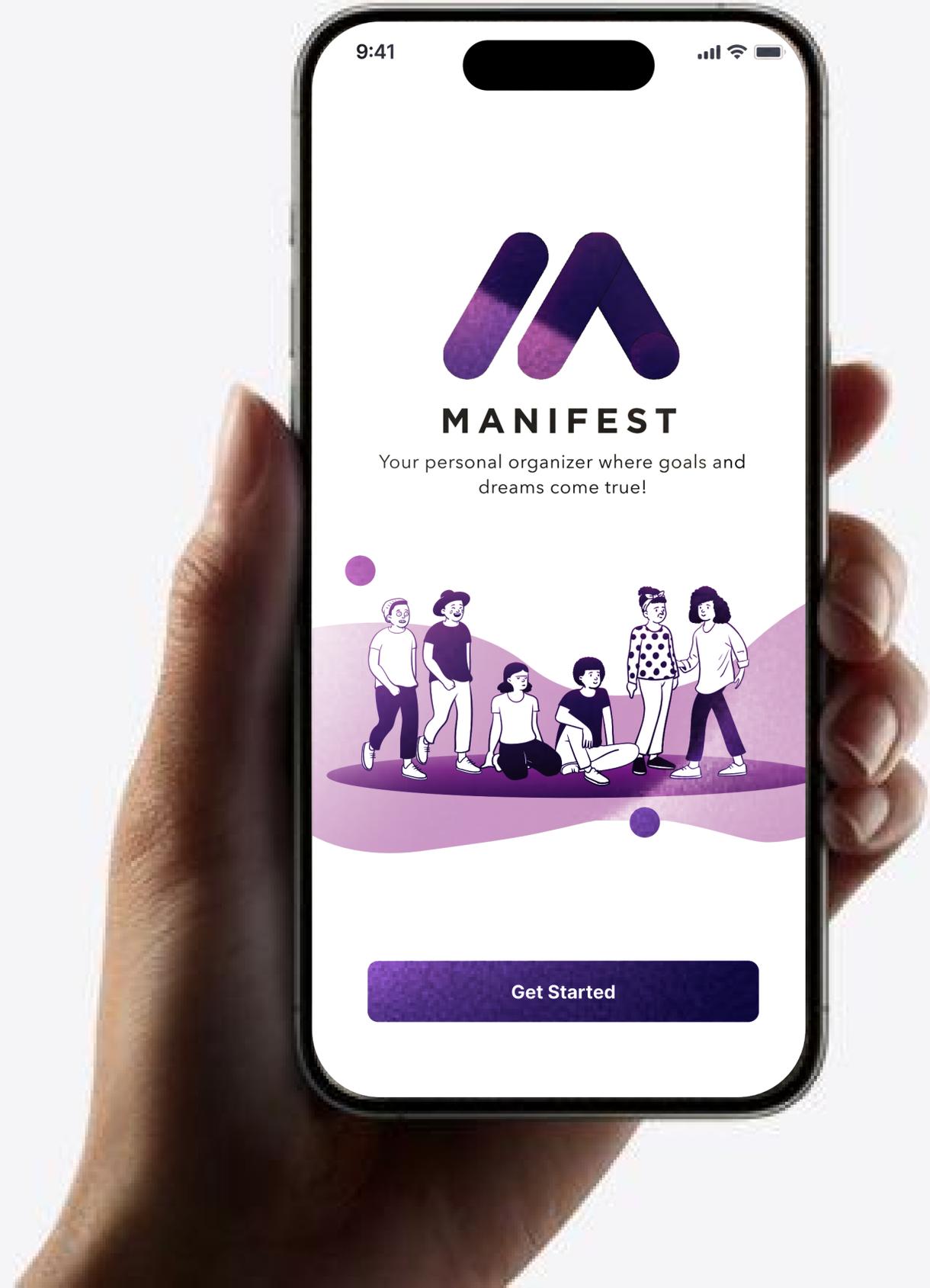




Usability Test Insights & Analysis

by Lyn Yeoh



Usability Testing Summary

The post-experience survey included rating of the overall experience of Manifest. The questions include ratings for navigation, visual appeal, features and the information and content.

Users was able to navigate properly throughout the flow of the app. They really liked the visual appeal and 3/5 users did suggest if they could have a selectable color palette for their personal app, it would be a game changer. They liked the overall features, however, users weren't sure how the mood tracker would benefit them. Lastly, they find the info and content well written and they had no problem understanding what was being conveyed.

Participants 	Total Number 5	Years of Experience <10	Countries 2
Test Data 	Testing Hours 2hr 30mins	Completed Tasks 9	
Findings 	Total Issues 4	Divide by 3 Usabilities 1 Terminology	Total Delighters 3
Average Scores 	Confidence 72.22%	Ease Score 81.34%	Success Rate 77.7%

Research Participants

The study involved a 20-30 minutes Zoom interviews with 5 participants who all filled a screener survey beforehand to see if they fit the represented user for the app.

	Primary Roles	Experience Level	Location	Interview Link
P1	Electrical Engineer	6-8 years of experience at CoolSys Energy Design Inc. located in Fullerton, CA.	USA	Link
P2	Sr. Research Scientist	3 years of experience at GSK located in Philadelphia, PA	USA	Link
P3	Sr. Research Scientist	2 years of experience at Incyte located in Wilmington, DE	USA	Link
P4	Communication Specialist	2 years of experience at SAP located in San Francisco, CA.	USA	Link
P5	Research Scientist	4 years of experience at Incyte located in Yverdon-les-Bains, Switzerland.	CH	Link

Usability Test *Average Scores*

Participants were given:

 **9** tasks

 **4** icebreakers

 **3** post-test questions



	Time Taken	Confidence Rate	Ease of Use	Success Rate
P1	25 mins	35%	62.1%	26.4%
P2	35 mins	83.3%	83.3%	97.1%
P3	25 mins	79%	81.2%	72%
P4	30 mins	65.5%	81.3%	95.6%
P5	35 mins	72.22%	98.8%	97.22%

Usability Test Success Rate

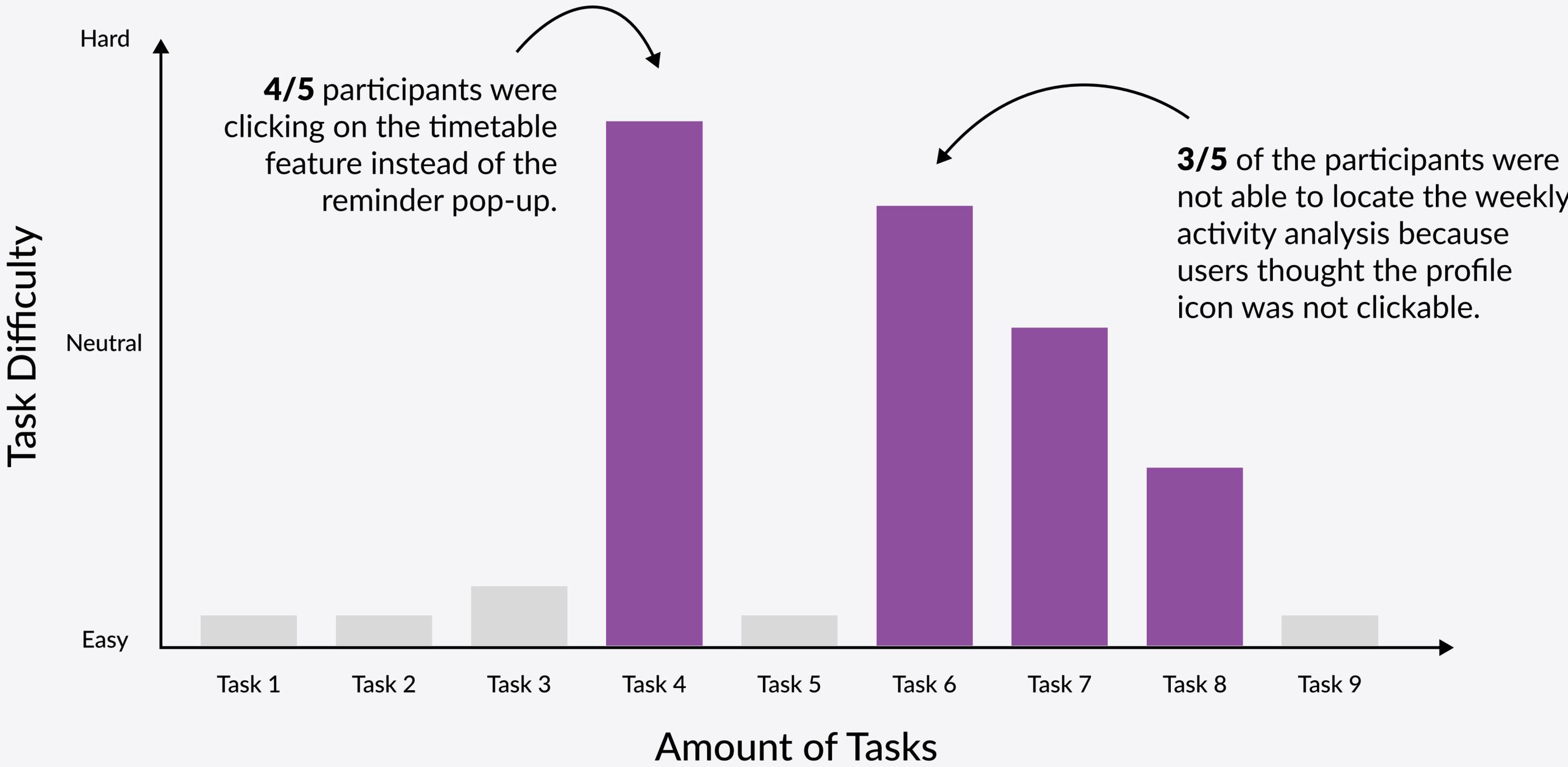
● Fail ● Success ● Pass

	Task 1	Task 2	Task 3	Task 4	Task 5	Task 6	Task 7	Task 8	Task 9	Average Score
P1	●	●	●	●	●	●	●	●	●	26.4%
P2	●	●	●	●	●	●	●	●	●	97.1%
P3	●	●	●	●	●	●	●	●	●	72%
P4	●	●	●	●	●	●	●	●	●	95.6%
P5	●	●	●	●	●	●	●	●	●	97.22%
Final Score	100%	100%	100%	85%	75%	20%	80%	90%	100%	

Participants' Confidence & Ease Ratings

	Task 1		Task 2		Task 3		Task 4		Task 5		Task 6		Task 7		Task 8		Task 9		Person Avg.	%
	Conf.	Ease																		
P1	10	10	10	10	10	10	7	6	2	4	2	3	2	5	10	10	10	10	7.27	73%
P2	10	10	10	10	10	10	9	10	9	8	7	10	6	8	7	8	10	10	9	90%
P3	10	10	10	10	10	10	8	9	8	7	8	7	10	8	9	10	10	10	9.1	91%
P4	10	10	10	10	10	10	7	6	6	8	5	8	9	8	10	10	10	10	8.7	87%
P5	10	10	10	10	10	10	9	8	7	8	10	10	7	8	7	8	10	10	9	90%
Final Score	10	10	10	10	10	10	8	7.8	6.4	7	6.4	6.8	6.8	7.4	8.6	9.2	10	10		

Task Difficulty Bar Graph



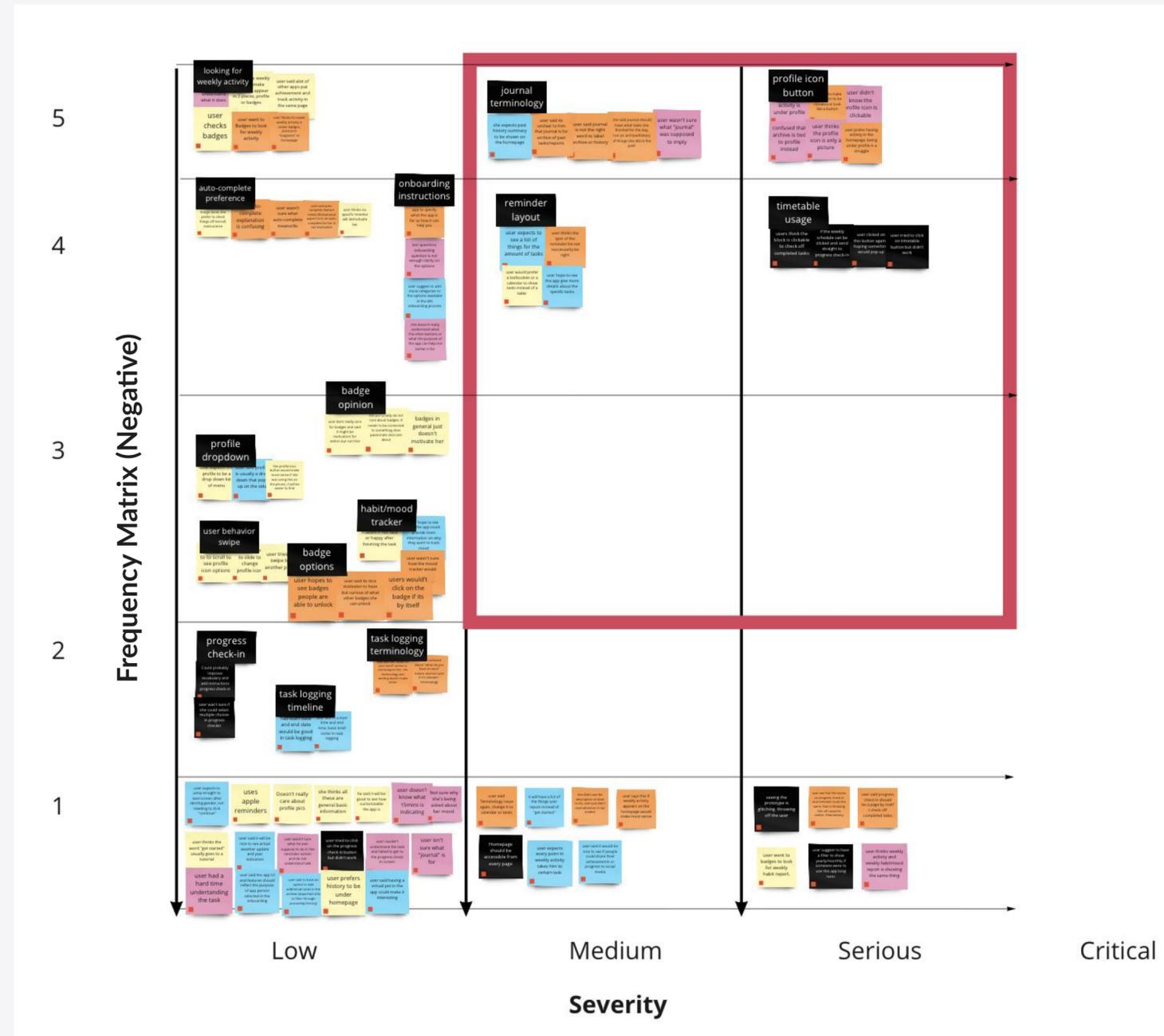
Priority Matrix

The critical changes to make that had hindered the participant's score for all confidence, ease of use and success rate are prioritized in the matrix shown in the graph.

We are prioritizing based on the amount of feedback given repeatedly. Therefore, we will be focusing on the highlighted red square in the shown graph.

4 Critical Usability Issues are:

- Past archive history feature:** Users weren't able to find the archive of logged tasks because the terminology "journal" was misleading.
- Reminder feature:** Users were thrown off by the layout of the reminder because of the timetable glitch and a vague pop up.
- Timetable feature:** Users were hoping to check off the tasks in the timetable section instead of going through extra 2 steps.
- Profile Icon:** Users were not able to locate the profile because they thought it was just an image instead of a button.



How to read the findings

Interface

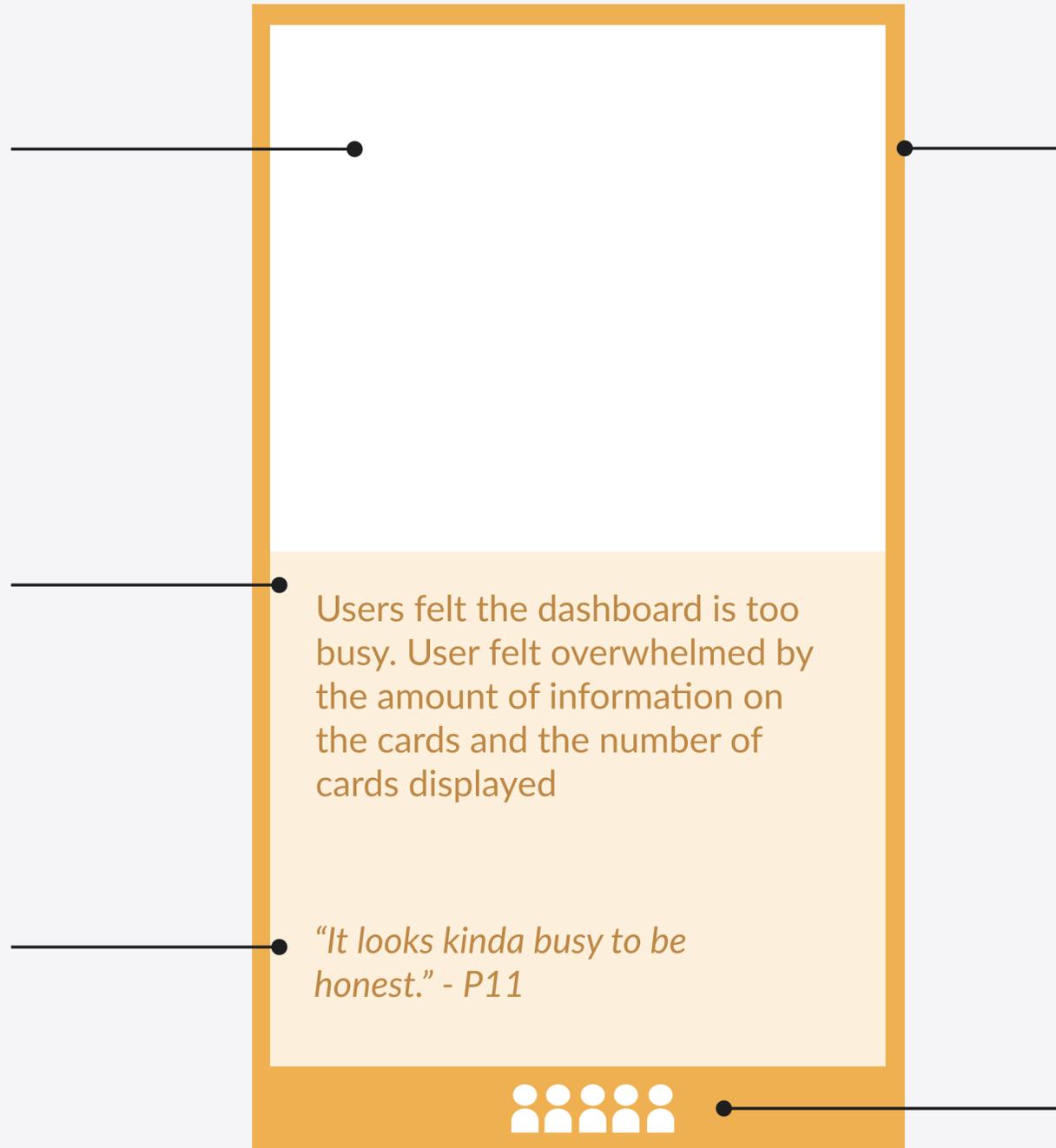
Preview of the piece of interface related to the insight

Insight

Description of the issue, delighter or idea discovered during the testing

Insight

It represents directly the voice of the participants.



Type of Usability Finding

The color of the card indicates the typology of the finding. It has 4 variants:

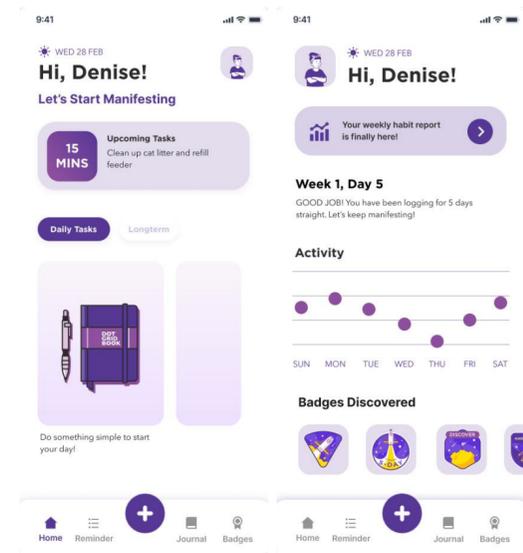
- Dark Red: Critical
- Red: Serious
- Orange: Medium
- Yellow: Low

Frequency Indicator

The indicator has 4 values based on how many participants pointed out an issue of delighter:

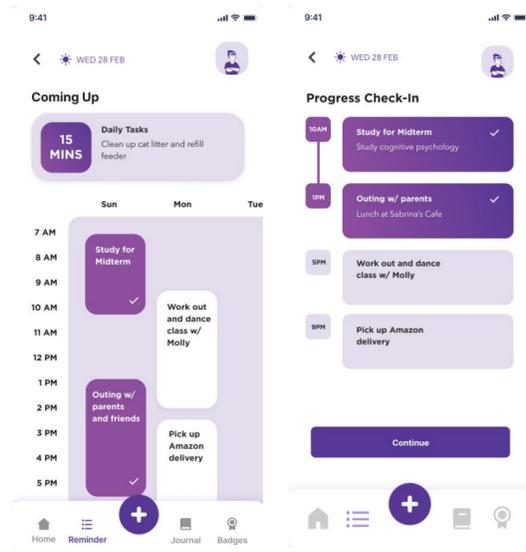
- Five
- Four
- Three
- Two
- One

Critical Findings: Task Analysis



Users did not know the profile icon is a **clickable button**. They were confused on where to find the weekly analysis.

"Oh... I thought it was only a picture not a button!" - P4



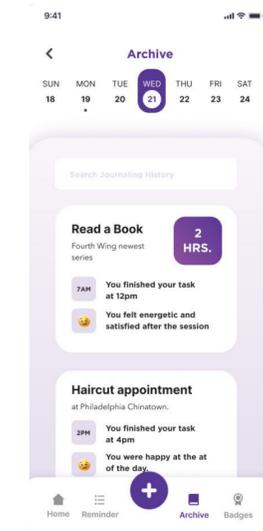
Users were thrown off when the timetable was overlapping with the **reminder pop-up**. Users did not know the pop-up was clickable to go into progress check-in.

"I'm not too sure what the 15mins here is trying to tell me." - P5



Users were **attempting to click** on the timetable cards in order to check-in their daily progress. They are not sure the purpose of having the table under reminder.

"If you could make the little task cards clickable, that would be perfect." - P1



Users is confused with the word "Journal". They do not **correlate it with history archive**.

"Maybe use a different kind of word instead of "journal." - P3



Creating insights, hypothesis & testable design ideas

Issues	Hypothesis	Simplest change that could prevent people from have the problem again
1	Users weren't able to find the archive of logged tasks because the terminology "journal" was misleading	Change the word "journal" to something more obvious such as "Archive" or "History".
2	Users were thrown off by the layout of the reminder because of the timetable glitch and a vague pop up.	Remove the confusing reminder pop-up to get more focus on the timetable get users to reduce their time taken to finish task.
3	Users were hoping to check off the tasks in the timetable section instead of going through extra 2 steps.	Users were able to click on the timetable and access their progress check-in easier in order to reduce amount of clicks.
4	Users were not able to locate the profile because they thought it was just an image instead of a button.	Add a notification nudge icon to indicate the profile icon is clickable or selectable.

Usability Metrics & Critical Tasks

Critical User Task	User Story	Measure	Metric	Status
Locate Reminders	I want to see a list of tasks as well as the reminders I have logged for the day.	Percentage of people who successfully locate the reminders feature.	Minimum: 80% Target: 90%	70% (Below minimum)
Progress Check-in	I would like to check off the tasks that I have already done for the day.	Percentage of people who are able to find the progress check-in pop up.	Minimum: 80% Target: 90%	80% (Below Target)
Weekly activities analysis	I would like to see my weekly activity in within the app to see how often i log my tasks.	Percentage of people who are able to access the weekly activity in profile.	Minimum: 50% Target: 70%	60% (Below Target)
Archived Log History	I want to look back at the mood tracker report so I can eliminate my bad habits.	Percentage of people who can correlate archive history with terminology "Journal".	Minimum: 90% Target: 100%	95% (Below Target)

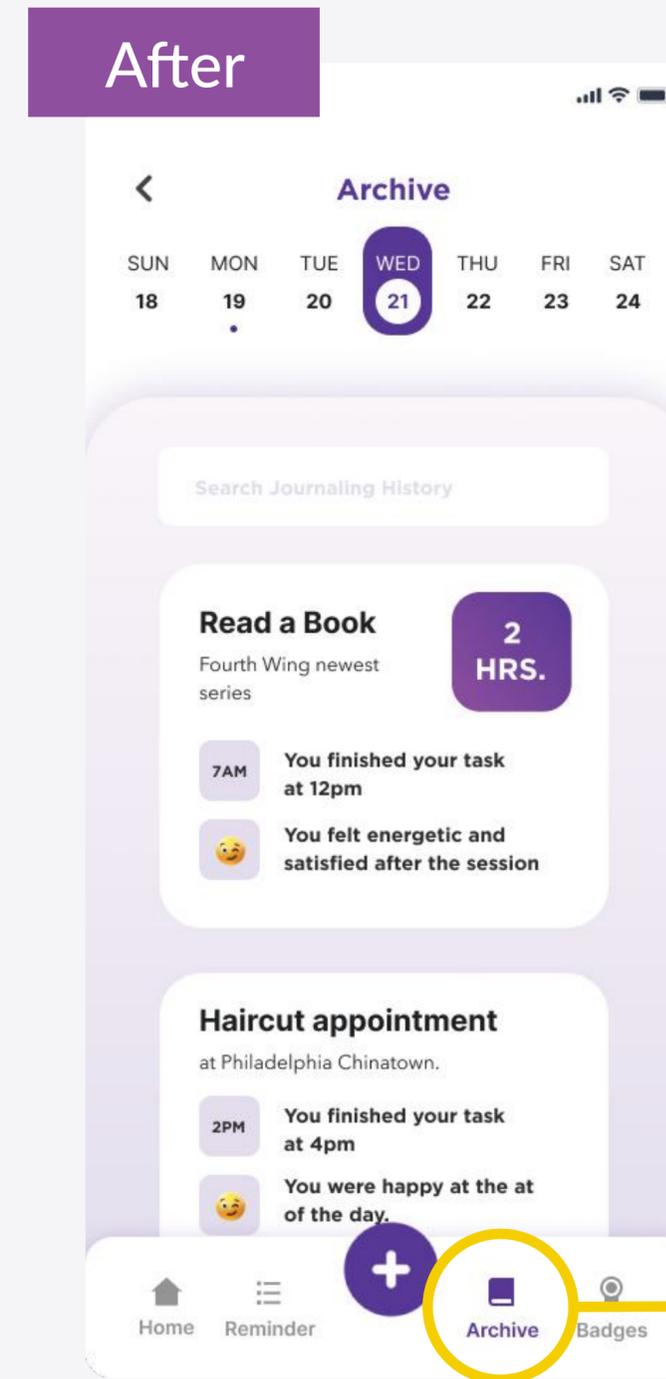
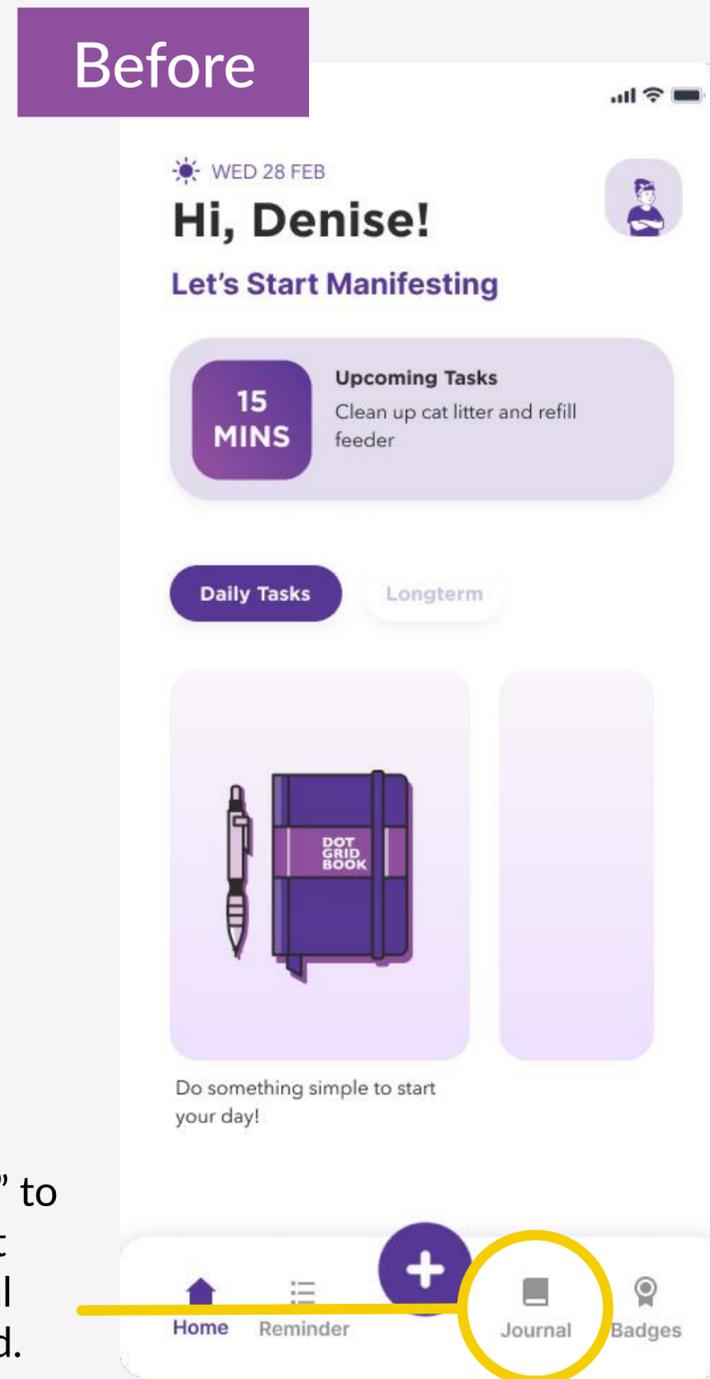
SCAMPER Method

Issues	Feature	SCAMPER method	What changes did I make
1	Archived Past History	Substitute It	Substitute the word "JOURNAL" with "ARCHIVE" to make the feature more direct and obvious.
2	Reminder List	Eliminate It	Eliminate the reminder pop-up and put the focus on the timetable given.
3	Timetable	Combine It	Combine reminder pop-up and timetable feature to reduce amount of clicks for users to check-in progress.
4	Profile Icon	Adapt It	Add a notification nudge icon to indicate the profile icon is clickable or selectable.

Testable Design 1 History Archive Feature

The **past archive feature** is included for the users to have an investment in the app. In this feature, they will be able to access past logged goals, tasks and mood. They can also see the past mood tracker analysis report, making the app valuable over time.

Users were not able to correlate the term "Journal" to history archive of their past logged task because journal sounded like a diary instead.



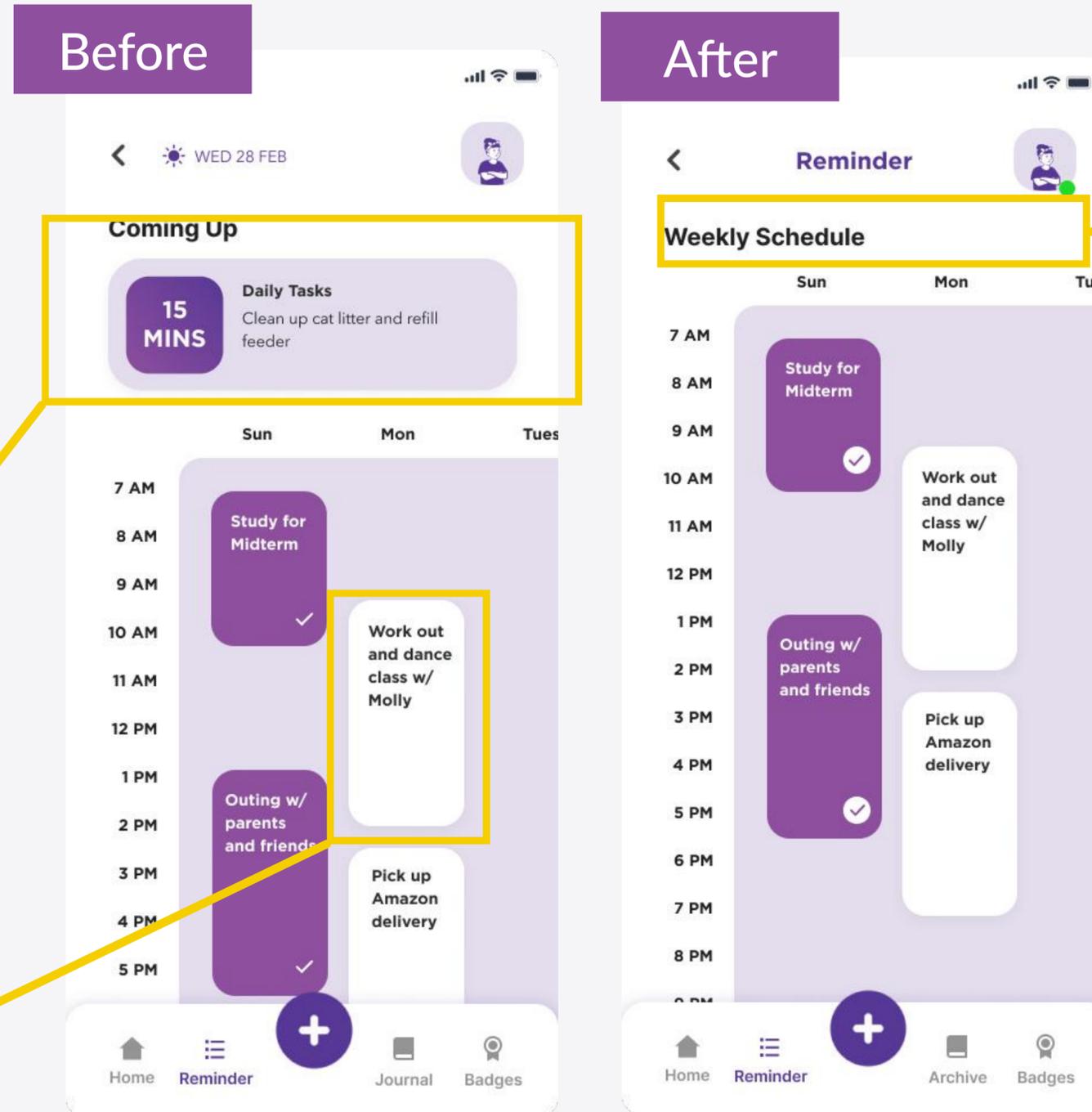
Users were not able to correlate the term "Journal" to history archive of their past logged task because journal sounded like a diary instead.

Testable Design 2 Reminder List

The reminder list offers the user an easy read of all the tasks/goals they have logged for the day. It helps users organize their schedule and remind them of important due dates, tasks, chores etc.

Users did not know the pop-up was clickable and they could access their progress check-in page through it.

The user's first action was to click on the highlighted area when they were prompted the task to check-in their progress.

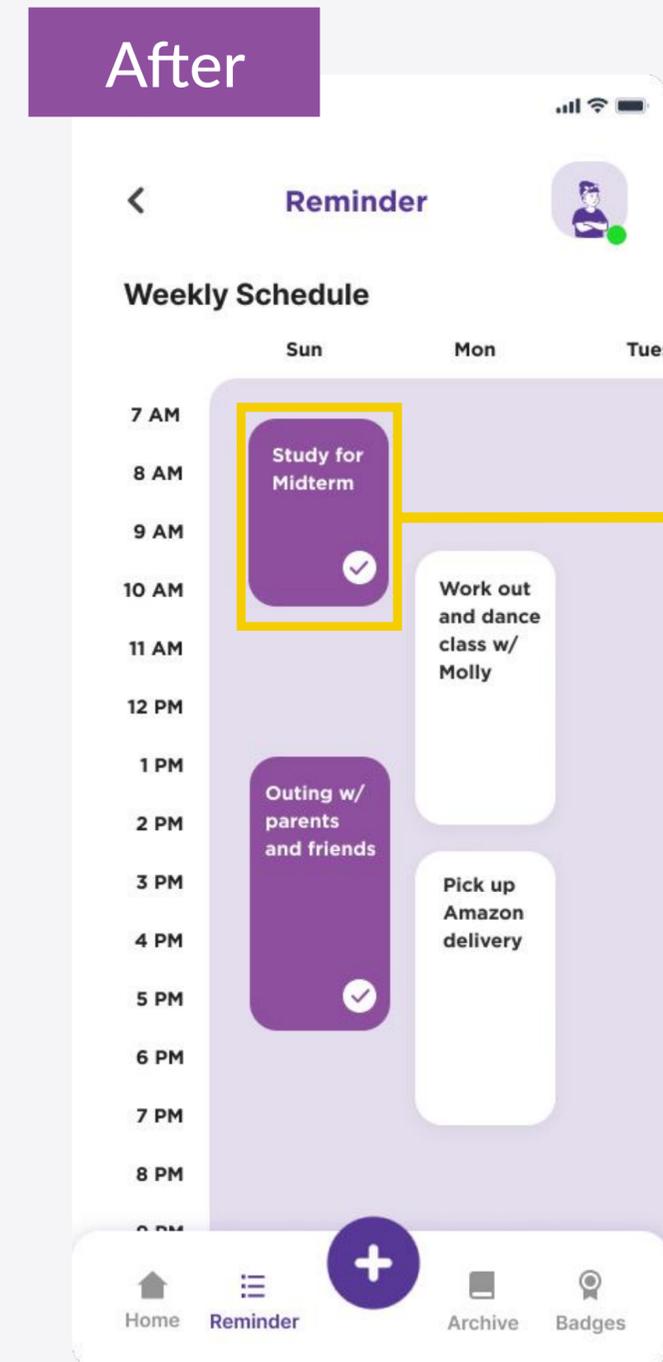
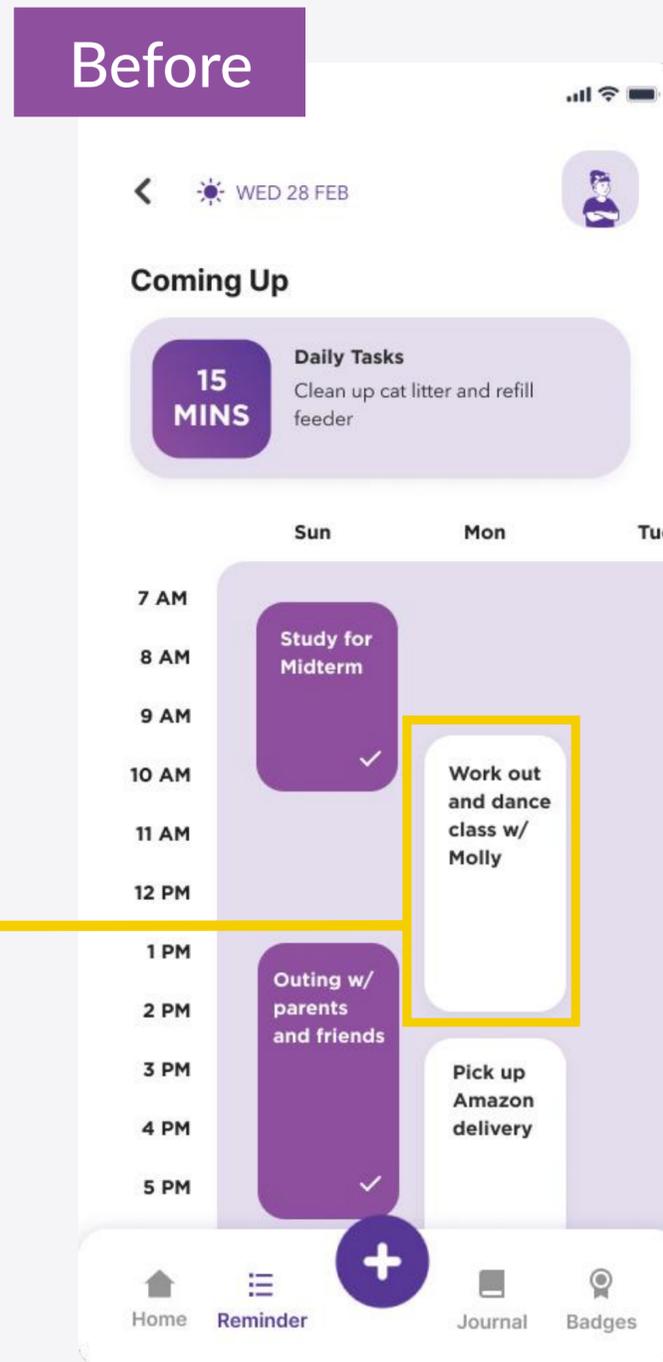


The reminded pop up is completely removed to divert all focus to the timetable below. This can reduce the amount of clicks needed to get to progress check-in.

Testable Design 3 Timetable Feature

The **reminder timetable** gives the user a visualized schedule so they can see the time gap they have in between tasks and goals. This helps users to gauge how busy their day or week can be.

The timetable cards were not clickable and it only serves as a visualization of the tasks/goals logged by the user.



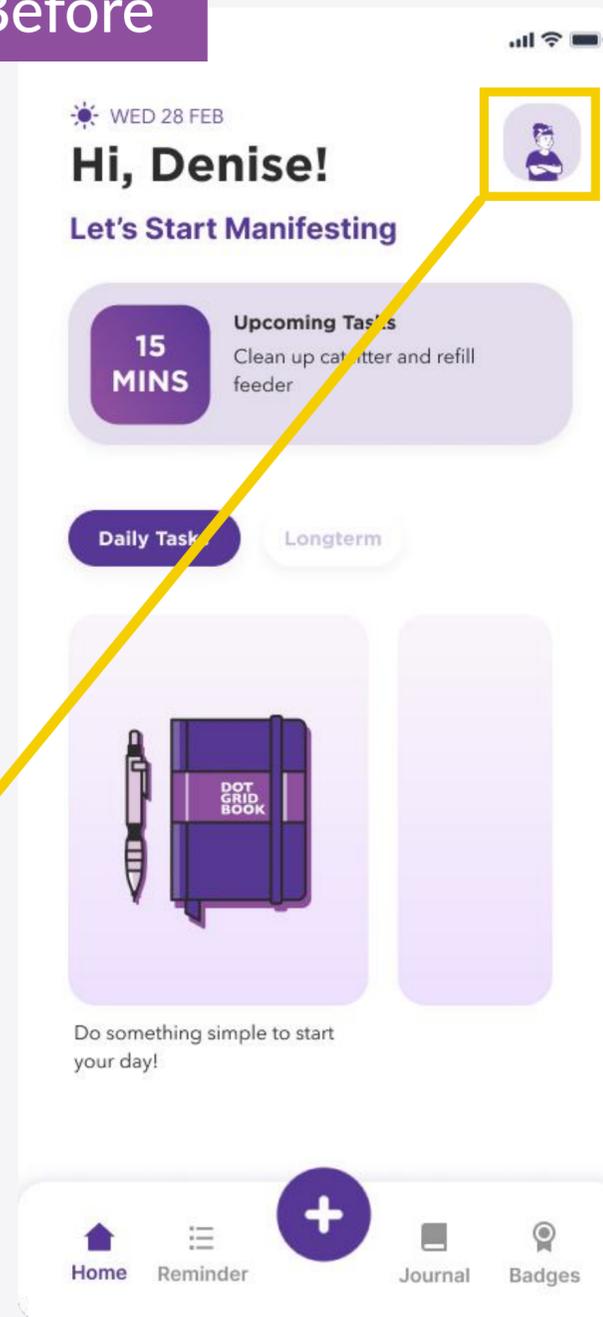
Now, the cards are clickable. By clicking, it will navigate the users to the progress check-in page. Making the feature more intuitive.

Testable Design 4 Profile Icon

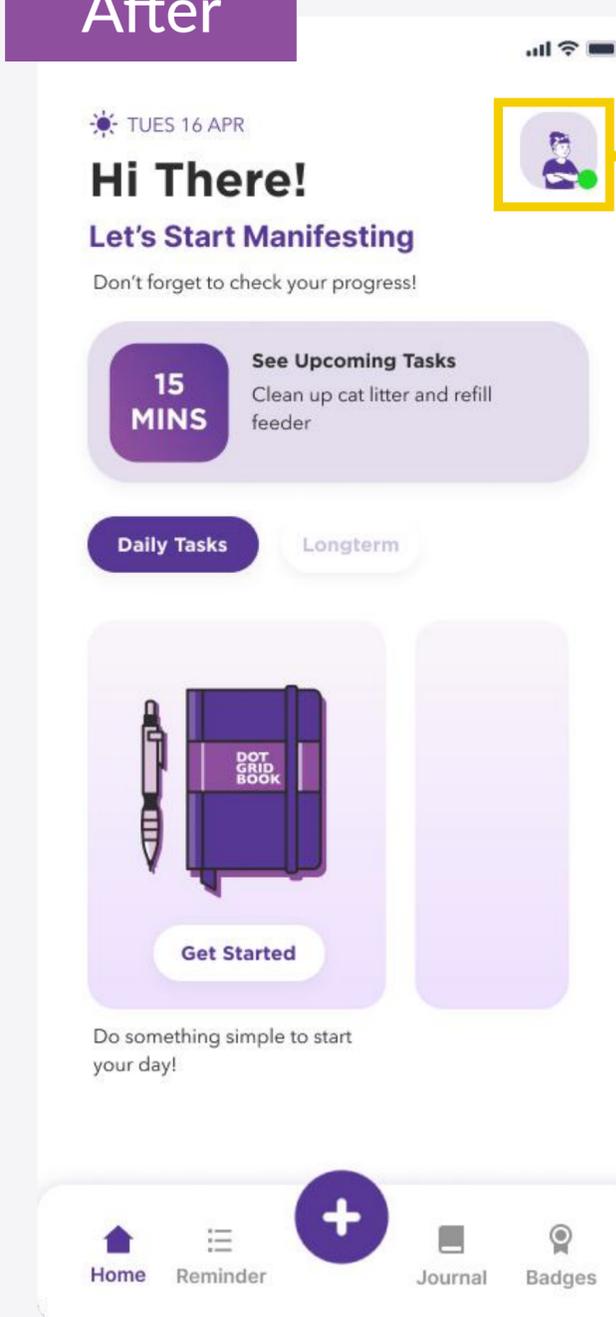
The **profile feature** is a feature that includes the user's weekly activity analysis that allows them to see how often they have been logging tasks to form better habits. They can also access their weekly mood tracker whenever it pops up if users were consistent in logging tasks or goals.

Users could not tell the profile icon was clickable and it is a whole other feature available to them in the app.

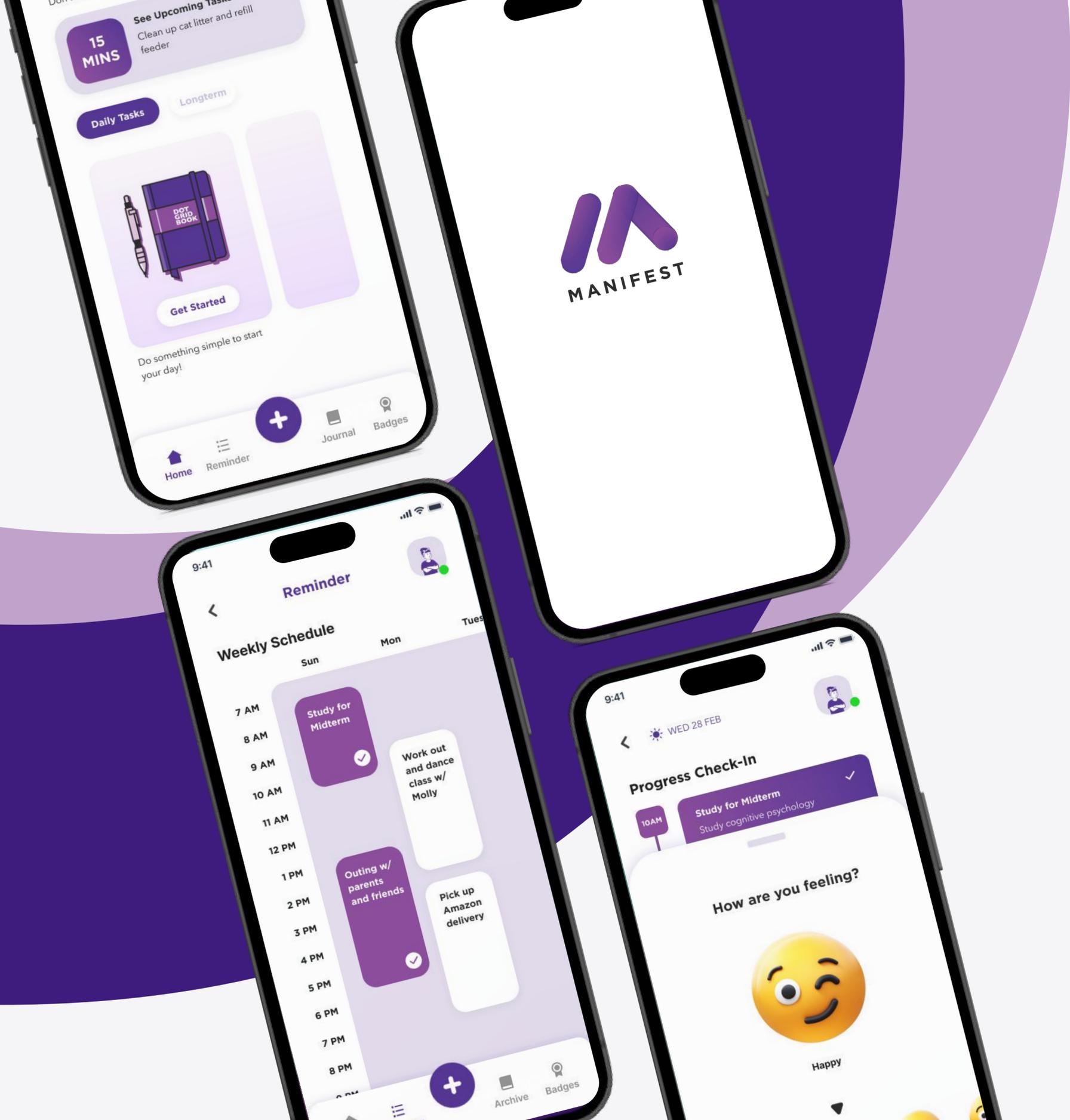
Before



After



By adding a notification nudge dot on the profile indicates the user that the profile icon is clickable or selectable.



Thank you!