

Bhuku Usability Test Findings

Overview

The total number of participants that participated in the test was 7 people; 3 men and 4 women, ages ranging from 20 - 60, all avid book readers. There were three different scenarios that participants worked through during the test. The first scenario asked participants to find a book they liked from their favorite genre. The second scenario had them save that book to remember for later. In the third scenario, participants created a new bookshelf.

The test was conducted remotely on desktop, through a Zoom meeting. Participants were sent a link to the InVision prototype, and they shared their screens while I told them about the scenarios, and then watched their progress. Users talked through tasks and voiced their thoughts out loud as they navigated through the prototypes. Once the three scenarios were completed, I also asked them follow up questions to better understand their overall impressions, feelings, and frustrations they might have had, as well as what they liked and disliked about the app's visual design and usability.

Summary of Feedback

- Completing the tasks within each scenario was fairly simple and straightforward - most users had no trouble navigating through the app or finding information they were looking for.
- Participants were able to complete all 3 scenarios within a matter of minutes
- Overall, the feedback about the visual design / overall aesthetic was positive
- Nobody knew what the "edit" pencil icon in the bookshelf was
- Some people were confused about the difference between favoriting & adding to a specific bookshelf
- Everyone found the terminology / what the purpose of each screen was confusing - especially regarding the home, catalogue, and bookshelf screens.
- Some users didn't notice or see the white buttons
- Everyone was confused by the heart icon / what it did

Participant 1

- Had trouble seeing / noticing certain buttons - especially the white buttons / CTAs
- Felt a little lost / confused regarding the functionality of certain things within the app
- Didn't know what pencil icon was for
- Had trouble seeing / noticing red "Apply filter" button on the genre filter page - was waiting for the prototype to automatically apply the filter

Participant 2

- Went through the tasks easily & with no issues at all
- Wants to use hearts for everything & not bother with creating custom bookshelves

Participant 3

- Went through the tasks easily & with no issues at all

- Felt as though process & design was seamless & intuitive
- Wants to be able to filter by dates / when a book was published, and by popularity
- Ratings are very important to this person
- Didn't know what pen/edit icon was for

Participant 4

- Went through the tasks easily & with no issues at all
- Confused by the word "catalogue"
- Would use ratings to decide on a book
- Didn't notice the white "all books" button next to the "add to bookshelf button"

Participant 5

- Went through the tasks easily & with no issues at all
- Didn't understand terminology of "bookshelf" - associates "Bookshelf" with books they've already read because of another app they use
- Felt like the process of having bookshelves was super convoluted - while at the same time saying they want to have a way to track their books by "completed", "want to read" and "started reading"
- Thought pencil icon was confusing
- Thought + icon was also confusing

Participant 6

- Went through the tasks easily & with no issues at all
- Felt like using the app was straightforward
- Was confused by pencil icon

Participant 7

- Went through the tasks easily & with no issues at all
- Felt as though navigating through the app & finding things was easy
- Didn't know what the heart icon was for
- Didn't understand pencil icon