

Prototype 1.0

This analysis presents the findings from a usability study conducted on a pen-and-paper model of a proposed application. The goal was to evaluate user interactions and gather feedback on the design and functionality before digital development began.

Methodology

The usability study was conducted with one person representing the target demographic. The participant was provided with paper prototypes to simulate the application's interface and was asked to complete specific tasks while thinking aloud. I took notes on user behaviors, challenges, and general feedback.

Study Objectives

1. To assess the clarity and intuitiveness of the interface design.
2. To identify any usability issues with navigation and task completion.
3. To gather qualitative feedback regarding user satisfaction and overall experience.

Tasks

The participant was tasked with accessing the main menu. Navigating around the site. Complete a sample transaction and review the website while speaking out loud for guidance.

Findings

1. Clarity of Interface: The user found the layout intuitive but expressed some confusion regarding icon meanings. The participant struggled with understanding the functionality of specific icons. Suggestions included providing brief text descriptions alongside icons to improve clarity.
2. Navigation Challenges: While the overall navigation flow was smooth, there were difficulties when trying to return to the main menu after completing tasks. Recommendations included incorporating a consistent back button or breadcrumb navigation system to enhance user orientation.
3. Task Completion: The participant reported completing the tasks with minimal assistance. However, the time taken was long due to hesitation and uncertainty. It was noted that a more guided onboarding process could help reduce completion time for new users.

4. User Satisfaction: Feedback was generally positive, with the user appreciating the simplicity of the design. The Participant stated that the pen-and-paper model allowed for quick modifications and fostered creativity in the design process. However, improvements to the visual hierarchy were suggested to emphasize essential buttons and features.

Conclusion

The pen-and-paper usability study provided valuable insights into user interactions with the proposed application interface. While the overall design received positive feedback, issues related to icon clarity and navigation should be addressed in the next iteration of the design.

Recommendations for Further Development

Conduct a redesign of the ambiguous icons with additional text labels. Implement a more straightforward navigation structure, potentially with a back button. Explore the addition of tutorial prompts or guides to assist users in navigating the app's features.