

Usability Testing, Affinity Mapping, Rainbow Spreadsheet

EasyPay

Background

The EasyPay application is a payment management application that is being developed to trade and make payments. People can send money worldwide and send money to their friends and family. This study is designed to collect information about the usability, functionality and overall user experience of the application. The goal is to improve, tweak and refine it before releasing it to the general public.

Goal

The goal of the test is to see how new users navigate the app and get important feedback on the overall look, feel, and ease of use. We want to see how users complete tasks like logging in, loading money into their app account, making payments, sending money, and determine what improvements can be made. This study will identify usability problems and provide qualitative information to make improvements.

Test Objectives

- Determine how users navigate the login/registration process and get feedback on the onboarding process.
- Determine how users can navigate the application.
- Determine if users can identify payment options from the home page.
- Determine how users can make payments and send money
- Determine if the Money Sending and Cash Pickup features are simple and smooth enough
- Determine if the Businesses feature is a great addition
- Get feedback on the design, navigation and layout.

Participants

For the usability test, I will be working with 6 participants who are from my professional network and people from different backgrounds and walks of life, as this app is aimed at a wide variety of groups.

- They are aged between 20 and 55.
- They are tech-savvy or have a basic understanding of mobile devices.

Schedule

The usability testing sessions will take place between October 8 and 11, 2024 from my home on my desktop PC. The sessions are scheduled between 10:00AM and 20:00PM on these days.

Sessions

Participants will individually engage in 10-15 minute usability test sessions.

Equipment

Testing will be conducted on Smartphones and desktop computers. The recording session will take place on Zoom or Google Meet depending on the users' proficiency and familiarity with these meeting applications. Sessions will be fully recorded for evaluation and future reference.

Metrics

Errors will be measured using Jakob Nielsen's scale:

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix and should be given high priority
- 4 = Usability catastrophe: imperative to fix before product can be released

Satisfaction will also be measured using the Jakob Nielsen's scale.

Background Questions

Before we take a look at EasyPay, we have a few short questions we'd like to ask you to help us get a better understanding of how you might use EasyPay:

- How do you make payments online in general?
- Do you buy stuff online and how often does it happen?
- Do you have a payment processor and how often do you use it?
- If you don't use a payment processor, how do you make online payment otherwise?
- Do you use your payment processor to buy goods or do you use it for something else?
- How long have you used your payment processor?
- Why do you use this payment processor and not others like [...]?

Open-Ended Questions

Thank you for answering those questions. Now, we'd like to show you the EasyPay app and start by getting your initial impressions of the app. Remember to think out loud as much as possible.

Spend some time looking over this [the home screen] screen. Without clicking anywhere just yet:

- Can you tell us your first impressions?
- What you like and don't like?
- What you think about the information on the page?
- What are other thoughts you might have?

Now that you've taken a look at EasyPay, can you tell us what you think the purpose of the app is?

Thank you. Now, we'd like to ask you to try out some activities using the EasyPay app.

Tasks

We'll now give you four scenarios and their corresponding activities. As you complete each activity, we'd like you to think out loud and tell us what you're thinking and feeling as you navigate through the app.

1. QR code: You're taking your wife/husband out for dinner to your favorite local restaurant. Since the start of the month they serve the menu with QR codes next to each dish, meaning that they accept QR code payments besides cash. You can scan the code to make payment from your mobile phone. How would you use the app to make payments with the QR code?

Follow-Up Questions:

- How did you find the login process?
- How did you find the QR code function?
- Was the process easy, fun or hard?
- How did you find the payment process? Was it confusing? Would you add/remove anything?
- What do you think about the navigation? Was it easy or hard? Would you add/remove anything?

2. Send Money: You want to send money to your daughter who lives in America for her school tuition. You told her to download the app so that you can send the funds to her through the app. How would you send the money to her? Please describe step by step the process you would use.

3. Cash Pickup: You have a 20-year old nephew, who's on a 6 month sabbatical trip in South America. The last time he wanted to cross the Peru-Columbia border; he got robbed from his belongings. They took his phone, watch, backpack, suitcases, wallet and money. They took everything except his passport, ID and glasses. He texted you for help from someone else's phone; he is stranded and need money in a hurry. How would you send him cash money?

Follow-Up Questions:

- How did you find the payment process?
- Was the process easy or hard?

4. Which other option would you use if they didn't take his Smartphone?
Please describe step by step how you would make the payment.

5. Navigation: You want to familiarize yourself with the EasyPay app.
Explore the app and tell us what you find on the main screen and how would you navigate to the different sections. On a scale from 0 to 5 how easy was it to navigate the app?

Wrap-up

1. General Feedback:

- How would you describe your overall experience with the app?
- Was there anything confusing or difficult about the entire process?"
- How could this process be made smoother or clearer?
- What makes a payment app valuable to you personally?

2. Feature Suggestions:

- If you could change one thing about the app, what would it be?
- If you could add one thing to the app, what would it be?
- If you were to design a payment app what features would you prioritize?

3. Likelihood to Recommend:

- On a scale of 1-10, how likely are you to recommend this app to a friend or colleague, and why?

4. Any Additional Comments:

- Is there anything else you'd like to share with us about your experience?

Okay! That's the end of the session. Thank you for participating and helping us better understand how we can improve EasyPay. Before you go, do you have any other questions or feedback for us?

Participants

P1

Nazia

Female

55 Years Old

P2

Sumera

Female

20-30 Years
Old

P3

Saqib

Male

33 Years Old

P4

Henry Rijo

Male

27 Years Old

P5

Tech Smith

Male

25 Years Old

P6

Shakir

Male

27 Years Old

Affinity Mapping

App Design and Usability

Participants found the app design appealing, with a clean layout and user-friendly interface. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Onboarding Process

The onboarding process was appreciated for being straightforward and easy to navigate. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

QR Code Functionality

The QR code feature was praised for its efficiency and ease of use for quick payments. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Send Money Options

Participants liked the multiple options available for sending money, such as through contacts and bank transfers. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Cash Pickup Feature

This feature was particularly popular, with participants appreciating the flexibility and convenience it offered, especially in emergencies. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Navigation

Overall, the app's navigation was described as smooth and efficient, with users able to move easily between pages. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Ease of Use

Participants expressed a high likelihood of recommending the app to others due to its ease of use, simplicity, and visually appealing design. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Rijo (P4), Tech Smith (P5), Shakir Wani (P6)

Nazia (P1),
Found the automatic payment feature for recurring transactions beneficial.

Sumera (P2),
Rated the recommendation likelihood as 10/10, praising the broad functionality and variety of payment options.

Saqib (P3),
Praised the color scheme, finding it visually appealing and user-friendly.

Henry Ejiro (P4),
Liked the availability of "Businesses" notifications for exploring local vendors.

Tech Smith (P5),
Noted the app design's resemblance to Binance, making it intuitive due to familiarity.

Shakir Wani (P6),
Rated the app highly for emergency payments, highlighting its benefit for frequent users needing cash transfers.

Positive Feedback

Affinity Mapping

Dashboard/Homepage Suggestions

Suggested adding clearer indicators or labels for some elements on the homepage. For instance, clearer icons or instructions were recommended for first-time users, and some felt a personalized touch like a profile picture could improve the user experience. Participants: Nazia (P1), Saqib (P3), Henry Ejero (P4), Tech Smith (P5), Shakir Wani (P6)

Send Money Feature Improvements

Participants suggested clearer labels or organization within the "Send Money" feature. They noted initial difficulty in locating specific options (e.g., "Send to Contact") and recommended a clearer or more prominent labeling for easier navigation. Participants: Sumera (P2), Saqib (P3), Henry Ejero (P4), Tech Smith (P5), Shakir Wani (P6)

QR Code Visibility and Confirmation

While participants found the QR code feature valuable, they encountered difficulties with its visibility or ease of access and recommended a more prominent button. They also felt that adding a confirmation screen or message after completing a QR code payment could verify successful transactions. Participants: Nazia (P1), Sumera (P2), Saqib (P3), Henry Ejero (P4), Shakir Wani (P6)

Cash Pickup Feature Labeling and Clarity

Suggested adding clearer guidance on using the Cash Pickup feature, with a recommendation for more descriptive labels or instructions. Some participants felt the label "Cash Pickup" was slightly confusing, proposing names like "Cash to ID Transfer" for clarity. Participants: Nazia (P1), Henry Ejero (P4), Tech Smith (P5), Shakir Wani (P6)

Navigation Enhancements

Participants felt navigation between key sections (e.g., Wallets and Payments) could be further streamlined. They suggested adding a central "Home" or "Back to Dashboard" button on each main page to simplify returning to the homepage. Participants: Saqib (P3), Henry Ejero (P4), Tech Smith (P5), Shakir Wani (P6)

Nazia (P1),
Suggested removing transaction history from the main screen to make room for other features and requested a profile picture for personalization.

Sumera (P2),
Experienced initial confusion during onboarding with the QR code payment unfamiliarity and recommended a brief tutorial for the feature.

Henry Ejero (P4),
Found the lack of a distinct brand identity, such as unique color schemes or logos, to make the homepage feel generic.

Negative Feedback

Affinity Mapping

Tech Smith (P5),
Suggested timestamps alongside dates in
transaction history to improve clarity on
transaction timings.

Shakir Wani (P6),
Recommended clearer guidance on
selecting specific Cash Pickup options for
emergencies, suggesting an FAQ or tooltips.

Negative Feedback

Affinity Mapping

Visibility and Organization of Payment Buttons

Participants recommended placing primary payment buttons (e.g., QR code, Send Money) on the homepage to improve accessibility and reduce navigation friction. Moving these to page one would streamline the payment process. Participants: Sumera (P2), Tech Smith (P5), Shakir (P6)

Confusion with Send Money Feature

Many participants struggled with the Send Money feature, particularly the contact search option. They found it difficult to locate and suggested making it more prominent or labeled intuitively to highlight it as the primary way to send funds. Participants: Saqib (P3), Sumera (P2), Tech Smith (P5)

Need for QR Code Instructions

Participants suggested introductory instructions or a guide for the QR code payment feature, especially for users unfamiliar with QR-based payments, to improve first-time use. Participants: Sumera (P2), Tech Smith (P5), Nazia (P1)

Desire for Receipts or Confirmation in Cash Pickup Transactions

Participants highlighted the need for a receipt or confirmation page for Cash Pickup transactions to confirm successful completion, which they felt would improve transparency. Participants: Nazia (P1), Saqib (P3), Tech Smith (P5)

Navigation Improvements

Participants requested clearer navigation paths, particularly between the Send Money, Payments, and Wallet tabs. They suggested adding a central "Back" or "Home" button to simplify moving between sections. Participants: Saqib (P3), Shakir (P6), Henry Rijo (P4)

Brand Identity Consistency Across Pages

Participants felt that a consistent brand identity, such as a visible logo or color scheme across pages, would strengthen the app's recognition and make it feel more unified. Participants: Henry Rijo (P4), Nazia (P1)

Saqib (P3) ,

- Suggested adding a scroll bar for navigation depth and the option to toggle between Euros and other currencies on the balance page.
- Requested plus/minus indicators for transaction history to differentiate sent versus received payments.

Sumera (P2), Expressed difficulty with the Scan QR button and suggested a sixth button labeled "Send to Contact" to clarify the money-sending option.

Observations

Affinity Mapping

Tech Smith (P5),
Suggested a support desk with an AI Chabot for quick assistance and recommended timestamps in transaction history for clarity.

Henry Rijo (P4),
Proposed a "hide balance" option for privacy in public settings, turning the "Make Another Payment" link into a button, and adding an X icon on the receipt page for quicker return to the homepage.

Shakir (P6),
Suggested repositioning the profile tab in the bottom navigation and proposed smaller "send money" buttons for easier access.

Nazia (P1),
Suggested renaming "Cash Pickup" to "1D Card Transfer" for clarity and proposed offering discounts or partnerships with brands to attract more users.

Observations

Affinity Mapping

Difficulty with Send Money Feature's Contact Search

Error: Participants found the contact search feature for the Send Money function unclear and non-intuitive. They experienced difficulty understanding that this was the primary path for sending money, leading to frustration.

Participants: Saqib (P3), Sumera (P2), Tech Smith (P5)

Navigation Challenges Between Key Pages

Error: Participants reported issues navigating between the dashboard, Payments, and Wallet tabs. They found the navigation flow confusing, leading to difficulties in moving smoothly between these sections.

Participants: Saqib (P3), Shakir (P6)

Sumera (P2)

Error: The contact button was not immediately recognizable as a payment option, leading to hesitation and confusion. Suggested relocating payment buttons directly under the balance on the homepage for ease of access.

Saqib (P3)

Error: Found the overall navigation between the dashboard and Send Money page particularly challenging and noted it as a significant conflict affecting task flow.

Henry Rijo (P4)

Error: Reported an issue with the back link during the registration process, which allowed users to go back unnecessarily, disrupting the flow of onboarding.

Errors

Rainbow Spreadsheet

MOBILE USABILITY TEST							P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS		
Errors - Record and prioritize most critical errors based on your error classification.																
[Error Rating 4] Difficulty with Send Money Feature's Contact Search													3	Make the Send Money function more prominent and intuitive to use, such as it becomes the primary path for sending money.		
[Error Rating 4] The contact button was not immediately recognizable as a payment option													1	Make the Search Contact button more prominent and intuitive to use, such as it blends with the other payment buttons.		
[Error Rating 3] Navigation Challenges Between Key Pages													2	Reviewing the navigation flow between the Homepage and the Send Money pages to enable a smooth transition between these		
[Error Rating 3] Found the overall navigation between the dashboard and Send Money page													1	Reviewing the navigation flow between the Homepage and the Send Money pages to enable a smooth transition between these		
[Error Rating 1] Reported an issue with the back link during the registration process													1	The onboarding flow of the registration process will be revisited to determine at which stage back links should be removed.		
Observations - What are people Doing, Thinking, and Feeling? Use active verbs.																
Visibility and Organization of Payment Buttons													3	Consider placing primary payment buttons (QR code, Send Money, etc.) on the homepage to reduce navigation friction.		
Confusion with Send Money Feature													3	Making the contact search option prominent, easy to locate and intuitive by highlighting it as the primary way to send funds.		
Need for QR Code Instructions													3	Provide a guide for the QR code payment feature, for users unfamiliar with QR-based payments, to improve first-time use.		
Desire for Receipts or Confirmation in Cash Pickup Transactions													3	Provide a receipt or confirmation page for Cash Pickup transactions to confirm successful completion.		
Navigation Improvements													3	Improve navigation between the Send Money, Payments, and Wallet tabs. Add a central "Back" or "Home" button to simplify flow		
Brand Identity Consistency Across Pages													2	Create a consistent brand identity, with a visible logo and color scheme across pages, to increase the app's recognition.		
Suggested adding a scroll bar for navigation depth													1	A scroll bar for navigation depth will be added to the scroll pages.		
Requested plus/minus indicators for transaction history for payments types													1	Adding plus/minus indicators for transaction history to differentiate sent versus received payments.		
Suggested a sixth button labeled "Send to Contact" to clarify the money-sending option													1	Reviewing the Scan QR button & renaming the search contacts button to "Send to Contact" and blend it with the 5 money-sending buttons.		
Suggested a support desk with an AI chatbot for quick assistance													1	Add an AI Chabot to the support desk for quick assistance & add timestamps in transaction history for clarity.		
Proposed a "hide balance" option for privacy in public settings													1	Create a "hide balance" option for privacy in public settings, and add an X icon on the receipt page for quicker return to the homepage.		
Suggested repositioning the profile tab in the bottom navigation													1	Considering repositioning the profile tab in the bottom navigation and creating smaller "send money" buttons for easier access.		
Suggested renaming "Cash Pickup" to "ID Card Transfer"													1	Considering renaming "Cash Pickup" terminology to "ID Card Transfer" for ease of use and more clarity.		
Negative Quotes - Any negative soundbytes? Record them here.																
Dashboard/Homepage Suggestions													5	Adding clearer indicators/labels for navigation elements on the homepage for first-time users to improve the user experience.		
Send Money Feature Improvements													5	Creating prominent labeling or organization within the "Send Money" feature (e.g., "Send to Contact") for easier navigation.		
QR Code Visibility and Confirmation													5	Increase the QR code feature visibility with more prominent button & add a confirmation screen after successful transactions.		
Cash Pickup Feature Labeling and Clarity													4	Considering renaming "Cash Pickup" terminology to "ID Card Transfer" for ease of use and more clarity.		
Navigation Enhancements													4	Streamlining navigation between Wallets and Payments pages, with "Home" or "Back to Dashboard" buttons.		
Suggested removing transaction history from the main screen													1	Considering removing transaction history from the main screen to make room for other features.		
Experienced initial confusion during onboarding with the QR code payment unfamiliarity													1	Creating a brief tutorial for the QR code payment feature to clear up any confusion and unfamiliarity about the payment option.		
Found the lack of a distinct brand identity, such as unique color schemes or logos													1	Create a distinct brand identity, with unique color schemes and logos, to make the homepage feel generic.		
Suggested timestamps alongside dates in transaction history													1	Add timestamps alongside dates in transaction history to improve clarity on transaction timings.		
Recommended clearer guidance on selecting specific Cash Pickup options for emergencies													1	Creating guidance on selecting specific Cash Pickup options for emergencies, with an FAQ or tooltips.		
Positive Quotes - Any positive soundbytes? Record them here.																
App Design and Usability													6			
Onboarding Process													6			
QR Code Functionality													6			
Send Money Options													6			
Cash Pickup Feature													6			
Navigation													6			
Ease of Use													6			
Found the automatic payment feature for recurring transactions beneficial													1			
Praised the broad functionality and variety of payment options													1			
Praised the color scheme, finding it visually appealing and user-friendly													1			
Liked the availability of "Businesses" notifications for exploring local vendors													1			
App design's resemblance to Binance, making it intuitive due to familiarity													1			
Rated the app highly for emergency payments													1			