Remote Usability Study Report

ACME Retail

August 2018

outrider UX

UX RESEARCH & INTERACTION DESIGN

sincera

experience consulting

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SUMMARY

This report documents the results of the usability study run in August 2018 using the Acme retail app.

The goals

The aim of the study was to:

- evaluate how user-friendly the app is
- set a baseline against which to measure future releases
- understand what users are looking for in the app
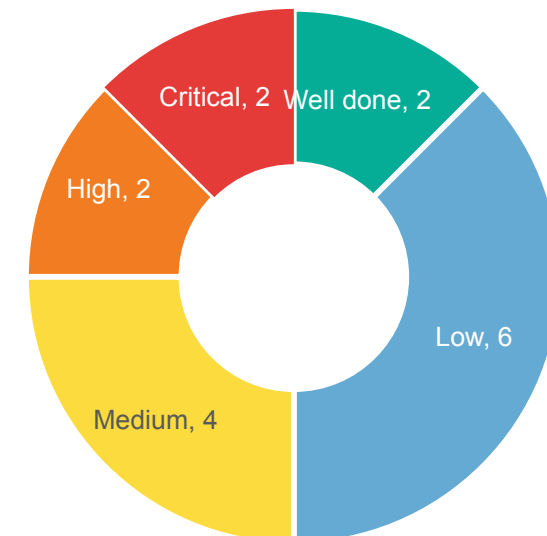
Summary

The study comprised:

- Demographic questions
- Tasks to use the main features of the app (browsing the catalog and checkout) with subsequent questions
- Questions regarding the typical use of retail apps
- Wrap-up questions about the app in general

✓ The apps were generally very well received by the participants. The features were very much appreciated.

✗ Some participants ran into issues identifying where to find a specific feature and some participants would have appreciated more detailed instructions.

13 usability findings were identified. Concrete improvement recommendations are listed in the Issues & Recommendations section.

Usability findings per severity level

Critical, 2 | Well done, 2 | High, 2 | Low, 6 | Medium, 4

■ Well done ■ Low ■ Medium ■ High ■ Critical

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STUDY CONTEXT

Date

The Acme Retail UX study ran from August 2nd through August 5th, 2018.

Product under testing

The Acme retail app version 1.2 was tested on iOS, Android and Windows smartphones. The app was downloaded from the respective app stores.

Methodology

The usability study was run using the remote, unmoderated methodology. Participants complete the study on their own devices at a time and place that is convenient for them.

Participants

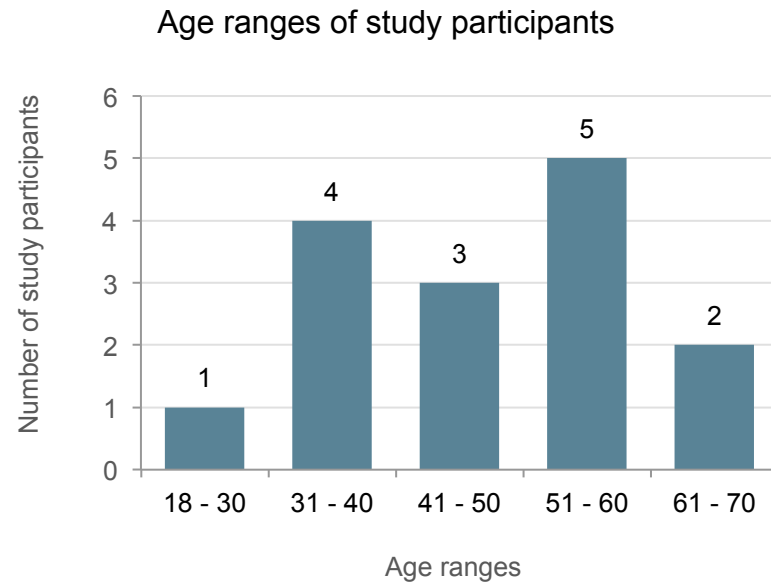15 participants located in 3 different countries participated in the study.

UX researcher

Rebecca Okoroji
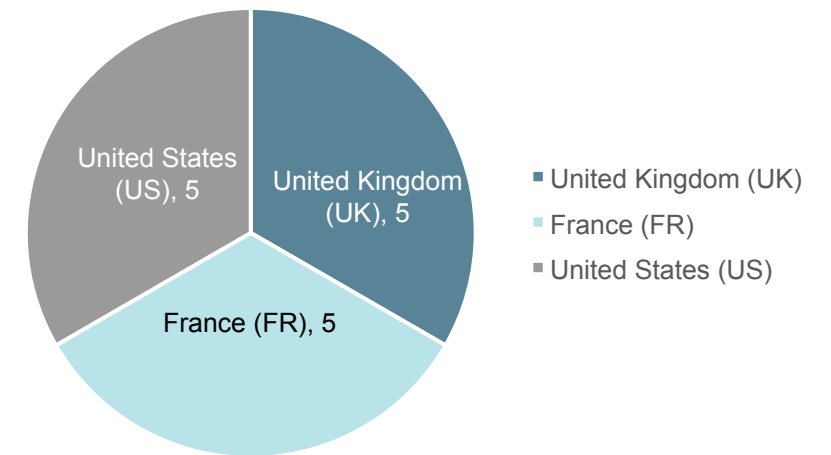
PARTICIPANTS

Age range

15 people aged between 18 and 70 years participated in the study.

Location

The study participants were evenly distributed across the countries: UK, France and USA.

Age ranges of study participants

Location of study participants

Previous use of the Acme retail app

None of the 15 study participants had previously used the app or were customers of Acme retail.

PARTICIPANTS

[additional participant information]

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STUDY RESULTS – REGISTRATION

Question

Having just completed the registration, how would rate the process of registering? Please explain your answer.
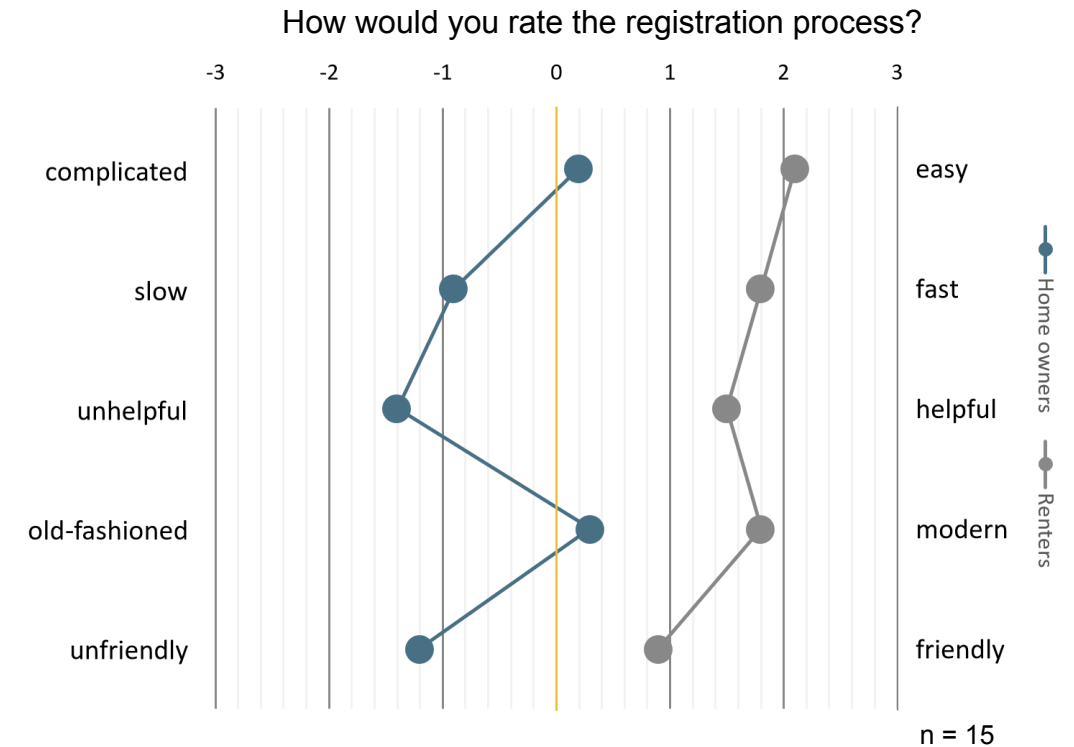
Summary

There is a significant difference between the evaluation of the registration process by home owners and by renters.

The home owners rated the registration as slow, unhelpful and unfriendly and elaborated that this was due to:

• being obliged to log in to the website in order to complete the registration process

Verbatim comments

✘ "suddenly I was on a website and I had to manually return to the app when I was done"

✘ "there was no warning that the registration would happen on a website"

How would you rate the registration process?

n = 15

STUDY RESULTS – ORDER HISTORY

Task 2

Imagine that you just logged in to the Acme app as Peter Smith and you are now viewing your order history. Please rate how easy or difficult it is to find the current status of the last order you placed.
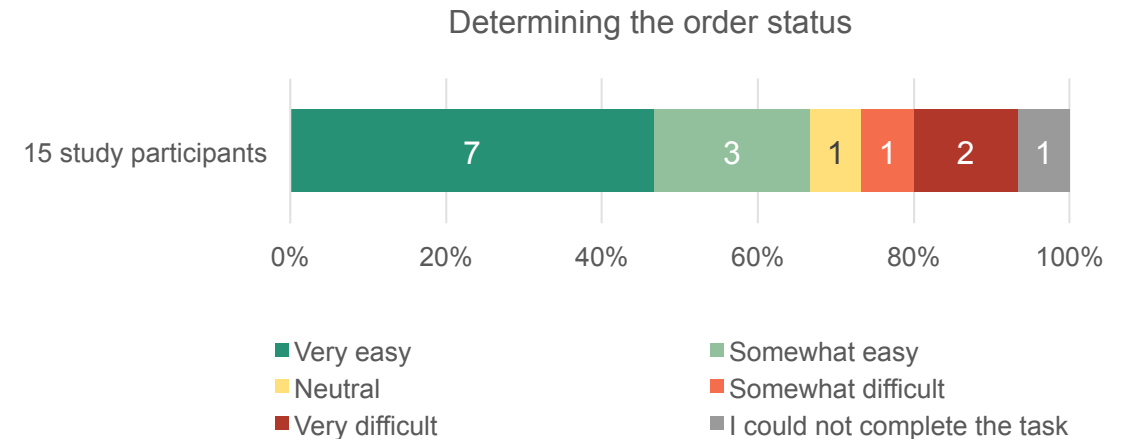
Summary

67% of the 15 study participants found it somewhat easy or very easy to determine the status of the last order placed.

Those that encountered difficulties, mainly elaborated that these were due to:

- the formatting of the dates which was not localized

Verbatim comments

✓ "thanks to the sort feature, the task was very easy to complete"

✗ "I didn't know whether it was October 1st or January 10th"

Determining the order status

15 study participants | 7 | 3 | 1 | 1 | 2 | 1

0%   20%   40%   60%   80%   100%

- Very easy
- Somewhat easy
- Neutral
- Somewhat difficult
- Very difficult
- I could not complete the task

STUDY RESULTS – ORDER HISTORY

[additional study results]

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BENCHMARK SCORES

Net Promoter® Score

(The NPS® value range is from -100% to +100%; an NPS® that is positive is considered good and an NPS® of +50 is excellent).

-35%

| Score	Count
0	1
1	1
2	2
3	2
4	2
5	4
6	8
7	8
8	6
9	7
10	2

Detractors = 55% Passives Promoters = 20%
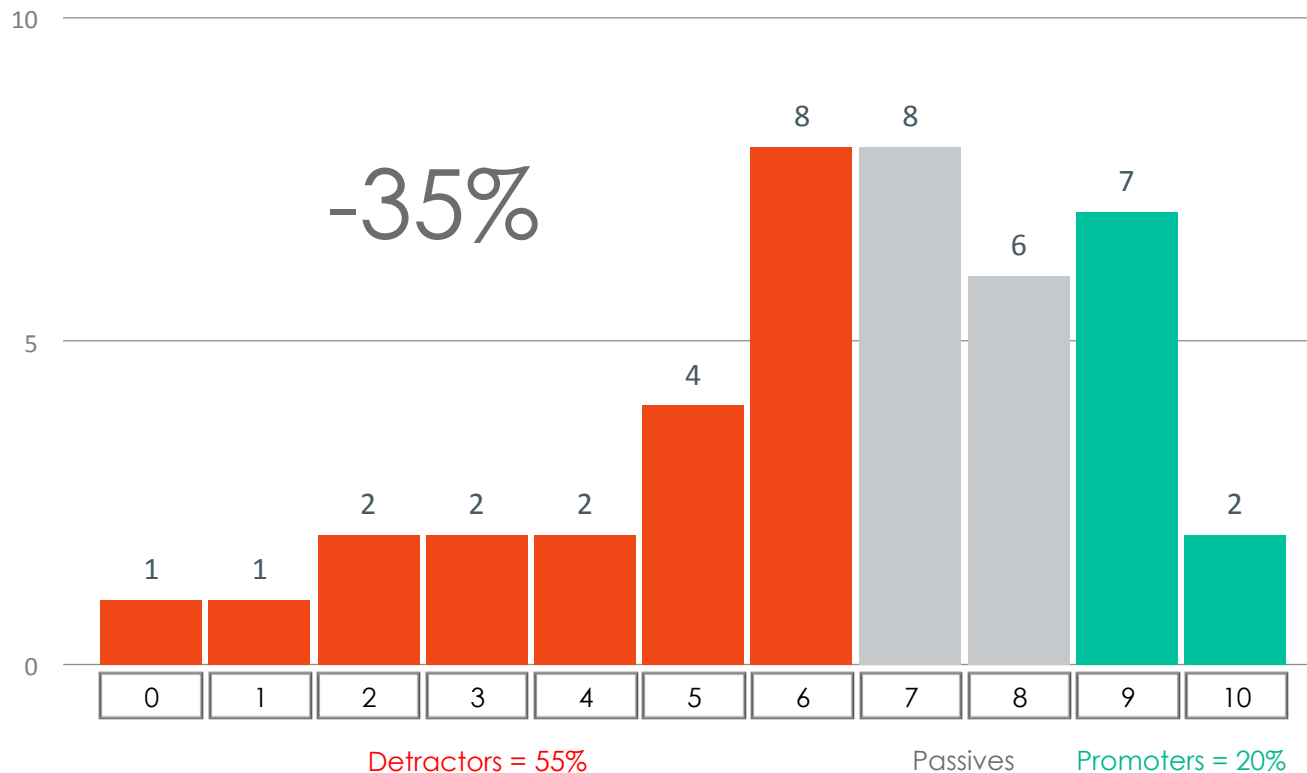
- The Net Promoter® Score acts as a leading indicator of growth.

- Participants are asked "How likely is it that you would recommend this application to a friend or colleague?"

- Answers are rated on a scale from 0 - 10, and ratings are classified as promoters (9 – 10), passives (7 – 8) or detractors (0 – 6).

- The NPS® is determined by subtracting the detractors from the promoters.

- An annual American benchmark study determined the average NPS for Retailers to be 30% (with a range from -7% to 56%) in 2017. (Amazon, Gap, Old Navy and JC Penney were some of the retailers included in the study)

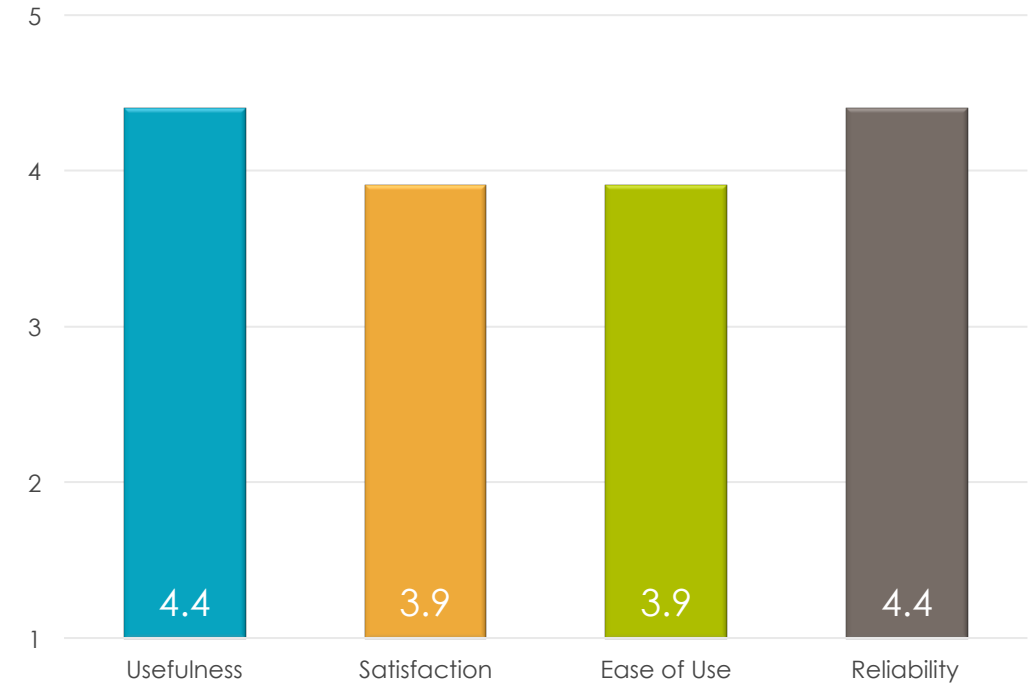For more information, visit www.netpromoter.com

13

BENCHMARK SCORES

USERindex

(The USERindex value range is from 1 to 5; a value of between 4.2 and 4.7 is considered good and a value greater than 4.7 is excellent)

4.5

1   2   3   4   5

■ Redesign   ■ Improve   ■ Good   ■ Excellent
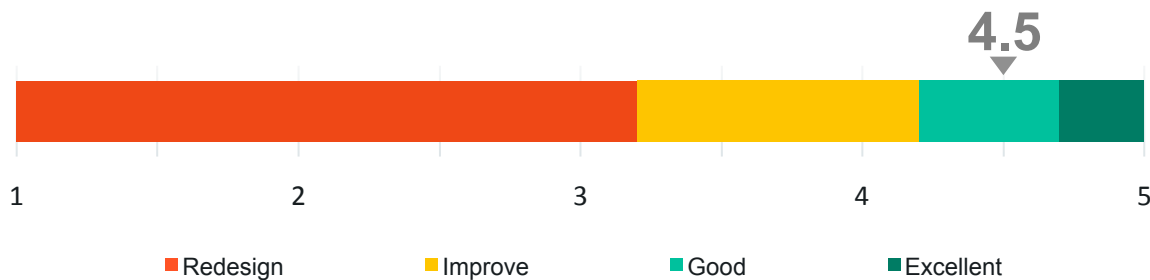
- The USERindex measures User Experience based on the following four dimensions: Usefulness , Satisfaction, Ease of Use and Reliability.

- Users are asked to rate ten statements on a scale of 1 (strongly disagree) to 5 (strongly agree).

- The average USERindex for retailers in 2017 was measured at 4.1.

Average ratings by dimension

Usefulness	Satisfaction	Ease of Use	Reliability
4.4	3.9	3.9	4.4

For more information, visit www.userindex.org

BENCHMARK SCORES

[additional benchmark scores]

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ISSUES & RECOMMENDATIONS

"Success Message version_conflict"
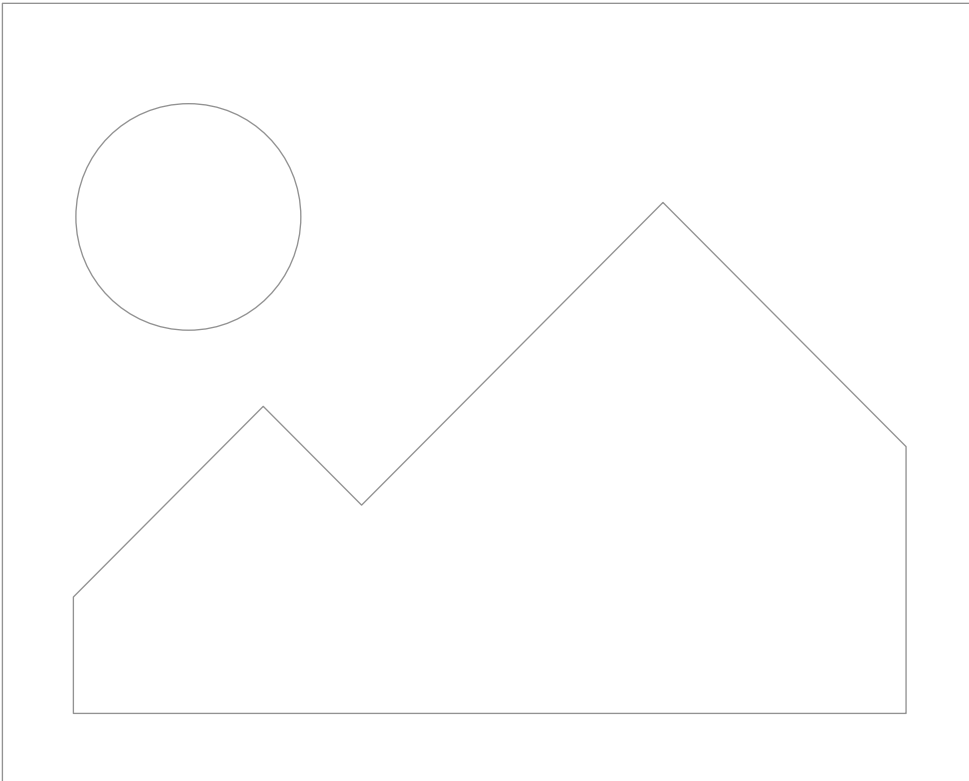
👆 "a bit confusing"
(Timeindex: 5:32)

Details:

- A success message is displayed which also states "version_conflict".
- As such it is unclear whether the action was completed successfully or not.

Recommendation:

- Revisit this message. If it is actually a success message, the text should be reformulated to reflect this; if it is an error message, the text should state what the error is and how the user can recover from it.

Usability Principle: Feedback

The system should always keep users informed about what is going on through appropriate feedback within reasonable time.

Date found / Resolution: 6 Aug 2018 /

ISSUES & RECOMMENDATIONS

[additional issues]

Details:

Recommendation:

Usability Principle:

Date found / Resolution:

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NEXT STEPS

One of the main issues discovered during this UX study is the concept of executing the registration process outside of the app and the users not always finding their way back.

Some potential next steps could therefore be to:

- Implement the identified recommendations and run a subsequent UX study to confirm that the users appreciate the improvements and to measure new benchmark scores which can then be compared against the baseline of this study

- Run a focused follow-up study on the registration process to dive in deeper

- Run a quantitative study to determine how much of a hurdle the external registration process is to the users

- Run a comparison study to identify how the Acme retail app measures up against competitive apps and whether the registration process when weighed up against the positive aspects of the Acme retail app balances out

- [additional recommendations for next steps]

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APPENDIX – USABILITY PRINCIPLES

The website was tested against the following usability principles by Nielsen:

- **Visibility of system status**
  The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.
- **Match between system and the real world**
  The system should speak the users' language, with words, phrases and concepts familiar to the user, rather than system-oriented terms. Follow real-world conventions, making information appear in a natural and logical order.
- **User control and freedom**
  Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.
- **Consistency and standards**
  Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.
- **Error prevention**
  Even better than good error messages is a careful design which prevents a problem from occurring in the first place. Either eliminate error-prone conditions or check for them and present users with a confirmation option before they commit to the action.

- **Recognition rather than recall**
  Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another. Instructions for use of the system should be visible or easily retrievable whenever appropriate.
- **Flexibility and efficiency of use**
  Accelerators -- unseen by the novice user -- may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.
- **Aesthetic and minimalist design**
  Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.
- **Help users recognize, diagnose, and recover from errors**
  Error messages should be expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.
- **Help and documentation**
  Even though it is better if the system can be used without documentation, it may be necessary to provide help and documentation. Any such information should be easy to search, focused on the user's task, list concrete steps to be carried out, and not be too large.

APPENDIX – SEVERITY LEVELS

Each identified issue is assigned a severity level:

Success
Things done well
Examples include:
The use of current UI patterns

Low
SEVERITY
Causes user dissatisfaction
Examples include:
Some aspects of visual design
Confusing links

Medium
SEVERITY
Causes the user difficulty but the task can be completed.
Examples include:
Requiring user to scroll or click excessively to see vital information; confusing navigation; non-standard use of color, controls, terminology

High
SEVERITY
Either prevents the user from successfully completing the task, or will cause extreme user dissatisfaction.
Examples include:
Difficult to use forms, extremely confusing navigation

Critical
SEVERITY
Must be fixed to allow task completion.
Examples include:
Missing form fields, missing pages, system errors