REPORTING FINDINGS & MAKING RECOMMENDATIONS

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Introduction

Research Title: Olive Moderated Usability Test (Mobile/Desktop)
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Background

The discovery phase of Olive began in July 2021 with competitive research and user interviews. We discovered that health-conscious individuals need a simple way to plan and track their health and fitness goals, through an easily-accessible, on-demand and encouraging platform. The resulting prototype is an initial hypothesis on how we hope to solve the problem. Now, we would like to test the most important features and functionality for our primary personas, Amy and Louis. While for different reasons, both Amy and Louis are looking for a convenient and affordable way to get fit from home.

Goal

The goal of this study is to assess usability for new users interacting with the app for the first time, with special focus on learnability, error correction/prevention and satisfaction. We would like to observe and measure whether users understand the project and can perform basic functions in the app.

Test Objectives

1 Determine if general layout, navigation, and design are intuitive and user-friendly:
2 Determine if users can easily find and view their fitness goal and progress
3 Determine if users can navigate the *Workouts* menu, know how to search and save workouts
4 Determine if users can navigate the *Meals* menu, know how to view their meal plan

Methodology

•Moderated in person
•Moderated remote, due to time and location constraints of some participants

Participants and Schedule

For the purposes of this study, we recruited 6 health-conscious participants from all over the world. Sessions took place between 4-7 November at various times. Their identities and contact information are considered confidential and should not be shared. Here is a list of participants and basic demographic information:

Participants

Script

For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore by following the link below:

4.4 Usability Test Script.docx

Olive: Usability Test Report

Introduction

All 6 participants completed all 4 tasks, which accounts for a 100% success rate. Both mobile and desktop version were rated highly by participants in terms of learnability, efficiency and satisfaction. For a more detailed analysis of test results please see:

[Usability Test Results](#)

Errors

The test also shed light on errors that we need to address. The top 5 test errors are listed below and are listed in order of severity.

Issue 1: Struggled reading app text in the *Overview* section (mobile version only)

Severity rating: high

Suggested change: Increase font size to 14-16px, where and as appropriate.

Evidence: 2 participants with no underlying eye problems(33%) expressed directly that they found app text hard to read.

Issue 2: No option to log activities outside of the app

Severity rating: high

Suggested change: Create a log feature

Evidence: 2 participants (33%) felt they needed a logging feature, and it only makes sense to add one and increase the accuracy of our synchronized calorie and activity tracker.

Issue 3: Expected to find weekly goal & progress in *Workouts*

Severity rating: medium

Suggested change: Ease navigation for people who look for stats in Workouts. Make the weight icon on the Workout page clickable, opening up stats.

Evidence: 3 participants (50%) navigated straight to Workouts in order to look for their weekly fitness goal and progress.

Issue 4: Fitness icons on dashboard not "clickable" (desktop version)

Severity rating: medium

Suggested change: Make desktop fitness icons interactive

Evidence: 3 participants (50%) were observed clicking on the icons to view their fitness stats and felt surprised that they are not interactive. Out of the 3, 2 tested the desktop version first, so there was no transfer learning.

Issue 5: No option to log meals/snacks outside of the app

Severity rating: low

Suggested change: Create a log feature

Evidence: While only 1 participant (16%) expressed he missed this feature, it could be just the thing that the app needs to further personalize the experience, bring flexibility to planning meals and contribute to mindful eating and snacking. We will test a possible solution that involves a log feature on the dashboard for activities, meals and weight.

Conclusion

The usability test provided us with invaluable data and insights that were used to improve our prototype and product and give direction to iterations. Please find the revised prototype here.

Desktop

Mobile

Thank you :)