

USABILITY TESTING: 1st round

Introduction

I tested the InVision Prototype of **Arte|Faktum** with 5 participants. I was able to complete 4 moderated remote tests and 1 moderated in person test. My participants were part of my target audience: visual artists between the ages of 20 and 70, with access to the internet and to a smartphone.

Findings

The usability test uncovered a few issues that needed to be addressed, but overall, the testing demonstrated that the app is working very well and that there are no major usability concerns. Participants responded well to the bottom navigation icons, to the search screen and to the layout of the artwork summary screen. The spacing between the buttons and cards is sufficient. All 5 participants were able to successfully complete all 4 tasks.

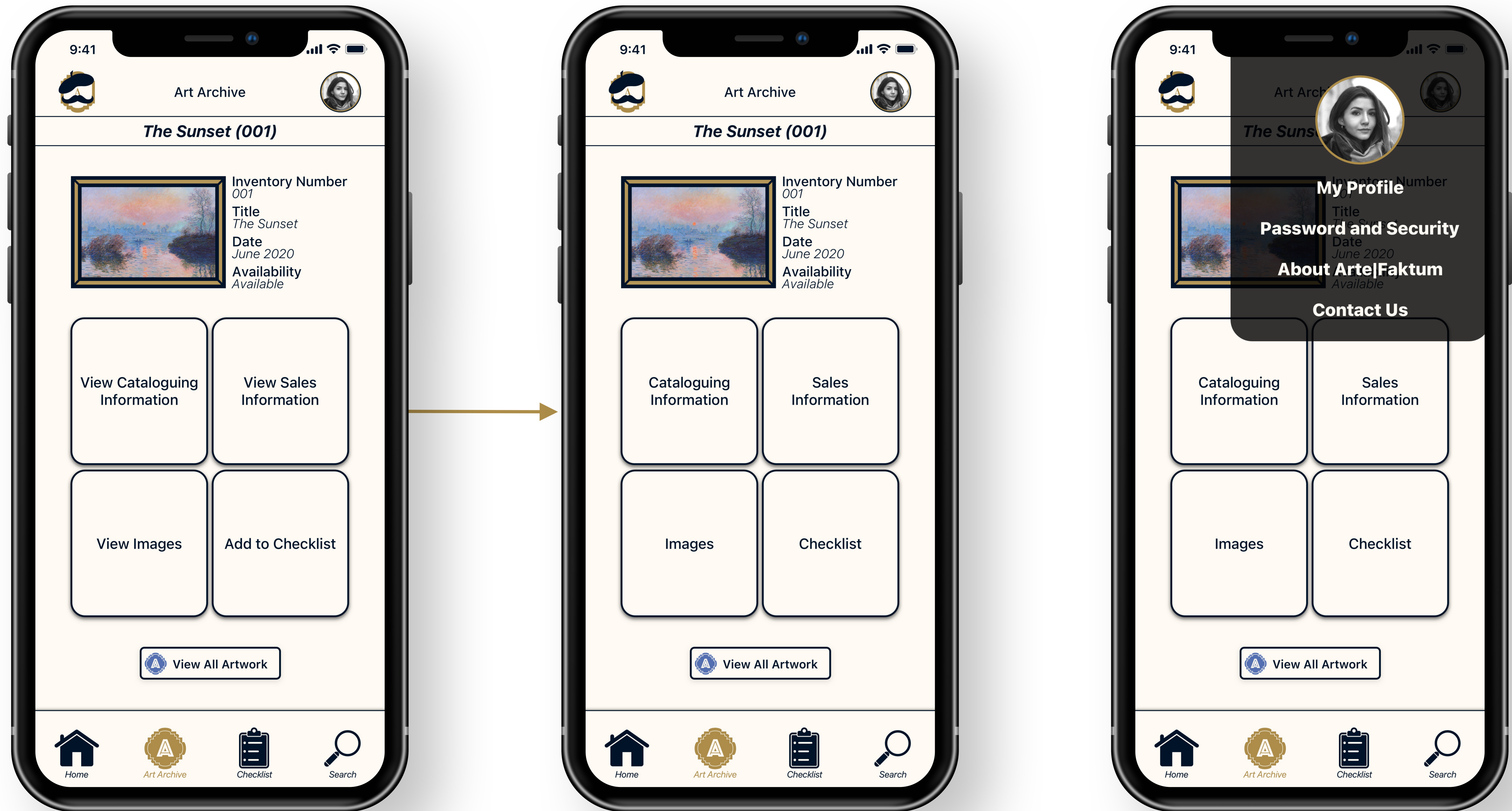
Issue 1: Naming of the 4 cards on the Artwork Summary screen

There was some confusion with regards to the 4 cards on the Artwork Summary screen: View Cataloguing Information, View Sales Information, View Images and Add to Checklist. 4 out of the 5 participants hesitated when asked to perform a task from this screen - they weren't immediately sure which card to select. 2 of the participants mentioned that they hesitated because they were confused by the naming of the 4 cards and weren't sure if the information they were looking for was going to be there once they selected one of the cards. The source of the confusion appears to be the wording. To resolve this issue, I **renamed the cards** in a simpler and more wide-ranging way: Cataloguing Information, Sales Information, Images and Checklist. According to one of the participants, the use of the word "View" is too specific, and it might be misleading. For instance, in the context of images, "View Images" is misleading because it may suggest that there is another place to add and edit images and that this screen is only to view images. Renaming the card to "Images" is more inclusive of all tasks related to images.

Issue 2: Interactivity of User's Profile Photo

One of the participants was surprised that nothing happened when tapping the user's profile photo. He was expecting to see the user's Account Settings and a Contact Us section. This is a minor issue since it was only mentioned by one of the participants, but I thought it was important to fix before the next round of usability testing. To resolve this issue, I added an **overlay screen** that appears when the user taps the profile photo.

USABILITY TESTING: 1st round



Naming of the 4 cards on the Artwork Summary screen

Interactivity of User Profile photo

USABILITY TESTING: 2nd round

Introduction

I retested the InVision prototype of **Arte|Faktum** with 5 new participants. I completed 5 moderated remote tests. My objective was to determine if the changes I had made to the Prototype were able to resolve the usability issues identified in the first round of usability testing.

Findings

The second round of usability testing confirmed that the changes I made to the prototype after the first round of usability testing were successful. Participants responded well to the 4 cards on the Artwork Summary screen. There was no hesitation when selecting the right option. The renaming of the cards seems to have cleared the confusion. The added interactivity to the profile photo had also been helpful to make the prototype seem more realistic. A few small new issues were brought up by some of the participants. These are mostly suggestions, and they will be addressed at a later stage.

Issue 1: Indication of the number of selected filters

One of the participants was confused about the small number "1" on the Sort and Filter button (when filtered). She said it made her think of an alert. To resolve this issue, I would need to **retest** the Sort and Filter button and screen with a specific focus on this numerical indicator. If more participants are confused by this UI, I will do some research to see what **alternative methods** exist to indicate how many filters are used to filter a list. Instead of indicating a number, another option might also be to list the filters that are being used. This would however take more space on the screen.

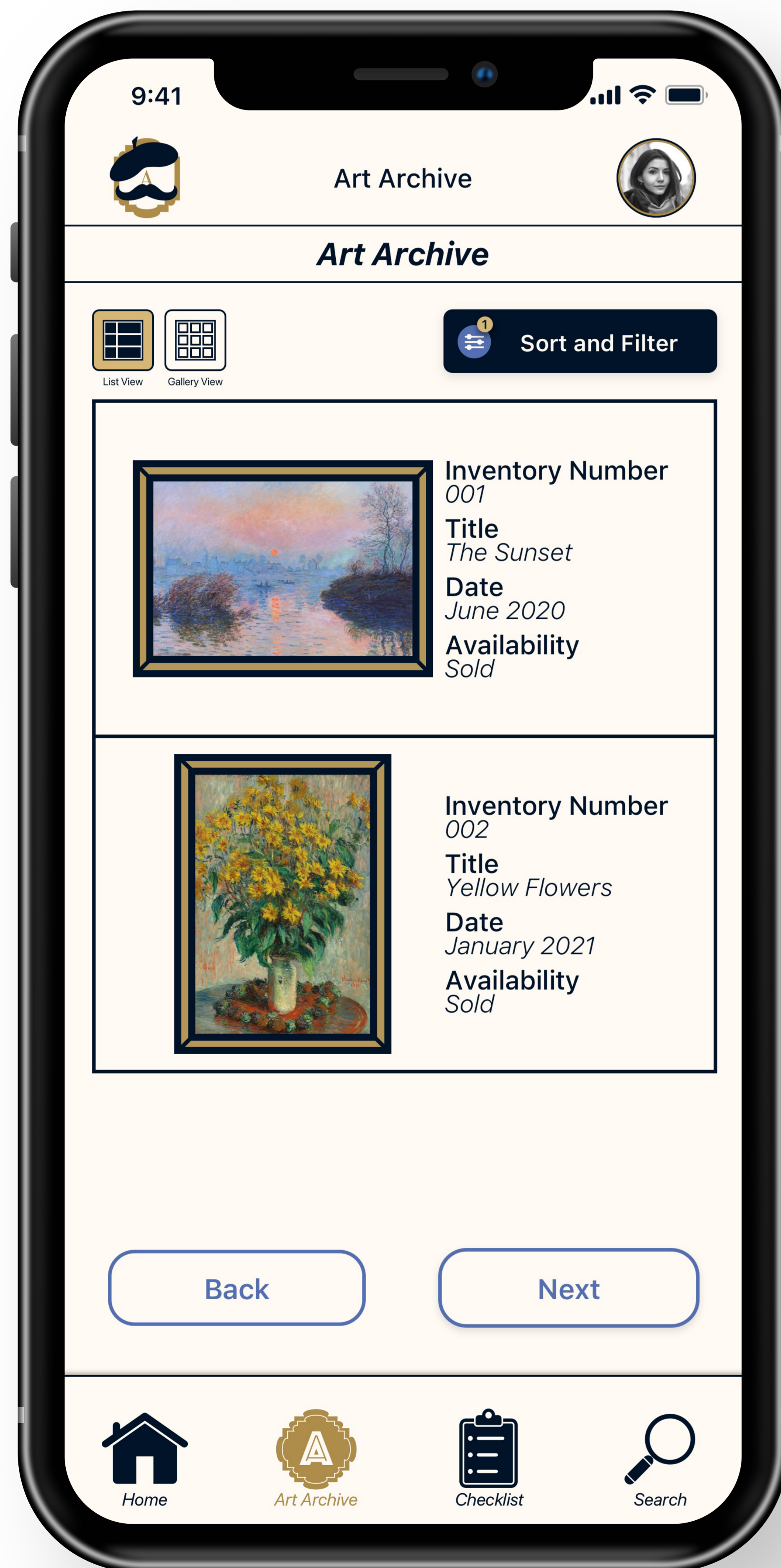
Issue 2: Image of frame around the artwork

One of the participants didn't like the image of the frame around the artwork. He thinks it's distracting. To resolve this issue, I would need to ask for some more feedback from the other participants. Should other participants also prefer to have the image of their artwork appear on the app without this frame, it would be a very simple fix - I would simply remove the image of the frame from the app.

Issue 3: Position of search text field

One of the participants was expecting to see the search text field at the top of the search screen. To resolve this issue, I would need to ask for some more feedback from the other participants. Out of 10 participants, only 1 seemed to have an issue with the position of the search text field. If enough participants find this problematic, I would simply move the search text field above the "Inventory Number".

USABILITY TESTING: 2nd round



Indication of the number of selected filters

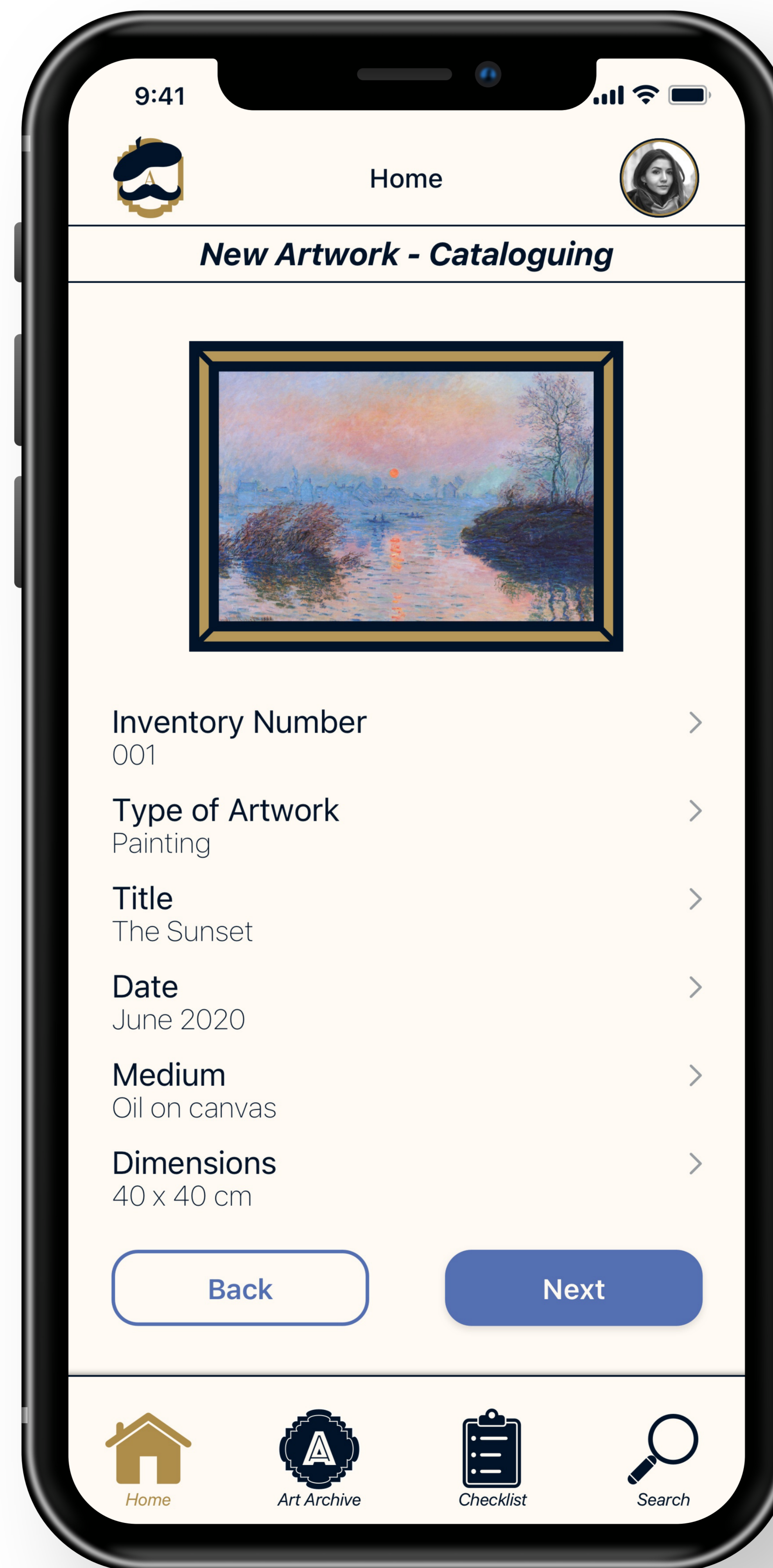
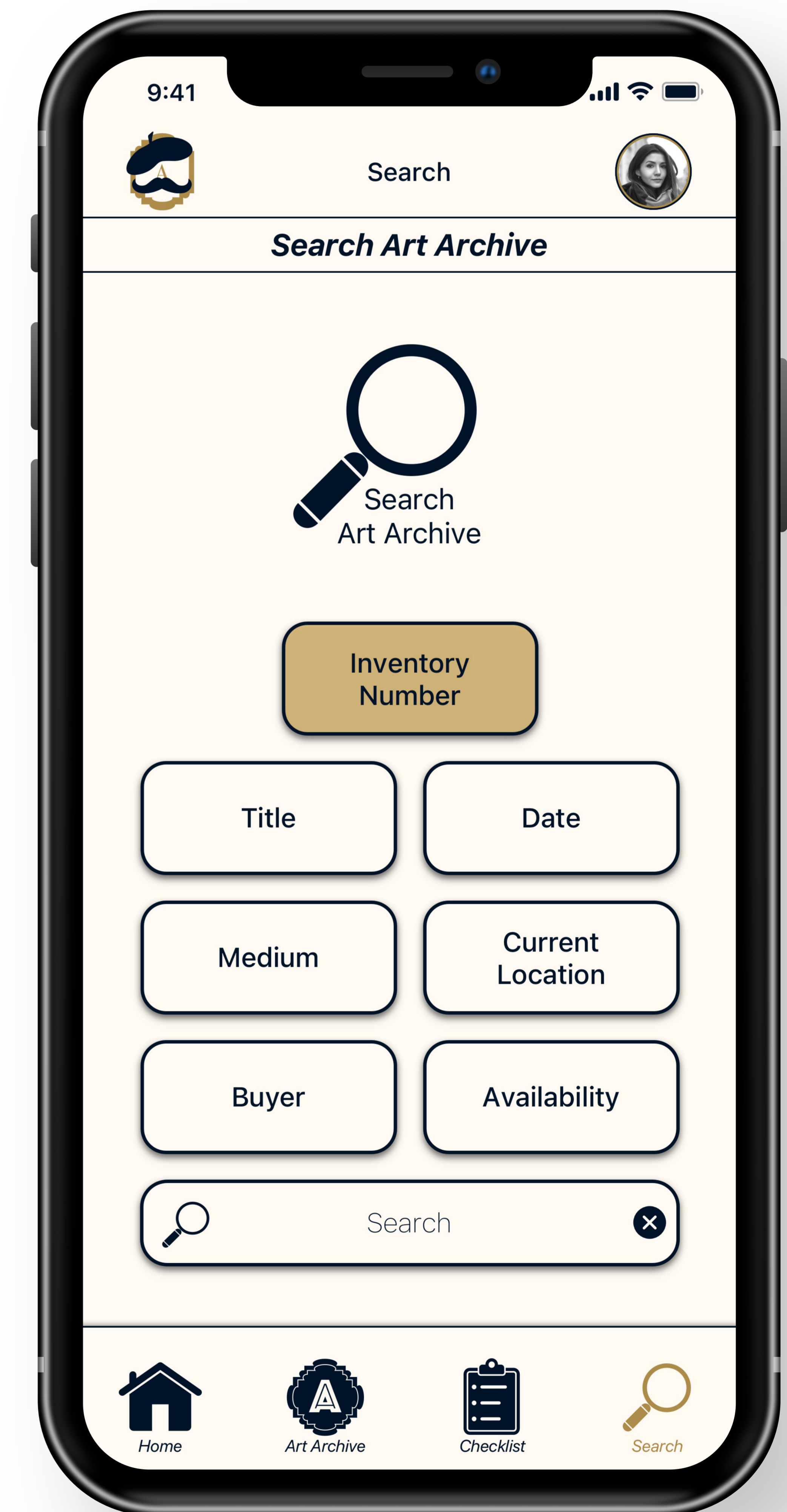


Image of frame around the artwork



Position of search text field