Holistic Living - Usability Test Report

September 16, 2021
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Overview

Four remote and two in-person moderated usability tests were conducted with a low fidelity prototype of *Holistic Living*'s checklist and challenges sections. Each test lasted around 15-20 minutes. Since this prototype contained a singular and brief flow, users were expected to quickly complete the tasks. To maximize time with the users, the initial portion of the tests were focused on assessing users' impressions of the UI, understanding their experiences with similar products, and verifying the desirability of the features provided. While nearly all users cited that they enjoyed the use of visual graphics, progress indicators, and positive feedback, we encountered concerns regarding the usability of the features and screens within the flow.

Findings

Issue #1: Visual hierarchy on the Home screen

Summary:

- Virtually every user struggled to know where to look on the home screen, most were immediately drawn to the large "Articles" section.
- Three users noted confusion regarding the purpose of the small card carousel at the top citing that it felt redundant because they had the same labels as the larger sections below them. Further expressing that while they were aesthetically appealing, they didn't seem that useful.
- Five users expressed excitement or curiosity regarding the checklist as it seemed to be the most interactive section of the app. However, they weren't inclined to explore it first due to the sizes and locations of other elements on the screen.
- One user stated they weren't fond of the way topics were organized. Specifically, they were concerned that if they went to read up on herbs and there was a relevant article, they wouldn't necessarily find it because they would be looking for it in the "Herbs" section.
- One user mentioned that they tend to be skeptical of information sources and wanted to see credentials before exploring areas further.

Recommendations:

- Change cards to chips so users have the option to use those shortcuts without being distracted by them.
- Incorporate a search bar with filters to give users the ability to quickly locate items without cluttering the screen.
- Include more details about individual cards to reassure users that the information provided has been vetted.
- Reorganize larger sections based on their relevance.
- Rework information architecture so that related resources are housed together.

Issue #2: Capabilities & locations of navigational buttons

Summary:

- Two users were confused by the purpose of the two hamburger menus on the home screen - one at the top left and one in the bottom navigation bar. They would prefer to have the bottom nav only as it's easier to access.
- One user found it odd that the home button was not the far left one.
- Two users feared that clicking the dashboard button in the bottom nav bar would take them out of the flow and it would be difficult to get back to the checklist.

Recommendations:

- Remove hamburger menus and add a share button to the bottom nav bar since several users mentioned they'd like a social aspect to the app.
- Add labels to ensure buttons are clearly understood.

Issue #3: Functionality & discoverability of features on checklist screen

Summary:

- Three users struggled to identify the dual functionality of checklist items and were surprised to find that clicking the item's container would take them to its details screen.

- Two users stated they were concerned the checkboxes were too small and they might erroneously route to the details screen rather than mark an item complete.
- Two users were expecting more information about checklist items, such as expandable info sections, to be immediately visible.
- Three users did not realize the progress bar was clickable and used the dashboard button in the bottom nav bar instead.
- Two users would've liked additional feedback to confirm that an item had been successfully marked as complete and to more easily identify which items were left.
- One user suggested having the ability to mark how much or what type for items so you can keep better track of your habits.

Recommendations:
- Incorporate symbols or phrases that inform users to interact with checklist items and the progress bar.
- Increase the size of checkboxes to avoid erroneous clicks.
- Add banner messages to confirm when an item has been completed and provide additional encouragement.
- Indicate the completeness of a checklist item by graying it out or moving it to the bottom of the list, to help users locate incomplete items.
- Move checkboxes outside of containers to avoid erroneous clicks.

Issue #4: Context behind challenges & checklists

Summary:
- Four users expressed confusion regarding the context of the challenge - unclear what it is for and how challenges in general work.
- Two users were surprised to find that there was not a transitional screen between the Challenges Hub and the Checklist as they would've liked more information about the specific challenge, how the challenges worked, and to confirm that they wanted to start that challenge.
- Three users mentioned they would've liked some context on the checklist screen, in case they wanted to read up on the science or purpose behind the challenge.

- Two users suggested adding the date to the top of the checklist and the option to swipe back to checklists from previous days so they could quickly see how they did.

Recommendations:

- Add a screen or drawer that provides an explanation of how challenges work, the parameters of that specific challenge, and a CTA for users to confirm that they would like to start that challenge.
- Include a blurb at top of the checklist that gives an overview of the challenge and why the items listed are part of that challenge.
- Add date to header area of the checklist.

Issue #5: Format of Challenges Hub screen

Summary:

- Three users struggled with the layout of the Challenges Hub as they were unsure if the challenge topic cards were ones that they were already doing or if they were suggestions. This was furthered by the verbiage on the CTAs as they seemed to indicate that the user was an existing user and that clicking the topic cards would not result in the challenge being started.
- Two users thought the CTAs were too far from one another and expected them to be higher up on the screen.
- Two users expressed concern about how the flow would look if they already had challenges underway - how would they know which ones were active and would they have to route through the hub at all.
- One user didn't care for the layout of the challenge topics, as it seemed to limit the number of visible options.

Recommendations:

- Update verbiage of CTAs to be more clear about what they are for.
- Add section labels to reduce confusion regarding suggested challenges versus in-progress challenges.
- Create an alternative flow that is specific to users with active challenges so they aren't routed through the hub but get straight to the checklist.

- Rework CTA appearance/sizing/location so as not to distract from the suggested challenges.

Issue #6: Format of Dashboard screen

Summary:

- Two users were confused by the pie charts and weren't sure how to interpret them.
- Two users mentioned they'd prefer for the visuals to be higher up on the screen for visibility.
- One user didn't care for the expandable cards and suggested having a larger graph with filter options so they could easily toggle between daily, weekly, monthly, and yearly views.
- One user mentioned formatting progress as a calendar so you could see long term progress right off the bat and if you wanted to look at specific details for a certain day or week you could just click into it.

Recommendations:

- Provide a key or info about how to interpret visuals.
- Move visuals to be directly below the encouragement text.
- Rework progress sections to be immediately visible instead of housed under dropdowns.

Usability Issues by Priority

Priority	Issue	Recommendation
Critical	Visual hierarchy on home screen	- Change cards to chips so users have the option to use those shortcuts without being distracted by them. - Reorganize larger sections based on their relevance and rework them so related resources are housed together.

Critical	Functionality & discoverability of features on checklist screen	• Move checkboxes outside of containers to avoid erroneous clicks. • Incorporate symbols or phrases that inform users to interact with checklist items and the progress bar.
Critical	Capabilities & locations of navigational buttons	• Remove hamburger menus and add a share button to the bottom nav bar since several users mentioned they'd like a social aspect to the app. • Add labels to ensure buttons are clearly understood.
Major	Context behind challenges & checklists	• Add a screen or drawer that provides an explanation of how challenges work, the parameters of that specific challenge, and a CTA for users to confirm that they would like to start that challenge.
Major	Format of Challenges Hub screen	• Update verbiage of CTAs to be more clear about what they are for. • Add section labels to reduce confusion regarding suggested challenges versus in-progress challenges.
Minor	Format of Dashboard screen	• Move visuals to be directly below the encouragement text.