

Think Ink Tattoo App

Usability Test Report

Introduction

I conducted six usability tests for the Think Ink prototype (four in-person and two remote). Participants completed five tasks related to various core functionality and features including account creation/log in, adjusting settings and filters on the tattoo design gallery, finding an artist, and searching for a specific tattoo article.

All six participants expressed admiration and compliments for the app's logo and overall aesthetic appeal. Additionally, each tester understood the primary purpose of the app, including two testers who skipped the onboarding screens. When responding to a post-test question on overall satisfaction and ease-of-use (1-10 scale, with 10 being "very easy to use"), all participants responded favorably, with five out of six giving the app a rating of 8 or above.

Errors and other issues were minimal and primarily related to several ambiguities with UI icons. No errors proved to be catastrophic. Below is a full report on these issues, their severity, and proposed solutions.

Issue 1

Participants didn't recognize the grid view icon and/or felt lost trying to change the view.

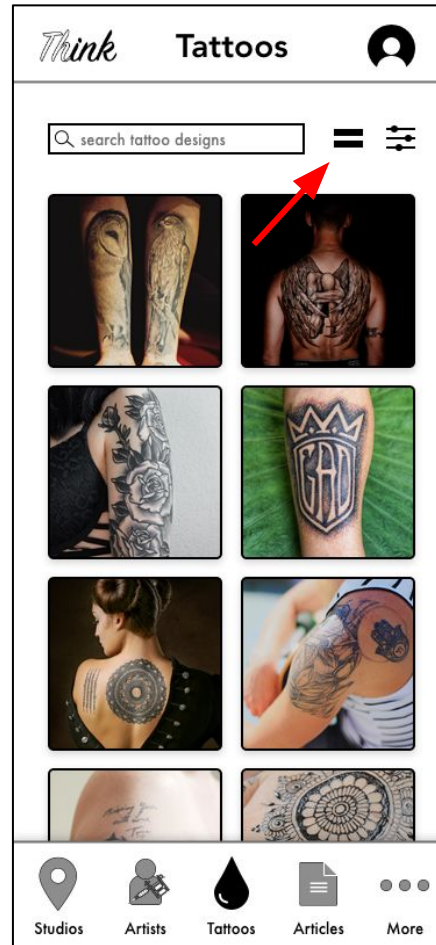
Severity: High

Solution: Change the icon to something more recognizable and add a label.

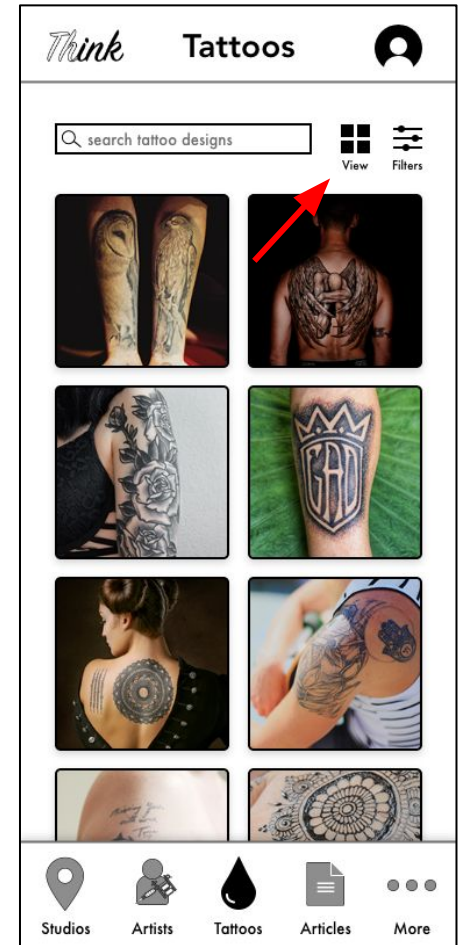
Evidence: Only two participants (P3 and P4) correctly chose the grid view icon on the first try, but both admitted afterward that it was a guess, and just by looking at it they had no idea what the icon meant.

P1 and P2 found the icon only after exhausting every other option, and P5 and P6 didn't even try to change the grid view, instead just enlarging a single image and choosing to increase its size that way.

Adjusting the icon to something more intuitive will help, but also adding a label should bring immediate clarity.



Original



Revised

Issue 2

Participants thought the full screen button on the image view was a close ("X") button.

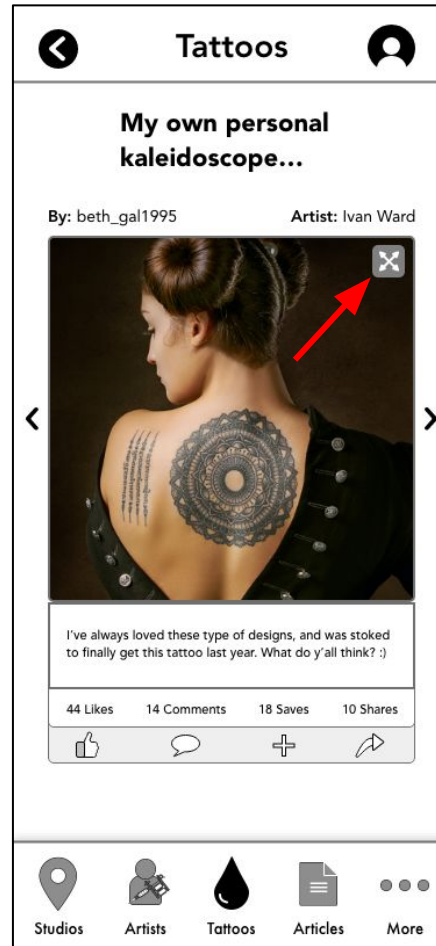
Severity: Medium

Solution: Adjust the full-screen icon to more clearly define the lines so that it doesn't look like an X.

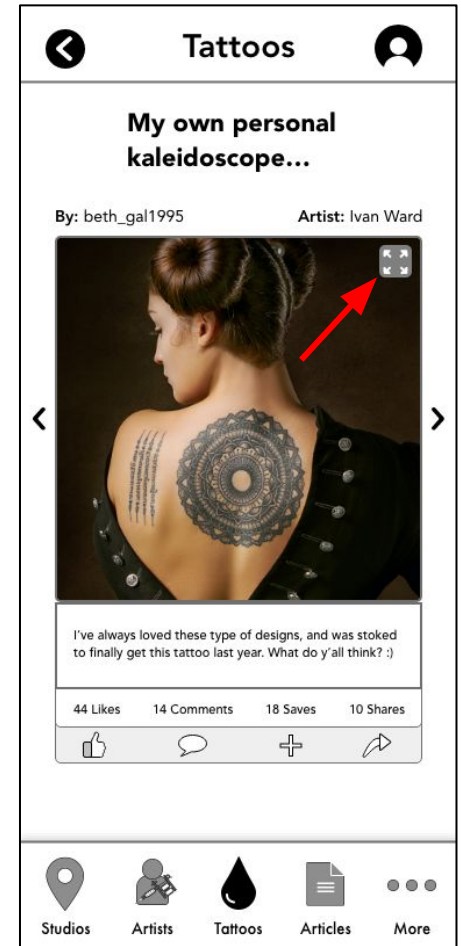
Evidence: When viewing an individual tattoo design image, screen recordings show both P2 and P5 instinctively try to click the full-screen icon to close the image and return to the previous screen.

Although other participants didn't express this confusion, and it is not a major issue, I can see this being an annoyance to some users who glance at the button and think it is an "X".

Increasing the detail and removing the intersection of the arrow lines should alleviate this.



Original



Revised

Issue 3

Participants went to the search bar first instead of the filter button to look for a design style.

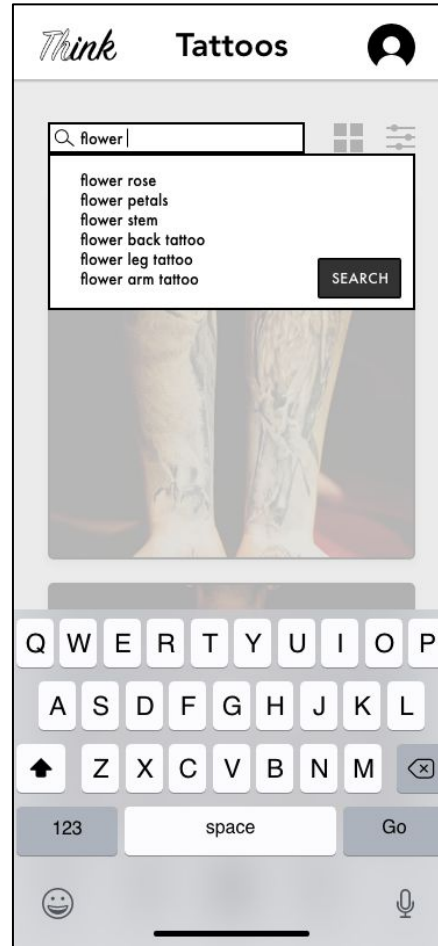
Severity: Low

Solution: Ensure that both search and filter can be used to return desired results.

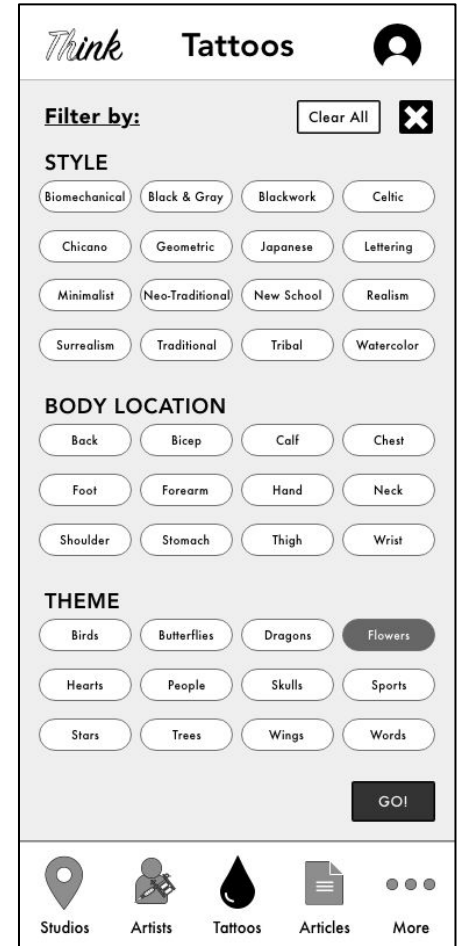
Evidence: Although four participants did this, I feel it is more of a preference than an error. Some users gravitate toward search when looking for a certain result, while others choose to use the filters first.

The app should allow for both searching and filtering as options for displaying desired results – they should be seamlessly usable in tandem as well.

Note: There were no direct revisions needed for this issue.



Search



Filters

Issue 4

Participant wanted a quick option to favorite images from the gallery view without having to click the image.

Severity: Low

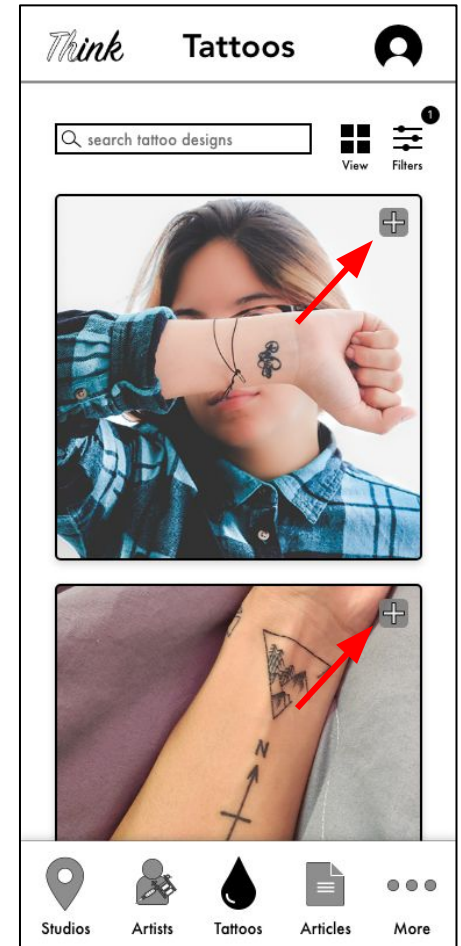
Solution: Add an icon button on each image to allow for easy favoriting/saving of tattoo designs.

Evidence: This was not an error, but a feature request from P3. While she was the only one to mention it, it was clearly an important missing feature to her, as it was the main reason she gave the prototype a lower satisfaction rating.

Including a simple favoriting icon in the corner of each image on the gallery screen is an easy addition that will add convenience for users to be able to save their favorite images with less hassle.



Original



Revised

Issue 5

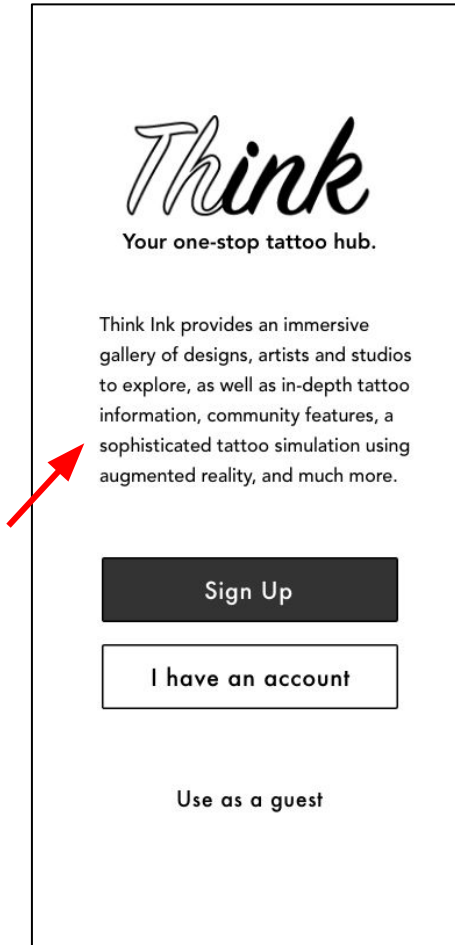
Participant felt there was too much text on the intro screen.

Severity: Low

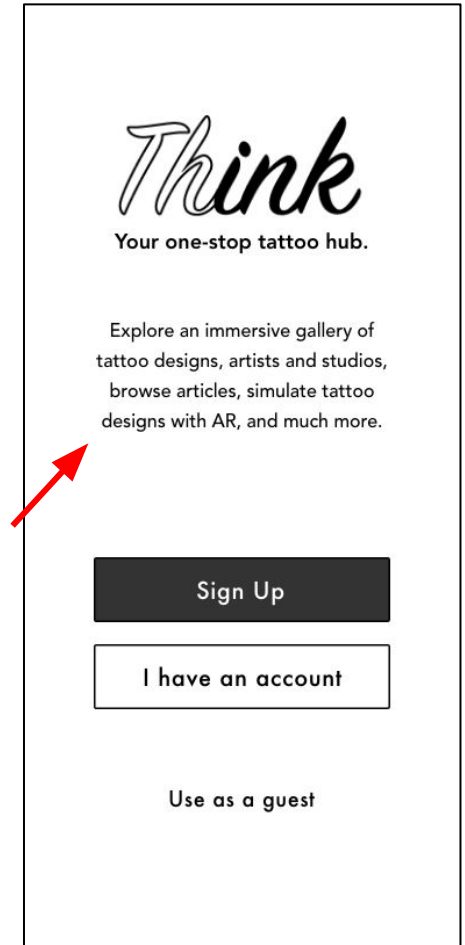
Solution: Trim the text.

Evidence: P4 was the only participant to mention this. As such, I don't feel it is a major concern, but trimming a few words out of the introductory text wouldn't hurt.

Keeping things as concise as possible and focusing on the main call-to-action should help reduce unwanted distractions from the text, especially since the onboarding screens help with explaining the app's purpose.



Original



Revised