

Plant Catalog App Usability Study

Presentation 2

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Table of Contents

Section 1 Review of First Study

Section 2 Implemented Research Insights

Section 3 Next Steps

Review of First Study

Our goal in the first study is to understand the user's experience.

Research Questions

- Can a user find and purchase a plant?
- Can a user find and understand the barcode scanner tool?
- Can a user understand the purpose of icons and agree with their placement?

Participants

5 participants

2 males 2 females 1 participant
over 50

Methodology

10 minutes per participant

Madison, Wisconsin

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype.

First Study Research insights

Confusion about whether something was in the cart

In general, users want the design of the app to indicate if they have successfully placed something in the cart.

Clearer path to checkout

Some users were so confused that they were unable to finalize the purchase.

Difficulty finding the barcode scanner

In general, users want the barcode scanner icon to always be visible.

Icons not in standard spots

Some users thought the icons were placed in the wrong spot.

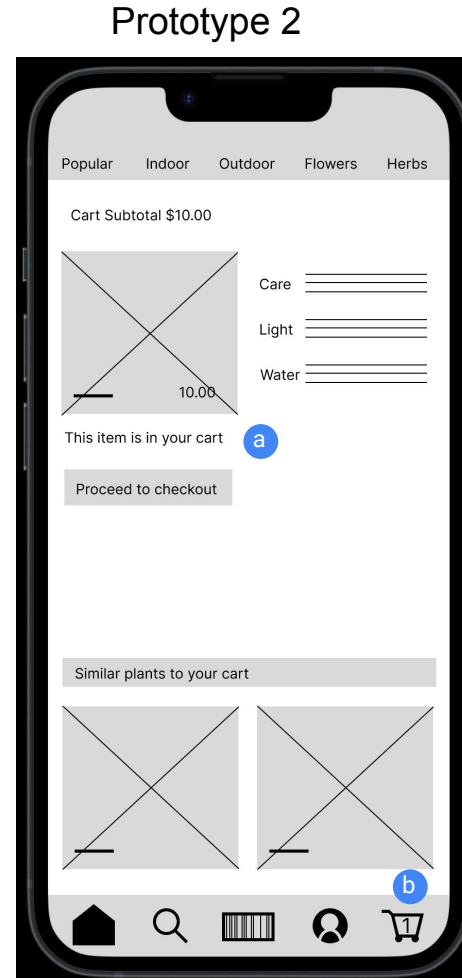
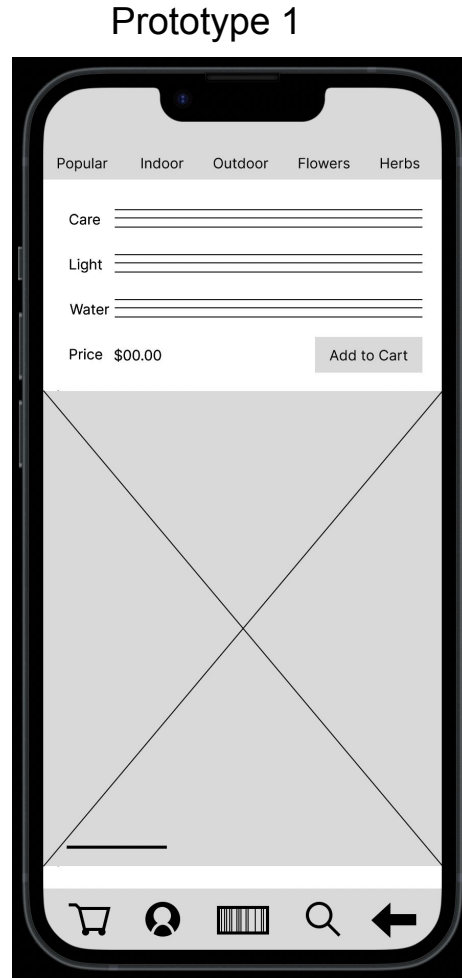
First study recommendations

- Change the design so it is crystal clear that something is in the cart.
- Add a page that shows users items in the cart after they put something in the cart.
- Understand the standard placement of icons to fit the user's expectations
- Change the design of the generic page layout to always include the barcode scanner icon.

Implemented Research Insights

In the first study most of the participants didn't have a clear understanding whether something was added to the cart or not. The recommendations were:

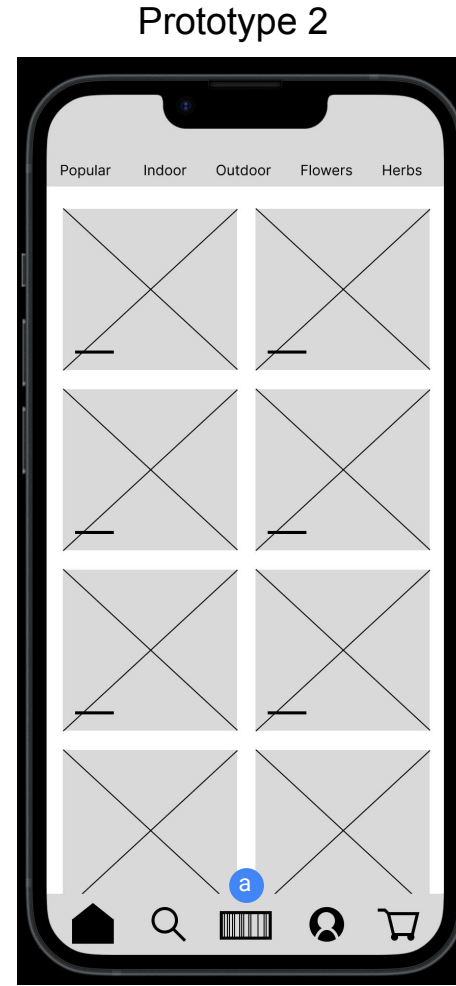
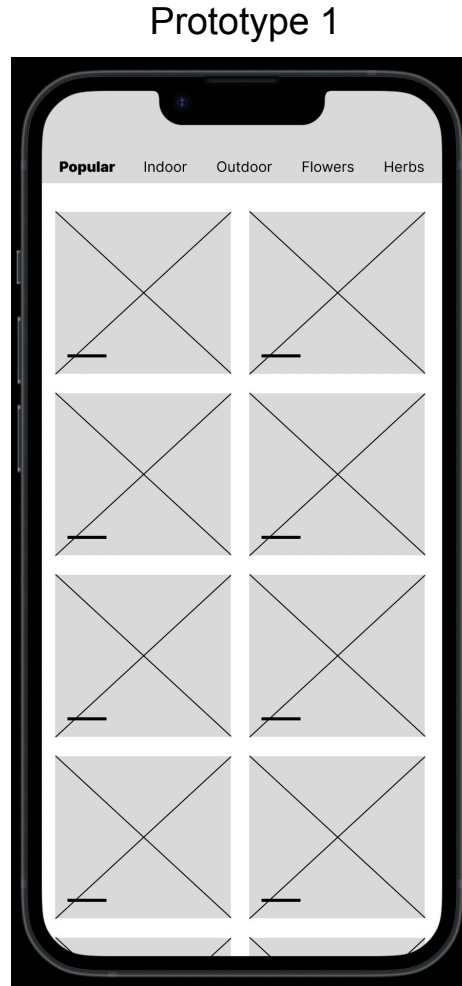
- Add indication that shows users items in the cart after they put something in the cart. (a)
- Change the design so it is crystal clear that something is in the cart. (b)



Prototype 2 show the changes that were made based on research insights.

In the first study all participants had a hard time finding the barcode scanner at the bottom of the scrolling screen. The recommendations were:

- Change the design of the generic page layout to always include the barcode scanner icon. (a)
- Understand the standard placement of icons to fit the user's expectations. (b)



Prototype 2 show the changes that were made based on research insights.

Recommendations for Additional Research

- Do another user research study to confirm that the changes are accurate.
- Conduct user research concerning the changes from similar products.

Next Steps

Next steps and their reasoning

- Continue refinement on the prototype design. This is important to continue moving forward in usability of the design.
- Do another user research study to confirm that the changes are accurate. This is important because the new changes are untested.
- Conduct user research concerning the changes from similar products. This is important because we don't have to pay participants for this research and the new features were not part of the original study.

I would like to acknowledgment the hard work
the team has put into this presentation.

Thank you!