

Second Round Usability Testing Findings

Capstone Summary

Providing your solutions

A startup company launched a media product two years ago. It is a freemium model that has a mobile-web experience and a mobile app for both iOS and Android. The company's business strategy was to first build a user base by offering a free product and then evolve the feature set so they could monetize on a premium (paid) product. At this point, the product has been well received and has a healthy user base of free users. They now need to design an experience that will allow users to subscribe and pay a monthly fee.

The business has two goals: 1. Create the opportunity for new users to subscribe to the premium product upon registration in the signup flow. 2. Create the opportunity for returning free users to become paid subscribers in the sign-in flow as well as within the product (once logged in).

Important Information from the Product Manager: 1. The existing signup flow does not have a call to action upon registration that gives the user the opportunity to subscribe. 2. The existing flow does not have prominent calls to action throughout the free experience that gives the user the opportunity – or a compelling reason – to subscribe. 3. By creating a paid product with better features than the free experience and giving users the opportunity to upgrade to a better product, users will pay the subscription fee. This will lead to a profitable revenue stream.

Severity Scale:

CRITICAL: Multiple users could not complete a task. These issues are issues you must fix before you launch your app or site

MAJOR: Multiple users struggled to complete a task. These issues are important to fix before you launch your app or site

MINOR: Users completed a task but raised concerns about design choices. You should fix these issues when time allows

NORMAL: Users identified a cosmetic problem. You should fix these issues when time allows

Resources:

36.4.5 - [High Fidelity Designs](#)

36.4.6 - [Second Round Usability Test Script](#)

Participant 1 - Frederick

08 October, 2024, 4:00 pm

Key Findings:

- Asked about the name - liked the fact that it referred back to the Japanese name for their own country and language.

Errors encountered:

- Landing screen would not scroll, so he could not actually interact with anything on the page other than the buttons on the top banner.
- Could not read the “change” option due to missed font color change.

Participant 2 - George

08 October, 2024, 5:15 pm

Key Findings:

- Felt the CTA was a bit too “everywhere” and would definitely interfere with their enjoyment of the freemium app.
- Felt the opt-out on the premium subscription page was “passive aggressive” and might turn away potential free users.

Errors encountered:

- No cancel function on the payment page if you change your mind.

Participant 3 - Hannah

08 October, 2024, 6:00 pm

Key Findings:

- Asked about other payment forms - including Zelle and Venmo as possible future accepted forms.

Errors encountered:

- No cancel function on the payment page if you change your mind.

Participant 4 - Issis

09 October, 2024, 4:30 pm

Key Findings:

- Asked about the tier names and was impressed by their being honorifics in Japanese

- Liked that they could change the level of the subscription tier without starting completely over.
- Liked that you could “test drive” a few series before you had to pay for a subscription.

Errors encountered:

- Did not think that returning to the tier selection page to cancel was sufficient.

Participant 5 - James

09 October, 2024, 5:15 pm

Key Findings:

- Felt that the pink CTA buttons were hilarious and would definitely get him to subscribe just to get rid of them.

Errors encountered:

- None

Problem log:

(Remember, problems can be encountered by more than one user, you will have to boil down all the above results into a list of overall problems and how many users encountered each. *Please do not include screenshots or images in the table.*)

Severity	Issue Encountered	Solution Idea
CRITICAL	Landing page was frozen and would not scroll.	Remove and redo the prototyping for the pages. Note: this was completed before the second user test, so it was no longer an issue at that point.
MINOR	Three users noted the lack of a cancel option when on the payment page.	Add option to abandon subscription on the payment page.
MINOR	Font color for the word “change” was black on	Changed color of

	dark green (I missed changing it in the original design) making it impossible to read.	text to make visible. Note: this was completed after the first test of this round, so it was no longer an issue.
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