

Cat Collab Usability Test Findings

Objective

Determine ease and usability for:

- Navigating menu and logging into the site
- Searching and interacting with the map to initiate a project
- Scheduling and booking dates using calendar/date picker
- Selecting required item quantities throughout the design
- Recruiting volunteers for specific roles and dates
- Navigating the tab bar elements as needed

Assumptions & Hypotheses

1. Users won't have issues with logging in using the menu

Quite the opposite, there was more abandonment and a higher misclick rate in the login process than the rest of the task flow. It centered mostly on the avatar selection screen, for choosing volunteer, group, or organization.

2. Searching by zip will work fine as a recognized Google pattern

People overall recognized what they could do, but I failed at making certain UI elements clickable that users expect to be functional.

3. Selecting cat icons may have hesitation.

No one clicked on the cat icons, and most people tried to use the filters.

4. Users will tap the increment/decrement + and - buttons versus selecting the digit between them.

Confirmed, no clicks on the digits.

5. Calendars will be tapped for dates.

Strangely enough, users did not consistently tap the dates on calendar related tasks. For example, there were only a few taps on the clinic booking task, a lot of taps on setting the trap date task, and no taps on the volunteer assignment task. Perhaps the instructions just weren't clear?

6. Picking supplies will be familiar with the + and - increment/decrement buttons already established earlier in the process.

Actually, no users clicked on the increment buttons on this step.

7. Users will pick roles for volunteer recruits on the list tab, and use the calendar tab specifically for date picking, versus using doing both on the calendar tab.

A lot of clicks were made on the calendar tab, as well as the CTA, though both would be equally viable in a real scenario. In addition, a couple users said it felt like an unnecessary extra step and that it could be one step for the roles and dates on recruiting.

8. Users will recognize the tab bar design pattern and may use them without explicit instruction to do so.

Confirmed, many clicks were made on tabs outside of the intended or expected paths.

Follow-up Questions

1. How difficult were the tasks?

Half of the 6 responses were “not difficult”, and the other half were “a bit difficult”, “a little difficult”, and “somewhat easy”.

Pain points cited:

- Small print on the phone image
- Confusing for dates to be picked after tasks were chosen
- Unclear on what exactly to do on first calendar task (book a clinic)
- Small checkboxes
- Recruiting volunteers took longer than expected and should be one step
- Uncertain which group to select in the login section, expecting to see “employee” as an option.

2. What was your first impression of the brand?

- Calm
- Professional
- Friendly
- Caring
- Organized
- Advocates the cause
- Gorgeous
- Cute
- Well designed
- Helpful

3. What additional feedback do you have for the design?

- This might offer benefit to certain rescues
- Sign in page difficulty not realizing they needed to select a circle icon for volunteer, group, or organization
- Easy to use once you know what you want to accomplish

- Elements used well and recognizable
- Colors were inviting and fun.
- Accessibility may be an issue with color and text contrast, and text size (using 16 in computer)
- Check boxes seemed a bit small
- Expected supplies needed to be checked off in the checklist page
- Consider listing the organization the volunteers belong to

Usability Goals

1. Easy and frictionless understanding and completion of the tasks given.

Needs iteration

2. Brand should feel cute, playful, compassionate, and educational.

Achieved, based on feedback

Success & Error Rates

Total of 9 testers

Some of the high success rates are not backed up by intended clicks - some steps just were not followed per instructions, but they did make it to the next screen via the CTA. There was no way to make the progression conditional.

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|---|---|
| <ol style="list-style-type: none"> 1. Login <ol style="list-style-type: none"> a. 55.6% success b. 44.4% give-up/bounce 2. Start a Project <ol style="list-style-type: none"> a. 85.7% success b. 14.3% give-up/bounce 3. Book a Clinic <ol style="list-style-type: none"> a. 100% success b. Stat misleading - based on clicks, tasks not followed 4. Set Trap Date <ol style="list-style-type: none"> a. 100% success b. Stats verified with clicks | <ol style="list-style-type: none"> 5. Fundraising <ol style="list-style-type: none"> a. 100% success b. Stat misleading - based on clicks, tasks not followed 6. Recruit Volunteers <ol style="list-style-type: none"> a. 100% success b. Stat misleading - based on clicks, tasks not followed 7. Check Project Status <ol style="list-style-type: none"> a. 57.1% direct success b. 28.6% indirect success c. 14.3% give-up/bounce |
|---|---|

Next Steps

Making adjustments based on test results.

1. Login screen
 - Possibly remove the avatar selection
 - Consider changing “Organization” to “Employee”
 - Maybe put instruction text to select the appropriate avatar
2. Map
 - Make keyboard clickable on search button and numbers
 - Make filters functional on map
 - Put instructions to click on the cat icons
3. Calendar steps
 - Consider putting instructions to tap on desired dates
4. Recruiting
 - Remove tabs and keep all in one step
5. Checklist
 - Play with styling to differentiate between clickable and non-clickable checks
 - Maybe a strike-through, like an item that is done on a to-do list?
 - Maybe add text saying checked is fulfilled and unchecked is unfulfilled