

Reporting Findings & Making Recommendations

Project "Buildapp"

USABILITY TEST PLAN

The product: "Buildup" is a mobile app used to connect users with experts in sustainable design. The app is designed for adults who are interested in getting services from experts in various categories (architecture, landscape, interior design ext). We performed competitive research and conducted user interviews in order to identify the users' pain points and needs. We discovered there is a need for an app that connects the user to experts in a variety of domains, a variety of communication format (voice call, video call, face-to-face meetings). The resulting prototype is an initial hypothesis on how we hope to solve the problem. Which we tested the most important features and functionality with 6 participants.

Goals:

The goal of the test was to assess the learnability of new users interacting with the application for the first time on mobile. We observed and measured if users understand the app, its value, and how to complete basic initial functions such as logging in, posting open-ended requests, searching for an expert, setting the search filters, and booking an appointment.

Test Objectives:

- Determine if participants understand what the app is about quickly and easily and the value it provides.
- Find out if participants can easily post open-ended requests, search, set filters, and book appointments.
- Observe how users navigate the app features and take notes of how intuitive it is to browse and book a consultation.

Methodology:

The study was held at the participants remotely via Google meet or skype. The study included 6 moderated remote usability tests. Each participant was asked to complete 3 tasks and was followed up with questions from me around how they experienced completing those tasks.

Participants and Schedule

- Participant 1: Shubra, 36, UX designer, Based in Germany
- Participant 2: Afro, 38, translator, Based in the UK
- Participant 3: Huda, 34, Media communication manager. Based in the UK
- Participant 4: Moj, 33, Urban planner, Based in German
- Participant 5: Yaz, 37, Architect, Based in the UK
- Participant 6: Zoya, 36, HR Manager, Based in Turkey

Script:

The test went following a script, in which the participants were asked to go through the onboarding process and create an account, and as the participant got to the dashboard, they were asked first to scroll up and down making comments. Later, the participants

were asked to complete the following tasks:

1. Post a request.
2. Use the search feature.
3. Book an appointment with the expert.

Test Report Introduction:

The tested prototype is in this link:

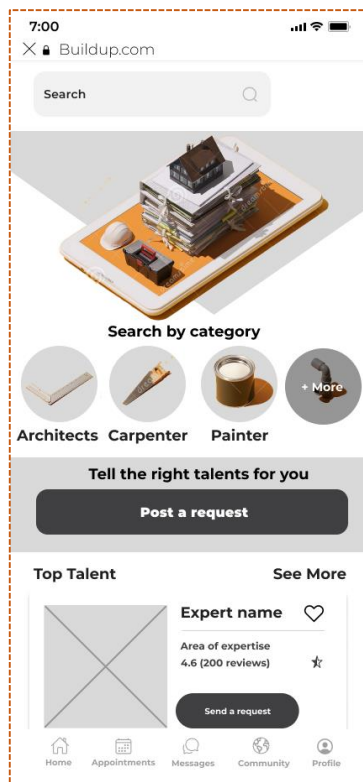
<https://www.figma.com/file/5ft7GbKlmybwE4D2bnGDQG/4.4-Testing?node-id=0%3A1>

The test revealed a lot about what has worked and what has not in the prototype. Namely the first task almost all participants pointed out that writing a message should be the first step not the last. Before the test the pricing module was presumed to be an issue and the test confirmed that. The test also revealed that the dashboard needs simplifications and focus.

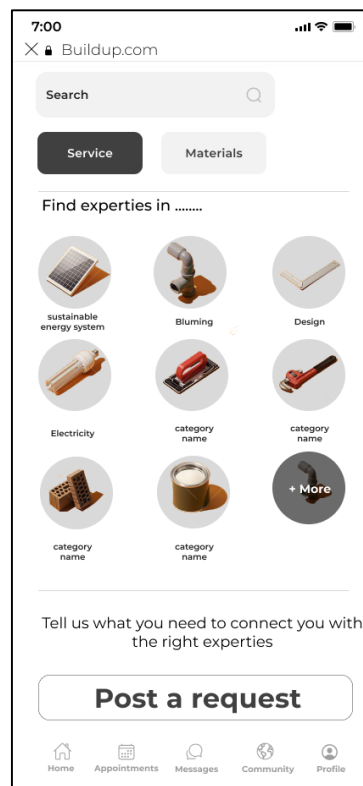
Here is the list of the most highlighted issues and the Suggested changes:

1. The dashboard:

I've encountered several design issues with the dashboard. Participants found the term 'talent' unclear in representing the product's purpose. Additionally, 'top talent' category failed to capture interest. Despite being a secondary feature, 'materials' category was suggested to have a prominent presence. Some users felt that categories should be task-oriented rather than profession-based. To address these concerns, I redesigned the dashboard for clarity and simplicity. A third variation was developed and tested using Usability Hub for A/B & Preference Testing.



Old Dashboard

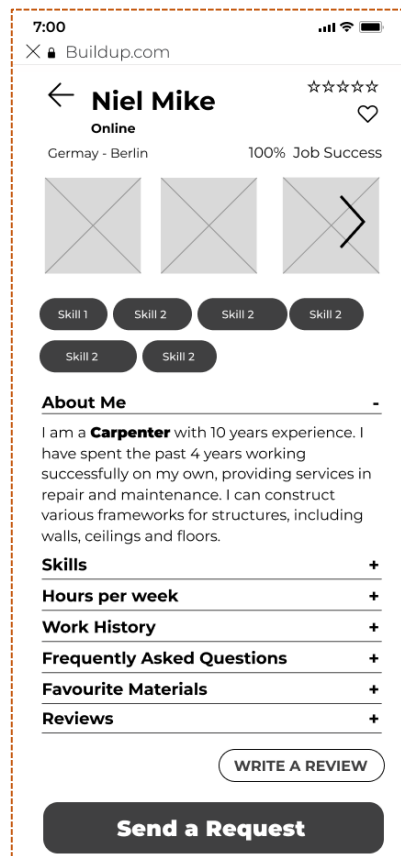


New Dashboard

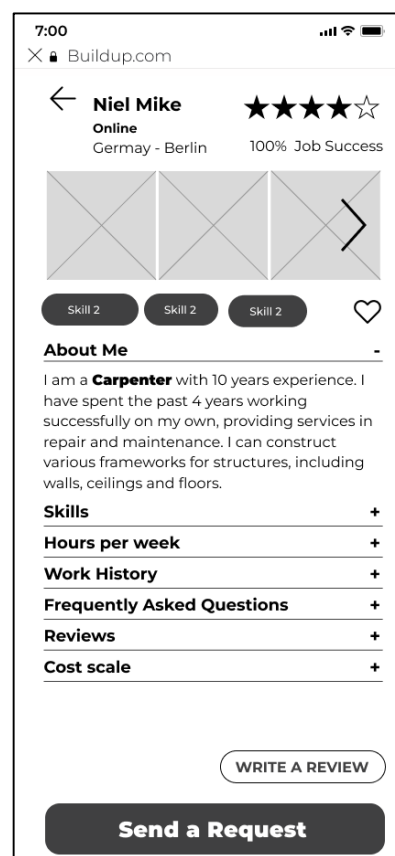
2. The expert's profile:

Several participants pointed out that the expert's profile should have some information

standing out in a bigger text font, namely the rating, availability, and location. For that reason, the expert's profile was redesigned to reflect those notes. And the 2 designs will be tested later on "usability hub" as part of A/B & Preference Testing in the next stage.



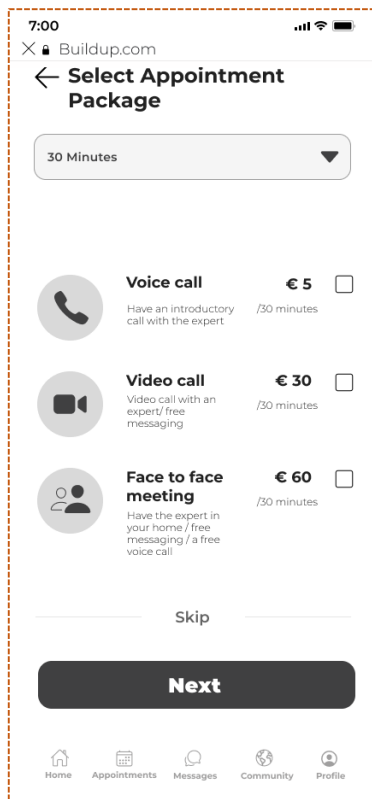
Old Profile



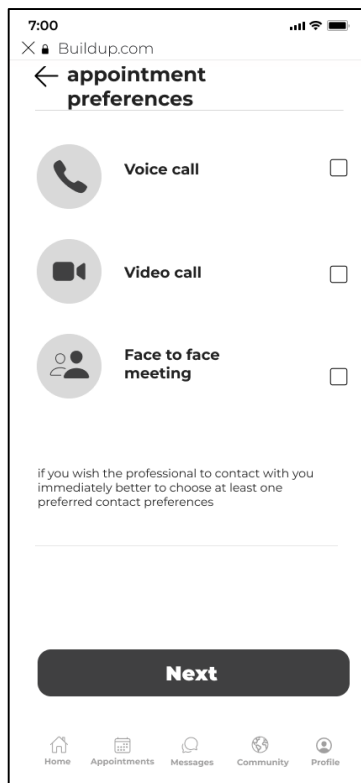
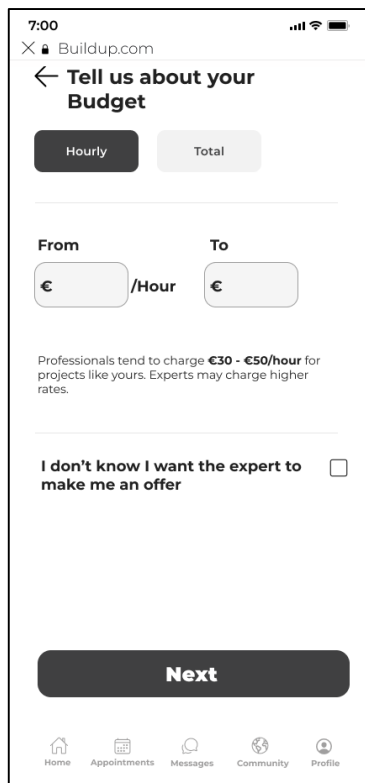
New Profile

3. The pricing model:

Although this was not a usability question exactly, the designed screens of the original pricing model worked fine. But the pricing module itself was not approved. The participants felt that when requesting the first appointment, they should not commit beforehand to a pricing/ appointment package. Additionally, construction work and design consultancy tend to differ in cost in connection to the square area of the space and the time frame. This was the most challenging issue to solve. After a long consideration. The user will now be asked to enter an estimate of their budget in 2 moods (hourly/ total) when sending "an open-ended request" or when sending a request to a specific expert, the app however will provide the user with some statistical data on the cost. They also can choose "I don't know I want the expert to make me an offer" if they wish to wait till after they are connected with an expert. And the first appointment package (voice call, video or face-to-face) will no longer be associated with payment. And will be a multiple choose page for the user to indicate their appointment preferences.



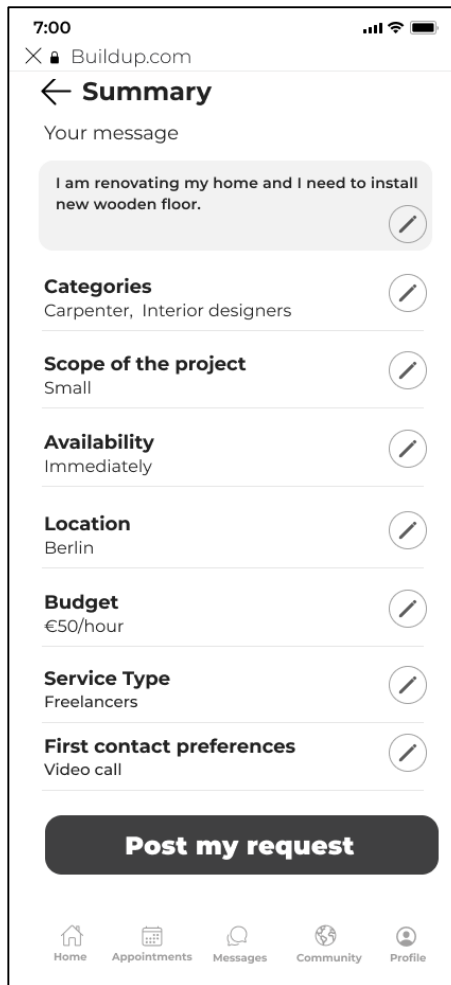
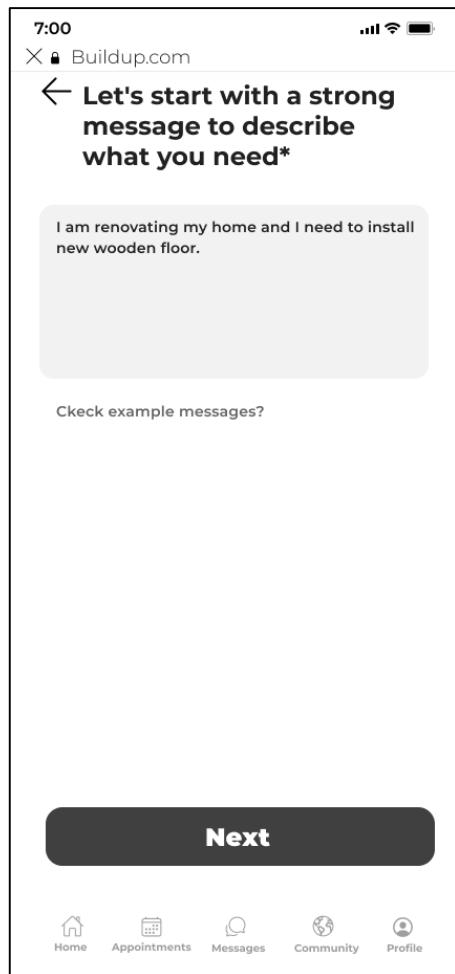
Old Appointment/ Payment package



New Budget screen / Appointment preferences screen

4. The workflow task: "post a request" task:

The majority of the participants pointed out that writing a message should be the beginning of the process. Additionally most users did not understand the tag "need inspiration" when writing the post. And the majority of the participants preferred to have an edible summery at the end. And there was confusion regarding which information is required and which is optional. As a result, the workflow of the process was redesigned, with writing a message as the first action. An editable summary page was added at the end. And all required information was marked with a star at the end.



New Message / summery screens

Edited prototype:

The edited prototype can be found in this link:

<https://www.figma.com/file/ex1ps43ushL42KhP4CcTWg/After-testing?node-id=0%3A1>