GOOGLE NOVI

Usability Test Findings

OBJECTIVES

•To confirm whether users can successfully navigate the app and perform high priority tasks.

•To learn where users are confused or frustrated in order to make improvements and add clarity.

SUBJECT OF THE TEST

A mid-fidelity prototype of the Google Novi Android App.

METHODOLOGY

A sample of 5 users were tested using remote, moderated testing through the app, Maze.design. Participants will be asked to complete a series of 3 tasks.

PARTICIPANT AND RECRUITING

We recruited participants from our user interviews, the DesignLab community, and personal life. All participants were women between 30-40 years of age. Three of the participants had been diagnosed with preeclampsia and/or HELLP syndrome. Two of the participants are expecting their first child and have no diagnoses.

PROCEDURE

The test facilitators asked the participants to share their computer screen as they completed each task. Participants were asked to think aloud as they moved through each task. Facilitators observed the participants and recoded the sessions with their permission.

TASKS

•Enter your pregnancy details to jumpstart your action plan

•Take your blood pressure

•Read your Green Plan of action

USABILITY GOALS

•To determine the completion rate of the tasks (the percentage of users able to complete the task).

•Determine the error-free rate (the percentage of tasks completed without errors).

•Identify any specific, significant problems in order to fix them.

•Gather insights into user's experience with app to improve future iterations.

COMPLETION RATE

Task 1   100%
Task 2   100%
Task 3   80%

ERROR-FREE RATE

Error-free rate is defined by how often a participant completed the task using the direct path.

Participant 1   66.6%
Participant 2   33.3%
Participant 3   33.3%
Participant 4   66.6%
Participant 5   33.3%

PROBLEMS ENCOUNTERED

•60% of users were unsure of where to enter their pregnancy details

•40% of users misclicked when entering the date of their conception or menstrual cycle

•40% of users were not sure how to unlock the mobile device locked screen

•100% of users struggled to find where their action plan was located

INSIGHTS

•Users may have had issues finding where to enter pregnancy details because they were testing a mobile app on their desktop or laptop computers.

•The prototype limited the ability of users to click in certain fields. Users immediately attempted to enter their conception date or menstrual cycle but were unable to because the UI was not active.

•The original hotspot created to unlock the phone was too small. If we were able to test mobile interactions on a phone the users might not have run into this issue.

•Users did not think their action plan lived in the section labeled "My Help." They thought they would find contact details or help regarding the app.

•When given the option of a Hamburger Menu in the top nav bar, users almost always attempted to find what they needed there if it wasn't readily noticeable on the current screen.

•The label "Average Blood Pressure" indicated to a user that their blood pressure results were average, when the results listed were actually considered high. New body context and UI could improve this.

•A user shared that better visual hierarchy would make it more clear that they needed to pay attention to certain health data and action plans.

•It was unclear to a user whether the both cards on the Blood Pressure data page were both interactive and where the "Average Blood Pressure" card would take them if interactive.

•User thought a graph that allowed you to click and drag to see specific details would be delightful.

•Users struggled to read the graph as it was a place holder image.

•User stated they prefer to explore app before deciding to use, and never take the tour.

•The purpose of the app was not immediately clear. (We did not test onboarding.)

RECOMMENDATIONS & NEXT STEPS

Home/Dashboard

•Consider changing the carousel cards to scrollable cards with full bleed to have a clearer affordance.

•Remove the hamburger menu to reduce confusion.

•Allow choice of tour or independent exploration (no deactivated action cards).

My Health

•Differentiate between content cards and actionable buttons.

•Revise body copy, including "average blood pressure."

•Create realistic graphs with a legend, units of measurement, and accurately labeled axes. Include ability to differentiate by time and location.

•Include new user To-dos in "my health" and "my help".

My Help

•Change name of "My Help" to something that more clearly indicates contents.

•Clearer copy when entering pregnancy data.

•Include new user To-dos in "my health" and "my help".

Throughout

•Use UI to create a visual hierarchy.

•Add medical copy throughout.

•More copy throughout explaining purpose and desired outcomes of app, emphasis on prevention, early detection, and timely response to accelerated progression of disease.

•Instant feedback for inputted data.

•Noticeable linked references to plans throughout app. Possibly add the action plan in homepage cards.