

Ford Darien

Capstone Project

VGG

## **Veteran Golf Gang (VGG) Usability Testing Report**

### **1. Test Goals**

The purpose of this usability test was to evaluate how effectively users can navigate and complete core tasks within the Veteran Golf Gang application. The primary goals were:

- Assess ease of account access and onboarding
  - Evaluate the usability of group discovery and group creation features
  - Test event browsing and filtering functionality
  - Measure efficiency of completing a purchase in the VGG shop
  - Identify usability issues in navigation, layout, and user flow
  - Determine overall user satisfaction and clarity of the interface
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### **2. Methods**

#### **Testing Type**

Moderated usability testing

#### **Environment**

- Mobile prototype (Figma-based design)
- Simulated Android device layout

#### **Participants**

3 users representing target personas:

- Darius (Army veteran)
- Melissa (Marine veteran)
- Brian (Air Force officer)

#### **Tasks Tested**

##### **Darius Flow**

1. Create account
2. Create a group
3. Sign out

## **Melissa Flow**

1. Sign in
2. Find and join a local group
3. Browse events
4. Filter by tournament and intermediate
5. Join event (June 14)
6. Sign out

## **Brian Flow**

1. Sign in
2. Select home course
3. Explore Veteran Links
4. Shop and purchase hat
5. Sign out

## **Data Collection**

- Task completion success rate
  - Time on task
  - Observations of user behavior
  - Verbal feedback during testing
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## **3. Participant Profiles**

### **Participant 1: Darius**

- Army veteran
- Age: 38
- Moderate tech experience
- Goal: Build community and create groups

### **Participant 2: Melissa**

- Marine Corps retiree
- Age: 40
- Intermediate tech experience
- Goal: Find safe, inclusive golf groups and events

### **Participant 3: Brian**

- Air Force Captain
  - Age: 34
  - High tech proficiency
  - Goal: Customize experience, explore resources, and shop
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## **4. Findings**

## Positive Findings

- Users successfully completed all primary tasks
- Navigation structure (Home, Groups, Events, Profile) was intuitive
- Military-themed UI increased engagement and relatability
- Event filtering (type and skill level) was easy to understand
- Group creation flow was clear and logical
- Checkout process was simple and efficient

## User Feedback Highlights

- “The layout makes sense, I knew where to go next”
  - “Filters helped me find exactly what I wanted quickly”
  - “The military theme feels personal and motivating”
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## 5. Issues Identified

### Navigation Issues

- Some users hesitated between “Groups” and “Events” tabs
- “My Local Golf Club” label was unclear to first-time users

### Clarity Issues

- “Group Type” vs “Event Type” caused confusion initially
- Some icons lacked labels, reducing clarity

### Filtering Limitations

- Users wanted more advanced filters, such as:
  - Distance slider
  - Skill level presets
  - Gender-specific groups more visible

### Visual/UX Issues

- Buttons near bottom navigation felt slightly crowded
- Some text contrast could be improved for readability
- Event cards lacked quick preview details

### Shopping Flow

- No order confirmation email or tracking mention
  - Users wanted product reviews or ratings
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## 6. Recommendations

### Navigation Improvements

- Rename “My Local Golf Club” to “Home Course”
- Add brief tooltips for first-time users

### **UI/UX Enhancements**

- Increase spacing between navigation buttons
- Improve text contrast for readability
- Add labels under icons for clarity

### **Filtering Enhancements**

- Add advanced filtering options:
  - Distance range slider
  - Skill level presets
  - “Women Only” quick filter toggle

### **Event & Group Pages**

- Add preview snippets (date, skill level, availability)
- Highlight joined events more clearly

### **Shopping Improvements**

- Add order confirmation screen with tracking info
- Include product ratings and reviews
- Provide estimated delivery time

### **Onboarding**

- Add a short guided walkthrough for new users
- Highlight key features like groups, events, and shop

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## **7. Conclusion**

The Veteran Golf Gang application demonstrates strong usability, with users successfully completing all major tasks. The interface is intuitive, visually engaging, and aligned with the needs of veteran users. While the overall experience is effective, improvements in navigation clarity, filtering options, and UI spacing will significantly enhance usability and user satisfaction.