Usability Testing Workshop: Improving SHAiRE's Booking Flow

This report details the usability testing workshop conducted to enhance SHAiRE's booking flow. It covers our preparation, workshop activities, and post-workshop analysis, aiming to identify user pain points and brainstorm solutions for a smoother experience.

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General Information

Facilitators

- Toan Tran (Product Owner)
- Anh Ngo (UX/UI Designer)

Supporter: My Tran, Vy Luong

Timeline

Mar 29, 2021

Create & Send Survey

Apr 06, 2021

Synthesize Findings

& Filter Personas

Apr 20, 2021

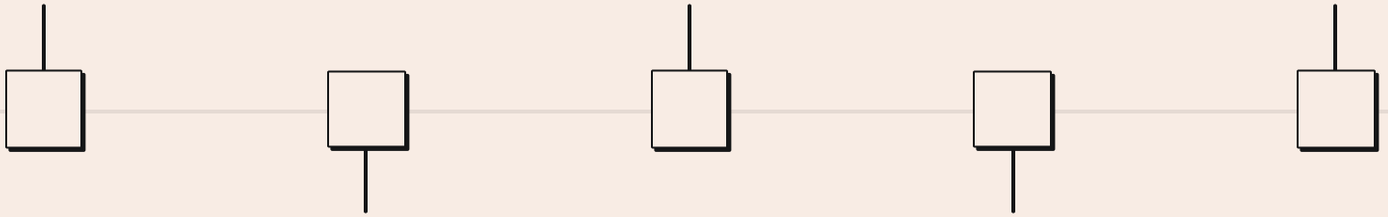
Usability Testing Workshop

May 12, 2021

Pain Point Analysis

May 20, 2021

Research Reporting



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Before Workshop (Prep Work)

1 Conduct a Survey

We began our research by conducting a survey to collect essential participant information. After creating the survey question list, they were inserted into Google Form and sent to our participants.

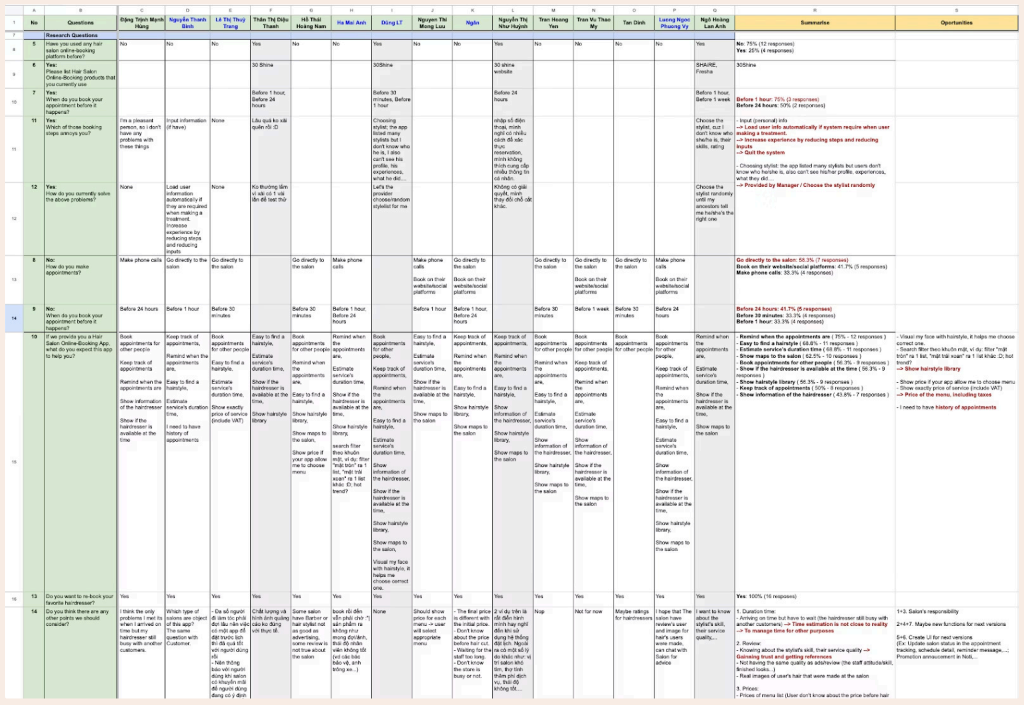
Goal:

- Collect their demographics, preferences, attitudes, characteristics and opinions on online hair salon booking.

-> **Synthesized findings** and **filtered for personas**

2 Define the Actor

The data collected from this survey allowed us to summarize key findings and filtered user personas that closely represent SHAiRE app's target users (defined as actor).



3 Define Scenario + Goal/Expectation

Scenario: As a Crew for Stella Salon, actor receive a booking request from customer [Toan Tran] and use the app to make a booking slot for him on April 23, 2021.

Goal: Finish making a booking within 5 minutes and clearly understand all information.

4 Prepare Materials

- Prepare Demo App data (Staging version).
- Prepare real content (e.g., "Hair cut," "Hair dye").
- Prepare stationery and empathy map canvas.

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During Workshop

Goal:

- Determine how actors make and navigate the Create bookings flow
- Understand the visual aesthetic actors are looking for
- Learn what detractors stop actors from converting into a sale

1 Set Up

We prepared demo devices, projectors, and other necessary equipment for Usability Testing Workshop.

2 Introduction (5-10 mins)

The facilitator introduced workshop's purpose, explained its application to the feature, outlined goals and scope, and provided a quick recap of the persona.

3 Empathy Mapping Session (30 mins)

Each actor ran their journey map.

During the contextual inquiry, we observed the actor performing the booking flow (collect their quotes, interaction, body language, etc.) and took notes on empathy mapping canvas.



After each actor complete the task, we asked them open-ended questions to gain deeper and richer insights, allowing them to articulate their thoughts in any manner they choose:

- Why do users behave the way they do?
- How do they perceive this booking process?
- What are their motivations and pain points?
- What are the core thoughts, fears, and attitudes that shape their decisions and actions?
- Why do users engage with certain steps more than others?

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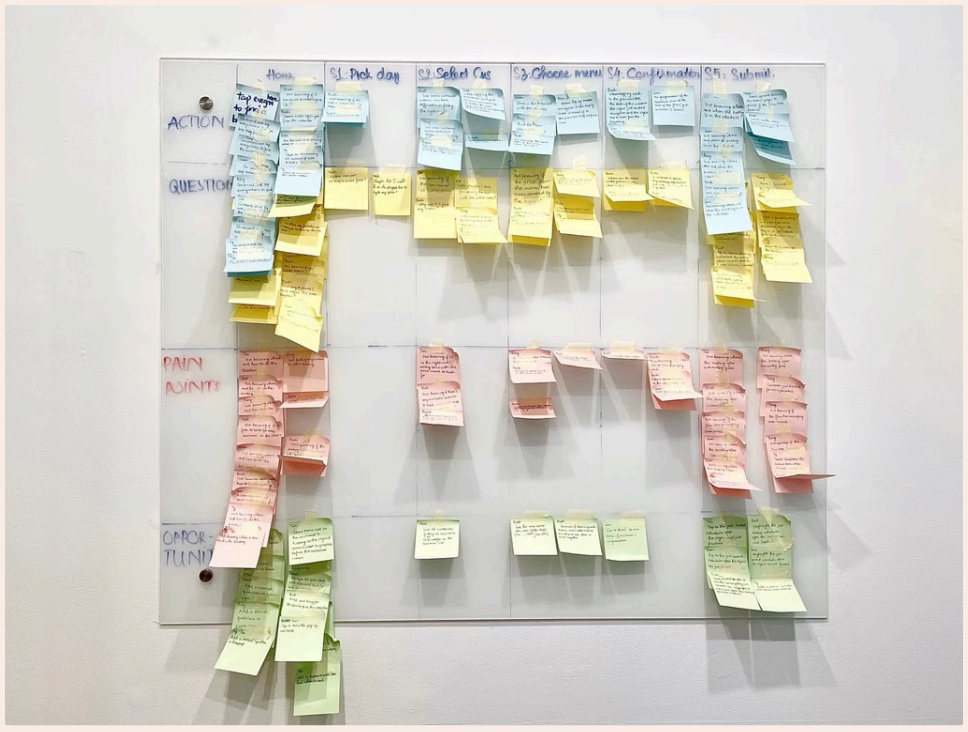
After Workshop

1. After Empathy Mapping Session

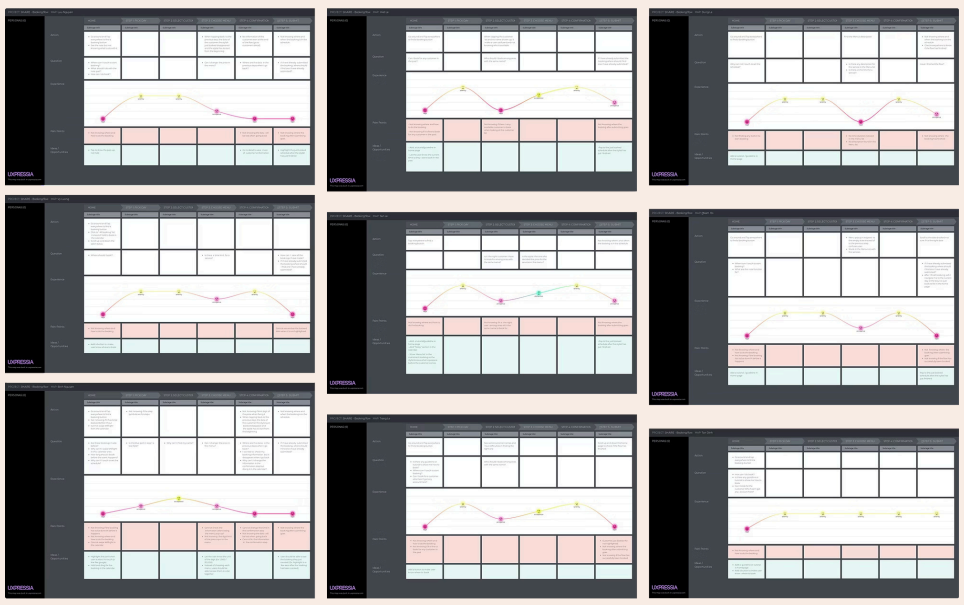
1

We spent approximately 4 hours transferring notes from the empathy mapping canvas into a journey template for each actor.



2

Next, we used the UXPressia (an online customer journey mapping tool) to digitize the maps of all actors, then synthesized and combined them into one final map.



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The results of experience line



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2. Analyze the result

Prioritizing Pain Points (60 mins)

Our team members collaborated to prioritize identified pain points.

This includes evaluating the severity & frequency of each issue to determine which ones require immediate attention for improvement.

No	Paint Point
Home page	
1	"I need to know where and how to make a booking in order to book" NUMBER ACTOR: 9/10 ACTOR:
2	"I need to swipe left/right in order to view the calendar easily" NUMBER ACTOR: 1/10 ACTOR:
3	"I need to know I just can make a booking before 1 hour" NUMBER ACTOR: 2/10 ACTOR:
4	"I need to know the app doesn't allow to book a slot in the past" NUMBER ACTOR: 2/10 ACTOR NAME:
Step 2 (Select Customer)	
5	"I need to know more about the Customer who I'll book for in order to select correctly" NUMBER ACTOR: 2/10 ACTOR:
Step 3 (Choose Menu)	
7	"I need to know a digit limit of the menu's price in order to input correctly" NUMBER ACTOR: 1/10 ACTOR:
8	"I need to see the selected menu after going back to Step 2 so that I don't need to re-select menu" NUMBER ACTOR:1/10 ACTOR:
9	"I need to see the description menu so I can know more about it" NUMBER ACTOR: 1/10 ACTOR:
Step 4 (Confirmation)	
10	"I need to change the Styling Date without having to go back to Step 1" NUMBER ACTOR: 1/10 ACTOR:
11	"I need to know the data will be reset after going back to the previous step" NUMBER ACTOR: 2/10 ACTOR:
12	"I need to update all information in this step in order to be easier for me" NUMBER ACTOR: 1/10 ACTOR:
Step 5 (Submit)	
13	"I need to know where the booking after submitting goes" NUMBER ACTOR: 9/10 ACTOR NAME: ACTOR:
14	"I need to know if the booking flow has successfully been booked" NUMBER ACTOR: 2/10 ACTOR NAME:

Brainstorming New Ideas and Potential Solutions

Each member has 5 minutes to write down ideas on sticker. After presenting our ideas, the team votes for the most **impactful** or **feasible solutions** to address prioritized pain points.

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Detailed Analysis for Ideas

All ideas generated during the brainstorming session are collected and summarized in a detailed table for further analysis.

This step makes sure that all proposed solutions are documented and organized, which helps in reviewing and selecting them for implementation.

No	Paint Point	Idea/Solution
1. Step 1: Home Screen	I need to know where and how to make a booking in order to book	Show a guided tour or text instruction (Ex:"Tap and hold on the calendar to start a booking") Miro link
13. Step 5: Submit	I need to know where the booking after submitting goes in order to manage it easily	After the booking is confirmed, navigate them to the booking detail. Miro link
3. Step 1: Home Screen	I need to know I just can make a booking before 1 hour in order to not confused when tapping without a response	Applying an active overlay from the current time to the next 1-hour. Miro link
4. Step 1: Home Screen	I need to know the app doesn't allow to book a slot in the past in order to not confused when tapping without a response	Applying disable overlays on passed time/day Miro link
5. Step 2: Select Customer	I need to know more about the Customer who I'll book for in order to select correctly	Allow the Crew to view customer info on a backdrop Miro link
11. Step 4: Confirmation	I need to know the data will be reset after going back to the previous step in order to not re-selected	Discussing keep the selected data when moving back/next in booking progress with Devs
14. Step 5: Submit	I need to know if the booking flow has successfully been booked	Same as Paint point No.13 After the booking is confirmed, navigate them to the booking detail. Miro link
2. Step 1: Home Screen	I need to swipe left/right in order to view the calendar easily	Discussing Crew can swipe left/right to view the calendar easily with Devs
7. Step 3: Choose Menu	I need to know a digit limit of the menu's price in order to input correctly	Showing number format to inform Crew about the digit limit Miro link
8. Step 3: Choose Menu	I need to see the selected menu after going back to Step 2 so that I don't need to re-select menu	Same as Paint point No.11 Discussing keep the selected data when moving back/next in booking progress with Devs
9. Step 3: Choose Menu	I need to see the description menu so I can know more about it	Add menu description Miro link
10. Step 4: Confirmation	I need to change the Styling Date without having to go back to Step 1	Allow the Crew to edit time and menu in confirmation step Miro link
12. Step 4: Confirmation	I need to update all information in this step in order to be easier for me	Same as Paint point No.10 Allow the Crew to edit time and menu in confirmation step Miro link

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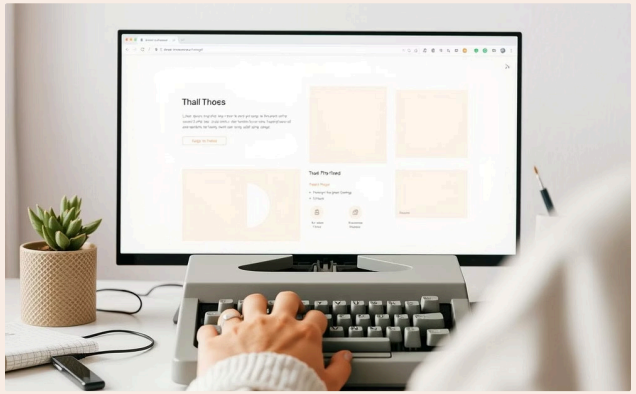
3. Wrap Up and Share



Wireframe Updates

The wireframe is updated based on detailed analysis + chosen solutions from the workshop



Stakeholder Review

The updated wireframe is then reviewed with key stakeholders to ensure it meets their needs and effectively addresses identified issues.



Results Sharing

Finally, the workshop results, including updated wireframe and proposed solutions,
are shared with all team members to ensure alignment and facilitate implementation.

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