

Usability Test Report

Introduction

NFT Art Mentor Usability Test

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Background: NFT Art Mentor provides lessons to help artists understand the fundamentals of nft art, prepare needed accounts and provide steps to sell their nft art, search and pose questions with an experienced nft artist (mentor) and connect with a community of artists.

Goal: The goal of this study is to assess the learnability of new users interacting with the NFT Art Mentor app on a mobile device. My objective is to observe and measure if users understand the app's purpose, value and ability to complete specific functionality tasks.

Test Objectives:

- To determine if participants understand what the app is about quickly and easily and the value it provides
- To observe the usability of certain navigation features and to be able to easily access the use of the learning, mentor, selling and community features.
- To observe how easy users complete the onboarding process and sign up.

Methodology: This study was conducted as a moderated test both remotely and in-person. Zoom was used as the recording device for all tests. The test included a short briefing before the session, task performance using Adobe XD on mobile and laptop devices, and a debriefing.

Participants and Schedule: Six participants participated in this test. Their identities and contact information are considered confidential and should not be shared. Here is a list of participants and basic demographic information:

https://www.icloud.com/numbers/026NYmYUsyl8pvREkdWGPqNNQ#4.6_Rainbow_Spread_Sheet__Usability_Testing_CF_2

Test Script: For a detailed look at the Test Script, including a list of all tasks tested, feel free to explore the complete script:

<https://docs.google.com/document/d/1kwAljoFKcRN60yWYwDMZAZ2qhyrHlgEdypXUbTorAfo/edit?usp=sharing>

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Issue 1: Nft community and mentors were confusing to find on the community screen. Both mentors and community shared a screen and did not have appropriate labeling or titles to be able to find mentors or artists within the community. **(High)**

Suggested Change: Separate the two using 2 different buttons in the main navigation bar and provide their own separate screens.

Evidence: 100% (2 of 2 participants tested on 1st prototype) of participants were confused finding the mentors in the community screen. The titles and icons used on the community screen were not clear enough.

Issue 2: The introduction/onboarding screen was too confusing. Participants stated there was too much information being provided. **(High)**

Suggested Change: Use a more traditional onboarding and sign up process. A total of 4 screens will be used to displace the initial logo screen, 2 onboarding screens and 1 sign up screen.

Evidence: 100% (2 of 2 participants tested on 1st prototype) of participants were confused with the single screen introduction/onboarding. They were stuck on the screen for far too long.

Issue 3: Users had trouble starting lesson 1 from the learn screen. **(High)**

Suggested Change: I will add visible titles "Lesson 1, etc" to the Title of lesson one. I will also make the titles of each lesson clickable along with the arrow.

Evidence: 30% of participants were confused on how to find and start lesson 1.

Issue 4: Users were confused with the homescreen. **(Medium)**

Suggested Change: Reorganize the features and options on the homescreen. Simplify the design more.

Evidence: 100% (2 of 2 participants tested on 1st prototype) of participants were confused on the homescreen of prototype 1.

Issue 5: Users were confused with the community button on the bottom navigation bar. They were confused how both mentors and community were combined. **(Medium)**

Suggested Change: Separate mentors and community and mentors. Create a button for each on the navigation bar and provide their own screen.

Evidence: 100% (2 of 2 participants tested on 1st prototype) of participants were confused about finding the mentors and community when 1 button was provided for both.

Updated Prototype Link

<https://xd.adobe.com/view/ab49ce39-b022-4b46-b02b-61aa90cba84f-fe1a/>