

Nuutown Usability Test Report for Round 1

Introduction

Nuutown Usability Test first round
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Background

Nuutown is responsive web app that connects expats to service providers in their new hometowns. The app functions as a directory and comparison site.

Goals

The goal of this study is to assess the learnability for new users interacting with the app for the first time on mobile. I would like to observe and measure if users understand the app, its value, and how to complete basic functions of the application.

Test Objectives

- Observe if users can easily find an expert
- Observe if users can easily book an expert session
- Observe how users discover and interact with the assistant feature

Methodology

The study was held as moderated tests, both in-person and remotely. The tests included a briefing detailing the scenarios and tasks to be performed. I recorded task performances with a mobile prototype in a browser and a brief interview afterwards.

Participants and Schedule

The study consisted of 6 participants, recruited both through my personal network and through social media. Testing took place on June 16th and 17th, 2021.

The participants had a diverse background regarding gender, age and birth country.

[Demographic Info Participants](#)

Script

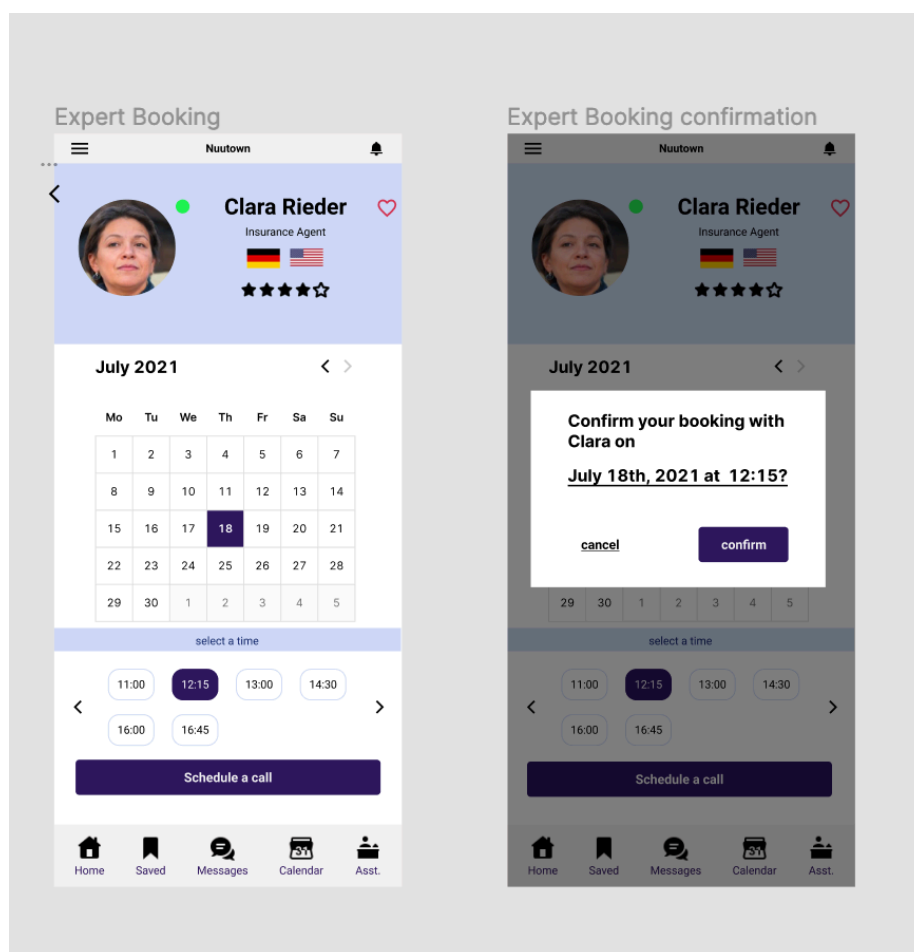
For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore the complete script: [Nuutown Usability Test Script](#)

Usability Test Report

A total of 6 usability tests were carried out. The app was generally well-received and the assistant functionality especially stood out. All participants were able to carry out the test, however 2 users had trouble with the scenario task 1. I slightly adjusted the test script to account for that and added an additional onboarding screen for the assistant feature, as that task caused confusion without onboarding.

Issue 1: Booking too fast/ would prefer confirmation screen

Including a second screen here to confirm would be more in-line with the (European) experience of booking a call and might be a legal requirement in some countries.




Issue 2: Confusion about assistant function

Adding an onboarding screen explaining the function would greatly help and was included after the first tests. It greatly improved the participants' understanding of the offering and reduced friction.

☰ Nuutown 🔔

Welcome to your personal assistant

Based on your profile, we've partnered you up with



Tony

The assistant will be there for any questions you have, and take care of finding the right experts for you.

Perfect if you're busy and just want to talk to one person for all your needs.

The assistant function uses credits which you can buy, but we've gifted you enough credits for one task, just so you can see how much easier it makes your life.

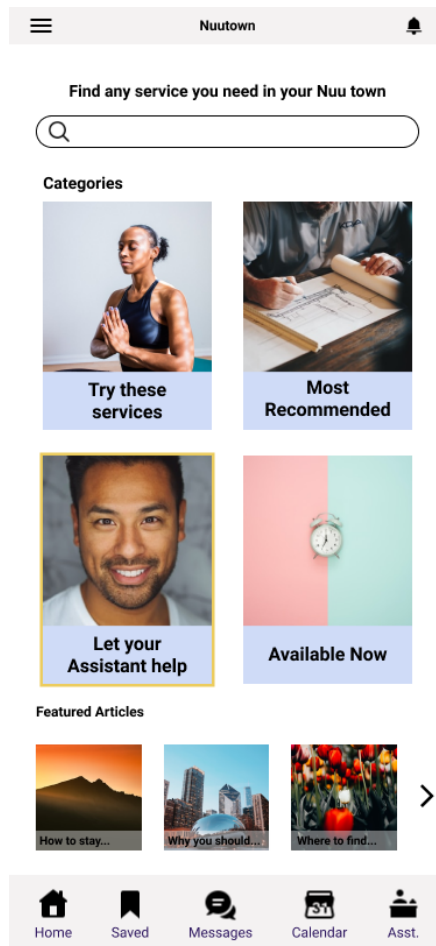
balance:

[Start Chat \(3 Nuucoin\)](#)

Home Saved Messages Calendar Asst.

Issue 3: Can't find assistant function/ doesn't expect it

Re-arranging the home screen for quick access to the asst function (with a small visual cue) would help. We want to promote the premium feature and Biz Dev demanded we put it more emphasis on it.



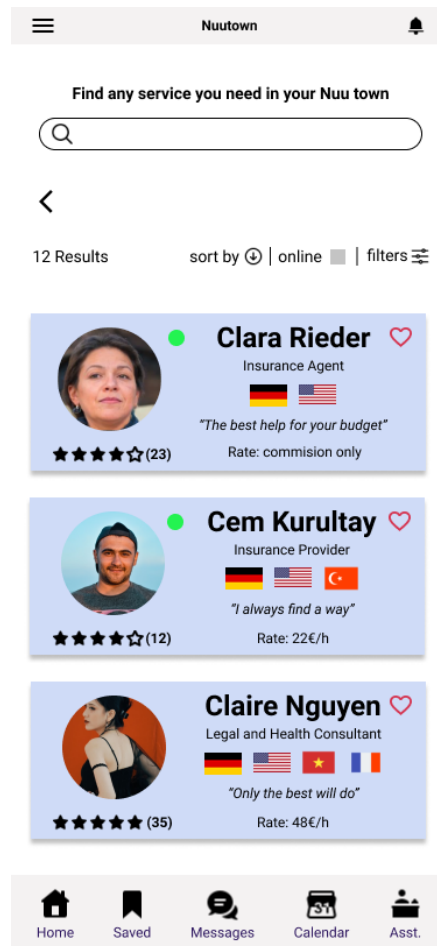
Issue 4: Labels on Homescreen are confusing

Changing the wording would help. Replacing experts with services might clarify the offering. "Top Experts" was replaced with „Try these Services“, which would help to promote people booking calls with experts they didn't know they needed.

Solutions are provided in the previous screen for Issue 3.

Issue 5: Profile overview in Search Results is missing info

Users said they preferred having more info and clicking through profiles, rather than filtering, so it could be a good idea to provide more info on the search results screen. The amount of reviews should be added, as well as the pricing information. Including a tagline could also be helpful.



Link to the revised app prototype:

[Nuutown App prototype](#)