



Harvest app – Native useability testing playback

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1. Usability testing 101

Why do we test?

“

Won't a good professional UX/UI designer know how to design a great user interface?

Nope.

Even the best UX/UI designers can't design a perfect — or even good enough — user experience without iterative design driven by observations of real users and of their interactions with the design.

- Nielsen Norman Group

The goals of usability testing vary by study, but they usually include:

- **Identifying problems** in the design of the product or service
- **Uncovering opportunities** to improve
- **Learning about the target user's** behaviour and preferences

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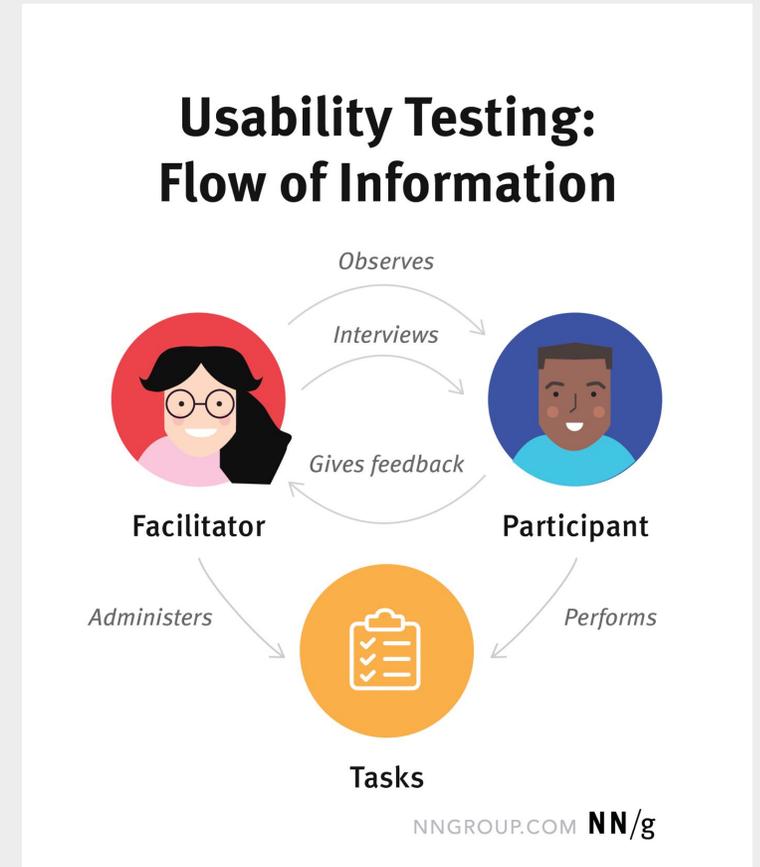
Our job is to figure out what they're going to want before they do. I think Henry Ford once said, 'If I'd ask customers what they wanted, they would've told me a faster horse.'

- Steve Jobs, Apple co-founder

How do we test?

Three core pillars are present in all usability tests:

- Users are taken through designed scenarios that the participant might perform in real life, often called tasks.
- Accuracy to real world scenarios are mimicked via a functional prototype or live product.
- Structure is assigned to the test via a script; minimising chances of bias and providing systematic data collection opportunities for both quant and qual.



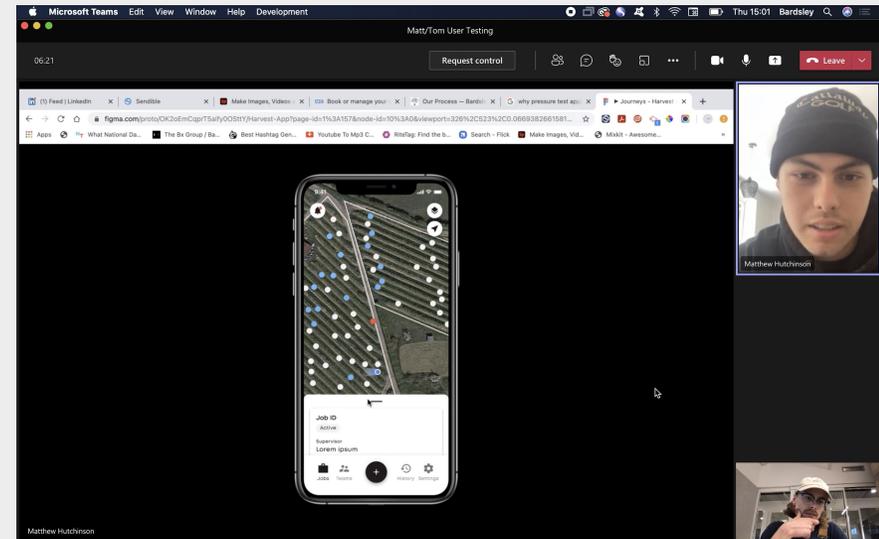
Usability testing 101

How do we test?

Tests can be both physical or remote.

- It is always favourable to test face to face. However, remote testing is a viable substitute.
- Tests are always recorded in some way to archive the data.
- Unmoderated tests are viable and can gain high sample sizes. However, qual is unreliable and hard to collate.

Questions on why/how we test?



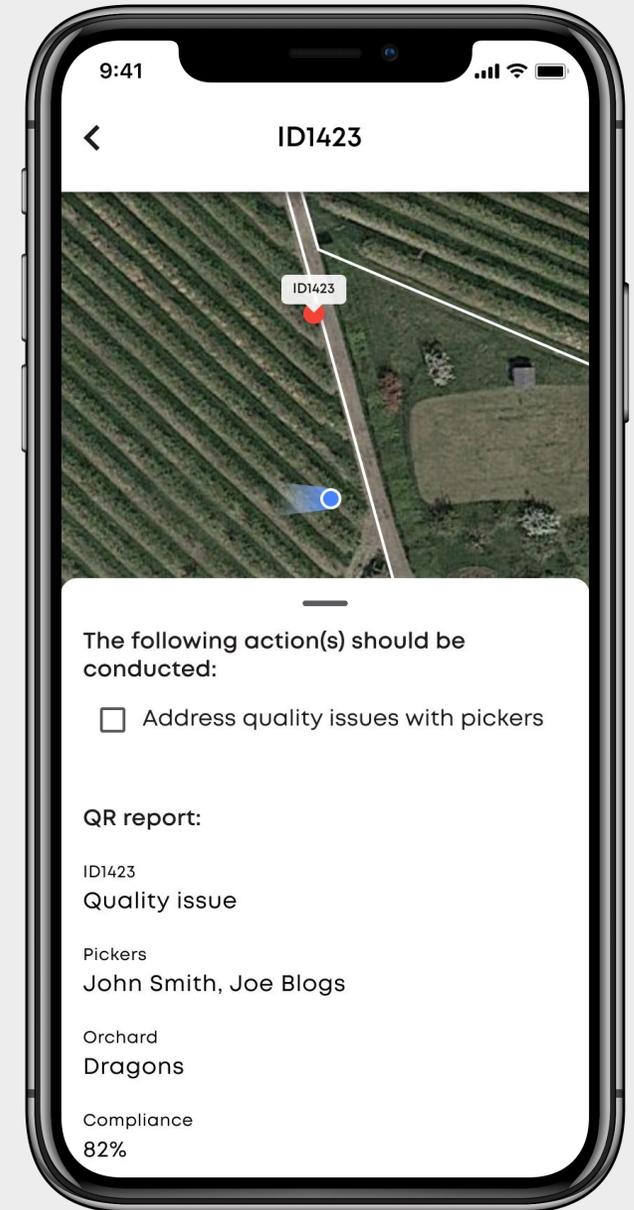
2. Native harvest app testing

Methodology

- Three moderated F2F tests, both on site and remote with farm teams.
 - Farm manager
 - Assistant Farm Manager (Ex QC)
 - Ex QC
- Native Figma prototype, supervisor persona
- Both quant and qual

Docs

- [Figma prototype](#)
- [Test script](#)
- [Recordings](#)



What was tested

Native harvest app testing

What was tested

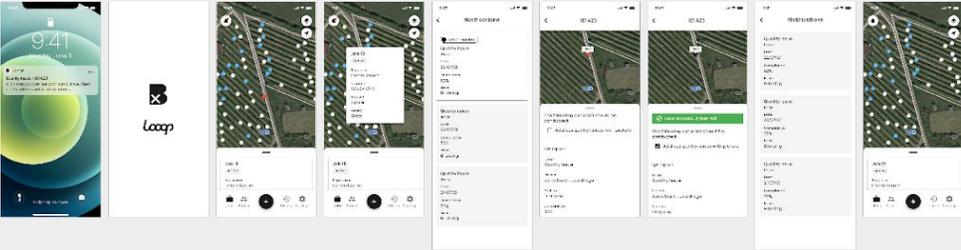


Native harvest app testing

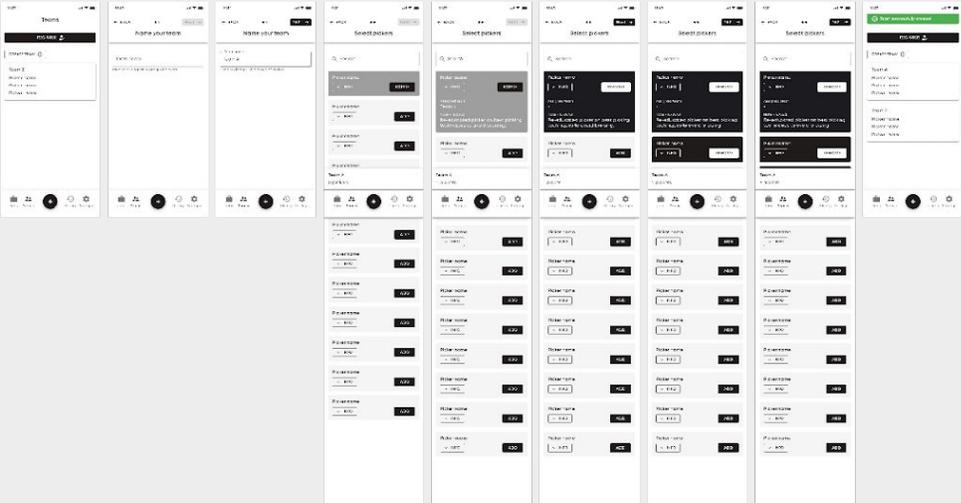
What was tested

Three scenarios were tested

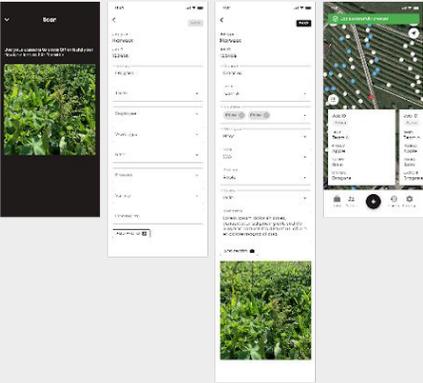
Compliance issue



Team management



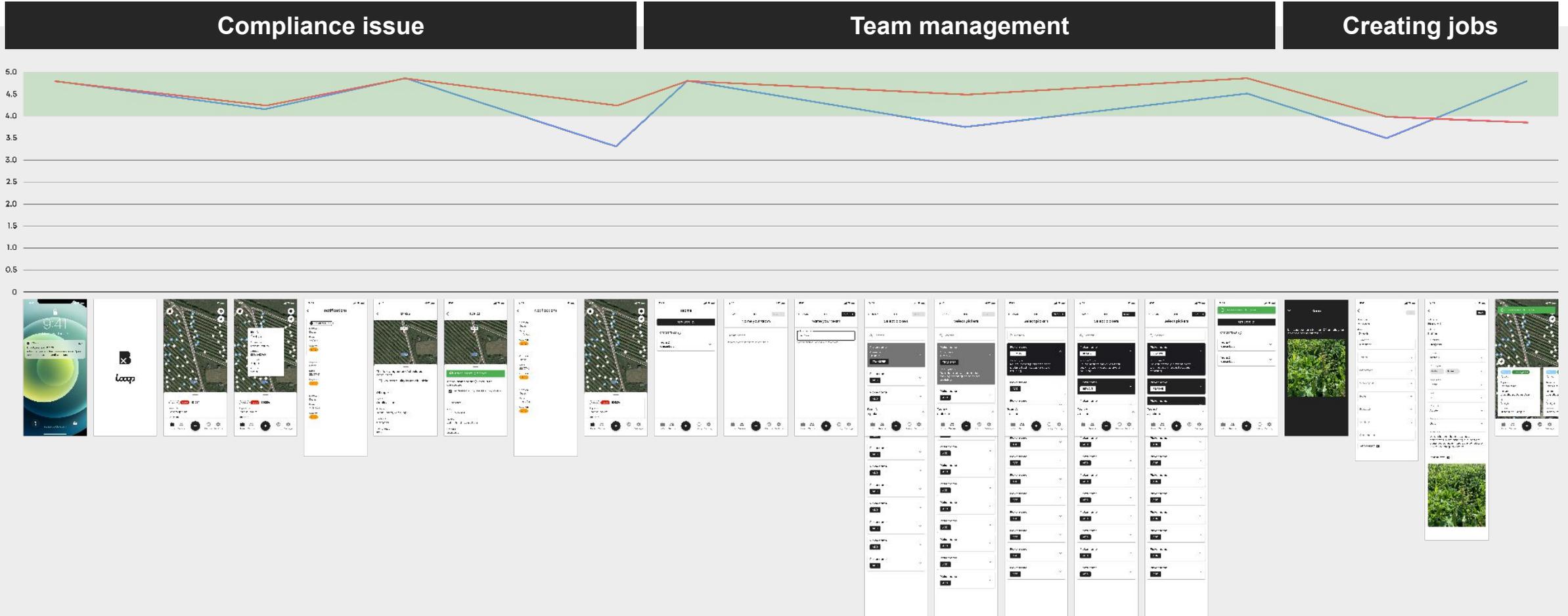
Creating jobs



Findings

“On a scale of 1 to 5, 1 being low and 5 being high; where would you rate your current **satisfaction/understanding?**”

Satisfaction & Understanding



“On a scale of 1 to 5, 1 being low and 5 being high; where would you rate your current **satisfaction**?”

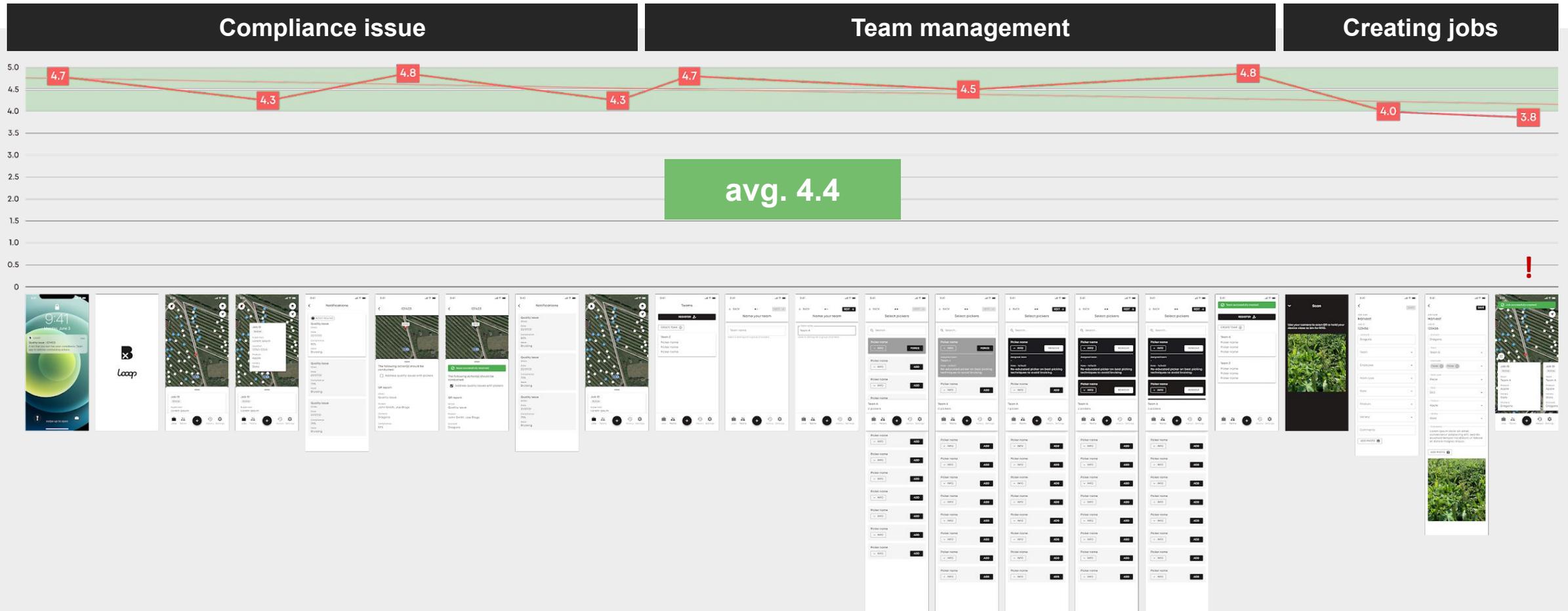
Satisfaction



avg. 4.2

“On a scale of 1 to 5, 1 being low and 5 being high; where would you rate your current **understanding**?”

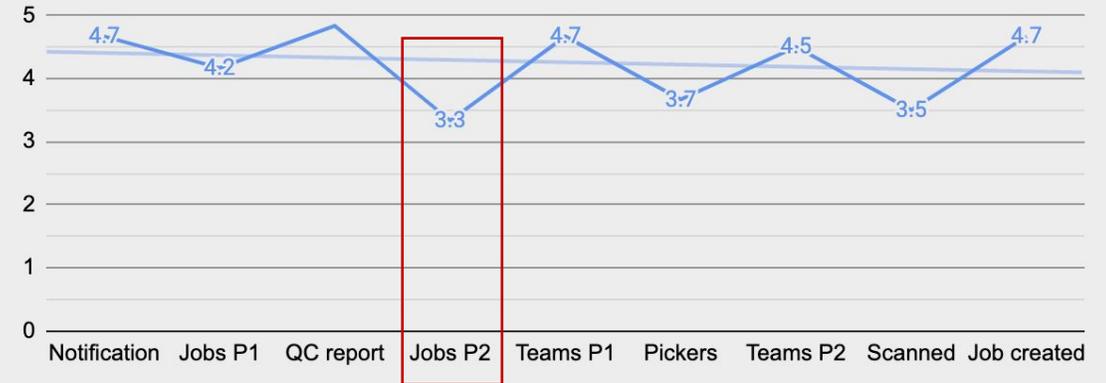
Understanding



Satisfaction – Jobs P2

- Great dissatisfaction was seen when returning to the jobs screen and no longer seeing the errored bin that was actioned.
- Some users were passionate that any single bin should never lose trackability in the orchard, even bad bins.
- Users cannot point to a single path a bad bin would take once actioned. This depends upon the pick spec on that specific day.

Average satisfaction - all users



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I would still like to return to it. If iv got dodgy bins I need to know where they are. I don't like that, and it unnerves me. It makes me feel out of control. I've lost control of that bin even though I'm standing right in front of it.

- Assistant Farm Manager (Ex QC)

Satisfaction – Pickers

- Users expressed a desire to see statistics related to the picker such as their average compliance.
- However, they expressed that this data should not be present on the team's screen, but in deeper level analysis.
- Users provided insight to the current teaming process: pickers are grouped via their preferences such as family and friend groups, not necessarily on their performance.
- Dissatisfaction was seen towards the in-app interaction of forcing pickers from teams, not the functionality itself. Qual suggests the terminology of 'force' was not understood and that the interaction was too easy to perform.

Average satisfaction - all users



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This could be done cooler. Notes are cool as it alerts the supervisor but there are better ways to do that. Each picker could have stats assigned to their profile which would be easier to consume...

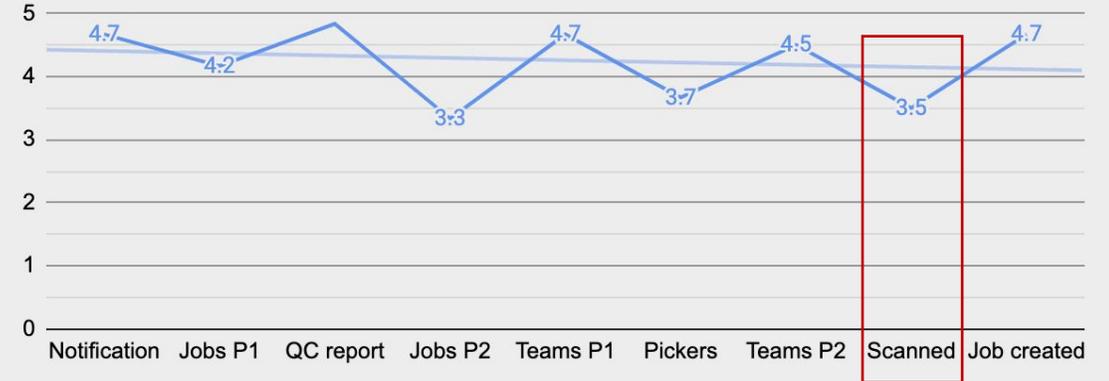
Then you could balance teams based on speed; actually, I don't think people like separating couples.

- Ex QC

Satisfaction – Pickers

- Some users expressed dissatisfaction towards the amount of data having to be entered to create a job.
- Users suggest that some of this data could be prepopulated prior in the scanning session to streamline generation of similar entities.
- Users do show delight however when given the ability to attach notes and images to a job and suggest this should be a wider enabled functionality.

Average satisfaction - all users



My fear is that this is too much to enter per bin; I would rather assign a bin to a task. So, my task already has the work type, rate, product, variety and location, my only one thing I would have to do would be to select the team. Especially during harvest this would be too much to do.

- Farm Manager

Understanding – Teams P1

- Although quant suggest high understanding, all users did not correctly identify what the 'register' functionality would do; instead, thinking that it would be the ability to add people to the system.
- When prompted, users show delight to the actual feature and express that it could be labelled as 'check in/out', or closer related to the generation of timesheets.

Average understanding - all users



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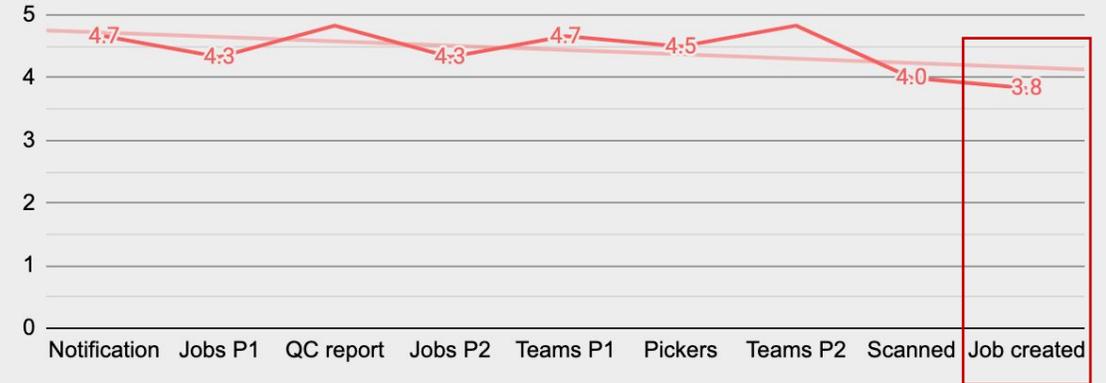
The register I am most unsure about. Potentially the ability to add new users on [to the system].

- Farm Manager

Understanding – Job created

- All users were confident that they had completed the task; however, most users did not correctly understand where they had been taken to once a job was created or where the bin would be.
- Some suggested that they were back at the 'Jobs' screen whereas they were in 'History'.
- Users were confused to where the bin they just created was located, both in the architecture and the UI.

Average understanding - all users

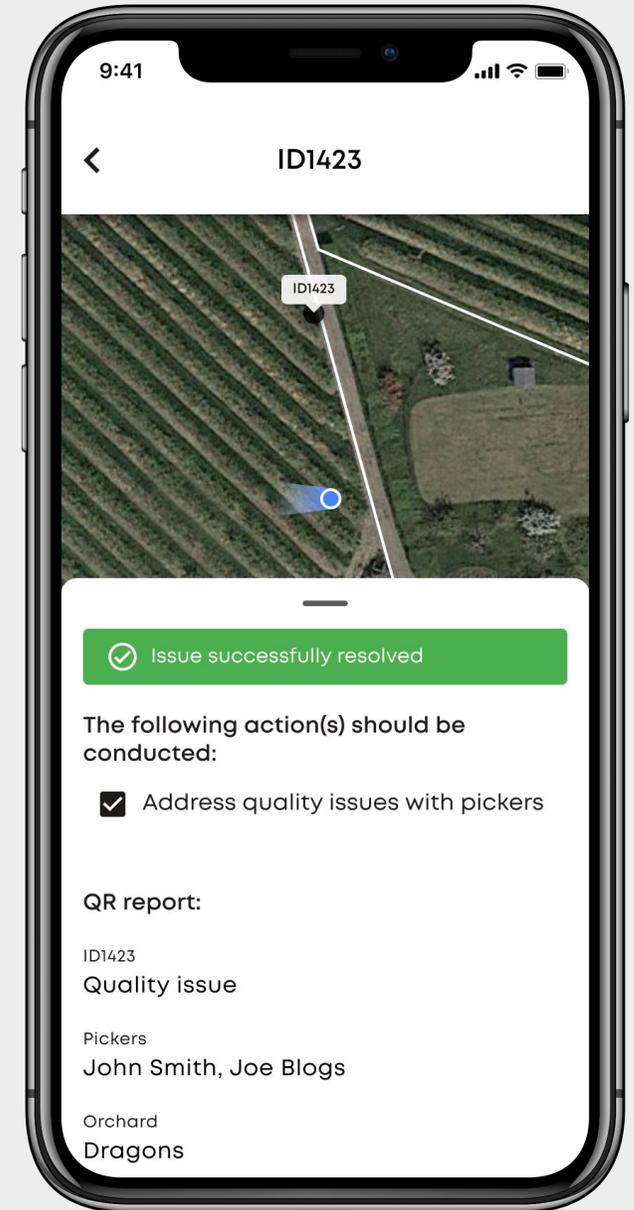


Iv successfully created the bin but I don't know which one it is.

- Ex QC

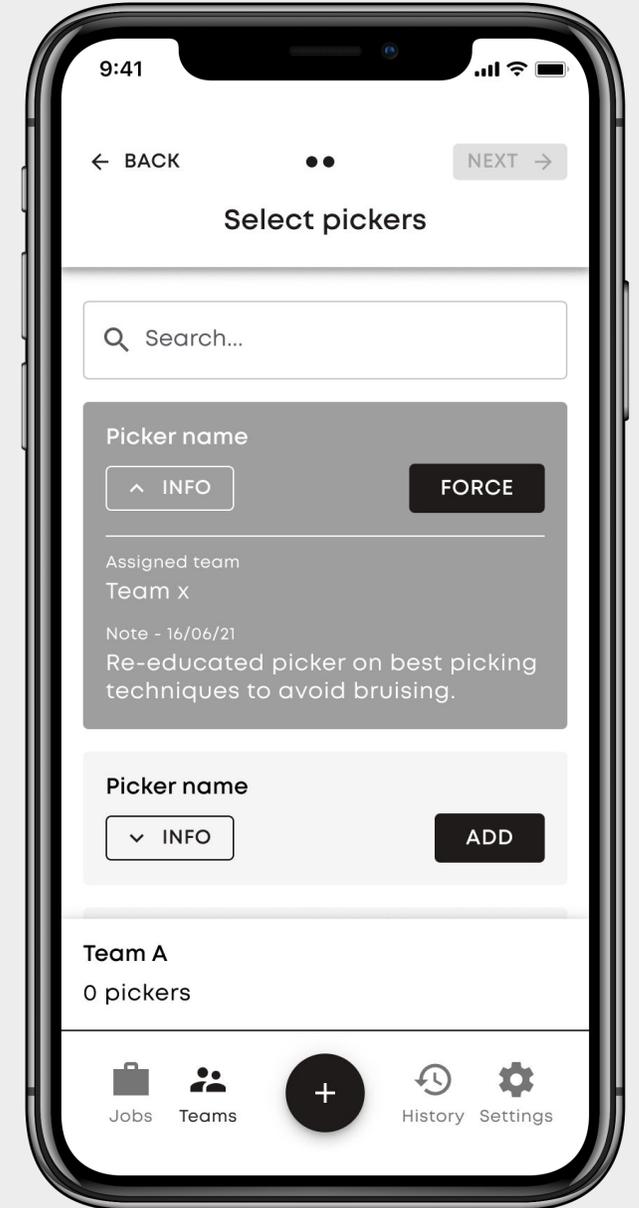
Key findings

- Users show great dissatisfaction towards losing trackability of a bin, even if this bin is considered bad or errored.
- All users expressed a greater access to picker statistics; however, these statistics should have a considered time and place of access.
- Although high value was seen in 'forcing' pickers from teams, the terminology was not embraced and the interaction itself was too easy to perform.
- Users show dissatisfaction to repeatedly having to enter data and desire means to bulk assign data in a scanning session.
- 'Register' functionality was not understood by all users, however the feature was embraced when prompted.
- Poor understanding was seen when users successfully created a job and were taken to their 'History'. Most expect to be taken back to the 'Jobs' home screen.



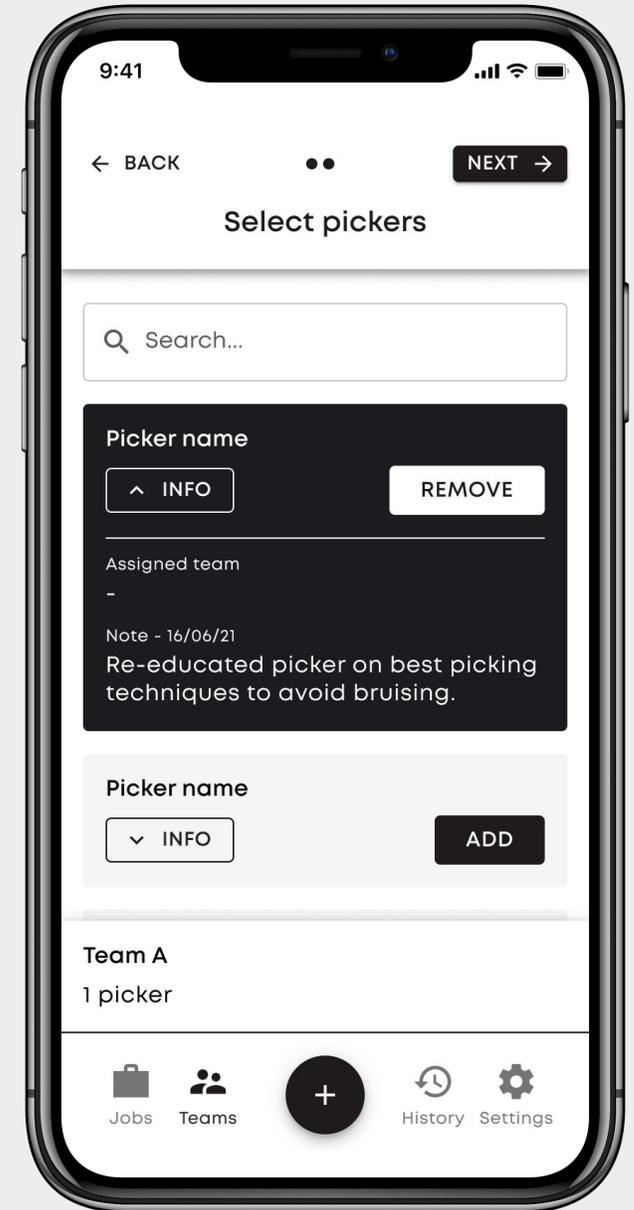
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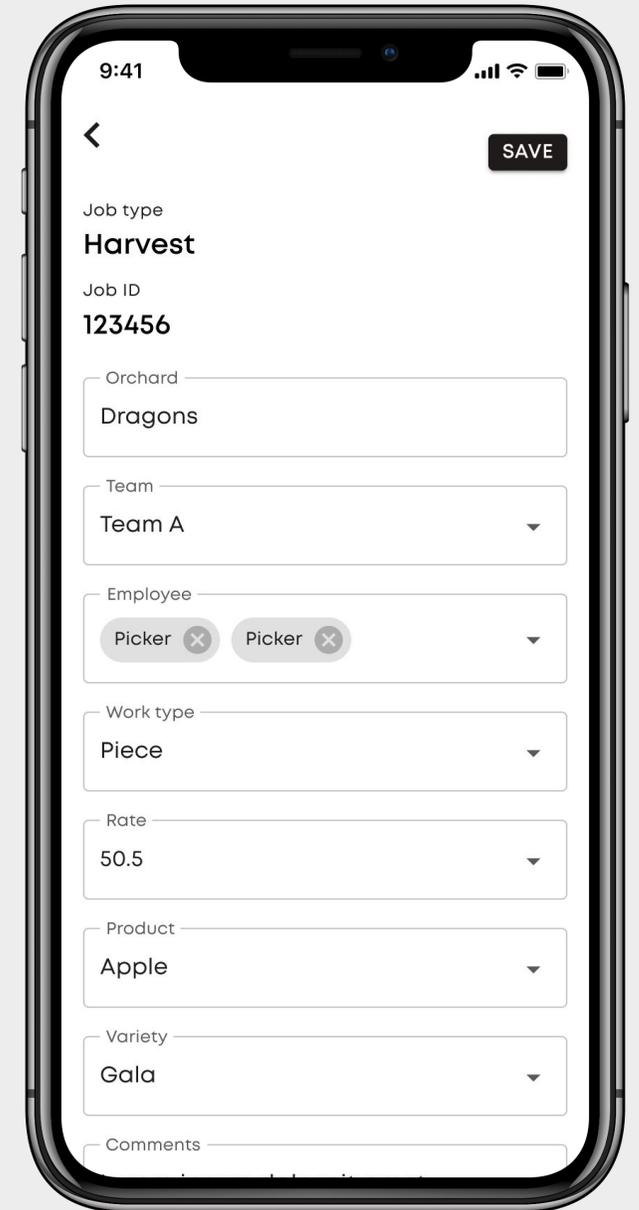
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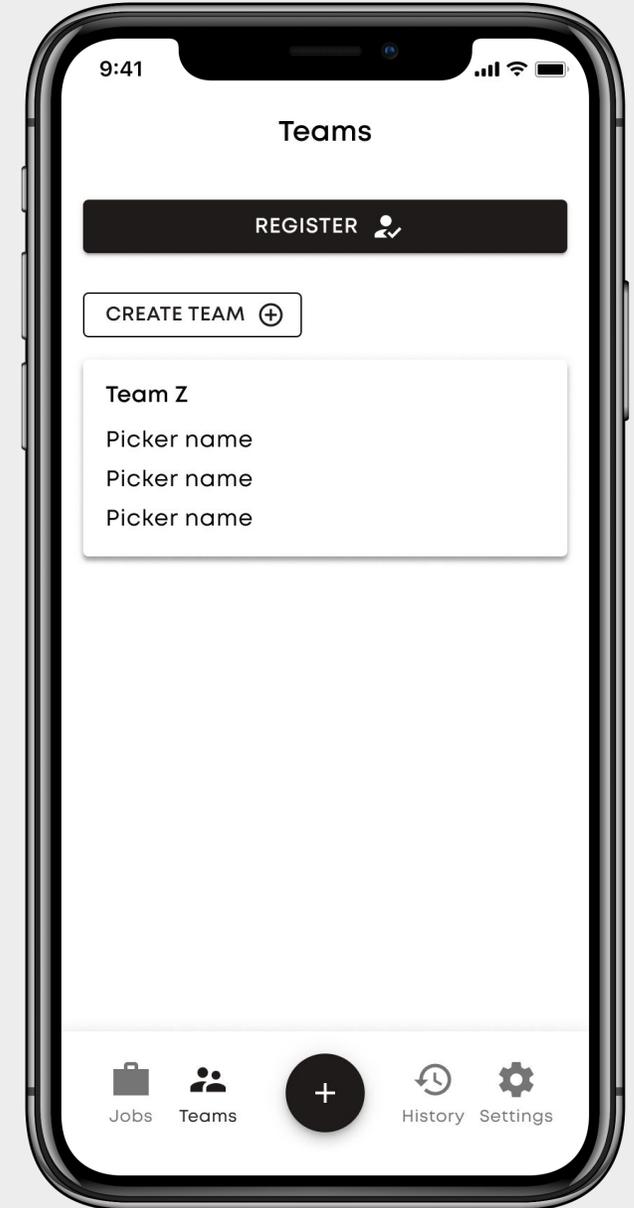
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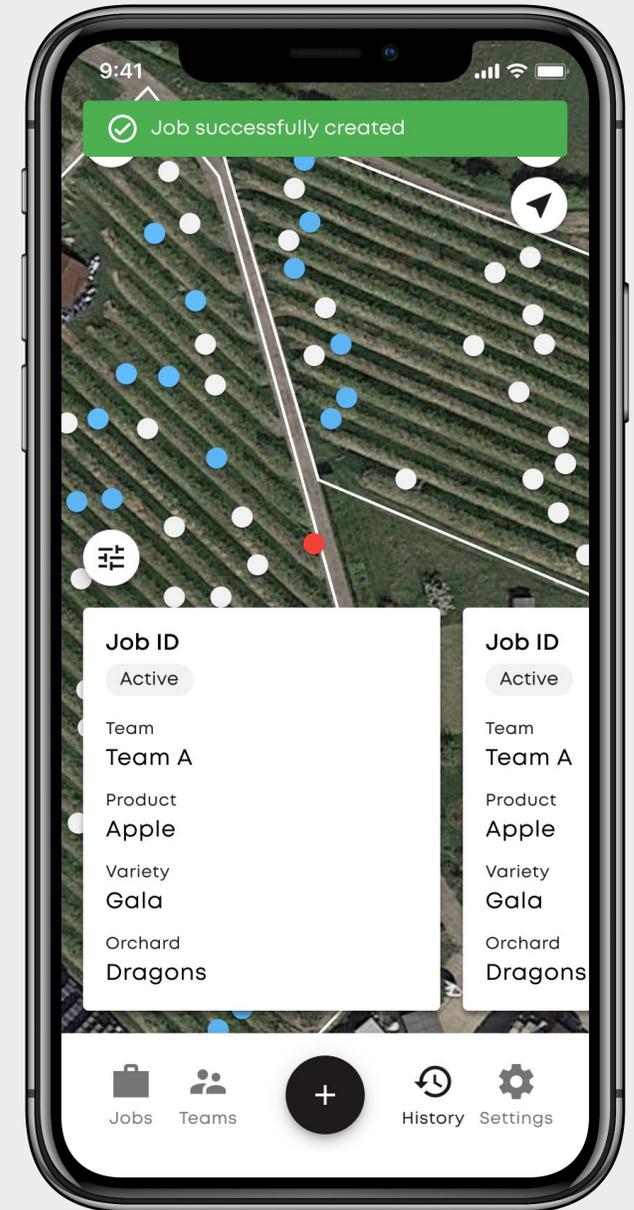
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Actions

Actions

High

- Design more considered flows for how errored or bad bins flows through the app. More investigation should be conducted to understand what happens to bad bins in an orchard.
- Review the scanning journey with the intention to design for session-based scanning interactions.
- Review the naming of 'Register' and build out the flow in greater detail.

Medium

- Design greater access to picker statistics to enable considered insights.
- Design new terminology for 'forcing' pickers from teams. The interaction itself should be harder to perform.

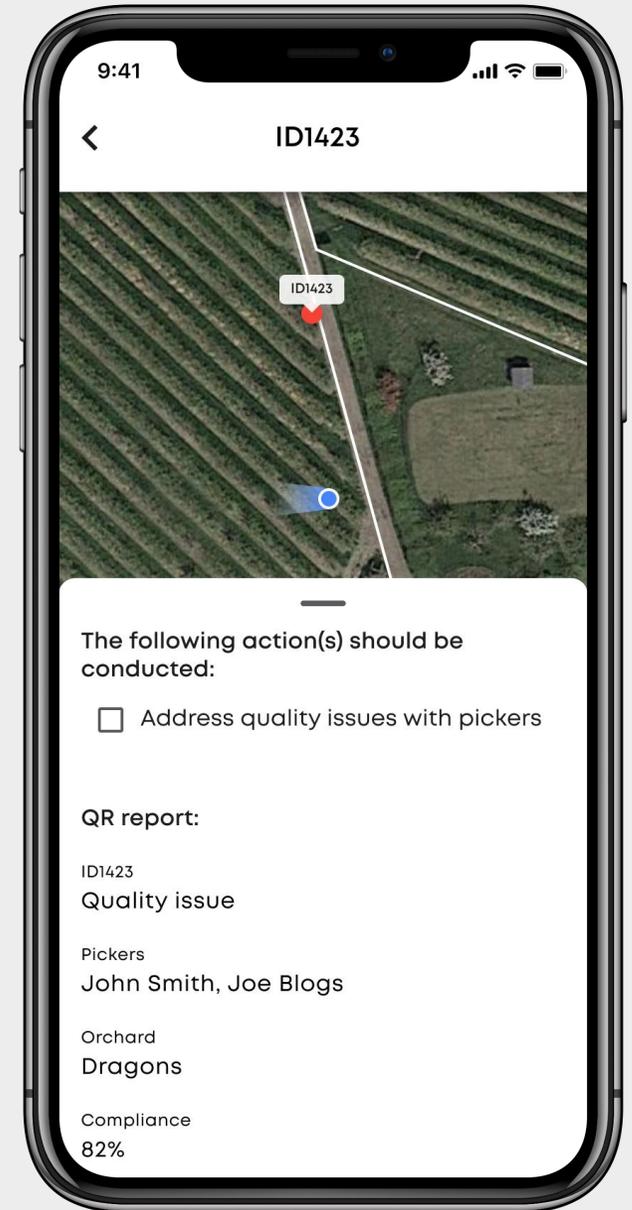
Low

- Review where users are taken to and what that screen looks like once a job is created.

Next steps

Next steps

1. Playback this deck back to users to gain further investment and review proposed actions.
2. Iterate on flows and designs as per actions devised from testing and confirmed by users.
3. Work closer with users and possibly conduct further interviews to greater understand the inner workings of harvest.
4. Design the remaining flows that have yet to be properly considered from an interaction design perspective e.g., timesheets.
5. Start designing desktop experience for passive data visualisation users.





Thank you.

Appendix.