

USABILITY TEST PLAN *(Consolidated)*

INTRODUCTION

Lively Health App Moderated Usability Test (Mobile) by Nathan Eaton

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BACKGROUND

Lively is a health and wellness app used to find highly-rated health care providers, exercise and diet plans, and a variety of community support groups in a local area. In the discovery phase, we conducted a competitive analysis and user interviews. We found that users were frustrated trying to navigate the health care systems and often needed to figure out their own solutions. So this app is meant for adults to navigate around bureaucracy in the U.S. health care system to find the resources best for them and then to be able to share with their local community. This prototype was created to test the primary search features as they would pertain to our main persona, Mallory.

GOAL

The goal of this test is to gauge the functionality and learnability for new users using this app on a mobile device. We want to see how intuitive the designed features are, where participants find points of friction, and if they navigate the basic search capabilities.

TEST OBJECTIVES

- Assess how well participants understand the basic idea of this health app as a means to find, save, and share resources.
- Observe participants navigating through the login / sign-up flow and noting areas of confusion, redundancy, or error.
- Determine any points of error when participants search with filters or check reviews and assess viability of those features.

METHODOLOGY

We will utilize a moderated, in-person test for this study, arranging to meet with five (5) participants at coordinated times and locations. We will also do a moderated, remote test with one (1) participant that does not live locally. The tests will range from 20-30 minutes and include an initial briefing about Lively, several open-ended questions, and a list of tasks to perform using the mobile app, with a brief Single Ease Question on Satisfaction after each task.

PARTICIPANTS

We will test six (6) participants, three (3) male and three (3) female. Most will be in the age range of our primary persona (31–40) with one in the age range of our secondary persona (51–60). For more detailed information on the participants and their demographics: [PARTICIPANT INFORMATION](#)

SCRIPT

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

USABILITY TEST REPORT

INTRODUCTION

Six usability tests were conducted as planned. All participants were able to complete the tasks with little to no assistance from the moderator. The app proved very learnable with a easily navigable interface.

ISSUE 1: Repeated confusion between three main navigation titles (Severity: HIGH)

Suggested Change

Revise sitemap categories/navigation titles to better communicate expected content:

Evidence

Multiple instances of participants expressing a desire to look for things in areas other than what was first prototyped.

ISSUE 2: Participants were more interested in the star ratings, but not the reviews (Severity: MEDIUM)

Suggested Change

Make star ratings more scannable in search results. Change written reviews to a less formal area where users can add comments.

Evidence

More than half of the participants mentioned caring about the rating, but not trusting written reviews.

ISSUE 3: Participants clicked on categories before using search bar (Severity: HIGH)

Suggested Change

Further develop categories as primary means of finding resources. Make search bar secondary.

Evidence

Five of the participants either clicked on categories first or stated that they wanted to before using the Search Bar.

ISSUE 4: Filter icon was not easily recognized (Severity: HIGH)

Suggested Change

Add clarifying text next to it that disappears once filters are added

Evidence

All three female participants (repping the main demographic) did not know what the icon meant.

ISSUE 5: Onboarding Features before sign up were mostly skipped (Severity: MEDIUM)

Suggested Change

Further refine the onboarding feature screens to be concise, informative, and mirrored in what is initially presented on the home screen.

Evidence

All but one participant skipped the feature screens. All participants stated the desire to explore the app for themselves, hence the need for onboarding that's more subtly integrated throughout.

CONCLUSION: Participants were not completely hindered from finding things and learned the functionality reasonably quickly, but these 5 issues were the points of friction most hit and would be bigger issues to older, less tech savvy users.