# Usability Test Report

**Project**: Qoke Bottle Factory
**Date**: March 1, 2025
**Conducted by**: Zaria Anderson
**Participants**: 5 users (3 new users, 2 returning fitness app users)

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## 1. Objectives of Testing

- Evaluate ease of navigation for new users
- Test the clarity of fitness program options and meal plans
- Assess user understanding of the membership dashboard
- Identify friction points in booking personal training sessions and accessing workout videos
- Collect feedback on visual design, content clarity, and engagement features

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## 2. Methodology

- **Type**: Moderated Remote Testing (via Zoom)
- **Duration**: 30–45 minutes per participant
- **Tasks Tested**:
    1. Sign up and complete the onboarding quiz
    2. Find and start a beginner workout
    3. Access the meal plan section and download a guide
    4. Book a session with Zaria
    5. Join a fitness challenge
    6. Purchase merchandise
    7. Navigate to the progress dashboard and interpret results
- **Tools Used**: Screen recording, post-test surveys, observation notes

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## 3. Key Findings

### A. What Worked Well

- **Sign-up process** was smooth and intuitive
- Users **liked the personal tone** of Zaria's intro and coaching style
- **Video workouts** were easy to start and well-paced

- Users appreciated the **variety of challenges** and progress tracking tools
- Most users found the design to be **visually appealing and modern**

### B. Pain Points Identified

| Issue | Description | Impact Level | Recommendation |
|---|---|---|---|
| Confusion on Dashboard | Users didn't immediately understand how to track progress | Medium | Add a brief tutorial or tooltip guide on first login |
| Meal Plan Navigation | Users expected recipes to appear on the same page as meal summaries | Low | Include recipe links directly on the meal plan overview |
| Booking Process | One user struggled to locate the "Book Zaria" button | Medium | Make the booking CTA larger and include it in the dashboard |
| Merchandise Checkout | The checkout flow had too many steps | Medium | Streamline cart > payment > confirmation process |
| Challenge Join Confirmation | Users weren't sure if they successfully joined a challenge | Low | Add a confirmation pop-up and email notification |

## 4. User Quotes

"I love how clear the workouts are, but I wasn't sure if I was progressing until I clicked around a few times."

"It would be nice if the meal plan showed today's meals right on the home screen."

"Zaria's intro made me trust the program more — I felt like I wasn't just a number."

## 5. Recommendations Summary

- Add onboarding tooltips or a short welcome walkthrough video
- Improve visibility of session booking features
- Simplify navigation between dashboard sections
- Streamline checkout for merchandise
- Provide real-time visual confirmations for user actions (e.g., joined challenges)

## 6. Success Criteria (Post-Testing Targets)

| Metric | Pre-Test Result | Target Post-Update |
| --- | --- | --- |
| Task Completion Rate | 78% | $\geq 90\%$ |
| Time to Complete Onboarding | Avg. 5 mins | $\leq 3$ mins |
| User Satisfaction Score (1–5) | 4.0 | $\geq 4.5$ |
| Reported Confusion Instances | 7 in total | $\leq 2$ total |