USABILITY TESTING RESULTS

Overview

Tools used:

- Figma prototype link.
- Zoom for screen recording of the moderated remote sessions.
- Mobile webapp prototype was tested on a computer screen.
  Ideally, testing on mobile device would have made more sense but logistically it would have been complex to record the screen and the participants simultaneously.
  Due to the remote character of the test - this was an acceptable tradeoff.
- Participants were informed that they should approach the prototype as they would approach a mobile version. It was stressed several times during each session that the data is arbitrary and most information is just placeholder information.

Errors /Adjustments:

- Participants assumed the prototype was more advanced in functionality than it actually was - they tried to use keyboard to type in the input.
  To prevent that from happening, I stressed several times that they should relate to the prototype as if it was on a mobile device and warned against using keyboard to input data.
  It did not prevent that from happening - reflex to use keyboard was too strong.
- Despite stressing several times during each session that the data was arbitrary and most information is just placeholder information, the participants kept trying to adjust the data that was relevant to them.
- In the case of one participant - screen resolution played a role in the correct display of the prototype. However, she was not fazed by the situation that the prototype is slightly larger than her display.
- Prototype was buggy - slider function did not operate in the same way in all cases (and accounted for connection delays).
  First 3 participants experienced problems with it. These problems were fixed in the prototype on the go:
  - by changing interaction mode of the slider,
  - by extending the interaction field of the slider,
  - by reverting the interaction mode to the intuitive sliding movement but substantially extending the sizes of the handles.
  Bottom line - slider functionality was clear, issues highlighted relevant usability problems with this input mode.

Learnings:

- It is challenging to test a feature requiring a specific input from the user on a prototype.
- Users do not feel comfortable with placeholder data.
- Be ready to account for hands-on fixing of the prototype - but regroup properly after 1st occurrence.
- Reserve extra time for additional questions (2x) and also to give users time to think their answers through.

Participants

	P1	P2	P3	P4	P5	P6
Scheduled session details	Friday, June 11 at 1:00pm remote	Friday, June 11 at 4:00pm remote	Friday, June 11 at 4:00pm remote	Monday, June 14 at 8:00am remote	Monday, June 14 at 6:30pm remote	Monday, June 14 at 8:00pm remote
Name	Eric S.	Robyn W.	Ralph S.	Piotr S.	Martina H.	Vadim K.
Gender	Male	Female	Male	Male	Female	Male
Age range	36-45	36-45	36-45	31-35	36-45	31-35
Role	Freelance Consultant	Senior Business Manager	Software Developer	Software Engineer	Assistant Project Manager	Senior Team Lead
Company	online marketplace	fintech	online marketplace	space industry	event management	technical support
Diet experience	On keto	Previous experience with keto	No previous experience with dieting of diet trackers	No previous experience with dieting of diet trackers	Low carb lifestyle	no previous experience with dieting but experience with diet tracker
Diet tracker apps used	Carb Manager	Carb Manager	N/A	N/A	MyFitnessPal	FitBit
Online time spent	10h/day	10h/day	12/day	10h/day	8h/day	10h/day
Own tech skills assessment (1=no skills - 5=strong skills)	5	3	5	5	5	5
Contact	Confidential	Confidential	Confidential	Confidential	Confidential	Confidential

Participant 1: Eric - Freelance Consultant - 36-45 y.o.

- previous experience with similar apps
- relaxed but needed prompting to share chain of thought
- would prefer manual data entry instead of sliders
- would prefer more options on the log display due to previous experience with similar diets/apps
- did not scroll to see if there is more below the fold
- adjusted serving size first - uneasy about what it means (understood after opening the drop down menu)
- bounced back successfully from every error/bug of the prototype
- no issues in getting tasks done
- would like more automatisation (favorites)
- doesn't understand the value in "Done for the day"

Participant 2: Robyn - Senior Business Manager - 36-45 y.o.

- previous experience with similar apps
- slightly tense (likely resulting from slight technical issues and her perceived lack of technical abilities)
- issues with screen resolution
- uneasy about not including non-binary option for gender (later understood why, but that did not change her attitude)
- bounced back successfully from every error/bug of the prototype
- no issues in getting tasks done
- adjusted serving size first
- scrolls down the screen to discover what's below the fold
- wouldn't use favorites

Participant 3: Ralph - Software developer - 36-45 y.o.

- no previous experience with similar apps or diet trackers
- relaxed approach to the test
- would prefer activity levels explained (noticed the explanations later)
- finds GPS request off-putting
- happy with the simplicity and minimalism of the layout
- did not scroll to see if there is more below the fold
- adjusted serving size first
- bounced back successfully from every error/bug of the prototype
- no issues in getting tasks done
- uneasy about CTA below the fold in the Saved Meals screen
- would like more automatisation (favorites based on most frequent input)
- would like to see global and daily progress together
- would appreciate suggestions on what to eat

Participant 4: Piotr - Software Engineer - 31-35 y.o.

- no previous experience with similar apps or diet trackers
- very relaxed approach to the test
- would prefer activity levels explained (did not notice explanations below)
- scrolls down the screen to discover what's below the fold
- adjusted serving size first
- no issues in getting tasks done
- confused about numerous CTAs on the Log screen (bigger + button and smaller "Add food" options) - wondering what it meant
- confused about the "Done for the day" - doesn't understand value in it
- would appreciate suggestions on what to eat - what is left for him to eat within his limit
- would like more automatisation (favorites based on most frequent input)

Participant 5: Martina - Assistant Project Manager - 36-45 y.o.

- extensive previous experience with carb control and MyFitnessPal app
- relaxed approach to the test
- kept asking about the app - what it will do rather than explore and create her own judgements at first
- when encouraged - explored her doubts by herself
- very careful around online security and sharing too much private information
- the only participant who choose to set up account later - wanted to have a browse and assess app's usefulness first
- bounced back quickly from the error/bug of the prototype
- scrolls down the screen to discover what's below the fold
- adjusted serving size first
- activity level confused her - is it so hard to determine exactly what that is
- starter content in the "specify amount" window confused her
- confused by the large floating button and repeated "Add" buttons in each meal - understood its benefits after a while

Participant 6: Vadim - Senior Team Lead - 31-35 y.o.

- no previous experience with dieting but experience with diet tracker (FitBit)
- relaxed approach to the test
- scrolls down the screen to discover what's below the fold
- did not like the sliders form of presentation
- adjusted serving size first
- reluctant to use the global + CTA
- bounced back quickly from the error/bug of the prototype
- scrolls down the screen to discover what's below the fold
- adjusted serving size first

The Rainbow Spreadsheet

Task	Error Rating	MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
1	4	Thinks GPS and Notification toggles are on			▓				1	consistent variant button style	this could also be a result of a prototype greyscale
1	1	Wants to define target weight first - seems to miss the "goal" buttons		▓					1	reconsider the necessity of including goals with target weight is being specified anyway	could be an individual approach but do we need "goals" buttons if target weight provides the clue?!
1	1	Thinks target weight is number of kgs to lose		▓					1	include a description	state of prototype, limited prior experience could be at fault here
2	1	Add food - Looks for a + button in the search screen			▓				1	test with more users	this could be individual preference issue
3	3	Save meal - scrolls to find CTA - cannot find it.		▓	▓		▓	▓	4	Include CTA above the fold for clarity	in the end - used "enter" key on the phone keyboard but it wasn't obious to the user
3	4	Assumed "Save meal" saves automatically			▓				1	same as above	
3	4	Exits "Save meal" via x			▓				1	same as above	