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# Usability Test Plan

## Intro

Usability Test for  
KAPAZOONDA

By: Philipp Raithel

Last Update: 27.04.2020

## Goals

To test and improve the ease  
of use of

## Background

Create a responsive Web-App to find local artisans like joiners and plumbers as well as as well as other serviceexperts to help with everyday problems like laundry services.

## Test Objectives

Users receive three tasks to solve

- Users should easily find the hot spots needed to navigate through the app
- Collect the needs users speak out
- Use the negative quotes to improve the user experience.

## Methodology:

Users were tested moderated in person and moderated remote.

My six test participants are friends, neighbours and family – people I know. The test was scheduled on April 19 -24. Backgrounds of my participants are very varied, either is the age and the experience with apps.

# Usability Test Plan

## Introduction:

KAPAZOONDA: Moderated usability test for mobile version.

Organized by: Philipp Raithel

Background: I want to test the functions of a few features of the “KAPAZOONDA” mobile app.

The app offers instant help from certified experts, in several topics to users who can

Use this from this independent from location and point of time.

## Goal:

This study is meant to find out, how learnable the interaction with KAPAZOONDA for new users is.

I will measure the performance of basic functions, which are „find a suitable KAPAZOONDA for your project“, „make an appointment with your KAPAZOONDA“ and „Rate your KAPAZOONDA“.

Feedback on general first impressions of the usability, design, structure are mandatory information for me.

## Testing Objective:

I want to find following functionalities and the capabilities to perform following tasks:

- Find a KAPAZOONDA
  1. Are users capable to find a suitable KAPAZOONDA for their project?
  2. Which way are they taking to find a KAPAZOONDA?
- Book an appointment with an expert
  1. How beneficial are the different ways to contact the KAPAZOONDAS?
  2. How easy is it for users to book a KAPAZOONDA?
- Rate a KAPAZOONDA
  1. Do the participants understand how they get informed, when to rate a KAPAZOONDA?
  2. Is it easy to rate a KAPAZOONDA?

## Methodology:

I will conduct moderated in person tests and remote.

Participants: I will be working with three or four people from my network and friends as test-participants. The feedback should help me to improve my product.

## Schedule:

The usability test sessions will occur between April 25th and April 30th 2020. Due to Corona Crisis I will introduce some of my participants to take the testing sessions at their place connected with me by telephone, video or whatsapp.

## Sessions:

The sessions will take 15- 20 mins to complete for each participant. I will explain the process and the participants can ask follow up questions to get valuable feedback.

## Equipment:

The usability testing will be done in the smartphones of the participants.



# Recordings

will be done with a screen recorder.

Metrics:

I am going to use Jakob Nielsen's scale to measure the errors:

0 = I don't agree that this is a usability problem at all.

1 = Cosmetic problem only: need not be fixed unless extra time is available on project.

2 = Minor usability problem: fixing this should be given low priority.

3 = Major usability problem: important to fix and should be given high priority.

4 = Usability catastrophe: imperative to fix before product can be released.



# Usability Test Script

## Introduction

Hi \_\_\_\_\_, thank you again for taking part in my study. Before we begin, I'll give you a brief overview of the test and how it will work. This session is pretty simple — first you get a general task to complete and then I would like you to ask questions as we go along. How will we go on: first I'm going to ask you a few questions about you, then ask a little about your history with the topic of artisans (as you know, this is our theme today), and then move on to some tasks do complete on the prototype. Depending on the task, in some tasks I will be giving you a little bit of context behind it - such as why you might be doing it and what you hope to achieve - and in some I won't, they are more "mechanical" tasks. It's really important to know that I am not testing **your** logic or capacity, but how the **design** works or doesn't. You can't do or say anything wrong here, I am after your thoughts and opinions on what you're going to be seeing. There are going to be some errors in the prototype, and if we struggle getting a task completed then we've done exactly what I hope for: found what's not working! Generally I'd like to ask you to **THINK OUT LOUD**, which means to narrate what's going on in your thoughts while you rummage around in the prototype. Please feel free to let me know at any time if there's something you like, dislike, if you feel confused, or anything like that. Are you ok with me recording the audio and the screen on this session, so I can focus better on listening right now, and type your answers down later? I will use the recording only for the purpose of transcribing insights from your comments, and then destroy the record. Also, you saw already the CONSENT FORM I sent you for viewing earlier, would you mind signing it? Is everything on the form clear? If at any point you have questions, please don't hesitate to ask. Do you have any questions so far? Ok, Let's get started. USABILITY TEST INTRO



# Demographic/ Personal / Background / First look

- **PERSONAL QUESTIONS**

- 1. Please select your age range: early or late 20s, 30s or 40s?
- 2. What is your occupation currently?
- 3. Where do you live?

- **BACKGROUND QUESTIONS**

- 1. How many hours per week would you estimate you spend time online? Can you estimate how much of that time is on a desktop computer and how much on a mobile device?
- 2. What do you usually do online?
- 3. Which are your most used social media platforms?
- 4. Have you ever booked appointments of any kind through an app? Which? How was the experience?
- 5. How often do you need professional help of an artisan or service provider? Which fields do you need help in? Which fields are you capable to accomplish on your own? How did you learn your skills in special fields?

**OPEN QUESTIONS (OPEN HOME SCREEN)** Ok so let's move on to the app prototype. I want to note that this is not the final design of the app, images and text bits are placeholders and the look of the app is really bare. First, before clicking anything yet, I'm going to ask you to look at this page and tell me what you make of it. Just look around and do a little narrative:

- 1. What do you see, what do you notice there?
- 2. Whose site you think it is, what you can do here, and what it's for?



# Context and tasks

Ok so now that you took a guess on what you're seeing, I can add my intro for background. This is an early prototype of a mobile app that is intended for people like you, who either need professional artisan help, or already are experienced, and who want to improve their skills. The app also allow booking a artisan or service-provider directly through the app.

**CONTEXT QUESTIONS** Have you ever used, or heard of mobile or web apps for artisan works? How do you search for needed artisan works?



# **I. DIRECT TASK: Search a most nearby artisan who is able to help you with your relocation.**

- **EVALUATION:** On the scale from 1 (being very easy) to 5 (being very difficult), how did you find the difficulty level of completing the task?

## **EXPECTED ACTIONS**

1. Click “Relocation services”
2. Discover George Harrison, who is 300mtrs away.

## **QUESTIONS WE’RE TRYING TO ANSWER**

1. Is it clear what the Homescreen offers?
2. Is the process of searching intuitive and learnable?

## **HELPER QUESTIONS**

1. Have you expected the way of searching for an artisan?
2. How do you find the amount of information on the homescreen?



## 2. SCENARIO TASK I

You have found George Harrison and want to contact him to evaluate if he is able to help you with your relocation on April 30<sup>th</sup>.

**TASK:** Contact George Harrison via Whatsapp-Link and ask him if he is able to help you with your relocation.

**EVALUATION:** On the scale from 1 (being very easy) to 5 (being very difficult), how did you find the difficulty level of completing the task?

**EXPECTED ACTIONS** 1. Click \_\_\_\_\_ in navigation 2. Click SYMBOLISM category thumbnail 3. Insert search term LOVE on Symbolism page 4. Click search icon 5. Click on HEART category thumbnail 6. Click a heart \_\_\_\_\_ design 7. Click on save button

**QUESTIONS WE'RE TRYING TO ANSWER** 1. Is the term SYMBOLISM DICTIONARY understandable? 2. Is the symbolism search function intuitive to use? 3. Is the process too long? **HELPER QUESTIONS** 1. What do you expect to find from the Symbolism Dictionary? 2. Is the onboarding lilac window explaining the function in a satisfactory manner? 3. What do you think of the length of the process? 4. Is the naming "Symbolism Dictionary" fitting to this feature? If not, how would you name it?

### 3. Scenario Task II

Your choice George Harrison is available on April 30<sup>th</sup>. To not forget your appointment you want to save it into your own calendar.

**TASK:** Save the appointment on April 30<sup>th</sup> in your own calendar.

**EVALUATION:** On the scale from 1 (being very easy) to 5 (being very difficult), how did you find the difficulty level of completing the task?

#### **EXPECTED ACTIONS**

1. Open profile of G. Harrison
2. Click BOOK NOW button
3. Click April the 30<sup>th</sup>.
4. Click BOOK NOW
5. Click ADD TO CALENDAR

#### **QUESTIONS WE'RE TRYING TO ANSWER**

1. Is the way to add the appointment in the calendar understandable?
2. Is the way to add the appointment to calendar too long?
3. Is it understandable what happens next?

#### **HELPER QUESTIONS**

1. Which steps would you need first to make an appointment at all?



## 4. Scenario Task III

7 days after your relocation you get a message on the KAPAZOONDA App.

**TASK:** You're asked to rate your enlisted KAPAZOONDA George Harrison. Please open the message and follow the directions.

**EVALUATION:** On the scale from 1 (being very easy) to 5 (being very difficult), how did you find the difficulty level of completing the task?

### EXPECTED ACTIONS

1. Click MESSAGES
2. Open the message from KAPAZOONDA App
3. Click on CLICK HERE

### QUESTIONS WE'RE TRYING TO ANSWER

1. Is the action of rating an enlisted artisan comprehensible?
2. Is the action way and the amount of action by getting the message acceptable for the user?



# Wrap up

- All in all, how would you summarize your opinion of the app? How probable would it be for you to use this app for searching for artisans? 1-10: 1 Not at all – 10 in every case?
- And DONE! All tasks are now completed and this is the end of our session. Thank you once more for participating, thank you for your opinions, feedback and for sharing your experiences. This will greatly help me improve the app. Before you go, do you have any questions regarding this test, or additional feedback you'd like to give me?



# Usability Test results – Rainbow Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K
1	MOBILE USABILITY TEST		P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
2	ERRORS	Rating									
3	German and English is mixed up	3							2	Set all text on English	FIX
4	Text under icons are heavily readable	1							2	Set fonts on bold and 1 or 2 sizes bigger	FIX
5	Didn't find a button to get to HOME	4							1	install a home button, e. g. the logo icon or in the navigation bar	FIX
6	Observations - What are people Doing, Thinking, and Feeling? Use active verbs.										
7	The Logo reminds me on Miami Vice								1	Design another logo - ist only a first draft for a MVP prototype	
8	Participant is unsure where to click next								1	Ensure the participant that doesn't break anything by clicking anywhere	
9	Color scheme doesn't fit to artisan works								1	Think about another color scheme	
10	Interesting colors - remind me on the 80s								1		
11	Why does the App requests permission to my personal calendar?								2	make sure that the users understand the positive effect of using their KAPAZOONDA appointments in their own calendar	FIX
12	Participant has data security issues								2	ensure that the app never will use their personal data (calendar + whatsapp) for any other intent than for offering a greater value	FIX
13	Does the App need access to my Whatsapp?								1	s. a.	FIX
14	How do I get to the beginning?								1	install a home button, e. g. the logo icon or in the navigation bar	FIX
15	Where am I ?								1	ask the partition to concentrate on the task	
16	What's the next step?								1		
17	Thought that searchbar is functional								1	search bar will be functional in a further period of the app	FIX
18	wanted to use the search bar								1	search bar will be functional in a further period of the app	
19	navigated easily								4		
20	struggling within the app navigation								1		
21	needed to think a few seconds on every step								1		
22	Negative Quotes - Any negative soundbytes? Record them here.										
23	can read the text under the icons only heavily								1	Set fonts on bold and 1 or 2 sizes bigger	FIX
24	there should be more contrast on the pinkish colour								1	set more contrast	FIX
25	Text is very small under the buttons								1	bigger text letters	FIX
26	You cannot mix german and english								1	Set all text on English	FIX
27	"Account" doesn't work, what a pity								1	account will work on a further period of the app	
28	Positive Quotes - Any positive soundbytes? Record them here.										
29	the navigation is very intuitive								1		
30	direct link to whatsapp is vers practical								1		
31	not many steps for every task								1		
32	I like that dark background / Dark mode is appealing to me								2		
33	You can read it easily								1		
34	integration of my personal calendar also very practical								1		
35	So easy to ask for an appointment								1		
36	Direct link to Whatsapp is very practical								1		
37											
38											

# Focus issues

Issue:	
PRIORITY	
Issue I: mixed up languages	high
Issue II: text not recognizable	high
Issue III: missing home button	high
Issue IV: permissions why?	high
Issue V: data security	medium
Issue VI: orientation not given	high
Issue VII: pinkish text color	medium
Issue VIII: text too small	medium

POSSIBLE SOLUTIONS & NEXT STEPS	NOTES
Set all text on English	FIX
Set fonts on bold and 1 or 2 sizes bigger	FIX
install a home button, e. g. the logo icon or in the navigation bar	FIX
Design another logo - ist only a first draft for a MVP prototype	
Ensure the participant that doesn't break anything by clicking anywhere	
Think about another color scheme	
make sure that the users understand the positive effect of using their KAPAZOONDA appointments in their own calendar	FIX
ensure that the app never will use their personal data (calendar + whatsapp) for any other intent than for offering a greater value	FIX
s. a.	FIX
install a home button, e. g. the logo icon or in the navigation bar	FIX
ask the partition to concentrate on the task	
search bar will be functional in a further period of the app	
search bar will be functional in a further period of the app	
Set fonts on bold and 1 or 2 sizes bigger	FIX
set more contrast	FIX
bigger text letters	FIX
Set all text on English	FIX

# General improvements

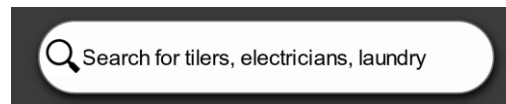
- New pictures for the topics



- New transparent icons for the menu bar

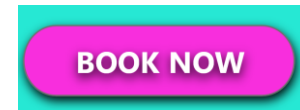


- Shadows installed for a 3D effect



- Revised patterns: info = white text; action requested = pink button;

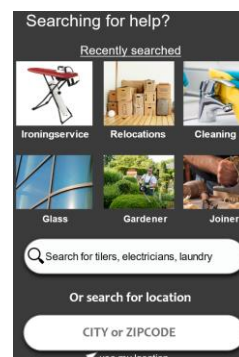
What's next?  
George Harrison will confirm  
your booking as soon as possible



- Darker background for higher contrast



- Reorganized screens
- Improved UI



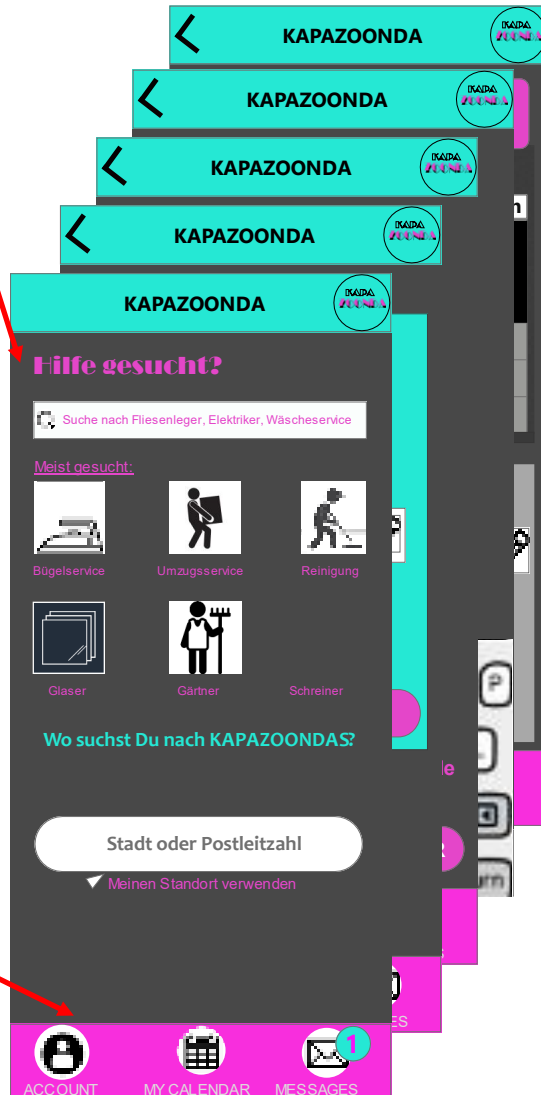
# Issue I: mixedup languages

- Recommendations: use one common language all along the app, so that the users don't get distracted and have a feeling of using a tool all of one piece.



# BEFORE

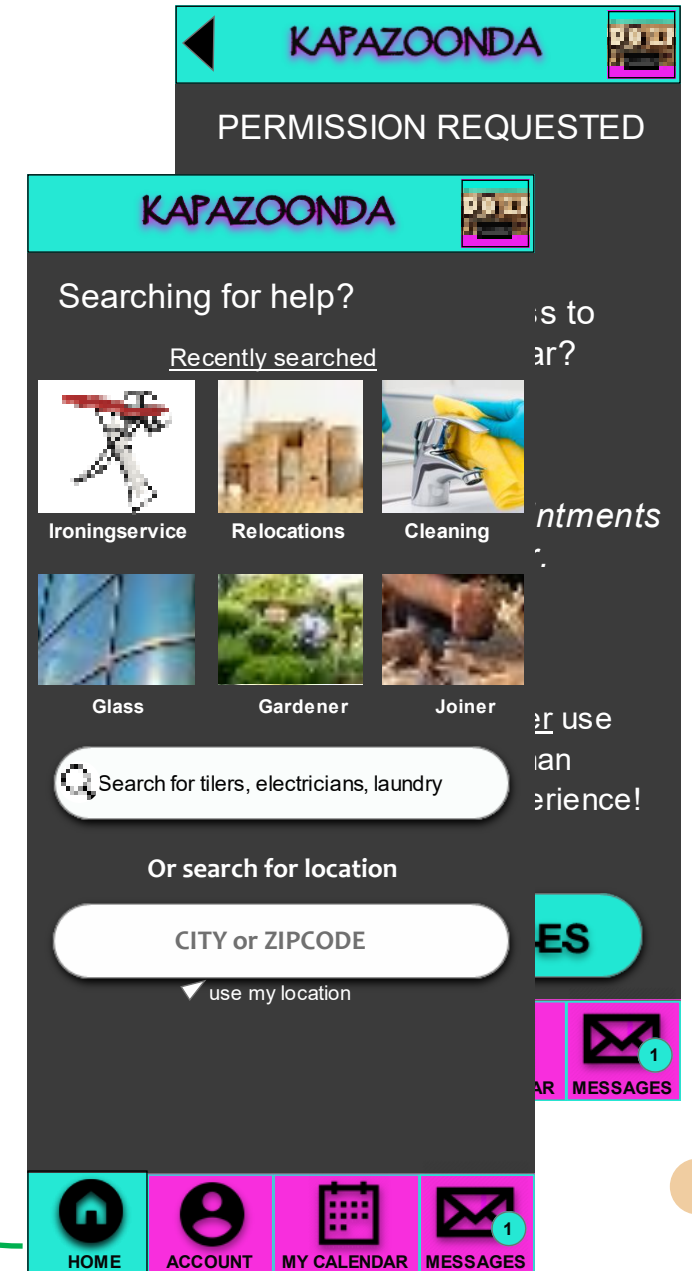
German



English

# REVISED

Continuous english



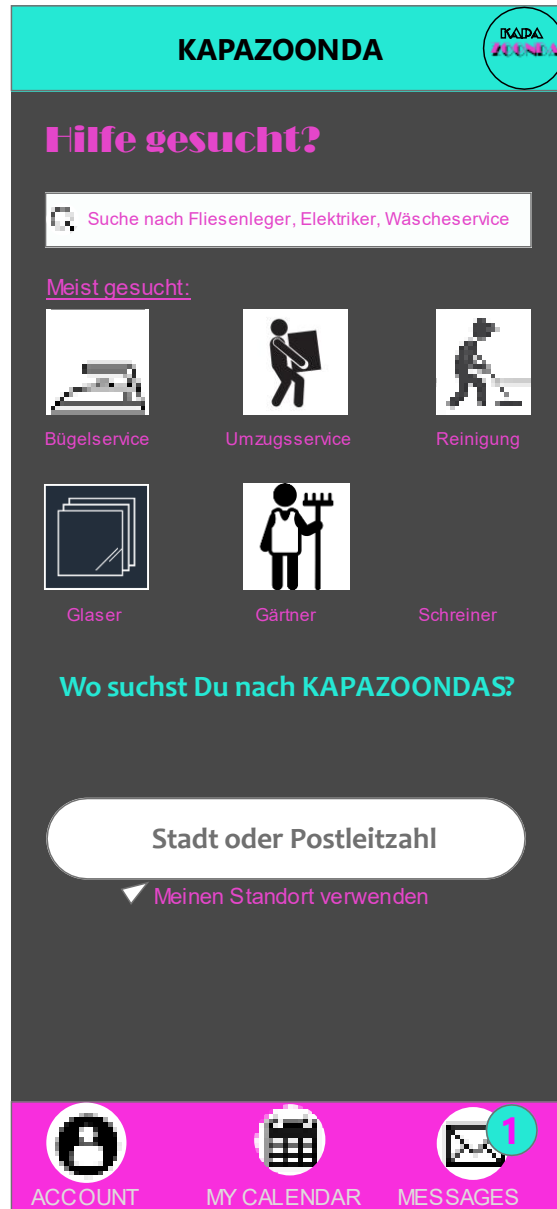
# Issue II: text under icons heavily readable

- Recommendations:

Use a better readable font, size and color of the description under the icons that it is as comfortable as possible for users to read them

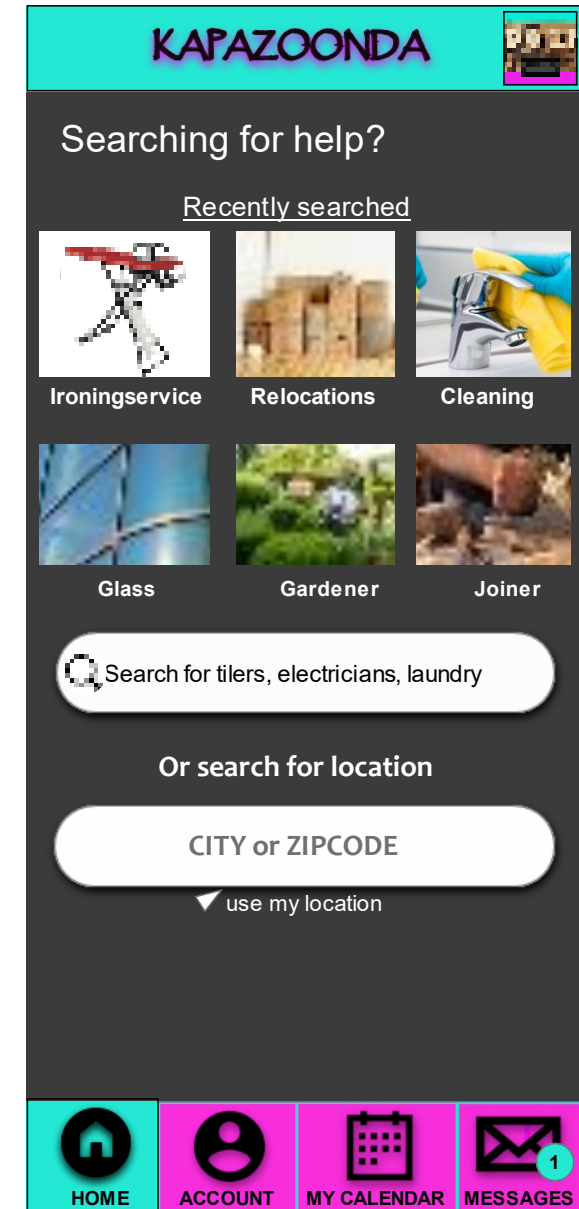


# BEFORE



# REVISED

- Bigger text underneath icons
- Icons better recognizable
- Higher contrast of text
- Darker background
- „recently searched“ topics on the top, search bar further down



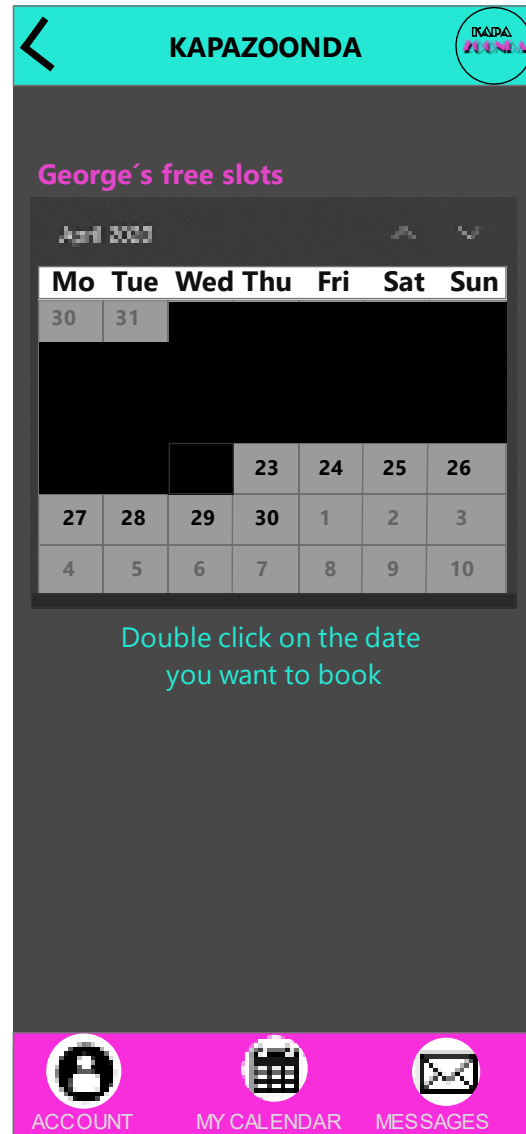
# Issue III: No button for HOME menu

- Recommendations:

Install a HOME Button, so that the users know where to click, when they want to make their search from the beginning or make a new search

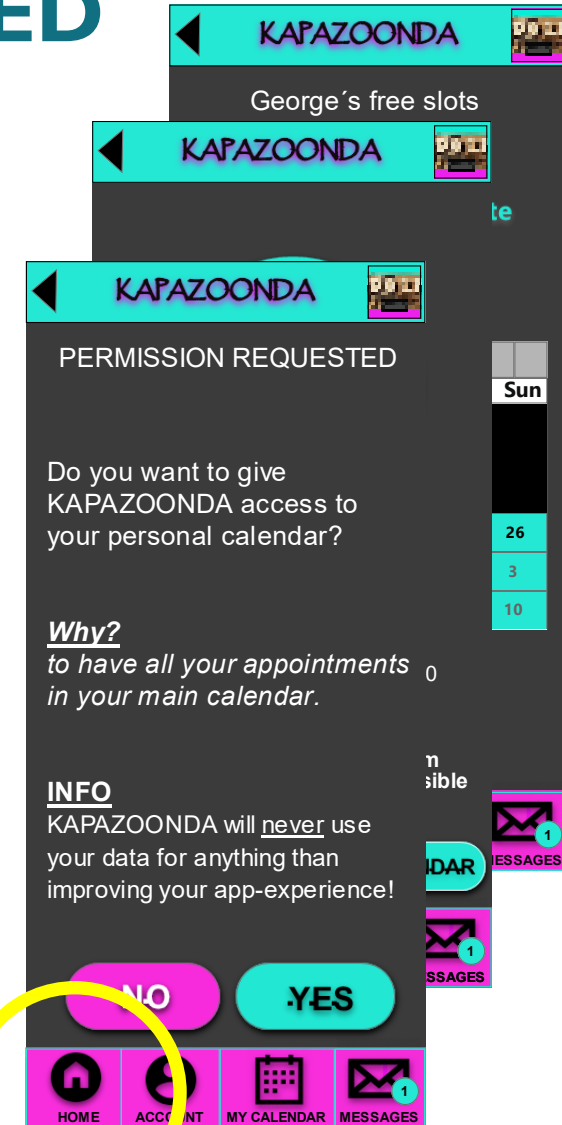


# BEFORE



# REVISED

HOME  
button on  
every  
screen on  
the left  
down  
corner



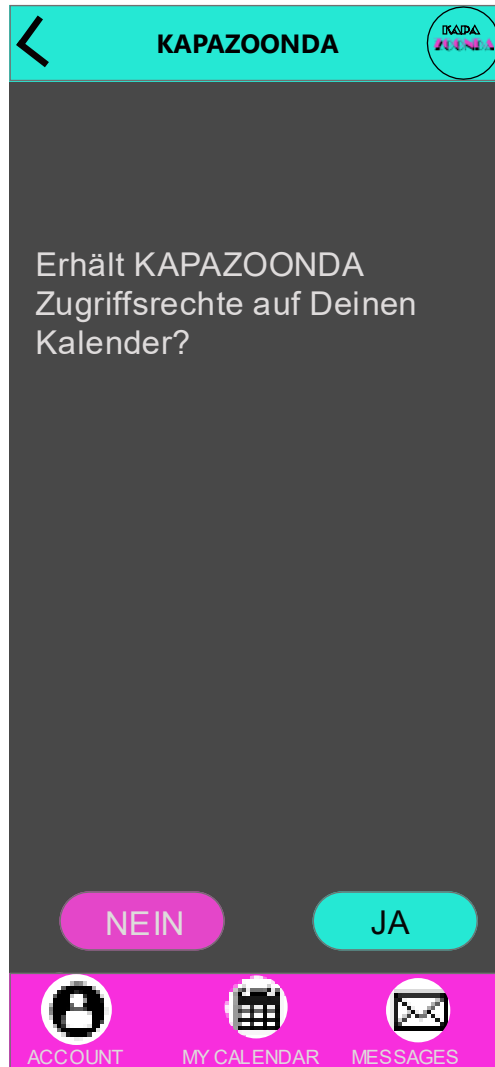
## Issue IV: Not clear why the app needs several permissions (Whatsapp and personal calendar)

- Recommendations:

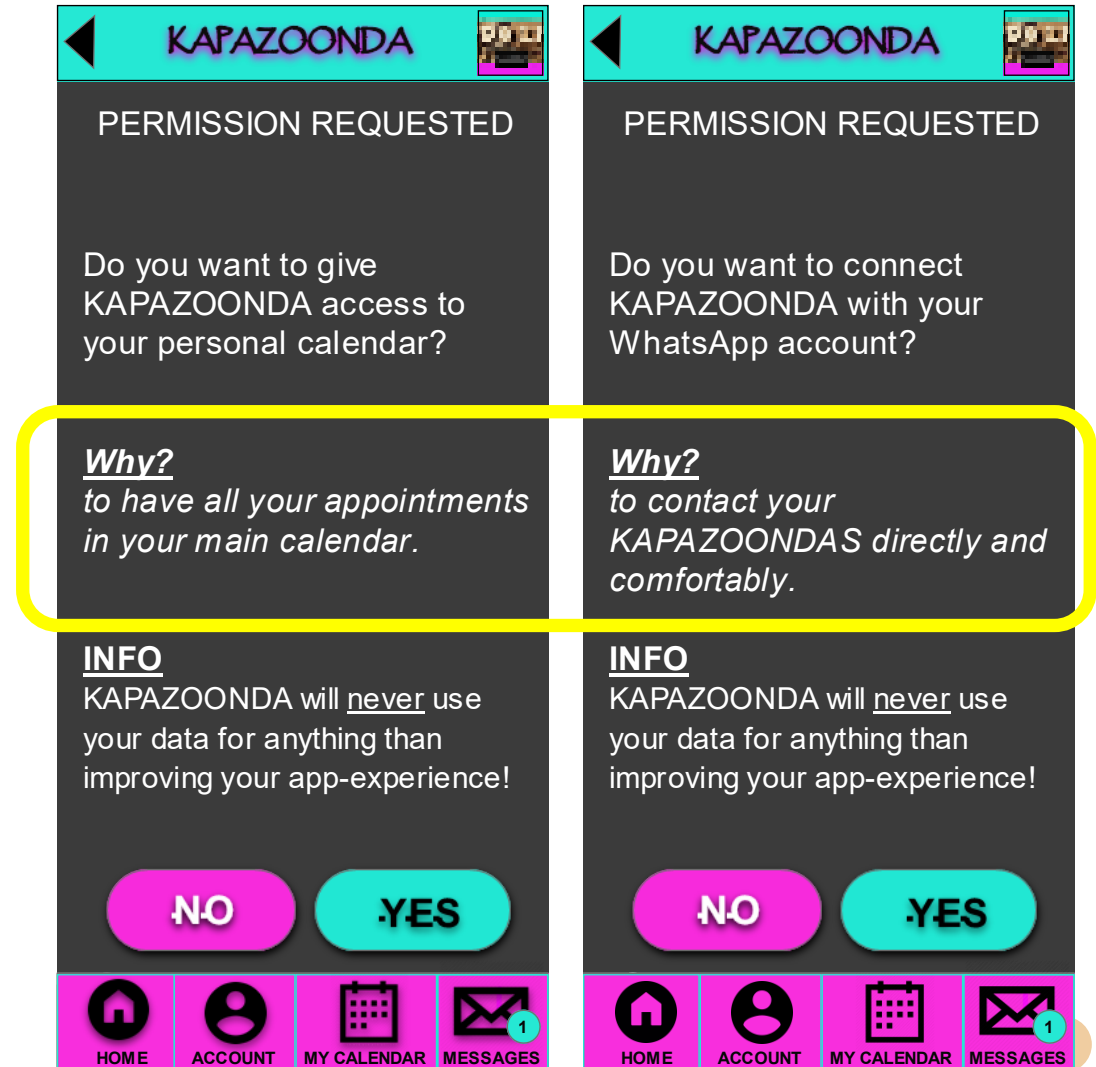
Add an explanation to the permission question, what value the users have of linking KAPAZOONDA with their Whatsapp or with their personal calendar.



# BEFORE



# REVISED



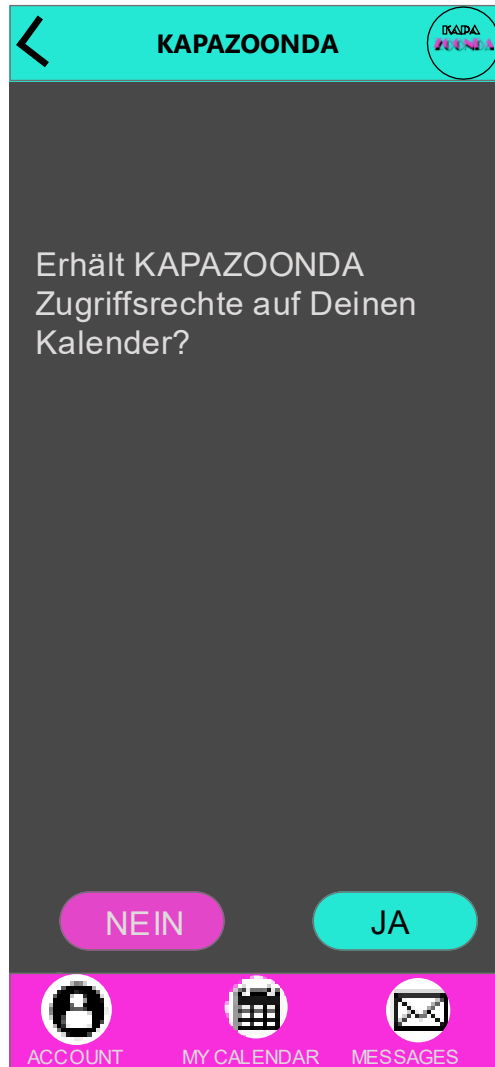
# Issue V: What about the data security?

- Recommendations:

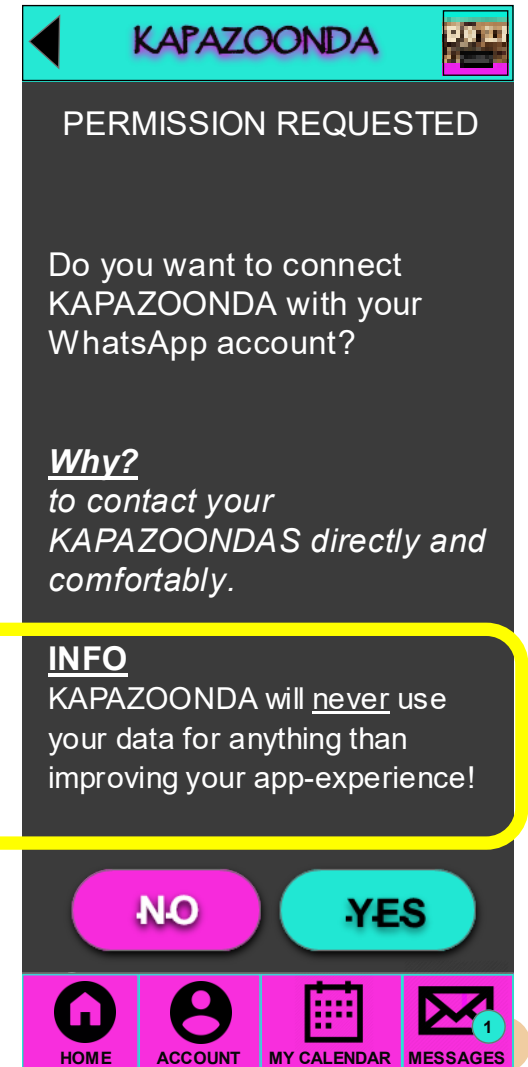
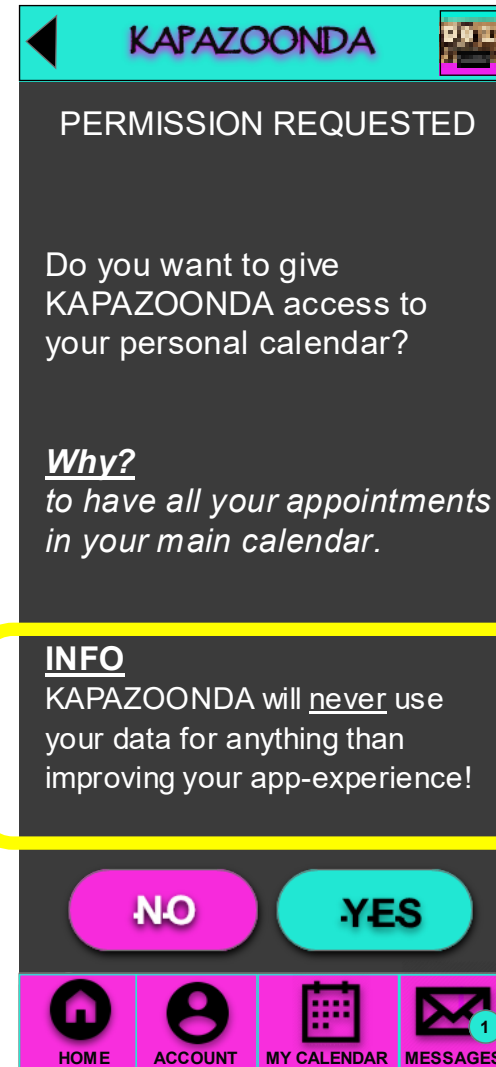
Additional to the explanation about why, add an info, that KAPAZOONDA will never use data or permissions for nothing more than improving the usability experience of the app.



# BEFORE



# REVISED



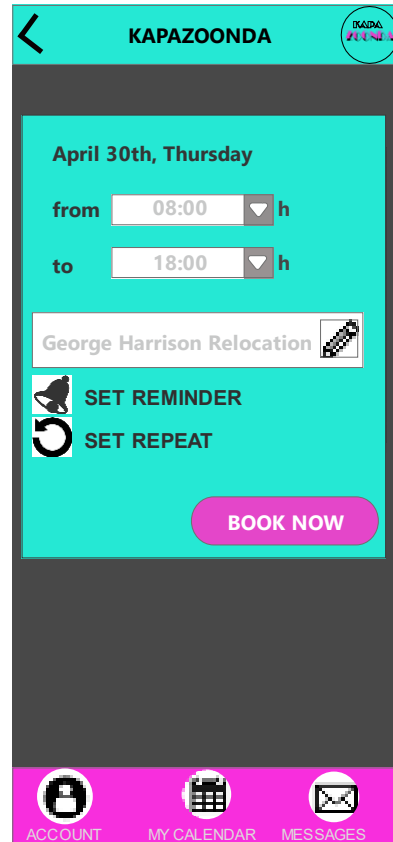
# Issue VI: Orientation is sometimes a bit difficult in the App

- Recommendations:

Use a system that shows the user at every step, where she/he is at the moment. For example a different color in the active menu bar section.

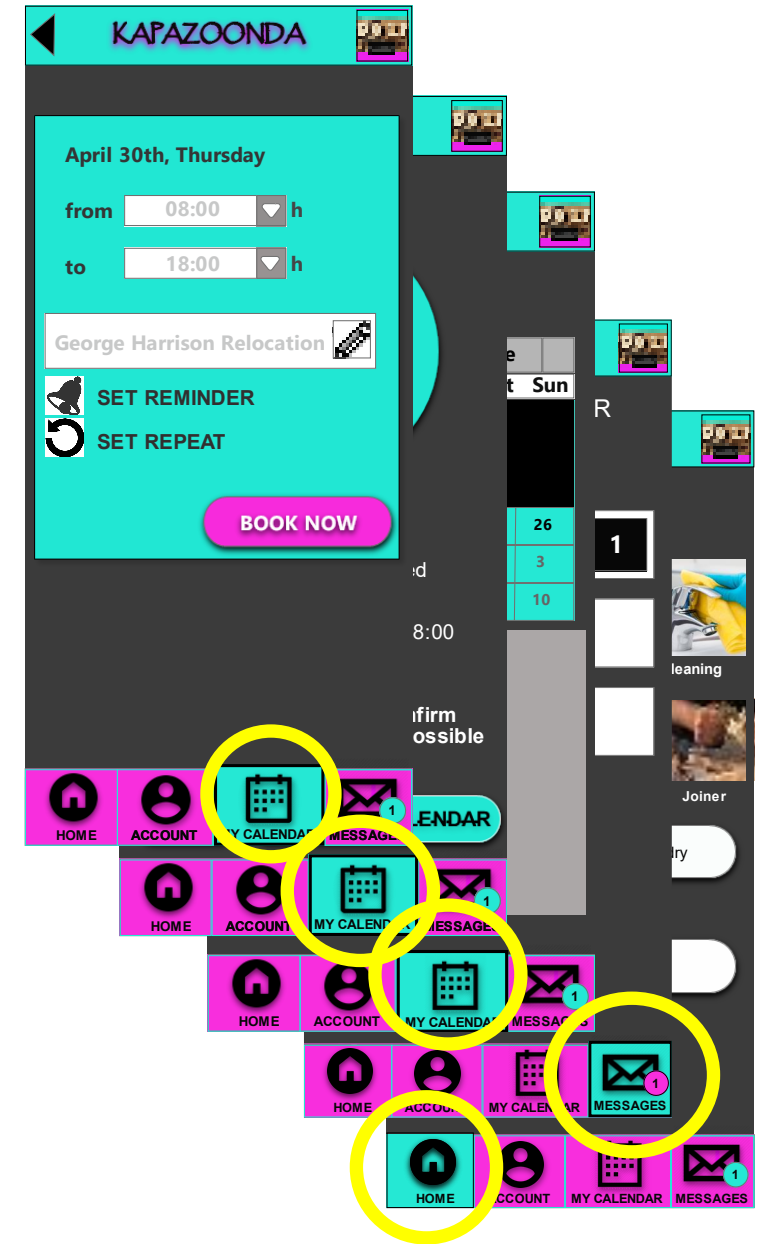


# BEFORE



# REVISED

Active menu sections appears now in a different color and a bit bigger than the inactive ones.



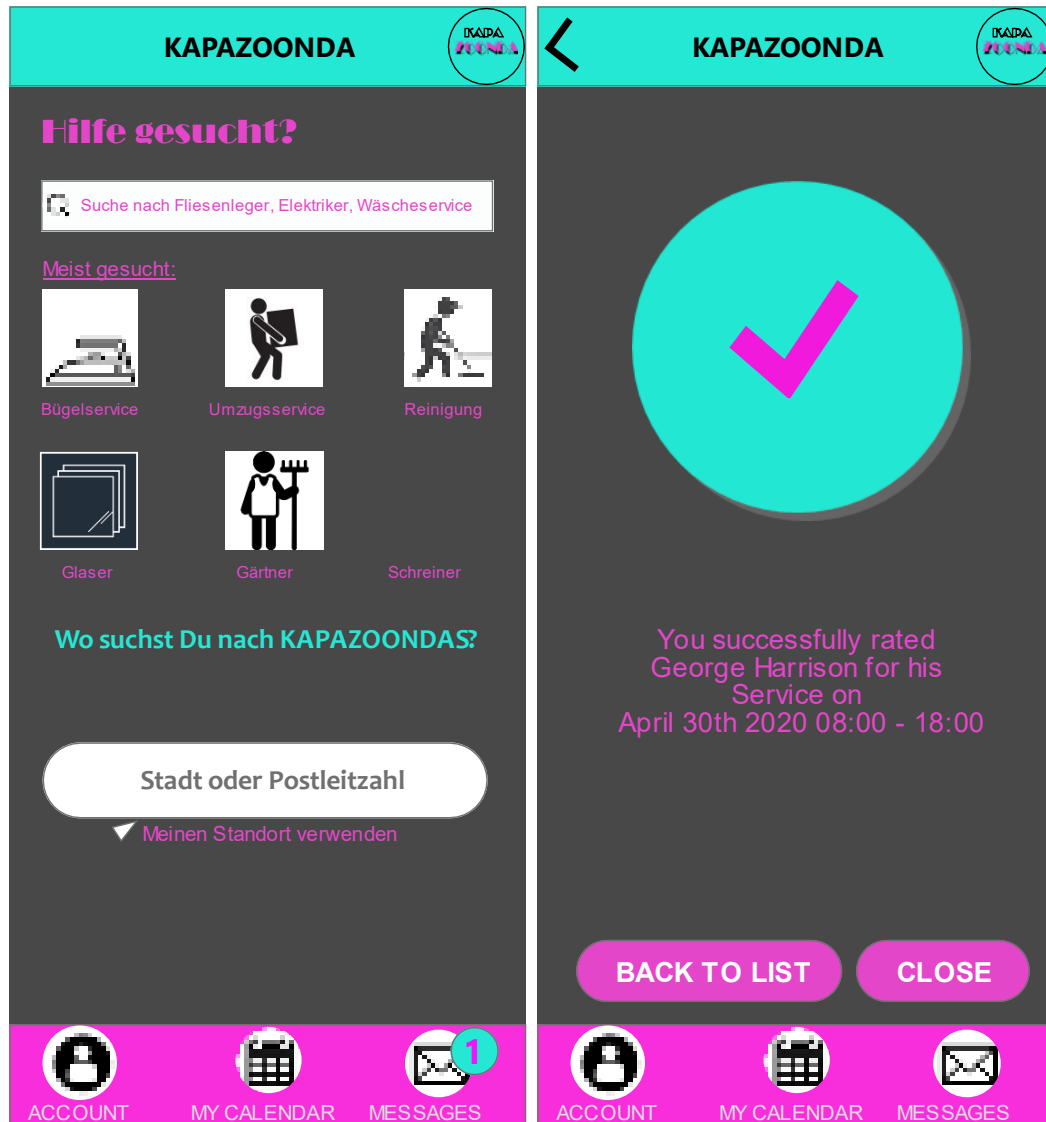
# Issue VII: Pinkish color has too less contrast

- Recommendations:

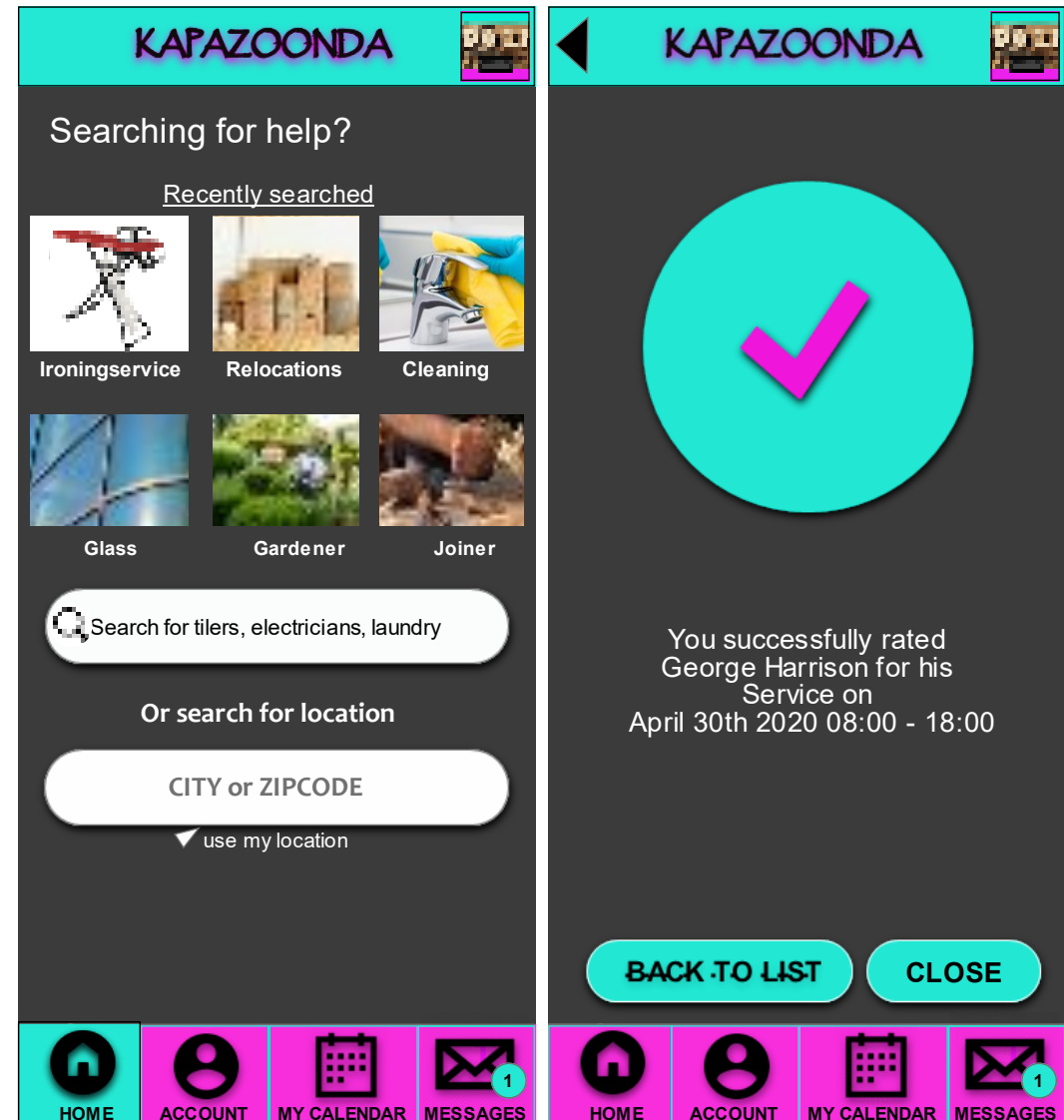
Use a higher contrast on every text, make the text brighter, use bright letters and make the dark mode background a bit darker.



# BEFORE



# REVISED



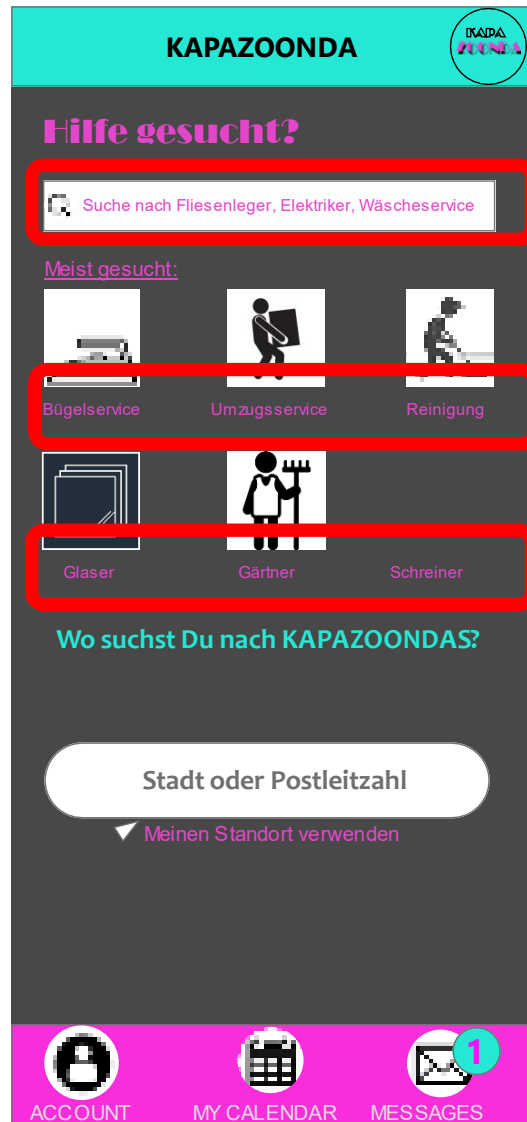
# Issue VIII: Some textes are too small too read

- Recommendations:

Use bigger fonts and textes, so that reading in the app is as comfortable as possible for the users.



# BEFORE



# REVISED

