Introduction

- Explained the purpose of the test and introduced the prototype being tested, a grocery shopping app for users who prioritize quality and price.
- Assured the participant that mistakes are allowed and encouraged them to navigate the app freely.

Scenario

- Persona: Single, university student who is looking to shop efficiently, but at the same time pick items that are high quality and affordable.

Test Script

- Instructed the participant to think aloud during the session.
- Mentioned that the session would be recorded.

Preliminary Questions

- Asked about the participant's occupation, mobile devices used, activities performed on mobile devices, and favorite mobile apps.

Home Screen

- Participants shared their observations and expectations regarding the icons on the menu.
- Explored how to find information about an item while shopping.

Scan Screen

- Participants described what they saw on the scan page and how they would obtain information about an item.

Item Screen

- Participants shared their observations about the item page and how they would proceed to make comparisons.

Comparison Matrix Screen

- Participants described what they saw on the comparison matrix page and how they would choose the preferred item.

Item Shelf Screen

- Participants described what they saw on the item shelf page and shared their understanding of its purpose.

Executive Summary:

- Usability testing conducted on March 09, 2023, to assess the understanding and user experience of navigating the app's main task flow.
- Test aimed to help users make better decisions regarding item selection based on price and quality.
- 5 prototype sessions were conducted with 5 users.

Menu

- Participants suggested making the scan button more prominent.
- Unclear understanding of the shelf page.

Home Screen

- Participants desired larger titles for better understanding.
- Requested deals/offers on the homepage.
- Difficulty recognizing clickability of feed and suggestions sections.
- Suggested adding a search bar for item search.
- Mixed feedback on the "Most Recently Bought Items" section.
- Users appreciated having a recommended section.
- Participants successfully clicked on items to access the item page.

Scan Screen

- Participants found the "X" button less noticeable.
- Misunderstood the functionality of the "X" button.
- Requested a back button for easier navigation to the home screen.
- Preferred larger item pictures in the center with accompanying details.

Item Screen

- Participants noticed the picture first and desired better confirmation of the item's accuracy.
- Price at the top was considered small.
- Feedback regarding the placement of price and quantity.

Comparison Screen

- Participants found the title "Comparison Matrix" confusing and suggested using more casual language.
- Unclear understanding of the dots' meaning.
- Requested the ability to compare three items.
- Suggested using a carousel for easier comparison.
- Desired options to remove or reorder items.
- Feedback on the stroke around the box, spacing, and placement of buttons.
- Participants wanted health suggestions for easier decision-making.
- Incorrect matching of protein with nuts.
- Desired separation of picture, price, and nutrition sections.
- Requested moving the "+basket" button to the top, below the picture.

Shelf Screen

- Participants suggested improving the visibility of the shopping history button.
- Desired visibility of prices at which items were bought.
- Requested categories for items, such as proteins and dairy.
- Unclear association of the page with a shelf.
- Participants expected shopping history focus rather than product focus.
- Desired icons near the grocery page.
- Requested two categories: products bought and products scanned.

Introduction

- Facilitator: Kushan
- Prototype: Item comparison app for shoppers prioritizing quality and price
- Scenario: Single parent, short on time, seeking high-quality, well-priced items

Scenario

- Persona: Single, university student who is looking to shop efficiently, but at the same time pick items that are high quality and affordable.

Test Script

- Instructed the participant to think aloud during the session.
- Mentioned that the session would be recorded.

Preliminary Questions

- Asked about the participant's occupation, mobile devices used, activities performed on mobile devices, and favorite mobile apps.

Home Screen

- Observe users' first impressions and understanding of menu icons.
- Task: Ask users to locate specific item information using the home page interface.
- Evaluate ease of navigation and clarity of information presentation.

Scan Screen

- Task: Instruct users to access information about an item using the scan feature.
- Assess users' understanding of the scanning process and the intuitiveness of the interface.

Item Screen

- Observe how users interact with item details.
- Task: Ask users to perform a comparison between items based on available information.
- Evaluate the clarity of item information and ease of making comparisons.

Comparison Matrix Screen

- Present a scenario where users choose between items (e.g., Dry Roasted Peanuts).
- Task: Instruct users to use the comparison matrix to make their decision.
- Assess the effectiveness of the comparison matrix in aiding decision-making.

Item Shelf Screen

- Task: Navigate users to the shelf page and ask what they perceive its function to be.
- Evaluate users' understanding of the shelf page and its utility in the shopping process.

Executive Summary:

- Users value personalization and relevant content.
- Sales and deals sections are highly effective in attracting user attention.
- There is a need for clearer and more descriptive text, enhancing user understanding.
- User control and ease of navigation across screens are essential for a positive user experience.

Menu

- Participants suggested making the scan button more prominent.
- Unclear understanding of the shelf page.

Home Screen

- Users prefer deals over articles.
- Suggested improvements: split feed into specific categories (e.g., dinner ideas, on sale), enlarge suggested items text, personalize the trending section.

Scan Screen

- Suggestions for larger notification text and more descriptions.
- Desire for a quick, direct comparison feature.
- Request to clarify the purpose of the bottom right button.

Item Screen

- Need for more prominent pricing and total weight display.
- Addition of an 'Add to shelf' and a back button.

Comparison Screen

- Request for a clickable 'Done' button.
- Desire for larger price-to-grams ratio display and positioning it in the top half of the screen.
- Suggestions for smaller food titles.

Shelf Screen

- Recommendations to show current items for quick review and previous trip details.

- Each item should have a buying history/log.

- Suggestion to enlarge the shelf button in the menu.

General Findings

- Users crave personalization and relatability in the app's content.

- Importance of clear, descriptive text and effective hierarchy in the app's design.

- Users value sales and deals highly.

- Need for clearer navigation and user control across all screens.