Usability Testing Main evaluation findings and changes

Severity 1: Prevents use of system

We did not have any issues at this level of severity

Severity 2: Significantly impairs user experience

- Issue: The definition of a "tag"***** is unclear and unfamiliar. Users thought of a "tag" as a physical tag (e.g. clothing tag). Relationship between the digital QR code and physical accessories is unclear. ****In the low fidelity prototype, My Code was called My Tag***
    - Changed the name of the Tag to Code, which has a clearer connection to the digital qualities of the Code.
- Issue: "Upload Photo" and "Take Photo" are unclear. Users get confused about the type of photo: A photo of you? A photo of what? Users erroneously assumed that they were uploading a photo of themselves or a photo unrelated to the document. Photo is often understood as a photo of a person. Confusion about the two options of "upload" and "take" potentially meaning that you have to do both.
    - Change: Updated wording to indicate reference to the document: "Take photo of document", "Upload document from Photos"
- Issue: General confusion about terms ("My Places", "My Institutions", "Report")
    - Change: Added informational pop ups throughout the platform to address areas of possible uncertainty.

Severity 3: Minor improvements to be addressed if possible

- Issue: The meaning of "verified" is unclear. Users thought that it meant that they verified the document on their own. Checkmark icon on the verification pending page is unclear and/or makes it seem like it is already verified.
    - Change: Removed the checkmark icon and replaced it with a progress bar. Defined verification process and what happens after in both onboarding and after document upload.
- Issue: Unclear how to navigate to order physical tags after uploading documentation.
    - Change: Included instructions both in onboarding and after uploading documents to direct users to order and view their Code.
- Issue: "Proceed to shipping" is unclear versus options like: "Proceed to checkout" or "Click here to purchase"
    - Change: Updated wording to "Checkout" and "Payment".
- Issue: The login page has the same information as the registration screen. No fields to enter name at registration or confirm password.
    - Change: Differentiated between the two processes by adding name, location, and password confirmation fields in the registration flow.
- Issue: General confusion and uncertainty about security and privacy off the platform

- ○ Change: Added a frequently asked questions (FAQ) page attached to a sticky button on each page that addresses these concerns.
- ● Issue: Newest changes to requirements for a place are not obvious.
  - ○ Change: Implemented icons and red text to indicate the newest updates.
- ● Issue: Consideration for minors and those who do not use phones often
  - ○ Change: Added Family Groups that allow users to create and access codes and information for people who are added to their group.

Severity 4: Requested functionalities & suggestions to be addressed in the future

- ● Additional feature: Notifications for when users are "due" for a booster or second dose
- ● Additional feature: Notifications for updates to requirements

Additional changes made

- ● Added feature to view where your Code has been scanned
- ● Added identification upload process
- ● Added share button to a place's requirement info page
- ● Added clearer cancel buttons to relevant pages
- ● Added order history for accessories
- ● Added order number and order summary to order confirmation page
- ● Added PIN option when scanning Code for extra security and ID validation
- ● Changed icon for My Code from a home icon to QR code icon
- ● Struck through pricing on order pages to clarify that the first 5 accessories ordered are free