

Usability Test - Round 2 - Simpler Travels

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Introduction

Simpler Travels Lead UX Researcher (Talia Chakraborty) conducted a second round of five moderated usability tests from her home office via Zoom the week of June 20, 2022. This round tested the newest iteration of the app, in an effort to better understand its strengths and weaknesses. Tests lasted approximately 20 - 30 minutes each.

The second round of testing showed a marked improvement from the first iteration. Any issues encountered were more to do with the prototype than the app itself (e.g. - one user had difficulty scrolling, another wanted to go back in the flow in a section that had not enabled that, etc.). Generally, participants seemed to enjoy the app, finding it simple to use, helpful (thereby matching the brand's goal of creating a supportive experience for the user), cool, and something they would use in real life. That said, some helpful usability issues were discovered, as shown in the table below.

Usability Issues by Priority

Priority	Issue	Recommendation
Major	Users want more billing options	Add PayPal, Venmo, ApplePay to potential ways to pay under billing. Give option to save billing info for next time.
Minor	User said "why would you list time before date?" during checkout process	Date should be listed before time on the checkout screens
Minor	User had a hard time reading some of the screens, stating she has poor vision and that she felt if the screens were on her phone it would not have been an issue	Although font sizing is considered accessible, perhaps another round of testing with low vision users could be conducted where they could test the app on their phone and see if they can read things easily or not. If not, adjust.
Minor	Purpose of app may not be immediately clear to someone who stumbled on it by chance (or is a first time user)	Add a headline under "Pack less. Enjoy more" that reads "Rent gear, buy stuff, and have them meet you at your destination" or something to that effect
Normal	One user found the color palette to be dull and wanted to see brighter colors	Consider revisiting color palette

Normal	One user wanted to get suggestions for her shopping list to make sure she doesn't forget any essentials	Idea: Under me, give the option to create profiles for kids with their ages and other things about them (e.g. - still in diapers, uses a stroller) and you (e.g. - likes red wine). Make the suggested shopping items a feature that can be turned on or off, or hidden under the "me" tab
Normal	One user wants to see previous orders described in a certain way (e.g. - TN trip, trip out West, etc)	Allow users to edit names of previous orders so they can categorize them however they like. Maybe also give option to group orders together (e.g. - all trips out West could be grouped together, since they may have a different shopping list than a trip to MN)
Normal	User wanted to click on a category and be taken to another screen with a list of clickable options (e.g. - diapers, wipes, etc)	Create a flow from the categories screen to a subcategories screen
Normal	User wants frequently visited addresses to be saved	Create this option through Orders tab. User can click on a previous order to a given address, and start a new editable order with those items going to that address
Normal	User thought the logo bar at the top should be a different color and font. Something bigger, bolder, more unique, and exciting. Something with depth, like a shadow. Not black text and not a teal background. Something with more contrast.	Revisit color palette (particularly the teal, since user expressed a liking for the purple) and typography for the logo. Consider adding a drop shadow
Normal	User expressed interest in connecting with travel companions through the app	Consider adding a social component to the app, but gauge carefully if this would truly be of interest or not.