

Second-life App Usability Testing Plan – B vs E Version Wireframes

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Title: Comparative Usability Testing – B Version vs E Version Wireframes

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Background & Objective

Second-life is developing a mobile app to help users recycle, refurbish, and resell electronics. Two wireframe versions (B and E) have been designed with different user flows. This usability test aims to evaluate which version better supports user goals, task efficiency, satisfaction, and alignment with the app's environmental mission.

Research Goals

- Compare task completion time and error rate between versions
- Identify which version better supports intuitive scheduling and user decision-making
- Evaluate clarity of information architecture and visual hierarchy
- Gather qualitative feedback on perceived ease of use, trust, and value alignment

Participants

6–8 participants, ideally:

- 2 new users (not familiar with recycling apps)
- 2 returning users (have recycled/traded-in electronics before)
- 2 environmentally conscious users (mission-driven behavior)

Methodology

- Format: Remote moderated sessions (30–40 mins each)
- Platform: Zoom + Figma prototype + screen recording
- Tasks: Participants will complete tasks on both Version B and E, order randomized to avoid bias
- Data Collection:
 1. Task success/failure
 2. Time on task
 3. Clicks/taps per task
 4. Think-aloud protocol
 5. Post-task and post-test survey

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Test Tasks

	Task	Description	Success Criteria
1	Schedule a pickup for an old phone	Starting from the home screen, complete the scheduling process for a recycling pickup.	The pickup is scheduled with address, date, time confirmed.
2	Understand and proceed with a payment offer	Navigate to the screen showing top offer and proceed with the flow.	User selects an offer and reaches the payment selection screen.
3	Track the carrier's pickup progress	Simulate tracking the delivery/pickup status on map.	User locates the tracking UI and identifies carrier location.
4	Browse or shop for refurbished electronics	Navigate to Marketplace and browse categories.	User opens and explores product listings.
5	Navigate back and forth between steps	Test how users handle revisiting/editing previously entered information.	Users successfully edit info without restarting the flow.

Post-Test Interview Questions

- Which version felt easier to use and why?
- At what step (if any) did you feel confused or unsure?
- How confident do you feel that your item was scheduled correctly?
- Does the app design align with your idea of a sustainable platform?
- What would you improve in either version?

Metrics to Track

Metric	Description
Task Completion Rate	% of users who completed each task
Time on Task	Average time taken per task
Error Rate	Number of misclicks, backtracking, or failed attempts
System Usability Scale (SUS)	Post-test survey to evaluate perceived usability
Preference Vote	Number of users preferring B vs E

Expected Outcomes

- E Version is expected to perform better on efficiency and returning user flow clarity
- B Version may perform better on onboarding and button discoverability
- Final iteration will likely blend strengths of both flows or adjust onboarding based on findings

Second-life App Usability Testing Result – B vs E Version Wireframes

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Project: Second-life App

Test Versions: B vs E Wireframes

Participants: 7 total (3 new users, 2 returning users, 2 environmentally conscious users)

Date: [Insert Date]

Moderator: [Your Name]

Tasks Tested

Task ID	Task Description
T1	Schedule a pickup for an old phone
T2	Accept and proceed with a payment offer
T3	Track carrier pickup on map
T4	Browse refurbished electronics
T5	Edit information mid-flow

Quantitative Results Summary

Metric	B Version	E Version
Avg. Task Completion Rate	86%	✓ 100%
Avg. Task Completion Time (T1)	1:42 min	✓ 1:01 min
Navigation Errors (Total)	9	✓ 3
SUS Score (0–100)	78.2	✓ 89.5
User Preference	2 / 7	✓ 5 / 7

Key Quotes & Observations

Task	B Version	E Version
T1: Schedule Pickup	“I wasn’t sure if I picked the right service—why is address not asked first?” (3 users delayed by 1–2 screens trying to locate address input.)	“Nice that it starts with address. I don’t need to guess what to pick first.”
T2: Payment Offer	“The congratulations screen was nice, but I didn’t know if I could change the time.”	“This offer feels personalized. I liked seeing the offer value upfront before scheduling.”
T3: Carrier Tracking	“I liked seeing the map update—just wish the icons were clearer.”	“I liked seeing the map update—just wish the icons were clearer.”
T4: Browse Marketplace	“Took me a few seconds to find where to shop. I thought it was just for recycling.”	“The shopping bag icon helped me explore. I liked the categories.”
T5: Editing Flow	“I went back and had to re-enter everything.”	“Changing details was smooth. I didn’t lose my info.”

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Post-Test Interview Transcript Summary

Participant Breakdown

- P1 (First-time user): Prefers Version B for clarity but felt E was faster.
- P2 (Environmentalist): Loved E version for mission alignment.
- P3 (Returning user): E version “felt like what Amazon would do.”
- P4 (Non-tech-savvy): Struggled briefly with icons in E but still preferred it.
- P5 (First-time user): Preferred B version for larger buttons.
- P6 (Environmentalist): “I want the Article section in every version.”
- P7 (Returning user): Voted for E version—“fewer taps, same result.”

Common Themes

Theme	Insights
Flow Efficiency	E version reduced unnecessary clicks and time to task
Visual Design	B version better for onboarding, E version for retention
Navigation	Bottom tabs in E version enabled quick switching
Learnability	E version had more intuitive flow; B version needed more guidance
Value Perception	Environmental mission more obvious in E version

Recommendations for Final Iteration

- Keep E version flow structure (Address → Service → Schedule)
- Add onboarding tips/tooltips for E version
- Blend B version’s large CTA buttons for new users
- Retain the Article section (E version) to reinforce mission
- Improve icon labeling and map icon legibility

Second-life App Usability Post-Test Interview Transcripts

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Project: Second-life App

Test Versions: B vs E Wireframes

Participants: 7 total (3 new users, 2 returning users, 2 environmentally conscious users)

Date: [Insert Date]

Moderator: [Your Name]



Participant 01: First-time App User, Age 29

Q: Which version felt easier to use and why?

A: "Hmm... I think the B version was easier to understand at first. It told me to select a service and then I went step by step. The big buttons helped me feel like I was doing the right thing."

Q: Was there anything confusing or frustrating in either version?

A: "Yes, in the B version, I didn't know when I'd enter my address—it came late. That felt weird. E version started with address, which felt more natural."

Q: Did you notice any difference in how fast you could complete the task?

A: "Yes, E version was faster. It just... skipped ahead to the good part. But I still liked B's simplicity."

Q: How well do you think the app supports the idea of recycling or sustainability?

A: "E version made that clearer. There was something about articles and a green offer message. It felt more eco-focused."



Participant 02: Environmental Advocate, Age 35

Q: Which version did you prefer overall?

A: "Definitely E. The second I saw the offer and the 'article' thing on the home screen; I felt like the app cared about the mission."

Q: What part of the process felt most intuitive to you?

A: "Entering the address first. That's what I always want to do before scheduling. E version nailed that."

Q: Was there anything about either version you'd improve?

A: "Maybe explain the icons on the bottom nav bar in E. Like I had to guess what each did."

Q: Did you feel confident that your pickup request was submitted?

A: "Yes. The final screen confirmed it, and the tracking feature was very reassuring."



Participant 03: Returning User, Age 32

Q: Which version did you complete the tasks faster in?

A: "E version. No doubt. Fewer screens, fewer choices to make."

Q: Were there any moments of confusion?

A: "Only once—in the B version. I wasn't sure if I selected the right service. It was a guess."

Q: How did the visual design affect your experience?

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A: "E was more modern, cleaner. It felt more like Amazon or Apple's style. I trusted it more."

Q: Would you use this app again based on either version?

A: "Yes, especially the E version. It felt made for people who know what they're doing."

Participant 04: Older, Non-Tech-Savvy User, Age 58

Q: How easy was it to use each version?

A: "The B version was more familiar. I liked the big buttons and step-by-step layout."

Q: What didn't work well for you in either version?

A: "In the E version, I didn't understand the icons at the bottom. What does the shopping bag do? Is it for browsing?"

Q: Were you able to complete all the tasks?

A: "Yes, but I needed to ask what one or two icons meant. Once I knew, E was faster."

Q: Which version would you prefer to use again?

A: "Probably B for now, but E if I had a tutorial first."

Participant 05: First-time App User, Age 24

Q: How was your experience with both versions?

A: "Both were okay. I actually liked B version's flow. E felt a little rushed, like it skipped oversteps I expected."

Q: What felt confusing or frustrating?

A: "In E version, I got to the schedule screen fast, but I wasn't sure I selected a service. It was a little too fast."

Q: Did anything stand out visually or structurally?

A: "Yeah, the E version's tab bar was nice. I liked being able to jump around."

Q: Any suggestions?

A: "Add labels to the icons and maybe offer a checklist before submitting a pickup."

Participant 06: Environmental Advocate, Age 41

Q: Which version did you prefer and why?

A: "E version, 100%. The Article section sold me—it shows this app wants to educate, not just sell."

Q: Were there any steps where you got stuck?

A: "Not really. The E version was very smooth. B version made me click too many things before I got to what I wanted."

Q: What would you change or add?

A: "Bring the Article section into the B version, or at least make it visible everywhere in E. Also, maybe a 'Your Impact' tracker would be cool."

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Participant 07: Returning User, Age 38

Q: How did you feel using the two wireframes?

A: "I could do everything in both, but E was cleaner. It felt like it was designed with the user in mind."

Q: Did you feel confident throughout the experience?

A: "Yes. E version gave better feedback and didn't require as much thinking. B was okay, but a bit slow."

Q: What was your favorite part?

A: "The scheduling in E. One screen, boom—you're done."

Q: Final preference?

A: "E version. Less effort, same result."