

thrive - Usability Test Report

June 11, 2021
Ranae Fithian

Introduction

Five moderated usability tests were conducted remotely via Zoom video calls during which users attempted to complete four main tasks with the first iteration of *thrive's* prototype. Subjects were recruited from previous screener surveys and the messaging platform, Slack. Testing began on June 9, 2021 and concluded earlier than projected, on June 11, 2021. The testing intended to identify any major usability concerns, ensure the UI appealed to target users, and assess the desirability of the available functions and features provided.

Findings

Issue #1

Lack of clarity when saving Pins and understanding Pins' drawers

Summary:

- Two testers were unsure if they had properly saved their pins. They became even more uncertain about the status of their newly created lists.
- The same two testers struggled with the naming conventions for buttons and symbols serving as buttons on the drawers. Specifically, (1) the "undo" and "X" buttons seemed to have the same function, (2) unsure if "Go to Pins" would undo the "Pin all" action, and (3) the checkboxes for "Add to existing list" seemed to indicate additional confirmation was needed.
- Three testers mentioned they likely would not use the "Pin all" feature because it didn't seem necessary or it didn't offer enough flexibility.

Recommendations:

- Adding an extra step that asks users to confirm actions
- Rewording button labels to avoid ambiguity
- Including some tooltip-style pop-ups for guidance
- Adding additional features that allow users more control
- Making visual hierarchy within drawers more apparent

Issue #2

Inconsistent use of navigational/informational buttons resulted in confusion

Summary:

- Virtually all testers struggled to navigate between the questions screens for the Matches flow; they were unable to go forward and backward easily.
- Several testers didn't like having to hit the back button multiple times to get to the main Search tab after having looked up a plant.
- A few testers noted some confusion within the drawer navigations, unsure what the X and "Go to Pins" buttons would do.

Recommendations:

- Making the bottom navigation bar available on all screens
- Adding clear backward and forward buttons where applicable
- Incorporating gestures as well as hints regarding when and how to use them
- Rewording button labels to avoid ambiguity
- Adding symbol keys anywhere that would include the plant category icons

Issue #3

CTAs often went unseen, thereby rendered inaccessible

Summary:

- Many CTAs were overlooked due to their lower location on the screens.
- Several testers didn't realize that some results and lists screens extended beyond the frame at all and therefore never even saw the buttons.
- Two testers didn't connect with the CTAs even after they saw them because they were unsure of the buttons' functions.

Recommendations:

- Relocating CTAs to the top of the screens
- Switching to floating CTAs
- Rewording button labels to avoid ambiguity

Issue #4

Feeling like minimal actions available from the home screen due to a lack of content

Summary:

- Three testers mentioned they would've liked to see more options and topics available on the home screen.
- Two users preferred the list style for longer lists like search results because it allowed for more details to be seen at once.
- Tiles with vibrant pictures gave them ideas of what they could expect on the Learn and specific topic screens but they preferred that more tiles be immediately visible to avoid excess scrolling and give the feeling that they have more options and flexibility.

Recommendations:

- Utilizing floating CTAs to allow more room for content
- Incorporating the option to view as a list or as tiles
- Altering layout and sizing of home screen tiles

Issue #5

Pins screen too simple and without adequate context left users feeling underwhelmed and/or confused

Summary:

- Lack of information and proper labeling resulted in testers clicking back and forth between tabs as they tried to understand.
- Two testers mentioned they would like a search bar and symbols key on each tab; lack of control in this section was off-putting.
- CTAs were frequently overlooked, even on the non-scrollable Lists tab within the Pins section.

Recommendations:

- Switching to floating buttons for screens that might require scrolling
- Reorganizing the main screen with tiles or lists rather than tabs

- Rewording labels to avoid ambiguity
- Adding search bars and symbols keys within Pins

Issue #6

Uncertainty of what options were available within the Search tool

Summary:

- Two testers mentioned they weren't sure if they would be able to find a plant without knowing its name.
- One tester felt it would be nice to filter before searching and that they would like to filter by plant size as well as see it as a symbol label.
- One tester noted confusion with the "air filtering" feature. They were fairly sure it meant that the plant filters air but without reading the plant's description they may not have been able to confirm that.

Recommendations:

- Building out additional screen to show filter options
- Adding symbols for plant size
- Rephrasing the Search description in onboarding

Usability Issues by Priority

Priority	Issue	Recommendation
Critical	Lack of clarity when saving Pins and difficulty understanding the drawers' functions	<ul style="list-style-type: none"> • Adding an extra step that asks users to confirm actions • Rewording button labels to avoid ambiguity • Making visual hierarchy within drawers more apparent
Critical	Inconsistent use of navigational and informational buttons resulted in confusion	<ul style="list-style-type: none"> • Making the bottom navigation bar available on all screens • Adding clear backward and forward buttons where applicable

		<ul style="list-style-type: none"> • Adding symbol keys anywhere that would include the plant category icons
Critical	Feeling like minimal actions available from the home screen due to a lack of content	<ul style="list-style-type: none"> • Utilizing floating CTAs to allow more room for content • Incorporating the option to view as a list or as tiles • Altering layout and sizing of home screen tiles
Critical	CTAs often went unseen and thereby rendered inaccessible	<ul style="list-style-type: none"> • Relocating CTAs to the top of the screens • Switching to floating CTAs • Rewording button labels to avoid ambiguity
Major	Pins screen too simple and without adequate context left users feeling underwhelmed and/or confused	<ul style="list-style-type: none"> • Switching to floating buttons for screens that might require scrolling • Reorganizing with tiles or lists rather than tabs • Rewording labels to avoid ambiguity • Adding search bars and symbols keys within Pin
Minor	Uncertainty of what options were available within the Search tool	<ul style="list-style-type: none"> • Building out additional screen to show filter options • Rephrasing the Search description in onboarding
Normal	Small white spaces peaking out around edges of some screens	<ul style="list-style-type: none"> • Adjusting the artboard size so the background colors are full bleed
Normal	iOS Status Bars and Home Indicators occasionally disappearing or non-existent	<ul style="list-style-type: none"> • Adding fixed header in prototype • Adding iOS template to all screens
Normal	Topic examples on Learn screen were not engaging or relatable	<ul style="list-style-type: none"> • Swapping current photos for more enticing or colorful ones • Renaming with trendier topics
Normal	Social media logins required deciphering	<ul style="list-style-type: none"> • Replacing plain text with social media logos for easier recall