User Testing with Mid-Fi Prototypes
TEAM BES-Team: RES-Seat

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Mid-fidelity Testing 1

I tested my older sister, an office worker in her 30s. She usually eats lunch in restaurants near her work, and she also interviewed for our app before, so I thought it would be helpful to test her. I performed the test at home, and it took 10 minutes. I analyzed the data by what she said since I asked her to think aloud. I could hear where she was stuck and misunderstood.

From the testing, I found several changes we have to make. From the point of the user's view, she pointed out which parts may seem confusing. For example, she said the indication on the map is not clear, so she cannot see the information at a glance. The name of the restaurant does not look like the name. She thought it was the title of the food category. She even did not know what the numbers meant since the words below the number were too small to read. I felt we must change the indications on the map, which is our main function. Also, she did not know there was a listing page because of the confusing icon. Therefore, I thought we had to change it to a more related icon.

Besides the main problems, she also recommended some functions to add. She thought it would be more helpful to show menu types and ratings under the restaurant name (info-window) on the map page. Also, she also wanted to see food category filterings. She said many office workers would like to choose restaurants depending on the food category. I could find out the points we had not thought about before, and based on testing my sister, I think we can improve our app much better.

Mid-fidelity Testing 2

I requested a friend who is having an internship now. He is working as a full-stack developer at a start-up company. So, I thought his feedback should be important for improving our project. I tested late at night, so I tested online and got responses via kakaotalk chat and survey. I gave him several goals and recorded the time to reach the given goal. It takes about 2-3 minutes to reach the given goal and another 5 minutes for a post-user testing survey. I analyzed data based on his survey questions and mostly got positive feedback.

One key finding from the testing is that he did not click all buttons to achieve the given goal. What he did was that he clicked what he thought was helpful for the goal and he decided based on the icon image rather than words. Because images make it easy to recognize the role of each button. Thus, he can achieve the goal quickly. From this point, I learned that using easily-recognizable icons is one of the essential elements of the application.

Mid-fidelity Testing 3

I asked my friend for a user test. She is a student in her early twenties. She had internship experience and is still working now. I thought she was the right person to do the user test, so I did. It took about 20 minutes to test. We met at her house and did the test. I explained our service briefly first and asked her to choose the soup shop and reserve pumpkin soup for 4 people to go within 5 minutes. I checked where she was confused, and at the same time, I checked where she smiled and admired. I asked some questions after completing the mission I gave to her.

There was classmates' feedback that a list view would be more convenient than a map view, so I asked which view was better. She said the map view looks more effective because she can know the approximate location of the restaurant and her location. In addition, since the "seat left" and "are going" are not well seen, she said it needs to improve. I thought the feedback was essential because our key services are showing how many seats are left and how many people are going to the restaurant.

Mid-fidelity Testing 4

I asked one of my classmates in CSE 323 for the user. He is a student TSM major and in age 20s. He already has been starting a project that is similar to our project, so I thought he has more understanding of our project. We met each other in a cafe and took about 5 minutes including an explanation about our project and testing. I gave him a test mission: find a restaurant 'A Soup Shop' and preorder pumpkin soup with croutons as a side menu and set 4 people are going within 5 minutes for the preorder. He completed this mission in 32 seconds. After that, I sent him the google form to get his review of our prototype. It took 20 minutes to finish.

Even though he finished the test mission in 32 seconds he said the map-based home screen was confusing to him to find a specific restaurant. He said that he prefers the list view home screen when he finds a specific restaurant with its name. He also pointed out some confusing wording and icons. He recommends changing "My", located in the top right corner, into "My order". "My Order" is a more direct word for users to expect that will show the pre-order they made. He also added the filters we have are not clear. For example, 'nearest' is obvious that shows the nearest restaurants from the users' current location, but other filterings like 'ratings' and 'available seats are not that clear in showing what.

Overall he likes our project. He said it is helpful and necessary to make our life more convenient. He gave ideas that adding menu pictures on the menu tab will be helpful to users. For now, users have to click a specific menu to see the picture of it. If we add pictures of each menu next to its name of it, users do not have to click each menu to see the picture of it. In addition, he said it will be better to add a picture of the restaurant instead of the soup image for the pop-up window on the map.

Appendix

Notes

1. Mid-fidelity Testing 1 (Yool Bi Lee, 4/24/2022 21:30)
   - Cannot see the words below the numbers (seats left and how many people are going) on the map page. -> confusing what those numbers mean
   - Confusing names for the restaurant on the map page -> make it more clear to indicate it is a restaurant name
   - Make a more clear indication
   - The list icon is not clear. She even did not know there is a list.
   - Recommend showing menu type and ratings under the restaurant name (info-window) on the map page.
   - Recommend adding food category filtering
   - On the menu page, she does not feel the necessity of changing colors after adding the menu to the cart
   - Wants to see deleting menu function.

2. Mid-fidelity Testing 2 (Suhyun Chun, 4/21/2022 23:00)
   a. Good
      i. Identical icons - easy to recognize each role of icons
      ii. Two types of restaurant views (can select which is more comfortable)
   b. Bad
      i. Not clear process toward menu page
      ii. Not clear button shape – more better to add as hyperlink

3. Mid-fidelity Testing 3 (Ha-Eun Park, 4/21/2022 23:30)

April 21 /11:21 PM

Bad

① hard to see "are going" & "seat left"

② 다섯에서 Map으로 안넘어가려고 함.
    딱히 필요성 못느끼는 듯!

Good

① Map view. list view보다 Map view 선호

② Completed page
    → Icon cute / efficient to check
                    whole things in
                        one page.

4. Mid-fidelity Testing 4 (Seoyoung Ko, 4/24/2022 23:30)
    Good:
    ● Project idea: it is helpful and necessary. It will help to save time for users.
    ● There is no unnecessary stage. All stage is useful and appropriate.

    Confusing:
    ● The word 'My' is not clear showing what although the icon of it seems like a receipt.
    ● The wording in the filtering system needs to change especially 'ratings' and 'available seat'
    ● The right arrow button on the pop-up window in the map view is not clear to direct.
    Recommend:
    ● Add pictures of each menu next to the name of the menu.
    ● Give the outside of the restaurant picture instead of the menu picture for the restaurant details.

Survey Responses

1. Mid-fidelity Testing 1 (Yool Bi Lee, 4/24/2022 21:30)

On the first page, which page do you prefer for the main page, list view or map view? Why? *

Map, because proximity is most important to me

Are there words or icons that you do not understand? What are they and why? *

List icon on the main page was confusing at first, and restaurant names on the map page looks like food category (rather than its name)

Are there design/feature you like? what is it? and Why? *

I liked the brief intro of the restaurant that popped up when I clicked from the search page

Is there any unnecessary stage in RES-Seat? If there is, what was it? *

Not really.

How can <RES-Seat> be improved? *

I think food category filter on the main page would be helpful for people who would like to search specific food category

Submitted 4/24/22, 9:41 PM

2. Mid-fidelity Testing 2 (Suhyun Chun, 4/21/2022 23:00)

On the first page, which page do you prefer for the main page, list view or map view? Why? *

map view, intuitive

Are there words or icons that you do not understand? What are they and why? *

no

Are there design/feature you like? what is it? and Why? *

green and red numbers indicating the number of vacant seats. intuitive, can get the useful information at a glance.

Is there any unnecessary stage in RES-Seat? If there is, what was it? *

no

How can <RES-Seat> be improved? *

It can be improved by publishing it so that I can use it :p

Submitted 4/21/22, 11:47 PM

3. Mid-fidelity Testing 3 (Ha-Eun Park, 4/21/2022 23:30)

On the first page, which page do you prefer for the main page, list view or map view? Why? *

Map View - I can see the restaurant at a glance, so I can see how far it is from my location.

Are there words or icons that you do not understand? What are they and why? *

Nothing

Are there design/feature you like? what is it? and Why? *

I liked "successfully completed!" page and the information below because it shows the restaurant name, the time, number of people, and the menu. I can recognize what I ordered and what I've clicked through the app in one page.

Is there any unnecessary stage in RES-Seat? If there is, what was it? *

Not necessary, but I think it does not have to include the Map page, which is listed beside the 'Review'.

How can <RES-Seat> be improved? *

I think it can be improved by showing 'seat left' and 'are going' text in bold text because I can barely see the words. Also, it would be nice to include how many minutes to wait if the seats are full. Moreover, it would be better if 'are going' can be changed into 'reserved' because 'are going' is vague if they are going to eat at the restaurant or pack the food.

Submitted 4/21/22, 11:37 PM

4. Mid-fidelity Testing 4 (Seoyoung Ko, 4/24/2022 23:30)

On the first page, which page do you prefer for the main page, list view or map view? Why? *

I would prefer the list view for the main page, since the list view shows the name of the restaurants more clearly than the map view. I think the name of the restaurants will be the first thing that the user wants to see and then it would be better for the users to utilize the map view for the sense of distance.

Are there words or icons that you do not understand? What are they and why? *

1. The right arrow button from the pop up when we click a specific restaurant in the map view wasn't clear enough to indicate its purpose. Initially, I understood the meaning of the right arrow as a next restaurant rather than 'next step' which is its original purpose.
2. The term 'my' from the right top corner of the application which indicates the 'my order' page might be unclear for some of the users even though it is right beside the receipt icon.
3. Maybe the words used for filtering the restaurants ("Nearest", "Rating", "Available seats", ...) needs rewording because of the consistency issue. For example the word "Nearest" is a superlative of a the word "near" and it indicates clearly that it filters from the nearest ones to the far ones. However, the word "Rating" and "Available seats" doesn't imply any meaning rather than indicating the category itself.
4. The soup image from the 'a soup shop' doesn't seem to be necessary. The user will obviously know that 'a soup shop' will sell soups, so it would be better to put a image of the exterior of the restaurant.
5. For the menus, it might be better to put images of them at the menu section even though we don't click on it, too. It can be tedious for the users to click on the menus to see the image.

The third one might be confusing for you to understand. If so, contact me back :)

Are there design/feature you like? what is it? and Why? *

The feature that tells the user about the number of vacant seats will save a number of people's time loss wandering for finding seats. It seems to be a necessary service for people.

The idea of showing the image of the foods that the user pre-ordered at the my order page was helpful.

Is there any unnecessary stage in RES-Seat? If there is, what was it? *

For me, the app doesn't seem to have any unnecessary steps if the word 'stage' means the steps that the user should go through.

How can <RES-Seat> be improved? *

The overall design and features seems to be great for me except for some details that I mentioned above. However, I am wondering if you considered other applications that performs similar services (패스오더, 캐치테이블, 테이블링, 타임오더, ...). I think the differentiation of your application which seems to be providing the information of vacant seats is great, but you should think about more fundamental problems such as how you will gather the data of the number of vacant seats. There will be some reason why several startup companies from the same field doesn't provide those information (number of vacant seats) and thinking about those reasons might help you a lot, referring to the products that are actually doing those services.

Submitted 4/24/22, 11:52 PM