

Friday, August 19, 2022

## Test Preparation

---

### Recruitment Messages

Hello [Name]! I hope you are doing well during mid August!

I am currently creating an online shopping app called Luxé and would love your input. I created a working prototype for testers to go through. If you are interested I can send you the link and give you a scenario as a user! I would greatly appreciate a response before the end of the week.

It should only take 10-15 minutes to go through the scenario.

Thank you,  
Kirby Rafel (They/Them)

---

### Scenario

**Introduction:** I would like you to go through the scenario and observe closely as you navigate the app, writing down any notes along the way. Please write about any likes or critiques you have about the app. If you have the ability to record your screen and include it in the response,

**Scenario:** You are a user who just discovered this app and want to purchase your first product! You are in need of a "Basic T-Shirt" but it is important to read the reviews to make sure you are getting a shirt that fits properly. You want a Medium t-shirt in the darkest color available. After checking the reviews you must select the color and size you want. Then add it to your bag and check out!

# User Test Notes

---

## Participant 1.

Name: Serina Fischer  
Sustaining Engineer

Contacted: Email

---

## Quotes.

"Would love to provide feedback to make Luxé the best brand in the business"

"This is exceptional quality of work and I am very impressed with how well this experienced flowed"

"The design is very intuitive"

---

## Notes.

- On the categories page, the boxes take up a lot of space on the screen but don't add any information on what that category is. Including description text or shrinking the boxes and adding more photos to better use the space may help users understand this screen easier.
- navigating into the categories (for this example the "tops" screen) is very easy and seamless. The tops section is clean, well organized, and well scaled. The text and images feel appropriately sized and spaced in relation to each other.
- the basic T shirt page opens zoomed in on my version and makes the page feel crowded. I am unable to see the important details about the product without scrolling down.
- the reviews screen is perfect! All the information I want presented clearly and concisely.

---

## Overview.

Pain Point	Priority (0 - 4)	Recommendation
On the categories page the boxes take up a lot of space and don't have additional information on what the category is.	0	This page should be kept simple for users to access the many different categories without being overwhelmed with information. Once images are added it will make them much more informational.
Product page with the image of the product is too large and cannot see the rest of the information	0	I may decrease the size of the image but due to the way the prototype shows on the phone. The prototype feels zoomed in and condensed.

---

## Participant 2.

Name: Ankia Engelbrecht

CareerFoundry Student

Contacted: Slack

---

## Quotes.

"In general I didn't have any problems, navigation, design and layout were always clear and intuitive."

"I really like that you thought about the tester too! You didn't just use a "lorem ipsum" text, but explained in the text what it will be containing. Also the final Thank You pop-up. Very thoughtful!"

"The slider that shows the feedback of the fitting is a great feature. Can I please have it in every online store?!"

---

## Notes.

- The layout of the starting screen is very clear and easy to navigate. The account/user icon on the bottom looks a bit small than the other icons, but I guess those are not final anyway.
- The category list is simple and clear, really nice. Same for the „tops“ screen: clear navigation and layout.
- I love that it shows the user the amount of items on top.
- The icons for sorting and filtering might be a bit small. Maybe double check that touchpoint size
- The slider that shows the feedback of the fitting is a great feature. Can I please have it in every online store?!
- On the pop-up overlay that appears when the user has added the item, I would consider centering the text, so all elements run on the same axis.
- On the shopping Bag screen, I would find it helpful to also have the color and size info on the item card. Apart from that, it's, again, all very clear and easy to navigate

---

## Overview.

Pain Point	Priority (0 - 4)	Recommendation
The account/user icon on the bottom navigation looks smaller than the others.	2	I will make sure all navigation icons look even in sizing.
The icons for sorting and filtering looked small.	0	I think the icons are a good size to make sure the hierarchy is smooth.
Item added to bag pop-up text is left aligned and not centered like the buttons text.	1	Compare centered text for added to bag pop-up to see if it makes it more clear and unified as a pop-up.
In your shopping bag it would be nice to see the info selected (color and size) on the item card in your cart.	4	This must be added making sure there is a description of the sizing and color of the item the user has selected.

---

## Participant 3.

Name: Ka-Sua Tiuthnadvilai

CareerFoundry Student

Contacted: Slack

---

## Quotes.

"I could easily find the categories and choose the need category"

---

## Notes.

- At the home screen I could easily find the categories and choose the needed category Tops.
- From there I could see that the category has 22 items and the Basic t-shirt was easily found.
- Tapping on it, moved me to the item screen and I scrolled down. I could choose the colors and size according to the scenario and went to the reviews.
- Checking the reviews I could see overall good reviews and that the shirt was true to it's size.
- After Confirming this I closed the reviews and added the item to the bag.
- A popup confirmed the item was added successfully and I could review my shopping bag directly from there, what I did.
- At the screen I was able to see all added items and the total prize. Then I checked out by tapping the continue to checkout button.

Other things I noticed:

- I noticed you have 2 status bars overlaying each other at the screens on the prototye.
- Checkout screen, where will I be able to check/confirm the invoice and shipping address? adding this information at the shopping bag overrview before checkout would be helpful.
- This is really minor and only my own opinion but the shop headline is small compared to the top headline at the next screen. Looks a bit out of it. Maybe also because you have the text „Luxe“ and „shop“ right next to each other? I think it will look better if you differentiate the „Luxe“ more. -> make it more Logolike but maybe it's only confusing me because there aren't colors involved yet.

---

## Overview.

Pain Point	Priority (0 - 4)	Recommendation
2 Status bars overlaying each other in the prototype.	0	Will take a closer look next time a create a prototype to make sure this doesn't happen.
Thought that the "Your Bag" screen was a checkout screen and was wondering where you can check/confirm invoice and shipping address.	1	I will have to make the Your Bag area more clear that it is not a checkout screen but just what is in a users bag. Such as making the title more noticeable.
The top navigation bar with titles like "shop" get overpowered by the "Luxe" app title.	3	I must fix the sizing of the font to make sure the title of the page you are on is more clear to users. Not overpowered by the apps title.

---

## Participant 4.

Name: HoMei

CareerFoundry Student

Contacted: Slack

Added Video: <https://share.vidyard.com/watch/fc9Cai1UiiW3SQmG3GztxK>

---

## Quotes.

"The scenario was straight forward and easy for me to complete."

"I particularly appreciated the pop-up for when the scenario was finished!"

---

## Notes.

### Categories Page

- I'm not sure if it was your — intention the category cards look a bit like sliders to me because the corner radius of the images are the same as the text container and they share edges.

### Product Page

- I like your product page a lot. It's very familiar to me, which made it easy to go through your scenario. I particularly like the slider dots for browsing more images, and the color/size selections.
- One thing you might want to add is a quantity adjuster for people who might want to purchase more than one at a time.

### Reviews Page

- The reviews page looks clean! It's easy to understand the information and read through.
- Though to be honest, as an online shopper, I normally don't care about reviewer's names because they are strangers on the internet. You could consider putting less emphasis on reviewer names and provide other information instead.
- When I shop for clothes online and look at the reviews for fit information, I try to see if the reviewer inputs information about their body type and what size they purchased -- height and weight are probably the most useful. If I happen to stumble upon a good review of someone with similar height and weight, I'm more likely to purchase an item because I have more confidence that it fits and looks good on someone with similar build.



---

## Overview

Pain Point	Priority (0 - 4)	Recommendation
Category cards look like sliders because of the images being rounded like the ends of the card.	1	Making the image squared off in the card will make it not look like a slider and like and image on a card.
No quantity adjustor for people who want to purchase more than one.	3	This is very important to some users and I think I will add a small button next to the button to add something to your bag.
Isn't interested in users names for reviews and would like more emphasis on other information	0	I think having reviewers names make a review feel more human.
Wants to see reviewers information to see if the reviewers body type matches the users body type	1	I think this is great information to add for users and will implement more information on the reviews.