Think Ink Tattoo App

Usability Test Results

Participants

P1

Age range: 30-39

Speech Language Pathologist

P2

Age range: 18-29

Kid's Church Coordinator

P3

Age range: 18-29

Student

P4

Age range: 18-29

Massage Therapist

P5

Age range: 18-29

Data Scientist

P6

Age range: 30-39

Hairdresser

Affinity Maps

Observations

Liked the picture on the loading screen.

Wanted to use the app as a guest.

Skipped the onboarding screens.

Correctly identified the main purpose of the app.

First instinct was to scroll through the tattoo gallery.

Was happily surprised when finally clicking on the correct button to change the grid view.

Said she'd use a finger gesture to increase the image size while scrolling.

Was inclined to scroll through the artist list of names before using the search bar.

Used the search bar to search for the article rather than using filters.

Liked the multiple options for searching for an artist.

Was very excited about the filtering feature and said she'd use it a lot.

Hates having to click through too many screens to get to where she wants to go.

Observations

Hates when there are lots of ads on an app.

Was impressed with the design when the splash screen loaded.

Wanted to use the app as a guest before signing up.

Clicked through and read the onboarding screens.

Had a good idea of what the app was about after going through onboarding.

First instinct was to start scrolling through the designs in the tattoo gallery.

Correctly guessed some of the features that would live under the "More" section.

Voluntarily used the "clear" option to clear out the selected filter.

Searched for the artist first name initially instead of clicking on the full name from the predictive results.

Instinctively knew to use the app "Back" button (chevron) to return to the previous screens.

Observations

Gets very annoyed when being forced to sign up for something.

Very excited about seeing the option to use as a guest.

Wanted to use Google to sign in rather than creating an account with her email address.

Read through the onboarding screens and felt confident in what the app was about.

First instinct was to search for specific tattoos, then scroll and filter.

Based on the icon/label, thought that Artists might mean trending artists.

Clicked on the grid icon, but didn't know what it meant until after clicking it.

Unsure what "More" meant in the nav, but guessed it probably just meant additional features.

Immediately chose the filter option when prompted to narrow the gallery results.

Wanted a quick option to favorite/save images from the gallery view without having to click on each image.

Wondered about whether studios and artists needed to be separate categories.

Thinks a rating system would be important for tattoo artists listed in the app.

Observations

Mentioned customization and being able to filter/search for content as especially useful features for apps and websites.

Really liked the logo and tagline.

Wanted to use the app as a guest in order to see what the app was like before committing.

Went through the onboarding screens and read the app overview text.

Thought the purpose of the app was well-informed.

Said the first action she'd take would depend on her intent, but probably would search for a tattoo design first.

Was able to correctly change the grid view on the first try, but it was just a guess.

Easily found the artist profile page, and liked its design.

Overall thought everything was easy to use, flowed well and was informative.

Liked having multiple filters and the ability to change the grid view size.

Observations

Wanted to use the app as a guest because she prefers to try things out before giving her email address.

Said she would sign up with her email address rather than Google or Facebook.

Skipped onboarding because she doesn't like to spend time on onboarding screens.

After skipping onboarding, had an idea of the basic purpose of the app, but not all of the possible features.

First instinct was to click on the filter button.

Wasn't entirely sure what types of articles the "Articles" section would have (tattoo safety, tattoo artists, tattoo competitions, etc?)

Correctly used the filter option, but noted she would do a search first before filtering.

When searching for an artist by name, wanted to search for just the first name as opposed to clicking on a full name from the predictive results.

Thought that the navigation and nav icons were easy to understand and use.

Observations

Gets annoyed when apps or websites don't have a good search feature.

Liked that "ink" was bolded in the logo to clearly draw the connection with tattoos.

Wanted to use the app as a guest first to see if it sparked enough interest to use further.

Went through the onboarding screens and read the instructions.

Was especially excited about the price estimate feature.

First instinct was to scroll through the photos, or search for a specific tattoo.

Was curious about what would be under "More" and would click to see what was there.

Thought that the "Tattoos" nav item might mean a section where you could create your own design.

Felt confident with what the icons mean, aside from the grid view which was unclear.

Preferred seeing more photos in one gallery view rather than the larger full-width photos.

When searching for an artist by name, wanted to search for just the first name as opposed to clicking on a full name from the predictive results.

Used the search bar to search for an article rather than using the filter button.

Liked the variety of content within the app and found it easy to use overall.

Positive Quotes

P1

"I think that the logo with the 'Th' being white and the 'Ink' being black is clever."

"I like your pictures - I like the way they are in a circle ordered from big to small."

"I liked the option for having different views." [in the tattoo gallery]

P2

"I like how 'ink' is bold - it's kind of cool because it's like a tattoo outline."

"It gives you price estimates? That's cool."

"I like that it's more condensed rather than having to scroll for them." [on filtering screen]

"Probably I would scroll through these [articles] because they're probably very interesting."

"I think it's very easy to use." [overall app]

P3

"I like when apps have a filtering option."

"First thought was that the logo is quite clever - I instantly saw the 'Think Ink'".

"Name, email, password - I'm totally fine giving that type of information, so it's not unnecessary."

"I always like to read things like these, so I'm never the type of person to skip anything." [onboarding screens]

"I am very curious what is going to be in 'More' [section]"

P4

"I like that, that looks sick!" [splash screen]

"This is very eye-catching - I like what you did here." [onboarding screens]

"I like that you have the options for style, body location and theme...I wouldn't have thought of that." [on filter tag options]

"I'd give it a 10 on usability - it looks really good too!"

P5

"I liked the start-up screen, and I like the way you did the "Think", that looks really cool."

"It's very intuitive and easy to use." [overall app]

"I like how you can use the filters, because that's where I would go first. I think that's really useful."

P6

"I like that you can book and contact them [the artist] straight from the app!"

"It has filter and search — those are the key things I look for in an app."

"I liked the fact you can look up an artist even if you don't know their last name."

"I like the articles part because there's so much people need to know about tattoos."

"It's [the app] simple — you don't have to overthink anything."

Negative Quotes

P1

"I didn't know what those two [icons] meant."

"I found out what those meant by clicking around."

"If those were labeled, then I'd know what they were."

P2

"If none of those other things worked, I'd pinch it and open wide." [pinch gesture for enlarging photos]

"I would click all the things [on the page] until something worked."

P3

"I'm very confused with what the two lines are." [icon]

"I'm not sure, even clicking on it now, that I would be able to tell that this icon makes them bigger. The two lines doesn't indicate it for me."

P4

"This seems like a lot of text right here, so that's a little distracting when I first landed."

"The only thing confusing to me was making the grid bigger and finding the tattoo by body part."

P6

"Why aren't you doing what I want?" [when clicking and not getting the anticipated response]

Errors

P1	P2	P3	P4	P5	P6
Felt lost trying to find how to change the grid view.	Thought the full screen button on the image view was a close ("X") button.	Didn't use the search bar or the filter option to look up a specific article (stayed on main screen).	Didn't understand the difference between the two icons on the gallery screen.	Didn't think to use the grid view change button (clicked to open the individual thumbnail photo).	Chose to just click on a photo to make it larger rather than finding the grid view button.
Went to the search bar first instead of the filter button to look for a design style.	Could not find the change grid view button until exhausting other options.		Went to the search bar first instead of the filter button to look for a design style.	Didn't see the mobile keyboard at first when searching for artist name.	Went to the search bar first instead of the filter button to look for a design style.
	Went to the search bar first instead of the filter button to look for a design style.			Thought the full screen button on the image view was a close ("X") button.	Got stuck/somewhat frustrated on the search screen trying to get it to work for searching for wrist tattoos.
	Clicked the "sort by" button instead of the filter button when searching for an article topic.				

Rainbow Spreadsheet

View the spreadsheet on Google Sheets