Ultimate Gift Guide App

Usability Testing Feedback
The following feedback is based on the notes taken from interviewing two users as they attempted to use and navigate the website and the associated mobile app. The users were a 30 year old male and a 26 year old female. Their feedback is mixed in the summary below.

Website Testing and Usability
Users of the website quickly identified that it was created to represent or advertise an iOS app, but they agreed that website didn’t provide enough information about the app to enable them to make a decision about whether it was something they wanted. They primarily identified it as an iOS app by the presence of the iconic app store link and the screenshots visible when they scrolled down.

The text of the page gave insufficient information about how the app would be used, what it’s purpose was, or why a person would want it.

The eye-catching speech bubble in the top corner asking for ‘her’ size distracted users, making them question where they were. It didn’t seem to directly relate to the app, except that it was also in some of the screen shots.

Users also complained about being unable to select or enlarge individual screenshots. The screenshots on the page were instead grouped in composite images. The arrangement of images this way also prevents the page from scaling well for mobile devices, which is of particular concern for a site advertising a mobile app.

The links at the bottom of the page direct the user to filler pages left over from the only-partially-customized WordPress template used for the site. These pages further confused users with misleading or unrelated headings and lorem ipsum text.

App Testing and Usability
The app lacks a logo or identifying text, which caused users some confusion if handed the device with the app open, or if asked to recall the app name a few minutes after opening it. The most noticeable and recognizable element is the speech bubble asking for ‘her’ size, which directly and strongly genders any interactions with the app.

Users experienced confusion about the purpose of every feature of and even the core purpose of the App. Many were not sure if it was supposed to be a way to purchase gifts for others, to let them know what you wanted, or both. None of the text or screens in the app or the app store made this fully clear, and some appeared to contradict one another.
Navigating through the app proved difficult for both users, who frequently resorted to trial and error to discover which buttons would take them forward or back to where they wanted to be. For instance, after entering the “Tailored Gifts” screen, users had to press “Cancel” to go back instead of the navigation buttons present on many other screens.

The home screen introduced confusion with the initial options presented. The “Create New” button caused users to ask “New what?”. Is “Tailored Gifts” supposed to be things the app user wants or things the user’s friends want? Regardless, why is this information accessible under any of the profiles created in the app?

When attempting to create a profile, changing certain options removes or undoes other options. For instance, an attempt to create a male avatar with facial hair initially removes any selected head hair. Users were also confused by the bar of colors at the bottom of the app during avatar creation, and one of them tried tapping on them to change the color of the avatar’s clothing or hair items.

Users asked where they were supposed to get the size information the app asked for. Is the app just a database of friends’ sizes? Sizes were also somewhat unclear, employing unmarked units and incomplete information (e.g., shoe sizes were apparently in US sizes, but gave no option for width preference and were not marked as US sizes). Users were also unable to advance without entering all profile information, leading some to enter junk information to advance.

Icons for clothing items were confusing or misleading to users. Some appeared to overlap such that they were redundant (e.g., separate sizes for pants and shorts in male profiles). Users could not immediately identify the article of clothing represented by the long sleeved icon, and struggled to determine the measurement in question. Using a g-string or thong as the icon for women’s underwear caused disapproval by the female user.

Using the buttons on the profile creation data entry page to navigate to Stores or Tailored Gifts prevented all entered size information from being saved, and was the only way to avoid entering full size information (which resulted in having no stored size information).

Since the app can access contacts through facebook, users questioned the purpose of creating these profiles, suggesting that they import contacts instead to add the size information.

Navigation through the pages is deeply inconsistent, and even pages that have matching navigation schemes often cause different results when buttons are pushed.

The tailored gift options do not provide enough information. They do not display if they are available in specific sizes or color options, they do not display the merchant information, and no detailed product information or purchase link is available by tapping. When navigating the cards for the results of a search, the last item in the search cannot be dismissed even if previous
items exist to replace it. After selecting one or more tailored gifts, they appeared under all created profiles, leading users to further question the purpose of the profiles in relation to the tailored gift search options. The list was only accessible through the created profiles rather than existing as an independent list.

Significant typos ("Tailored Gfits") also distracted users. The "Discover" button serving as the navigate back button caused confusion and was only discovered after a period of frustrated trial and error by both users, only to be stymied again when the button has no function at all when the tailored gifts screen is accessed through search.

Conclusion
Users given an hour or more with the website and the app were unable to form a consistent or clear idea of the app’s purpose or primary use. Without this information, users could not create a model of how to interact with the app. The app’s misleading or confusing navigation further dissuaded users, and prevented them from testing their theories of how the app should work or what it was meant to do.