Usability Test Plan

INTRODUCTION
TatThat is conducting usability testing as in-person sessions at local coffee shops.

BACKGROUND
TatThat is a mobile native app that assists tattoo artists and collectors in their tattoo giving/collecting ventures.

GOALS
The aim of this test is to determine the overall usability of the app and assess users' abilities to complete tasks.

TEST OBJECTIVES
- Can users easily log into and onboard into the app
- How useful are the tattoo categories for users?
- Can users easily locate tattoo artists/collectors?

METHODOLOGY
Moderated in-person testing in quiet corners of local coffee shops.

PARTICIPANTS
6 participants, all of whom has at least a few tattoos themselves.

SCHEDULE
Our user testing will be conducted through the dates of April 3rd- 6th in local coffee shops.

SESSIONS
10-15 minutes

EQUIPMENT
iPhone 10, Capture, notepad, and pencil/pen

METRICS
Jakob Neilsen's Error Severity Scale will be used
Error Severity Results

TASKS & SCRIPT
Usability Test Script and Tasks
Summary of Sessions

TEST REPORT

ISSUE 1: User went to menu to create account, with no way to make an account in menu
POSSIBLE SOLUTION:: add user sign-up and log-in into the menu
EVIDENCE: Users' first inclinations were to go to the menu instead of the profile feature to create an account.

ISSUE 2: Did not use the gallery
POSSIBLE SOLUTION: Combine features of the home and gallery into one landing page
EVIDENCE: Users want a direct location to go to in order to look up tattoo shops and styles.

ISSUE 3: User did not make it through AR tool without guidance
POSSIBLE SOLUTION: Market the AR tool better upfront, as with a video, and provide coaches marks to walk user through the process. Change the AR tool name to overlay.
EVIDENCE: Users want an AR tool feature to preview tattoos, but want a tool that makes sense when they are using it.

ISSUE 4: Bottom menu and permissions buttons were not fully functional
POSSIBLE SOLUTION: Make tap area larger for allowance options.
EVIDENCE: Users need to get from one page to another with ease.

ISSUE 5: User did not look through onboarding
POSSIBLE SOLUTION: incorporate coach marks in landing page.
EVIDENCE: Users were confused by some of the terminology covered in the discrete onboarding frames located above the log-in/sign-up features.

TatThat PROTOTYPE UPDATE in Figma

PREFERENCE TEST
Two versions of the introduction screens were presented to 10 users, ages 18-35, on Usability Hub. Version A had a focus on simplicity, and dark colored topography. While version B showed lighter colored topography and the original CTA terminology.

The simplicity of design A won users over. The use of the white topography, as in version B, was noted to be nice and clean. I will continue to see how users view the two designs as results continue to come in. For now I will be moving forward with design A.

<table>
<tr><td>Version A</td><td>Version B</td></tr>
<tr><td>70%</td><td>30%</td></tr>
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