

REDFISH Usability Report

Reviewed Ver.2

Marcelo Cazon

Table of Contents

- A. Introduction
- B. Executive Summary
- C. Methodology Sessions
- D. Methodology Participants
- E. Methodology Evaluation Tasks/Scenarios
- F. Evaluation Four Takeaways
- G. Results Summary of Data
- H. Recommendations
- I. Conclusion
- J. Appendix - Highlight Reel, Task Questions,
Screenshots High Fidelity app, and Press Release

A. Introduction

REDFISH is an application that allows users to purchase fishing equipment directly through the application. It also allows users to search and locate popular fishing locations. REDFISH provides the user an option to upload their recent catches to the application, encouraging the user to maintain and grow their own catalog. REDFISH is the perfect digital companion for people that enjoy fishing and are seeking to take their hobby one step further. The application main page called "My Gear" will provide the user with suggestions on how to optimize their equipment.

The application online store is linked to your profile so every time you acquire new equipment it will reflect on our profile thus keeping your fishing equipment updated for future fishing trips. The application is a one-stop shop to search locations for fishing trips, update your fishing gear, and catalog your recent catches.

B. Executive Summary

The REDFISH product designer conducted onsite usability tests on two separate occasions on November 21st and November 23rd, 2018 at the tester's home address and the remaining tests were completed online. The goal of the test was to evaluate the usability of the application interface design, flow, and layout architecture.

There were a total of seven people that participated in the test that contained seven tasks in total. Each individual test lasted about 10 minutes on average and the tasks gradually increased on difficulty. The test was updated after three online participants took the test, this was done to view if there were any changes in the participant's behavior. The wording of the tasks was changed to simplify some actions throughout the test.

In general, all participants found the REDFISH application was clear and cohesive. There was a general consent that imagery and color were well balanced throughout the application. One participant Rachel enjoyed the avatar in the "My Gear" page and stated, "I really liked how the gear page had a little avatar person to represent the user wearing/holding their gear and how it changed as you added gear," and 87.95% thought the website was easy to use. The test identified only a few minor problems including:

- Some of the fonts were a little small.
- The fish images were a bit big.
- The red color could be used more in the app.
- The first page had a different layout.
- Lack of an upload simulation in the Catalog page.
- The menu from the top left corner and the bottom menu had the same options the only difference was the logout function.
- The "Details" function in the catalog page could be an icon

C. Methodology Sessions

The product designer of REDFISH conducted a usability test using a prototype of the application by sending the link to 5 different testers and running the application in their own laptop on two separate testers. The laptop and links sent to testers used the trymyUI software to capture audio, participant's comments, navigation choices, and questionnaires asked throughout the test. Each test had a total of 6 tasks to complete, where the user had to interact with the prototype application in order to complete each task.

The tasks were as simple as to log in and log off from the application and as complex as to complete a purchase by searching the item throughout the application pages. Each session was able to record each participant's navigational choices, comments, and opinions throughout the test. The Product designer reached to university students, housewives, and parents to participate in the test. Emails were sent to five participants with the test link and two other tests were performed in the homes of the participants. All participants were informed on how to access the software and how to perform the test.

The test had a maximum allotted time of 20 minutes, however, each individual session lasted about 10 minutes long. During the beginning of the test, the participants were informed about what state of mind they will have to be in when performing the test. Also, the participants were instructed to make comments and to read the tasks out loud so the software could record the voice interactions. The participants read the task scenarios and tried to complete the tasks presented to them on the prototype application.

After each task, the software asked the participant to score the task they performed on a 7-point Scale with measures ranging from Very Difficult to Very easy. Post-task scenario subjective measures included:

- How difficult or easy did you find this task.
- Could you complete this task

After six tasks were completed, the software asked the participants to rate the application by using a 5-point scale (Strongly Disagree to Strongly Agree) for ten subjective measures including:

- Frequency of Use
- Complexity of the application pages
- Ease of Use
- Technical support from a third party provider needed
- Were the functions very well integrated
- Inconsistency in the system
- Most people would learn to use the application very quickly
- Was the system awkward to use
- Was the participant confident using the application
- Did the participants feel they needed to learn the application

In addition, the product designer asked the participants the following overall application questions:

- What was the worst thing about your experience?
- What other aspects of the experience could be improved?
- What did you like about the website?
- Were there any distracting images, colors or font sizes that took your attention away from the current task?

D. Methodology Participants

Participants ranged from university students, housewives, and parents. There were a total of three university students, three parents, and one healthcare professional. Out of the seven participants, two of them took the test on their home address while the product designer was present, the tests were taken on on November 21st and November 23rd. The remaining five participants took the test on their own time after receiving the link via email.

Of the seven participants, two were male and five were female. Some participants were involved in multiple roles. Participants were selected from university students with knowledge on mobile applications, a total of three. Parents with limited knowledge of mobile applications, a total of three. Lastly, one healthcare professional with extensive knowledge of mobile applications.

Participants Table

Role

University Students	Parents	Healthcare Professional
3	3	1

- Junior Under graduates (3)
- Parents (3)
- Healthcare professional (1)

Gender

Male	Female
2	5

- Female (5)
- Male (2)

E. Methodology Evaluation Tasks/Scenarios

The product designer created six tasks that the test participants were required to complete. The tasks were tailored to allow the participant to focus on specific actions such as purchasing equipment and locating information. The following tasks were asked to be completed:

- Log in to the application and purchase equipment from the main page.
- Purchase bait through the supplies page.
- Purchase additional equipment through the supplies page.
- Review previous catches from the catalog page.
- Find possible locations for fishing trip through the location page.
- Log out from the application.

F. Evaluation Four Takeaways

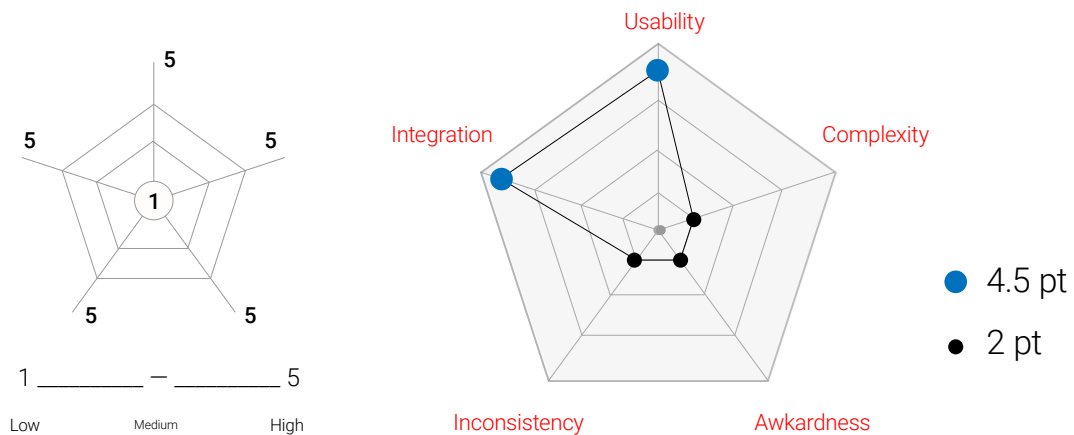
- Do not assume every participant has experience with mobile applications.
- Provide clear and serious instructions from the very beginning, so participants can take the test seriously.
- Simplify menus but maintain a balance to maintain a seamless experience.
- Always maintain communication with online participants to keep the information about the test clear.

G. Results Summary of Data

The table below displays a summary of the test data. Low completion rates, satisfaction ratings, high errors, and time on tasks are highlighted in red for scores lower than 55. Also, a table showing five of the survey questions showing the highest and lowest scores.

Higher and Lower Scored Questions

- I thought this system was easy to use (*Usability*)
- I found this system unnecessarily complex (*Complexity*)
- I found this system very awkward to use (*Awkwardness*)
- I thought there was too much inconsistency in this system (*Inconsistency*)
- I found the various functions in this system were well integrated (*Integration*)



Summary of Completion, Errors, Time on Task, Mean Satisfaction

Task	Task Completion	Difficulty	Time on Task	Satisfaction*
1	100	6.14	75.43	60.52
2	100	6.71	67.14	57.95
3	100	6.86	58.14	55
4	100	6.71	81.29	62.66
5	100	7	49.57	52.19
6	100	7	34	47

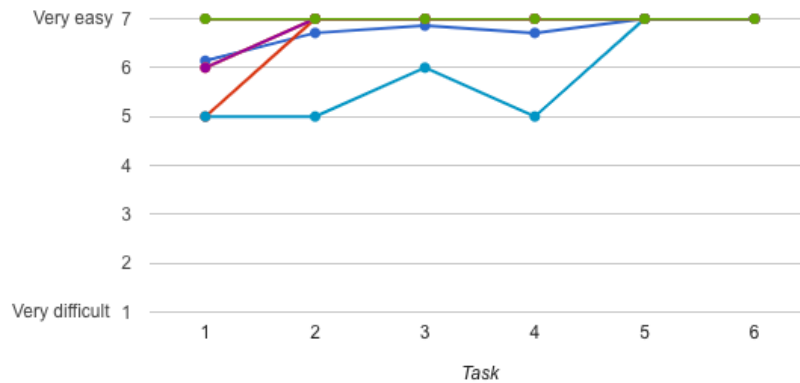
* Satisfaction = Mean combined rating across three post-task measures: ease of finding the information, ability to keep track of location in site, and site information prediction accuracy.

* Difficulty = 7 meaning very easy and 1 very difficult.

* Time on Task = measured in seconds.

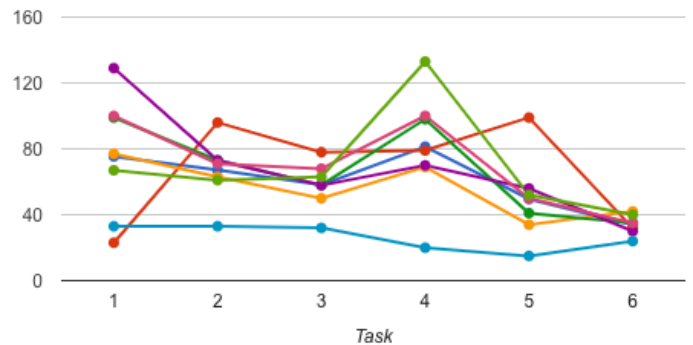
Task Usability

Overall, how difficult or easy did you find this task?



Task Duration

Time taken per task(in seconds).



Overall Metrics and Overall Ratings

After task session completion, participants rated the site for eight overall measures. These measures include:

- Frequency of Use
- Complexity of the application pages
- Ease of Use
- Technical support from a third party provider needed
- Were the functions very well integrated
- Inconsistency in the system
- Most people would learn to use the application very quickly
- Was the system awkward to use
- Was the participant confident using the application
- Did the participants felt they needed to learn the application

Most of the participants (97.78% percentile) agreed that the website was easy to use. The majority of participants agreed they would use the site in the right situation or opportunity, and that the site's content was engaging, attractive and easy to follow. Some participants that had trouble completing the tasks or were not completely sure if the task was completed correctly demonstrated curiosity during the test by attempting to browse through the applications during the test.

See table below.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean Rating	Percent Agree
Frequency of Use	-	-	2	2	3	2.3	92%
Complexity of the application pages	3	2	2	-	-	2.3	-
Ease of Use	-	-	-	1	6	2.3	98%
Technical support from a third party provider needed	5	2	-	-	-	2.3	-
Were the functions very well integrated	-	-	-	3	4	2.3	95%
Inconsistency in the system	6	-	1	-	-	2.3	-
Most people would learn to use the application very quickly	-	-	-	1	6	2.3	98%

Was the system awkward to use	3	3	-	1	-	2.3	14%
Was the participant confident using the application	-	-	-	2	5	2.3	97%
Did the participants feel they needed to learn the application	3	1	1	2	-	2.3	28%

Post-Task Overall Questionnaire

**Percent Agree (%) = Agree & Strongly Agree Responses combined*

Likes, Dislikes, Participant Recommendations

Upon completion of the tasks, participants were asked four questions and were asked to provide feedback for what they liked most and least about the website and recommendations for improving the website.

Liked Most

The following comments capture what the participants liked most:

- That you can keep track of your biggest fish and fishing locations
- It shows me the gear I have selected and how it all comes together
- I liked the instructions, they were easy to follow
- I like the app the icons are easy to find once I got familiar looking at the different options
- I really liked how the gear page had a little avatar person to represent the user wearing/holding their gear, and how it changed as you added gear
- I liked how you can keep track of all the fishes you catch
- The app was very easy to navigate as a user.

Liked Least

The following comments capture what the participants liked the least:

- keeping in mind this was a fake test and not a real application
- nothing, it was easy to navigate
- Installing and locating the tester program
- The only thing that I found confusing was the fact that the app had the navigation drawer in addition to the bottom navigation, especially since they had almost the same things in them. I suggest eliminating one or the other
- The first page was confusing because it had a different layout than the other two
- I got a little confused on the first task and where to go

H. Recommendations

The following comments capture what the participants recommended most:

- The hat image was not clear and could be replaced with a better quality image
- Add personal photos of my previous catches so I could share them in social networks
- The red color could be used more in the app since you really only see it in the navigation drawer
- There could be more separation in the gear page to know exactly what is in there
- The triangle, circle and square navigation don't think you need them I think the menu navigation above does the job well

Recommendations for Improvement

The recommendations section provides recommended changes and justifications driven by the participant success rate, behaviors, and comments. Each recommendation includes a severity rating. The following recommendations will improve the overall ease of use and address the areas where participants experienced problems or found the interface/information architecture unclear.

Task 3, 4, and 5 asked participants to complete task while navigating the menu sections. (Task 3, Task 4, Task 5)

Tasks required participants to perform various actions while using the bottom menu.

Change	Justification	Severity
<ul style="list-style-type: none">• Remove the navigation menu drawer from the top left corner and the same options are available through the bottom menus.	<p>Participants mentioned the menus were the same with exception of the Log out option.</p> <p>The menu drawer could cause confusion between users and it serves no additional purpose.</p>	High

Review the previous catches that you logged on your catalog. (Task 4)

Task 4 required participants review their catalog to find information about their previous catches.

Change	Justification	Severity
<ul style="list-style-type: none">• Incorporating a way to share personal photos via social media. Possibly adding a community section	<p>A participant asked a way to share information of previous catches to a community.</p> <p>The page only allows you to upload your own catches but does not have a community page.</p>	High

Update color to match company brand. Recognize on Tasks 3 and Task 5.

Task 4 required participants review their catalog to find information about their previous catches.

Change	Justification	Severity
<ul style="list-style-type: none">The red color could be used more in the app since you really only see it in the navigation drawer	Maintaining a cohesive brand identity between the logo mark colors and the application is a must to emphasize the company identity.	High

Review the previous catches that you logged on your catalog. (Task 4)

Task 4 required participants review their catalog to find information about their previous catches.

Change	Justification	Severity
<ul style="list-style-type: none">Maintain balance on images they were not well proportionate. Maintain a balance between large and small images.	Couple participants pointed out that images could be reduced on the catalog page and other images could be enhanced to look for better quality images.	High

Review the previous catches that you logged on your catalog. (Task 4)

Task 4 required participants review their catalog to find information about their previous catches.

Change	Justification	Severity
<ul style="list-style-type: none">Incorporate Android device buttons while maintaining usability with the applications menu bar so the buttons could be maximized for usability.	Provide valid functions to the device's buttons so we do not alienate the devices controls such as the triangle, square, and circle buttons.	High

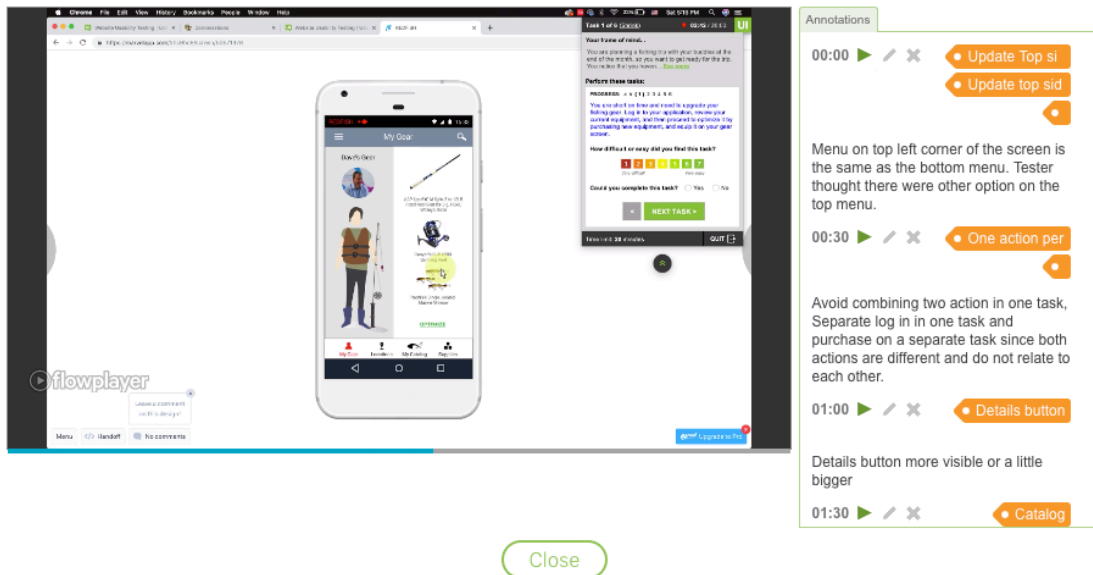
I. Conclusion

Most of the participants found the application very easy to use, organized, colorful and attractive. The inclusion of photography and a way to maintain track of personal fishing catches was well received among participants. Also, the insertion of the avatar persona in the "My Gear" page was well received among users. On the other had suggestions by participants to add a community page where the user could share personal catches and personal photos was an option that was requested by participants. Communication between the product designer and the participants will be required to complete the application successfully. The application will have to go through a few more prototype phases before it can be ready for public beta testing. Continuously reviewing recommendations from the participants and following suggestions and testing the ideas will ensure the application evolves to a user-centered experience. The overall experience, in my opinion, was very successful. The participants were able to discover opportunities and flaws within the prototype that I would have not been able to recognize directly. The testing of the prototype showed me that I would always have to be ready to update tests on the fly as this will allowed me to continue moving forward towards the completion of the prototype.

J. Appendix

Highlight Reel

RedFish Prototype Highlight Reel 11/27/2018 BY: Marcelo Cazon



The image shows a video player interface with a central smartphone displaying a mobile application. The app has a top menu, a main content area with a 'Why Gear' section, and a bottom navigation bar. To the right of the video player is an 'Annotations' panel with a list of time-stamped notes:

- 00:00 Update Top si
- 00:00 Update top sid
- 00:30 One action per
- 01:00 Details button
- 01:30 Catalog

Each annotation includes a play button, a pencil icon for editing, and a close button. The notes describe UI changes and usability concerns, such as menu consistency, action separation, and button visibility.

Close

<https://vimeo.com/303233649>

<https://www.trymyui.com/practice/YsM7eOGyNGaBSJex>

Task Questions

Scenario

"You are planning a fishing trip with your buddies at the end of the month, so you want to get ready for the trip. You notice that you haven't upgraded your fishing gear in a while, so you want to browse for the best possible equipment. Also, you are want to review your previous catches so you can get excited about the trip, and you want to locate a possible location for your trip."

Task 1

"You are short on time and need to upgrade your fishing gear. Log in to your application, review your current equipment, and then proceed to optimize it by purchasing new equipment, and equip it on your gear screen."

Task 2

"After upgrading your fishing gear you want to make sure you have enough fishing bait for the trip, browse through the supply page, and proceed to purchase the Clown Minnow bait. Make sure to equip it to your Gear screen."

Task 3

"You remembered on your last fishing trip your friend Mike had a cool headgear. You want to browse through the supply page to see if you can find a headgear that you could wear for the trip. Purchase it and equip it to your Gear screen."

Task 4

"You are so excited about the trip that you want to review the previous catches that you logged on your catalog. You are not sure which was your biggest catch so you want to check the Bass, Salmon, and Tilapia."

Task 5

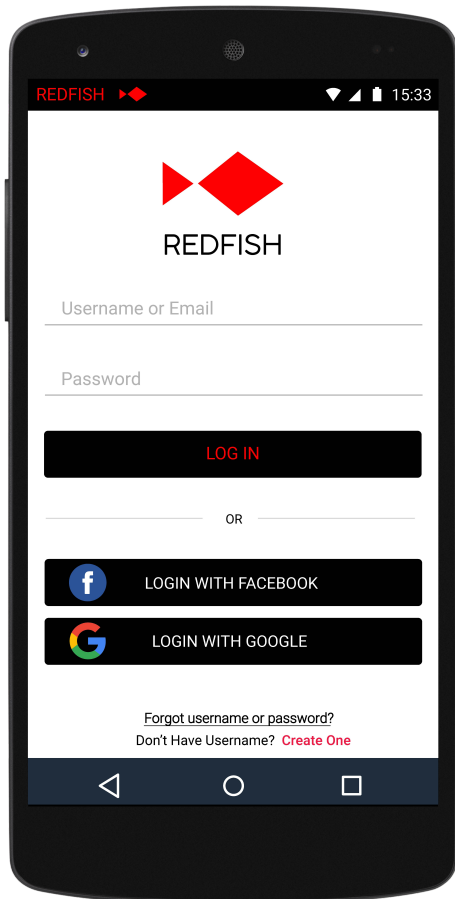
"You are not sure which locations are near Tampa Bay, so you want to search for near fishing spots in Tampa Bay using the Location page."

Task 6

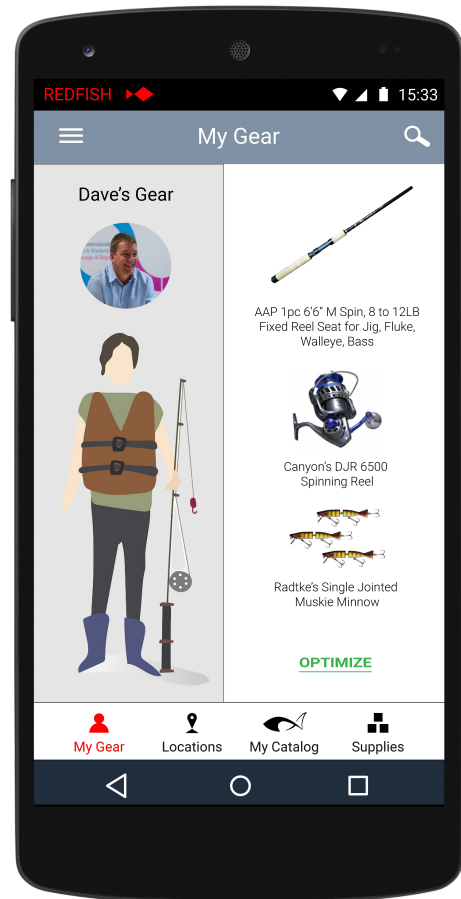
"You are ready to go, you have the equipment, the bait, and the gear. All is ready to go you are just waiting for equipment to arrive in the mail. You are done with the application you just need to log out."

Screenshots of High-Fidelity app

* Various Screenshots from the REDFISH prototype



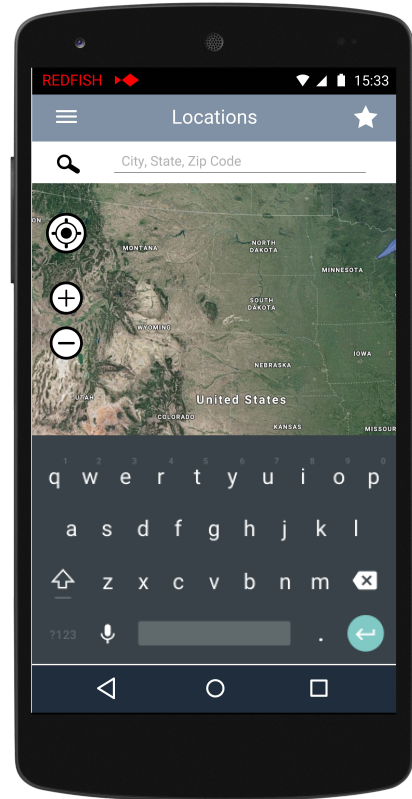
Log in Screen



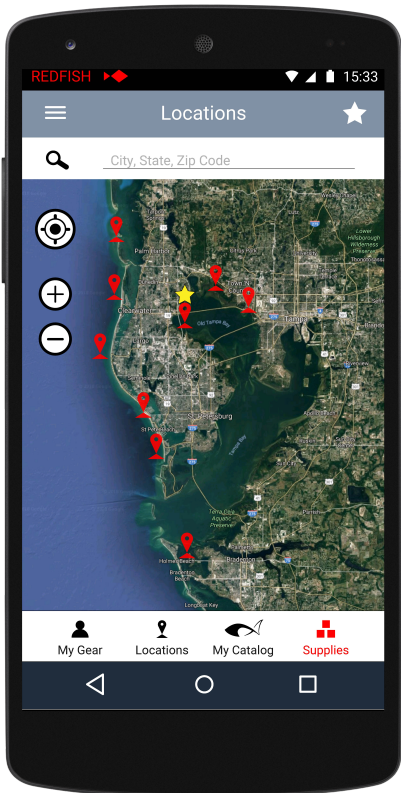
My Gear Main Page



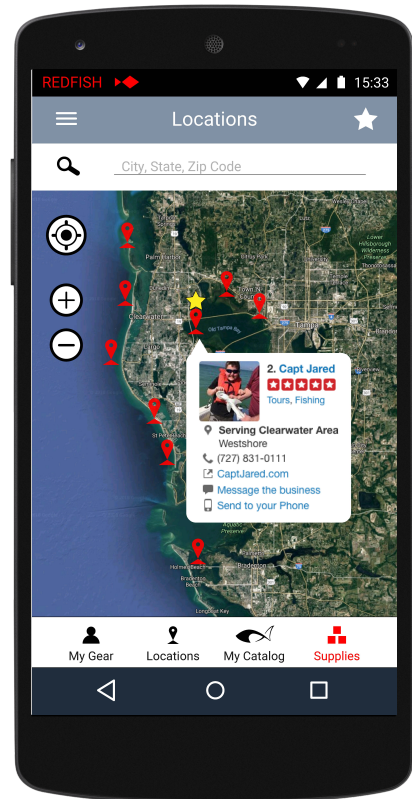
Location Main Page



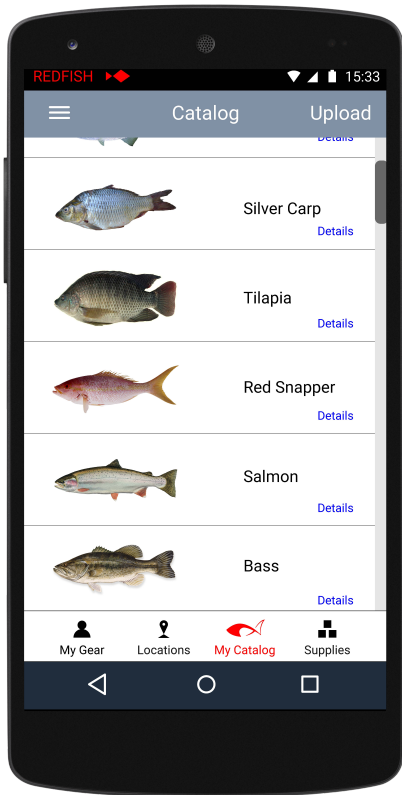
Location - Search



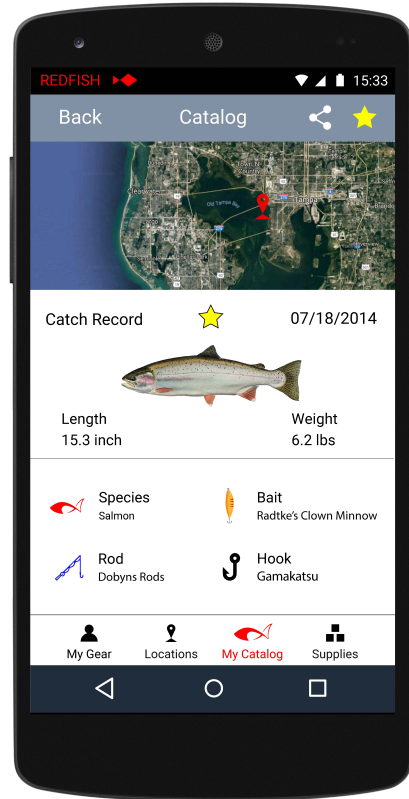
Location - Search results



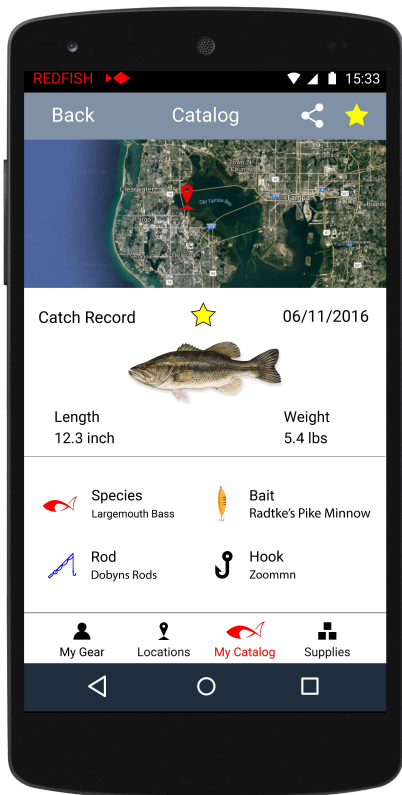
Location - Saved Spot



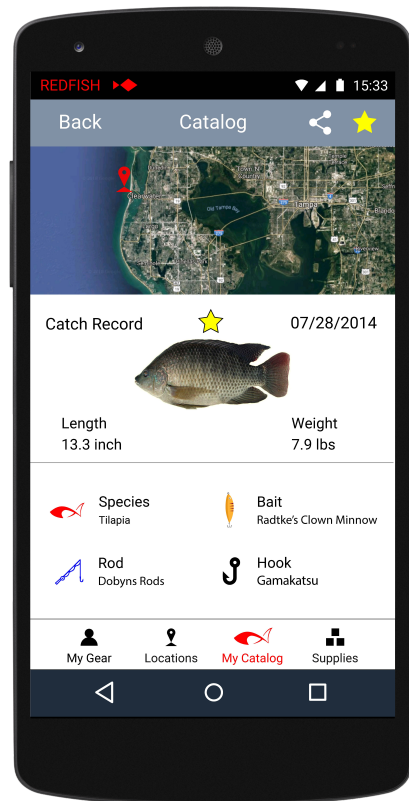
Catalog Page



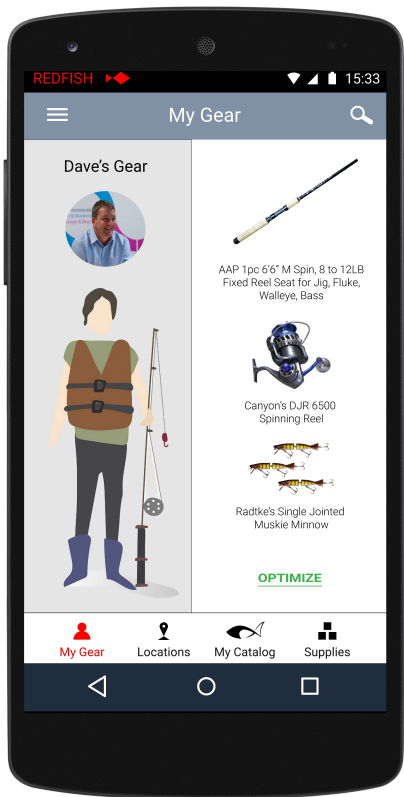
Catalog - Salmon Fish



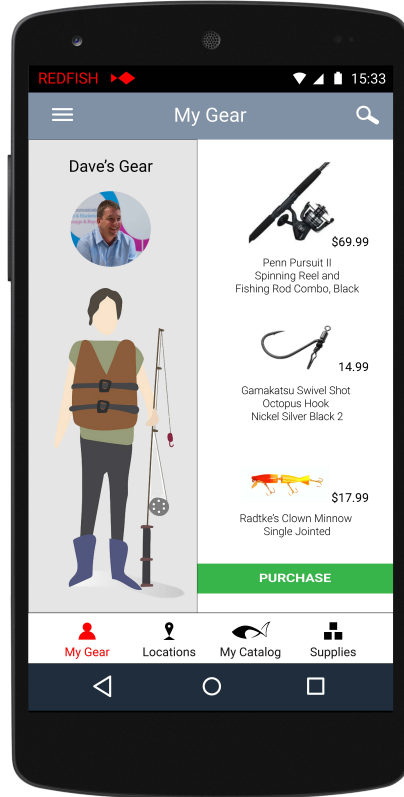
Catalog - Bass Fish



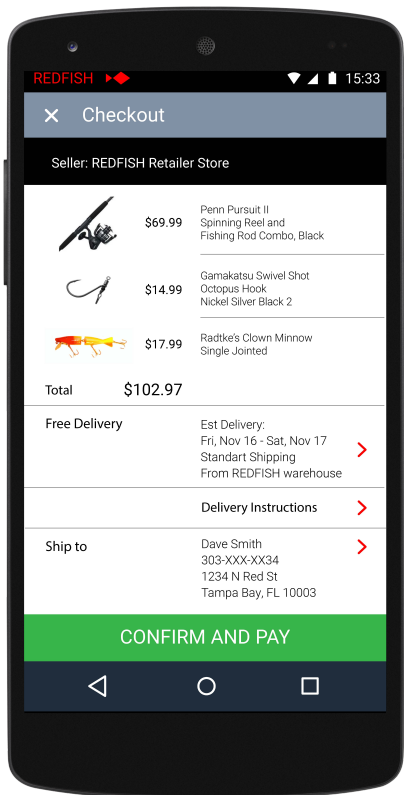
Catalog - Tilapia Fish



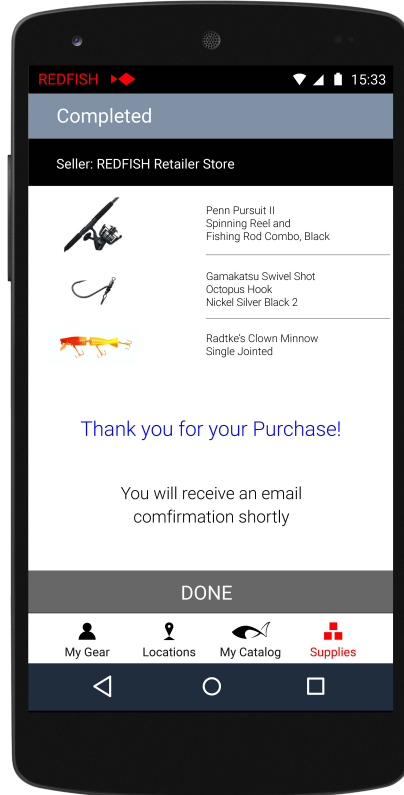
My Gear - Optimization



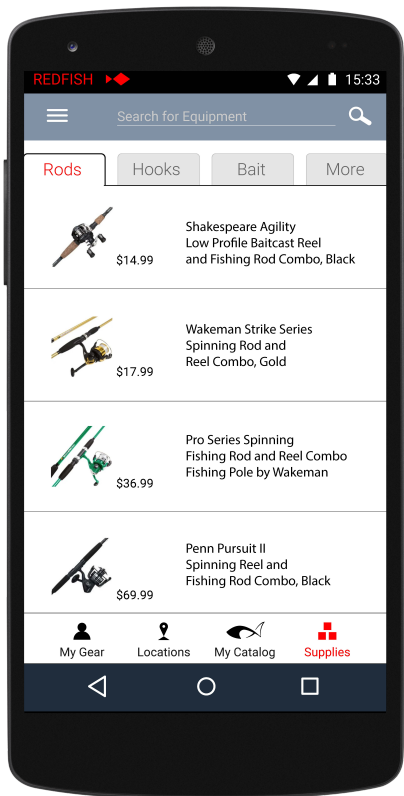
My Gear - Purchase Screen



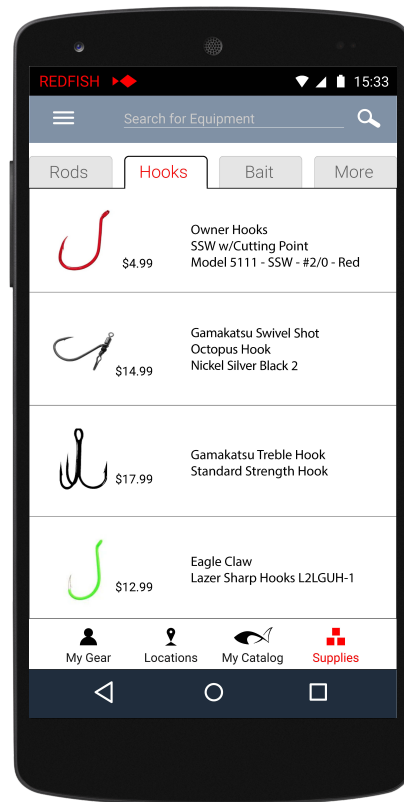
Payment Confirmation Screen



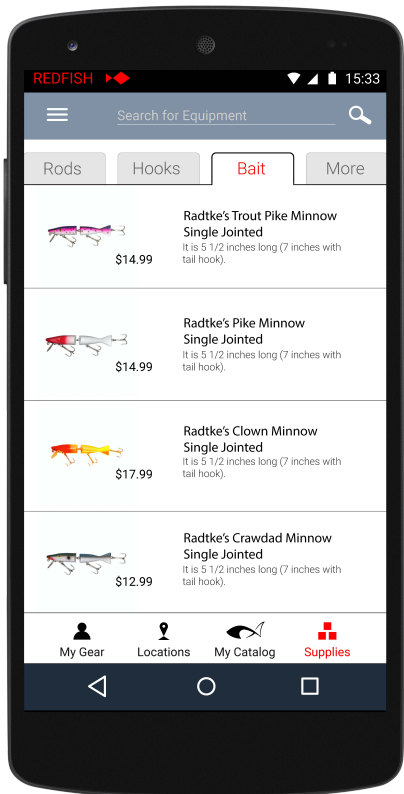
Purchase Completed



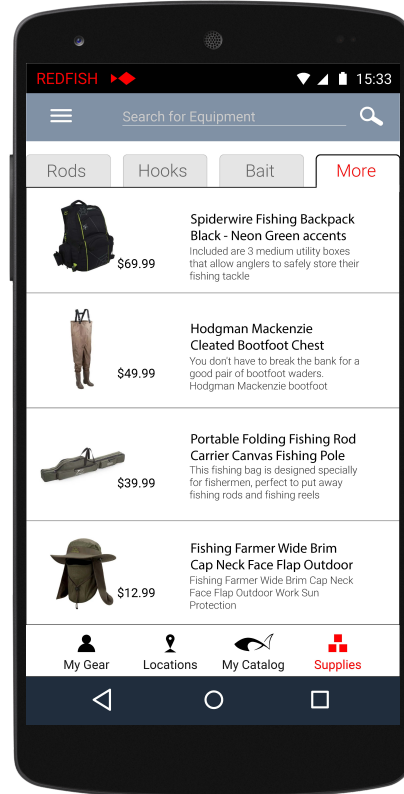
Supplies Page - Rods



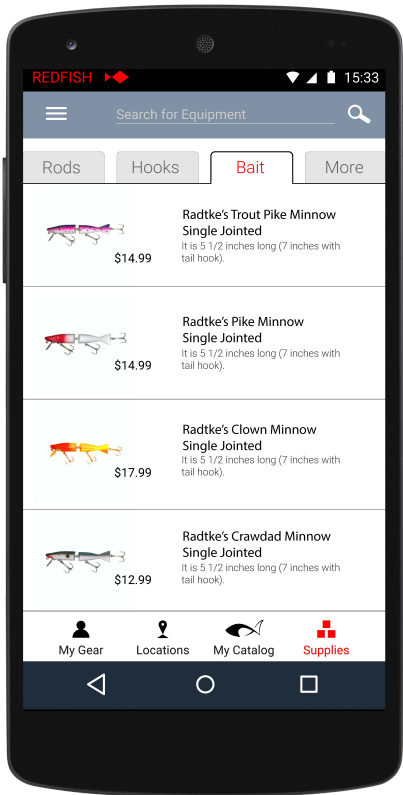
Supplies Page - Hooks



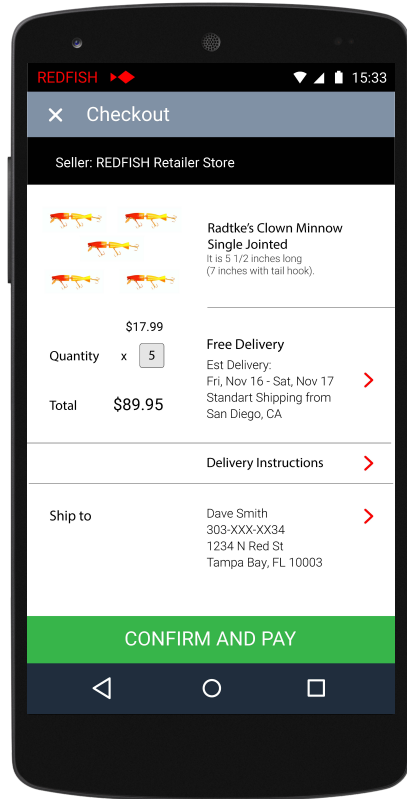
Supplies Page - Bait



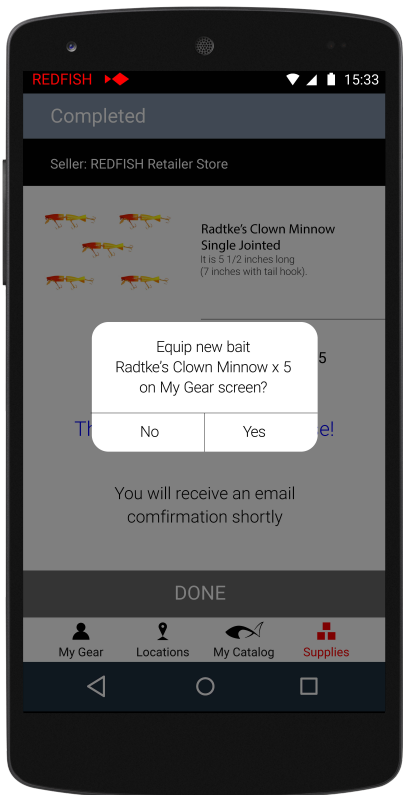
Supplies Page - More



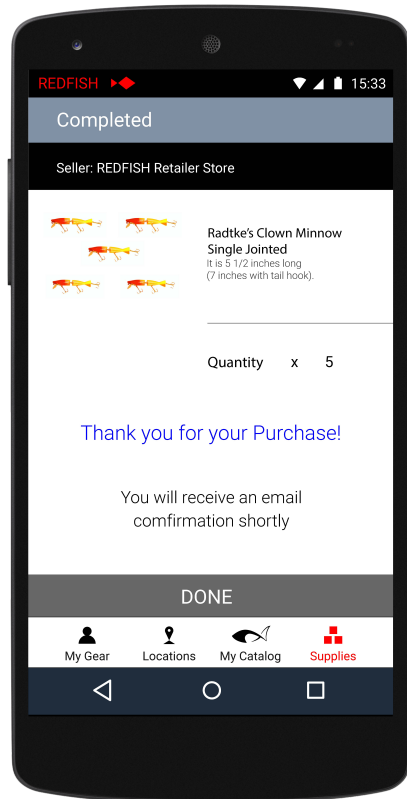
Supplies - Bait Page



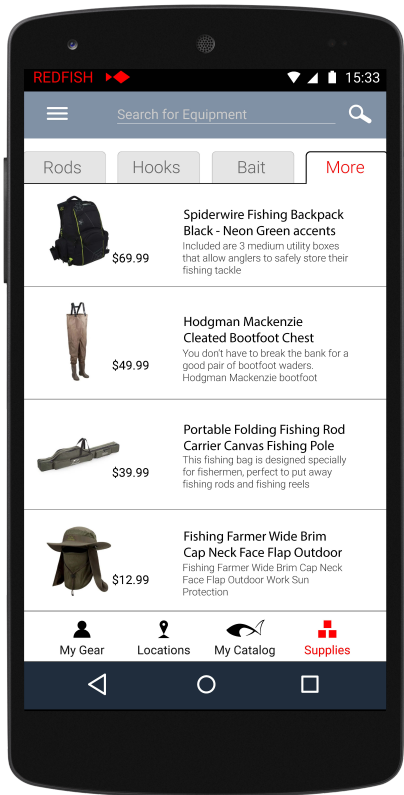
Purchasing Bait



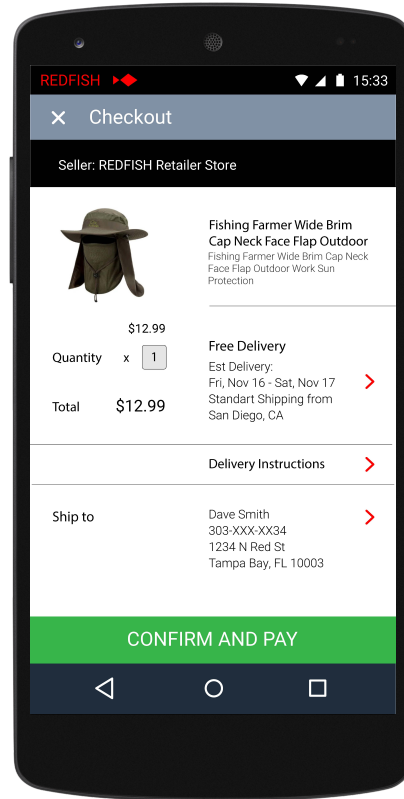
Equipping Bait



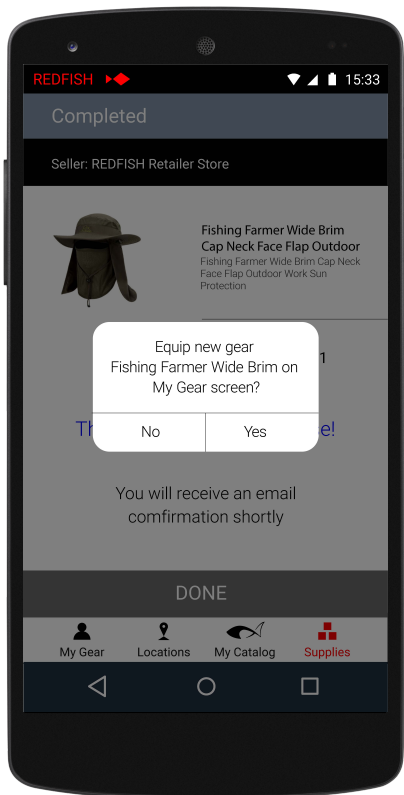
Purchase Confirmation



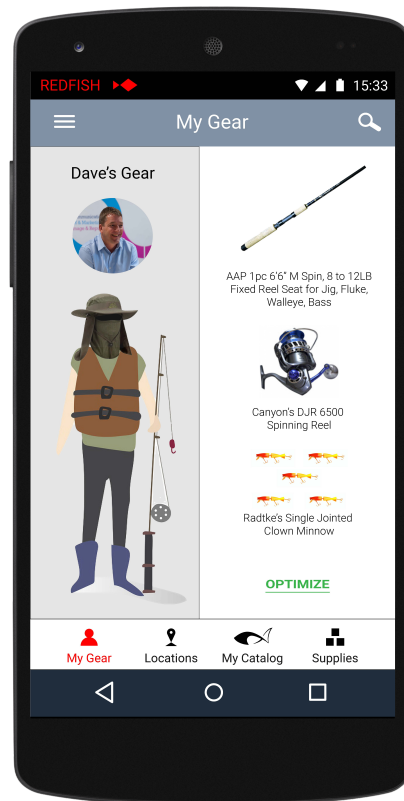
Supplies - More Page



Payment Transaction



Equipping Gear Message



Equipping Gear in Real Time

Press Release

REDFISH - The Fishing application that will help you maintain your fishing habit up to date every time you log in. Also, the application will help you maintain your equipment updated by providing you suggestions on equipment improvement.

REDFISH is the perfect digital companion for people that enjoy fishing and are seeking for the next best location to test their skills and equipment.

REDFISH is the only fishing application you will ever need to catalog your recent catches, search for nearest popular fishing spots, and to acquire up to date fishing equipment. The user profile page will provide you with suggestions on how to optimize your equipment. Finally, the application online store is linked to your profile so every time you acquire new equipment it will reflect on our profile thus keeping your equipment updated for future fishing trips.

Nowadays with the increasing number of online applications and online stores is getting more difficult to get a clear answer to questions such Where do I go? How do I get there? and What do I need? The REDFISH application solves the problem by directing the user to one single location where they can find the equipment needed and a location to go for their next fishing trip. The application is a one-stop shop for people that like to practice the sport of fishing and want things simple and direct. You do not have to download multiple applications to get the equipment you need or to look for that specific location to go.

With this in mind the application is focusing on providing a GPS locator that will show you the places to go and how to get there, in addition, the Profile and Supply section will keep you informed on your current equipment and if you want to upgrade to a better equipment the application can point you to one of the REDFISH stores near you. Thus creating a unique place where you can start your fishing experience.

“As a person that enjoys fishing, I can say that REDFISH is a very efficient application that can help you stay up to date with your fishing gear and also provide you with locations to visit to practice your fishing skills. I enjoy REDFISH commitment to efficiency as their application provides the necessary information for people that practice the sport,” said Marcelo Cazon, Product Designer of the REDFISH Android Application.

Once you download our application available in the Google Store setting up the application is easy and user-friendly.

First, The Profile the application will gather information about how well prepared you are and what type of equipment you have, then REDFISH will set your profile accordingly. If you do not own any gear the application will recommend affordable equipment that you could acquire through the online REDFISH store. Also, the application has a Location page that you can use to search for popular

places to practice the sport of fishing, or you can venture out to other more secluded locations to test your skills and equipment. Next, My Catalog where you can upload your latest catches and enter detail information about the fish weight, length, equipment you used and the location where you caught the fish. Finally, The Supplies page, the application will help you browse through its online store for fishing gear such as fishing rods, Hooks, Baits, and other fishing equipment that you may need for your future trips. REDFISH online store is loaded with fishing gear where you can resupply and acquire better equipment for your next fishing trip.

Many people have downloaded the application and are enjoying their fishing experiences, "I really enjoy the application layout and accessibility it is completely user-friendly. I do not have to go through multiple menus in order to find my next destination it is easy and simple. The profile section is my favorite place to go since it keeps me informed on my current equipment and always gives me tips on what other equipment may be better for me. Every time after a fishing trip, I keep thinking on what piece of equipment should I get next to help me increase my fishing skills" said Randy Schaffer.

The application core will be designed based on easy access, user-friendly navigational system, and informational data for the person using the application. The REDFISH application will help you increase your skills and knowledge whenever you are out fishing, REDFISH is the only application that will help you succeed and will keep you up to date in the fishing world.

Don't wait any longer and download the application for free in Android device via the Google Play Store.

For more information, please visit www.redfish.com