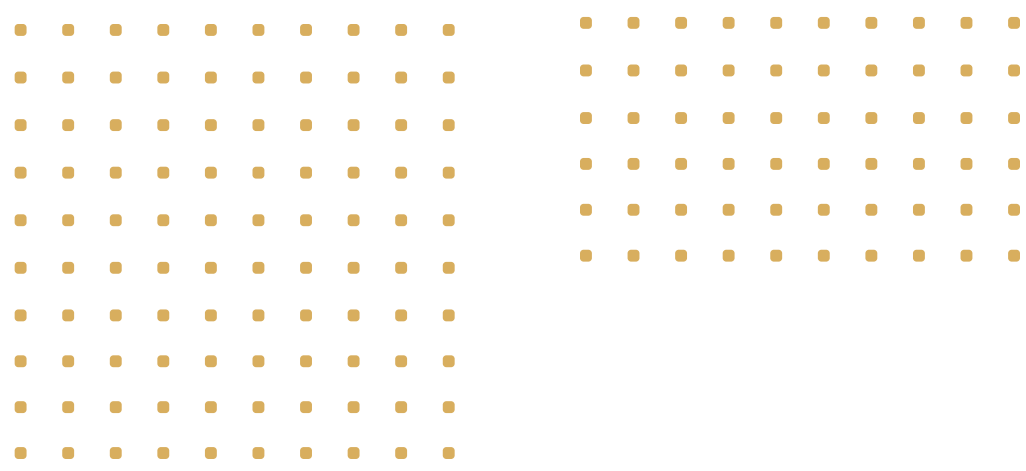


Usability Testing

Background

The discovery phase for reSide began in January 2023 with competitive research and user interviews. We discovered that people had a hard time understanding landlord tenant laws and getting affordable legal advice. The resulting prototype is an initial hypothesis on how we hope to solve the problem. Now, we would like to test the most important features and functionality for our primary persona Dezo so they can find laws for their city and state as well as get specific legal advice.

Usability Testing con’t



Goals

- See if participants are able to complete **3 tasks** in the reside Web app
- Watch for **pain points**
- Watch for **errors**

Test Objectives

- Learnability & ease of use
- Errors
- Satisfaction self-reported by participants

Methodology

- Moderated remote sessions.
- Sessions will be held over zoom and will take no more than 30 minutes

Participants & Schedule

I tested 6 participants. Their identities and contact information are considered confidential and should not be shared. All of the participants were located across teh country or international so all tests were done virtually. All of the participants fall within the target audience as a diverse demographic of persons who have either: recently rented in the past and experienced issues with their landlord, or are currently renting and have also experienced issues with their landlord.

Issue 1: Chat with a lawyer header link does not work (High Severity)

Suggested Change: Link chat with a lawyer to the correct page

Evidence: When chat with a **lawyer** was clicked participants were not taken to the next page in the flow.

Issue 2: Participants did not know what the icons in the mobile version were for (HighSeverity)

Suggested Change: Change to more recognized icons or text

Evidence: 66% of participants skipped over them, 33% of participants said things like the mobile version was less intuitive than the desktop version

Issue 3: Chat with a lawyer was seen as a last option (High Severity)

Suggested Change: Advertising free trial on home page

Evidence: 50% of participants said they would self-serve as much as possible before using that option. 16% of participants said having to put in payment info to sign up for a free trial was a turn off from following through with the conversion

Issue 4: Categories on home screen of Desktop could be in a better order (Medium Severity)

Suggested Change: Reorder categories listed on the home screen to show Landlord tenant laws as the first category

Evidence: 33% of participants said that they would like to see the order of categories on the home screen be reordered to have the landlord tenant law section come before blogs and articles.

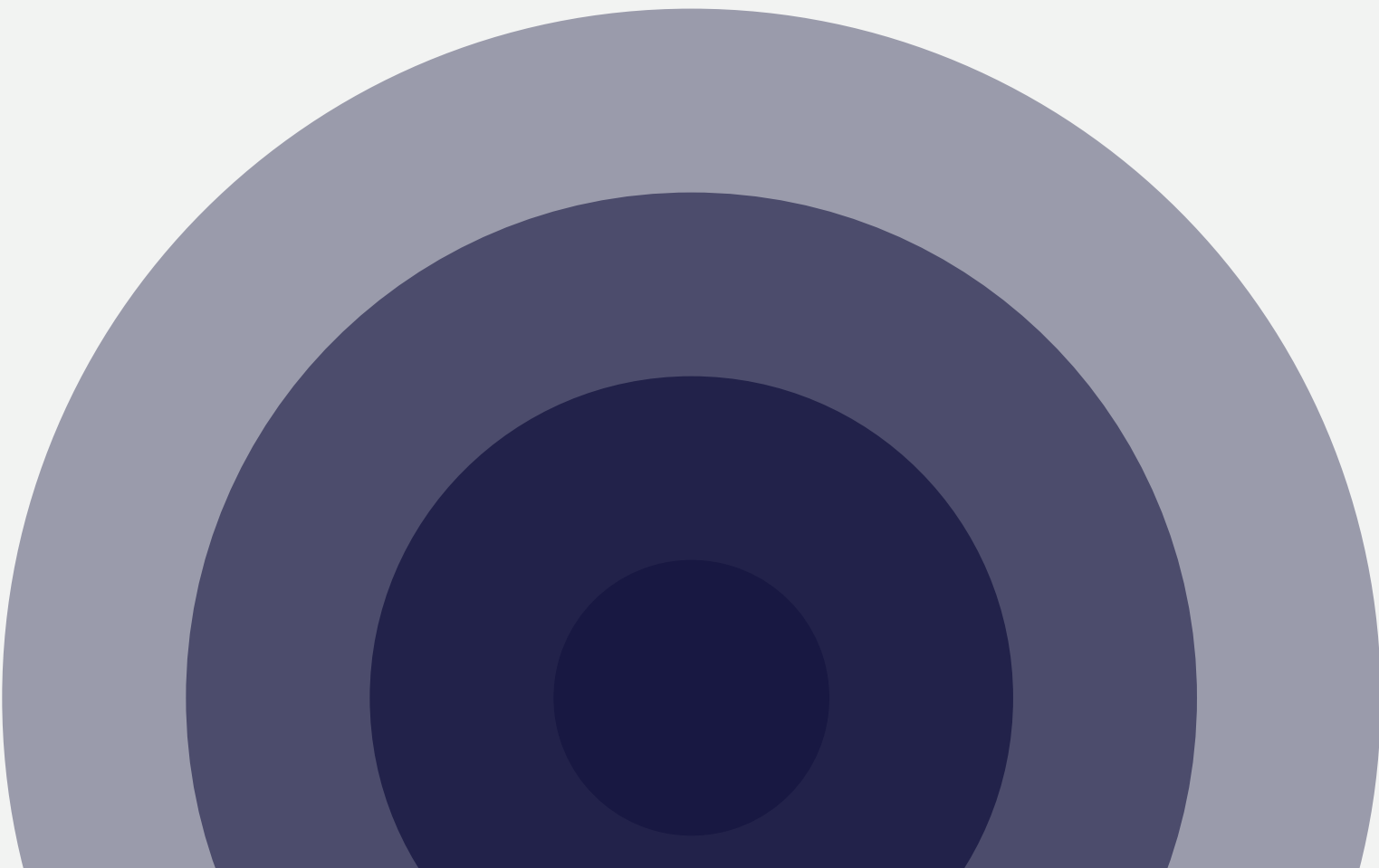
Issue 5: The layout seemed somewhat boring (Low Severity)

Suggested Change: Create a more dynamic interface with brand colors in text and drp shadows on buttons

Evidence: 33% of participants said the site seemed kind of boring

Conclusion:

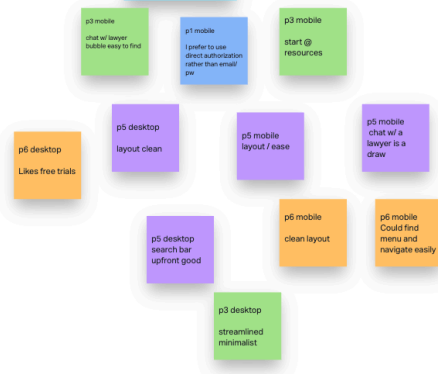
Based on my report I will first and foremost correct functionality by updating the link on the desktop version and the moving on to reordering the categories on the home page of my desktop version as both of these changes should be relatively quick. Making the mobile version more intuitive and easy to understand is a huge priority and will definitely need to be done but will take me a little more time. Since these are prototypes Im not sure I can heed my participants advice about the site being boring since there was no color or image so Im not considered about addressing that at this time



Observations



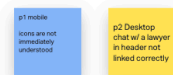
Positive quotes



Negative quotes



Errors



MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
Errors - Record and prioritize most critical errors based on your error classification. <i>[Error Rating 3] : Icons on Mobile version not well understood</i>	1	1	1	1	1		5	use text vs icons for certain sections/ used more well known icons	
Observations - What are people Doing, Thinking, and Feeling? Use active verbs. <i>Would not give payment info unless trusted site</i>	1						1	have a section showing who endorses site- use security icon on payment page	
<i>Clean simple layout- easy</i>	1		1	1			3	maintain this look even once images are added x	choose brand colors and images
<i>No one used mobile icons</i>	1	1	1	1	1	1	6	change icons	
Negative Quotes - Any negative soundbytes? Record them here. <i>"Mobile less intuitive than desktop"</i>			1	1			2	use text vs icons	
<i>Free trial w/payment info required can be a turn off</i>					1		1	maybe offer free trial w/out payment option	
<i>Could be more obvious its legal help upfront</i>				1			1	create tagline that evokes legal help	
<i>Boring layout</i>				1			1	once images are added it will look more engaging	
Positive Quotes - Any positive soundbytes? Record them here. <i>Having the search bar front and center makes it easy to accomplish my goal</i>			1		1		2	Keep this feature	
<i>Its good there's direct authorization - I like using that better than a username/pw combo</i>	1							keep this feature	
<i>Chat with a lawyer is a draw</i>			1		1		2	keep this feature	
DESKTOP USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
Errors - Record and prioritize most critical errors based on your error classification. <i>[Error Rating 4] Chat with a Lawyer in Header was not linked</i>	1		1		1	1	4	fix connection	
Observations - What are people Doing, Thinking, and Feeling? Use active verbs. <i>Quickly understand its for people needing legal help with rentals</i>			1	1			2		nothing needs to change
<i>Easy to find search</i>			1				1		nothing needs to change
Negative Quotes - Any negative soundbytes? Record them here. <i>Categories could be in a better order</i>		1				1	1	reorder what section appears first on the home page	
<i>Logo doesn't seem connected</i>								might look better once images are on the site- create new logo	
<i>Would not use the chat w/ a lawyer only self-serve</i>				1			1	maybe advertise free trial on home page hero rather than just once chat w/lawyer is clicked	
<i>Landlord tenant laws could be sooner</i>		1					1	reorder home page	
Positive Quotes - Any positive soundbytes? Record them here. <i>Layout is easy</i>					1	1	2		nothing needs to change
<i>Chat with a lawyer is easy to find</i>	1		1				2		nothing needs to change
<i>Search bar upfront</i>					1		1	Keep feature	