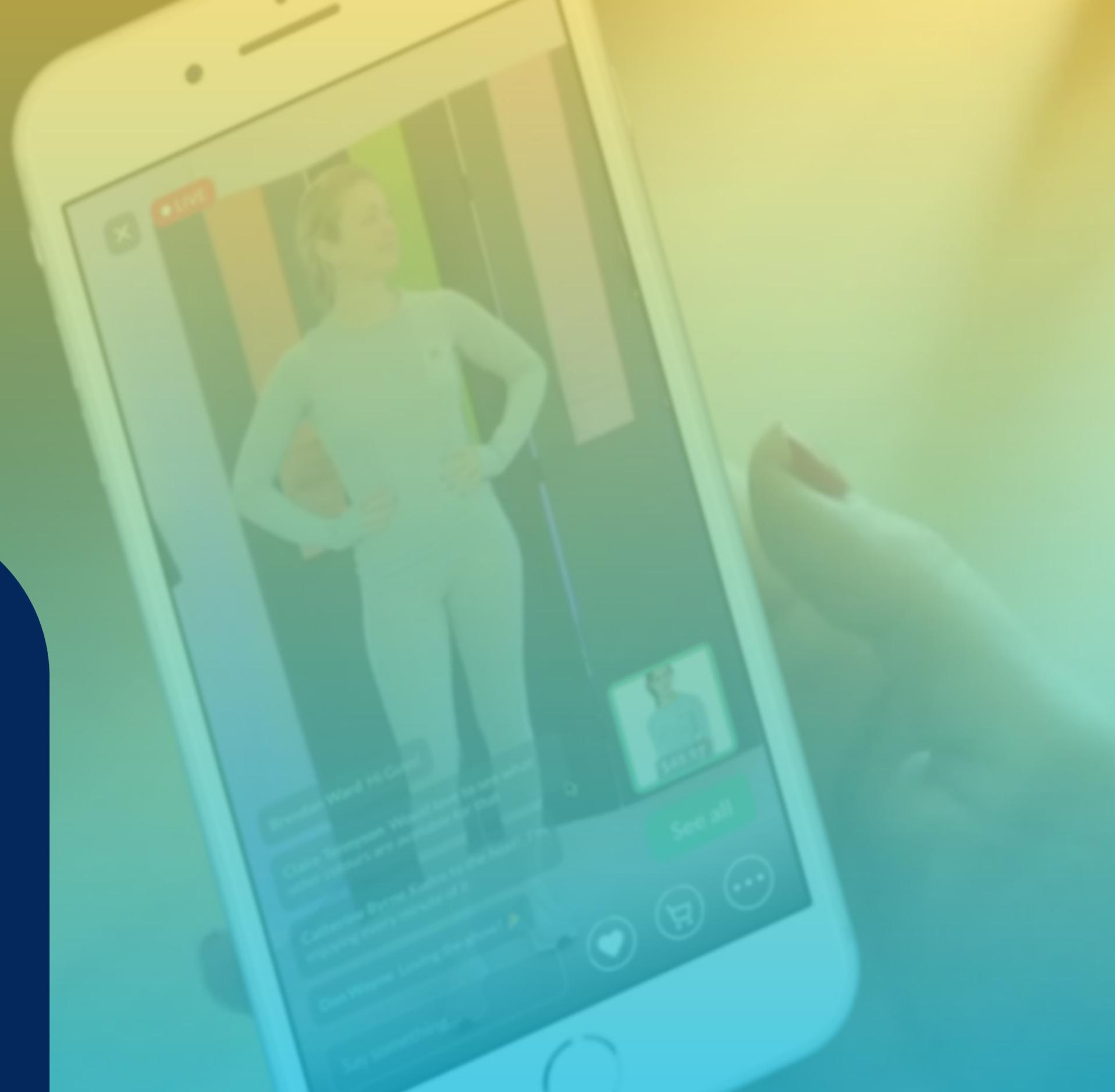


New Player Layout

 storefront



Introduction

Based on the results of our previous test, we did a usability test with a high-fidelity prototype using a new player layout and PDP, expecting to solve most of the issues present on last version.

We also incorporated a completely new “Product list” screen to replace the product shelf from the previous iteration along with a miniplayer to keep track of the show at the checkout stage, and other few other minor additions .

Lastly, we ranked the barriers we encountered while doing those goals in severity order:

4 - Critical: scenario impossible or very hard for the user to complete

3 - Serious: the user can complete the scenario, but not without major inconvenience

2 - Moderate: some form of disruption that impedes the user to complete their task

1 - Minimal: unlikely to cause any real disruption for the user

1

Objectives

2

Test Structure

3

Participants

4

Results

5

Conclusions

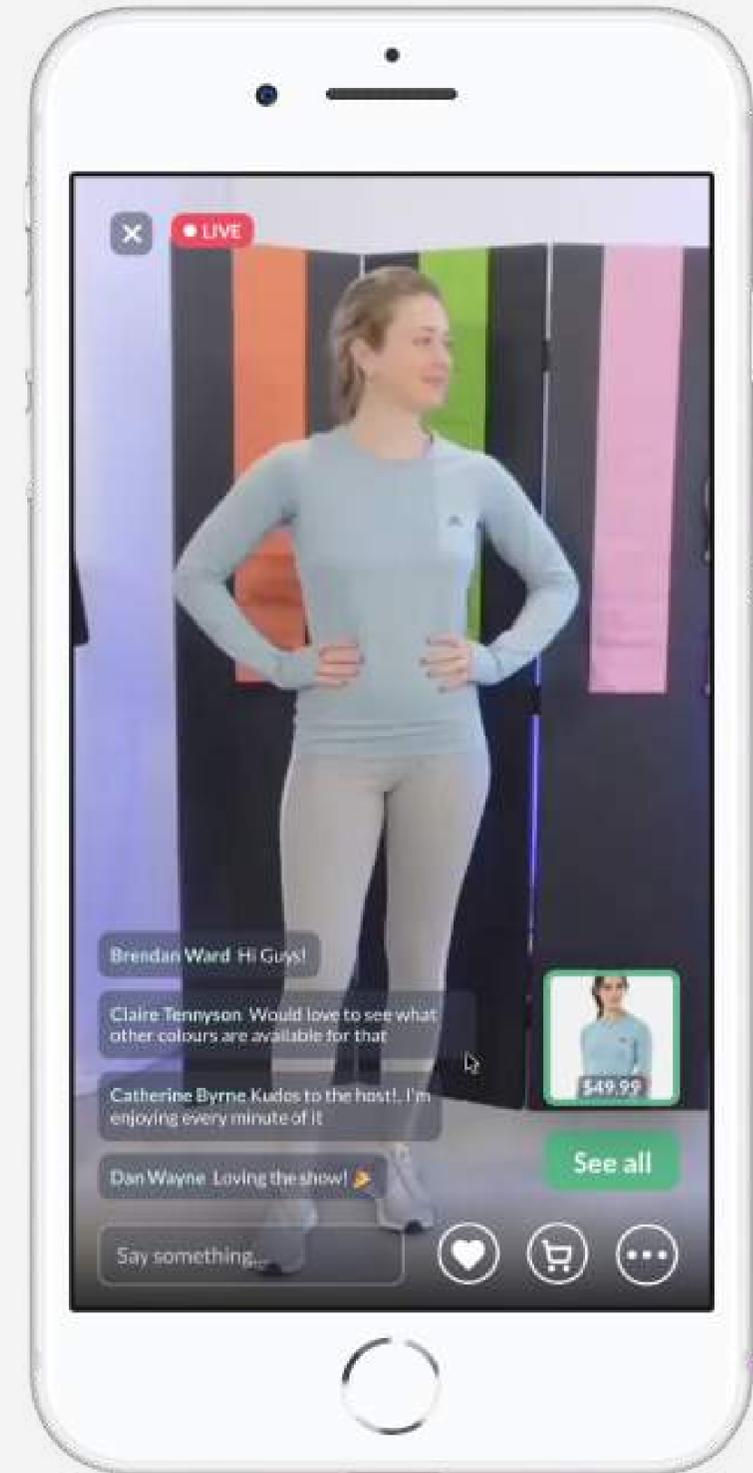
1

Objectives

1. Usability testing.

Validate hypotheses and assumptions around different areas of interaction around the Player UI and PDP.

Identify areas of friction or confusion within the experience to choose the most efficient and barrier-less solutions



2

Test Structure

1. The users get into the experience, and we ask for a description of the whole layout and their thoughts on the highlight product and the “see all” button.
2. We ask the user to tap the “Tap to unmute button” and listen and see the experience for 20s aprox.
3. We ask the user to mute the experience again (with the prototype being played from a mobile).
4. Then we proceeded to ask the user to send a Heart, sharing their thoughts about it afterwards.
5. We then ask the users to tap the “select all” button, and describe the new product list, and how they think the different products are organised there.
6. From there, we ask the users to tap on the product currently being presented, as well as a description of the PDP. Lastly, we ask them to purchase the product in “Pale Blue” colour and “M” size.
7. Finally, we ask to tap the Checkout button and ts opinion about having the show as a miniplayer.

3

Participants



Madi Stamm, 24 - Graphic Designer

Has used Tik tok. Buys mostly on online stores. Interested in buying clothes and electronics.



Molly Mears, 30 - Program Coordinator

Have used Instagram and Youtube Live. Have used Instagram Live previously. Interested in buying clothing.



Michaela Roche, 32 - Project Coordinator

Have used Instagram. Interested on buying clothes, make-up/skincare items or books.



Jasmine Young, 31 - Program Manager

Have used Instagram Live previously. Interested in buying Fashion, electronic, phones and shoes.



Sarah Eaton, 27 - Bank Associate

Have used Instagram Live previously. Interested in buying sports ware, shoes and and home products.

4 Results

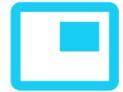
First thoughts

- All participants correctly recognized the functionality of the highlighted product image button and the “see all” button. (5/5)
- All participants tried to mute the video again by tapping in the centre of the screen. (5/5)
“The tap to unmute button was there when I entered the video, so I thought that if I tapped again I will mute it again” - Jasmine

“I’m trying to tap in the centre of the screen to mute it, because that’s what you will do on Instagram” - Madi
- At a first glance, three participants thought the cart icon would take them to a different space with a list of products to buy. (3/5)

4

Results



Miniplayer

- **All Participants were able to go back to the experience of tapping the screen of the Miniplayer. (5/5)**

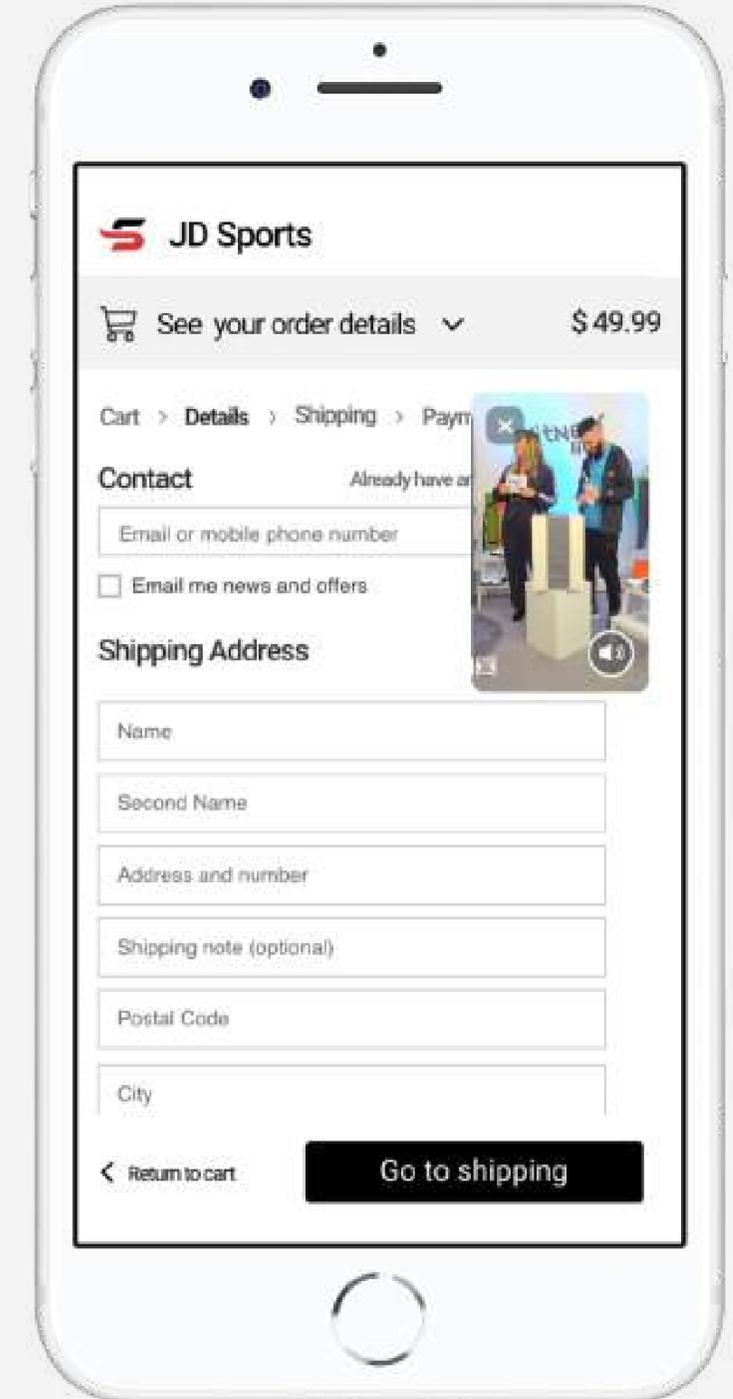
- **Most participants were not interested in having the Miniplayer on the checkout section. (3/5)**

"I have already seen the show a number of times, I made my decision, I just want to make my purchase and go" - Jasmine

- **Two participants were interested in having the Miniplayer in this section in case a new product appeared on the show. (2/5)**

"It's like shopping and having your TV in the background. Since it's a Livestream shopping app I see a case for when they are presenting something new and then you want to go back" - Madi

"If they are showing something that I'm interested in, I can go back and purchase it" - Sarah

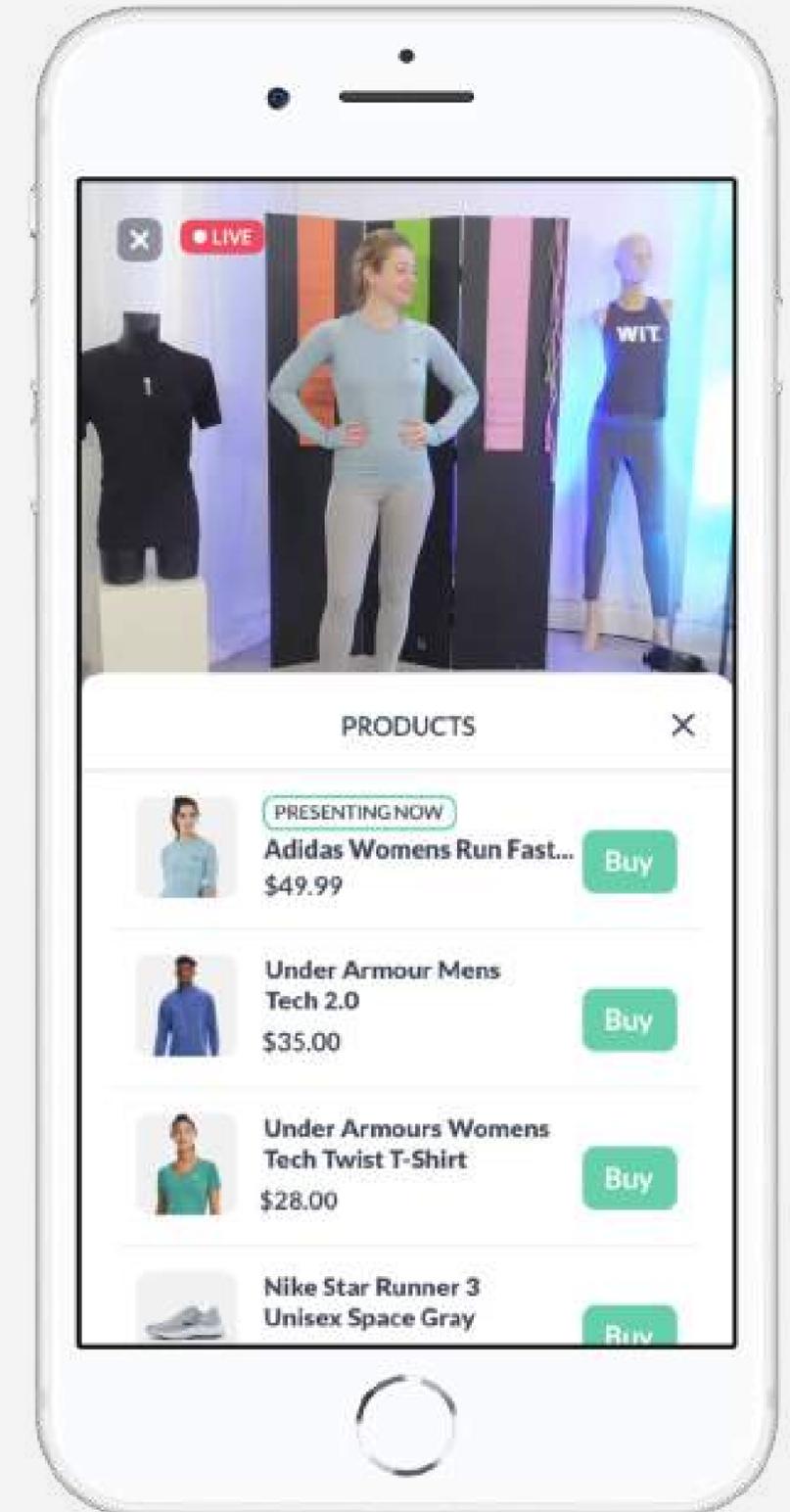


4

Results

☰ Product List

- **Three participants were able to guess the right order of the product in the list (3/5)**
“Based on the presenting now tag, I guess that the products under it are products that have been presented already” - Madi
- **One participant was expecting to buy a product directly from the Product list due to the “Buy” label inside the button.**
- **All participants are comfortable with the balance between the product list and PDP panels vs the livestream (5/5)**
“It’s cool that you can see all products and the presenter speaking, so you don’t miss anything” - Sarah



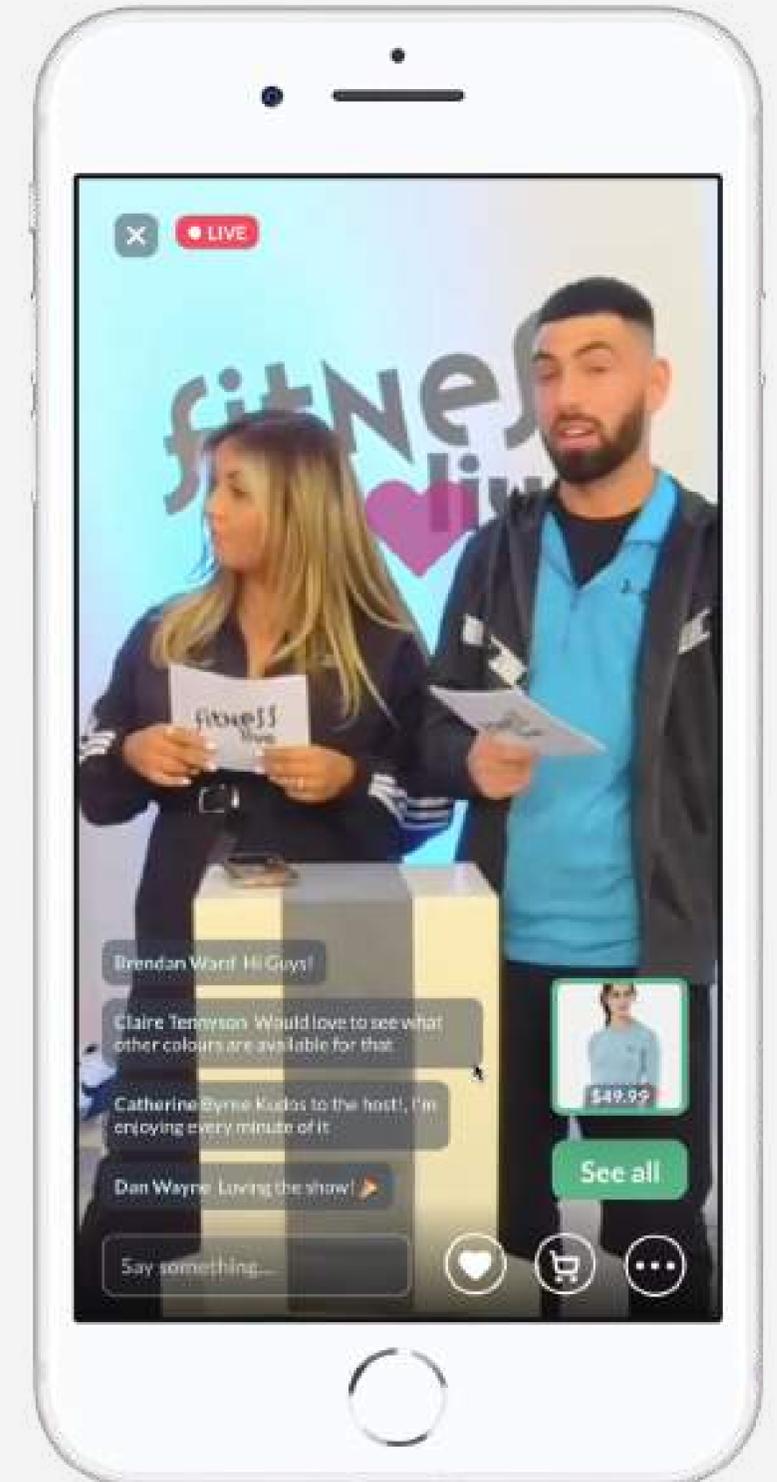
4

Results



Heart Interaction

- **At a first glance, two participants thought the heart button will work as a bookmark feature. (2/5)**
- **Most participants are fine with the current heart interaction. (4/5)**
"It's really similar to what I was expecting and saw in other apps, I like it" - Madi
- **Most participants will use the heart interaction as a quick way to show support to the host or say that they like the product being presented. (4/5)**
"I use it as a way to say hi, or show that I like a product without going into the chat" - Madi



4

Results

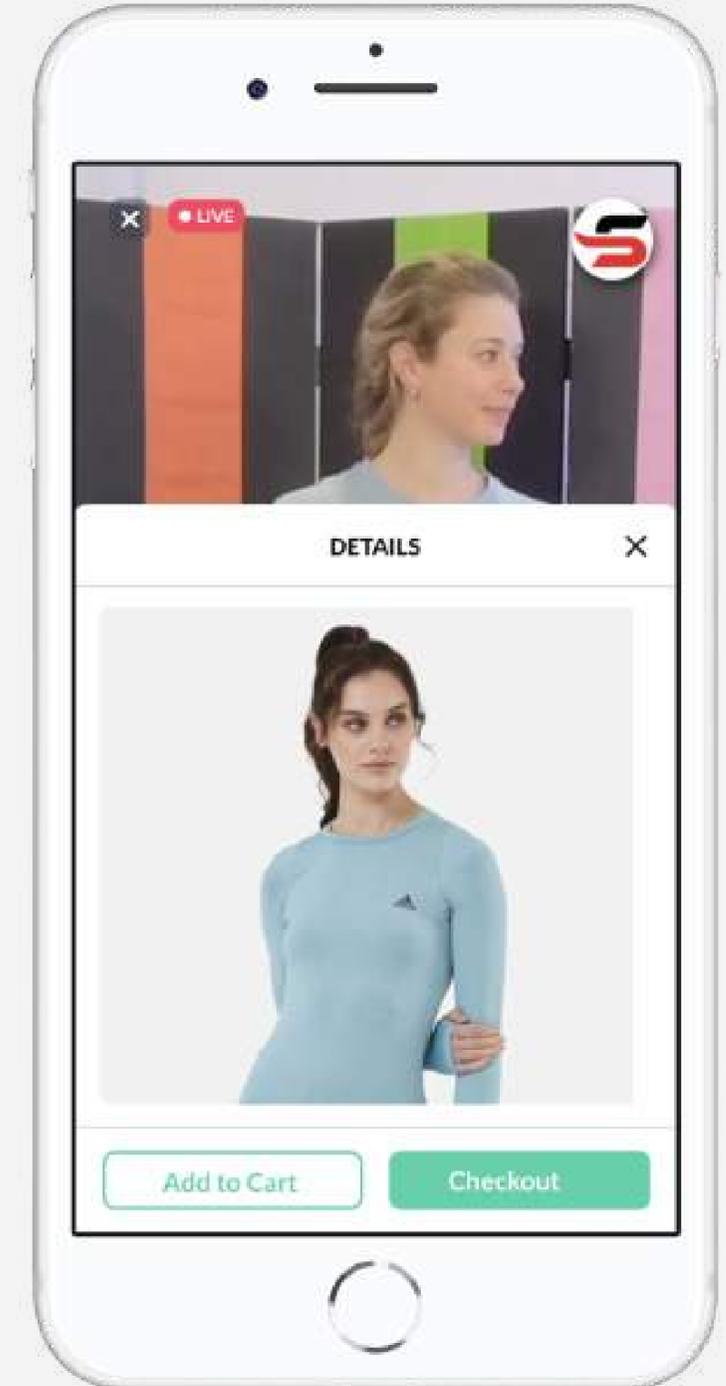


PDP

- All participants liked the balance of the product list and the show. (5/5)
- Most participants didn't see the size chart inside the size Selector modal. (4/5)
- All participants correctly identified the "Checkout" and "Add to cart" options. (5/5)
- All participants will use the "Add to cart" option more than the "Checkout" one. (5/5)

"I like adding things to my cart while not being compulsive about it, then maybe after the show ends, I kind of finalize what I want to purchase" - Molly

"That option allows me to add items to the cart and continue shopping." - Jasmine



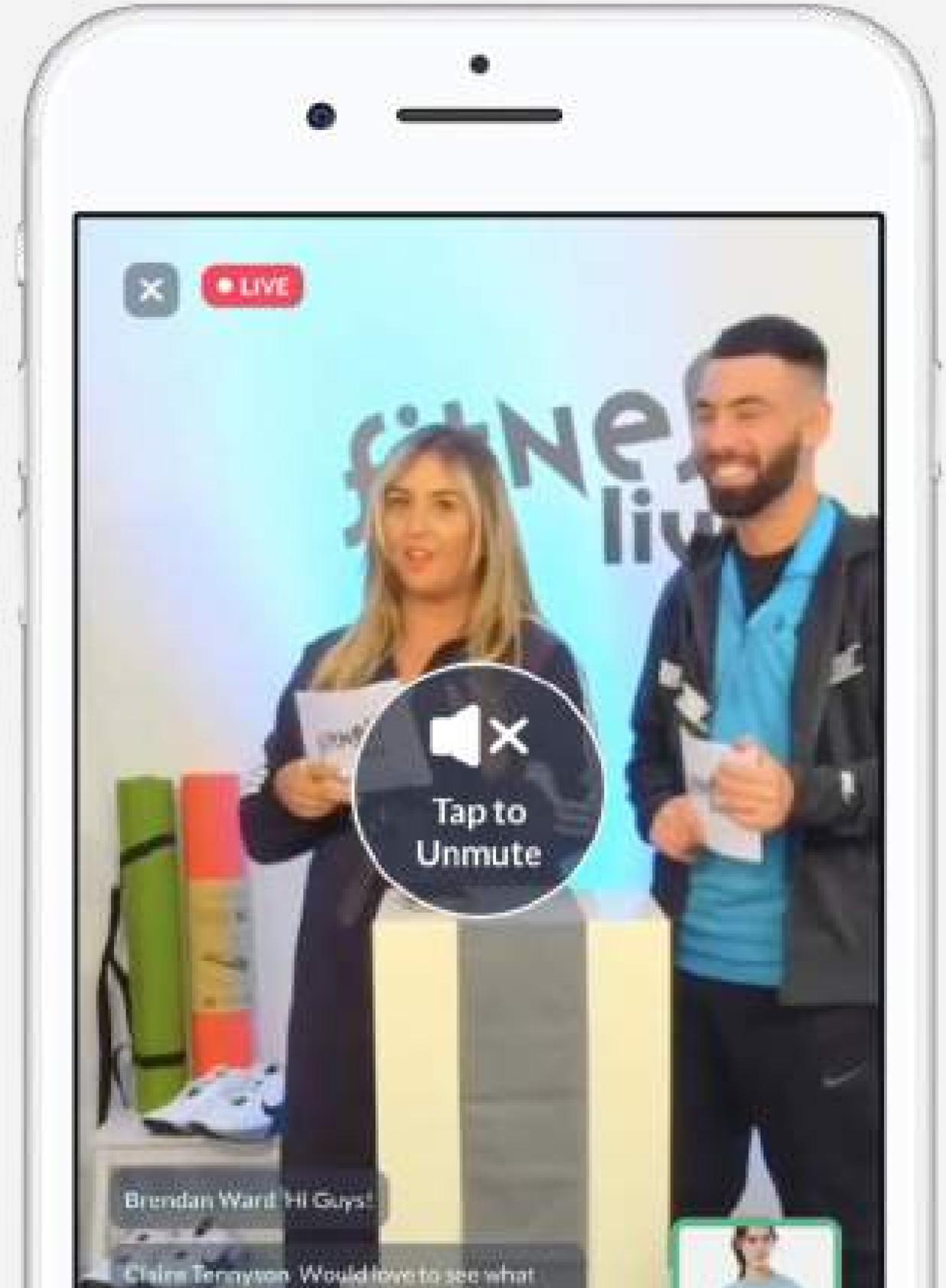
5

Conclusions

Serious

Mute interaction:

All user tried to tap again the center of the screen to mute again the experience, following a logical use of the "Tap to unmute" button and a preestablished mental map of how this work in other apps.



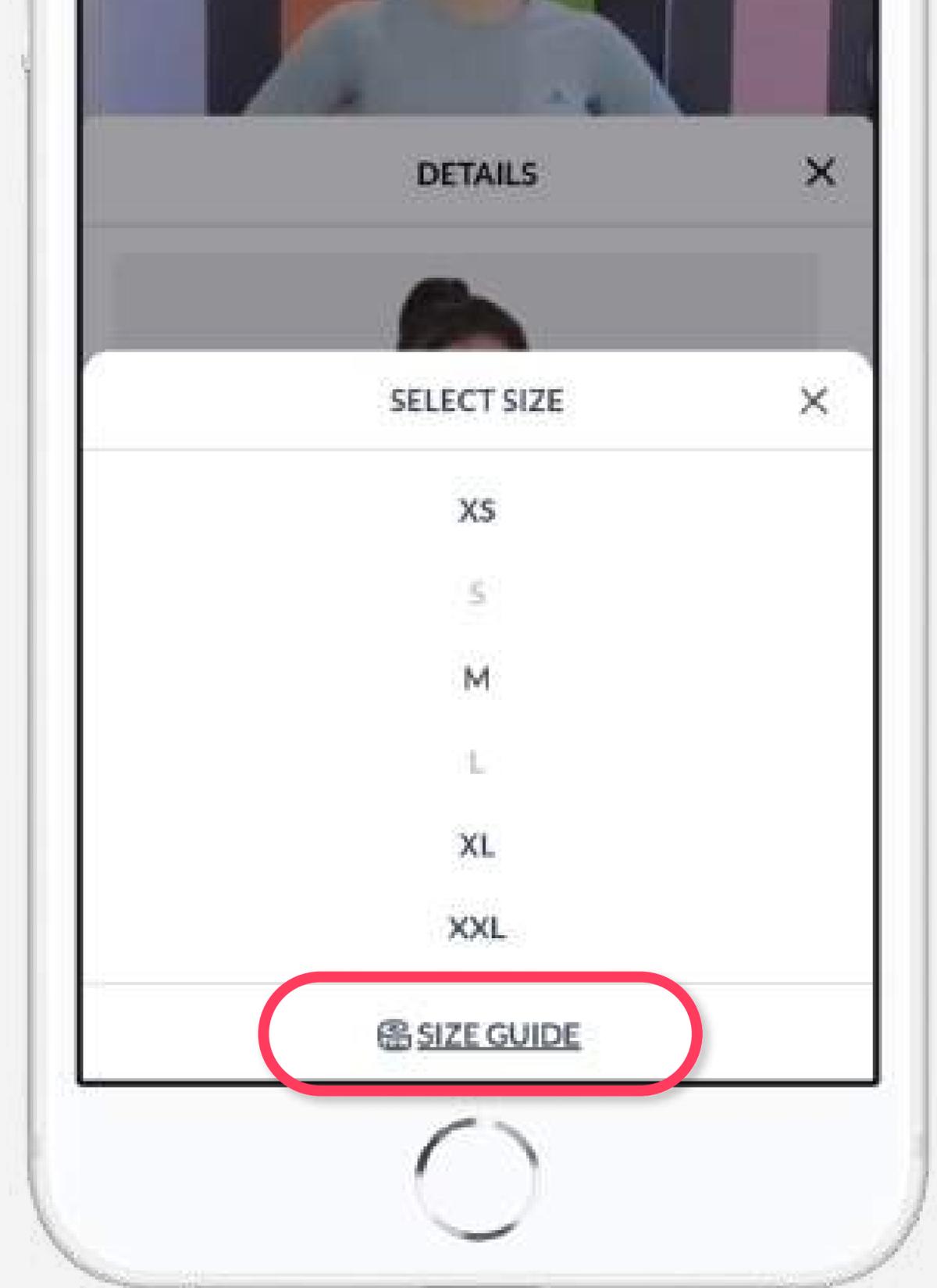
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Conclusions

Moderate

Size chart is not easy to discover:

The size guide is a decisive feature for a few users and a nice addition to the others, but is not in a place easy to discover.



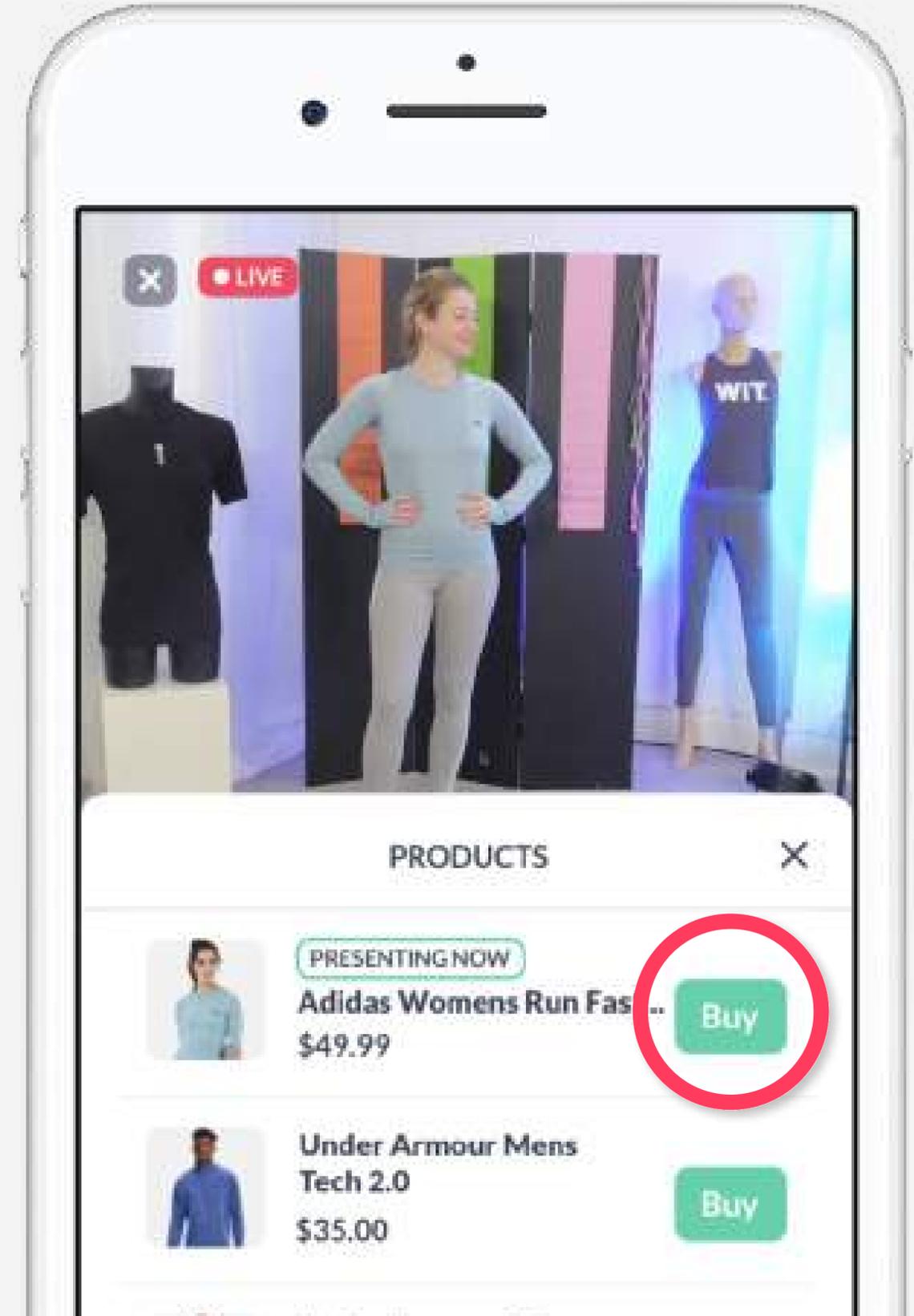
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Conclusions

Moderate

“Buy” label on the product list:

The “Buy” CTA in the Product list can be misleading for some users, since tapping into that button takes you the PDP and doesn't add the product to the cart.



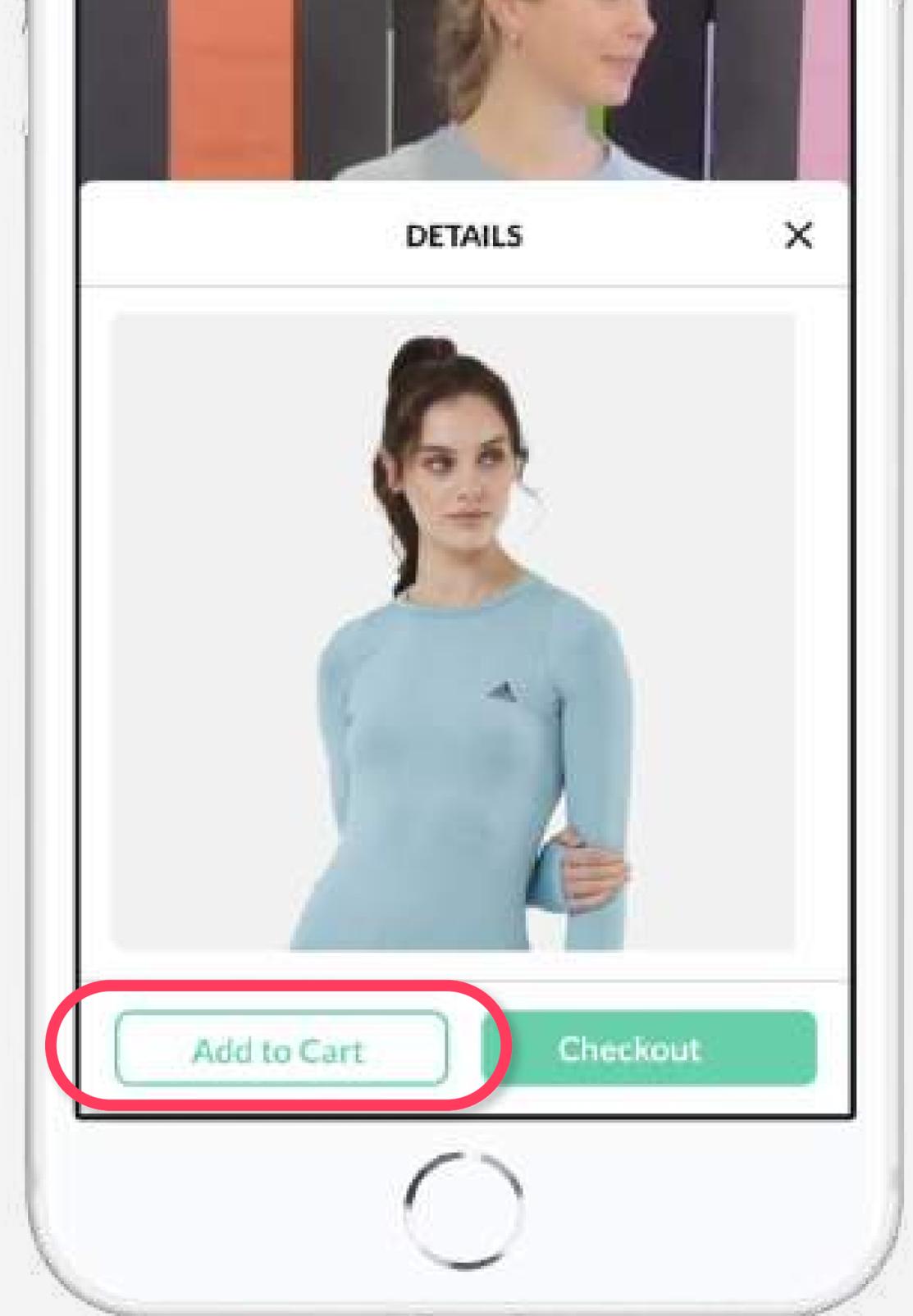
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Conclusions

Moderate

“Add to cart” button:

All participants preferred to use the add to cart option instead of the checkout one, but the “add to cart” button is currently designed as the secondary action.



5

Conclusions



Other findings

- All participants were able to understand and purchase smoothly without having previous instructions on how the app works. They find the app really close to what they can find already on Tik Tok or Instagram, as well as easy to use.
- They tend to see the cart icon as a list of products to buy at first, but change their mind after they reach the PDP.
- Participants like having a view of the product list and the show at the same time. They also understand better the order of products compared to the previous version.
- The addition of a Miniplayer on the checkout page was indifferent to most users, only seeing the use of it if a new interesting product is being presented at that moment.

5

Conclusions

We also run an unmoderated test with a few internal people under the same demographic (women, late 20s to early 30s), with the same tasks as the moderated group. The main conclusions for this one are:

- Half participants looked for a button on the screen to mute the experience again, trying then to tap the middle of the screen to replicate the “Tap to unmute” behaviour.
- Three participants purchased the product being presented by tapping into the product image.
- Three participants liked having the show as a miniplayer in the checkout process, to not miss out the rest of the show.
- All participants didn’t encounter any barriers when trying to purchase the product, using mostly the checkout option to purchase it.

If you want to know more...

Full results page

 [Full Report in Notion](#) 

 [Prototype](#) 

Script

 [Player New Layout Script](#) 

Participant videos

 [Lookback](#) 

Thanks!