

Capstone: PerfectFit

Usability Testing Plan & Sessions Output

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Introduction

This user test is for a Capstone project for a made-up application called PerfectFit. PerfectFit is designed to help users find their correct sizing in all clothing items so they do not feel the need to buy multiple sizes of the same item when shopping online.

The app's main task flow is to use the body scan ID to help the user find their perfect size in a made-up scenario centered around Jeans they found off of the Zara.com site.

The idea is for users to use the app to complete their online shopping experience completely on the application except for product fulfillment and returns.

Brands integrate with the application API to store inventory and merchandise on the PerfectFit platform. It then can provide users with an elevated online shopping experience by incorporating an automatic measurement sizer through a 3D Body Scanner.

The app will process, store, and remind users of their measurements and sizes whenever they come to the app to shop at their favorite online stores.

The second part of this is to figure out if users will be interested in an AR-type experience where they can virtually try on the clothes before buying them.

Goals and Scenario

As part of the PerfectFit design process, we plan to conduct usability tests with a total of 10 users with one persona in order to obtain practical, real-time feedback that can be incorporated to improve the design, in order to provide a more optimal user experience.

Scenario: Online Shopper who has already downloaded the app but hasn't used it much yet and does not have an account set up. The user found a pair of jeans on the integrated ZARA shop and now wants to see if they can find their size.

Summary:

- Downloaded app but hasn't used much
- Familiar with the concept of online shopping
- Has never seen a solution like ours for the fashion industry

Goal: to find their size front the product page, using the 360 Body ID Scanner

Script

Hi and thank you for joining me and volunteering for this study.

You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a mobile app that we're working on so we can see whether it works as intended. The session should take about 20-30 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, just know that this app isn't in its final stages of development so you'll be working with a greyscale prototype where some elements may work and some won't. 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 us.

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

Before we begin I just want to give you a little bit of a background of what this product is about and why we are here today. I'm from a start-up called PerfectFit and we aim to elevate the online shopping experience for apparel and material goods in the eCommerce space.

As part of the PerfectFit design process, we plan to conduct usability tests with a very small group of users in order to obtain practical, real-time feedback. Which in turn, can be incorporated to improve the design, so we can provide a more optimal user experience."

And if you don't mind, I will be recording this session which will help me figure out the best ways to improve the app- plus it'll save me from having to take so many notes.

So! Does that all sound good?

Excellent. Do you have any questions before we begin?

Great, let's get into it then.

If you could go ahead and share your screen for me and click on the link in the chat.

Now, before you start doing anything, just look at the first screen and tell me what you make of it: what strikes you about it?
What do you think you can do with it? and what it's for.

Just look around and you can scroll if you want, but please don't "click" (or tap) on anything yet.

Great okay, now before we jump into it, I want to put you in sort of a little makeshift scenario so you can get your mind into the type of person who may be coming to use this digital product.

You recently heard about this app called PerfectFit and you have downloaded it but you haven't really used it much yet. So this is your first time using it, and you started browsing on ZARA when you found these jeans that you think you may like

You are an avid online shopper and you often buy multiple of the same item in order to make sure one of them fits you correctly when you try it on at home. In this scenario, I'm going to ask you to interact with the app and show me how you would go about finding the size you need to get. Additionally, this test will not only require digital tasks but also simple physical tasks to get up out of your seat for a brief moment in time. Are you okay with that?

And feel free to move about the app how you normally would think to, but if you could just walk me through what you're doing while you do it and why you are doing it that would be super helpful to me. Feel free to ask me any questions as you go but just remember, you're trying to find your size in the item presented.

Great.

Thank you, now again before doing anything please stop and just tell me what you think the purpose of this page is and just tell me what it is that you're looking at.

Okay thank you. On this next screen, what is that you're looking at now?

What about that big grey box in the center and the smaller ones below it, what do you think about those?

If you had to tell me the main purpose of the screen, what would it be?

Now, what if you had concerns about what you would be doing once you got to the doctor- what would you do while using this app? Can you explain your thinking a bit for me?

Great, and what else would you expect to have on this screen? Why would you look for that type of feature?

As an online shopper, how do you see yourself using a feature like this?

Wonderful, what did you think of all the elements/features you saw on the screen? Can you think of anything that you may add or delete? Why?

What do you think of the layout of this screen?

Is there anything else you can think of about this app that may be missing based on the task that you just completed?

Was there anything that stood out to you more than anything else?

Okay, excellent. Well, that was all I had for you. You did amazing and that was pretty quick and painless, right? Thank you so much for all your help and cooperation. I'll buy you a beer when I get my first paycheck when I'm done with this course :)

---END SCRIPT---

Evaluation Tasks SESSIONS OUTPUT

Executive Summary

This user test is for a Capstone project for a made-up application called PerfectFit. PerfectFit is designed to help users find the correct sizing in all clothing items so they do not feel the need to buy multiple sizes of the same item when shopping online.

The app will process, store, and remind users of their measurements and sizes whenever they come to the app to shop at their favorite online stores.

The test took place virtually over Zoom with a total of 10 different users with 2 rounds of 5

The initial prototype was tested with 5 users and then changes for improvements were implemented after testing. Then 5 more users were tested using the updated version of the prototype to see if our changes made any difference.

The major issues that were found were:

- Not understanding that the instructional modals were supposed to preface the scan, not happen during the scan
- Failing to position their phone correctly.
- Confusing Navigation bar Title for the scanner("Tailor")
- Not understanding what should happen if a user taps on "Save Measurements"

The rest of this Session Output Document will go into more detail about the testing process and findings based on the sessions we completed. We will highlight how many users passed our subtasks with checkmarks or x's and expand on the reasoning for why the above issues arose. Next, we will go into exploring how we think we can fix those usability issues to enhance the overall experience.

- Task 1: Clicks “Find Size” Button- on the product page can users quickly identify where they need to go in order to find their size
- Task 2: Swipes Through 3 Steps- on the instructional modals do users know how to navigate the screens and is it what they were familiar with
- Task 3: Stands Correctly- can users stand in the frame of the camera correctly using the indicators provided?
- Task 4: Turns Correctly- Do users turn around in place correctly using the indicators provided
- Task 5: Identifies Size and Next Steps - can users find their size and accurately identify what the next steps would be to either add to cart, or save measurements

Testing Records

SAM

Sam performed her user test on Friday, March 4, 2022 at 8pm EST. She accessed the prototype via her laptop computer from the comfort of her home. The test was performed via zoom and recorded on Otter.ai and Zoom recorded.

Sam is a 35-year-old female who is an accounting Partner at Deloitte and a mother of 4. She enjoys online shopping because it is easier for her and doesn't have a lot of time to dedicate to going into stores.

She was given a brief scenario and tasked with finding her size using the app. She accomplished all subtasks of the session and successfully identified her perfect size. She did, however, get a little tripped up over certain elements and components. For example, she was unsure of what the term “Tailor” meant- she assumed it would open something that would take her measurements, which is correct, however, she said that she believed it would be a custom sizing app - which it is not. Additionally, she believed that “Fitting Room” would be something along the lines of adding to her cart.

Additionally, she didn't know what the two different videos would be about on the product page but accurately described the one that was labeled. She said the instructions made sense and the copy was easy to understand. The design was easy to follow but due to the nature of the test being part of physically tasking, the timing of the animations made it a bit difficult.

Adjusting the scenario slightly to not give bias as to what is coming but pre-framing users to be able to get up would maybe work better in further tests.

Additionally, Sam suggested putting in more buttons that would allow her to go back if needed. Maybe putting in a menu would help alleviate this need since the back button is unfamiliar to that type of modal setting.

NICK

Nick performed his user test on Saturday, March 5, 2022 at 10am EST. He accessed the prototype via his laptop computer from the comfort of his home. The test was performed via zoom and recorded on Otter.ai.

Nick is a 33-year-old female who is Futures Stock Trader and Entrepreneur. He is a father of 2 and is familiar with the online shopping process but often does not know which size he needs to get in different brand stores.

He was given a brief scenario and tasked with finding his size using the app. He accomplished all subtasks of the session and successfully identified his perfect size. He did, however, feel like some elements could be made more clear in a visual or written sense. Particularly when looking at the Modal instructions. His eye was first drawn to the images and the header text. He needs to see the most important things displayed in these two elements, otherwise, he will not know what to do.

He had great insights about what he thought was missing and what could be added for user improvement. Commenting on the Save Measurements option to not take users off the current task but to have an automatic indicator pop up allowing users to see that it was saved correctly.

He also wants to see an area where he can manually input his size if he wants to override the system- which is an excellent point and needs to be added to the next round of tests to help increase user control and freedom.

LINA

Lina performed her user test on Saturday, March 5, 2022 at 11:15am EST. She accessed the prototype via her laptop computer from the comfort of her home. The test was performed via zoom and recorded on Otter.ai.

Lina is a 30 year old female living in Brooklyn, NY, and works as a Sr. Graphic Designer. She enjoys online shopping and her favorite store to shop at is ASOS.

Lina breezed through the task flow with no problem at all. She did not run into any confusion along the way. It went so smoothly that I asked her to go back through the app this time looking at granular details to try to pinpoint where users could get tripped up in areas that may not be along the main task flow.

Some of the things she pointed out were to put a back button on the camera to go back to step 3 in the modal. Add in a little swipe indicator to show that the toggle moves on the first page of the instruction. Changing the name from Tailor to Get Sized, or Find My Fit. Changing the verbiage on step 3 to Turn around in Place. And fixing the toggle for the CM to IN

DEIRDRE

Deirdre performed her user test on Saturday, March 5, 2022, at 12pm EST. She accessed the prototype via her laptop computer from the comfort of her home. The test was performed via zoom and recorded on Otter.ai.

Deirdre is a 31 year old female living in Chicago, IL, and works as a Senior Art Director at a big Advertising and Digital Agency. She enjoys online shopping and her favorite brand is Free People.

Deirdre eventually performed the task correctly but she was very tripped up at the instructional modals. It is clear that some users like Deirdre believe they should be performing these actions as they are reading it and do not understand that there is a scanning part after. Adding in a “skip to scanner” button would give more freedom and also indicate that there is more to go. She also got tripped up by the photos - so if I want them to read it first maybe move the images down below the words.

Additionally, she made a good point about account setup being on the last step- Create an Account to save measurements. The save measurements would pop open a form to create an account. She isn't the only user to bring up the question of “would I have to do this every time I want to purchase something?”

CHRISTINA

Christina is a 32-year-old business analyst who works for Royal Caribbean. She does an adequate among

She easily went through the app with flying colors and without hiccups. There was a brief moment in time that made her question whether or not she should be performing the instructions as she was reading them further highlighting that although users can get through it, it's a little confusing.

She was also the only one who wanted to see more insight into how the app was getting her measure measurement- she said it would make her trust it more which I thought was a good point.

Just like everyone else, she was confused by the navigation bar and didn't know what tailor was.

Christina mentioned that she wanted to see the messaging a little differently on the instructions, preframing that you have to do read the 3 steps before performing them. Then give the how it works message as it's scanning you.

She along with everyone else, did not know that if she clicked out of the modal, she would be on the scanner– so maybe adding in animation that would have the pop come up from the bottom so they briefly see the scanner- but cannot access it.

Overall Task Analysis

	Clicks Find Size Button	Swipes Through 3 Steps	Stands Correctly	Turns Correctly	Identifies Size and Next Steps
Sam	✓	✓	✓	✓	✓
Nick	✓	✓	✓	✓	✓
Lina	✓	✓	✓	✓	✓
Deirdre	✓	✗	✓	✓	✓
Christina	✓	✓	✓	✓	✓
Task Average	5/ 5	4/ 5	5/ 5	5/ 5	5/ 5

Clicks “Find Size” Button

This was an extremely easy task for people to complete. They immediately knew what they should be doing on the product page due to the dark button they should be hitting and many users pointed out and appreciated the multiple locations of the button on the product page. My intention was to make it as easy as possible for users to get to the scanner without having to know where the scanner is located.

Users are drawn to elements that have a more dramatic aesthetic to make them stand out. They find it useful when benign directed in completing a task.

If this were to be improved on I would actually question the “add to cart” button below the find size button. It may raise the question of “how can I add this to the cart without knowing my size first?” Maybe a better option here in the future is the fitting room “Try It On”.

Swipes Through 3 Steps

The majority of users had no issues with the instructional modal. However, there were definitely issues along the way that came up and things the design team could do to improve this experience.

For example, a handful of users thought that they had to perform the steps as they were reading them and it was not clear that these instructions came before the scan started, and after the modal was done, then the scan would start.

There were also small navigational issues that could be addressed.

The team can take into consideration the comments made by users about when they actually need to perform the steps. For example, adding in a “skip tutorial” option, not only give users more freedom but also indicate that this is just a tutorial - not the real thing.

Stands Correctly

Users were tested to see if they could follow the instruction to stand like the figure in the frame with their arms pointed down and legs slightly apart.

Everyone passed the task with flying colors indicating that the 2d stick figure did its job perfectly.

The figure is a bit “cartoony” though so in the future maybe we could make it a bit more life-like to mimic the rest of the experience.

Turns Correctly

Again this task was meant to test the user’s ability to accurately turn in a 360.

This is where some users got tripped up as they thought they were supposed to be holding their phones and turning with them. Additionally, some of the wording was a little confusing for some.

We can fix this by making it more clear of what to expect of the instructional modal and rewording the copy a bit to help the readability.

Identifies Size and Next Steps

This was to see if users could find their size in a timely manner as they land on the Sizing Summary Screen and then identify the next steps to purchase or save measurements.

Users easily found the size at the very top and loved that it was big and bold for them to see right away.

For next steps, they are given the main CTA to add to cart and if they go to the bottom they also have the option save, or resize. Something that came up in our initial round of testing was that users should have a way to manually override the system. So we will be implementing a way to do this on this screen as well.

Conclusion

The results from the user testing round 1 were very insightful. While most of the users performed every single task, there were clever ways that I could enhance the experience. For instance, making the scanning process clearer and explaining the modal instructions better.

The great thing about this round was that all of the items that users needed more help with were all pretty minor things that can be corrected quickly. I also understood where the users were coming from when they pointed certain things out to me that I may not have thought about along the way- which only proves that you really think you may know best, but you truly don't know how something is going to work until you bring it to test.

The first round of users pointed out all the ways that they easily got tripped up over minor details so I can correct them before moving on to my second round of users, and then ultimately moving on to my final prototype.