

# USER TEST

## Synthesis

By conducting our user testing, we realized that there were several areas of the app that caused confusion for users, regardless of their business model knowledge. It was extremely beneficial to see how real users interacted with our app, as it made us realize the main issues within the prototype. Below is a list of takeaways from the features we tested on and ideas for refining our app in phase 4:

## Findings

### Guided

All of the testers suggested a secondary **prompt** (i.e. examples) was necessary to help them fill out information. A major question we had was whether they had a better understanding of the canvas after completing the questionnaire. Through our using testings, we found out that our users didn't have an immediate understanding that the information they inputted were now on the **canvas**. Another feedback was that the **sections** didn't make users feel like they were filling in each part of the canvas, as suggested **colour** coding would help.

### Freeflow

All of our users found the 'freeflow' option a bit difficult to navigate. Even for our experienced user, we felt that he didn't fully feel confident when taken directly to the canvas overview page. This could possibly be due to the **lack of guide** in telling the user what they should be doing, such as **notifications** on section cards, and the **add new note** function. Our next step is to figure out how we can better implement a guide or provide more information to users when they are taken directly to the canvas.

## **New note**

All three users had a difficult time finding how to **add a new note**. Since it's a function that is fundamental to our app, we definitely need to focus more on making this function more visible. One user suggested having an **additional way** to add new notes, by **choosing the section** after inputting note details. The user also suggested that adding the function to the navigation would be beneficial since creating a note is an important feature in our app.

## **Notifications**

The notifications feature created a lot of confusion for users. Since the home page contained a 'recent activity', it was thought of as the notifications within the app. Thus, we found that should be some type of **notifications on the home** (the first screen that users see). One of our user suggested adding notifications on the **section cards**, so that they would get a better overview of activities on the board that way. Additionally, the user suggested they would ideally like to see which section of the section a notification is from. Lastly, in terms of the notifications system, our users found the 'decline' option to harsh for rejecting a note and suggested creating a **feedback** system instead.

## **Canvas page**

All of our users suggested making the **canvas** page the **home** screen, since it's a more important function than the recent activity we had. In terms of next steps, it would definitely be helpful to see how we can make the canvas have features of a home page. Additionally, our users had a hard time navigating to the canvas page from the home. So, it would be helpful to remove the dashboard that we currently have as the home page.

### **Subsection page**

The categories brainstorming and published was confusing to our users. It was confusing as to whether the 'brainstorming' is private or public, and it wasn't something users immediately noticed was there. Also, it was suggested by one user that they would prefer to see a personal brainstorming page, which allows them to move the note over to the actual canvas if they choose to develop on it.