

Seasonal - Usability Test Plan & Results (mockup prototype)

1 TEST OBJECTIVES

- Find out whether the UI is intuitive.
- Find out whether the app is easily navigable.

2 TEST SUBJECT

The test will be conducted on a prototype created on InVision with high-fidelity mockup screens, imported into Maze.

3 TEST METHODOLOGY

Tests will be conducted using Maze.

4 PARTICIPANTS

At least 5 participants of any age and gender.

5 RECRUITING PLAN

Participants will be recruited among UX Academy students on Slack.

6 TASKS, ERRANDS

1. Scenario: You have just received a notification that your one of your favorite fruits, i.e. the strawberry, is now in season. You would like to see what tasty recipes you can prepare with strawberries.
Task: Check out the strawberry recipes.

2. Scenario: Since you find it sounds interesting, check out the "Strawberry jam" recipe and create a shopping list with its ingredients.
Task: Check out the strawberry jam recipe and create a shopping list with its ingredients.
3. Scenario: Go the shopping list you have just created, with the ingredients for the "Strawberry jam" recipe. Since you already have preserving sugar, mark it as procured.
Task: Go the new shopping list and mark an item as procured.
4. Scenario: Now that you have your shopping list ready, you would like to see where you can buy the remaining ingredients. Find grocery stores nearby using the app.
Task: Find grocery stores near your current location.
5. Scenario: You would like to see what is in season in May and filter out the fruits.
Task: Find the food that is in season in May and filter out the fruits.
6. Scenario: Since you love raspberries, you would like to add them to your favorites so that you will not miss when they are in season.
Task: Add the raspberry to your favorites.
7. Scenario: Now that you just added the raspberry, you would like to see which other fruits and vegetables you like are currently in season.
Task: Check out your favorite fruits and veggies.

7 TEST GOALS

7.1 DESIGNER GOALS

- Find out whether the overall UI is intuitive and whether the app is easily navigable.

7.2 USER GOALS

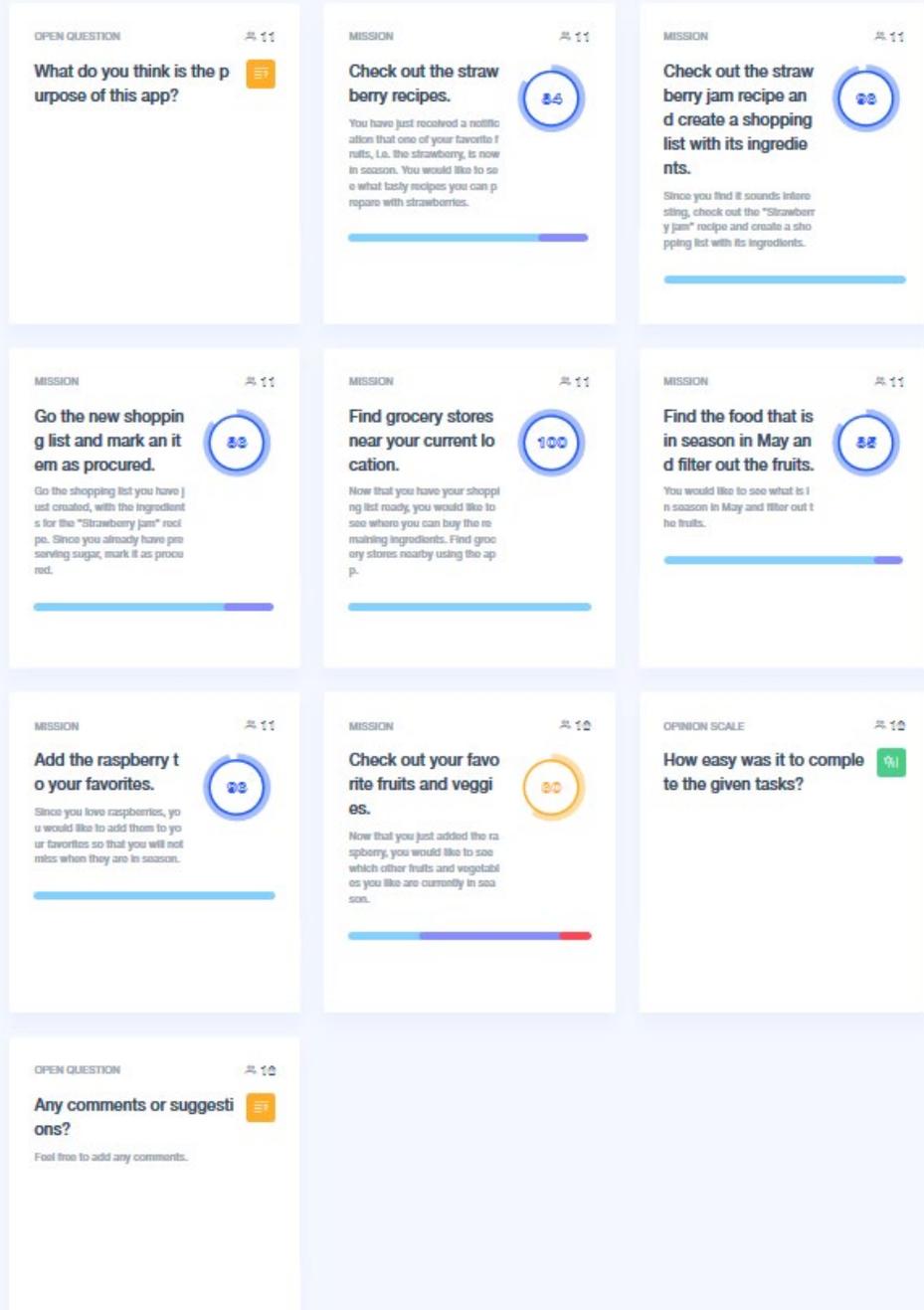
- Be able to complete the tasks quickly and easily.

8 TEST COMPLETION RATE

Overview

Summary of high-level results.

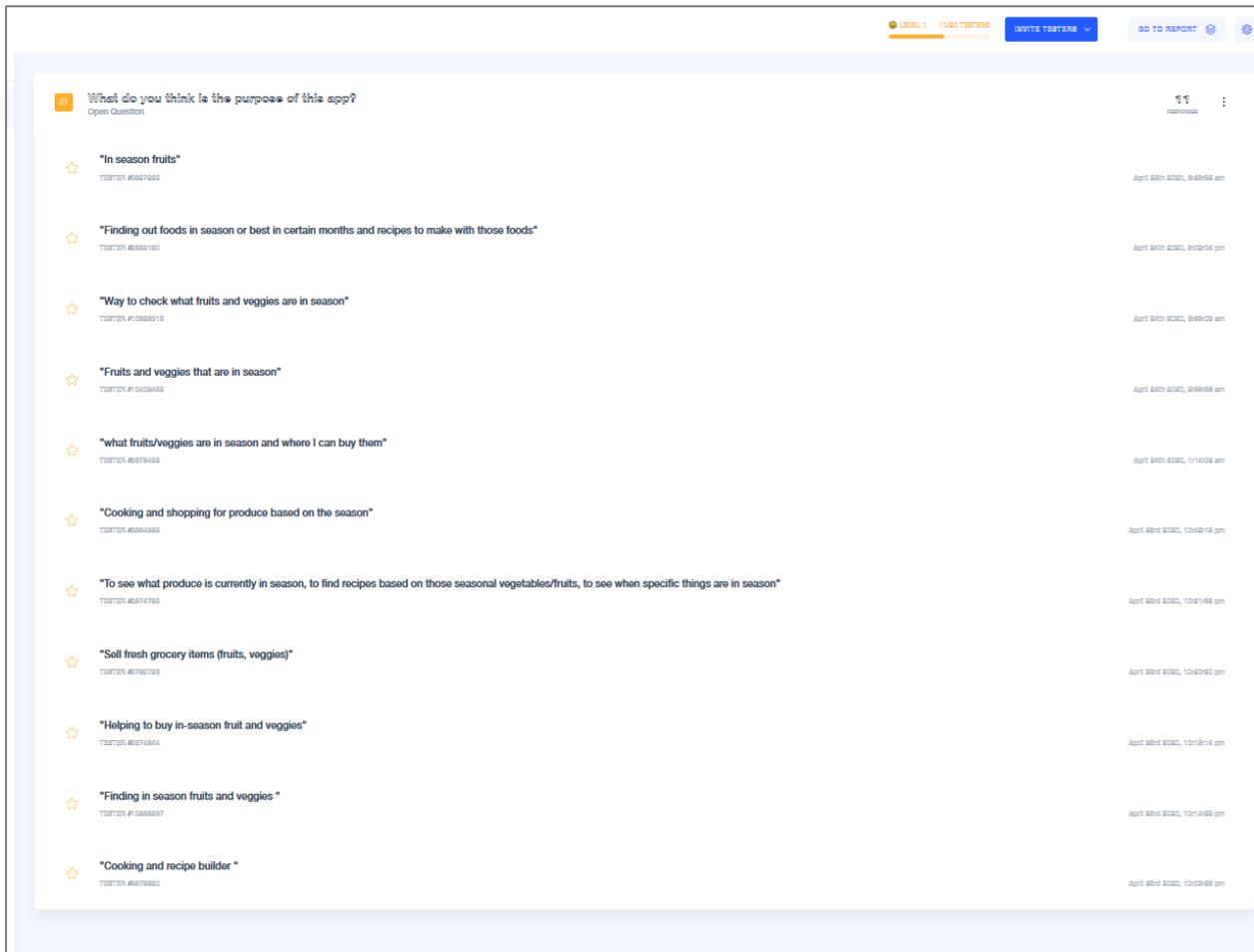
📊 Usability Score ● Direct Success ● Indirect Success ● Give-up / Bounce



9 FINDINGS

Eleven users participated in this usability test. As in the wireframe test, they were first asked what the app was all about only by inspecting the home page, i.e. the In Season screen. The majority of the participants guessed correctly, as they expected the app to be mainly about in season fruits and vegetables, and eventually also about seasonal recipes.

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The screenshot displays a usability test report interface. At the top, it shows 'LEVEL 1' with '1000 TESTERS' and buttons for 'INVITE TESTERS' and 'GO TO REPORT'. The main content is a list of open questions with their respective user responses and timestamps.

Question	Response	Timestamp
What do you think is the purpose of this app? Open Question	11	12/20/2020
In season fruits	TESTER #0367302	Apr 5 03:00, 9:20:00 am
Finding out foods in season or best in certain months and recipes to make with those foods	TESTER #0367302	Apr 5 03:00, 9:20:04 pm
Way to check what fruits and veggies are in season	TESTER #1026819	Apr 5 03:00, 9:20:00 am
Fruits and veggies that are in season	TESTER #1026819	Apr 5 03:00, 9:20:00 am
what fruits/veggies are in season and where I can buy them	TESTER #0376562	Apr 5 03:00, 11:14:00 am
Cooking and shopping for produce based on the season	TESTER #0367302	Apr 5 03:00, 10:20:10 pm
To see what produce is currently in season, to find recipes based on those seasonal vegetables/fruits, to see when specific things are in season	TESTER #0376788	Apr 5 03:00, 10:21:00 pm
Sell fresh grocery items (fruits, voggies)	TESTER #0376788	Apr 5 03:00, 10:20:40 pm
Helping to buy in-season fruit and veggies	TESTER #0376564	Apr 5 03:00, 10:18:14 pm
*Finding in season fruits and veggies *	TESTER #1026819	Apr 5 03:00, 10:14:00 pm
*Cooking and recipe builder *	TESTER #0376562	Apr 5 03:00, 10:08:00 pm

In the first mission, where the testers had to navigate from the notification that strawberries are now in season to the screen presenting the seasonal recipes involving this fruit, all but two participants managed to complete the task via direct path.



Interestingly, some users clicked on the “Added to favorites” button in the top right corner, which resulted in a misclick rate of 27%.

For the second mission, participants had to check out the strawberry jam recipe and create a shopping list with its ingredients. All participants took the expected (direct) path and completed the mission successfully. When compared to the test performed on the wireframes, there is a significant improvement, as the usability score in that previous test was pretty low (46). This could mean that the changes that were made after the first test (e.g. putting the plus and minus signs next to the quantity/person number) were effective.

Interestingly, one user clicked on a detail of the recipe’s picture, for some reason.

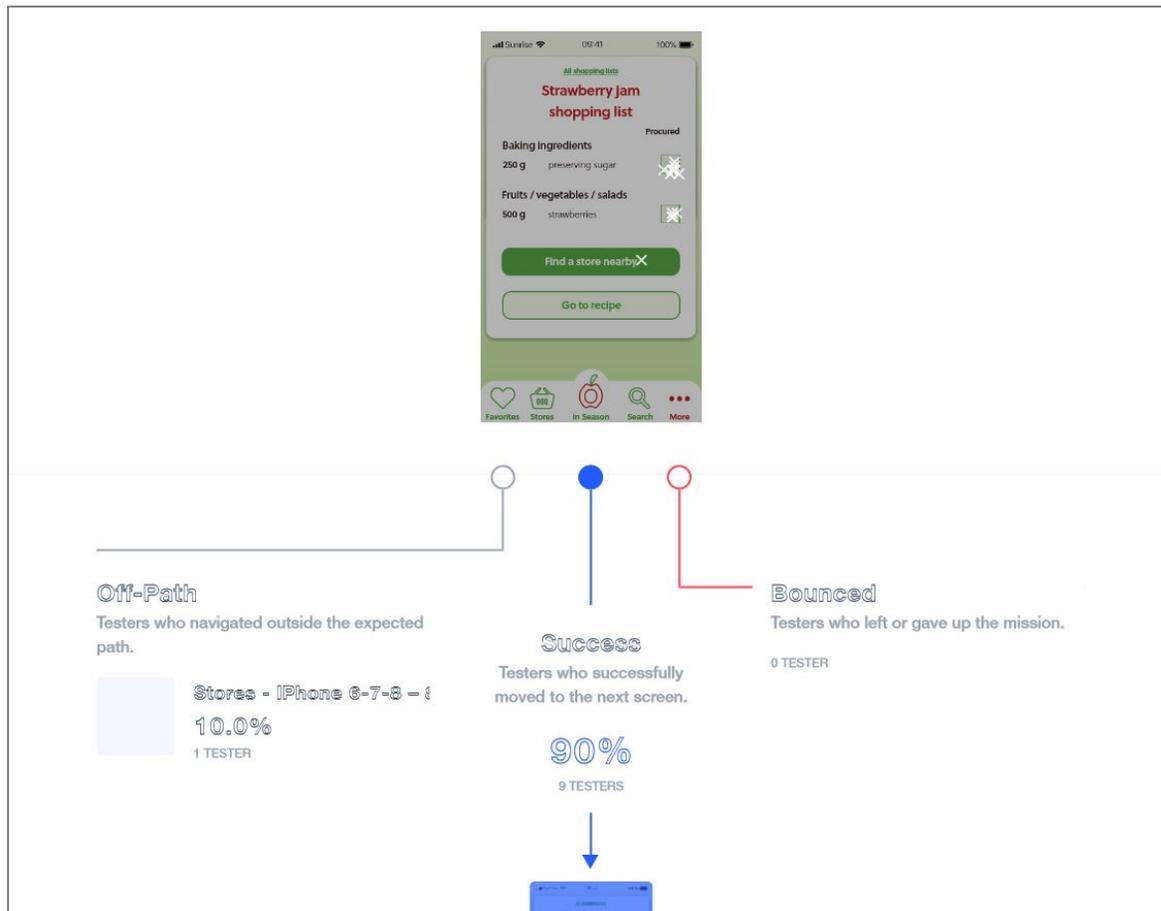
👁️ 9%

The misclick rate is not perfect: 1 tester misclicked and could have got lost! Bring it down by making sure users are finding what they need.

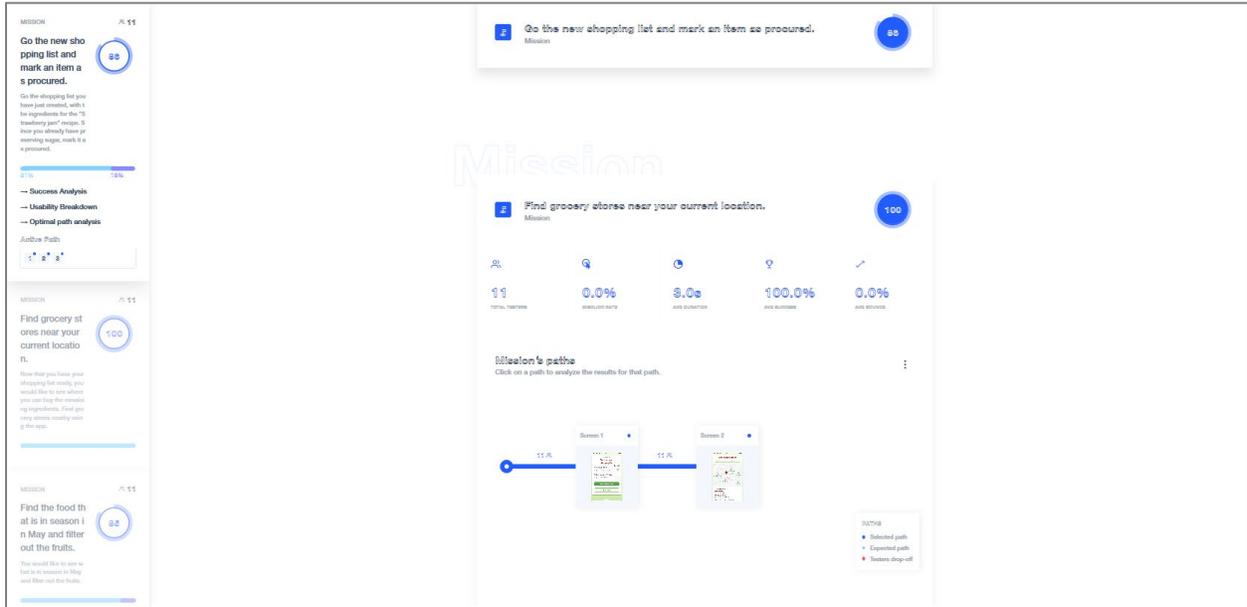


For the next mission, going to the newly created shopping list and marking an ingredient as procured, all but two participants took the direct path to complete the task, with a general misclick rate of 10%.

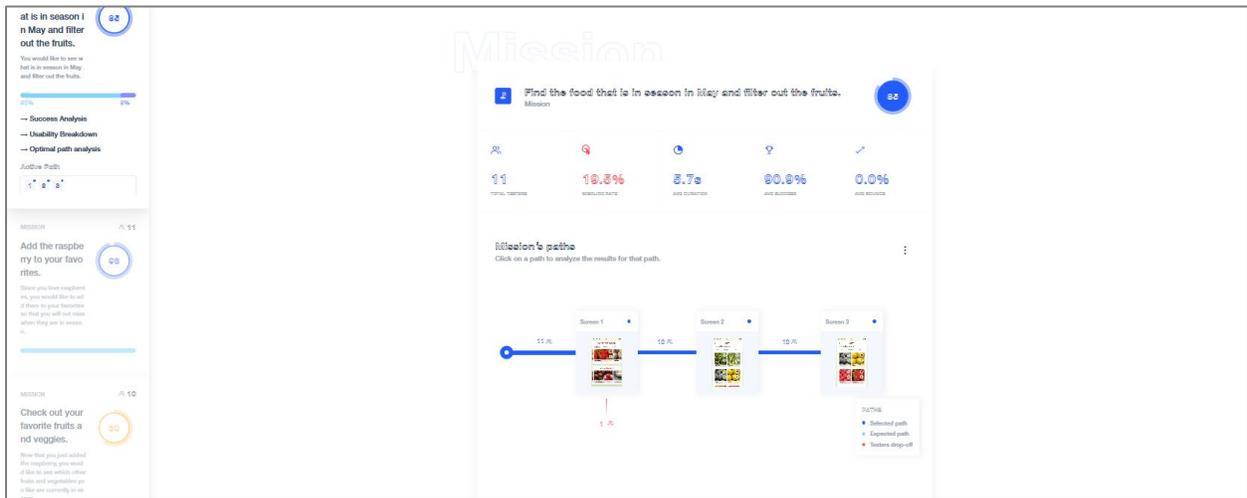
Most misclicks happened on a specific screen, i.e. the new shopping list itself, as some users clicked on the strawberries. Maybe they did not remember that in the test's scenario they already had the preserving sugar and still had to buy strawberries.



The next task, finding a grocery store near the users current location, had a score of 100, as all users were able to accomplish the task without any misclicks.



All but one respondent were able to complete the following mission, which asked them to check out the fruits (only) that are in season in May.



Most misclicks happened on the screen showing all veggies and foods in season in May, as some users clicked on "Veggies". This was very likely due to a mistake I made in the description of scenario and task, as I asked them to "filter out" the fruits instead of asking them to filter out the veggies. This was also cited in the comments at the end of the test.



Off-Path

Testers who navigated outside the expected path.

Success

Testers who successfully moved to the next screen.

Bounced

Testers who left or gave up the mission.

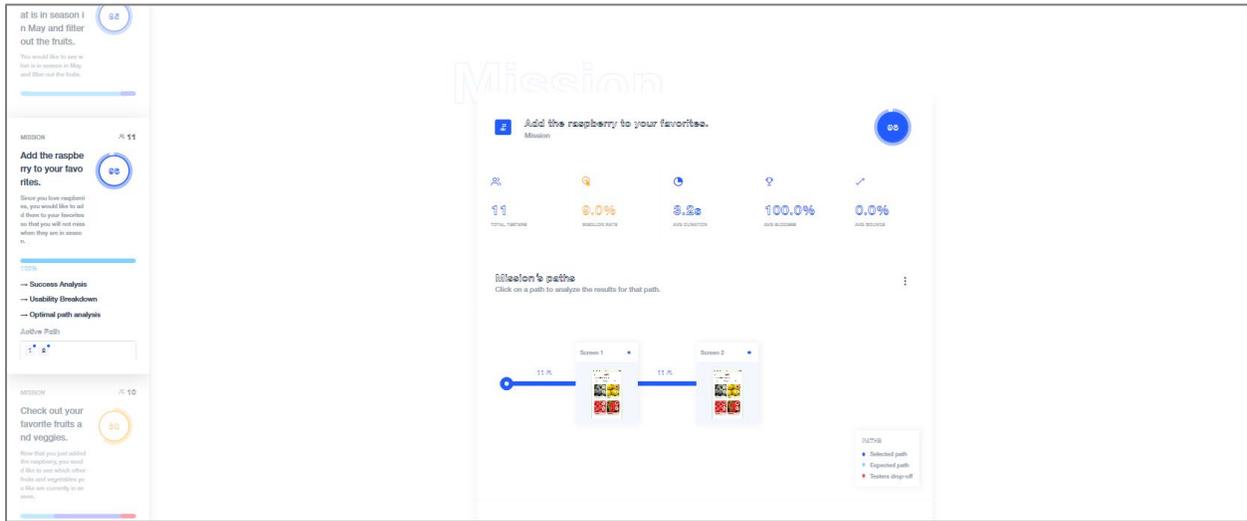
0 TESTER

100%

10 TESTERS



Adding the raspberry to the favorites, which was the subsequent mission, was completed by all participants via direct path.



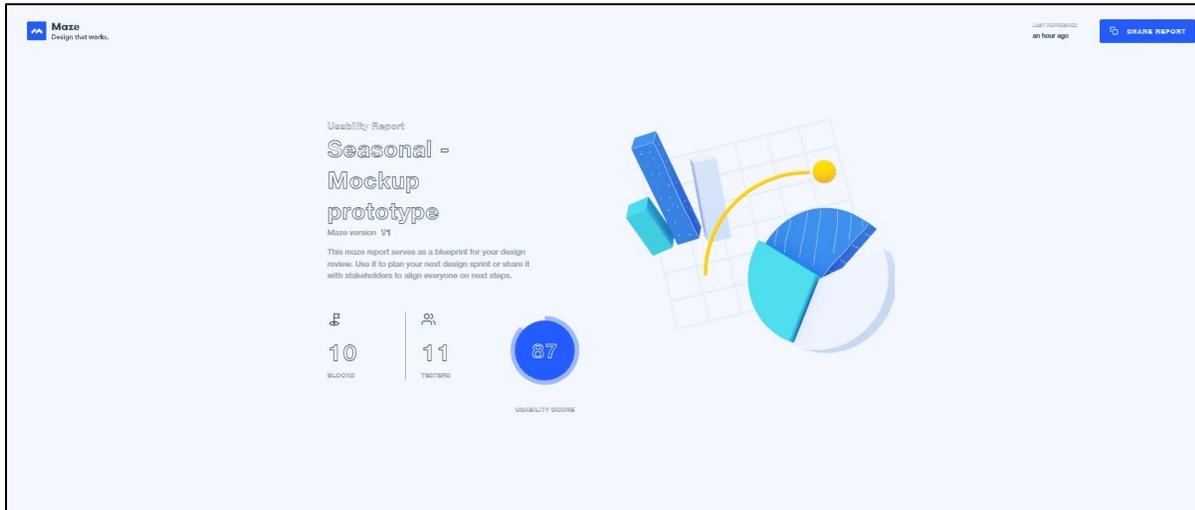
The only mission that proved to be difficult for some participants and even had one participant giving up was the last one, i.e. checking out the favorite fruits and veggies. Many users, i.e. 6, completed the mission via indirect path.



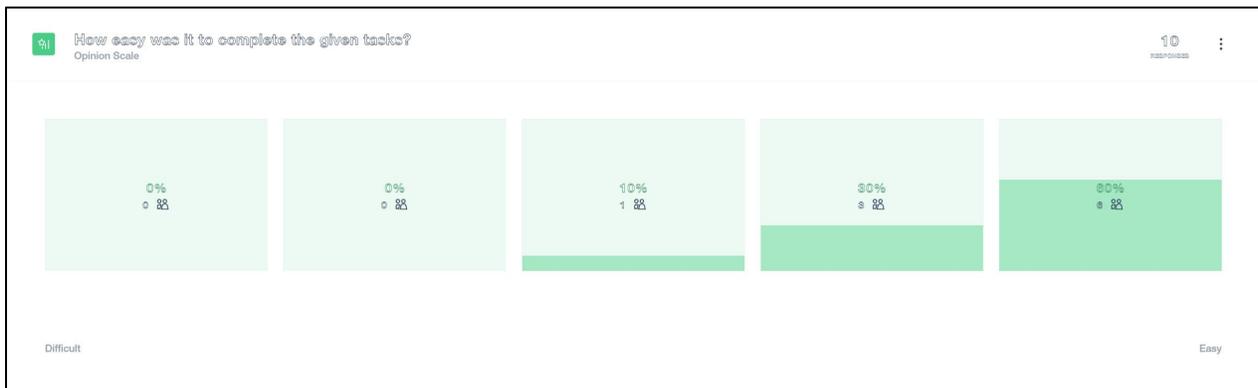
Participants tended to click a lot on the "All" button in the tab, for some reason. Maybe because it was not clear enough on which screen they were, or they did not remember that this was actually the screen that shows what is in season in May. Maybe all the "liked" fruits could also have been misleading, as in this screen, all but one fruit were added to the favorites and had therefore a red heart in the upper right corner.

10 CONCLUSION

The overall usability score of 87 out of 100 is high. Except for the last mission, most users were able to complete the tasks successfully and mostly via the expected path.



No participant found the tasks difficult to complete, with all but one testers considering completing the missions to be either easy or at least quite easy.



According to the comments, despite the "filter out" mishap and 2 user who found the instructions unclear (for one mission or overall), the prototype was well-received as the interface appears to be user-friendly, and for one participant, even fresh, which is what the colors are trying to convey.

LEVEL 1 11/00 TESTERS INVITE TESTERS GO TO REPORT

Any comments or suggestions?
Open Question 10 RESPONSES

★ "That was super easy and intuitive to navigate! I like your app! :) (only thing slightly confusing was when the task was to filter "out" fruits, so I thought it meant to see everything BUT fruits)."
TESTER #688140 Apr: 54th 2020, 8:07:10 pm

★ "Since you're asking the user to select May for the in season fruits and veggie, that month should probably have the red border as opposed to March. Otherwise great job!"
TESTER #10408488 Apr: 54th 2020, 8:58:48 am

★ "I struggled with the instructions - I wasn't always clear on what I should be trying to do."
TESTER #8840888 Apr: 54th 2020, 10:48:41 pm

★ "I wasn't sure what I was supposed to do in the final task. But, the navigation is pretty clear so it's possible I just didn't understand what the task was. "
TESTER #8874788 Apr: 54th 2020, 10:54:28 pm

★ "Super easy tasks and the icons and labels are very user-friendly. The colors also add freshness to the UI. Awesome job :) "
TESTER #8788788 Apr: 54th 2020, 10:58:18 pm

★ "The only thing I found confusing was the term filtering out fruit, as that typically means you want to remove them from your search. But other than that (which is super nit picky), this looks great and is super easy to use! "
TESTER #10888887 Apr: 54th 2020, 10:17:08 pm

Full report on Maze: <https://maze.design/r/7c89c4bgk9d6wjke>