

Plant Catalog App Usability Study

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UX team

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Study Details

We are creating a new app to help people find and purchase the right plant for their environment. Our goal is to understand the user's experience, if finding and purchasing the right plant is easy for the user to complete.

Study Details

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

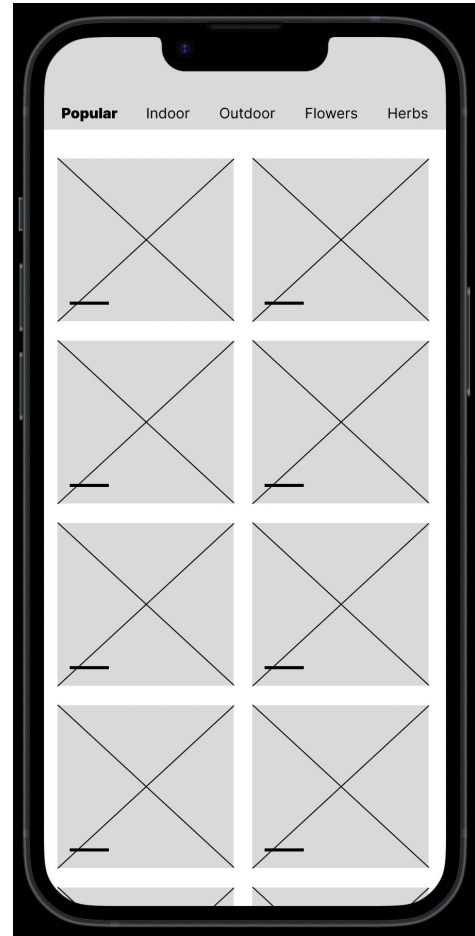
Moderated usability study

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

Prototype / Design Tested

Link to the prototype:

<https://www.figma.com/proto/IX6z2UH2KE19fUUiGiyeEs/wireframe-1?type=design&node-id=11-273&t=GIDtpqSvCnE2y3Yy-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=11%3A273&mode=design>

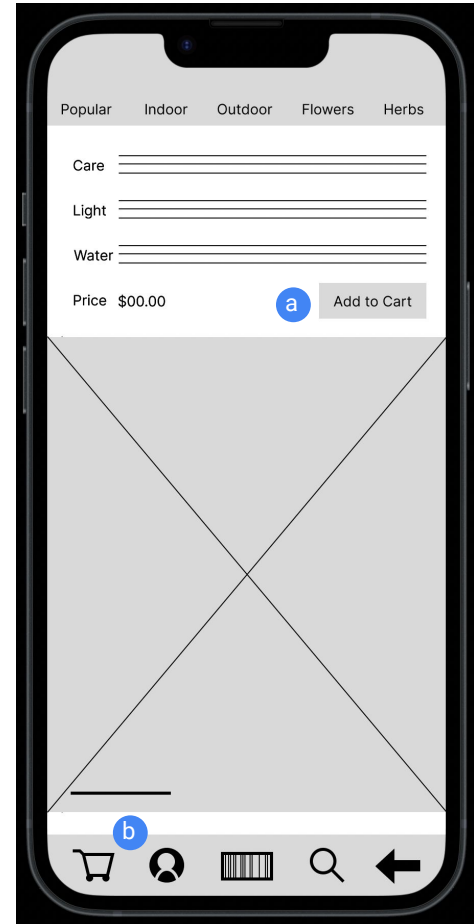


Themes

Most of the participants didn't have a clear understanding whether something was added to the cart or not.

- 4 out of 5 participants had confusion about whether something was in the cart or not.
- 2 out of 5 participants didn't know where to go after they put a plant in the cart.
- Some of the participants did not find a clear path to the checkout.

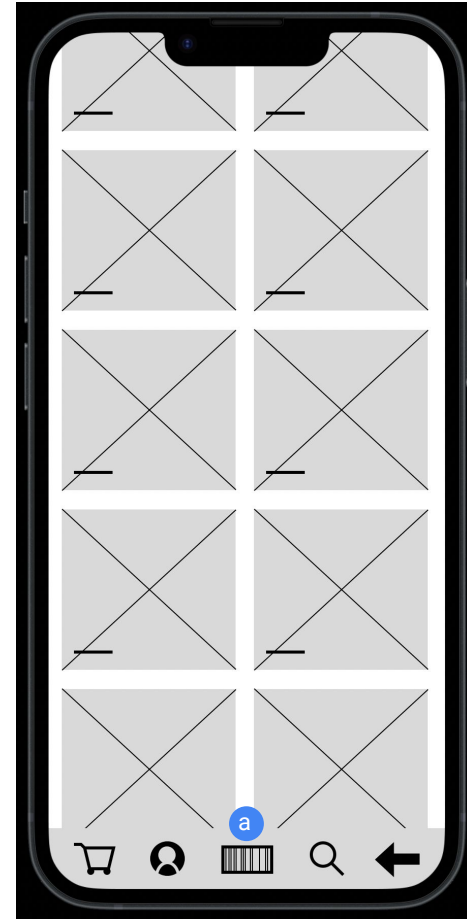
"The shopping cart should have a number in it to indicate there is something in the cart."



All participants had a hard time finding the barcode scanner at the bottom of the scrolling screen.

- 5 out of 5 participants said the barcode was hard to find.
- 2 out of 5 participants said there should be a better placement of icons.
- Some of the participants thought the icons were not in the standard spots.

"You should not have to scroll to find the barcode reader."



Insights & Recommendations

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.

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.

Thank you!