

Equity Project Usability Report

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Key Findings

From my tests, I've concluded that the intentions of the app were understood by my participants.

The main issues that arose were that **some buttons weren't utilized** or played with by the users and **questions were brought up on features that hadn't been implemented in my app** that seemed expected as a result of the experiences they've had from similar "shopping" apps.

Who I tested with

I tested my prototype on my dad and my housemate. My dad is a 61 years old hardware engineer. My housemate is a female third year computer science major at UC Davis.

Tasks

I asked my participants to open the prototype and use the app as if they have just downloaded it on their phone.

There was trouble in the beginning regarding how to know which features were active, so I further clarified that I wanted them to press on all of the buttons that were indicated as active and to see if they understand the overall purpose of the app and the functions that are included.

Results - Bugs

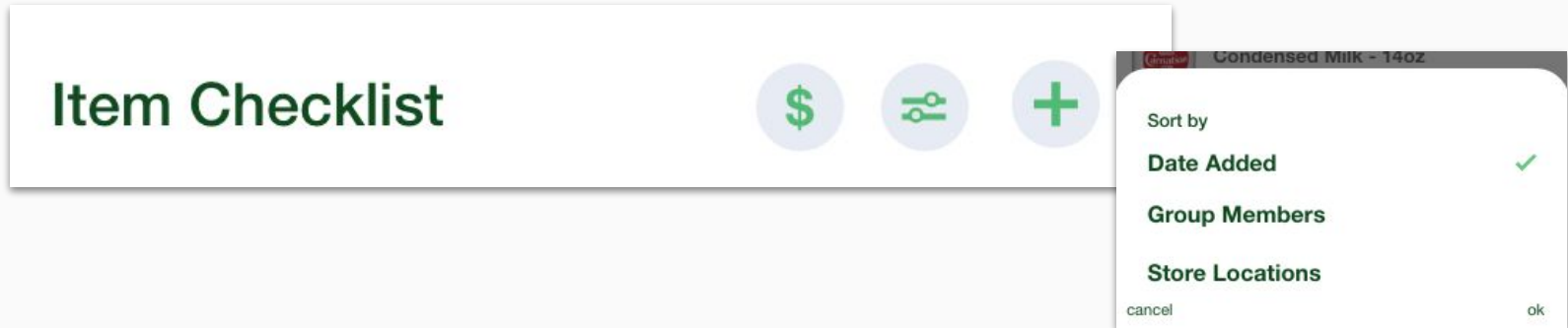
As a whole, the broken parts of the experience were mainly due to the fact that not all buttons were clickable. While creating the prototype, I intentionally left out some buttons (like the home button in some screens) from being active to encourage the user to press through the active ones and see an entire action get carried out (instead of pressing the home button in the middle of a process and not getting to see it through).

This part was confusing for my dad, so to better the experience I would consider making all buttons clickable to improve how smooth running through the prototype is.

Results - Usability Problems

Problem 1: Functions not utilized

While I didn't receive a lot of feedback on problems while using the app, I noticed that my dad didn't press through a lot of the features on the group screens. I feel that this might have been due to ambiguity with what the symbols on the button meant.



Results- Usability Problems

Problem 1: Functions not utilized

The purpose of the first button is to allow users to select multiple items from a list and see the total sum of the items including tax (tax rate depending on what state they are in). This is supposed to help users in situations where they want to know exactly how much to charge a group member for the items the user has picked up for them. I intended for it to be used as a “mode” they could turn on and off to calculate sums of select items.

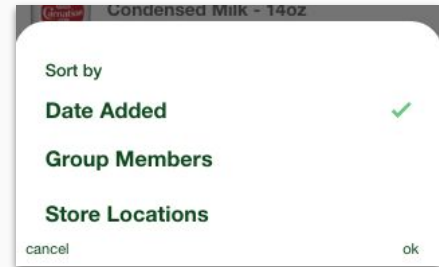
Item Checklist



Results- Usability Problems

Problem 1: Functions not utilized

Another example where I saw this was on the sorting feature. I provided different options for how the shared list of items could be viewed in effort to help the user specialize how they wanted to view the information. I felt that seeing items grouped together by the group member who added them could be helpful as well as organizing the list in order of the store location that has the most items to least (to help user choose which store had the most items in one place. Because these weren't played around with which, it makes me consider if they are actually helpful.



Results- Usability Problems

Problem 2: Features that haven't been implemented

My second tester (my housemate) brought up a few questions on ideas that haven't been implemented yet into my prototype. I consider this a usability problem because I feel that these expectations lowered the experience of the app since they were anticipated. One point that was brought up was whether there was a delivery charge for individuals who are carrying out these trips. Another point was wondering if there was a way to view past items or items that have been completed.

Both ideas were functions I had considered but haven't included in the app yet (in "My Requests", the purpose of "pending" was to indicate that the request was not complete - if the request was it could say "complete" and remain there for the user to see) . Viewing past items could be especially helpful if they want to reorder the same item in the future. A delivery cost could be useful as well, especially for users who are interested in making extra money during this time.

Additional Feedback

An interesting question that came up after the test was about the maps feature. Currently the map displays the addresses of the two group members that were featured. The question was if you could only see your “friends” location and not other groups that you are involved in.

This is an underdeveloped feature of my app and makes me wonder what more I could add on to improve how helpful the feature is. This also brings up question of safety and how to properly provide helpful information about the community without revealing too much private information.

A quick solution can be to only display groups that are “public” and allow an option for all groups to be “private” if preferred, but there is a lot that can be explored here.



Post Test Questions

I think the most insightful feedback I received is when I asked if the point of app was understandable from playing with the prototype. My dad understood the key terms of the idea were community, grocery shopping, and collaborating. My housemate understood that it was an app to allow “neighbors to help neighbors”. This was interesting for me because the follow up question was about whether there would be a delivery charge. This makes me realize there is a part of the community that hasn't yet been reached with this app which are individuals who are interested in shopping for others as a way to earn extra money. I think this is an addition worth considering (adding optional delivery charges) to make this app helpful for individuals who are looking to purchase peoples groceries to make extra money during this time especially. Though this concept is already seen in other apps like Instacart, I feel that it is still a valid addition because these apps are currently overflowing with requests that can't be met - essentially there is still a need for more services like this.