

Equity App Usability Test

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Summary

In order to get a better understanding of how users would use my app, I conducted some user testing. The tests revealed that there were a few key pressure points throughout the app.

- It was unclear what the main goal is when you first open the app
- The search function wasn't implemented yet and that was the first place they were drawn to

Scenarios & Tasks

I gave my users two tasks. One was more open-ended and required their input while the other one was to accomplish a specific task.

1. Where do you think that you should go first? (From the home screen)
2. How would you change settings/log-out if you wanted to?

Results

The users were immediately drawn to the navigation. After taking inventory of what was there, they then went on to view the suggested plans. All users were able to navigate to the plan details and understand what they were viewing.

Task Completion

There was initial confusion when the users opened the app. After that, however, they were easily able to explore around the app and find their account settings to change their settings.

Key Takeaways

Results of the test showed that there needs to be a more obvious main path that should be taken when first opening the app. Users were able to navigate around to find things when they knew what they were looking for, but they didn't see a clear path when they first opened the app.

Conclusion

This usability test showed that there are some flow issues with the main portion of the app. This difficulty made it difficult for users to know where to go when using the app and resulted in disinterest.

Fixing this issue by implementing some clear call-to-actions on the main page will help to guide users to the correct place and increase the usability of the app.