Usability testing for "Camps for kids" Mobile App concept

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<u>Usability testing plan</u>   08/10/2020

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Project background:

The mobile app "Camps for kids", which has a concept as a social network for parents who are looking for or got experience with getting their kids to the camps. The goal is to conduct usability test sessions on the final project stage: High fidelity Mockups and animations to understand how users will interact with the app.

Detailed objectives:

- initial impressions of specific screens (home page, my profile, sign up, onboarding screens)
- uncover usability issues in project red routes
- Interaction with animation processes

Test questions/tasks:

- Can users complete the signup process?
- Can users complete the onboarding process?
- Can users respond to the organization of the home screen UI?
- Can users respond to the organization of the camp page UI?
- How they are going to interact with tags for each camp?

Testing methods:

5 moderated (3 in person, 2 remotely) usability tests

Participant characteristics:

The participant has to be a parent.

Ways I will recruit potential people to participate: locally people who I know.

Schedule - time frame:

Recruit and conduct: 08/08/2020-08/-08/09/2020
Deliver test results: 08/10/2020

Usability Testing Findings and Recommendations

Main observations	Recommendation/insight
1. 5 from 5 participants tried to interact with non-clickable categories	1. Make categories clickable (for the Art category only)
2. 5 from 5 participants had difficulties to find a camp to review from the home page	2. Fix the flow by adding more options to find a camp from the home page
3. 3 from 5 participants struggled with finding a review button (P1, P2, P5)	3. Do a floating "add a review" button on the camp page
4. 3 from 5 participants tried to click the icons in a raw	4. Icons in a row must be clickable also
5. 2 from 5 participants did not get that on the review page at first they need to tap stars to review	5. Expand the screen for review (put 5 stars on 1 layer with title and text review)
6. 2 from 5 participants did not find a search field on the home page	6. Fix the flow by adding more options to find a camp from the home page

Camps for kids usability test script

For the usability test was conducted 5 moderated interviews: 4 in person and 1 remotely. All participants are moms as it's project target audience. And 3 of them were interviewed during the research.

Interview:
Hi dear Mom!
As a sole UX designer I created the app, we were talking about in the beginning)
So, as I interviewed 5 moms, I found out that the best fitting app for you will be a social network concerning Camp search for kids.
I did prototype for it, it means that not all things here are clickable and something works, something may not. So, I would like you to check it and interact with it. If you can please think loud, it would be very helpful. So, for this project I created a persona whose name is Alice Cooper and in this case she is you, I mean there will not be yours name, you will be Alice. Alice is a gathering persona of all moms I interviewed, she has 2 kids, part time working and love her hubby)

So, I will ask to do couple activities, let's start:
Activity 1:
Sign up as a new user to the app

When you will reach the home page it's time to do
Activity 2:
Now imagine that you want to look for similar camps by their tags, please find others day camps through the tag from the suggested on the home page. You will be able to press a DAY CAMP tag only.

Activity 3:
You need to go back on the home page and start the last activity.
Imagine that you used this app to find the camp and your kid visited camp Art&Craft. You are totally satisfied with it and want to share your experience with other moms, so you want to review it.

Questions:
Can you tell me about what you just did?
How are you satisfied with testing this app prototype in overall?

What was the hardest part in it?
What did you enjoy much more?
Do you have any other final comments or questions?

Notes:

I faced with a thing that each interviewee expected that keyboard should be typing as it used to work. And looks like my XD file is overload and I had some bags while testing (

Participant 1 Kate
- Kate interacted very easily with a prototype.
- Skipped the onboarding process.
- Search for camp to review from home screen
- The hardest she did - find the adding review button.
- She was expected to interact more, to find out what works and what not clickable.
- Love the overlay tips in review process

Participant 2 Olena
- Pressed on the picture in the raw
- Search for camp to review from home screen
- Hard to find review button
- Hard to find camp to review
- Did not see the search field at all(
- Use only categories on the home page
- Did not get how to tap the stars to review, did not see them

Participant 3 Vlada
- pick options from the icons also in a raw, so they should be clickable the same way as a text field if so
- Did not get how to tap the stars to review, did not see them
- Search for camp to review from home screen
- Tried to interact with categories but they were not clickable
- Tried search after all attempts to find a camp on the home page

Participant 4 Alice
- pick options from the icons also in a raw, so they should be clickable the same way as a text field if so
- Enjoyed friends seeing at first option
- Only one who went to review through My profile option
- Tried to interact with categories but they were not clickable

- Decided that the camp need to be reviewed doesn't have to be hidden in a recent search as she landed on the app as a new user.

Participant 5 Inna
- Tried to interact with categories but they were not clickable
- Skipped the onboarding process
- Search for camp to review from home screen
- Hard to find review button
- Hard to find camp to review
- Did not see the search field at all(
- She was expected to interact more, to find out what works and what not clickable.