

Organic Cats App Usability Study

Presentation #2

July 25

Team

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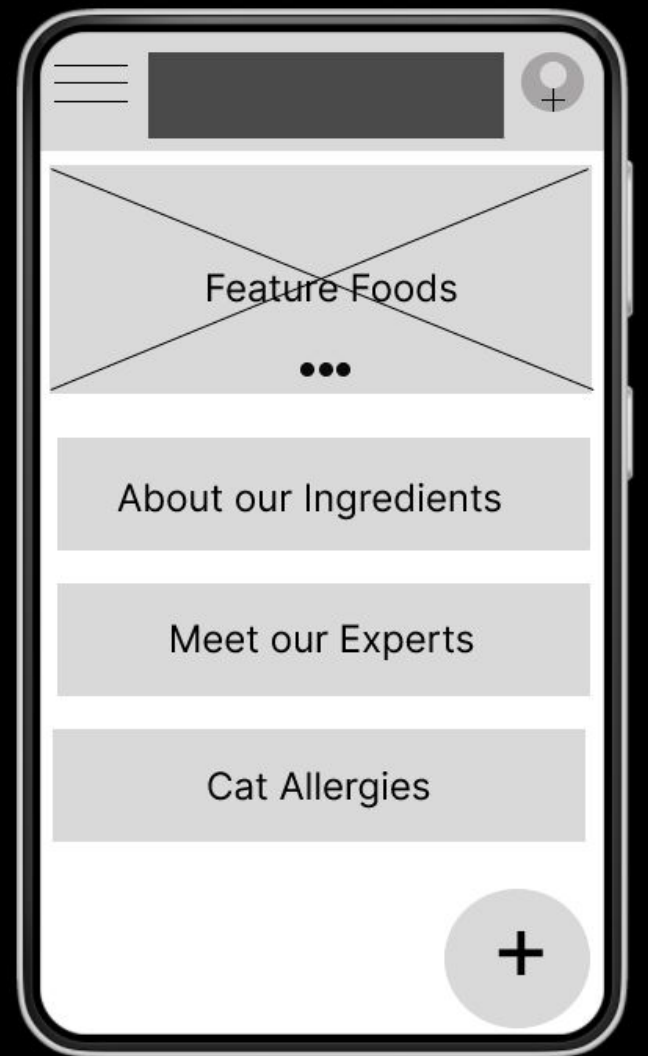
Review

Project Recap

We are creating a Organic Cats App to help cat owners with special needs, picky eaters or those that just want to feed their fur babies healthy foods be able to order organic cat food with only their choice ingredients and be able to set up recurring orders.

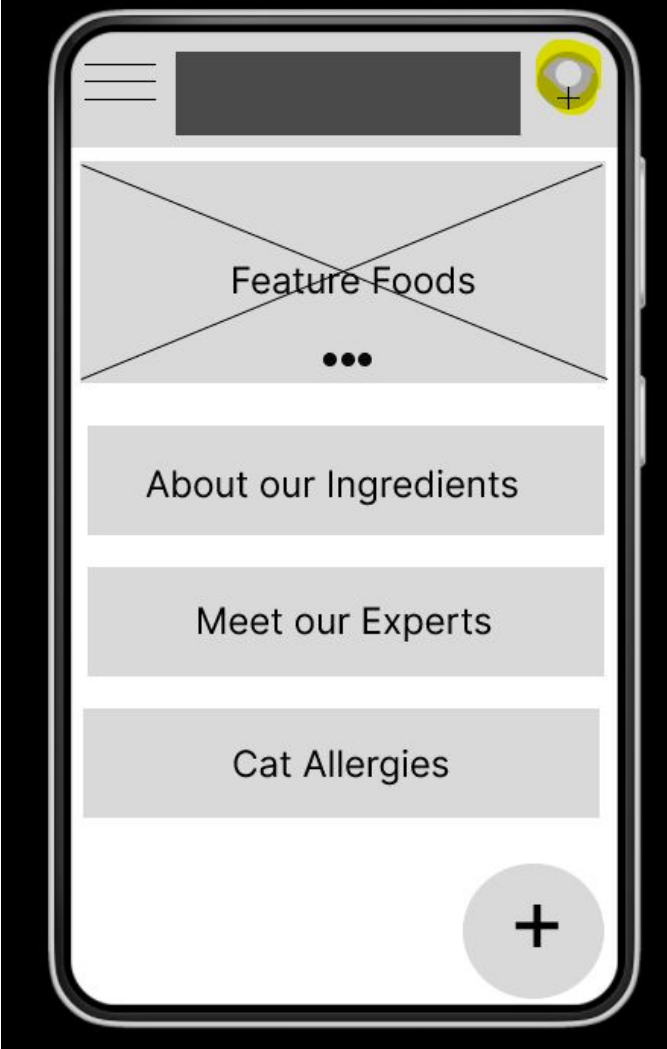
Prototype/ Design Test

<https://www.figma.com/proto/tsYmvb6XqTVQNkCdiyxFa8/Untitled?type=design&t=6pgLdnTwTvWJ1kld-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A5&node-id=1-5&mode=design>



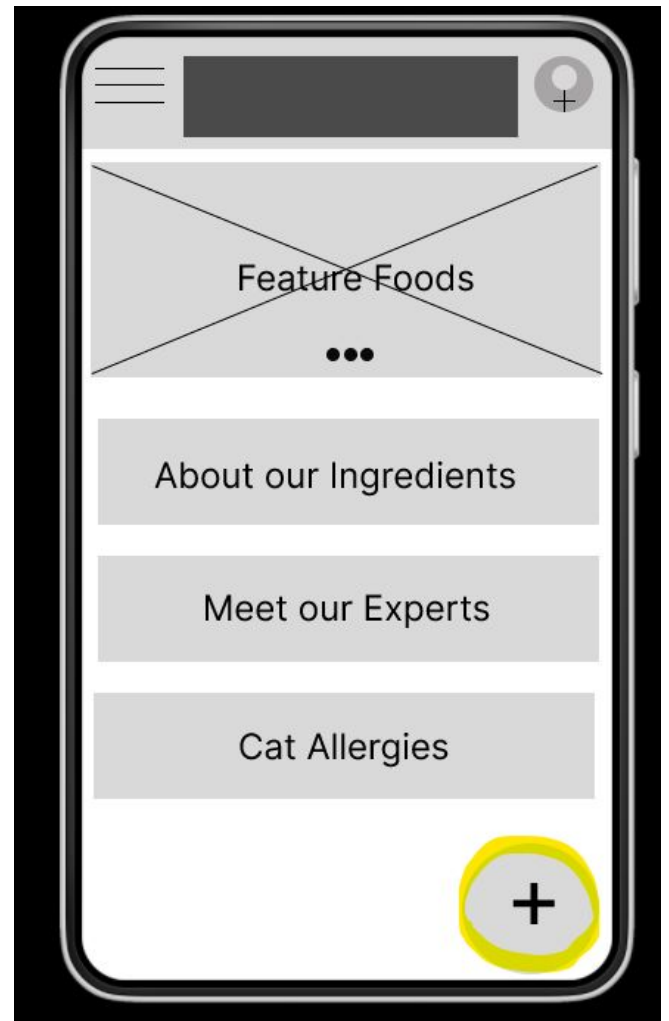
Themes

Most participants wanted the profile icon to be more obvious



Most participants wanted the shopping icon to be easier to understand

Some wanted more than one way to access the shopping page




Most participants wanted the cart icon to be an actual cart




Insights & Recommendations


Research insights



Change the profile
icon to be more
human



Have more than
one shopping
option



Update the cart
icon

Recommendations

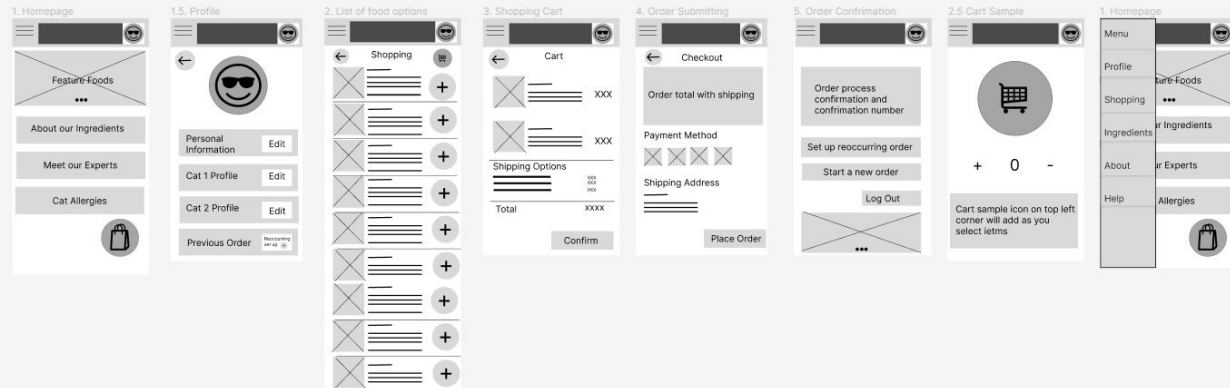
- Make more shopping access points for shopper that want to use a quick link, menu or search box
- Update icons to look more like what they are meant to represent
- Update overall design for accessibility

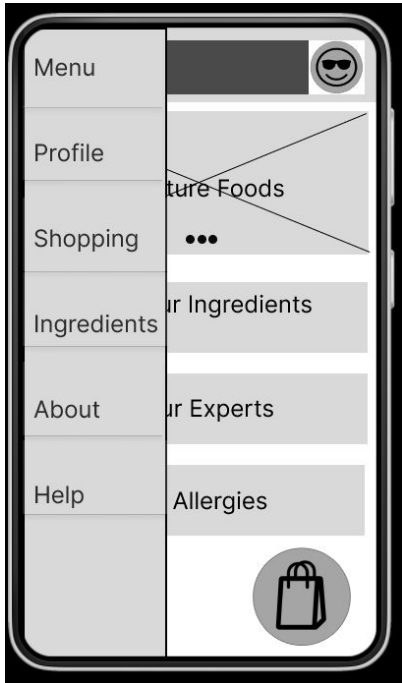
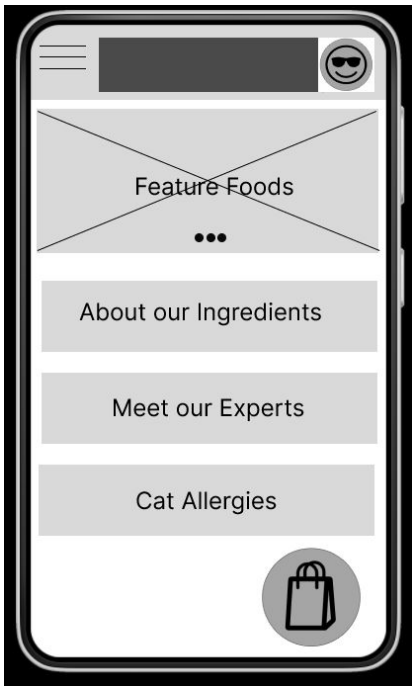
Changes based on Study
feedback



Original Design

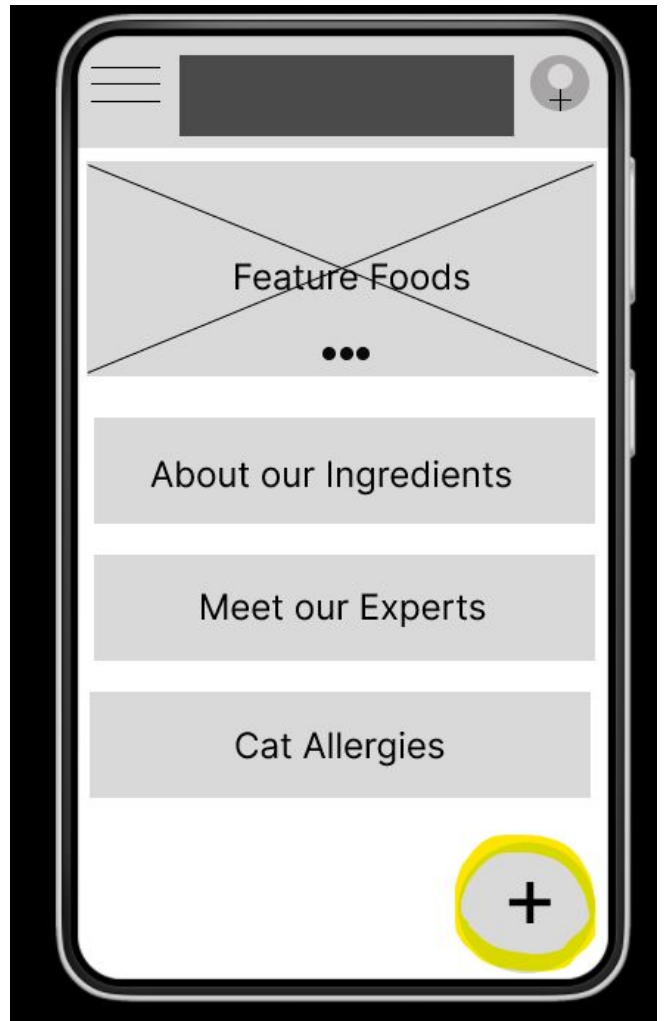
Modified Design

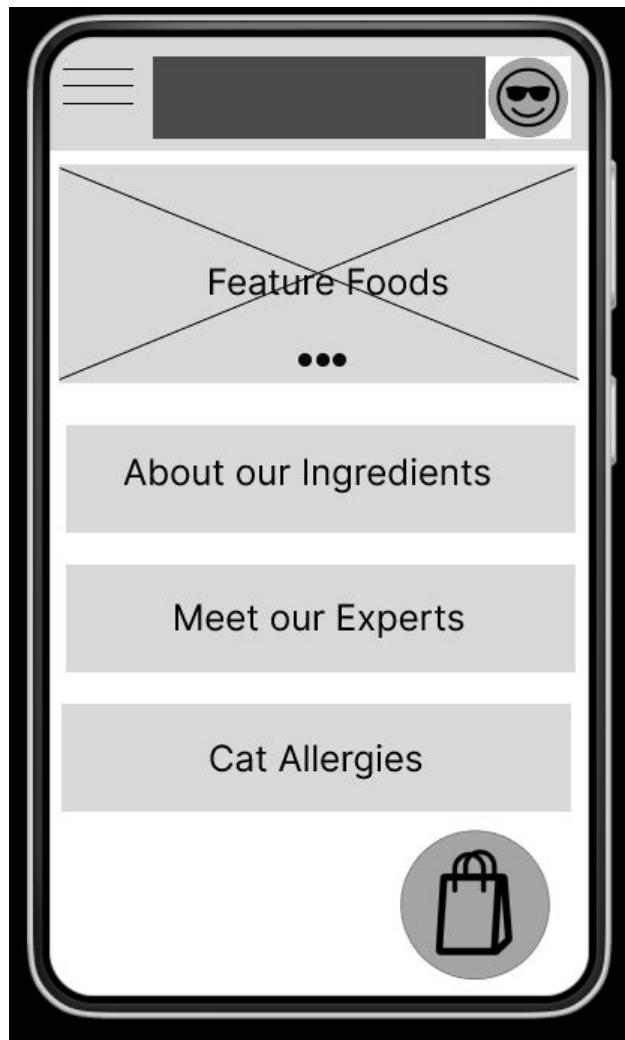




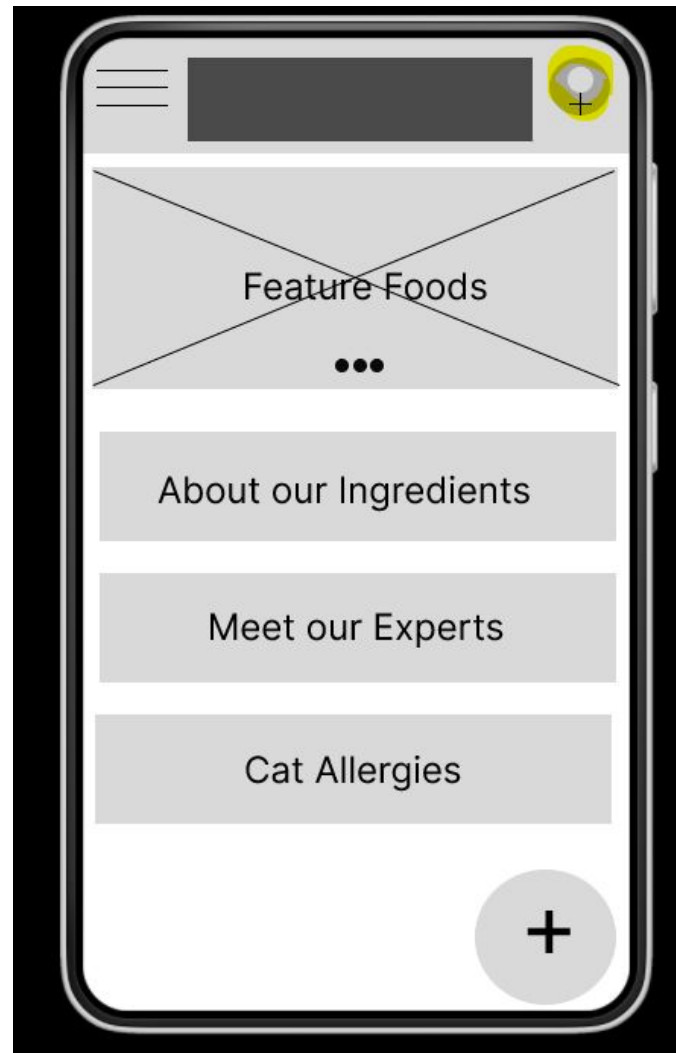
shopping icon has been updated to a shopping bag

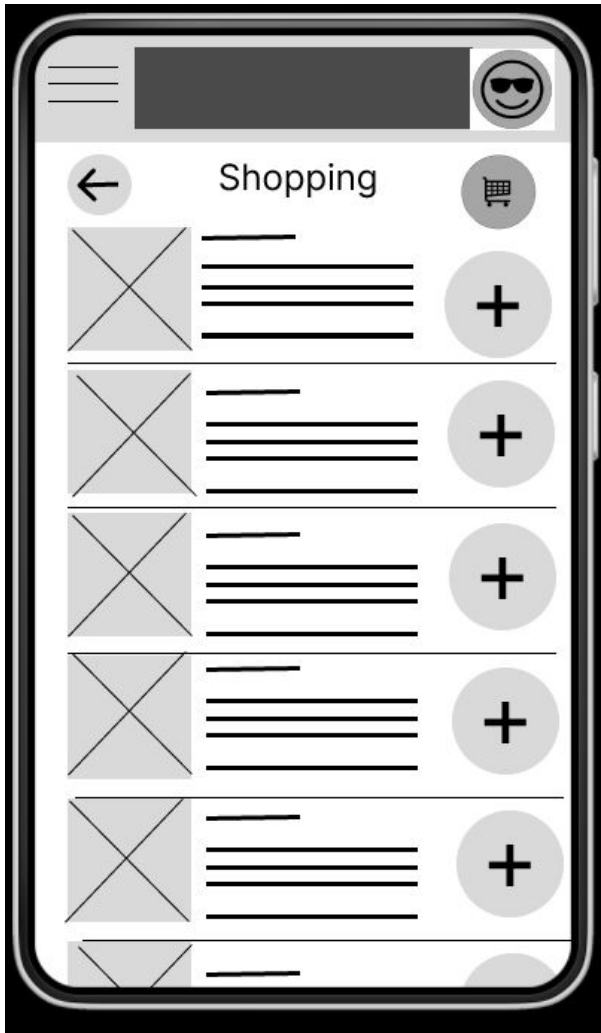
Shopping option has been added to menu bar





profile icon has been updated to be more people like





Cart icon is now an actual cart



Next Step & Additional Research

Next Step

- We need to know if the changes we made were effective to address the user pain points. As well as if they will help the user navigate the app
- We also need to improve the our design to include user from underrepresented groups

Additional Research

- Recommendation 1: Conduct an new unmoderated usability study to learn if the changes made to the design address the pain points express by the user in the first study.
- Recommendation 2: Conduct additional research to identify any modification that would serve the underrepresented group

Thank you!