

Usability Testing

Putting the prototype to the test with real users by conducting usability tests and preference tests.

Usability Test Plan



Goals

To determine the **learnability** and **satisfaction** level for user flow for first time users, Mark and Emily, connecting to a paid expert given **varying degrees of problem urgency**, while also **discovering errors**.

Methodology

The test was conducted as **remote moderated tests** on the mobile prototype using Adobe XD

Script

For a detailed look at the Test Script including scenarios and tasks, [follow this link to view](#).

Test Objectives

The **expected satisfaction** with connecting to a paid expert when problems are **not urgent**.

The **actual satisfaction** after finding a number of experts for a problem and connecting to the expert.

The **ease** at which users **learn** about and **give credibility to the experts** as they search.

The **time** it takes to connect expert for an **urgent problem** AFTER enough credibility has been established with the expert.

Any **errors or drop points** while connecting to an expert.

What Went Well

Customizing Email templates to recruit participants.

Overall **satisfaction results were gained** and the time spent prototyping the entire process was well spent.

Moving the designer's perspective back up to 10,000 feet to see the the overall entrance to the app.

Many insights and revisions were easy to spot from the data. Not just Evaluative but **Generative** as well.

What Went Poorly

Conducting the User Testing on **Adobe XD** remotely was a **time consuming chore**.

Technical problems took more time, total around 30-45 minutes, rather than the expected 20.

Recruiting participants was a struggle for free.

Affinity Mapping the Results



Quotes and Observations were separated into Observations, Positive Quotes, Negative Quotes, and Errors. (Red)



Then it got messy: Quotes, observations, and errors were combined into fewer issues and resorted.

Rainbow Spreadsheet

All insights and combined observations were added to a Rainbow Spreadsheet that can be viewed [here](#).

MOBILE USABILITY TEST	ERROR RATING	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors - Record and prioritize most critical errors based on your error classification.									Red Text is a guide. Delete and replace with the errors, observations, and quotes from your usability tests.
Did not find "Select" or know what "selected" means	4							4	Change tab names to category names "ALL HVAC EXPERTS" "SELECTED HVAC EXPERTS"
Did not know what Adding means	4							4	Change onboarding in show process if selecting or comparing or narrowing down experts Maybe
When jumping straight to calling they haven't seen the cost of this expert	3							3	Progressive Onboarding dimmed screen action for the first go around
Tried to begin text chat on video window because of wording	3							2	Reveal add button wording, to add to selected HVAC experts, add to my HVAC experts
Tried to tap on video, phone, text icons on onboarding	2							2	Calling screen needs to show fee, and change language to accept or decline
5 min may have been assumed about chat	2							2	Adjust words to "begin text chat with expert"
Did not understand multiple expert option	4							1	Remove direct call buttons in profile, add chat option
Did not understand that it will take some time to connect to expert	2							1	onboarding changes, explain who the experts are, and how it works
didn't know to go back to selected experts after selecting one	3							1	after adding expert drop out to Selected tab
Did not know that Buttons on Profile were direct connect	3							1	remove buttons, or bottom add text chat button? or small text link to direct message
grammatical error in onboarding	3							1	fix
skipped onboarding when they shouldn't have non-urgent	3							1	fix
Wanted to send message to expert first to see if they can help	2							1	
Tried to swipe to get to the next step	2							1	
Did not know to tap on name to view profile	1							1	
Thought text chat was send message	2							2	change icon to multiple chat not single message.
Observations - What are people Doing, Thinking, and Feeling? Use active verbs.									
no sense of urgency								6	
Video Call was first choice								6	
clicked on the name to find the profile and more info								6	
Payment Screen is a big obstacle, drop point	2							4	
Swiping to button over typing in problem keywords								4	
Used Chat option								3	
After short time it was clear learnability was high								3	
Right amount of information on Profiles, Easy to read								3	
Only Wanted 1 Expert								3	
Ready to pay, but when will I get charged	2							2	
Text Search for problem								2	
Used Urgent ships								2	
Exploring the app and experts then coming back to read and select								2	
Used "It's Urgent Connect Me Now" in the video example S2								2	
Onboarding has established trust and credibility								2	
Doesn't have the knowledge to differentiate Experts and will take any of them	3							1	keep it easy to swipe to add experts to call
Negative Quotes - Any negative soundbytes? Record them here.									
"I trust the app vets the experts" "Do they vet the experts"	3							3	Onboarding must explain the app is only a connecting place and not a vetting experts, who the experts are
"I need more pop ups" "push this button" "too tips"	3							3	Are you sure you want to do this? Just push this button to do this progressive onboarding
"Show is a factor, but it isn't" "I don't even look at prices"	2							3	Swap price and ratings review, and switch to satisfaction smileys and 4.5 scale satisfaction
"Psychology says I will get the worst expert if I click connect me now"	1							2	
"I could not determine the credibility of the expert"	4							2	Offer a place to click and view profile before accepting the call (especially for urgent scenarios)
"I wish I knew more about the Expert when they called me" [after connect me now before accepting call]	2							1	
"If they come with a recommendation from someone, then time spent vetting would be different"	1							1	
Positive Quotes - Any positive soundbytes? Record them here.									
"I like the multiple choices I have to connect"								4	
"I like how they aren't experts in the exact same thing" [got a better picture]								4	
"I like fast fee because then I know I'm not getting charged like a taxi"	2							3	
"I would use the selected as a initial gathering to compare and eliminate"	2							3	
"I didn't feel lost" [used at skip] "I knew the right button to push"	2							2	
"My value is in timelines, not cost, when urgent"	1							1	
"I want to read more tips while I wait, because this app got me"	2							1	
"This app I know nothing about and I want it fixed now"	1							1	
"I really like the [multiple expert] selection process"								1	

Issue #1 & 4: Selected/All Expert Tabs

High Critical Error

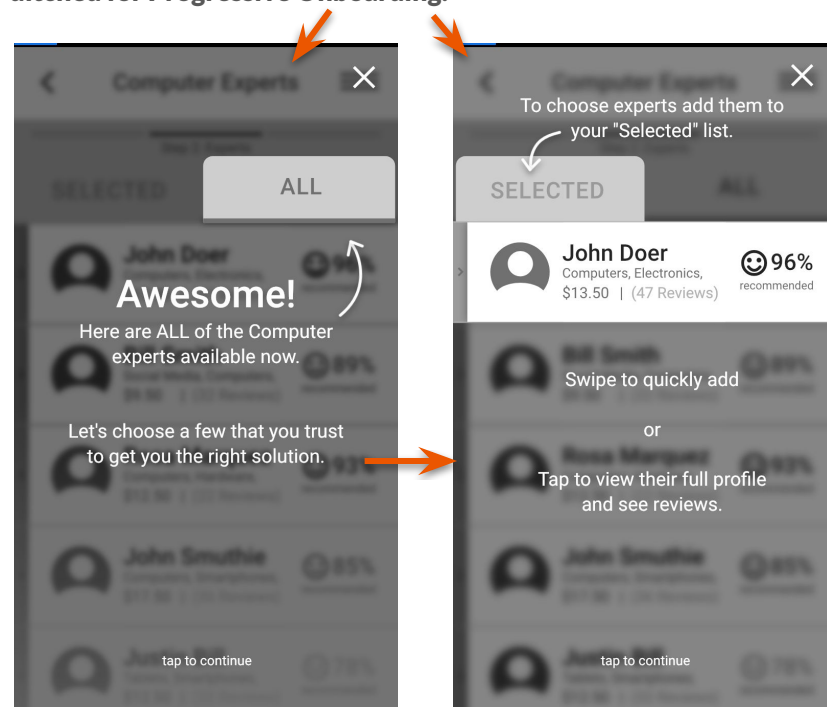
The idea of (a) creating a list of selected experts to call (b) from a large list of available experts (c) in a specific field was not known or used.

*"Why didn't I try
the 'Selected' tab?"*

Evidence:

66% of our participants did not know what "Selected" meant for compiling a list of Experts to call. 50% of participants did not know what "Adding" an expert was

The app had a lot of credibility, 50% of participants made decisions as though the app vetted the experts, so **traditional onboarding was ditched for Progressive Onboarding.**



Issue #2: Who and How Critically High

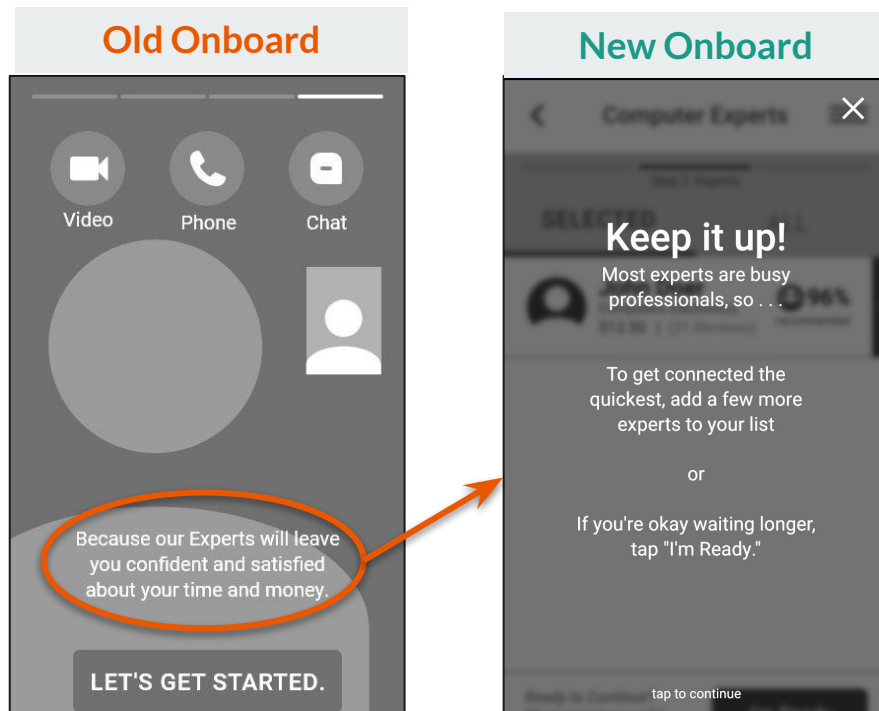
The fact that the App only connects Experts with Users, instead of vetting and hiring experts, was confused, and that the experts are normal people who don't necessarily give expert help for a living was not communicated.

"My only question is 'Do they vet the experts?'"

Evidence:

50% of our participants brought up the question or remarked about the App vetting the experts

66% of participants did not build a list but used a direct connect button on the profiles, because it was assumed they would be instantly connected to a hired expert, instead of unvetted experts.



Issue #3: Credibility Not Established

Critically High Error

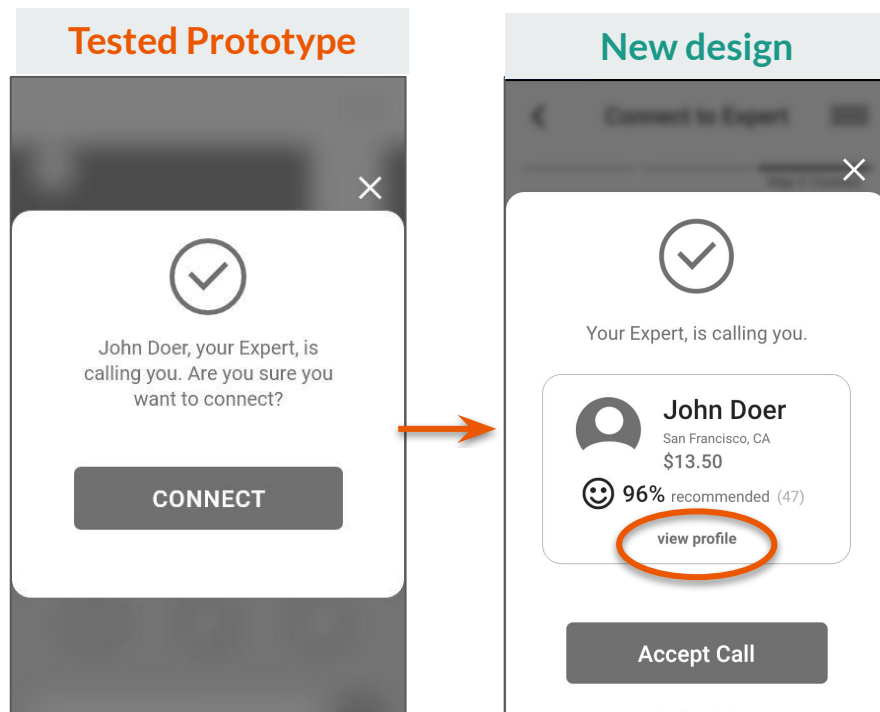
When users skip all onboarding and hit the "It's Urgent Connect Me Now" button they never have a chance to view the profile of any of the experts who might be calling.

*"I wish I knew more
about the expert I'm
connecting to."*

Evidence:

33% of respondents reached the connecting phase without having established knowledge of their expert, and

100% of Participants who connected either urgently or to multiple experts will not know their particular calling expert when they call.



Issue #5: Cost/Fee Priority

Medium Importance Error

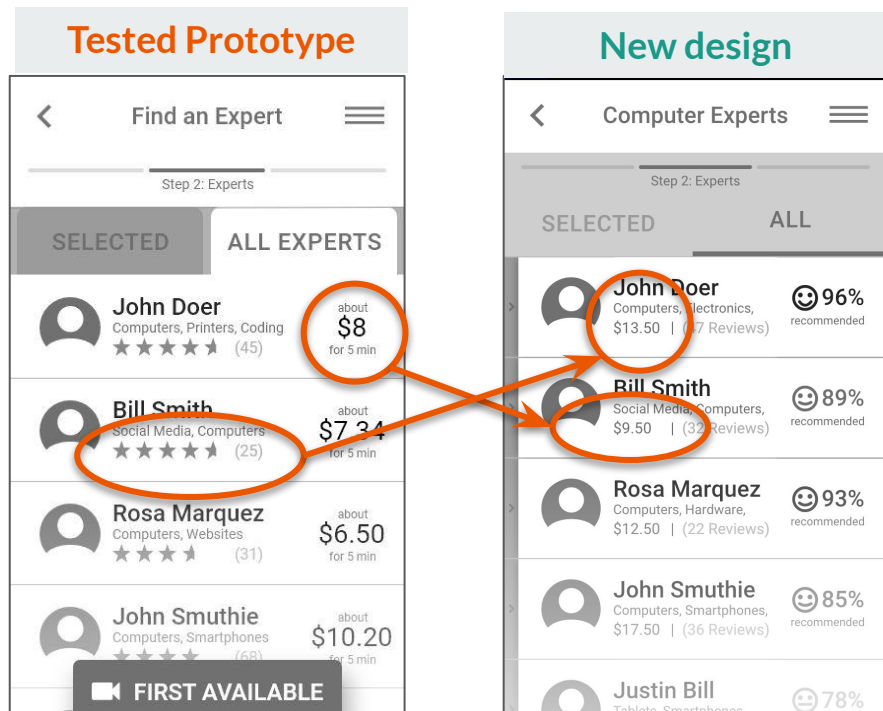
The current layout of the expert lists puts the cost as the 2nd largest thing besides the profile picture.

*"Price is a factor,
but it isn't."*

Evidence:

50% of Participants directly remarked that price isn't a factor, or even that they would pay for the more expensive expert because it meant they were better.

User research also demonstrated that #1 & #2 factors were ratings and # of reviews for expert choice.



Issue #6: Urgency Not Needed Medium Importance Error

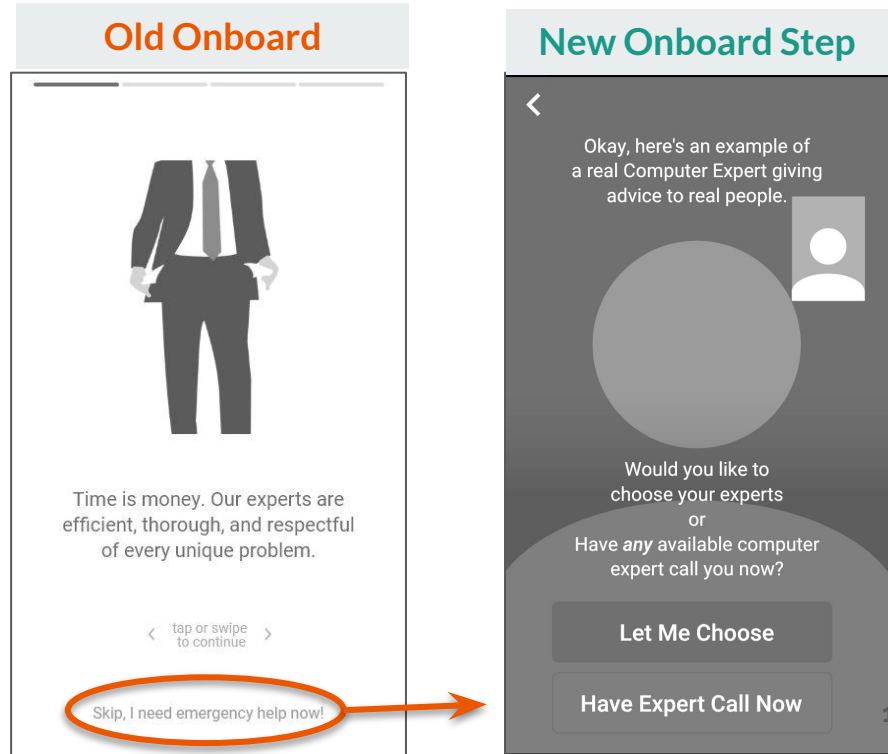
The perceived need of urgent skip ahead's was not needed to the extent designed. **Eliminating ALL Urgent prompts**, and instead going with one option to call connect to top experts right after the category has been chosen.

"My problem is not technically urgent, but I'm lazy."

Evidence:

83% of participants had no sense of urgency when selecting an expert, and only 33% of them ever used any of the urgent or skip ahead features.

Furthermore in the both scenarios the app scored an average of 6.2 and 6.5 out of 7 for **satisfaction of time taken to complete the tasks**.



Preference Test Plan

Introduction

After reiterating from Usability Testing findings a significant change was made to the onboarding process. As such I wanted to get evaluative research on those designs. Not unlike financial business constraints, I needed to prioritize what to test, because I had already been tapping my network for help for some time. Using PIE and CPX evaluation criteria (pictured below) the first onboarding screen was chosen.

Onboard Screen Possible Testing	Potential (how much improvement)	Importance (How valuable the spot is)	Ease (how complex testing will be)	Subtotal	Can be combined with another screen test	High Traffic	Add or Remove Things	Confidence in Test Working	Issues in Previous Testing	Total
Let's Get To it Copy	8	9	3	20	2	2	1	1	1	7.9
Urgent Video Split Copy	9	8	2	19	2	2	2	0	1	7.6
Let's Get To It Headline	7	8	4	19	2	2	0	1	1	7.4
Keep it Up Copy	9	7	3	19	0	0	1	0	2	6.5
To Choose Expert Copy format	8	7	3	18	0	0	0	1	2	6.2
Urgent Video Buttons	3	9	4	16	2	2	0	1	0	6.2
Splash Screen buttons layout	6	5	5	16	0	2	1	1	0	5.9

Preference Test Plan

Goals and Objectives

To determine the **preference and readability of the first progressive onboarding screen** after sign in.

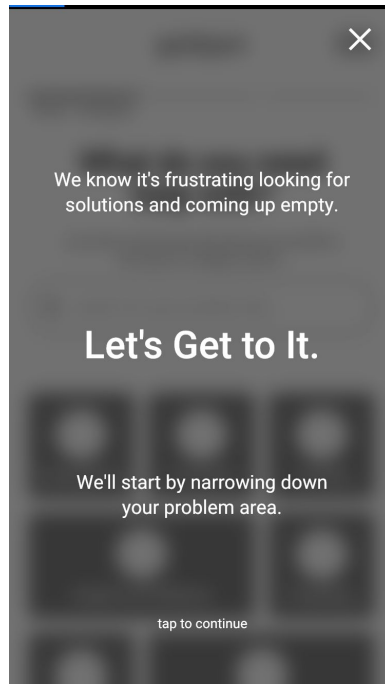
Post **two options for test participants to choose** between to determine the preference of target users.

Methodology and Participants

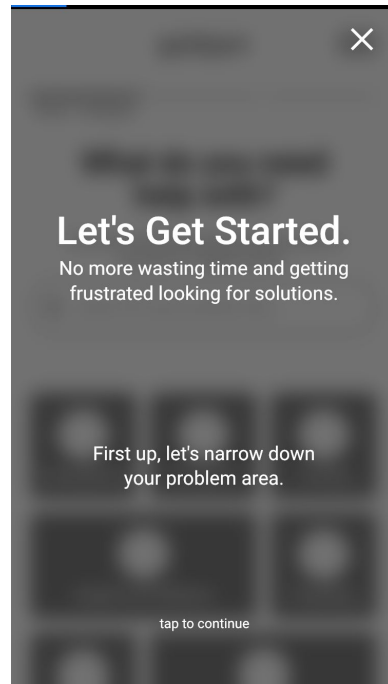
The Test was conducted on **usabilityhub.com** using two grayscale wireframes seen right.

Over 24 hours I recruited **21 participants** over social media and group texts.

Option 1
(Title in Middle)



Option 2
(Title at Top)



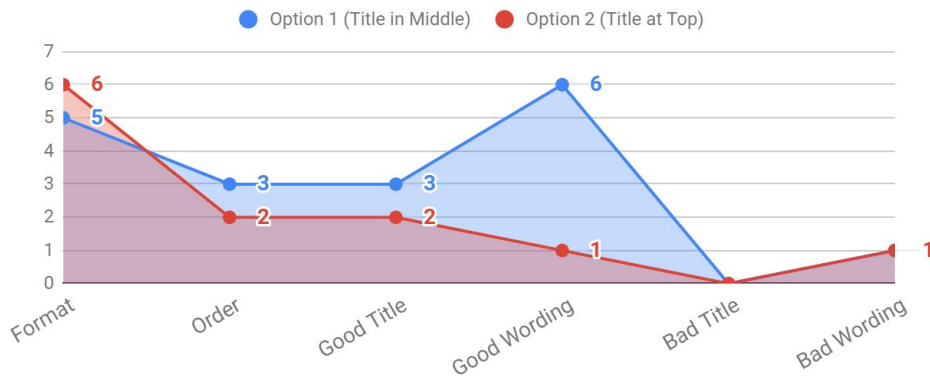
Preference Test Report

Results

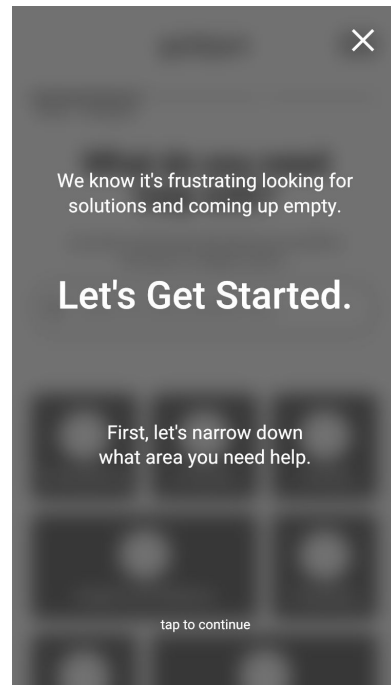
Unfortunately (and perhaps because the options were too different) the results were **not statistically significant**. 11 against 10 votes.

Further Analysis

Analysis of the follow up question to each participant, “Why did you choose that answer?” led to some insights. I assigned tags to the answers if they mentioned, “Format” “Good Wording” “Bad Title” etc. Below is a chart of how Option 1 and Option 2 did in comparison. [Analysis can be found here.](#)



Revised Screen





getXpert Updated Prototype

Implemented changes from usability and preference testing.



[Follow this link](#) or click on the image to view new iteration prototype