

Usability Testing Report

1. Introduction

Purpose	This usability test is to assess the usability of the high-fidelity prototype created by our group for Project 5
Link to prototype	https://www.figma.com/proto/1ZMO2WHFyEVrQ7UI2iHM32/Project-5?page-id=363%3A6594&type=design&node-id=363-6880&viewport=363%2C285%2C0.06&t=xe4tOLm3nWSPxh6G-1&scaling=scale-down&starting-point-node-id=448%3A5916&mode=design
Script	<p>Hello, My name is _____, a UX Design student. Welcome to today's session of usability testing.</p> <p>Our team is working on a project with a client, Playpan, who will be organising and running 6 months worth of events at Peace Centre. We have created a website to showcase Playpan's events and highlights for the entire project duration.</p> <p>This usability test is to assess the usability of the prototype that we have created.</p> <p>You will be asked to perform 5 tasks to assess if the prototype serves its function.</p> <p>Please verbalise your thought process while you execute the task. There is no right or wrong answers, if you need any prompt while doing the task, let us know.</p> <p>At the end of the session, if you have any further feedback. Please feel free to let us know.</p>
Users	<p>Playpan wishes to attract</p> <ul style="list-style-type: none">• Gen Zs from nearby institutions• Their network of people
Timeline	29 Aug 2023 - 30 Aug 2023 (2 days)

Tasks

Task no.	Tasks	Task Goals
1	You've chanced upon this website on social media and you want to explore the page. Please explore this website.	Explore only
2	You want to find out more about the retail options in this map. How would you find out?	Complete task in 1mins
3	You love to read and there's a second hand book store called Thryft in this map. You would like to find out more about the store and share it with your friends about it.	Complete task in 1mins
4	You love to run, and you signed up for the Great Green Run, and there's a race pack collection happening. How would you find out about the Great Green Run?	Complete task in 1min
5	You are looking for thrift events and are wondering if there are any scheduled in September. How would you locate the event?	Complete task in 1min
6	You've now seen a few shops and you wish to see how you can visit Peace Centre. How would you find out the location information?	Complete task in 1min

2. Detailed Results

Legend

Emotions	Task Success
! = emphasised statement - user gets emotional about it	● = coped at the first attempt
!! = the most crucial for a user, described in detail	● = coped but with difficulties
	● = couldn't cope at all
	💡 = a side idea

	Task 1:	Task 2:	Task 3:	Task 4:	Task 5:
User 1 (20, female NTU student)	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation: Pan the map and explore level 1, goes to level 2, select filter and apply, viewed filtered page and went back to level 1, view event highlights and select view more >> did not click anything on the map</p> <p>Feedback: Did not know the map was clickable, it should have some indicator that it is clickable, suggest that it could be displayed with the interactive map icon at the start of the page</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation: Selected filter easily to filter the retail options</p> <p>Feedback:</p>	<p>Time taken:</p> <p>Task success: ●💡</p> <p>Observation: searched the levels and found the store</p> <p>Feedback: would interest her more if she knows what they are selling, as a consumer she just care what they sell</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation: viewed the events from the bottom carousel</p> <p>Feedback: good to have the bottom carousel to showcase the events and highlights otherwise she wont know if its not shown here, display more important things that you want users to see here</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation: selected the hamburger menu, scroll to view other months and check the categories</p> <p>Feedback: the events should be put in order of the date switch the info for MRT & bus more open to explore everything so the view more is good if she doesnt have anything in mind</p>

<p>User 2</p> <p>Amirah, 25yo</p>	<p>Time taken: Task success: ●</p> <p>Observation: Didn't know this is an event but knows it is at peace centre</p> <p>tried to swipe intro modal as there was a progress bar below</p> <p>explored map via pan then navigate to the hamburger to find out more of the events</p> <p>Feedback:</p>	<p>Time taken: Task success: ●</p> <p>Observation: -minimizes highlight bar -tried looking at the map graphics -navigated to hamburger and went to visit page to find retail stores, tried to search for retail options under 'event highlights' as category (shows her retail options pdt page)</p> <p>thinks filter icon is a login and didnt notice, suggests to have 'filter' text</p> <p>Feedback: pdt page talks about SSVP but user wants to know what the thrift shop is selling, or how its sourced etc. "its good to know who SSVP is, but its not my priority"</p>	<p>Time taken: Task success: ●</p> <p>Observation: -goes to event schedule to look for thryft instead as she knows what she wants -eventually search on the interactive map via clicking on level 1 button as it is blinking to go to L2 and find thryft to read more -doesnt realise the map is clickable as there is a lack of indicator -finds name of shops useful on map but it doesn't show what the shop is about -clicks on animating buttons like speech bubbles</p> <p>Feedback:</p>	<p>Time taken: Task success: ●</p> <p>Observation:</p> <p>Feedback: couldn't decipher between shops and event</p>	<p>Time taken: Task success: ●</p> <p>Observation: manages to find event in october easily clicks on visit tab easily</p> <p>Feedback:</p>
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<p>User 3 (23 years old, yr3, SMU)</p> <p>SMU IS Student, T Leng, 23 year old</p>	<p>Time taken: Task success: ●</p> <p>Observation:</p> <ul style="list-style-type: none"> -reads intro -notes it is an interactive map -thinks map is a full view of mall to find event space -clicks level 2 instinctively -thought highlights bar is a pull up <p>Feedback:</p>	<p>Time taken: Task success: ●</p> <p>Observation:</p> <ul style="list-style-type: none"> - goes to 'visit' under the impression it has more information on store directory - Otherwise, looks at map and looks through all the shops - notices filter but did not click it as it did not know what it could do. - (after nudging to click the icon) able to perceive those in greyscale are not relevant retail shops <p>Feedback:</p> <p>it didn't occur to me the filter button could help with searching. Maybe consider a search icon with a search bar</p>	<p>Time taken: Task success: ●</p> <p>Observation:</p> <ul style="list-style-type: none"> -tries to find thryft via map and goes to l2 to find it -taps on shop and views info of it -taps on read more and their story -clicks share <p>Feedback:</p> <ul style="list-style-type: none"> -thinks product page is sufficient and extensive -I will read through the name and the sub-text but wont really read the story, though he thinks is a good information 	<p>Time taken: Task success: ●💡</p> <p>Observation:</p> <ul style="list-style-type: none"> -tries to find GGR on map -clicks on event highlights and scrolls under ALL results rather than search via categories <p>Feedback:</p> <p>adding a story page to see the stories instead of only be able to access it from the interactive map</p>	<p>Time taken: Task success: ●</p> <p>Observation:</p> <ul style="list-style-type: none"> successfully goes to events schedule under hamburger and clicks on november tab successfully goes to visit tab <p>Feedback:</p>
<p>User 4</p>	<p>Time taken: Task success:</p>	<p>Time taken: Task success: ●</p>	<p>Time taken: Task success: ●</p>	<p>Time taken: Task success: ●💡</p>	<p>Time taken: 30s Task success: ●</p>

<p>(Nadia, SMU Girl, 20yo, computer science)</p>	<p>●💡</p> <p>Observation:</p> <p>Just casually viewing and wanted to swipe upward for the highlights to see a list of things.</p> <p>went to the event schedule list.</p> <p>Feedback:</p>	<p>Observation:</p> <p>did not initially notice the filter function. went straight into schedules</p> <p>clicked the speech bubble because it was animating.</p> <p>Feedback:</p> <p>wants to see what kind of products she can buy/view in the shop since it is a product information page.</p>	<p>Observation:</p> <p>doesn't know how to navigate to level 2</p> <p>did not notice the lift sign/button</p> <p>Feedback:</p> <p>Expected the lift and escalator to work on the interactive map</p> <p>- the photos on the pdt page is very useful in letting them know what the shop is about</p>	<p>Observation:</p> <p>did not use filter to filter the shops</p> <p>Feedback:</p> <p>expected to have a shop list nested in the hamburger menu</p>	<p>Observation:</p> <p>GGR</p> <p>no problem locating it from the highlights and navigating from the highlights.</p> <p>Feedback:</p> <p>retail and events are all nested in 1 place and it's not clearly segregated by the categories.</p>
<p>User 5 & 6</p> <p>20 yo NAFA student, art management and events management student</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation:</p> <p>closes the intro via the x button</p> <p>tries pressing the button to explore</p> <p>clicked on speech bubble as it was animating to explore</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation:</p> <p>instinctively click on filter icon to search for retail</p> <p>clicked on 'level 1' button to go up to level 2 and see the filtered options</p> <p>Feedback:</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation:</p> <p>Feedback:</p> <p>- pdt page is not too long and informative enough</p> <p>- photos of the shop helps alot</p> <p>- likes 'you may also like'</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation:</p> <p>clicks on GGR card under event highlight</p> <p>successfully 'scrolled horizontally on events schedule page' to view diff months</p>	<p>Time taken:</p> <p>Task success: ●</p> <p>Observation:</p> <p>Feedback:</p>

	<p>would click on 'see more' to find out more of what the highlights are</p> <p>clicked on 'level 1' button to go up to level 2</p> <p>tries to pull up the events bar for a list of more details</p> <p>Feedback:</p> <ul style="list-style-type: none">- unit number on pdt page is too small- Likes 'Our Story' portion on shop page	<ul style="list-style-type: none">- filter button is not noticeable at first	<ul style="list-style-type: none">- finds product tags useful, but it may be too distracting. It is close to 'back to map'- didn't realise event highlight is scrollable and clicked 'view more' instead, hoping for a full list of events	<p>Feedback:</p>	
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3. Follow Up Interview Questions

	What is your impression of the website?	What do you think of the introduction of Playpan's concept?	Do you think this website is useful in helping you to find information and participate? Is the information on the website sufficient? What else do you need?	Does it make you interested to come for the event?
User 1	it's more interesting than other website because usually websites dont have interactive map and stuff, if not its usually laggy and hard to use	will read up for first time user finding out about Playpan, if I found out through IG then I will already read it from there so will just close this. Suggest that we can combine the two intro screens because most people will just close it from the first intro and not go on to read the next page, why not just show everything in one popup	useful because it helps people understand the space and will be easier to locate the stores	most likely will visit after using the website, more interested and motivated to visit after reading up the booths and events
User 2	nice, i love it, i think i dont know i think theres alot of colours the map was abit confusing at first but it makes sense after playing with it (because she didnt know its clickable, the intro is just "click to view")	didnt read, noticed the photo only. Suggests to intro sub-header for quick takeaway	yes, its useful, but wasn't clear if the events and highlights were the same suggests to name "event schedule" to have stores did not understand that there are events AND stores and it is confusing whether the events are stores as some of them are, some	yes, i am interested to come as there is are options of food and retail, and it looks like something new.

	<p>i would like to explore more by clicking one by one to see what each shop has</p>		<p>of them are not</p>	
<p>User 3</p>	<p>If im using this website as someone who is interested in social causes, it is good.</p> <p>The stories pop up can also be considered as a seperate page so i can view them all, even if i miss it on the map</p>	<ul style="list-style-type: none"> - pop ups are common especially when i'm new to the site but i wouldn't really bother to read - i would be able tell the event is for a social cause even without the intro modals - the modals also do not have much info - the shop product pages does not really tell it is for a social cause, except for the 'our story' portion. 	<p>-interaction map is useful to help navigate and find out more</p>	<p>- "i'm abit more inclined, even though i'm not interested"</p>
<p>User 4</p>	<p>will be keen to visit as the website is very vibrant and makes me feel very excited - thinks the events are very exciting.</p> <p>A marketplace to sell things.</p>	<p>gets the idea that the website is about social causes once she sees the filtering option: by causes</p>	<p>sufficient information. nothing much.</p> <p>the color of the map make no sense. would be great if the colours make sense to segregate the shops.</p>	<p>if there's already an interest, then i will be more inclined.</p> <p>would be interested to explore more due to the interactive map to click and open other things that might be interesting</p>

User 5	website looks good and is vibrant. the map and interactions are very intuitive	<ul style="list-style-type: none"> - usually skip the intro pop up, in this case only notice the image and 'lets go' - 	<p>sufficient info, website looks good</p> <ul style="list-style-type: none"> - Would usually skip the 'our story' on the pdt page - Other guy would like to read everything on the pdt page, though not the fan of the white background nor the small face photo which could be bigger. She also wants to know why the owner is participating - Would like to know more about what other ppl think of the shop 	<ul style="list-style-type: none"> - the website gives a good impression of the event - definitely more interested to go to the event, especially when the map is so accessible and helps me understand so i will not get lost. - "the fact the map is presented this way, especially at event spaces where the floorplans can get confusion, it really helps with making it accessible"
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	Issues Identified	Action Plan	Status
Task 1	User does not know the map is clickable if they skip the introduction (2/5)	Add animated prompt	Done
	User tried to swipe the introductory modal to go to next (2/5)	Allow Interaction to swipe intro modals	DONE
	User thought 'event highlights' bar is a pull up (3/5)	Put text close to close the tab and up arrow to open it.	Done
Task 2	User either did not notice the filter icon on landing page or did not know they can filter according to activity types. (4 of 5) - Task 2	Add the text menu and filter to the menu and filter buttons.	DONE

	User wants to know what the shops are selling (2/5) - Task 3	Include photo of the shop and products in the carousel	DONE
	User either skipped the introductory modals or didn't read and notice only photo and header (5/5) - Task 1	include sub-header and make 2nd image more relevant Put do good, look good and feel good on each floor to convey the story of Playpan.	DONE
	User had difficulty finding specific shops and either tried to look for it under Event Schedule or look for it on the map (2/5) - Task 2	CASE CLOSED	Refer to 3.3
	User does not know to go up to Level 2 and clicks on escalator (1/5)		DONE
	Users are unable to know what the shop entails when viewing the map and discovery of the shop offerings can only be done upon clicking (5/5) - Task 2	Introduce a list view of shops which can be navigated from hamburger menu. The list view will allow users to view the shop by category and content.	Done
Task 3	User wants to view both story from shop owner (product description) and comments by public (3/5) - Task 3	Introduce a review accordion in the product description page.	Done
	User cannot decipher between shops and events (2/5) - Task 4	Introduce a tab of Events under hamburger menu.	Done
Task 4	User suggests to add a page collating all stories in case they missed it on the interactive map - Task 1	Create a story tab on the hamburger option to showcase all kinds of stories - be it regurgitate playpan's vision or stories from beneficiaries.	Done
Task 5	User suggests having the events on events schedule to be viewed in order of date	Ignored	

Good Takeaways	Users understand what the event is about through different touch points, such as search by cause on 'event schedule' or on shop page (3/5)		
	Users are more interested to go for the event as the interactive map is comprehensive (5/5)		
	Users found the map useful and are motivated to explore more shops on the website as it is interactive (3/5)		

4. For Future Considerations

Ideas for future iterations
<ul style="list-style-type: none"> • Tags page to go into pages relevant to each tags. sort and filter for the tag options. • Developing stories to include marketing/publicity materials