

# Usability Inspection and Analysis

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**Client / Product:** CoverPocket

# Methodology

This report contains a usability inspection report for the app CoverPocket (for iOS).

The inspection and analysis found in this report was generated using two main methodologies:

- 1) Nielsen's Heuristic Evaluation <sub>1</sub>
- 2) Weinschenk and Barker Classification <sub>2</sub>

All the identified problems have a proper argumentation based on these inspection methodologies. None of the suggestions have an impact in the look and feel of the app unless the problem is derived from an aesthetics inconsistency.

False positives were ruled out by excluding cases in which there wasn't a strong contradiction to one of the proposed used methodologies (equal or less than 2 on a scale from 1 to 5)

\* 1) <http://www.nngroup.com/articles/ten-usability-heuristics/>

\* 2) <http://www.measuringu.com/blog/he-cw.php>

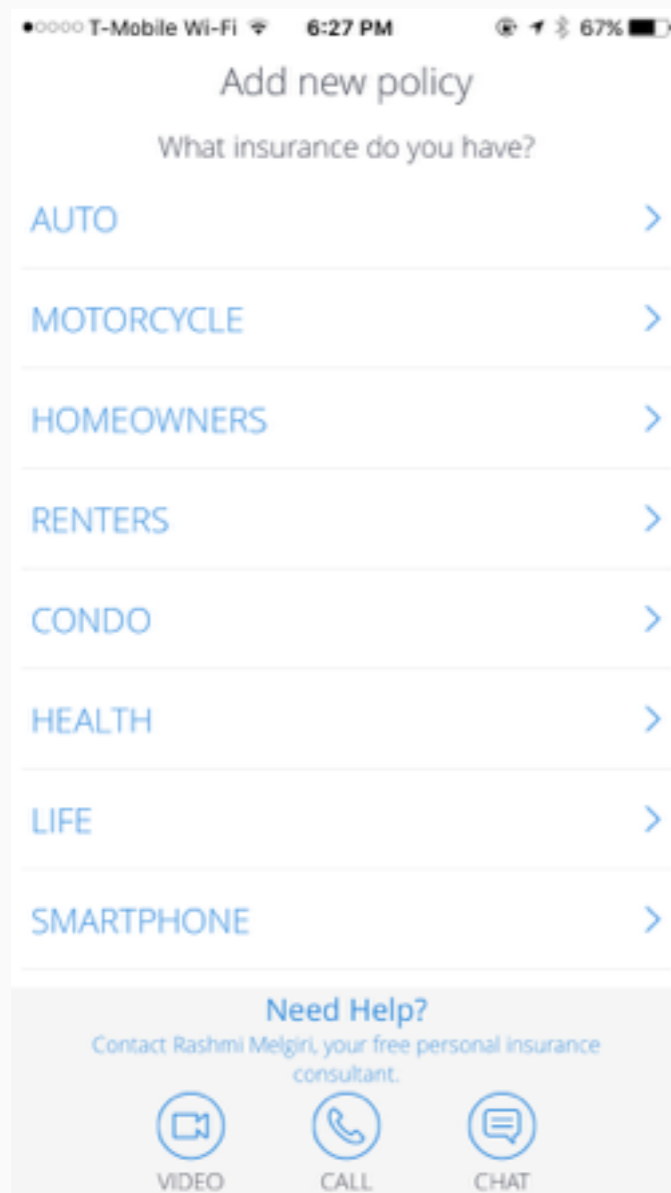
# Abstract

In the usability inspection of the app the following issues were found:

- 4 critical problems that are explained individually. Suggested solutions are provided.
- 3 low severity problems that are explained in an “Other Problems” section.
- 5 low to medium severity usability problems associated with bugs that would be reported directly to the developers or in an email/call to the product team.

# Usability Inspection: Upload after Sign-Up

## Problem 1: Un-skippable Intro Upload



### Problem:

Although it is nice to introduce the user to the main task after signing-up, this usually needs to be a skippable activity since we don't know the current state of the user. Perhaps they don't have the policy in their hands and just want to explore the app.

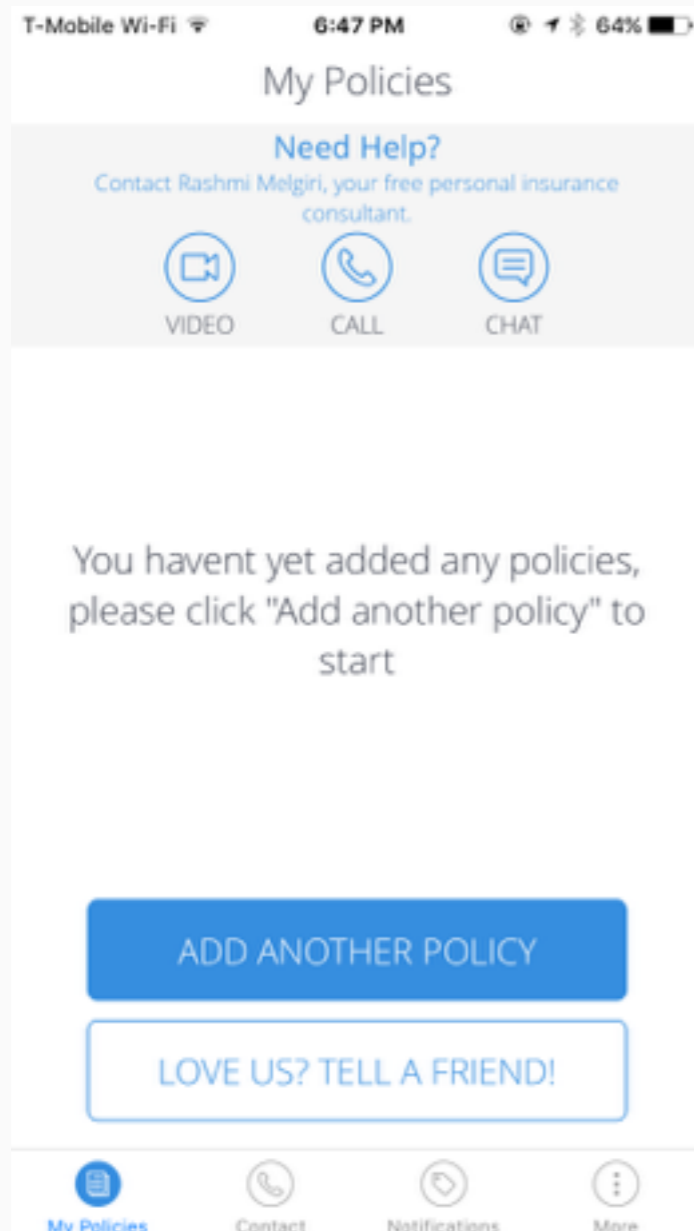
### Violated Heuristics:

- User control and freedom (Severity: 4/5). Nielsen
- User Control (Severity: 4/5). Weinschenk
- Fulfillment (Severity: 3/5). Weinschenk

**Solution:** Allow the user to skip this section.

# Usability Inspection: Main Screen

## Problem 2: “Add Another Policy” Language



### Problem:

“Add Another Policy” is inaccurate language for the task that needs to be performed here. When I’m getting the suggestion to add “another” there’s the logical assumption that there’s already an existent policy in my account which is not true in this case.

### Violated Heuristics:

- Linguistic Clarity (Severity: 3/5). Weinschenk
- Consistency and standards (Severity: 3/5). Nielsen

**Solution:** Change to “Add a Policy” which satisfies all the cases for this task.

# Usability Inspection: Upload Task Camera

## Problem 3: Lack of a Proper Upload Flow



### Problem:

When uploading a policy from the camera phone, there's a un-proper manage of the user control and status visibility. The main issue is that when user upload a picture they cannot see the result of it and they can't edit or retake the picture. This can generate multiple problems for agents and users alike.

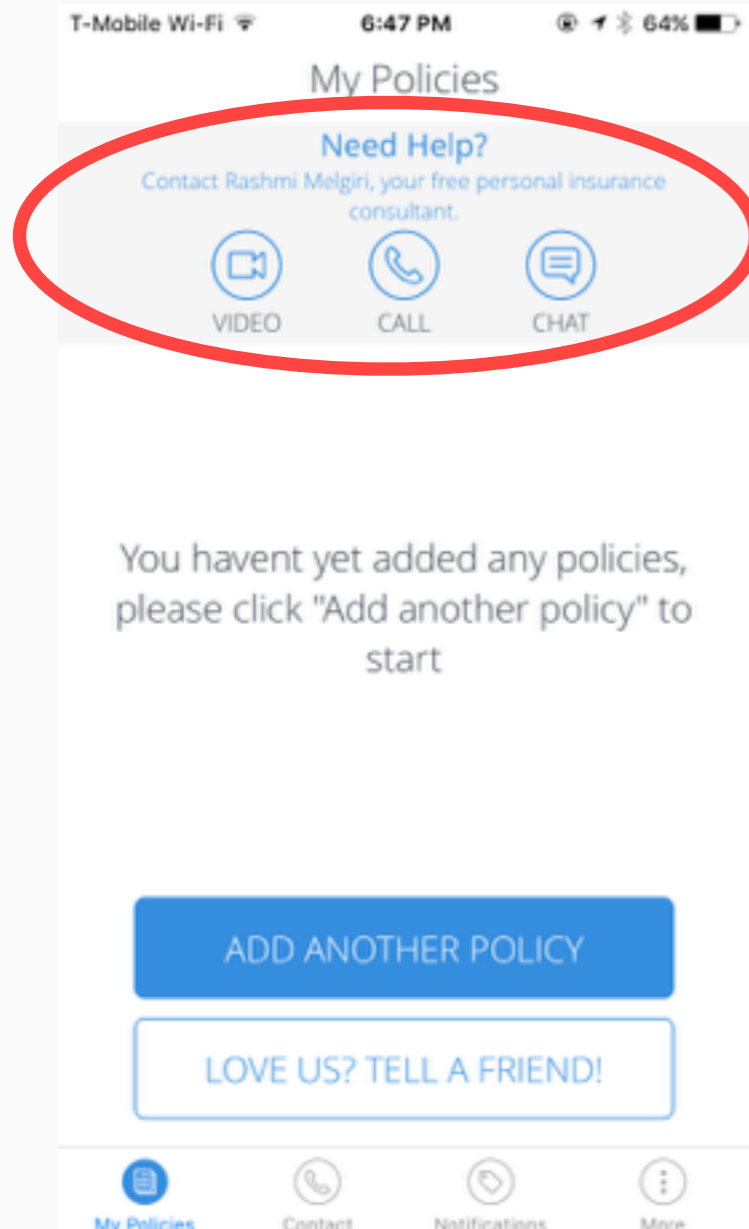
### Violated Heuristics:

- Visibility of system status (Severity: 4/5). Nielsen
- User control and freedom (Severity: 4/5). Nielsen
- User Control (Severity: 4/5). Weinschenk
- Forgiveness (Severity: 5/5). Weinschenk

**Solution:** Provide a mechanism to preview a picture and retake if necessary.

# Usability Inspection: Multiple Screens

## Problem 4: “Need Help?” Element



### Problem:

The “Need Help” element is a great addition that shows the relevance and added benefit of having direct access to human support in any moment. However this element from a UI standpoint breaks the flow of the screen navigation and greatly reduces the available screen real estate. These things can generate confusion on the final user. Also the presence of the element is not consistent in the different screens it appears (different positions and different screens without an specific reason).

### Violated Heuristics:

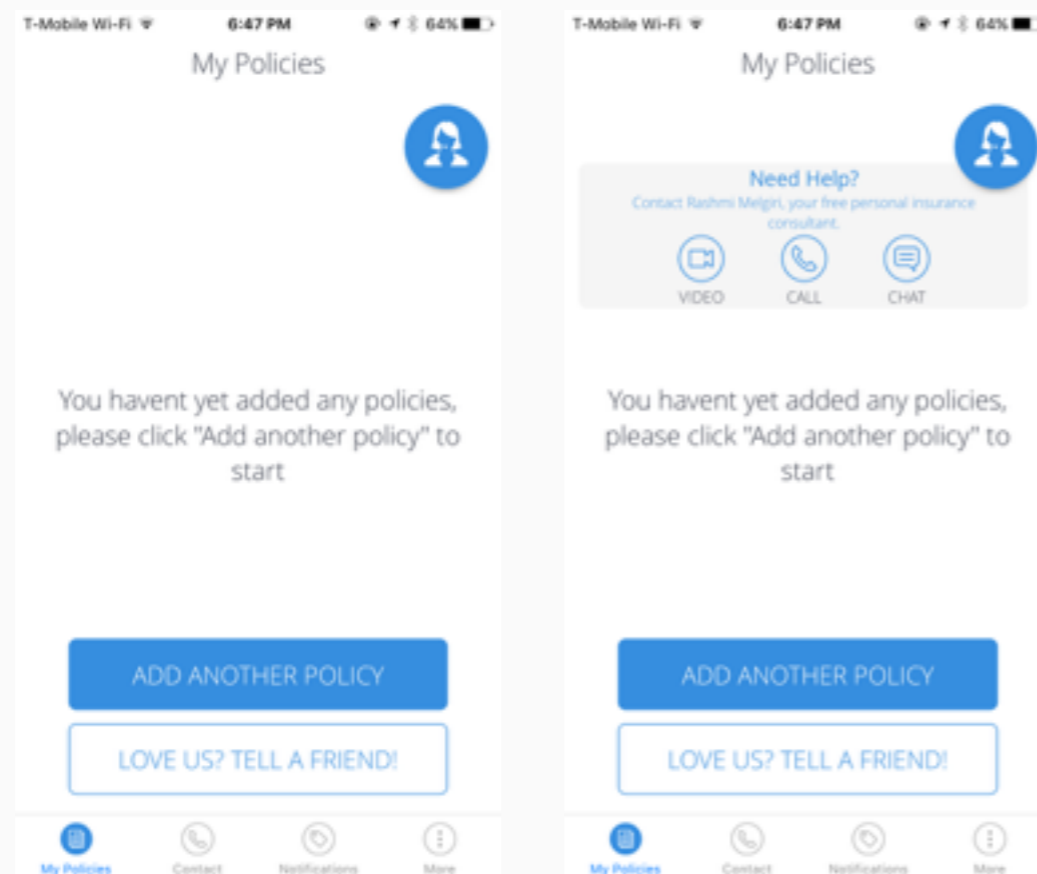
- Aesthetic Integrity (Severity: 4/5). Weinschenk
- Simplicity (Severity: 2/5). Weinschenk
- Consistency and standards (Severity: 4/5). Nielsen

**Solution:** Generate a different way to display this UI element, creating hierarchy and consistency. See appendix for suggested solution.

# Usability Inspection: Multiple Screens

## Problem 4: “Need Help?” Element *\*/appendix/\**

**Suggested Solution:** The suggested solution is floating button that displays the “Need Help” element at the user’s will. This element should start open to explain the user the behavior associated with the floating button. This solutions provides consistency and simplicity and conserves the integrity of all user flow through out the screens. It also provides an agnostic way to add this element to more screens.



**Prototype:** <https://invis.io/FK579KP5V>



# Usability Inspection: Multiple Screens

## Other Problems (Low Severity)

### **1) Lack of a Headline Hierarchy:**

Many titles, headlines, leading lines and labels have different sizes with no apparent reason. This creates a visual imbalance that makes some of the presented information hard to follow.

*Solution: Have a clear architecture of sizes for Screen Headers, Headlines, Labels and Paragraphs.*

### **2) Email on Contact doesn't open the email client or copy the email address (Contact):**

An email address is provided but there's no way for the user to interact with this email address beyond them remembering it to write a mail. This creates a problem since the user might want to use this email address but there's an added friction to use it.

*Solution: Let the user copy the address and open the email client when they tap it.*

# Usability Inspection: Multiple Screens

## Other Problems (Low Severity) \*/Continued/\*

### **3) Lack Interaction in a pending policy (My Policies):**

There's no feedback or action provided by the app when a user wants to interact with a pending policy. Users might get frustrated when having pending policies that are don't generate feedback to their interactions and cannot be deleted.

*Solution: When a user taps a policy the ideal solution would be showing them what they submitted. If this is out of the current product scope, then at least showing a notification giving them further information would provide a better way to control this state.*

### **4) Lack of a proper information distribution in the policy view (My Policies):**

The current policy view has a very unbalanced flow of information. One of the reason is that there's no proper distinction between the shown information and the actionable tasks related to that specific policy. This can generate confusion on the user or change the attention of the user from important information to least important information, which can cause problems at the business end.

*Solution: No current solution suggested. Further user testing and feedback is needed to understand how this view can be improved, but an initial suggestion would be improving the distinction between the elements to achieve more readability.*