

INKit prototype: Usability Testing, Affinity Mapping, Rainbow Spreadsheet

Overview

Testing dates:	between 08/09/2020-15/09/2020
Testing:	INKit tattoo websites prototype Mobile version
Participants:	6 people recruited through the circles of my friends and relatives
Age range:	1 participants 18-25 2 participants 26-35 3 participants 36-45
Methods:	Moderated In-Person 2 participants Moderated Remote 4 participants
Equipment used:	MacBook Air iPhone X iPad Skype participants computers pen & notebook
Testing session time:	20-45 minutes

Goals

The goal of INKit Usability Test is to assess learnability of new users interaction with the prototype, to observe how intuitive the app feels and how fluently users move through features and navigation.

Objectives

The objective is to discover main pain points of INKit prototype by ask users to complete few tasks and observing the obstacles they encountered in trying to go through the following features:

- onboarding/sign up
- explore/search tattoos designs or artists
- create/manage favourites collections
- contact artists

Metrics

Errors will be measured using Jakob Nielsen's scale:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

3 = Major usability problem: important to fix and should be given high priority

4 = Usability catastrophe: imperative to fix before product can be released

Demographic Questions

Could you please select your age group:
18-25; 26-35; 36-45; 46-55; above 55.

What is your current occupation?

How well would you say you know tattoo industry?

- beginner, know nothing about it
- intermediate, has 1 - 2 tattoos or have done some exploring with intentions to get a tattoo
- advanced, has many tattoos and is well familiar with the industry

Background questions

Before we take a look at INKit, I have a few short questions I'd like to ask you to help me get a better understanding of how you might use INKit:

- If you wanted to get a tattoo, what would be your first step to start?
- Do you have any favourite sites/apps that you visit regularly for inspirations? What are they and why?
- When browsing for inspirations, do you prefer to use mobile or desktop screen and why?
- What do you think about contacting any kind of specialists via the dedicated website?

Open-ended questions

Now, I'd like to show you the INKit website and start by getting your initial impressions of it.

- How do you normally take onboarding feature? How helpful it is? After going through INKit introduction onboarding would you say you got a good idea what the website is about?
- Spend some time looking over this [the home screen] screen. Without clicking anywhere just yet, can you tell me your first impressions? What you like and don't like, what you think about the information displayed on the page, or any other thoughts you might have? Remember to think out loud as much as possible.
- What is your attitude towards creating an account? Do you like to do it right away or explore the website first? Why?
- Now that you've taken a look at INKit, can you tell us what you think the purpose of the app is?

I'll now give you 5 scenarios and their corresponding activities. As you complete each activity, I'd like you to think out loud and tell me what you're thinking and feeling as you navigate through the app.

You can click anywhere where you want, just note that only the blue sections are clickable.

Scenario 1 / Task 1

You are thinking about getting a tattoo. You came across INKit website and decided to look into it. How do you start using it: do you go through onboarding to get familiar with the website? Do you skip onboarding? Do you create an account right away?

Scenario 2 / Task 2

You have some vague ideas about what your future tattoo should be looking like but you need some more inspirations. You go on INKit to explore/search tattoo designs. How do you do it?

Scenario 3 / Task 3

You decided that you really want to get a tattoo. Your main concern is to find an artists that meets your criterias: well experienced tattooist with good reviews specialising in certain style and is located not far from you so don't need to waste time on long commuting. You search for an artist on INKit. How does it goes?

Scenario 4 / Task 4

You explored INKit and came across quite a few great tattoo inspirations and interesting artists. You would like to save and keep your finding in boards organised/named up to you. Boards should be stored in one place for you to be able to examine them in more detail anytime later. How will you do that?

Scenario 5 / Task 5

You'd like to discuss some questions with artists in more detail so you have to contact them directly via INKit website. What will your first step be? Where will you go if you want to see the whole communication with artists?

Rolana

Age group: 26-36

Occupation: Clinical Researcher

Methodology: Moderated In-Person

Equipment: Rolana's iPhone, my notebook and pen

Favourite websites for inspiration: Google, Pinterest

Tattoos: no tattoos yet but she is planning to get her first one soon

Testing time: 40 minutes

Beatrix

Age group: 36-45

Occupation: Office Manager

Methodology: Moderated Remote

Equipment: Skype on Beatrix's computer and my MacBook Air

Favourite websites for inspiration: Pinterest, Houzz, Google

Tattoos: no tattoos yet but thinking to get one soon

Testing time: 43 minutes

Richard

Age group: 18-25

Occupation: University Student

Methodology: Moderated Remote

Equipment: Skype on Richard's computer and my MacBook Air

Favourite websites for inspiration: Pinterest, Youtube, Instagram, Google

Tattoos: planning to get his first tattoo in a bit

Testing time: 21 minutes

Will

Age group: 36-45

Occupation: IT Manager

Methodology: Moderated In-Person

Equipment: Will's Mac computer, my notebook and pen

Favourite websites for inspiration: doesn't have favourites, once in search of inspirations Will does thorough research everywhere online

Tattoos: no tattoos

Testing time: 45 minutes

Irene

Age group: 26-35

Occupation: Bar Manager

Methodology: Moderated Remote

Equipment: Skype on Irene's computer and my MacBook Air

Favourite websites for inspiration: Google, Instagram, Facebook

Tattoos: tattoo fan, has 18 tattoos and always thinking of the next one

Testing time: 34 minutes

Jane

Age group: 36-45

Occupation: Housewife

Methodology: Moderated Remote

Equipment: Skype on Jane's iPad and my MacBook Air

Favourite websites for inspiration: Pinterest, Instagram

Tattoos: 3 tattoos

Testing time: 25 minutes

Affinity Map

P1

P2

P3

P4

P5

P6

Observations:

I always use mobile for browsing simply because it's always accessible

When I open tattoo image I expect to see lots of related pictures

I normally save inspirations by taking snapshots

Before using search or filter, I like to explore by scrolling through lots of images.

There should be lots of # on images to easy the search

The main focus on the website should be on Artists

Positive Quotes:

I'd contact the artists via website, it's comfortable

Generally the idea of navigations is very clear.

I do like filter a lot, they help to make search relevant

It's great to have ratings and reviews, They influence my decisions

I love to create my boards!

Affinity Map

P1

P2

P3

P4

P5

P6

Negative Quotes:

I always skip onboarding and explore myself.

I truly avoid signing up, I have too many accounts all over, it leads to spamming, data exposure, hassle, etc.

I don't care much about creating my collections, I take screenshots

Share feature doesn't seem useful to me

Tattoo images of different size on Tattoo screened looks distracting

Tattoo pictures on Homepage were confusing - there were objects like phones or jewellery there. I only want to see tattoo.

Errors:

Why can't I reach the artist straight from tattoo image I liked?

How can I attach tattoo picture when I message the artists?

Creating collections takes time. I want to save inspirations quickly to premake board, such as "For later" or so.

There should be some tattoo grouping on Homepage (by styles, etc.)

I expected to have general search icon on Homepage

It is not quite clear what actions are only for account holders. Can I be informed?

I didn't know that Logo is also Home button

For adding pictures to boards I prefer + rather than ♥ icon.

Tagline on Home Screen confused me to menu.

Artists picture should represent his work so I can see right away what he is about.

Rainbow Spreadsheet

Jakob Nielsen's 4 steps error rating system

0 = I don't agree that this is a usability problem at all
 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
 2 = Minor usability problem: fixing this should be given low priority
 3 = Major usability problem: important to fix, so should be given high priority
 4 = Usability catastrophe: imperative to fix this before product can be released

MOBILE USABILITY TESTING	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
Errors								
[Error Rating 4] Why can't I reach the artist straight from tattoo image I liked?							6	Adjust navigation
[Error Rating 4] How can I attach tattoo picture when I message the artists?							4	Add "Attach" option in the message screen
[Error Rating 3] Creating collections takes time. I want to save inspirations quickly to premade board, such as "For later" or so.							3	Add feature to fast save collections into general "For later" collection
[Error Rating 3] There should be some tattoo grouping on Homepage (by styles, etc.)							3	Rearrange Home Screen by adding some image grouping
[Error Rating 3] I expected to have general search icon on Homepage							1	Even though there was only one participant who mentioned it, I consider it as a major usability problem so it has to be fixed.
[Error Rating 2] It is not quite clear what actions are for account holders only. Can I be informed?							1	This is not a very big issue but definitely worth paying attention. It could be fixed by adding a feature of popping up note such as "You have to sign up to access this feature".
[Error Rating 1] I didn't know that Logo is also Home button							1	Normally it's a convention to use Logo as a Home button and many websites uses this. Even if some users might not know it, they will eventually come accross this idea. It's a cosmetic problem with low priority.
[Error Rating 3] For adding pictures to boards I prefer + rather than ♥ icon.								Even though there was only one participant who mentioned it, I consider it as a major usability problem so it has to be fixed. I'll adjust the "Add" icon to make it clearer.
[Error Rating 2] Tagline on Home Screen confused me to menu.							2	Little problem however worth paying attention and fixing. Tagline has to be adjusted by either changing it's design or text.
[Error Rating 1] Artists picture should represent his work so I can see right away what he is about.							1	Not a big error, only a cosmetic problem. It might also depend on the artist how does he want to be presented. I won't take any actions to fix it now.

Observations								
I always use mobile for browsing simply because it's always accessible							6	This observations points out very strongly the importance of INKit mobile websites to be very comfortable, usable and user centered.
When I open tattoo image I expect to see lots of related pictures							2	An idea to update prototype accordingly
I normally save inspirations by taking snapshots							3	This observation challenges me to think about how to perfect the feature of creating inspirations boards, how to make it easier and faster
Before using search or filter, I like to explore by scrolling through lots of images.							2	Here is a direct hint on how important the scrollable content is. This is where user makes the decision if he wants to ho deeper or the content is not worth it.
There should be lots of # on images to easy the search							1	Encourage INKit tattoo artists to add a variety of tags on their images so the serach is comprehensive.
The main focus on the website should be on Artists							2	Those two participants noted that the main concern is to find a good tattooist hence INKit should make sure that artists search is well supported by ratings, reviews, informative profiles and lots of visuals with artists works,
Negative Quotes								
I always skip onboarding and explore myself.							6	100% of participants never uses introduction onboarding. This feature seems to be useless and should probably be removed.
I truly avoid signing up, I have too many accounts all over, it leads to spamming, data exposure, hassle, etc.							6	This quote signals that singn up has to be as easy and uncomplicated as possible. Wrong signing up process could be a major risk to lose the user.
I don't care much about creating my collections, I take screenshots							4	A challenge for me to think about how to perfect the feature of creating inspirations boards, how to make it easy and fast
"Share" feature doesn't seem useful to me							2	Only 2 participants expressed this opinion. I'll leave the feature as it is.
Tattoo images of different size on Tattoo screened looks distracting							1	Those two participants pointed out imperfections in pictures representing tattoos. It's an encouragement for me to pay more attention to details.
Tattoo pictures on Homepage were confusing - there were objects like phones or jewellery there too. I only want to see tattoo.							1	
Positive Quotes								
I'd contact the artists via website, it's comfortable							4	
Generally the idea of navigations is very clear.							4	
I do like filters a lot, they help to make search relevant							5	
It's great to have ratings and reviews, They influence may decisions							3	
I love to create my boards!							1	