

Prepared for



CSUE1030 APPLIED UX DESIGN
Assignment 5

User Testing & Prototyping



RECIPE FOR SUCCESS PREPARED BY:

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AGENDA

- 03** Introduction
- 05** Concept Selection
- 06** Mid Fidelity Concept
- 06** High Fidelity Concept and Prototype
- 09** Usability Test, Tasks
- 14** Usability Test, Opinion Scale
- 15** Usability Test, Open Questions
- 18** Key Findings
- 19** Key Recommendations



INTRODUCTION

After reviewing our three mid-fidelity concepts, our client picked one to be developed into a high-fidelity concept. Feedback was provided to make sure that important functions were included which allowed us to prioritize specific features.

These features include:

1. **A way for users to set up re-occurring availability and rates.**
 2. **A way for users to copy and paste availability and rates to different days.**
 3. **A way for users to still edit specific days outside of the re-occurring availability.**
-

USABILITY TESTING:

Using our high-fidelity concept, a series of tasks that represent a user journey through the rates and availability feature was drafted. A prototype was created to set up a usability test in Maze.

RECAP – ORIGINAL PROBLEM STATEMENT AND SCOPE:

Kitchen listing creation and management functionality for Syzl were quickly assembled with minimal effort spent on user experience design. This has led to issues with the host experience that can cause inaccurate kitchen availability information.

- The calendar, kitchen availability, and rates function need specific attention, as they are difficult to keep updated and accurate.
- Complete user research including usability tests, interviews, heuristic analysis, and persona creation.
- Improve Syzl users' experience in the calendar, kitchen availability, and rates function, with a specific focus on the Kitchen Owner/ host experience.
- Align all new products and deliverables with Syzl's current branding and UI.

INTRODUCTION

ORIGINAL RATES AND AVAILABILITY FEATURE:

Syzl

Search Bookings Inbox Me

← Edit Kitchen Section

Add your kitchen info and we will contact you to clarify, finalize and approve the details to get your kitchen to work!
Required fields *

Kitchen Section Default Rates (\$/hr)*

25

Enter an hourly rate

Set individual rates Set to default \$25/hr

⊙ BACK

LOCATION ✓ FEATURES ✓ RATES ✓

Save listing Submit listing

Hourly Rates Cancel

Default rate: \$ 25 /hr Set all

Sunday rate: \$ 25 /hr Set day

⊙ Sunday ⊙

Set Sunday as unavailable

Copy Sunday rates to: All days

Or to specific days:

Mon Tue Wed Thu Fri Sat

12 am \$ 25 /hr

1 am \$ 25 /hr

2 am \$ 25 /hr

3 am \$ 25 /hr

4 am \$ 25 /hr

Done

KEY ISSUES:

- Manual inputs for each hour of each day.
- No way to edit an individual day (Example: each edit applies to all Sundays, etc.).
- No indication on how to mark a time slot as unavailable.
- Not a traditional calendar view.
- Default rate input overrides all unavailable time slots and rates without informing the user.

CONCEPT SELECTION:

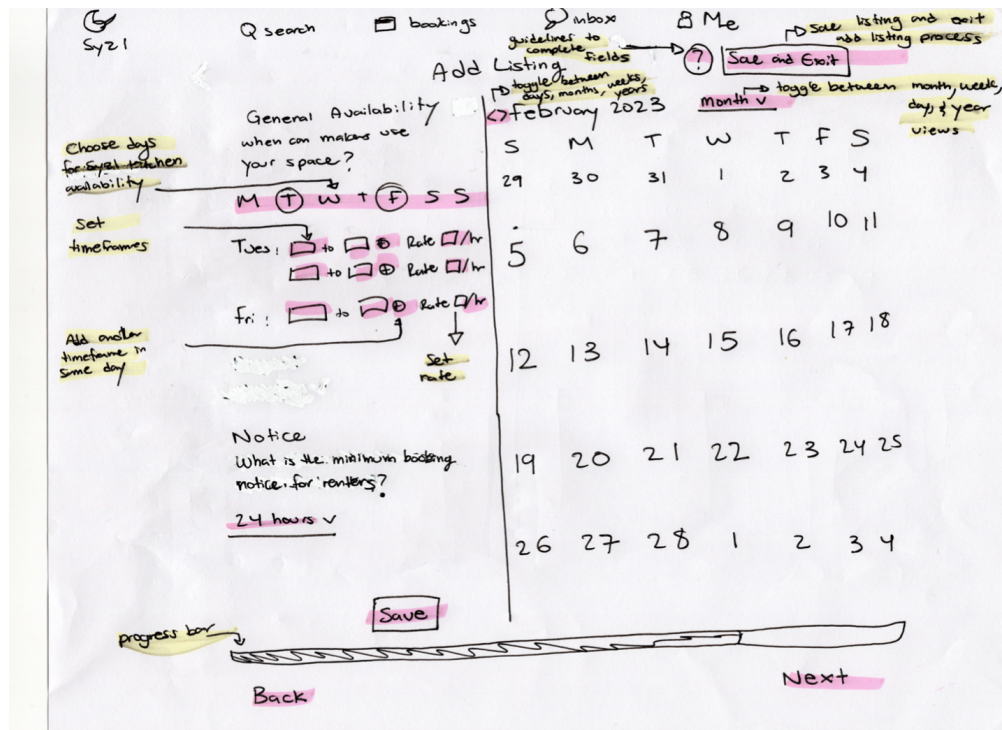
Our client preferred one option throughout the design process, while adding elements from other concepts in order to improve it, such as their preferred UI design and features.

Our client requested specific features be prominent, this included the ability to set up re-occurring rates and availability, the option to copy and paste rates and availability, as well as the ability to edit a single calendar day if needed. Some "nice to have" features included an autosave indicator and a better breadcrumb navigation menu.

These features combined will allow Kitchen Owners to quickly set up regular availability and rates, as well as quickly edit dates and time slots as plans change. It is our hope that the ability to quickly edit and delete availability will also reduce cancelled bookings due to inaccurate availability.



Rough Sketch of Selected Concept:



MID FIDELITY CONCEPT

General Availability & Rates

On any given day of the week, when can makers use your kitchen and at what cost?

M T W T F S S

Monday

1:00 AM - 2:00 PM	\$ 0 / Hour	🗑️
1:00 AM - 2:00 PM	\$ 0 / Hour	🗑️

+ ADD

Tuesday

◀ ▶ MAY / 2023 Month ▾

MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
28	29	30	31			

⏪ BACK NEXT ⏩

HIGH FIDELITY CONCEPT

During the process of creating our prototype, we implemented a strategic plan in order to focus on the functionality of the design while being mindful of our timelines. Our client was shown a preview of the prototype along with the suggestion to have our team run the usability test while incorporating feedback from the client on a second iteration of the prototype.

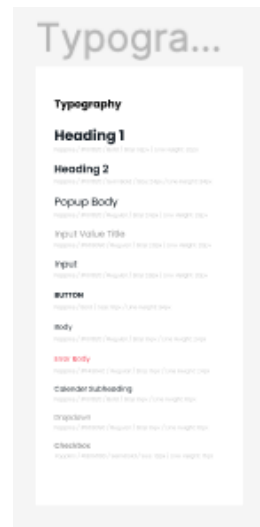
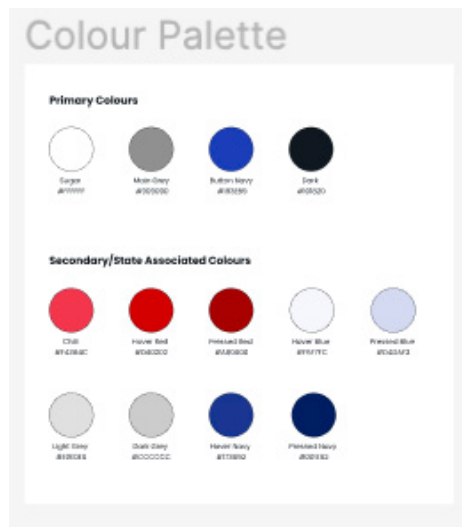
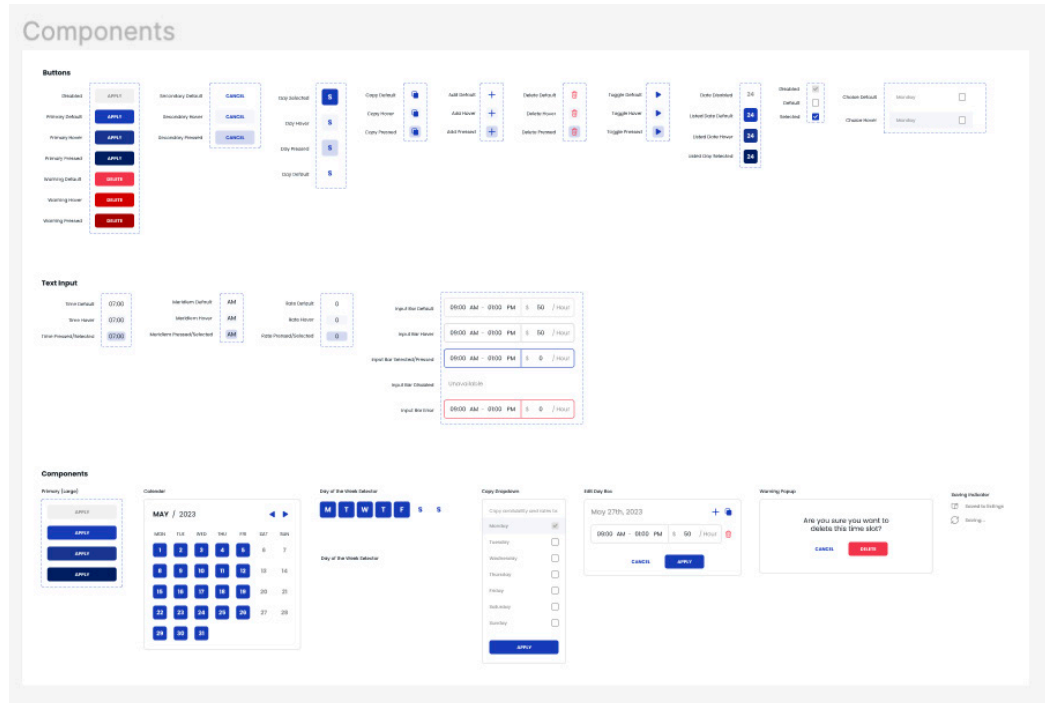
This way, our client's feedback was prioritized and the findings from the usability test are still included in our final recommendations.

- All elements in the style guide have been designed to reflect Syzl's current branding.
- Design elements related to destructive actions and warnings have also been included.
- Syzl's existing process has been streamlined to enhance intuitiveness and minimize clutter, showing input bars only when necessary.
- Hover states play an important role in this design language, signaling to users which elements are interactive.

FINAL PROTOTYPE

Go to Style Guide

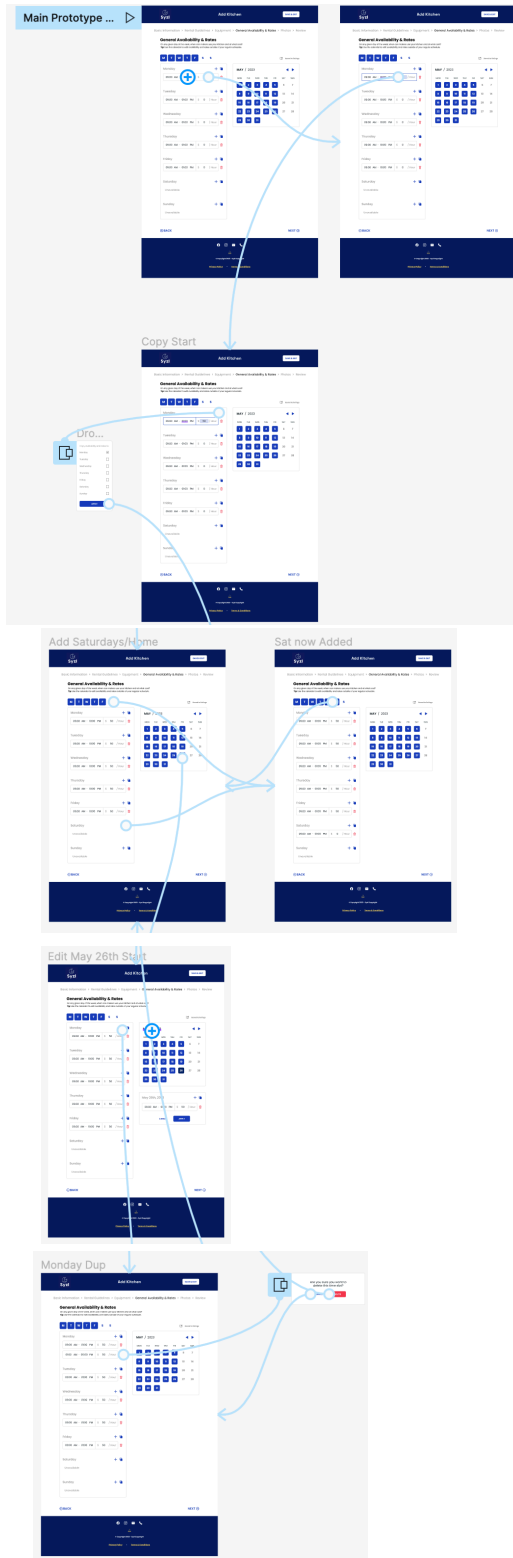
Style Guide in Figma



FINAL PROTOTYPE

Go to Screens

Screens in Figma



USABILITY TEST

We created a series of 5 tasks in Maze based on a simple user journey. Through the heatmaps, average time on task, and success rates, we can see that all 11 testers all made it through the entire series of tasks with relative ease compared to the usability test run on the original listing creation process.

TASK 1

ADD SATURDAYS

"As a commercial kitchen owner, imagine you want to list your kitchen on Syzl Monday to Saturday. Using the appropriate elements on the page, please add a listing for Saturday."

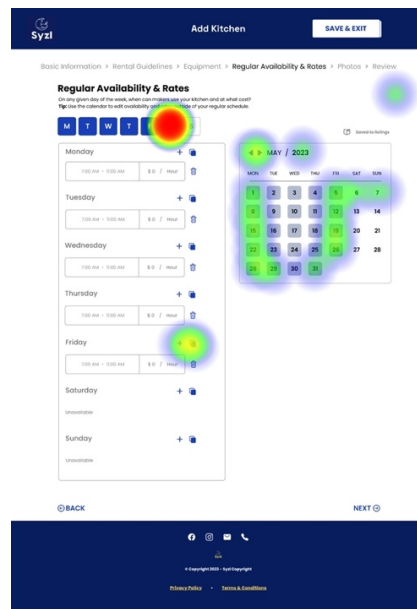
Success: **100%**

PATH 1:

Number of testers: 9

Average time: 45.75 seconds

Misclick rate: 69%

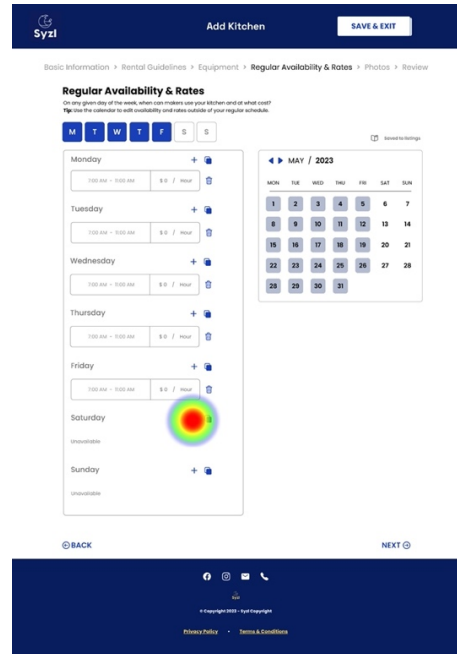


PATH 2:

Number of testers: 2

Average time: 24.16 seconds

Misclick rate: 50%



USABILITY TEST

TASK 2

COPY FRIDAYS INFORMATION TO SATURDAYS

"Awesome! You've realized that you would like to have the same availability and rate on Saturdays as you do on Fridays. Please copy over your availability for that day."

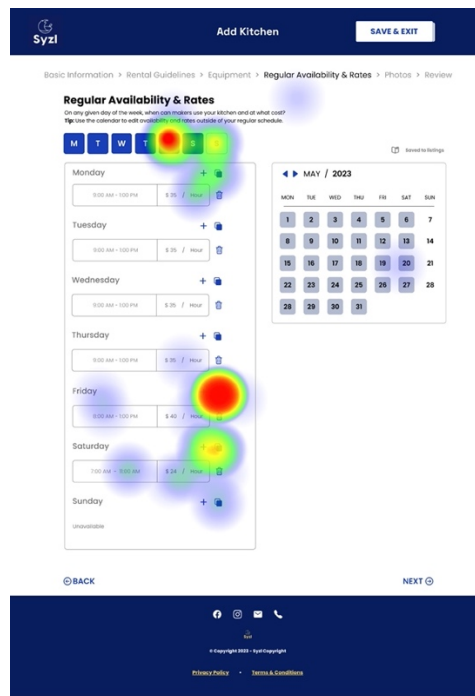
Success: **100%**

PATH 1:

Number of testers: 11

Average time: 33.15 seconds

Misclick rate: 84.7%



USABILITY TEST

TASK 3

ADD A SECOND SLOT FOR MONDAYS

“Great job! You have more availability in the evening on Mondays. Please add a second slot for Mondays”

Success: **100%**

PATH 1:

Number of testers: 11

Average time: 5.82 seconds

Misclick rate: 54.2%

Regular Availability & Rates

On any given day of the week, when can makers use your kitchen and at what cost?
Use the calendar to edit availability and rates outside of your regular schedule.

Monday 9:00 AM - 1:00 PM \$ 25 / Hour

Tuesday 9:00 AM - 1:00 PM \$ 25 / Hour

Wednesday 9:00 AM - 1:00 PM \$ 35 / Hour

Thursday 9:00 AM - 1:00 PM \$ 35 / Hour

Friday 9:00 AM - 1:00 PM \$ 40 / Hour

Saturday 9:00 AM - 1:00 AM \$ 40 / Hour

Sunday Unavailable

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USABILITY TEST

TASK 4

REMOVE SATURDAYS

"Uh-oh! You've realized that your kitchen cannot accommodate renters on Saturdays. Please update your availability to reflect this change."

Success: **100%**

PATH 1:

Number of testers: 9

Average time: 6.58 seconds

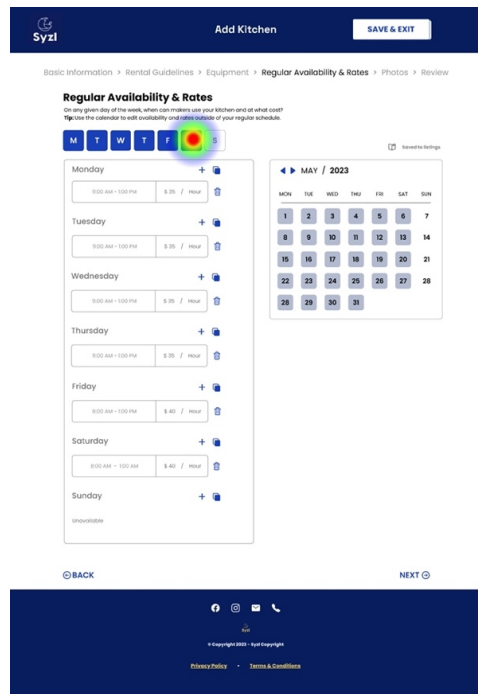
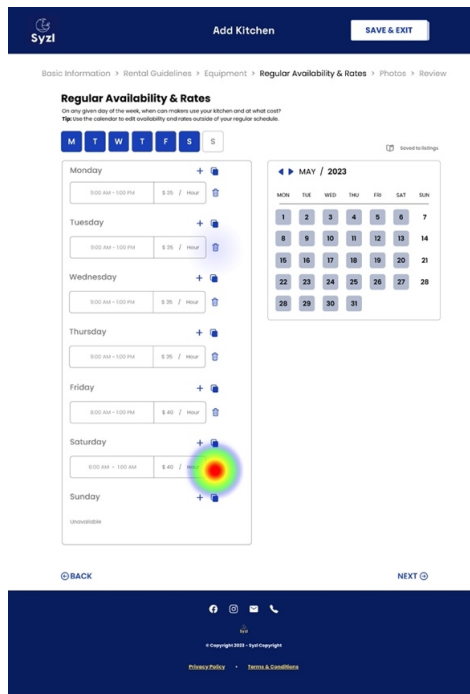
Misclick rate: 52.6%

PATH 2:

Number of testers: 2

Average time: 5.89 seconds

Misclick rate: 0%



USABILITY TEST

TASK 5

KITCHEN CLOSED ON MAY 24TH

"Great catch! You remembered that your kitchen will be closed on May 24th. Using the appropriate elements on the page, please update your availability to reflect the closure."

Success: **100%**

PATH 1:

Number of testers: 11

Average time: 10.47 seconds

Misclick rate: 65.6%

The image displays two side-by-side screenshots of the Syzi 'Regular Availability & Rates' interface. The left screenshot shows the 'Regular Availability & Rates' page with a calendar for May 2023. The right screenshot shows the same page with a red circle highlighting the 'May 24th, 2023' date in the calendar, and a red circle highlighting the 'APPLY' button in the date selection modal. The 'SAVE & EXIT' button is highlighted in green in both screenshots.

USABILITY TEST

OPINION SCALE

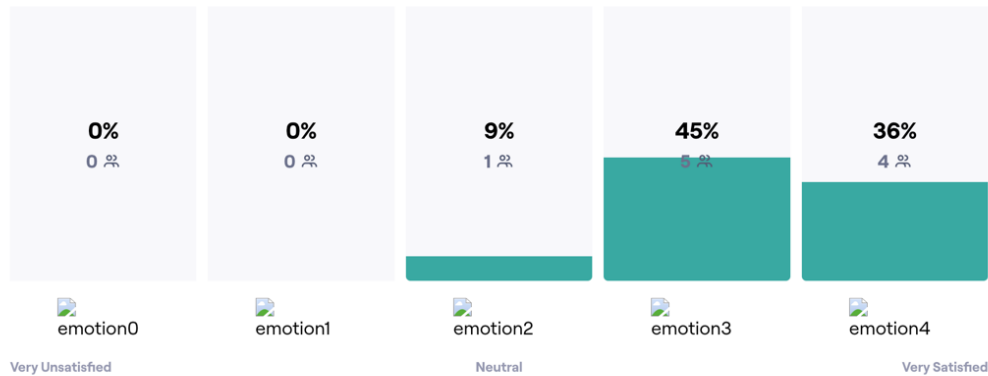


How satisfied were you with the overall availability and rate management experience?

Opinion Scale

11
Responses

4.3
Average

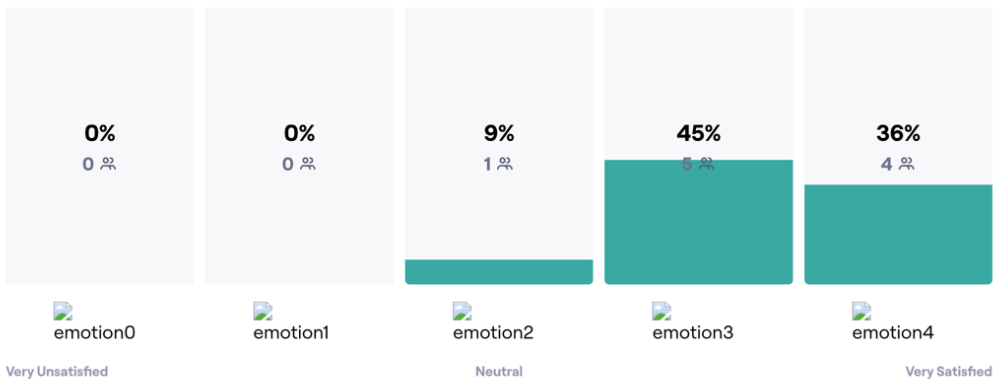


Are you satisfied with the visual design and layout of the experience?

Opinion Scale

11
Responses

4.3
Average



USABILITY TEST

OPEN QUESTIONS

What specific aspects of the prototype did you find most useful, and why?

"I liked that the platform was really easy to use. However, I had a hard time understanding how to duplicate one day's availability into another day. All in all, the platform was really straightforward and easy to understand."

"I only used one"

"The user interface was very straightforward and user friendly, was able to figure out tasks quickly."

"I liked the big fonts, it was easy to see everything in the calendar."

"Icons helped with knowing what steps to take"

"Calendar"

"The ability to copy and paste from one day to another"

"The icons and calls to action matched what I use on other sites, so the familiarity helped me navigate pretty seamlessly."

"Intuitive and easy to use!"

USABILITY TEST

OPEN QUESTIONS

What aspects of the prototype did you find confusing or difficult to use, and how do you think they could be improved?

"None"

"When I deleted the May 24th availability by clicking the trash can icon, I didn't think I'd have to click again to apply. Clicking the icon should have been enough to complete the task."

"the last task; I deleted the schedule, but I also had to apply that deletion. (I thought I had accomplished the task when I clicked delete, but then I looked down and guessed that I also needed to click apply). I would either have it be applied with the deletion or give a more obvious indicator that I'm not done yet"

"The list on the right"

"At first I was confused when clicking the copy feature from Monday to Saturday, if I remember well the first one I clicked didn't work as I expected, so I was wondering around. That process on how and then when it was copied was confusing to me, maybe adding some guide and a prompt when the task was done."

"Removing a single day from the calendar had two steps, so I at first thought I had completed the task but didn't get the "all good" so seeing that I missed the "apply" prompt is something that could be missed by people new to the app"

"I found the duplication of information from one slot to another was a bit confusing, but once you get a handle on what you need to do, using the platform can be quite easy. I think providing a "platform tour" or a "step by step guide" on how to use the platform would be ideal for first-time users."

USABILITY TEST

OPEN QUESTIONS

Is there anything missing from the prototype that you would like to see added, or anything included that you feel is unnecessary?

"Nope it's great!"

"No"

"No, I thought it was great"

"The calendar days colors, maybe. it seemed too saturated."

"Honestly I was concentrated in doing the task I didn't really look around."

"Everything looks great! Maybe a step by step guide of the platform could be useful for first time users, but the platform itself is very user-friendly and straightforward."

KEY FINDINGS

Through the information recorded in the heat maps and average time on task, it is clear that testers were able to navigate through the prototype and complete the tasks fairly quickly without getting frustrated or skipping any tasks.

In addition, the heatmap in Task 1 shows that users were more inclined to click on the days of the week buttons at the top, rather than the other options available.

Feedback on one specific area was revealed through the open questions. In the option to edit availability on individual days, 3 testers commented that they did not like that this process has two steps. First, a user must click the trash can icon to delete the time slot, and second, they must click the apply button.

Some confusion came from the copy and paste feature, which could be solved by a short tutorial or onboarding pop-up.

Multiple users commented that the UI was intuitive and that they found the icons useful.

The image shows a user interface for editing availability. At the top, there is a navigation bar with left and right arrows and the text "MAY / 2023". Below this is a calendar grid with days of the week (MON to SUN) as column headers. The dates are arranged in a grid, with the 24th of May highlighted in a dark blue box. Below the calendar is a form for editing the selected date. The form has a header "May 24th, 2023" with a plus sign and a copy icon. The main area contains two input fields: "9:00 AM - 1:00 PM" and "\$ 35 / Hour". To the right of these fields is a trash can icon. At the bottom of the form are two buttons: "CANCEL" and "APPLY". The trash can icon and the "APPLY" button are highlighted with yellow boxes.

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
28	29	30	31			

May 24th, 2023

9:00 AM - 1:00 PM \$ 35 / Hour

CANCEL APPLY

KEY RECOMMENDATIONS

If Syzl were to incorporate this feedback into the prototype, our key recommendations based on the usability test findings are as follows:

- The ability to delete a single time slot in the calendar should be a one step process.
- Add an onboarding tutorial or pop up to show users how to add time slots, copy and paste rates, and use the calendar feature.

Recommendations for using the prototype and style guide for further development:

- Incorporate a monospaced font in the style guide that complements Poppins for use with numbers and calendar text.
- Enhance the experience for setting up a listing by providing more focus and streamlined steps.
- Ensure consistent button state design throughout the site.
- Implement a vacation button feature that can be accessed either through the profile page or during the edit/add listings process.
- Introduce a summary page before users submit their listing information.
- Categorize similar information in the add listing process to create a more cohesive and predictable user flow.

KEY RECOMMENDATIONS

WHAT DID WE LEARN?

Our takeaways from the prototyping and usability test assignment:

- More time! More time was needed for brainstorming, designing, prototyping, and testing.
- We struggled to find testers who could complete the test in such a short timeframe and had a computer to do so, for future testing, we could reach out to potential testers ahead of time for screening.

