

INK
TANK

OCTOBER 17, 2018

Inktank Usability Test Report

Usability Test Plan

Introduction

Inktank Usability Test 1 by Alex Hicks Last Updated: 17/10/2018

Stakeholders: Developers, Visual Designers, Marketing, Sales & Senior Management

Background

The Inktank project began in April 2018. Through competitive analysis and user interviews we were able to determine a gap in the marketplace. Users were looking for an app where they could engage with top rated artists on their own terms, find information and designs quickly as well as book appointments. Now, we want to test the basic functionality and features of the app, most importantly the search and book appointment features, for our primary personas Cynthia and Jake.

Goals

The goal of this study was to assess the number and severity of errors and overall satisfaction of users using the app for the first time. We analyzed whether users were able to navigate smoothly through the app and whether they were satisfied with the overall experience.

Test Objectives

- Document how many errors participants run into, and how well they are able to recover from each error
- Find out if users are satisfied with the layout of the application
 - o Did they feel confident they could find what they needed?
 - o Did the application meet their expectations?

Methodology

The study was conducted through moderated in person tests in a location selected between myself and the participant. The testers used an iPhone 7 provided to them to test a prototype of the Inktanked app. Participants were asked to fill out a short survey following the test to measure their satisfaction levels regarding the app.

Participants and Schedule

Six participants were recruited for the purpose of this usability test. Participants were recruited through personal networks using phone calls, direct messages. As we're only looking to test the errors and overall satisfaction participants experience, no specific characteristics were necessary. A diverse portfolio, ranging in age, gender and ethnicity, of participants was selected for this test.

Participant identities and contact information are considered confidential and should not be shared. You can find a list of participants and demographic information here: <https://bit.ly/2AI504H>

Script

For a detailed look at the test script, including a list of all tasks tested, feel free to explore the complete script: <https://bit.ly/2Qt42U0>

Usability Test Plan

Issue 1

Users didn't recognize icon & placement for "save", "book" & "message" – High Severity.

Solution:

1. Swap icons for buttons with a clear message i.e. replace icon with "Book Appointment".
2. Moving the icons. "Save" moves directly under its image, "Book Appointment" and "Message Artist" moved directly under the artist's profile image.

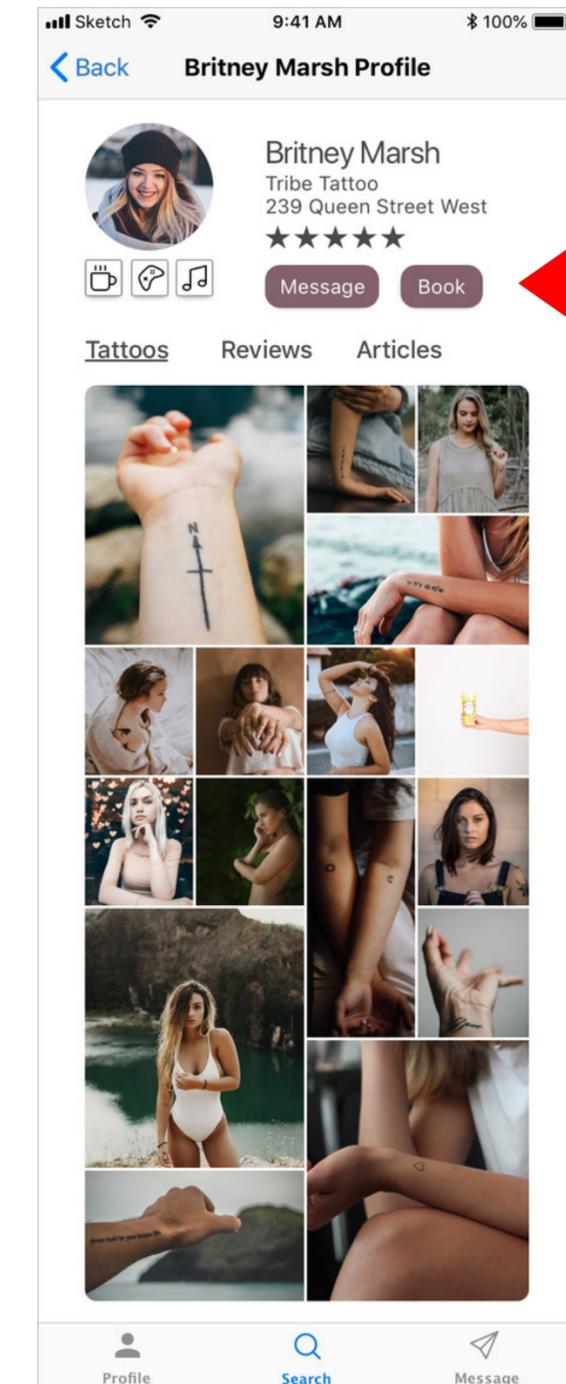
Evidence:

1. 5/6 Users tested did not recognize and could not find the save icon.
2. All users were hesitant and confused during the test by the placement of icons.

Issue



Solution



Issue 2

The lack of content is confusing and boring for the user – High Severity.

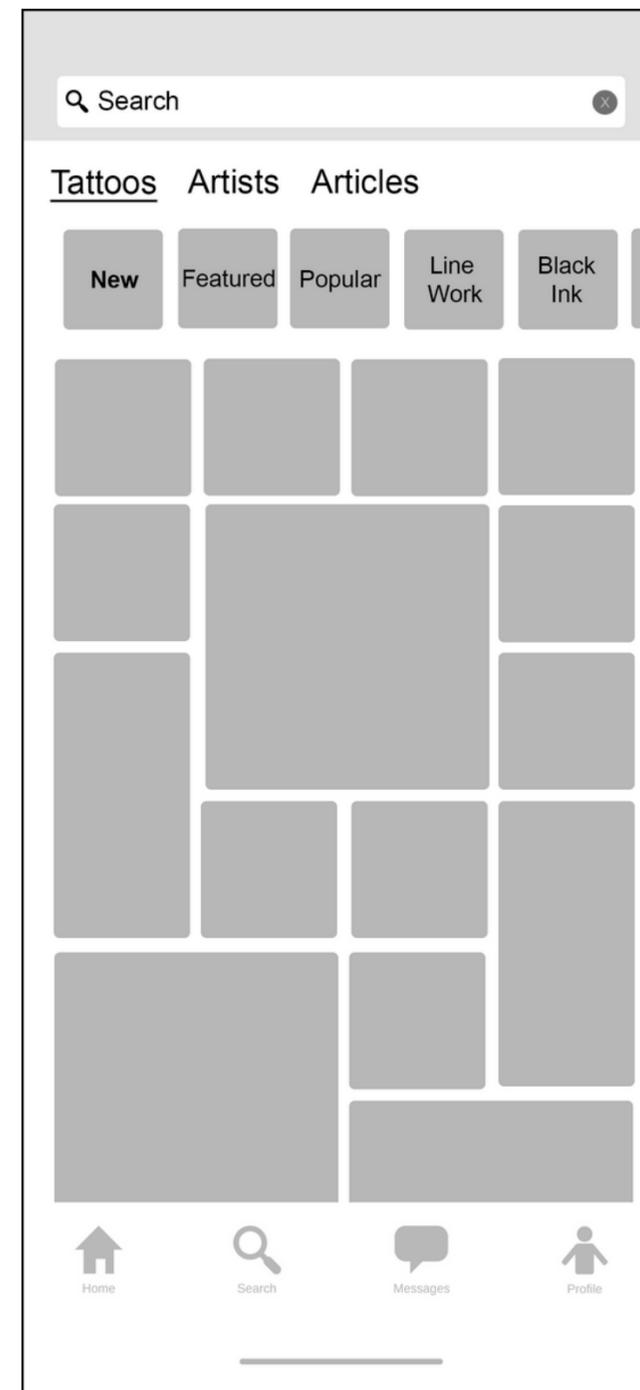
Solution:

1. Adding images will reduce confusion and engage users.

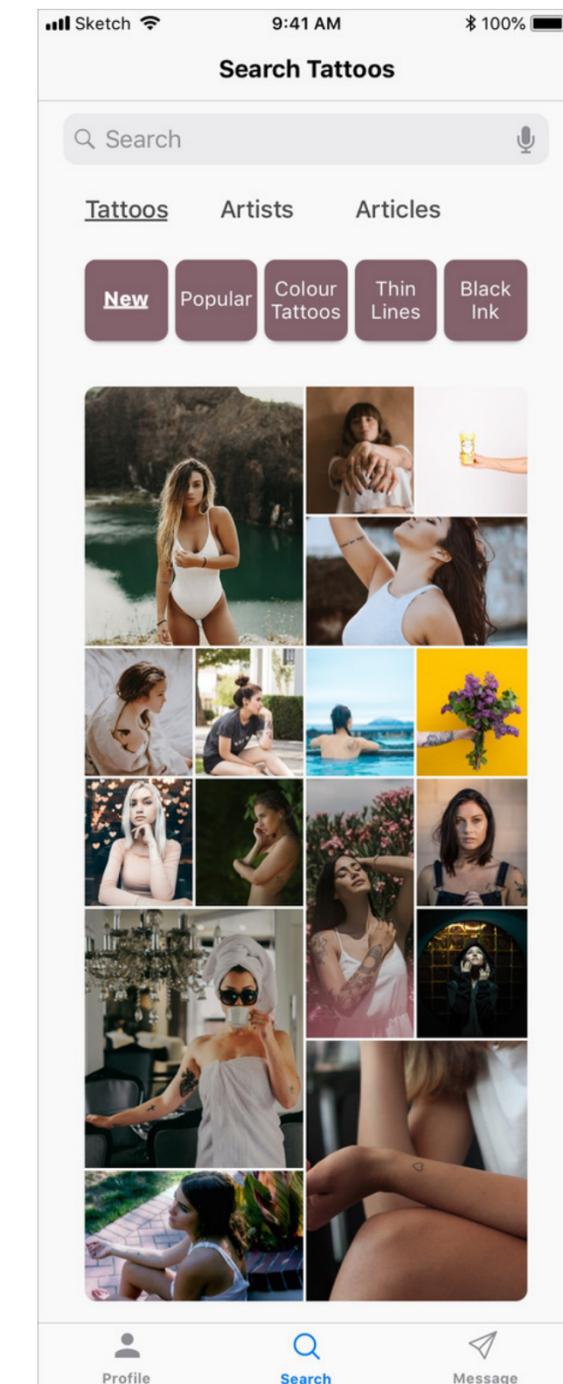
Evidence:

1. All users reported they felt neutral looking at the home page.
2. All users reported they felt confused by the lack of images inside of the app.
3. Half of users reported they felt confused when searching for content.
4. Lack of images made navigation through the app extremely difficult for users.

Issue



Solution



Issue 3

User wants to book the artist who drew the design they selected – Medium Severity

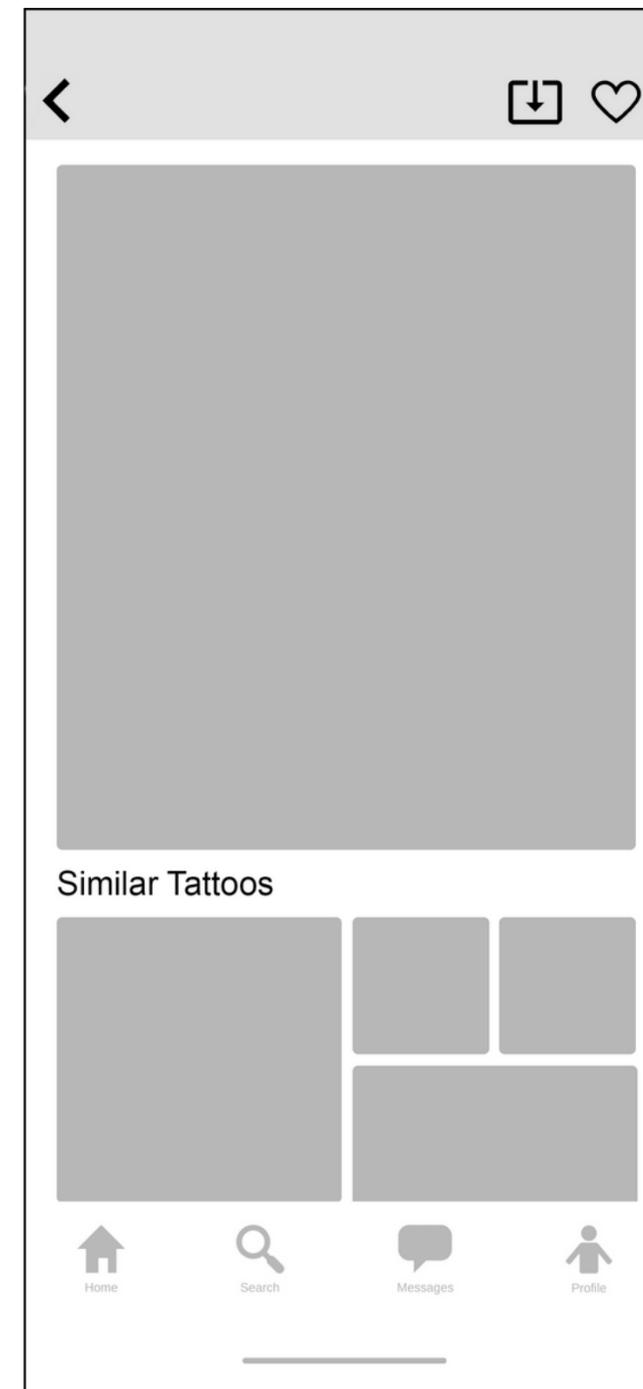
Solution:

1. Add artists name, information and ability to contact them under their pictures.
2. Automatically filter “related images” by artists near the user

Evidence:

1. Half of all users reported it was important to find an artist who specialized in the style they selected

Issue



Issue 4

The user wants to see their booked appointments in the app – Low Severity

Solution:

1. Add a feature to view booked appointments to user's profiles

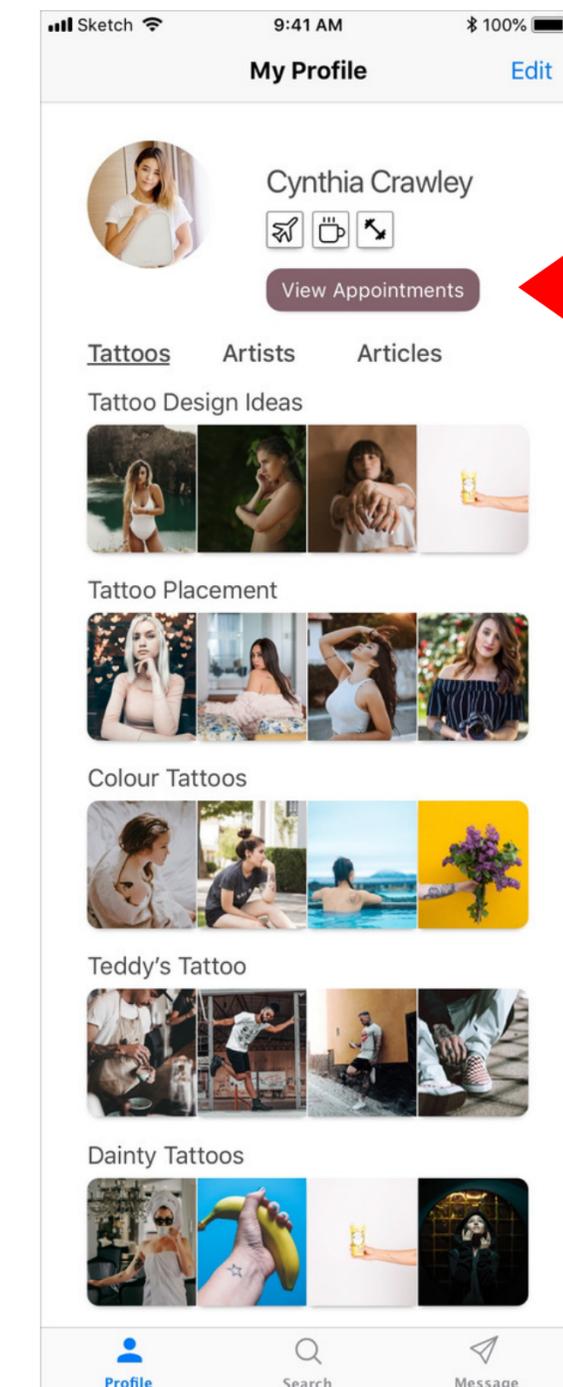
Evidence:

1. One third of all users reported a desire for this feature, it will be simple to add

Issue



Solution



Conclusion

Resolving the major issues regarding the location of key buttons, look of buttons and addition of content will improve user satisfaction and ease of use. Half of users tested reported they would stop using the app if they were unable to find what they were looking for quickly. Investing in these changes will prevent users leaving the app. Additionally, adding key features like the ability to check on booked appointments and find artists close by who specialize in the right style will make the process considerably more enjoyable and comfortable for users, enticing them to recommend the app to friends and return often.