

Usability Test Analysis

10/11/22

Objective

The goal of the usability testing was to determine if participants can accomplish the following tasks using the Scout mobile website.

Task 1 – Navigate to the ‘Tent’ item in the ‘Tent Camping’ template.

Task 2 – Navigate to the ‘Gear’ section in the ‘Day-Trip Rafting’ template.

Task 3 – Favorite the ‘Waterfall Hike’ in the completed activity section.

These tasks were chosen because we wanted to analyze the following:

- How the participants interact with the product
- How long it takes the participant to perform the tasks
- Identify confusing areas or issues while using the product

Testing Methodology

Number of participants: 5

Demographics: 23 to 49 years old, go on outdoor activities at least once a month

Type of test: Supervised usability test (in person and via Zoom)

Prototype hotspot hints: Turned off

Testing Results

Product interaction:

- 5/5 participants said they would use Scout to organize an outdoor activity
- 5/5 participants enjoyed the overall design of the product
- 4/5 participants wanted to see different colors used for ‘Planning’ and ‘Template’ pages

Task completion:

- 5/5 participants completed Task 1
 - o Avg time: 3min
- 5/5 participants completed Task 2
 - o Avg time: 5min
- 5/5 participants completed Task 3
 - o Avg time: 1min
- Most challenging to task to complete: Task 2

Task issues:

- Task 1:
 - o Figuring out how to use the ‘Planning’ page
- Task 2:
 - o Figuring out that the search bar was needed to complete the task
- Task 3:
 - o Locating the profile icon
- Overall task issues

- Participants wanted more functionality with the prototype

Usability Issues Discovered

Screen hierarchy and instructions → Imperative to fix

Color scheme → Imperative to fix

Prototype functionality → Important to fix

Icon size → Important to fix

Screen alignment → Cosmetic fix

Recommendations

Make screens more understandable and easier to use.

Improve UI to reduce confusion and clutter.

Give the prototype more functionality (focus on search bar).

Action Plan

Implement UI design changes by 10/14

Add additional UX functionality by 10/15

Usability Test Results

10/6/22

Background

Scout is a platform designed to help take the stress out of planning and organizing an outdoor activity. Through the platform users will be able to easily and efficiently plan, organize, and coordinate an outdoor activity. Scout makes it simple to plan for an individual or group activity.

Usability Goals

The goal of the usability testing is to determine if participants can accomplish the following tasks using the Scout mobile website.

Task 1 – Navigate to the Tent item in the Tent Camping template.

Task 2 – Navigate to the Gear section in the Day-Trip Rafting template.

Task 3 – Favorite the Waterfall Hike in your completed activity section.

Participants

Number of participants: 5

Average time to complete all tasks: 6min

Most challenging to task to complete: Task 2

Hotspot Hints: Turned off

Findings

Participant 1: Addie

Success Metrics:

Task 1: Was able to complete the task but was initially confused by the verbiage.

Task 2: Most challenging task to complete. Did not want to use the search bar.

Task 3: Easily accomplished this task.

Feedback:

- The planning page needs a better hierarchy. Didn't know where to look or start.
- Didn't like the color scheme of the planning and template page.
- Liked the screen overall screen layouts and idea of the product.
- She would use the product and it made her want to plan a trip.

Participant 2: JD

Success Metrics:

Task 1: Completed the task after trying to explore the screens. Frustrated he couldn't click and navigate through everything.

Task 2: Had trouble realizing he needed to use the search bar. Kept wanting to filter in the search screen.

Task 3: Accomplished this task.

Feedback:

- Wanted more features and screens available.
- Liked the simplicity of the screens but would change the planning page so it is easier to see.
- Enjoyed the gear and gear item page.

Participant 3: Ben

Success Metrics:

Task 1: Completed this task.

Task 2: Completed this task after going back and forth between the search and homepage trying to click around.

Task 3: Completed this task with ease.

Feedback:

- Suggested using icons or different color scheme for the planning page. Too many words.
- Back arrow after clicking the camping icon on the homepage should take you back to the homepage, not the search screen.
- Wanted more activities, seasons, locations under "All" in search.
- Liked the idea of the product. Felt it was easy to use.

Participant 4: Annika

Success Metrics:

Task 1: Accomplished the task but has difficulty figuring out what the task was initially asking.

Task 2: Accomplished the task and figured out the search bar. Initially was hesitant to use the search.

Task 3: Accomplished this task without any hiccups.

Feedback:

- Liked the search page layout and color.
- Liked the softness of simplicity of the pages.
- Would rearrange the planning page to make it easier to look at. Make the screen longer.
- Enjoyed the overall aesthetic of the product, especially the logo and homepage.

Participant 5: Jamie

Success Metrics:

Task 1: Accomplished task after familiarizing with the platform.

Task 2: Accomplished task after figuring out the search bar. Didn't want to search.

Task 3: Accomplished task after figuring out the profile icon. Had difficulty noticing the icon.

Feedback:

- Unsure at first of what the templates and lists meant. Add more labels. Add a bit more color.
- Make icons a bit larger. 'View All' was hard to see in its current light grey color.
- Loved the overall vibe of the product.