




Usability Report

Facilitator/s- merul, yash, gourav, shubhi
Host- Prashant (tested for click actions)

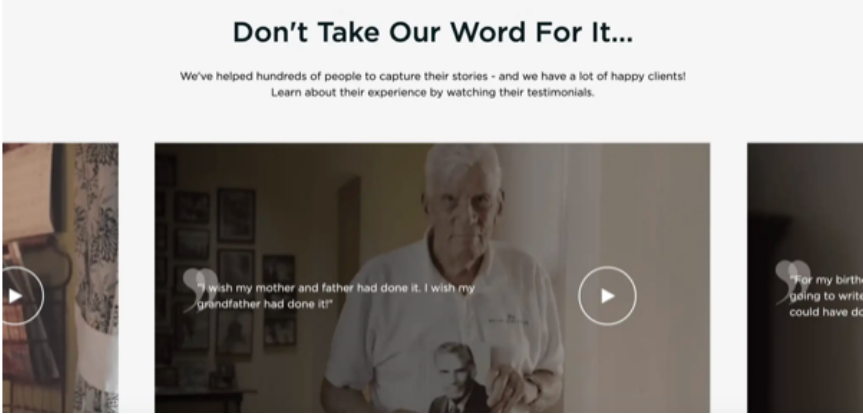
Mode of conduct - Physical presence, no screen captures, HCI

This report is supplied by proofs wherever possible and by no means, this was a pure usability test in a manner that it takes 3 users with no help to determine top 10 critical errors.

Description/ Process of actions	User Behavior	Evident Points	Laws Followed / Violated
The event started with the single course page. Prashant sir was shown with all the various components and no hint was given, he's an average user with little tech knowledge.	Conservative choices were made at start; only the three neon green buttons were told to be clickable by him.	Bad design, A never seen layout can also be the reason. <i>(No necessary actions are needed to fix this, unless a minimum of 3 people reproduce this error)</i>	Law of common sense "Don't make me think" . Image support below.

Description/ Process of actions	User Behavior	Evident Points	Laws Followed / Violated
<div> <div>< OBVIOUSLY CLICKABLE</div> <div>REQUIRES THOUGHT ></div> </div>			
			
<p>User was asked how to go back to the all courses page. No hints were given.</p>	<p>Remarkable reaction. User said he's smart enough to guess the breadcrumbs will take him back, his subliminal effect remembers how pages like Amazon, etc have breadcrumbs.</p> <p>Note: It's absolutely important to never tell anything to the user and see his mood's related to happiness, anger</p>	<p>Breadcrumbs are perfectly placed.</p>	<p>Jacob's Law (that got violated for a later part of the process) is followed.</p>

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	or frustration (the sweet frustration with a happy fake smile actually means the bug is severe and needs fixing.)		
User was asking that someone else might click at the logo which takes him to the home page. Which brought him to click that logo and was taken to the landing page. (Sadly some hints were given <i>after</i> user was at landing page so his user behavior was reset to default)	At first glance some important points were given like the user wants to empathize, he doesn't care if it's a tech company, he wants to see another human taking the course in the main page. Something to empathize with.	What became evident was already known. We are already making a better and story-conveying version of the landing page.	Principle of Emotional Contagion. Humanly Design.

Description/ Process of actions	User Behavior	Evident Points	Laws Followed / Violated
<p>The Principle of Emotional Contagion</p> <p>Have you ever noticed that emotions are contagious? If a person you like is laughing out loud, you will be smiling. If somebody in a very well-made movie is crying, you will feel sad. This is the psychology of UX design and of human beings — we subconsciously take over the emotions and behaviors of other people, especially of those we like.</p> <p>What can you do as a UX designer to address this principle?</p> <p>Target one's emotional self by showing them emotional pictures or telling them emotional stories. For instance, StoryTerrace features the stories of their customers, but they are not just about how successful their experience was but about how happy and joyful and emotionally important it turned out to be. For instance, there is a story of an elderly man who wrote his biography with the help of StoryTerrace. He admits that he wishes his parents and grandparents had written about their stories as well. The video of the man telling the story looks very professional, emotional, and almost movie-like. By appealing to the feeling everybody is familiar with — love to parents and grandparents, — StoryTerrace shows how important their services may be.</p> 			
<p>User was taken to the wishlist and cart pages. His reservoir of goodwill was filled through hints but no hints are given now.</p>	<p>User was again back to making conservative choices, thus he missed the cart button as a clickable entity.</p>	<p>Better design or at least a minimal animation for cart (Amazon has a sparkles animation on cart) A very evident point was that</p>	<p>“Krug’s First Law of Usability” got violated. An animated svg icon with subtle animation upon DOMContentLoaded is the fix.</p>

Description/ Process of actions	User Behavior	Evident Points	Laws Followed / Violated
		the whole component of the single cart / wishlist must be clickable and take us to the course.	
Now the user has seen most of the pages and he has already done his scanning and muddling, now comes a time where the user wants to explore other tags and buttons.	Actively scanning, and comfortable with the web app. Not nervous to make mistakes.	The tags and its background have a contrast ratio of 8.1 (source: A11y checker) where a contrast ratio of 4.5 will be more effective to be used for a non-clickable entity.	W3C guidelines of the world wide web consortium, says a minimum contrast ratio of 4.5 is optimal and we must keep the tags and
User was asked to use the search bar and search for a course, the user searches for "Digital Marketing" and hits Enter.	The user was comfortable, he seemed to know what he's doing.	Good UX. However, a small error remains on the iOS mobiles which was caught today which implies we need some usability tests to be done on the iPhone devices for our iOS community.	Follows Jacob's Law and POUR.

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<p>User was asked if they see anything else clickable and the response was worth taking a note</p>	<p>Active, and willing to make more clicks.</p> <p>Note: User is not angry or frustrated with a “sweet smile” which means this feature is purely optional and non-chaotic in-case not brought into our web-app.</p>	<p>Beginner, Intermediate and Advance tags also seem clickable hence the user wanted some action or prompt to take place when clicked. Suggestion of adding some action will actually make our app’s UX better.</p>	<p>Perceivable but non-operable design. Violates the UX principle of POUR.</p>
<p>User was asking for playing the video and making other actions like pausing, and fullscreen. A Total hint was given at fullscreen so this test does not hold purely limited to the thinking of the user.</p>	<p>User was impressed by checking that the “Spacebar” works to pause the video and “F” will make the video fullscreen. He knows these commands from the standard video apps like Youtube, VLC and Vimeo that exist from a long time and have</p>	<p>The video player library has a good UX.</p>	<p>A11y was followed correctly.</p>

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	made such UX an instinct for the user.		
Another process was asking the user if something should happen when the cart is clicked.	Thinking... a few milliseconds of thinking means the UX is not understandable.	This can mean many things and can't be dealt with unless more usability tests (proper ones) are done.	POUR got Violated. Jacob's law was followed.
A trash icon for removing items was present. The user was asked about his opinion on the icon. Bittersweet that some hints were given.	The trash icon conveyed an unhappy experience to the user. He demanded a better icon as it was evidently a bad iconography.	A better icon or an equivalent replacement in design will be the fix.	Design standards for scalable icons. (Source: LogoLab)
An icon for add to cart was present in the wishlist page. User was asked for his opinion upon clicking the icon.	The user had some confusion on how the icon might work. Does it add my item to the cart? Does it go to checkout? Am I on the cart items page or the wishlist items	Make the icons more understandable. Usually a colorful anchor text with a small font and a textContent of "ADD TO CART" does a better job.	Text vs Icon vs Icon with Text were tested and better results were found when icon and text both were present. (Source: UX PICKLE) At suitable

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	<p>page? Maybe I am on the cart items page already, so it must be a checkout button?</p> <p>These are the series of questions that were bound to occur here.</p>		places use both icon and text for better results.

Conclusion

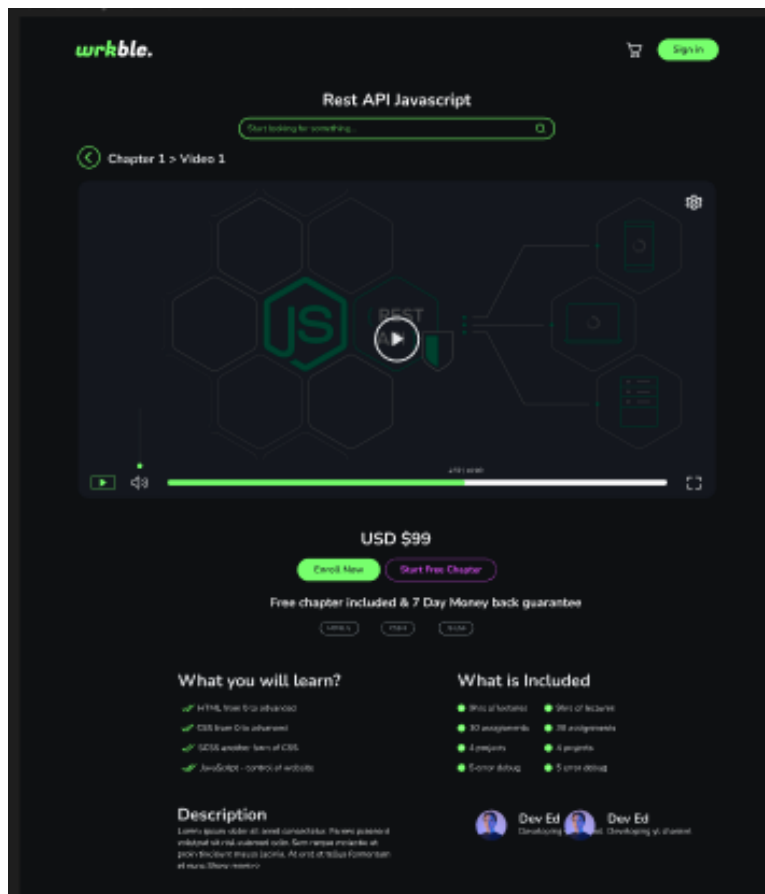
Before making the final conclusion based off of this report, did you see that the color of “conclusion” is gray yet it is visible and conveys as a subheading. Because of the **psychology of colors** which makes a hierarchy and precedence of reading, the user reads what he can scan quicker, if someone will skim this paragraph, he is still bound to read the “psychology of colors” first as it has been given a red color to get the user's attention.

Now,

- Fix the color of tech stack tags to 4.5 contrast ratio.
- Make the entire component of a single wishlist and a cart item in their respective pages, clickable.
- Some action prompt when clicked on the difficulty tags to be fixed at a later stage.
- Better iconography is needed at several pages.
- A better redesign of the single course page which follows the standard

conventions of such designs and [Jacob's Law](#) is given below. This is the most vital and critical change *that reflects in both design and development, and has to be done in the MVP scope.

Single Course Page (Current | Figma)



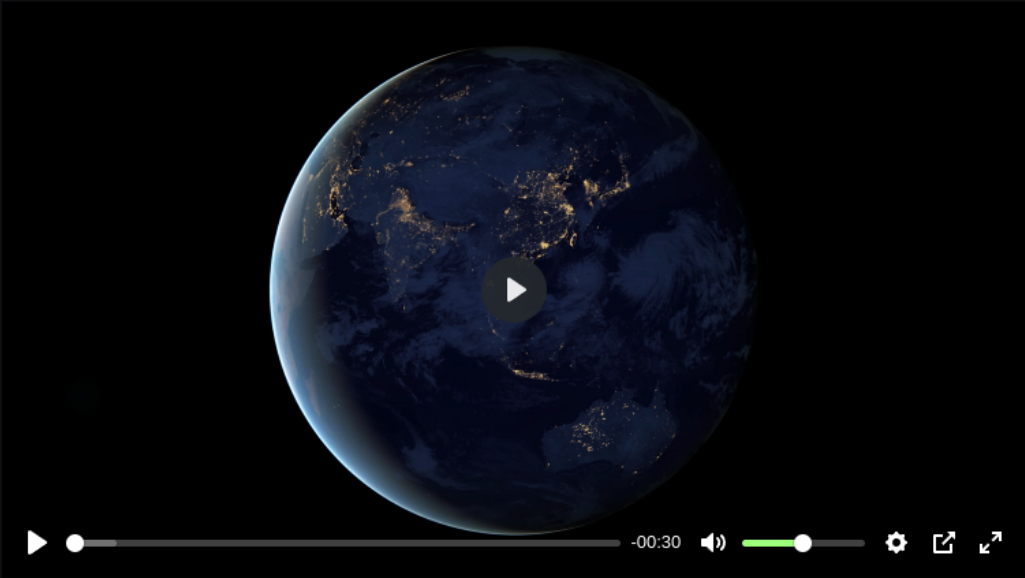
Problems:

- Search Widget doesn't need to exist.
- In a good design Breadcrumbs are to be placed at top.
- Instructors' cards seem to be non-interactive but actually they have an associated action upon click.

Single Course Page (Current | Dev)

Painting Classes By Ananya

[All Courses](#) > [Painting Classes By Ananya](#)



\$888 USD

[Enroll Now](#) [Start Free Chapter](#)

Free chapter included & 7 day money back guarantee

[Oil painting](#) [hand painting](#)

What you will learn?


- ✔ expressing feeling through painting

What is Included?

- ✔ Amazing art and real work fr

Description

Painting is my inner child's pleasure



Janice Doe
undefined

Problems (almost replicated from Figma):

- In a good design Breadcrumbs are to be placed at top.
- Instructors' cards seem to be non-interactive but actually they have an associated action upon click.

Inspiration (UI | YouTube)

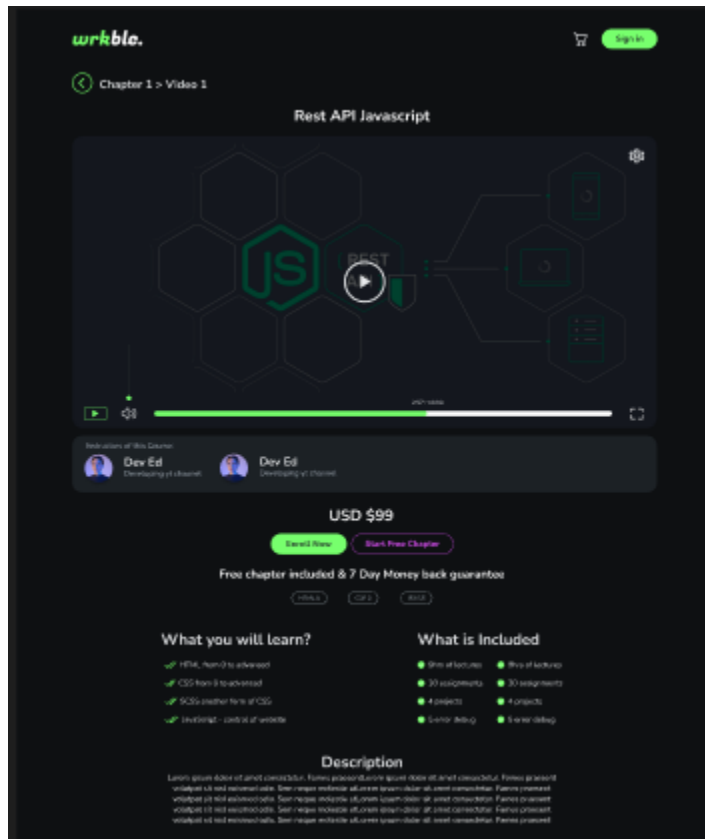


Suggested Changes:

- This UI is undoubtedly impeccable, but we need to adapt it into our brand's theme so some changes will be needed.
- The heading of our design will stay as it is, for a better precedence of information hierarchy for our needs..
- The instructors can be multiple thus we shall place them in a card under the video where they will automatically convey that they are clickable based on the user's instinct and Jacob's Law. We can simplify

this suggested design by removing the background, but we don't need to do so. As we want to be utmost sure the user knows it's clickable, plus we supply proper pointer events and ARIA labels.

Redesigned (UX | Minimal Change | Accessible | Instinctive)



This UX report was made by the User Experience Lead and Google Mentor, Yash Raj and it conveys what's most important to bring an app with **Credibility** and **Good First Impression** to the market. With more of these tests in future we are bound to hit the sweet spot of good design and dev and create something that millions of people in the world will be willing to use.

Date: 23rd, August, 2023
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