

# Introduction

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The following presentation encapsulates the first iteration of usability testing for Lexify, our current app in production. In these pages we will show the tests conducted, including a predefined script as well as tasks, both direct and scenario in nature as well as a completed usability report. Recommendations for shortcomings will also be included. The app being in the first stages of development, we feel a moderated test sequence to be most beneficial for quality test results.

When opportunity arises, we will seek to use Don Norman's "5 Whys" to reach a fundamental and deep understanding of user frustration and concerns as well as functionality that succeeds.

# Usability Test Plan

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**Scope:** Lexify is a flashcard style vocabulary learning app with emphasis on deck creation and deck sharing, as well as fact checking. The scope of testing will be to test various functionalities including:

- First time user registration
- Returning user login
- Navbar functionality
- Create deck and add term to deck
- Begin to create card, but decide to cancel

**Sessions:** 3 sessions will be completed in this first iteration. Sessions should be 10-15 minutes in length.

**Schedule:** tests will be conducted on the 2nd and 3rd of June, 2021

**Equipment:** participants will be sent a link to a marvel presentation, or it will be conducted in person

## Metrics:

Qualitative data will be quantified through the Nielsen Norman Group usability scale, and calculated as such.

- 0 = I don't agree that this is a 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 a product can be released

# Usability Test Script

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Hi, \_\_\_\_\_. My name is \_\_\_\_\_ and I'm be walking you through this session today. We're conducting usability testing to better understand how our app works in the hands of real users. The session should take 10 minutes.

The first thing I want to make clear right away is that this is not a test. You can't do or say anything wrong, here. In fact, this is probably the one place where you don't have to worry about making mistakes. You will be testing an incomplete prototype that probably has errors and mistakes. So, it's okay if you point them out. In fact, I'd really like if you did! If you have any questions as we go along, just ask them. And if you need to take a break at any point, just let me know.

Okay, I'd like to ask you just a few quick questions about yourself before we get started with completing just 4 tasks. If it's alright with you, I'd like to record our session today so I don't need to take notes. No one will hear the audio except for me and it will be deleted once all information has been noted. Is that okay? Let's go!

# Tasks

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## Direct Tasks

1. Create account and go through welcome screens
2. Search for decks with the topic of UX, then log out
3. Log in using Google and create deck using Wikipedia as fact checker source
4. Create a flash-card and fact check it, but decide to cancel and log out

## Scenario Tasks:

1. You have just downloaded Lexify and want to check it out. Click the link to open the app, register and go through the onboarding process.
2. Now that you've signed up, search for UX Design vocabulary decks. When you've found them, log out.
3. It's later on and you want to try creating your own deck. Log back in using Google sign in, and create a deck using Wikipedia as a fact checker source.
4. Now that your deck is created, you want to create a flash card, but after you start to write the card you realize you have to make a call so you cancel the card creation and log out.

# Participant 1

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Name: Levi

Age: 9

Occupation: Student

Hobbies: drawing, building legos, day-dreaming

Task

User Experience

|   |   |
|---|---|
| 1. Open app, register and complete onboarding                                 | User not sure how to proceed to next screen from email screen<br>Not clear how to get to next screen in onboarding                  |
| 2. Search for decks with the topic of UX, then log out                        | User could not directly find logout in profile menu   |
| 3. Log in using Google and create deck using Wikipedia as fact checker source | User not sure how to create decks - needs a create deck from the "my decks" screen<br>Could not directly create deck with wikipedia |
| 4. Create a flash-card and fact check it, but decide to cancel and log out    | Without issue   |

# Participant 2

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Name: Kristina

Age: 40

Occupation: Teacher

Hobbies: Swimming

## Task

## User Experience

|   |  |
|---|--|
| 1. Open app, register and complete onboarding                                 | First clicked on login instead of create account<br>Not clear what the app actually does<br>Not clear what is happening in the onboarding - "What is happening here?"<br>Not clear what the icons are referring to |
| 2. Search for decks with the topic of UX, then log out                        | Not sure where to search decks - logout okay   |
| 3. Log in using Google and create deck using Wikipedia as fact checker source | Went first into my decks instead of add  |
| 4. Create a flash-card and fact check it, but decide to cancel and log out    | Without issue  |

# Participant 3

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Name: Nela

Age: 11

Occupation: Student

Hobbies: drawing, singing, listening to music and dancing

## Task

## User Experience

|   |  |
|---|--|
| 1. Open app, register and complete onboarding                                 | Unsure where to swipe or proceed<br>Unsure how to proceed through onboarding<br>"Too much to read" |
| 2. Search for decks with the topic of UX, then log out                        | Not clear where to search for decks  |
| 3. Log in using Google and create deck using Wikipedia as fact checker source | Without issue  |
| 4. Create a flash-card and fact check it, but decide to cancel and log out    | Without issue  |

# Usability Report

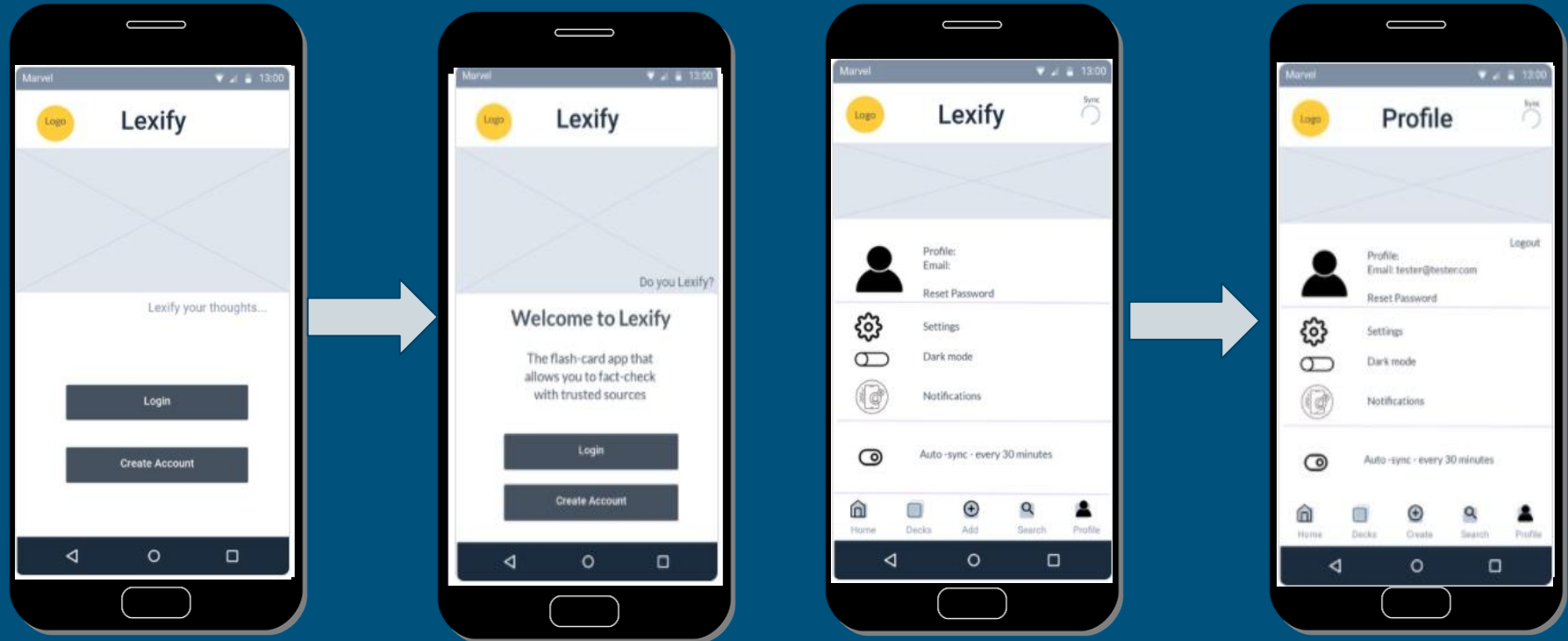
| Task  | Observation   | Severity | Recommendation  |
|---|---|----------|---|
| 1. Open app, register and complete onboarding | - User not sure how to proceed to next screen from email screen   | 3        | Clear indication of how to proceed must be created  |
|   | - Not clear how to get to next screen in onboarding   | 3        | Clear indication of how to proceed must be created  |
|   | - First clicked on login instead of create account  | 4        | A back button is needed to return to splash page  |
|   | - Not clear what the app actually does  | 4        | Clear branding and description is needed on the splash page   |
|   | - Not clear what is happening in the onboarding - "What is happening here?" - Not clear what the icons on the left are referring to | 2        | Onboarding must be made clearer. Instead of icons another method must be used to indicate what is meant |
|   | "Too much to read"  | 2        | Copy must be reduced and simplified   |



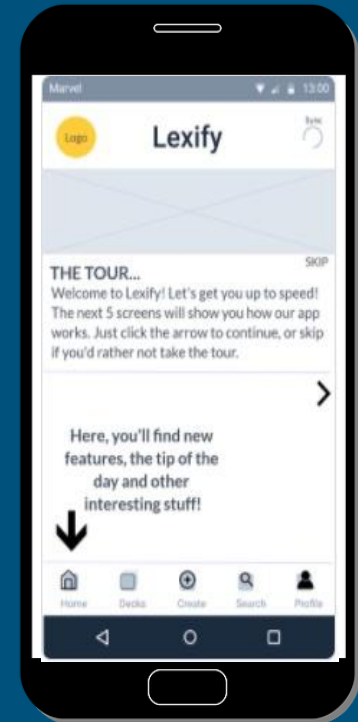
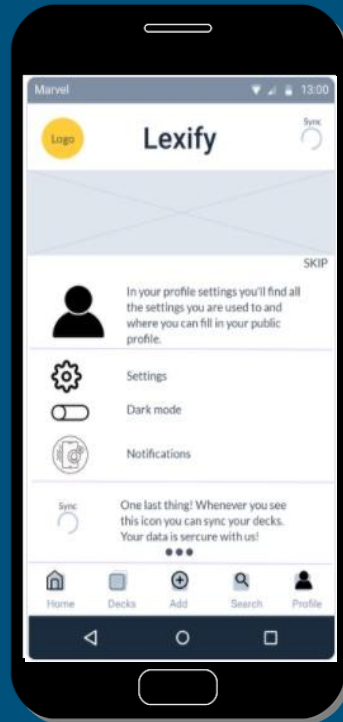
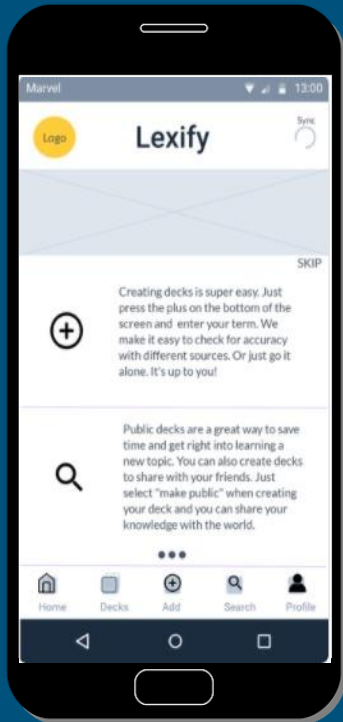
# Usability Report cont.

| Task  | Observation  | Severity             | Recommendation   |
|---|--|----------------------|--|
| 2. Search for decks with the topic of UX, then log out                        | <ul style="list-style-type: none"><li>- User could not directly find logout in profile menu</li><li>- Not sure where to search decks - logout okay</li></ul> | <b>2</b><br><b>3</b> | <b>Perhaps better instructions in the onboarding</b><br><b>Change navbar description</b>   |
| 3. Log in using Google and create deck using Wikipedia as fact checker source | <ul style="list-style-type: none"><li>- User not sure how to create decks -</li><li>- Could not directly create deck with wikipedia</li></ul>                | <b>2</b><br><b>2</b> | <b>needs a create deck from the "my decks" screen</b><br><b>Better onboarding so that users know the main functionality of the app</b> |
| 4. Create a flash-card and fact check it, but decide to cancel and log out    | No issues  | <b>0</b>             | <b>n/a</b>   |

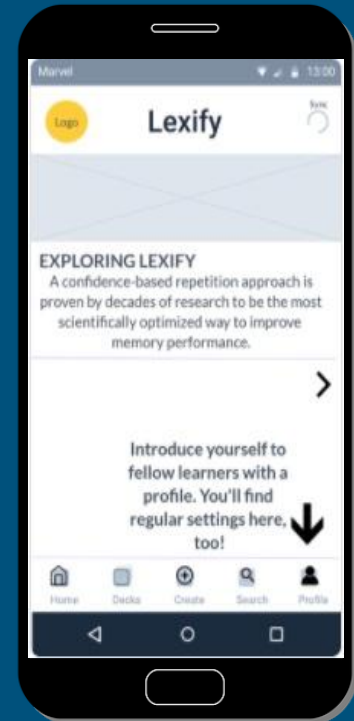
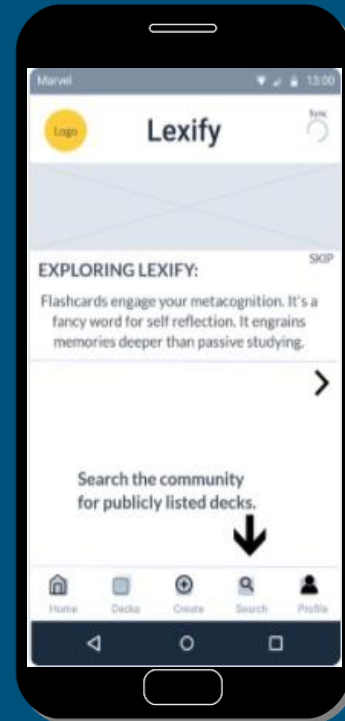
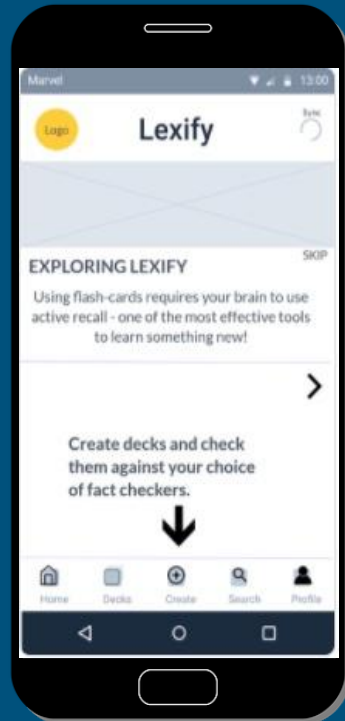
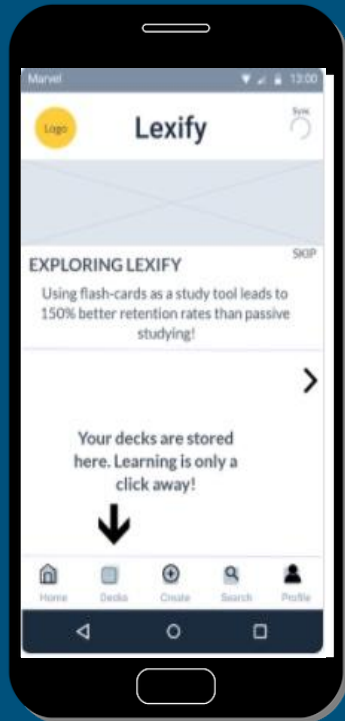
# App revisions - Splash screen / Profile



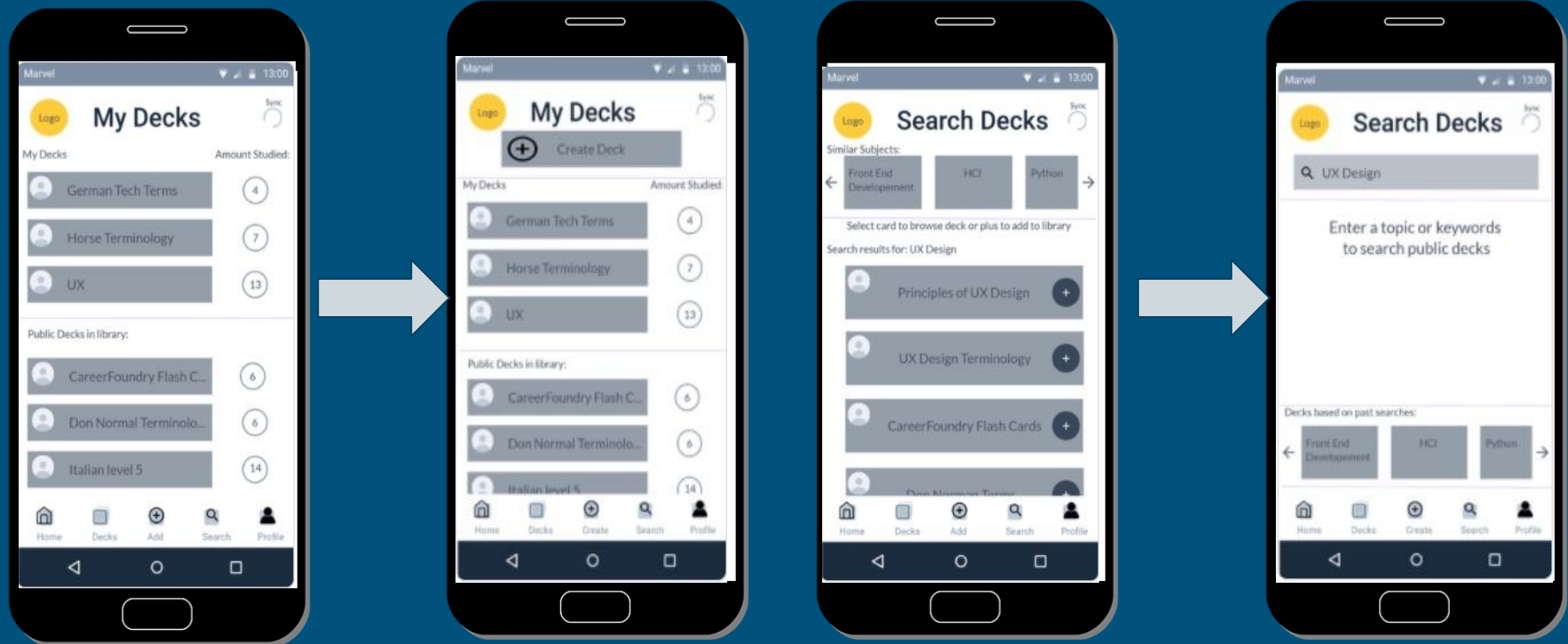
# Onboarding - complete overhaul



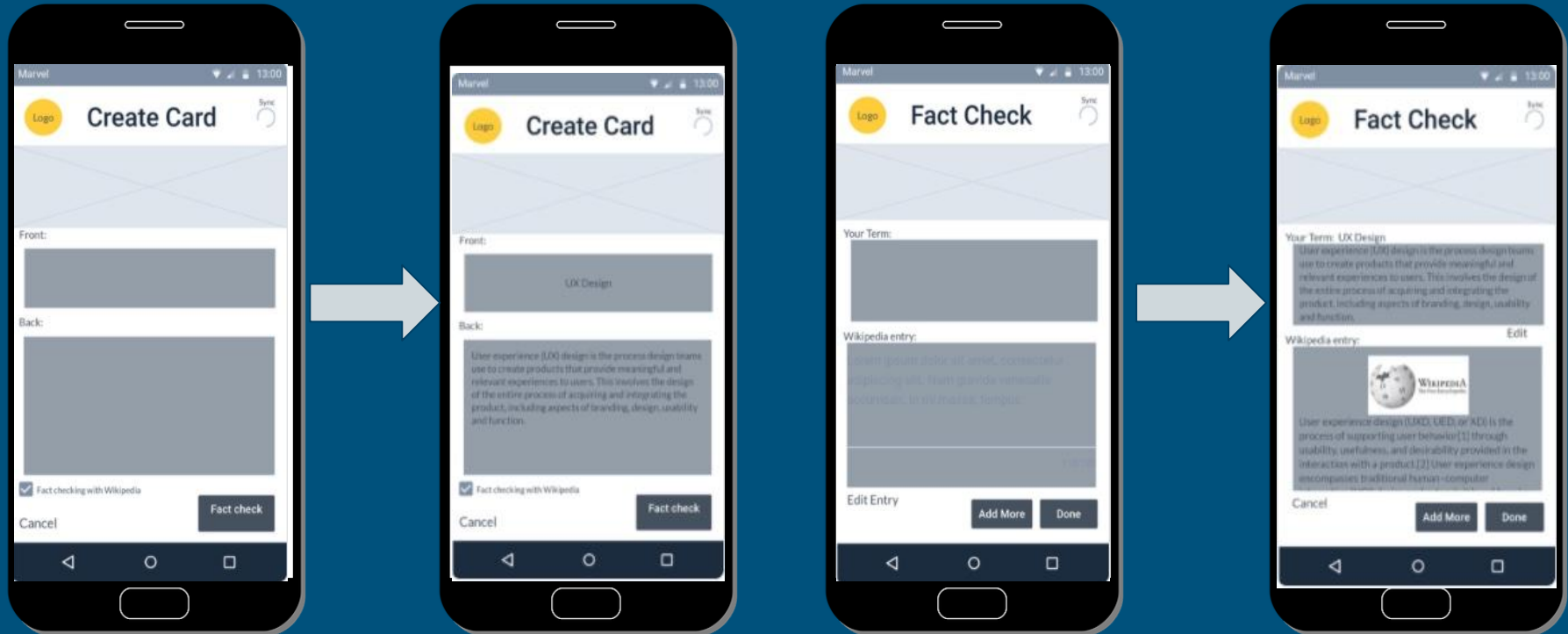
# Onboarding overhaul continued



# My Decks / Search decks: added functionality



# Create Card/Fact check - minor changes



# Conclusion

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All issues found in usability testing have been rectified. Changes can be seen in the latest version of the prototype here:

<https://marvelapp.com/prototype/14j695ce/screen/79799960>

**App changes:** Certain app deficiencies were made clear by experienced industry professionals and changes were undertaken: The lack of a search bar within the flat hierarchical navigation bar search tab was a major oversight. This has been rectified. A new “search” screen has been added and the “search results” page has been expanded to include a search bar.

Logout functionality was added - This was an oversight and was first seen after usability test questions were written. This was to allow for users to first register, and then use the login functionality.

The onboarding process has been expanded over more pages in order to simplify and explain the process. Explanations have been reduced per page, minimizing the cognitive load of the user. Clear indications of how to proceed from one page to the next within the onboarding process has also been implemented. The splash page has been expanded to bring clarity as to the apps purpose and how it benefits the user.

Navigation has been improved with a “create” label rather than “add.” This brings clarity for users seeking to create a deck.

A “Create deck” button has been added to the “decks” tab for improved usability. Users instinctively navigated to the “decks” tab when asked to create a deck. The additional “create deck” button will help users who navigate similarly. Also, “Name Deck” has been changed to “Create Deck” as the page title.

Clarity of concept in onboarding has improved the users ability to determine how the fact check functionality with sources works and the core purpose of the app. Changes to the prototype with more detailed Wikipedia entries aids in this way.

**Notes:** Usability Testing has been an enlightening process and revealed much to the designer. The value of usability testing cannot be overstated. This is an integral part of the design life cycle and key to project success. Further testing is needed for next iterations of the prototype and will be conducted accordingly.

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Thank you!