper Plane". It shows the drink image, preparation time (4 min), difficulty (Beginner), and a "Favorite" button. Below the image is a list of ingredients: Bourbon (3/4 oz), Amaro Nonino (3/4 oz), Lemon Juice (3/4 oz), and Aperol (3/4 oz). A "Missing Ingredients" section highlights "Aperol" (0 ml) with a "Locate" button.
- Bottom Right:** Detailed view for "Paper Plane". It shows the drink image, preparation time (4 min), difficulty (Beginner), and a "Favorite" button. Below the image is a list of ingredients: Bourbon (3/4 oz), Amaro Nonino (3/4 oz), Lemon Juice (3/4 oz), and Aperol (3/4 oz). A "Missing Ingredients" section highlights "Aperol" (0 ml) with a "Locate" button.

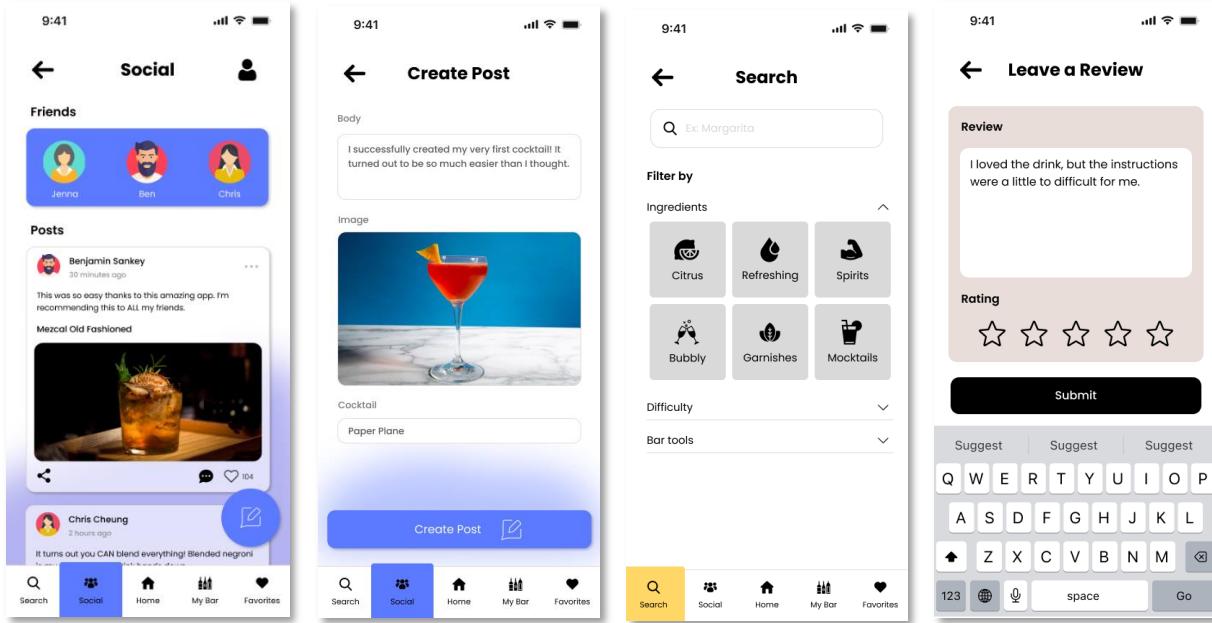
Locate



Inventory



Social / Miscellaneous



Final Prototype

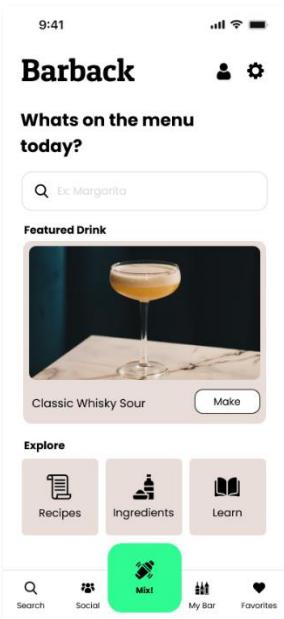
My previous iteration was very close to my final vision. My final prototype has few changes from the last version, but I did make a few changes to the home screen, adding some additional links to useful pages. I also finalized the prototype interactions so that further tests can be completed. Finally, I added filters to the inventory menu.

Link to Prototype

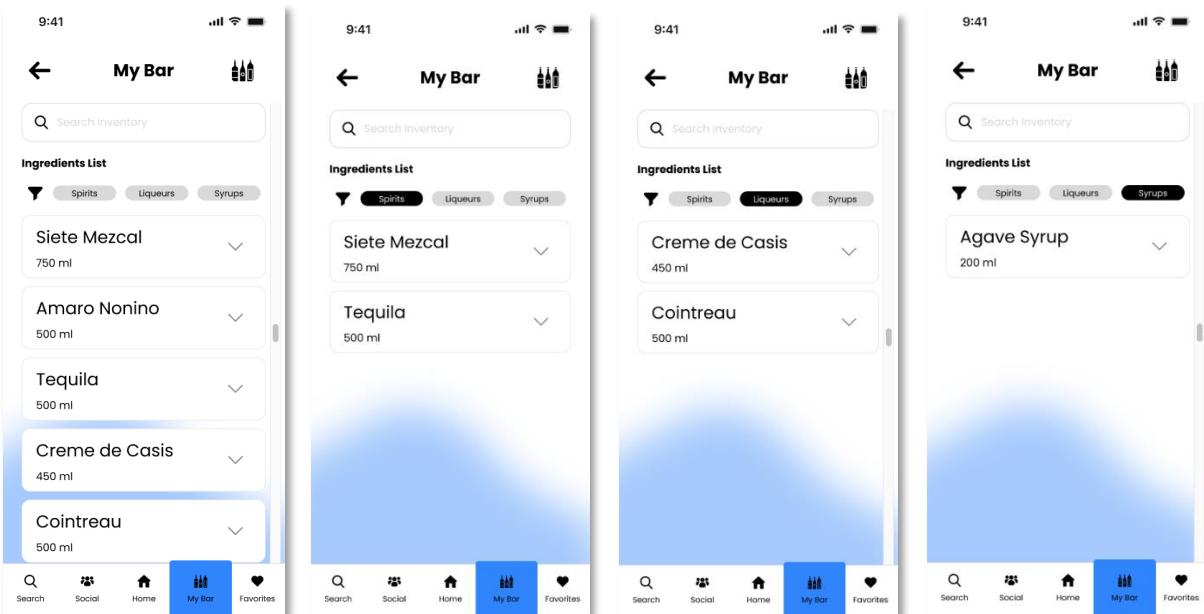
<https://www.figma.com/proto/jq9yB7D84ijS4WwGQRtnnN/Untitled?type=design&node-id=214-1069&t=0TQtNoBP8noZ3M51-1&scaling=scale-down&page-id=214%3A1068&starting-point-node-id=214%3A1069&mode=design>

Changes

Home Screen



Inventory



Attributes

icons - flaticon.com

margarita - serious Eats, Vicky Wasik

paper plane - <https://www.foodandwine.com/recipes/paper-plane>

aperol - <https://agratefulmeal.com/aperol-spritz/>

negroin - <https://punchdrink.com/recipes/kingston-negroni/>

bens cocktail --Photo by Ash Edmonds on Unsplash

frozen - <https://insanelygoodrecipes.com/frozen-cocktails/>