Dorm.it User Testing Notes

Feedback 1

Participant background:
This user is a junior student of NYU. She lived in an NYU dorm for 2 years.

Task 1: go over the homepage
- What do you expect these buttons would lead you to? – Design your bed, storage ideas, and college checklist
  - Design your bed: something that can match your bedding to see if they're in a good fit
  - Storage ideas: summer storage
  - College checklist: a checklist for utensils
  - The name for the storage ideas and college checklist need to be revised
- What do you think the section exploration is used for?
  - Something like a social media feed that has an infinite scroll function (eg. Instagram, Pinterest)
  - You can be inspired by those pictures about how to decorate your room
- What other content do you want to see at the homepage?
  - Want to see more products. The current design looks like a Pinterest without the feeling like this is an app for shopping.
  - For the "explore" section, a short description (or something like that) to introduce the room

Task 2: search and browse a product
- What do you think about the searching experience?
  - The search experience looks good
- How do you feel about the navigating experience between different sections?
  - It's fluent and the animation is cool
- What other details do you want to see in the product page?
  - The rating, number of sales, etc.

Task 3: bed visualizer
- Do you think the name of the feature is understandable?
  - Yes
- Can you buy all necessary bedding in this section?
  - Yes
- Is jumping between sections intuitive?
  - Yes
- What other features do you expect to see here?
  - Are all products shown here from the shopping cart?
  - How to find the product they want?

Task 4: payment
- What do you think about the layout of the shopping cart?
    - It's clear
- What do you think about the group order option?
    - The group order option is really nice and standing out from the market
    - It should be highlighted - currently the function is too hidden
    - The explanatory text can be improved
- What do you think about the "schedule a delivery date" function?
    - It's also amazing and stand out from the competitor
    - It reminds the user of grocery shopping apps like Weee!
- What other details do you want to see in the payment page?
    - It already looks good

Task 5: Inspiration and Tips
- What do you think about the category of the checklist?
    - The category could fits most students need
- Under the "Explore" section, what do you expect to see those pink buttons?
    - You can jump to the linked product
- Under the "Explore" section, what do you think of the function of the "Shop this room" button? Do you think it's useful?
    - The function is useful, but it takes some time to understand the button

Task 6: Overall Feedback
- What aspects do you think this design does well?
    - The overall design looks good and the prototype is completed in a high quality
    - The bed visualizer is very attractive
    - Many attractive functions like group order and schedule a delivery date
- What aspects of the design do you think are bad or need improvement?
    - Nothing that is really bad
- What pages make you confused?
    - The exploration button (bottom nav) is a little bit confusing
    - The inspiration section is confusing. The user never expect to see a checklist there
    - The user wonders the difference between the inspiration section and the exploration at the homepage
- Anything else you want to see but not in the current design?
    - More details for the group order
    - The connection between the app and the school's housing portal
- Overall, do you think the product is attractive?
    - Yes

Iteration Ideas 1

- [x] ~~Priority: onboarding pages and registration~~
- [x] ~~Priority: share your order~~
- [x] ~~Priority: redesign the homepage~~
- [x] ~~Priority: redesign the inspiration section~~
- [x] ~~Product rating~~
- [x] ~~Change "shop" to "explore"~~
- [x] ~~Bed visualizer filter~~

Feedback 2

Participant background:
This user is a junior student of NYU. She lived in the NYU dorm for 3 years. She had experience working as a Resident Assistant in the dorm.

Task 1: browse the onboarding pages + register
- What do you expect this product is used for?
  - It's an app to help college students prepare for living in the dorm, and to help them move-in easily
- Any confusions when reading the copy of the onboarding pages?
  - Add punctuation marks so the readers could read the copy easier
  - Change "schedule date service" to "schedule delivery date service" for the clarity
  - The user suggest to separate the "group order" and "schedule a delivery date" into two onboarding pages
- What do you think about the registration process?
  - It's clear and there's no confusion
  - The user directly click the button "continue with the school login," which fits my intention

Task 2: go over the homepage
- What do you expect these buttons would lead you to? – housing portal, design your bed, tips & ideas, and dorm checklist
  - Housing portal: something you can see your room's floor plan
  - Design your bed: "virtual try-on" for the bed sets, storage, wall decor, etc.
  - Tips and ideas: samples for dorm decoration
  - Dorm ideas: what to bring, what is necessary, etc.
- What do you think the section exploration is used for?
  - Like ads
  - You can see different sample rooms, and shop everything together
- What do you think those pink buttons are?
  - You can jump to that specific product
- What other content do you want to see at the homepage?
  - The user wants to see the floor plan of the room
  - The user is curious about the housing portal section (need design!)

Task 3: search and browse a product
- What do you think about the searching experience?
  - It's good
- How do you feel about the navigating experience between different sections?
  - It's good
- What other details do you want to see in the product page?
  - Click to see a bigger picture
  - Videos to show the product
  - Cleaning tips (especially for bedding)

Task 4: bed visualizer
- Do you think the name of the feature is understandable?
  - Yes, it's straight forward
- Can you buy all necessary bedding in this section?
  - If the author choose to buy a duvet cover, there's no way to add a duvet insert
  - Missing pillow (not the decorative one)
- Is jumping between sections intuitive?
  - Yes, it is.
- What other features do you expect to see here?
  - Change the number
  - Learn the product description

Task 5: payment
- What do you think about the layout of the shopping cart?
  - Good
- What do you think about the group order option?
  - The description is understandable
- What do you think about the "schedule a delivery date" function?
  - The function is nice
- What other details do you want to see in the payment page?
  - N/A

Task 6: Overall Feedback
- What aspects do you think this design does well?
  - It can be attractive to many college students, the user experience is good
- What aspects of the design do you think are bad or need improvement?
  - Some pages are missing, such as the housing portal page
  - For the checklist, the user wants an option to cross out unnecessary options
- What pages make you confused?
  - The group order function confuses the user a little bit because the user thinks from the perspective of an RA instead of a normal student
- Anything else you want to see but not in the current design?
  - For the category page, we can add tools and kitchen
  - The housing portal
  - If it's possible to split cost
- Overall, do you think the product is attractive?
  - Yes

Iteration Ideas 2

- ☑ ~~Priority: housing portal (floor plan, room type, facilities review)~~
- ☑ ~~Priority: bed visualizer add-ons~~
- ☑ ~~Category: add tools, kitchen~~
- ☑ ~~Checklist: cross-out unnecessary options~~
- ☑ ~~Product description: video~~