

Term Project – Phase 3 Report

Paul Aries

Table of Contents

Summary	3
Method Outline	4
Issue 1	6
Supporting Findings	6
Solution	7
Issue 2	8
Supporting Findings	8
Solution	10
Issue 3	11
Supporting Findings	11
Solution	12
Conclusion	14
Appendix	15

Summary

The purpose of the Tempo's usability tests are to evaluate the app's design choices, and to ensure that the app's processes are efficient and easy to navigate.

Following the testing period, the overall response to Tempo was **positive**. However, the app had some problems which were initially overlooked, as well as issues with the Maze prototype itself that affected the report's results.

Method Outline

I had three overarching questions for this usability study.

1. How can I make my labels more accurate?
2. Where do users look first for information?
3. Will users follow established patterns when they encounter a new interface?

Context Screen:

The test starts off by explaining the purpose of the app to the tester:

What is Tempo?

Tempo is a mobile app designed to make booking dance classes an easy and welcoming experience.

Mission 1:

This mission was used to provide an answer to my first question, “How can I make my labels more accurate?”

Select the highest level class.

You're an experienced dancer looking for a challenge.

Mission 2:

Next, the tester is tasked with the second task. This task was used to provide an answer to my second question, “Where do users look first for information?”

Find a teacher who is passionate.

You want to learn from a teacher excited about dance.

Mission 3:

Finally, the tester is assigned the last mission. This mission was used to provide an answer to my final question, “Will users follow established patterns when they encounter a new interface?”

Book your class for the earliest date.

You want to take class as soon as possible.

Tester Feedback:

Following the missions, the tester is then asked to rate their overall experience with Tempo from 1-6, with 1 meaning **very confusing**, 6 meaning very **clear**.

Lastly, the tester is asked to provide direct feedback or comments on the app.

Were there any processes that were confusing?

If yes, indicate which one(s) and explain why.

Test Link:

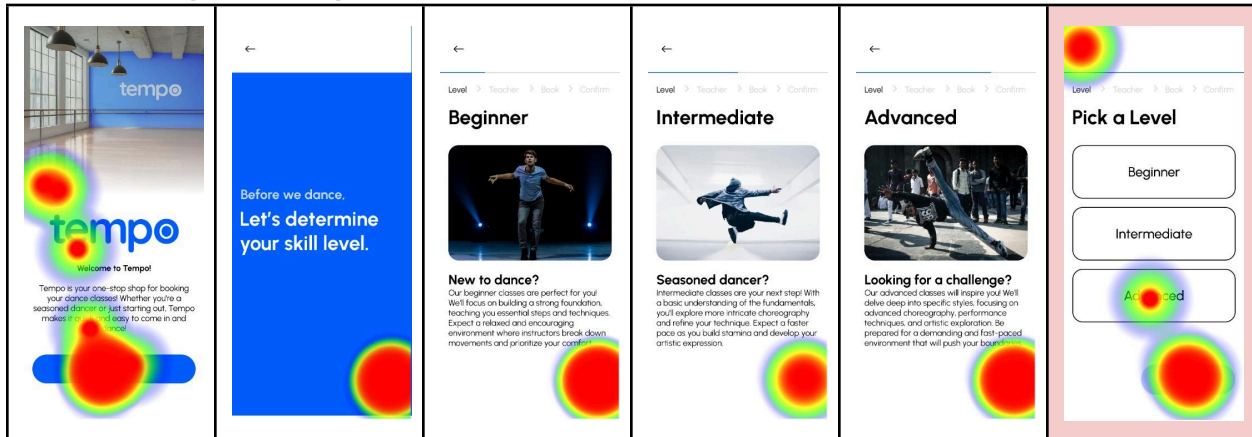
<https://t.maze.co/224559239>

Issue 1

Testers returned to previous pages to see established information.

Select the highest level class.
You're an experienced dancer looking for a challenge.

Supporting Findings



Misclick Rate:

12.2%

Testers misclicked as they needed to return the previous pages to view the different levels again. This can be reduced by including a short description of the level in its respective button to help testers recall what each level equates to.

Completion Rate:

Direct Success, 57.1% + Indirect Success, 42.9% = 100% Completion Rate

Again, testers completed the mission indirectly as they returned to previous pages to view the different levels. This can be reduced by including a short description of the level in its respective button to help testers recall what each level equates to.

Average Time:

17.2s

This aligns with expectations as there is quite a bit of text which testers may read. Shortening the amount of text may decrease the time it takes a user to complete this task.

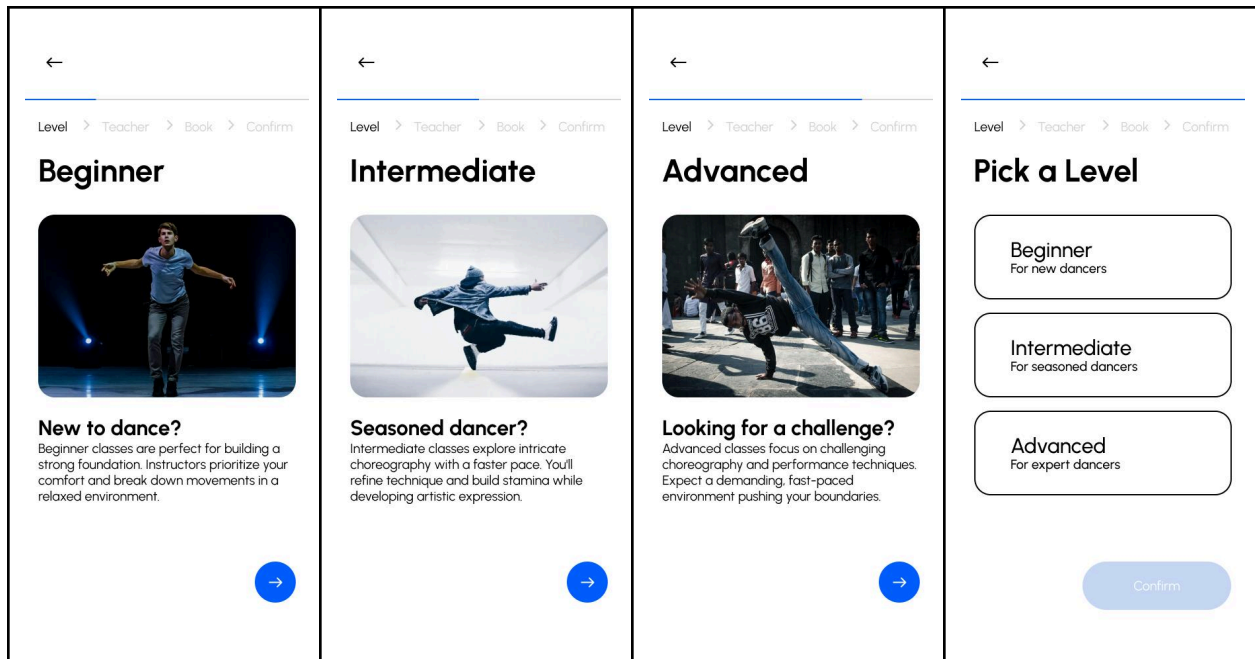
Usability Score:

77

This is again due to testers leaving the expected path to return to previous pages.

Solution

To solve this issue, I reduced the amount of text in each explanation, and included a short description of each level in its button. This change will shorten the average time taken on this task, and lessen the need to return to previous pages to recall information.

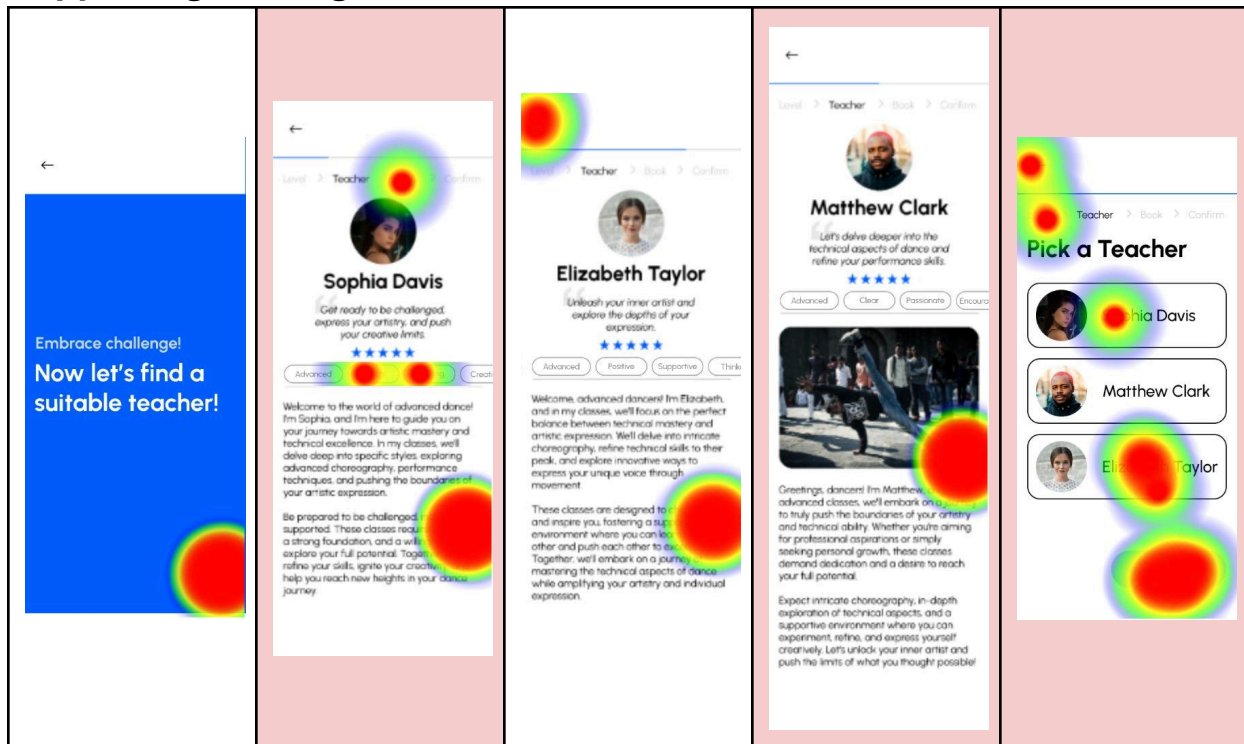


Issue 2

Majority of testers could not identify which teacher was passionate.

Find a teacher who is passionate.
You want to learn from a teacher excited about dance.

Supporting Findings

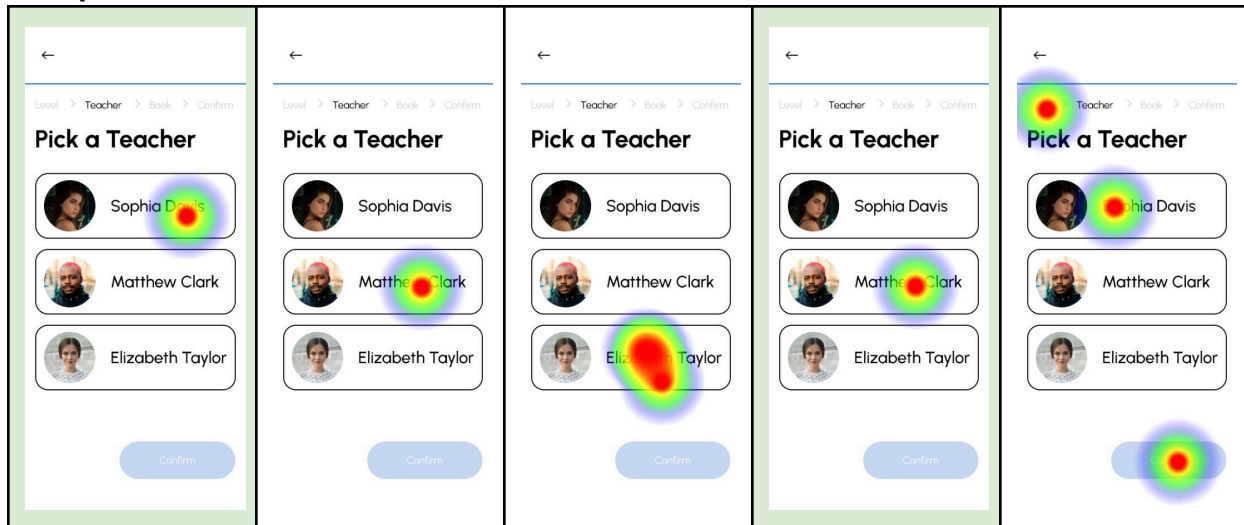


Misclick Rate:

7.9%

Testers misclicked as they needed to return the previous pages or chose the wrong teacher in the final screen. This can be combated by lessening the amount of text and formatting the text in a more memorable way. Formatting the text in a different, more eye-catching way will allow for users to easily find who out of the three teachers is most passionate at first glance.

Completion Rate:



Direct Success, 0% + Indirect Success, 100% = 100% Completion Rate

To provide context, the teacher who was the most passionate is **Matthew Clark**, the second option in the final screen. As evident from the heatmaps above, **two** of the testers chose the correct option, resulting in a higher indirect success rate. Again, this can be avoided by formatting the information in a more memorable and scannable way.

Average Time:

25.9s

This aligns with expectations as there is quite a bit of text which testers may read. Formatting the text in a scannable way may decrease the time it takes a user to complete this task.

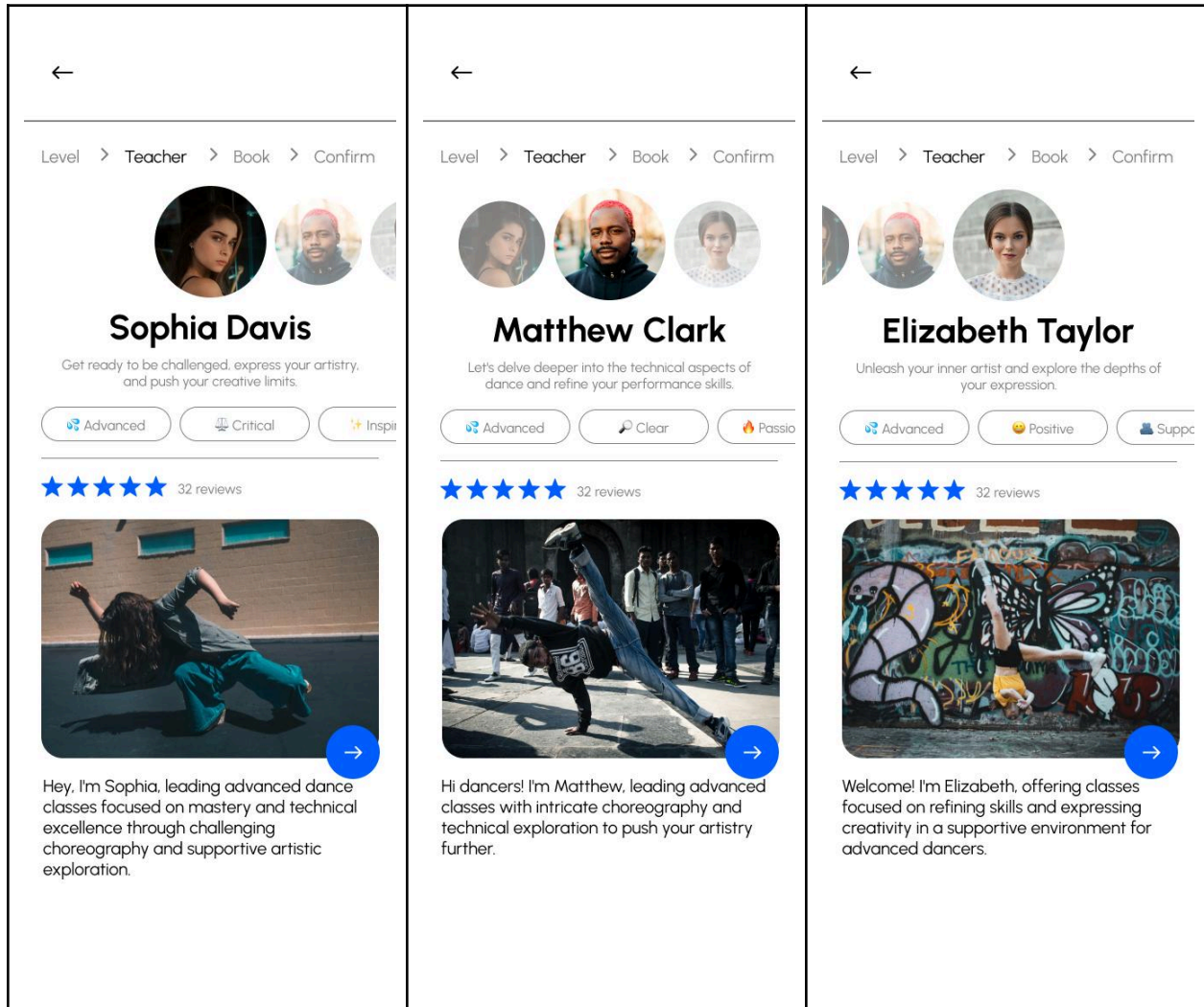
Usability Score:

42

This is again due to testers leaving the expected path to return to previous pages, or choosing the wrong teacher in the final screen.

Solution

To solve this issue, I reformatted the profile page and established an intentional hierarchy for important information. I also reduced the amount of textual information and replaced it with imagery, allowing for users to easily glance and search for information.

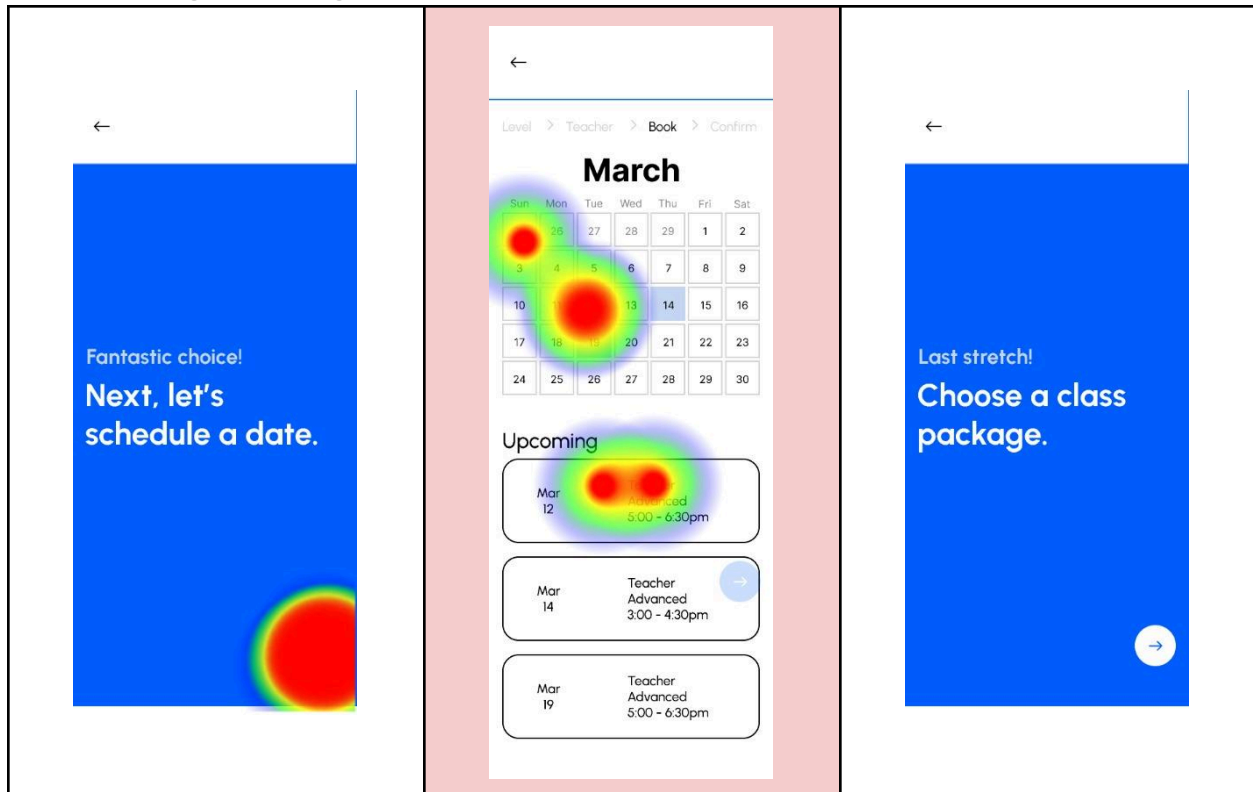


Issue 3

Testers believed the calendar was interactive.

Book your class for the earliest date.
You want to take class as soon as possible.

Supporting Findings



Misclick Rate: 34.4%

Testers misclicked as they thought the calendar was interactive despite them all clicking the correct option. This can be avoided by either removing the calendar, or making the calendar interactive and act as expected.

Completion Rate:

Direct Success, 28.6% + Indirect Success, 57.1% = 85.7% Completion Rate

Unfortunately, one of the testers left the **entire test** for an unknown reason. This resulted in a 85.7% completion rate. Also due to the way the Maze correct paths were set up, only the **two testers** who selected Matthew Clark were considered **direct**

successes, despite the heat maps indicating that they all clicked the correct option. This resulted in a 28.6% direct success rate, and 57.1% indirect success rate.

Average Time:

6.9s

Being the mission with the shortest amount of screens, this aligned with expectations. Removing or making the calendar interactive would most likely shorten the average time even more.

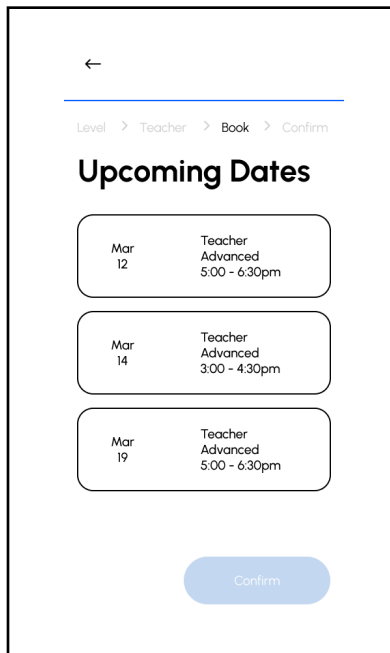
Usability Score:

36

The low usability score is due to the false indirect successes, the testers leaving, and the misclicks on the calendar. Ways which can fix this usability score were previously stated above.

Solution

To solve this issue and avoid complications, I removed the calendar entirely and kept the buttons. This allows for consistency through all screens, and in turn, maintains the pattern established to the user.



Conclusion

Based on the usability study, it's clear that while the app received positive feedback overall, there were significant areas for improvement identified through user testing. The study aimed to address three main questions regarding label accuracy, user information-seeking behavior, and adherence to interface patterns.

For Issue 1, testers tended to revisit previous pages for established information, mainly regarding class levels. To address this, I reduced text and included brief level descriptions directly on buttons to streamline user interaction.

Regarding Issue 2, users had difficulty identifying the most passionate teacher, resulting in misclicks and longer completion times. I reformatted the profile page, establishing a clear hierarchy of information, and incorporating visual elements for easier scanning.

And for Issue 3, users mistakenly perceived the calendar as interactive, leading to misclicks and a lower completion rate. To address this confusion, I removed the calendar entirely and maintained consistency with button-based interactions across screens.

Despite encountering challenges such as false indirect successes and premature test exits, the overall usability score remained low. However, testers expressed satisfaction with Tempo's design language, describing it as clear and easygoing (Appendix, 15).

In conclusion, the study highlights the importance of refining design to better align with user expectations and behaviors. By implementing proposed and inferred solutions from user feedback, designers are able to increase the usability of their products and make their products a smoother and intuitive experience.

Appendix

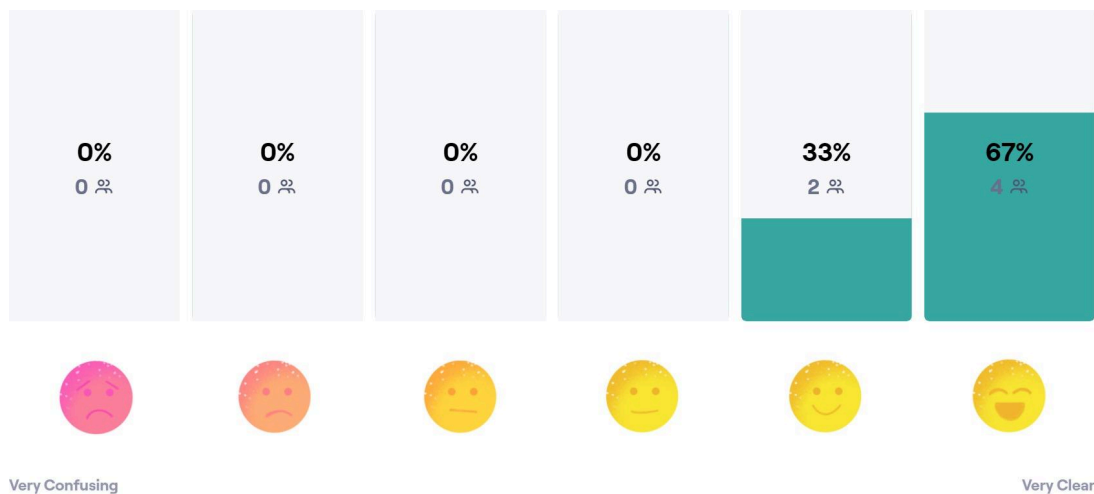
Overall Usability Score:

52

Unfortunately due to the false indirect successes, misclicks, and testers leaving the test, the overall usability scored low.

Satisfaction:

Despite the low overall usability score, indirect successes, and misclicks, all the testers thought that Tempo design language was clear.



Feedback:

Most of the feedback was positive, stating that it was “clear” and “easygoing”. However, one tester stated that they thought the calendar was interactive. Another tester also stated that they were not interested in reading the excessive text in the Teacher mission, and that they would much rather prefer larger text for the key words.