# Usability Test Report

**Test Report Introduction**

Six usability tests were carried out remotely utilizing Zoom over the course of a week. All six participants were eventually able to complete all testing tasks. Four of the six participants found the splashpage and onboarding screens to be descriptive with a good overview of what to expect. The planner functionality was most quickly understood by testers, with four out of six locating it immediately. The main challenges and errors experienced by the participants are listed below.

**ISSUE 1:  Confusion about how to complete account profile (high)**

    **Suggested change:**
- Change up flow to complete later on in experience and move into preferences after saving
- Highlight category on navigation to indicate where user is
- Add indicator for required fields and pop-up to confirm save action

    **Evidence**: 66% of testers experienced issues when trying to complete their profile and were confused where to go next and if their updates had saved. One participant asked a question about whether or not fields were mandatory and a second participant was not sure of their location within the app when landing on the account profile page, which then caused confusion about where to go next.

**ISSUE 2: Adding more functionality to gift history attributes (medium)**

    **Suggested change:**
- Update verbiage for event tags to be more specific -- include name & event
- Add icon to indicate "recommended by Stylist" and include ability to sort by it
- Update date tag to notate it is date recommended/added to list

    **Evidence**: 83% of testers had varying questions about gift history attributes that could be used for organizing the list, including event tag, adding in recipient and flagging which were recommended by the Stylist. One participant wondered what the date tag specified, two additional participants wished they could search by recipient name and three of the six participants were confused about what the event tag was referencing.

**ISSUE 3: Unsure how to access gift recommendation history (medium)**

    **Suggested change:**
- Update bottom navigation to be more user friendly
  - Rename category from "your account" to "gift tracker" and update icon accordingly
  - Create additional category/icon to house standard account profile info

    **Evidence**: 50% of testers were not able to quickly locate the gift recommendation and took a few attempts. One participant noted they were used to "your account" being at the top right of the screen.

**ISSUE 4: Seeing homepage too late in user journey (medium)**

    **Suggested change:**
- Add CTA to welcome screen (after creating an account) to lead users to homepage
- Include welcome message screen #2 as part of Preferences tab for new users

    **Evidence**: One participant felt it was disorienting not to see the homepage earlier on and another made a comment assuming "this is the homepage, even though I didn't see it before".

**ISSUE 5: Too many steps before being able to access app functionality  (low)**

    **Suggested change:**
- Removing step of updating profile before accessing app (but still after creating an account so email information is captured)

    **Evidence**: Two participants both felt it was a barrier to have to create a profile before taking next steps such as scheduling a call or seeing the homepage and felt like they might opt out entirely.

**Conclusion**

Most of the participants during usability testing found the Parfaite app easy to use and fairly intuitive. Testers were excited by the idea of feeling less overwhelmed and supported in their gift shopping by utilizing this app. By improving the sign up flow and gift recommendation history page functionality, I'll be able to create a more user-centered design and improve the overall user experience.