

File Uploading Flow

Usability Testing Plan

Testing Plan Introduction

As part of the search for information about a public space, I plan to conduct usability tests with a total of 10 users in order to obtain practical, real-time feedback that can be incorporated to improve the design and to provide a more optimal user experience.

Scenario:

- Persona: A transgender person
- Summary:
 - Familiar with iOS conventions
- Goal: to look up a gym near the user, see if they have donated to Anti-LGBTQ+ campaigns and get a feel for what the clientele there looks like

Test Script

Script Introduction:

Hi, [user's name]. My name is Laura, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

You probably already have a good idea of why I asked you here, but let me go over it again briefly. I am asking people to try using a mobile app that I am working on so we can see whether it works as intended. The session should take about 15 minutes.

The first thing I want to make clear right away is that we're testing the app, not you. You can't do anything wrong here.

As you use the app, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to me.

Also, please don't worry that you're going to hurt my feelings. I am doing this to improve it, so I need to hear your honest reactions.

If you have any questions as we go along, just ask them. I may not be able to answer them right away, since I am interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

With your permission, I am going to record what happens on the screen and our conversation. The recording will only be used to help me figure out how to improve the app, and it won't be seen by anyone other than me. It will help me not to take as many notes.

Do you have any questions so far?

Initial Questions:

OK. Before we look at anything, I'd like to ask you just a few quick questions.

- First, how old are you?
- What is your gender?

- What kind of mobile device (or devices) do you use, like smartphones or a tablet?

The First Screen Tour:

OK, great. Let's look at the app. First, I am going to ask you to ONLY look at the first screen. Don't do anything just yet. Tell me what you make of it: what strikes you about it, what you think you can do with it, and what it's for. Just look around and do a little narrative. You can scroll if you want, but please don't tap on anything yet.

The Tasks:

Thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud. I'm also going to ask you to do these tasks without using Search. I will learn a lot more about how well the site works that way.

And again, as much as possible, it will help me if you can try to think out loud as you go along.

TASK 1: Complete search

You saw a gym by your house that interested you and you want to see more details about it, but you don't remember what it's called. How would you find it?

TASK 2: See GYM Z profile details

You remembered that it's called GYM Z. You want to see if they have ever donated to an anti-LGBTQ+ campaign. How would you do that?

TASK 3: View photos of patrons

You want to get a feel for what the people that workout at this gym look like. How would you do that?

TASK 4: Open image caption

You see a photo and want to know when it was taken. How would you do that?

Probing Questions:

- Was there anything unclear?
- Was everything where you expected it to be?
- What would you do if I weren't here?
- What are you seeing?
- What are you thinking?

Outro:

Great! This is the end of the testing session. Thank you so much for your time, this was very helpful and you did great! Do you have any questions for me?

Have a great day!

Sessions Output Document

Executive Summary

In order to improve the design of the current product and to provide a more optimal user experience, I tested a total of 10 users in 2 rounds (first 5 users during 5 individual sessions, then after a design iteration another 5 new users during 5 individual sessions). All of the usability testing took place via zoom, with the participants sharing their screen as they interacted with the prototypes.

The results of the both tests were consistent among all 5 users. The app was simple to use and there were minimal issues. The following are the most noteworthy issues:

Round 1:

- The most common issue during round 1 was the inability to immediately access image of Patrons (task #3). This issue arose from an oversight in the prototyping of the screens (I didn't notice that "patrons" didn't lead anywhere.
- DurAlmost all users expected to be able to tap on "Ties with Anti-LGBTQ+ Organizations". They were either confused or disappointed that there was no additional explanation as to what that meant.

Round 2:

●

The rest of this document contains notes on each individual's experience with the product, how each user fared with the tasks presented, and a conclusion on what I learned from this information and what I hope to do next.

Evaluation Tasks

Goal: to upload a group of medical records labeled "2023 Annual Checkup" consisting of an image and a PDF

- TASK 1: Complete search
- TASK 2: See GYM Z profile details
- TASK 3: View photos of patrons
- TASK 4: Open image caption

Testing Records - Round 1

Test 1 T.L.

April 16th, 2023

10am

Via Zoom

Testee Demographics - 34 years old, woman, iPhone user

- First Screen Tour: the testee expressed that the home screen looks like social media.
- All of the icons and labels were clear to the testee
- Testee was unable to find a photo of a patron, because of a mistake in the prototyping. They assumed that it wasn't working and gave up on the task (failed task #3).
- Testee attempted to click on the "Ties with Anti-LGBTQ+ Organizations"

Test 2 M.S.

April 16th, 2023

11:30am

Via Zoom

Testee Demographics - 32 years old, man, iPhone user

- First Screen Tour: The testee said he thought it looked like a review site. He said maybe it was tied to the Better Business Bureau, because of the reviews on businesses
- The testee was able to complete the search quickly. I did notice that he entered the location before entering the search term, which my prototype didn't account for, but the testee didn't notice that he happened to have skipped a step.

- Testee reported that the contrast between the location permissions setting and the background was too low and a little hard to distinguish.
- Testee was able to open the Gym profile (task #2), to view if the gym had ties with an anti-lgbtq organization, however, he tried to click on "to click on the "Ties with Anti-LGBTQ+ Organizations", but that didn't lead to anywhere
- Testee tried to tap on "Patrons" to open up those images. He realized that that button was not working and after a brief confusion moment, he tried the correct button which was "more"

Test 3 A.D.

April 16th, 2023

12:00pm

Via Zoom

Testee Demographics - 26 years old, woman, iPhone user

- First Screen Tour: Testee expressed that the app looks like yelp, because you can see images and details about a business. She said she was not sure what the rating referred to and what "type" meant
- She was able to perform the search quickly and easily.
- She stated that she was not sure what an "incident" meant.
- When trying to find out if the business had ever donated to an Anti-LGBTQ+ organization she first thought that that could count as an incident. It wasn't until she opened the GYM Z profile that she realized that there is a dedicated section for this.
- When trying to view the photo of the patrons, she tapped on "patrons" which didn't lead anywhere. When she saw this, she tapped on "more" and was able to find the patrons section there.

- When opening the individual photo, she reported that she was not sure why the horizontally laid out photos opened vertical, but she noted that it would be clearer when there are no placeholders.

Test 4 D.G.

April 16th, 2023

12:30pm

Via Zoom

Testee Demographics - 42 years old, woman, iPhone user

- First Screen Tour: Testee reported that the app looked like instagram, based on the fact that there was a feed-looking home screen. She said she could see that there is some sort of a rating and saving functionality.
- Testee breezed through tasks 1 and 2
- When trying to open the patrons' photos, the testee tapped on "patrons" and realized that that wasn't leading anywhere. She quickly recovered and tapped on "more" and found the patrons images
- She immediately understood that the photos are tappable to see details such as the date posted.

Test 5 L.G.

April 16th, 2023

1:00pm

Via Zoom

Testee Demographics - 22 years old, non-binary, iPhone user

- First Screen Tour: Testee said that the home screen is clear to be a feed of some sort, like a social media.
- Testee was easily able to complete the search and enter the current location.

- When opening the profile details, the testee did not understand that "Ties to Anti-LGBTQ organizations" was. They didn't realize that was the same thing as the fact that the business had donated money to an anti-lgbtq campaign.
- For task 3, testee tried tapping on "Patrons" to see those images, and were confused when nothing happened. They then tried to tap on "images" and the confusion persisted when it still didn't do anything. Finally they tried "More" and realized this was correct.

Overall Testing Results - Round 1

Round 1	Task 1: Complete search	Task 2: See GYM Z profile details	Task 3: View photos of patrons	Task 4: Open image caption
TL	✓	✓ struggled	✗	✓
MS	✓	✓ struggled	✓ struggled	✓
AD	✓	✓ struggled	✓ struggled	✓
DG	✓	✓	✓ struggled	✓
LG	✓	✓ struggled	✓ struggled	✓
Task Average	5 / 5	5 / 5	4 / 5	5 / 5

Testing Records - Round 2

Test 1 L.C.

April 16th, 2023

3:00pm

Via Zoom

Testee Demographics -

- First Screen Tour:

Test 2 I.L.

April 16th, 2023

3:30pm

Via Zoom

Testee Demographics -

- First Screen Tour:

Test 3 R.N.

April 16th, 2023

4:00pm

Via Zoom

Testee Demographics -

- First Screen Tour:

Test 4 J.T.

April 16th, 2023

4:30pm

Via Zoom

Testee Demographics -

- First Screen Tour:

Test 5 W.P.

April 16th, 2023

5:00pm

Via Zoom

Testee Demographics -

- First Screen Tour:

Overall Testing Results - Round 2

Round 2	Task 1: Complete search	Task 2: See GYM Z profile details	Task 3: View photos of patrons	Task 4: Open image caption
LC	✓	✓ struggled	✓	✓
IK	✓	✓	✓	✓
RN	✓	✓	✓	✓
JT	✓	✓	✓	✓
WP	✓	✓	✓	✓
Task Average	5 / 5	5 / 5	5 / 5	5 / 5

Overall Task Analysis: to look up a gym near the user, see if they have donated to Anti-LGBTQ+ campaigns and get a feel for what the clientele there looks like

TASK 1: Complete search

- Every testee breezed through this task; they correctly were able to select "current location", enable location permission settings, and enter into the search field.

TASK 2: See GYM Z profile details

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TASK 3: View photos of patrons

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TASK 4: Open image caption

- Every testee breezed through this task

Conclusion

All in all, users reported that the interface was simple and easy to use. Out of the 4 tasks; 2 were completed smoothly, 1 was completed with some struggle and 1 was failed by more than half of the users. Through this testing, I have learned on which areas I can focus to improve the current product.

One of the key learning points was that users are accustomed to seeing the Photo Gallery immediately after enabling permissions to access it.

Laura Merino
April 16, 2023

This will be the most important feature to improve, as it was the one that caused the most amount of failures among testees.