

“Books We Love” User Testing

Author tried to implement her Prototype as detailed and interactive as possible because fully interactive product gives opportunity to collect more precise data from users. Main goal of User Testing was to figure out how comfortable is for users to interact with Prototype. Did the concept of the project meet people's expectations about this service and how users performed their tasks? During User Testing author was focused on the following tasks:

- Did Prototype's navigation effectively helped users to fulfill their tasks? Did all parts of navigation were clear and useful to users or some were unavailing and could be excluded?
- What parts of the content were superfluous or obscure for users?
- Did users understood and accepted the main idea of the project?
- How much time users spent on tasks accomplishing and what hindrances were uncovered?
- What functions of the project were more or less important for users?
- Did users were satisfied with layout of the content?

Author implemented User Testing with three representatives of Project's target audience which was divided in four steps:

1. Participant was briefly familiarized with main concept and aims of *BookWeLove* Project.
2. Participant had some time for free-form observation where he/she could comment while was interacting with the site.
3. Test Moderator asked user to accomplish certain amount of tasks. Moderator could ask additional questions or give extra tasks to perform.
4. Test Moderator interviewed the participant shortly and asked to express his/her opinion and ideas about application.

One User Test session lasted nearly one and a half hours. All action of users were carefully recorded by Test Moderator in a handwriting way. All tasks participants implemented are reflected in *GettingFeedback.pdf* document.

Redesign Suggestions

Usability Testing uncovered some important issues that were interfering factor to accomplish user's goals efficiently. Author stated the most significant findings and suggestions of resolving these problems.

Issue 1 - too many reiterations are irritative. It was clear for all participants that books which belong to user situated on “My Books” page but users couldn't see such important information as which book is available or who borrowed the book, how to edit book info. Majority of participants didn't read text options in yellow rectangulars from the right of the information about book, they commented that there were too many text and all options merged to one chunk of information that is too long for them to read. Users ignored “Friends Loans” page and were expected that all operation with book can be done on “My Books” page as a result - “mark book as returned” option was completely transparent for users and one of the most important project's feature was missed. Moderator should give a tips to direct users on the “Friends Loans” page. On

this page messages of Notifications were all clear and visible for users and “mark book as returned” option wasn’t missed. Book rating in numbers on this page was embarrassing for all users.

Suggestion 1 - shorten and combine (Figure 2). Author decided to redesign Main Menu and excluded “Friends Loans” page from it. “My Books” page was also completely redesigned to support user in making all operations with his/her books in one place. All book options are placed in two rectangular fields. Yellow is for changing information related with book. Buttons “Edit book info” and “Edit comment” are more noticeable now. Red fields contain information about friends who borrowed or wants to borrow the book. User can accept or decline request directly from this page and “mark book as returned” option is visible enough. When user adds new book, “visible for all friends” option will be by default and he/she can change it to “visible for me only” or “visible for best friends” on this page from drop-down menu.

Book rating is presented in five stars which is naturally for all participants of User Testing and will be consistent on all pages. Friends Loans History from “Friends Loans” page will be relocated to pages of friends. There was “All Books Progress Bar” placed on the page to let user know how many books he/she has in comparison with other users and encourage them to add more books on the site.

Issue 2 - scattered options. “Friend’s Book” page turned to be not so helpful for users. Beside description of the book there are some important options that throw some users into confusion because of inappropriate placement on the page. “Book Status” and “Book Availability” options were blended with information about the book. “Send message” option was visible more than enough but too long to read and annoyed users. Comments about book didn’t bother some users too much and they didn’t want see this information straight away.

Suggestion 2 - small private territory on other’s page. Author decided to carry out all options that user can perform on friend’s page into one field. It can be seen clearly now if the book is available or borrowed. User can send message to arrange meeting with friend. User have option to add a comment, rate book and change status of the book in one place. Comments from friends about the book are placed lower on the page.

Issue 3 - irrelevant options glued together. Most participants of User Testing didn’t see “Edit my Profile” option. It was lost for them between “Books I Have Read”, “Books I Wish to Have” and “Favourite Genres” options which obviously were placed in a wrong place.

Suggestion 3 - divide irrelevant options. Author decided to place information about user and information about his reading preferences into 2 different visual fields. “Edit My Profile” link was made as a bright button.

According to User Testings, “Friends” page should be also slightly redesigned. For participants wasn’t clear that figures in coloured squares are number of books friend has. Some users emphasized that images of friend’s books presented in a way as they have no more books than shown on this page. There should be “More Books” button or some options that allow user to scroll all books without leaving this page. Author suggests that “Notification” and “Messages” pages should be combined to support user consistent conception of communication with friends. All visual parts like badges will have hover overs with explanation.

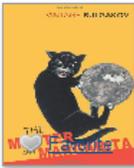
Redesign of "My Books" page

Home
[My Books](#)
All Books
My Loans
Friends
Events / Ads
Not

ADD NEW BOOK [Find Book You Own](#)

All My Books (15)

♥ show Favourites

added	book title	author	genre	rating		found 15 Books
<p>19 Mar, 2014</p> <p>★★★★★</p> 	<p>1Q84 (часть 1)</p> <p>(2 comments)</p> <p>rus paper version</p>	<p>Харуки Мураками</p>	<p>Fiction Label</p>	<p>★★★★★ 4 friends rated</p>	<p>edit book info</p> <p>edit comment</p> <p>visible for all friends ▼</p> <p style="color: red;">X remove book</p>	<div style="background-color: #800000; color: white; padding: 5px;"> <p>borrowed by Misha Somov ✉</p> <p>book renewed: 11 May, 2014</p> <p>due date: 25 May, 2014</p> </div> <div style="background-color: #800000; color: white; padding: 5px;"> <p>Inga Zhuk has reserved this book</p> <p><input type="checkbox"/> mark book as returned</p> <p><input type="checkbox"/> don't accept any requests</p> </div>
<p>7 Mar, 2014</p> <p>★★★★★</p> 	<p>Don't Make Me Think</p> <p>(1 comment)</p> <p>eng paper version</p>	<p>Steve Krug</p>	<p>Computing & Internet</p>	<p>★★★★★ 2 friends rated</p>	<p>edit book info</p> <p>add comment</p> <p>visible for me only ▼</p> <p style="color: red;">X remove book</p>	<div style="background-color: #f9e79f; padding: 5px; border: 1px solid #ccc;"> <p> book is not available for friends</p> </div>
<p>19 Mar, 2014</p> <p>★★★★★</p> 	<p>Мастер и Маргарита</p> <p>(3 comments)</p> <p>rus paper version</p>	<p>Михаил Булгаков</p>	<p>Fiction</p>	<p>★★★★★ 5 friends rated</p>	<p>edit book info</p> <p>edit comment</p> <p>visible for all friends ▼</p> <p style="color: red;">X remove book</p>	<div style="background-color: #800000; color: white; padding: 5px;"> <p>borrowed by Natasha Oga ✉</p> <p>due date: 1 May, 2014</p> <p>Natasha Oga has sent renewal request</p> <p>Decline Confirm</p> </div> <div style="background-color: #800000; color: white; padding: 5px;"> <p><input type="checkbox"/> mark book as returned</p> <p><input type="checkbox"/> don't accept any requests</p> </div>

General Ideas for Future Improvement

Author disclosed some problems while she was developing the project. One of the site's concepts is to show users which of their friends are reliable enough to lend them any book. Then owner of the account marks book as returned he should be able to rate his friend. If person's good friend uncovered himself as not reliable borrower, user faces an ethical problem - how can he rate his friend low and if the rating is anonymous? Author tried to resolve that issue by providing rating system which allows users to rate their friends in a "Yes" or "No" way, anonymously. User's choice was narrowed by answering only on two simple questions: "Did the book has been returned in the same condition?" and "Did the book has been returned in time?". Currently the site doesn't have an option to declare how many days friend can keep each book and it should be definitely added.

It is presumed that users can also share their electronic books in future but nowadays, unfortunately, people don't have enough freedom to share their digital books. Users are restricted by book formats, brands and rules which established by electronic readers manufacturers for those who wants to share. At the same time the copyright problem could appear. There are plenty of books in Russian which can be downloaded illegally and given project mustn't be mediator of unlawful electronic books between users, so observance author's rules can become painful side of digital books sharing.

Another aspect that should be considered is how user who returned the book will be ensured that it's owner has marked book as returned. One of the decisions could be designing an application - with lite functions of the main site for smartphones that would allow users to record returned books straight away. Obviously that users should have an opportunity to rate friend latter. This application could send users notifications like "the book is going to due soon" or messages from friends.

It is important to establish common rules between users which would include such aspects as responsibility for other people's belongings, reparation of lost books, etc. Rules should be precise, short and accepted by all users. Main aspect of theses regulations would be emotional responsibility for borrowed books.