



Usability Testing Report
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Introduction:

Vegan and vegetarian diets have seen an increase in popularity in the past 10 years. In fact, The Markets and Markets Research Company projects that by the year 2023 the plant-based alternatives market will be worth over 6 billion dollars. However, despite this steady growth there is currently a lack of product in the plant-based market which properly equip individuals with the tools necessary to make these diets healthy and feasible. It was with this information in mind, and through a conduction of more in depth research, the concept for the Living Full mobile application was born.

The branding and flow of the application was developed based on research done on the current market and through a survey conducted in fall of 2017. The survey was conducted using Google Forms and was administered online to a random selection of over 60 individuals. The survey was aimed at uncovering more about how people are currently using meal centered mobile applications, how users feel about paying for mobile application services, and how people currently view the feasibility of living meatless lives. The findings from this survey were then used to create a wireframe of the Living Full application. This wireframe underwent usability testing (**Test 1**), and based on the feedback from participants a more extensive prototype was created featuring a few of the top suggestions. The prototype also underwent usability testing (**Test 2**) and these results were used to create the MVP, most viable product, version of Living Full.

Test 1 Method:

After the wireframe was completed, a usability test was conducted to test the application flow for any feature preferences, design flow issues and aesthetic concerns. In this test participants clicked through the wireframe using the online platform Marvel.

In this test there were three participants, and each participant was selected through convenient random sampling.

Participant A: Female, age 21, vegan

Participant B: Female, age 20, meat eater

Participant C: Female, age 21, meat eater considering vegetarianism

Each participant was shown the wireframe in a separate session. Each session was run through the same steps and the moderator was the same for each session.

Session Outline:

- Participant was given a short explanation of what the product is and how to maneuver through the Marvel interface. The moderator emphasized that this exercise was to focus on the application and that the participant was not being graded or judged on her performance.
- Participant was told to vocalize all thoughts she had as she moved through the wireframe. The moderator emphasized that no ideas or thoughts were unimportant and urged the participant to be honest and open about first impressions.

- Participant was then given a brief explanation of what problem the product is looking to solve and was asked for any feedback on the current branding/aesthetics, the current user flow, and the current features incorporated into the application.

The testing required about 20 minutes of the participants time.

Test 1 Findings:

The findings of **Test 1** were largely focused on three main ideas:

- **Theme 1:** There is a need for more personalization features. All three of the users offered suggestions such as allowing for social media integration, creating an algorithm which would show users which recipes fit most with his or her previous choices and commented on the proposed feature of “home screen personalization”.
 - **Direct Quotations:**
 - Participant A: *“It would be cool if you could share recipes with people on Facebook or something.”*
 - Participant A: *“ I really like the idea for letting the user pick her own home screen, I think that will be super cool and useful.”*
 - Participant B: *“ Is everyone given the same feed of restaurants or could you personalize them? Like how Netflix personalizes the shows you see.”*
 - Participant C: *“ I think the home screen idea is perfect, that will be a cool way to make the app feel personalized.”*
 - Participant C: *“ The only thing I would say is that it might be a good idea to incorporate more social opportunities.”*
- **Theme 2:** The branding should be focused on simplicity and “realness”. Two of the users continuously emphasized how well the white space, color palette and imagery work.
 - **Direct Quotations:**
 - Participant A: *“ I love love the feel of it. It feels modern but still kind of rustic, I think it fits well with what I think of when I think of vegan-ism.”*
 - Participant C: *“ The branding for this is so cool, I think the images on the recipe page and the icons on the cookbook one are my favorite thing.”*
- **Theme 3:** Some elements of the interface need to be resized. Each participant offered different feedback on the current text, title and button size. This feedback was incredibly important in creating the next phase of the product because it is size is a proven influencer of usability.
 - **Direct Quotations:**
 - Participant A: *“ I think the body text on some screens, like this one (looking at a recipe page), is too small for some people.”*
 - Participant B: *“ The buttons on the some screens are a perfect size but then I think the ones at the bottom bar are a little small.”*
 - Participant C: *“ I would think about making sure the text is readable, sometimes it looks a little small.”*

These findings were taken into consideration when creating the updated prototype, which was then tested in **Test 2**.

Test 2 Method:

After the process of updating the prototype was complete, a usability test was conducted to test the application for any design flow flaws, aesthetic concerns, and general user feedback. In this test participants clicked through the prototype using the online platform Marvel.

In this test in particular there were 6 participants. Each participant was selected through convenient random sampling.

Participant A: Female, age 20, meat eater

Participant B: Male, age 56, meat eater

Participant C: Female, age 52, meat eater

Participant D: Female, age 16, meat eater but considers vegetarianism

Participant E: Female, age 23, vegetarian

Participant F: Male, age 29, meat eater

Each participant was shown the prototype in a separate session. Each session was run through the same steps and the moderator was the same for each session.

Session Outline:

- Participant was given a short explanation of what the product is and how to maneuver through the Marvel interface. The moderator emphasized that this exercise was to focus on the application and that the participant was not being graded or judged on her performance.
- Participant was told to vocalize all thoughts she had as she moved through the prototype. The moderator emphasized that no ideas or thoughts were unimportant and urged the participant to be honest and open about first impressions.
- Participant was then given a brief explanation of what problem the product is looking to solve and was asked for any feedback on the current branding/aesthetics, the current user flow, and any other general feedback he or she might have.

The testing required about 25 minutes of the participants time.

Test 2 Findings:

The findings of **Test 2** were largely focused on two main themes:

- **Theme 1:** There are a few cosmetic updates that could be made to increase the trustworthiness of the application.
- **Theme 2:** A couple of the already incorporated features, such as the food scanner and recipe finder, could be extended to enhance efficiency and overall experience.

These themes were derived from the following suggestions:

- *The iconography on the bottom bar needs to be a little less “rough”*
- *Update the “search page” to look less “raw”*
- Create a walk-through for when people first download the app and are not sure what each feature does
- Allow for users to click on images of the foods featured on the restaurant pages for a closer look
- *Allow for users to input information such as height and weight for tracking*
- *Make buttons on recipe page larger*
- Allow for social sharing of goals and recipes
- Incorporate video content into the recipes
- *Allow users to add “alternative” products on the label scanner page directly to food basket*
- Give users more information on alternative products that appear on label scanner page

Though each suggestion was taken into consideration when creating the MVP, the italicized were the ones which were focused on for this version of the product. Other suggestions will be taken into consideration when working on future iterations and updates to the application as we move forward in the launching phases of development.