


USABILITY TESTING - "VEGAS (the app)"

Participant

	<p>Name: John Smith Kind of user: Potential ticket purchaser. Tech savvy. Gender: Male Age: 32 Device owned: Samsung Galaxy S5 Comments: x</p>
---	--

Tasks

1. Understand what this app is about and what can we do with it.

Instructions: "Can you please tell me what this app is about and what do you think you could do with it?"

Results: Participant understood that the app was about VEGAS and purchasing tickets in VEGAS.

Actions to take: None.

2. Make sure the navigation is understood on the home screen.

Instructions: "Can you describe how can you navigate through the different sections of the app?"

Results: At first he didn't notice other sections inside Home or the arrow on the VEGAS logo that leads to switching to other main sections, but after trying he found out.

However he is concerned that users will not notice the arrow on the VEGAS logo.

Actions to take: We should consider a UI change on the menu. Maybe changing the arrow for a hamburger icon or making a bigger change in the navigation to make it more clear how to switch from one section to the other.

3. Prove that users find, understand and use the menu properly.

Instructions: "Please find a way to access to other main sections of the app."

Results: The user found his way after having experimented with the app on task 1 and 2.

Actions to take: Navigation between main sections is not intuitive enough and is hidden. We should consider changing the menu with a dynamic Tab bar, which would allow the main sections to be visible and easier to access for the user.

4. Purchase a ticket.

Instructions: "Please find a way to purchase a ticket."

Results:

- The participant found the Seat map to be small. He took the phone closer to his face to look better at the details and couldn't zoom on the image.
- He was also confused with the colors on the seatmap and the colors on the ticket selection, as some of the colors on the seatmap were not found in the ticket selection.
- He wondered if the payment was secure.
- He found some fields for the credit card payment to be missing such as the expiration date.
- He also wondered whether if his payment information was being stored or saved somewhere during the purchase.
- He didn't think the green phone icon was for getting help assistance but for going to the phone app on the device.
- He found the checkmark icons on the submenu bar to be confusing.

Actions to take:

- Make the seat map bigger and zoomable
- Make sure the colors of the seat map have their correspondent colors on the ticket selection.
- Explain if the payment is secure; show some VeriSign logos.
- The credit card fields are missing and the experience there is very confusing. We need to fix and solve this.
- The names of the submenu bar maybe don't need to change, as the user didn't realize that the names were changing to checkmarks, and by changing them to checkmarks we are also removing the name of the section, which is not good.
- As we recommended to the customer, the phone icon should be gold as any other interactive element on the app. For now we need to respect their decision of being green but this finding needs to be communicated to the customer.

5. Getting the voucher of a purchased ticket and show it to the box office.

Instructions: *"Please find the voucher of the ticket you just purchased and show it to me as if I was the cashier on the box office and you wanted to exchange it for your real ticket."*

Results: This task could not be performed because we didn't have any dummy payment information that we could complete the process with.

Actions to take: Ask for dummy data to complete this task.

6. Add an event to Favorites and go find it after.

Instructions: *"Please find a way to add an event to your Favorites and go find it there right after."*

Results: Found it difficult to get out of Favorites and go back to Home. The participant thought that the VEGAS logo was the logo and the header and not the home section, so he didn't understand that he could tap on it to go back to Home. Brian said he would like the menu sections to be like a wheel he can spin to switch from one to another. Just like a picker wheel on iOS.

Actions to take: Review menu and its animations with Raul in order to come up with a better solution.

7. Sort a list of events from A to Z.

Instructions: *“Please find a way to sort events by their name.”*

Results: Brian could easily find the way.

Actions to take: None.

8. Explore section functionalities understanding.

Instructions: *“Please define all different ways of finding events on the Explore section.”*

Results: First he had difficulties understanding what the icons on the map tab bar meant, but after turning them on and off understood their meaning and functionality.

Actions to take: Make them more clear. Add dark overlay with explanations and arrows on every one of the three buttons.

9. Sharing the app.

Instructions: *“Please find a way to share the app with your friends.”*

Results: Brian easily found the way.

Actions to take: We should specify who we are sharing the app with on the options popup.

10. Customer service icon visibility.

Instructions: *“Please find a way to get help.”*

Results: He found help inside About but mentioned he wouldn't put it there as they are separate things. He also found help inside the Event details page and mentioned he would have put the information message on the bottom of the screen and not on the top, where he had a hard time noticing it.

Actions to take: Consider create a separate section for Help so it can be accessed from the Menu as another main section or as an icon in the corner of the menu when its open.

Consider putting the information message on the bottom at the end of the event details.

11. Customer service icon color preference.

Instructions: *“Please explain your preference for the customer service icon between white-gold-green based regarding its visibility.”*

Results: He said it would better to have it gold as the rest of the elements of the app and also mentioned he found too much text on the help copy next to the icon.

Actions to take: As we recommended to the customer, the phone icon should be gold as any other interactive element on the app. For now we need to respect their decision of being green but this finding needs to be communicated to the customer.

Consider cutting on the text near the icon. Let's be more clear and succinct.

12. Sign up for the offer newsletter.

Instructions to give to the user: *“Please find a way to get info on upcoming events sent to your email on a regular basis.”*

Results: He found it in the About section but first he thought it was just a header image of the section so he didn't pay attention to it immediately.

Actions to take: Let's leave the image there and move the option of “Get offers” as another cell in the table below.