User Test Results of DreamCart Mobile App

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1. Test subjects participated

1.1 Demographical Data
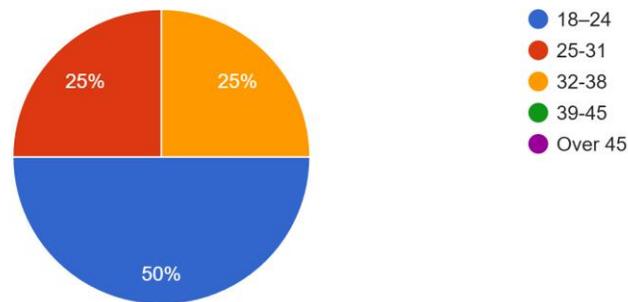
Age (How old are you?)
8 responses

figure 1.1- demographic data (Age)

The above chart displays the age distribution of 8 survey respondents, with 50% falling within the 18–24 age range, represented by the blue segment. Both the 25–31 and 32–38 age ranges are each represented by 25% of the responses, shown in red and orange, respectively. No respondents fall into the 39–45 or Over 45 categories, as indicated by the absence of these segments in the chart.

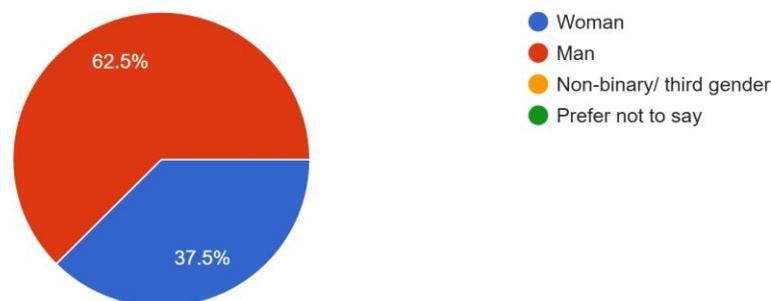## Gender (What is your gender?)
8 responses

figure 1.2- demographic data (Gender)

This chart displays the gender distribution among 8 survey respondents, large number of participants with 62.5% responses are falling into the Male category and 37.5% of responses are made by Females.

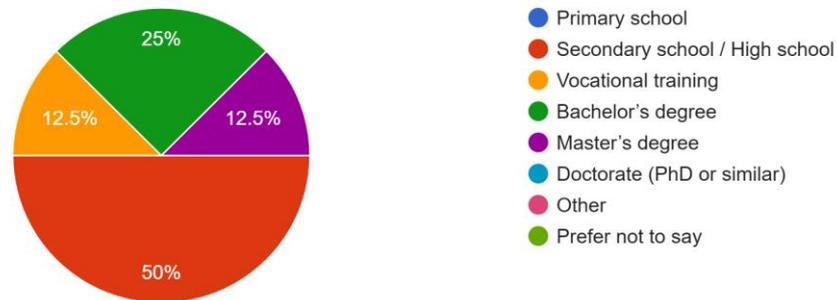What is the highest level of education you have completed?
8 responses

figure 1.3- demographic data (Education level)

The chart shows the highest level of education completed by 8 survey respondents. Half of the participants have completed a Secondary school/ High school education (red), while 25% have completed Bachelor degree (green). The remaining 25% is split equally between Vocational training (orange) and Master's degree (purple), with each category representing 12.5% of the responses. There are no responses for Primary school, Doctorate, Other, or "Prefer not to say."
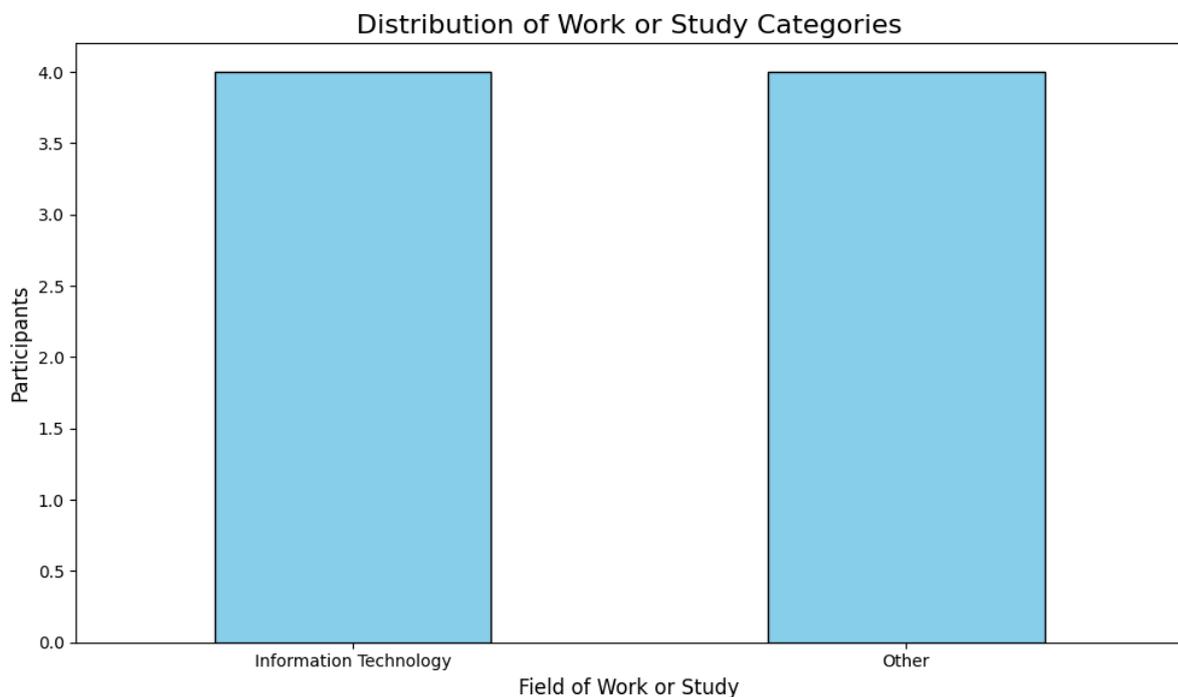

figure 1.4- demographic data (Work or Study)

The bar chart illustrates the distribution of work or study categories among respondents. Both Information Technology and Other categories have a frequency of 4, suggesting an equal

number of individuals in each category. This indicates that the respondents are equally divided between these two work or study areas.

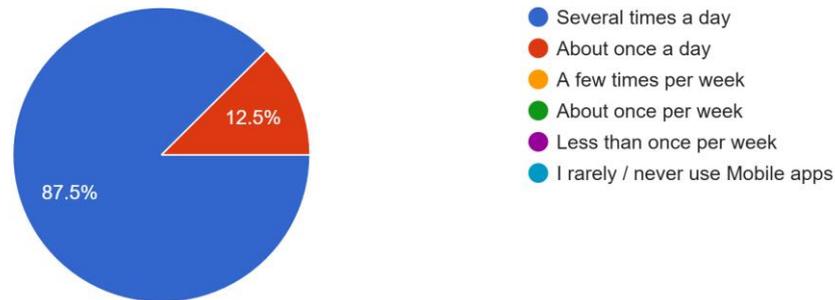## 1.2 Technology and Mobile App Experience

figure 1.5- Usage of mobile apps

The chart shows the frequency of mobile app usage among 8 survey respondents. The majority (87.5%) use mobile apps several times a day (blue), while 12.5% use them about once a day (red). There are no responses for the other frequency categories, such as a few times per week, about once per week, or rarely/never using mobile apps.
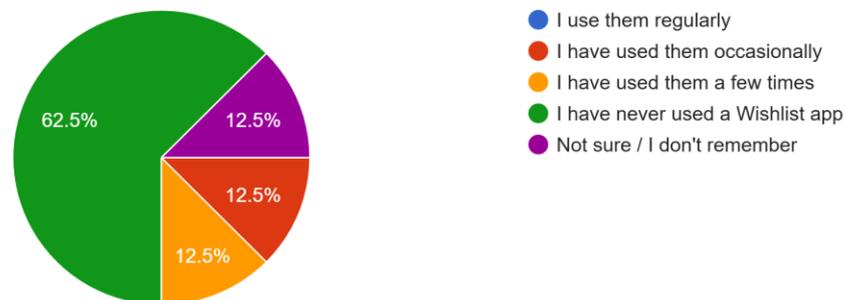

figure 1.6- Usage of wishlist apps

The chart shows the experience of 8 survey respondents with wishlist apps. The majority (62.5%) never used a wishlist app (green), while 12.5% have used them occasionally (red), used them a few times (orange), or not remembed of used a wishlist app (purple). None of the respondents use Wishlist apps regularly.
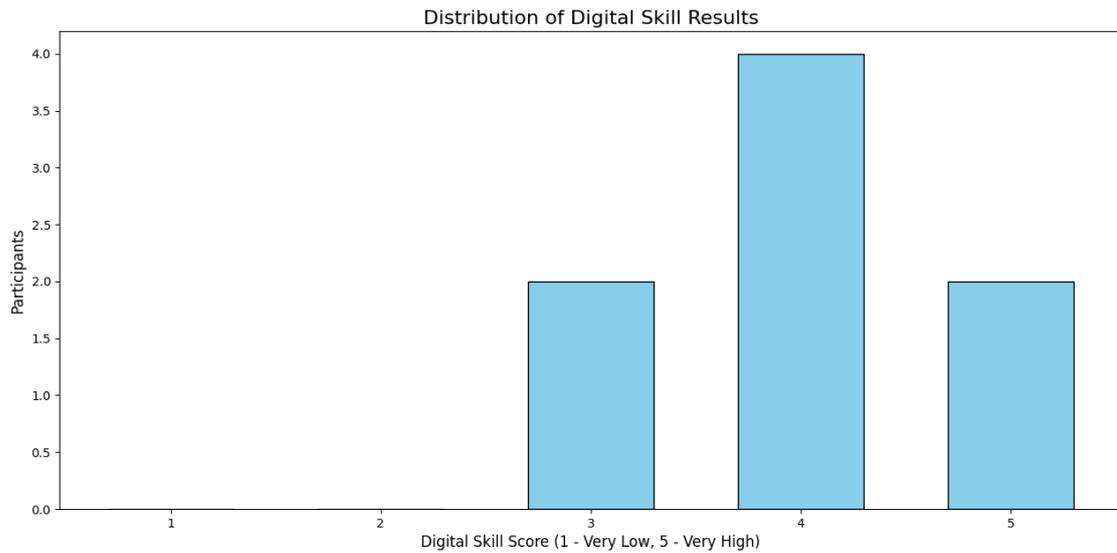
figure 1.7- Destribution of digital skill results

The bar chart displays the distribution of digital skill scores among participants, highlighting that many users have digital experience. The majority of respondents rated their digital skills as 4 (High), with 4 participants selecting this score. 2 participants rated their skills as 3 (Neutrial), and 2 participants rated their skills as 5 (Very High). No participants selected scores of 1 or 2.

1. The summary of the quantitative evaluation

The quantitative results are based on the SEQ (Simple Easy Questions) and SUS (System Usability Score).
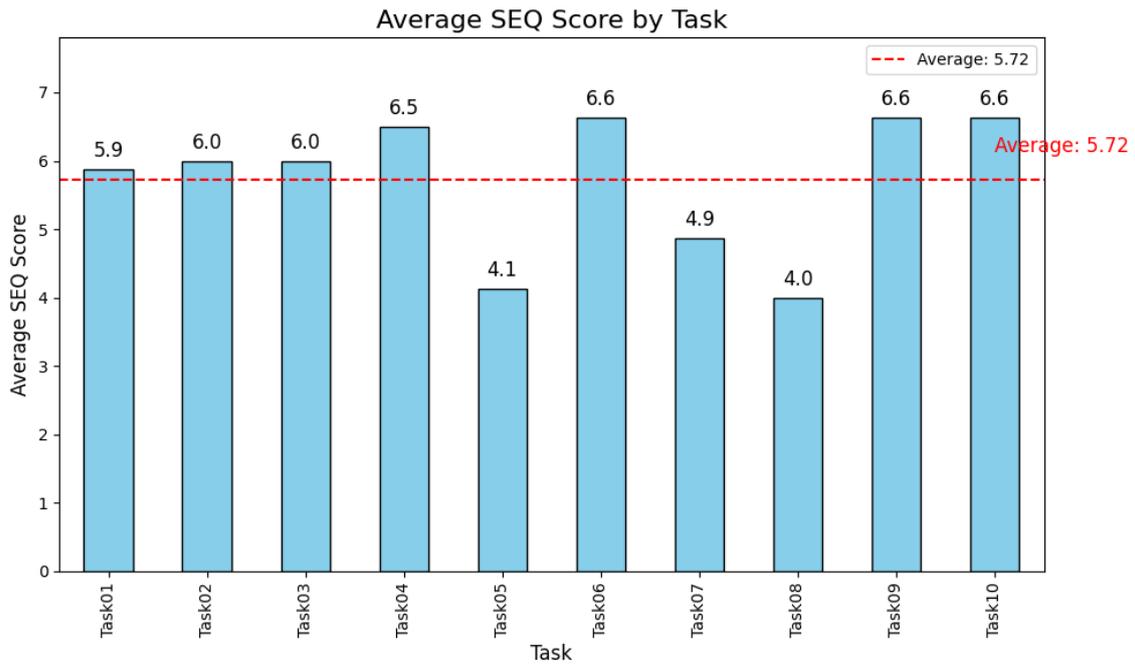
2.1 Analysing the test results of the SEQ

figure 2.1- Average SEQ Score by Task

There are 10 task-based questions. After completion of each task, participants responded to Likert-scale questions to provide feedback on their experience with that task, and the tasters were used to get the feedback from each task.
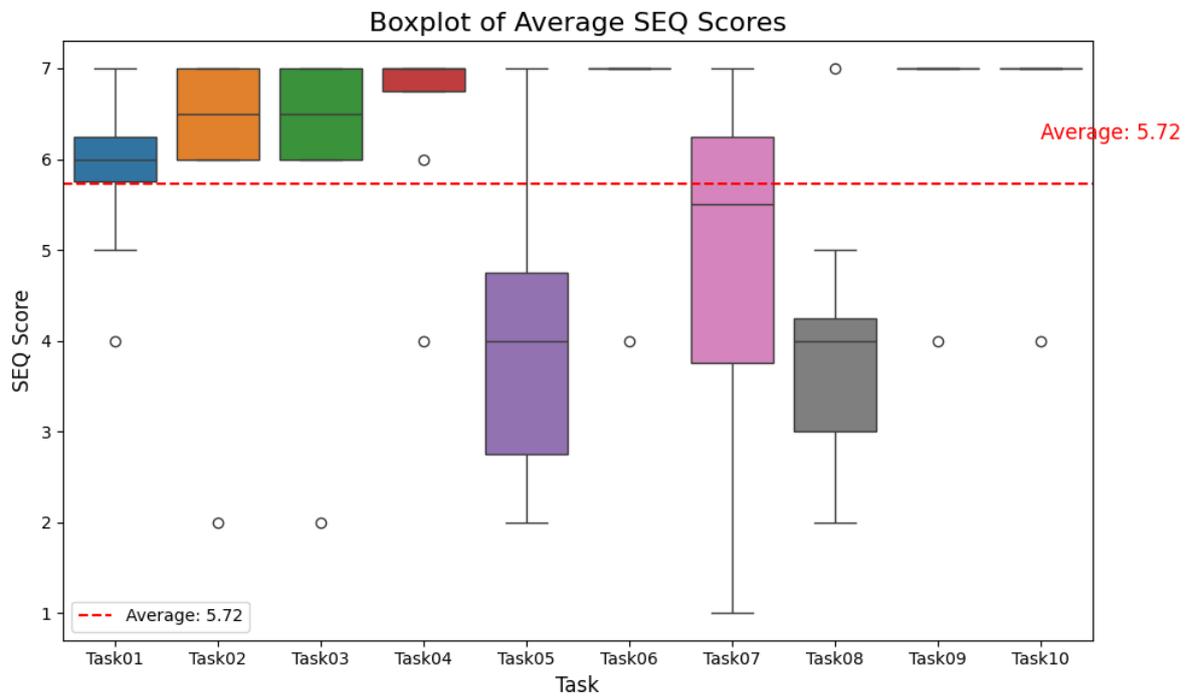

figure 2.2- Boxplot of Average SEQ Score

The average SEQ score across all tasks is 5.72, as indicated by the red dashed line. Most tasks received scores above the average, with Task 04, Task 09, and Task 10 achieving the highest scores of 6.6. However, Task 08 received the lowest score of 4.0, suggesting that participants had a more negative experience with this task compared to others. Overall, the results indicate generally positive user feedback, with some variation in task difficulty or usability.

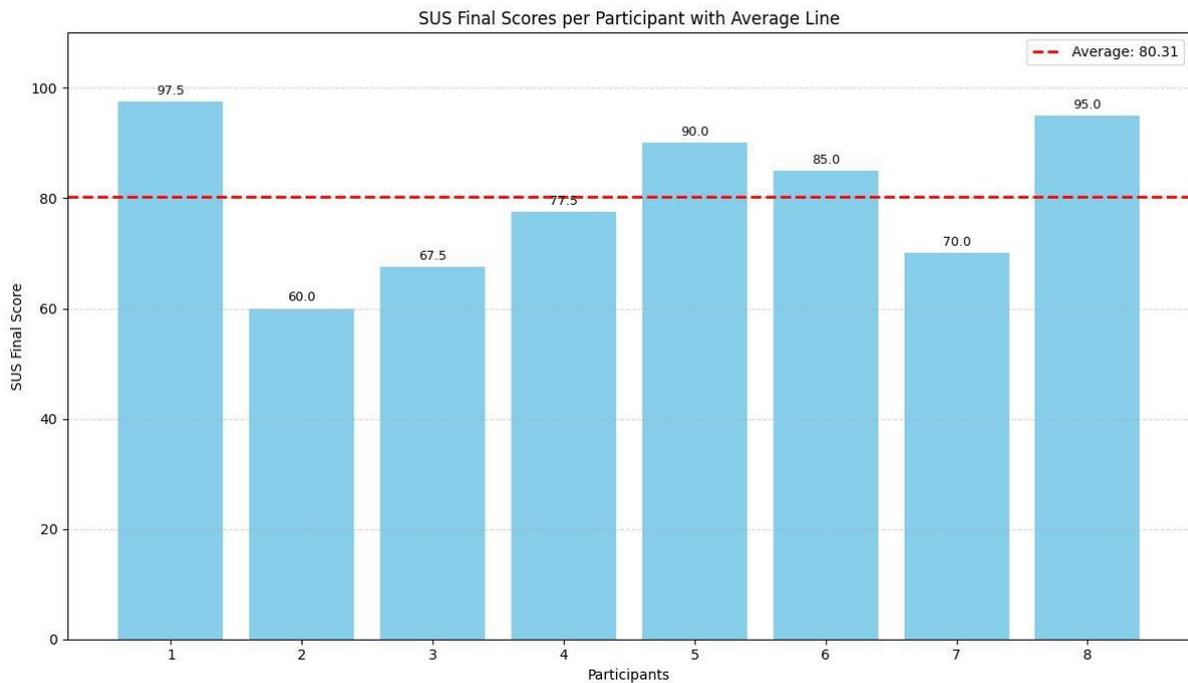2.2 Analysing the test results of the SUS

figure 2.3- Average SUS Score

Based on the responses from 8 participants, the calculated SUS scores ranged from 60.0 to 97.5. The average SUS is calculated by dividing the sum of all the SUS scores by 8.

The average SUS score was **80.31**, which is well above the standard benchmark of 68 and indicates good usability. This score shows that users found DreamCart easy to use, clear, and consistent. Users didn't face many difficulties, confusion, or obstacles while using the app and demonstrating strong satisfaction and confidence in completing tasks independently. The results show that the app generally gives users a positive user experience but some areas for improvement.

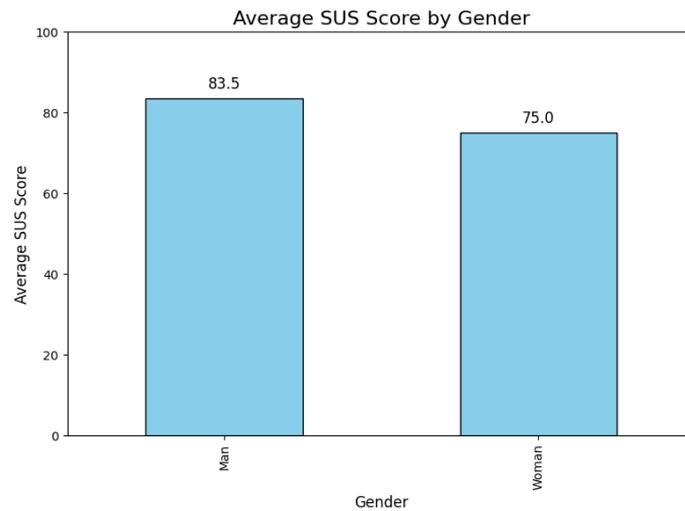2.2.1 Analysing the test results of the SUS by Gender.

figure 2.4- SUS by Gender

The bar chart shows the average SUS scores for men and women in the DreamCart Mobile app usability test. Men had an average score of 83.5, while women scored slightly lower, with an average of 75.0. This suggests that men found the app more usable on average compared to women. Among the participants, there were 5 men and 3 women. This gender distribution may introduce bias and potentially affect the accuracy of the results.

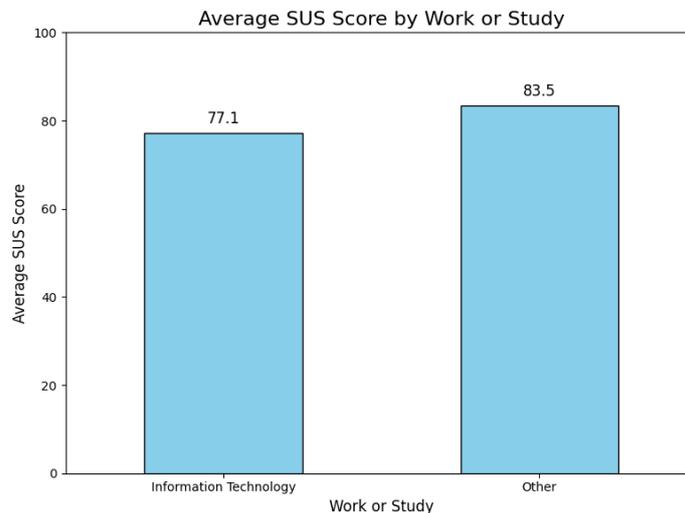2.2.2 Analysing the test results of the SUS by Field of Work or Study.

figure 2.5- SUS by work or study

The bar chart shows the average SUS scores based on participants' work or study background. Those in Information Technology had an average score of 77.1, while

participants from other fields had a higher average score of 83.5. This suggests that the app was rated more favourably by individuals outside the Information Technology field.

2. The excerpts of the most relevant feedback/comments

The Feedback based on the SEQ Observation and short interviews for each task.

- **Filter Icon on the "My Item" page:** Users found the two separate filter options (for date and price) located in different areas of the page confusing. This led to uncertainty regarding which filter was for what.

- **Clickable Notifications on the Notification and History pages:** Users expressed frustration because they had to navigate back to the Item page to update product status (e.g., "bought" or "not bought"). The notifications in the Notification and History pages were not interactive.

- **Required Fields for Title and Description:** Users often skipped the title and description fields because it wasn't clear that they were mandatory. There were no indications or messages to guide users about the required fields.

- **Confusion Between Loading Message and Wishlist Button:** The differing terminology used for the button to add items to the wishlist (e.g., Library, Gallery, Wishlist) confused users. They were unsure which option to select.

3. Updates made to the app

According to the feedback received from the testing session, we changed the app and made the new version.

- **Filter Icon on the "My Item" & Product Shop Screens:** The filter icon was updated to consolidate the date and price filters into one clearer, more intuitive location (above category filters), resolving user confusion.

- **Clickable Notifications on the Notification and History Notifications Screens:** The notifications were made clickable, allowing users to update product status directly from the Notification and History screens, without needing to navigate back to the Item page.

- **Required Fields for Add and Edit icon page:** Clear labels and messages were added to indicate which fields are mandatory. This change ensures that users are notified when these fields are required.

- **Confusion when adding a product from the Product Shop to user's Wishlist (My Item's Screen):** The terminology was standardized across the app. The button names and loading messages (e.g., Library, Gallery, Wishlist) were aligned to reduce confusion and ensure consistency by using same name as "Wishlist".
- **Tutorial within My Item's Screen dropdown settings:** Added a Tutorial system to help the user navigate the app and find the main features easier.
- **Improved price filter's maximum value:** Made sure that the maximum value is dynamic and is set by a Wishlist's product maximum price.