

USABILITY TESTING for the DIY Homebuilder App by Vince Wallace

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USER TESTING GOALS, METHODS & RESULTS SUMMARY

TESTING GOALS

TO SEE HOW INTUITIVE THE APP NAVIGATION WAS and if there were any major roadblocks to understanding how the app is used.

TESTING METHODS

MODERATED IN PERSON & REMOTE TESTING WITH 6 PARTICIPANTS was done. Click here for the the complete [TESTING PLAN](#)

Script

For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore [THE COMPLETE SCRIPT](#):

TESTING RESULTS

TWO MAIN ISSUES AROSE THAT NEEDED MORE EXTENSIVE ATTENTION

1. **A RE-DESIGNED AI PROMPT** that made it more central to the user's awareness
2. **A RE-WORKED NAVIGATION FOR THE FAVORITES SECTION** that made it more intuitive

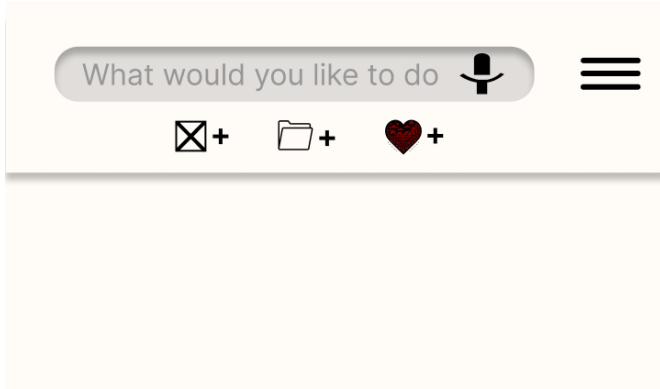
TESTING RESULTS CONT'D

There were several minor issues that arose, mostly around broken links or prototype scalability to individual phones that were being used, but the two main issues highlighted above were chosen based on the following:

1. The AI feature is the central feature of the DIY Homebuilder app, and a re-design was needed to accentuate this fact and make it more intuitive for users to find and go to this feature first when accomplishing any task in the app. All users had some issue with this concept initially.
2. All users had some form of confusion or momentary road block when trying to navigate through the provided AI prompt “show me all my favorites”, and especially how to navigate back from sections deeper in the hierarchy once they had arrived there from the main favorites results page given by the app.

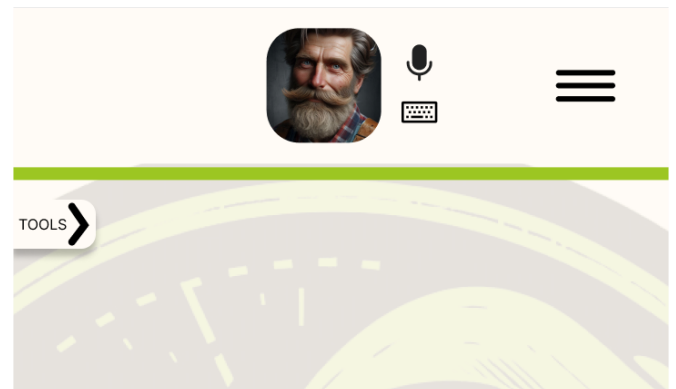
DESIGN UPDATES

1. RE-DESIGNED AI PROMPT



ORIGINAL AI PROMPT BAR

The original prompt bar was ambiguous as to its intent, with 5 out of 6 testers seeing it as primarily a search bar. Text prompts that appeared in the center of the frame were not associated with clicking in the prompt bar to enter a prompt for the AI assistant.



UPDATED AI PROMPT BAR

The updated design eliminated other functions in the header except the secondary hamburger menu, and made the AI assistant's face the prominent element, helping to tie it to prompt conversations.

DESIGN UPDATES CON'T

2. RE-WORKED FAVORITES NAVIGATION



ORIGINAL FAVES NAVIGATION

All six users were confused about or took an unintended route to get back to this main thumbnail page once they clicked on a specific choice, even though there was a back arrow.



UPDATED FAVES NAVIGATION

To resolve this, each of the three main panels was displayed in the open position as a default, and the tabs to the left were highlighted to show the user where they were. The tabs were also highlighted and made clickable to be able to access all options while remaining on this page.

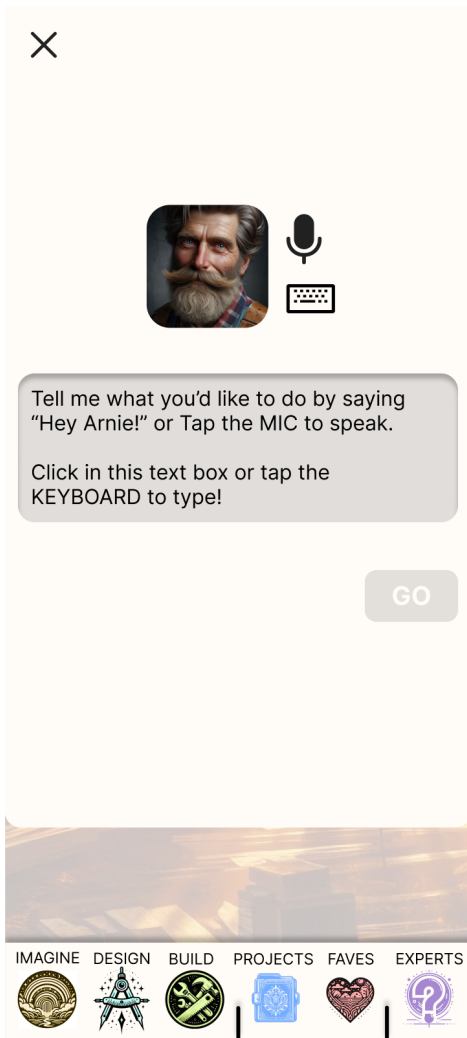
PREFERENCE TESTING

Once the major sticking points were addressed, preference testing was done on some minor design updates. 10 PARTICIPANTS chose between three pairs of designs, testing three different elements.

ONLINE, UNMODERATED TESTING WAS CONDUCTED THROUGH

1. CUSTOM-BUILT LANDING PAGE HERE (MOBILE ONLY): <https://silverhillimages.wixstudio.io/product-design-folio/preerence-testing>
2. USABILITY HUB HERE: <https://app.lyssna.com/do/5af95bd4ad32/e42b>
3. The full Usability and Preference Test Report results can be found HERE: <http://bit.ly/3RFRy9M>

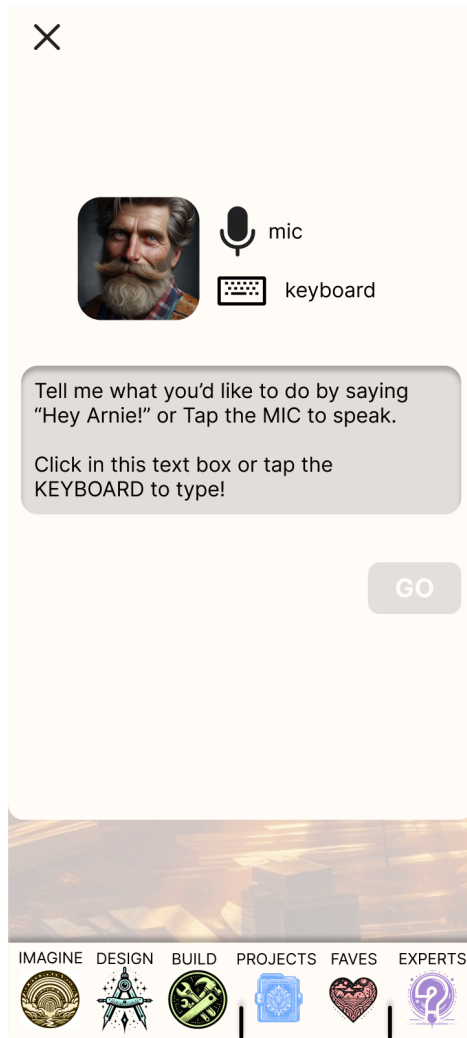
THE MOST IMPORTANT DESIGN FEATURE TEST PAIR IS SHOWN BELOW.



OPTION A

ORIGINAL AI PROMPT, NO TEXT

Although I felt the design was sleeker, I wanted to see if testers thought adding text to clarify the mic and keyboard icons was helpful for them.



OPTION B

UPDATED AI PROMPT, TEXT ADDED

I added text to the icons next to the Arnie, the AI Assistant.

70% of testers selected option B. Therefore the current prototype was updated to reflect this design preference.

70%
OPT B

CONCLUSION

Overall, going through the usability testing process with two complimentary approaches enabled me to pinpoint areas that the test participants who are from the target audience were having trouble with, and to implement an updated design that addressed those trouble areas for this stage of the prototype.

The application of this specific feedback will allow me to move forward in fleshing out the prototype as I work on versions for different platforms to create a useful and satisfying user experience with the DIY Homebuilder app.