

Sassy Biker Sisters App Usability Testing Findings

Testers: 4 female identifying testers, 3 ride motorcycles, 1 does not ride motorcycles

Positives: Liked the UI elements of rounded rectangles around log-in/profile cues; positive response to the color scheme, logo and font; testers overall found it intuitive to navigate through at all parts of the app

Positive Findings

- Visual review found pleasant response to the color scheme of black/lavender/teal/white
 - Testers liked the light lined rounded rectangles for information input
 - All testers found the site mostly intuitive to navigate
-

Areas of improvement and actions taken to resolve challenges:

Area of improvement

- Originally the map had teal pin-drops to indicate location for a podcast. It wasn't clear to testers what would be found when they tapped on these.

Actions taken

- Added podcast icon to the zoomed in icons in order to clarify what could be found there
-

Area of improvement

- My client felt it was very important to have a button leading directly to the podcast list so a user doesn't have to go to the map if they want to find the most recent podcast. Given the addition of the "Podcast" list button" on the main entry screen, the purpose for the map became unclear.

Actions taken

- Included additional drop points for recommended routes (rectangle pin with route icon) and sponsors (star). This was planned to be added in the second iteration. Adding it now it allows for a more robust product and better connection/marketing with podcast sponsors.
-

Area of Improvement

- Profile screen did not have edit functionality

Actions taken

- Added "gear" icon to each page, which links back to profile and "pencil" icon to allow the user to edit their Profile section
-