

NewLeaf Usability Test Report

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Executive Summary

The usability test report reveals overall positive feedback on the design and appeal of the app. Most reviewers consistently gave it 5/5 ratings for its efficacy and welcoming feel. However, one reviewer suggested adding more color, and another recommended incorporating elements of the app's identity, like falling leaves or a splash of green in the background. On the Jobs page, there was a suggestion to increase the font size, as it felt too small for one reviewer.

In terms of functionality, reviewers expressed a need for a back button on pages to make navigation more user-friendly, as they often had to restart the flow to return to their original location. Additionally, some reviewers found the parallax effect applied to Edward Campbell's section during scrolling to be awkward. Another suggestion was to incorporate sliding animations for job description pages and to adjust the placement of the share button on the Community page.

The next steps for the project should focus on addressing the specific design and functionality suggestions provided by the reviewers. This includes incorporating more color or app identity elements into the design, increasing font size on the Jobs page, adding a back button for easier navigation, refining the parallax effect, implementing sliding animations for job description pages, and adjusting the placement of the share button on the Community page. Furthermore, the team should prioritize finalizing the design, resolving duplicated functions, creating missing pages, and ensuring all information is up-to-date with images and descriptions. These actions will help enhance the app's user experience and bring it closer to its full potential.

Detailed Findings

Cohesive User Experience

7/7 users stated that the screens for the different features of the app looked very cohesive and similar from a stylistic standpoint.

Depth and Professionalism

Users thought the app had incredible depth, felt very professional, and could see it being used in the real world. They felt that the direction and flow of the app was efficient, and that the small details really helped make it professional.

Navigation Needed

Reviewers felt the app needed a back-button on pages, as they had to constantly restart the flow to get back to their original place.

Adequate Use of Apple's HIG

Reviewers felt the app was designed with Apple's Human Interface Guidelines in mind. The app received comments on different components such as the navigation bar, date picker, and more.

Data Analysis

Quantitative

- 7/7 participants emphasized the need of backwards navigation on most of the screens in the app's design.
- 7/7 users had difficulty returning to previous screens after clicking on buttons in the app.
- 2/7 participants found it frustrating that they were unable to return to general notification center from certain screens.
- 2/7 users found issues when scrolling between different contact sections within the dashboard feature.
- 2/7 users disliked that they were navigated to the Connect feature when attempting to play the video on the Dashboard.
- 2/7 users found a bug in which they weren't allowed to continue the onboarding process unless the correct profile picture was chosen.
- 1/7 users claimed there was too much text on the onboarding pop-up cards during the initial tutorial.
- 1 user recognized varying transitions when different notifications were click on in the Notification Center.
- 1 user stated that certain job postings lead to the "Categories" page when clicked on.
- 1 user stated it was difficult to discern read messages from unread.
- 1 user suggested a new approach of the "experience" section on the jobs page.
- 1 user noticed a faulty protoype link that navigated them to an older version of the "Connect" tab.

Qualitative

- "The navigation bar is simple to navigate." - Eric Lopushansky
- "Populating text on the Sign-In/Sign-Up screen was helpful." - Eric Lopushansky
- "I like that your team consistently used the Apple Human Interface Guidelines." - Eric Lopushansky
- "Good use of pictures and non-bearing information" - Caleb Thiel
- "The title cards on the jobs page look very professional." - Amelia Avery
- "Great amount of detail in terms of interaction with the app." - Caleb Thiel
- "Nice job using negative states on the continue button when onboarding." - Caleb Thiel

Design Updates

High Priority:

- Backwards Navigation
 - 7/7 users found it difficult to return to previous pages and flows in the prototype. Feelings of frustration are understandable, since the current prototype isn't the most efficient way of switching between different screens and information.
- Finalize the Design
 - 2/7 users commented on how the prototype design was not finalized.
 1. There were some duplicated functions
 2. Some necessary pages were missing
 3. Information wasn't fully updated (missing images, descriptions, etc.)
- Dashboard
 - 1 user commented on the dashboard feature. They stated that the information presented on the dashboard could be organized in a better way using headings or categories. Some of the pages that are linked to buttons on the dashboard either need to be removed or changed.
- Profile Picture (Onboarding)
 - 2 users found a bug in which they weren't allowed to continue the onboarding process unless the correct profile picture was chosen.

Medium Priority:

- Dashboard - Profile Cards
 - 1 user claimed that it was difficult to understand the purpose of the profile cards on the dashboard (employers, friends, professionals, etc.)
- Resume Building Feature
 - 1 user questioned the absence of a "Resume Builder" feature. They suggested the addition of this feature would help the target audience with achieving the purpose of the app — making connections and getting employed.
- Read/Unread Messages Indicator
 - 1 user stated it was difficult to discern read messages from unread.
- "Experience" Section (Job Search)
 - 1 user suggested a new approach of the "experience" section on the jobs page.

Low Priority:

- Text Sizing
 - 1 user noticed a variation in font size between elements on the onboarding pop-up cards. This updates needs to take place to improve cohesion across pages and screens.

Onboarding Headers

Some of the headers on the onboarding screens are different from the ones used throughout the rest of the app. Replacing these headers would add to the over cohesive feel while using the app.

Encrypted Messages Notification

1 user claimed that the "Messages and calls are secure and encrypted..." message becomes redundant after completing the onboarding process. They suggested the notification could become more subtle if it remains placed at the top of a messages thread.

Appendix

Screener

1. How Old Are You?
 - 10-12 [Reject]
 - 13-17 [Reject]
 - 18-24 [Accept]
 - 24+ [Accept]
2. What Device is Being Used to Access This Study?
 - Desktop [Reject]
 - Tablet [Reject]
 - Android Phone [Reject]
 - iPhone [Accept]
3. Have You Previously Been Incarcerated?
 - Yes [Accept]
 - No [Reject]
4. How Recently Were You Incarcerated?
 - Within the Last 5 Years [Accept]
 - Within the Last 10 Years [Accept]
 - Longer than 15 Years [Reject]
 - Not Applicable [Reject]
5. What Features Are You Looking For In An App?
 - Job Search [Accept]
 - Connect with Businesses [Accept]
 - Connect with Friends [Accept]
 - Message Friends & Employers [Accept]
 - Discover local events/groups that align with your interests [Accept]
6. What Methods of Finding Work Have You Used in the Past?
 - In-Person Hiring Events [Accept]

- Online Platform (indeed, ZipRecruiter, etc.) [Accept]
- Social Media [Accept]

Participant Tasks

- Create an Account
- Navigate Onboarding Process
- Navigate the Following Features:
 - Dashboard
 - Connect
 - Job Search
 - Messages
 - Notifications
 - Profile
- Test the Efficacy of the Notifications Page
- Rate the Styles of the App's Welcoming Impression on a Scale of 1-5

Highlight Reel

<https://youtu.be/etPaO68LnZc>