

Usability Test for Capstone Project MyMu

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Introduction

The test for my project MyMu was conducted remotely due to the covid-19 pandemic. The main purpose of the test was to see whether users can easily use the app and find it helpful to reinforce their art experiences. To realize this purpose, I recruited 5 participants based on my screener survey at the early stage. All these participants match the persona of the target users, who are interested in art and visit museums or galleries quite often. As indicated in my user test plan, to realize the purpose mentioned before, I created 6 tasks and some follow up questions for users during the 30 minutes' test. Through the test, I tested users' initial impression of the design, uncovered usability problems in the red route, and their understanding of the process.

Findings

Issue #1

There's no clear guidance about how to use the app

Summary:

- Introduction message in the landing page doesn't get any attention from users
- After creating an exhibition folder, users don't know what to do next

Recommendations:

- Redesign the on-boarding page to showcase how to use the app with simple illustration or presentation
- Provide clear instruction for empty states

Issue #2

Some icons are either very confusing or not clear to see

Summary:

- One of the most important icons, which is "add content" in the exhibition folder, makes users think it's only for adding images.
- Users don't know about the meaning of "filter" icons, as there's no explanation about it.
- Icon such as "add tags" is placed at the bottom page where users usually ignore or don't see it at all.

Recommendations:

- Replace icons that users don't familiar with and add meaning in words beside.
- Put important icon such as "add tags" at the top of the page where users can see easily.
- Change the colour of icons to make visual attachment with related function.

Issue #3

Presentation of content inside each exhibition folder makes users feel confusing

Summary:

- There's only one image showcased in content selection, which users consider it as a single file instead of just the cover of the selection.
- It's not clear if some images can be directed to more content. (There's no sign of clickable content)

Recommendations:

- Redesign the content folder, and makes it look more of a selection of content rather than a single file
- Add shadow or other feature to images or icons which supposed to be clickable

Issue #4

There's strong needs from the users to have share function in the app

Summary:

- After adding all resources to the app, users all want to have a sharable or social interaction feature in the app.

Recommendations:

- Add one more red route to for users to curate an exhibition based on the content in their person exhibition folder, and make it sharable with friends on social media, etc.

Issue #5

The step to upload a cover image seems unnecessary and repeatable

Summary:

- In the first task during the test, users have to upload an image from their phone as the exhibition cover. They need to do a similar action when they upload photo to their photo section inside the folder later

Recommendations:

- Simplify the step to upload cover image when create a folder and combine it to the step of uploading photos in photo section

Usability Issues by Priority

Priority	Issue	Recommendation
Critical	Some icons are either very confusing or not clear to see	Replace icons with more universal meaning and add explanation beside
Critical	There's no clear guidance about how to use the app	Add illustration as further guidance to use the app
Critical	Presentation of content inside each exhibition folder makes users feel confusing	Redesign the presentation of each folder
Major	The colour palette does not look balanced	Change the colour selection and makes the whole design related
Major	The step to upload a cover image seems unnecessary and repeatable	Simplify the step to upload cover image when create a folder and combine it to the step of uploading photos in photo section
Major	Meaning of navigation bar at the bottom does not provide clear message	Redesign the navigation bar at the bottom with more vivid name
Major	No follow up function with shareable feature	Add one more red route to for users to curate an exhibition based on the content in their person exhibition folder, and make it sharable with friends on social media, etc.
Minor	Colour contrast of text	Use the combination of light background dark text or the other around
Minor	Background image does not match with the content	Use more simple background
Minor	Presentation of online content	Use the Pinterest style to make it more readable
Minor	The function of uploading file is not prevail	Put it in a less important role in terms of place
Normal	Not enough information displayed at the cover of exhibition folder	Provide more selection for information input when create a folder at the first place