



Komeeda

USABILITY TESTING REVIEW

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INTRODUCTION

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Matt Bishop



Sanchit Kumar

AGENDA

- 
- Project Goals & Scope
 - Methodology
 - Participants
 - Key Highlights
 - Findings & Recommendations

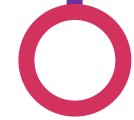
PROJECT GOALS & SCOPE



Identify usability issues on Komeeda.com (Desktop and Mobile) through usability testing



Provide design recommendations to enhance Komeeda's UX



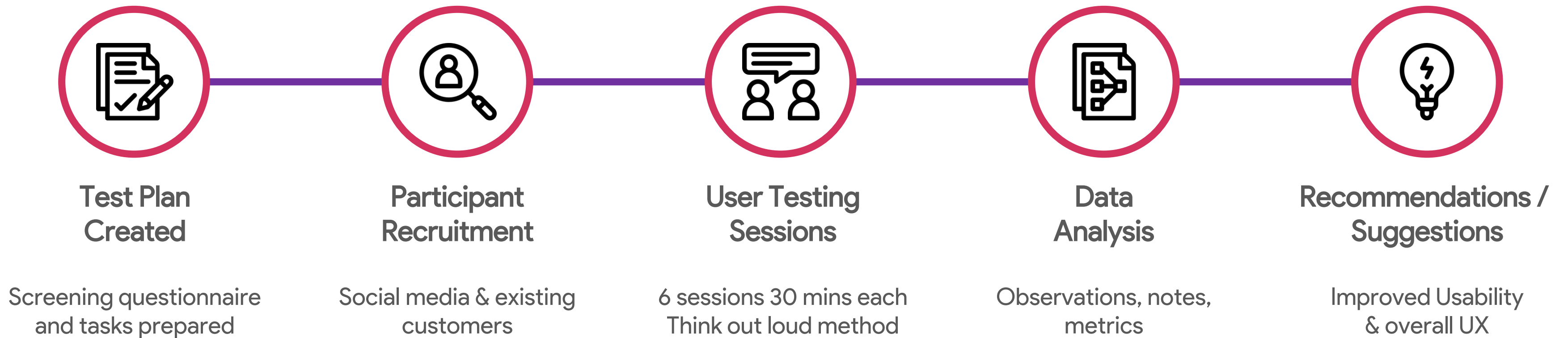
Focus areas of our usability test:

People's understanding of Komeeda

Effectiveness of event details & referral program

Site navigation and user interaction

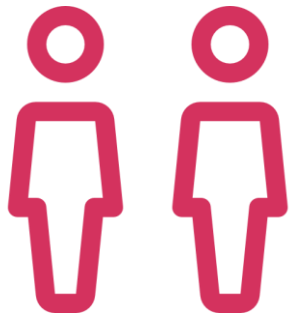
METHODOLOGY



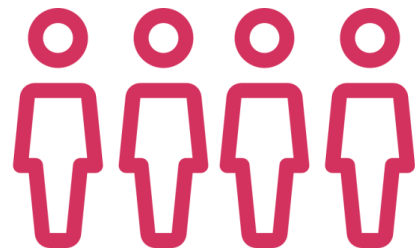
PARTICIPANTS

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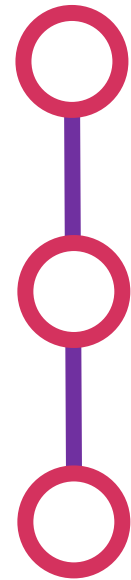
Participants



2 Current



4 New



Age Range: 23 to 47

Location: NYC & nearby

Other Characteristics:

Eat out more than once a week

Comfortable meeting and eating with new people

Attend food festivals or events

Use mobile devices frequently

Use food apps

KEY HIGHLIGHTS

Strengths

- All users praised site aesthetics
- Images of food were powerful hooks
- Users highly excited about Komeeda's events

"The site is very visually appealing!"

"Good pictures of food make me want to go more!"

"This website is pretty visual and straightforward."



KEY HIGHLIGHTS

Improvement Areas

- Users need more details about Komeeda's concept
- Users were confused about 'Events' vs. 'Series'
- Most users unaware of the 'Referrals' feature
- A few interaction design issues identified

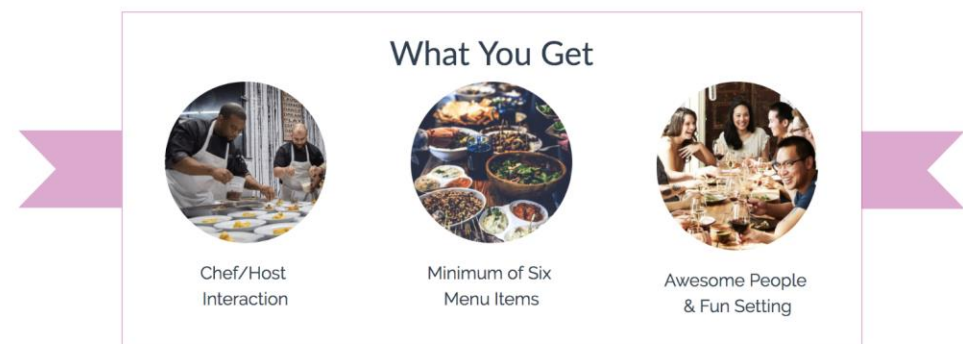
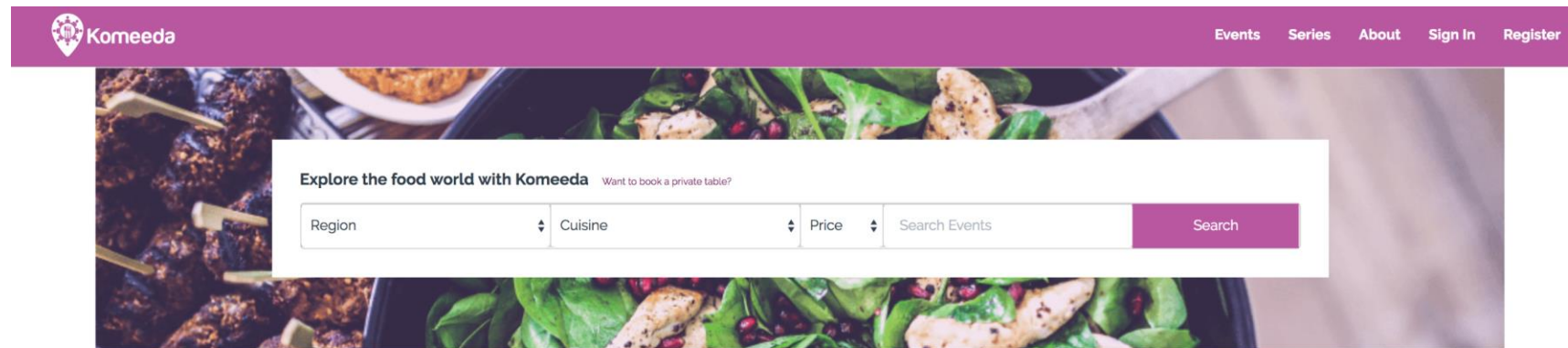


FINDINGS AND RECOMMENDATIONS

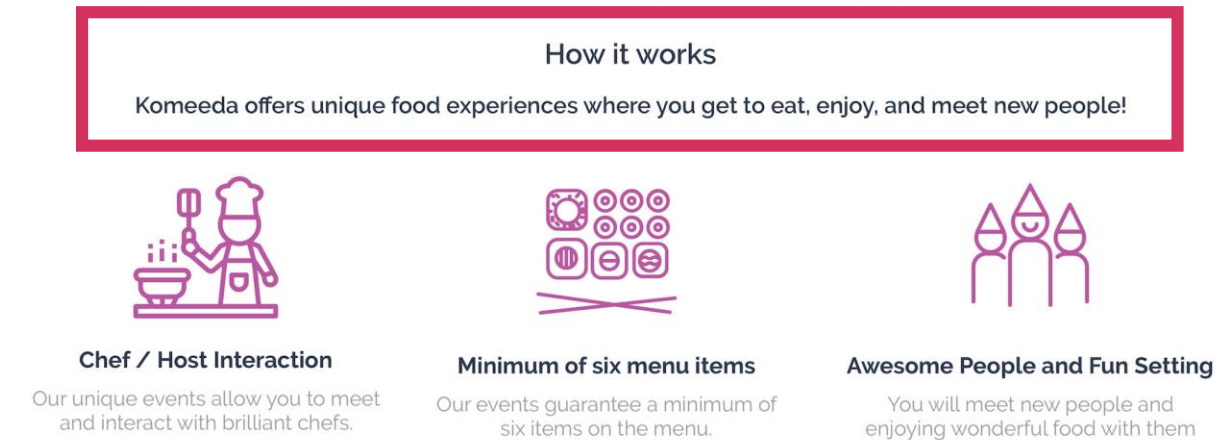
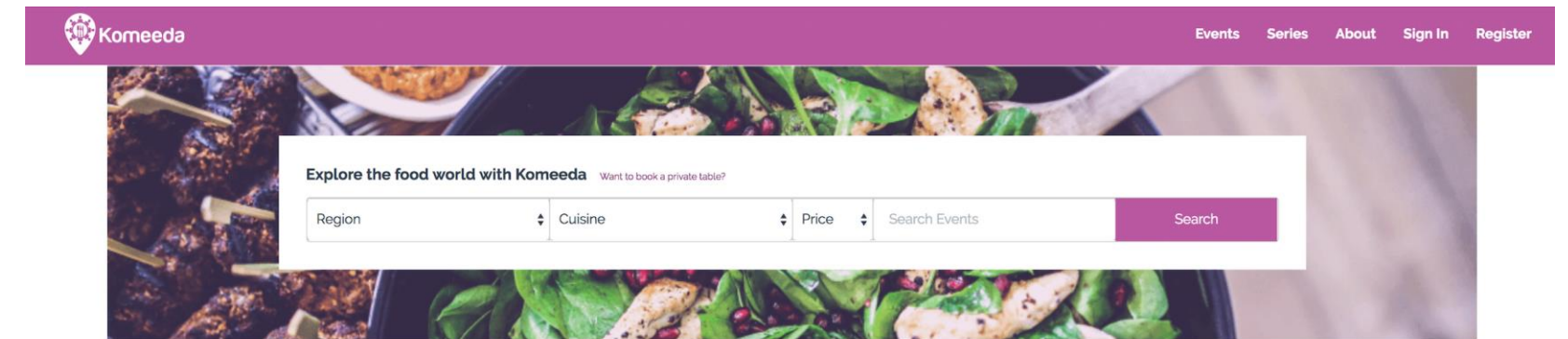
"The site should say who we are, what we are, why we do this."

Problem #1: New users couldn't fully understand Komeeda's concept upon first glance

Recommendation: Add a tagline to the homepage



Before



After

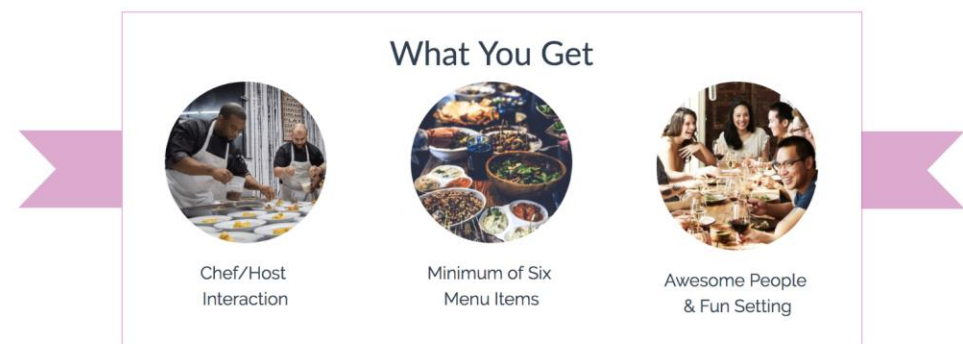
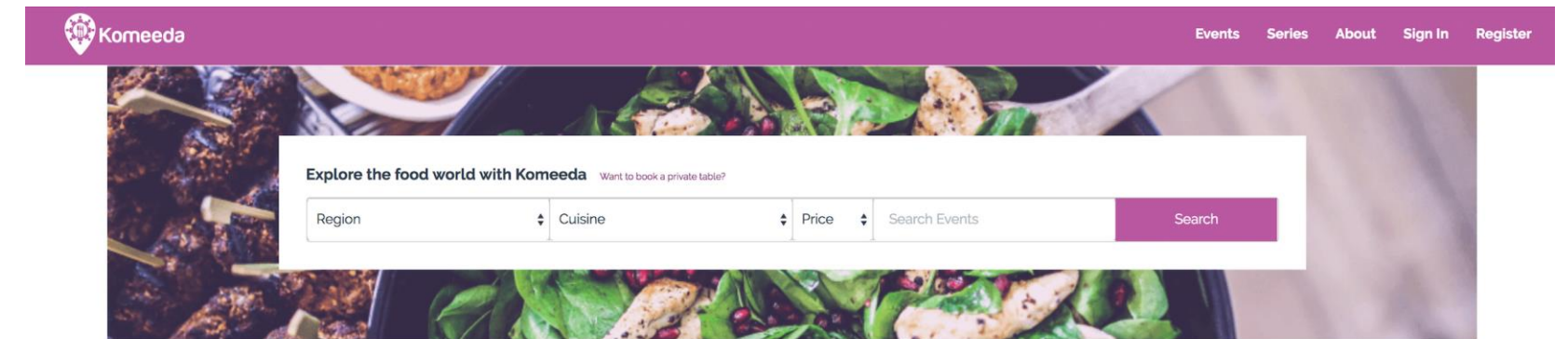
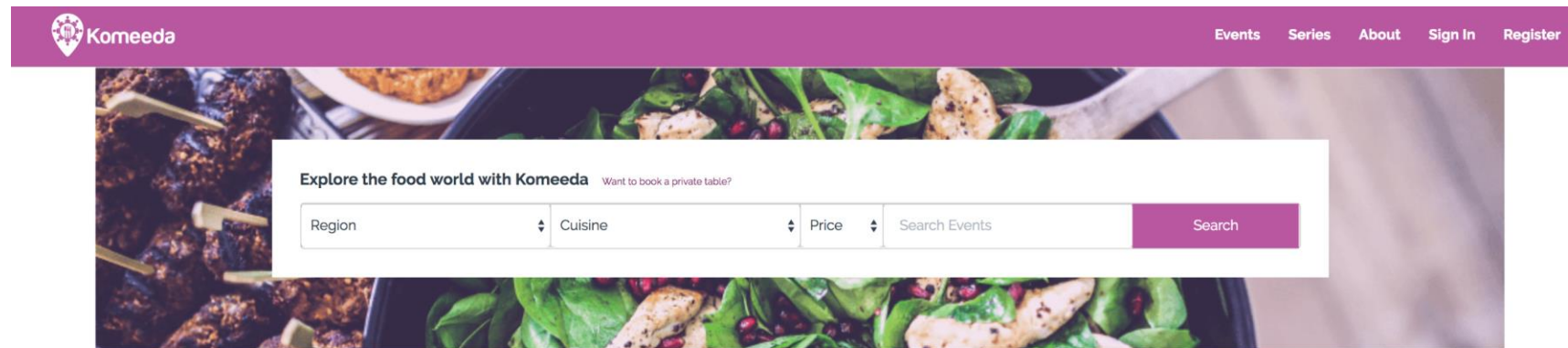
FINDINGS AND RECOMMENDATIONS

“Are these pictures clickable?”

Problem #2: “What You Get” sections does not match user expectations

Recommendation: Redesign the section to enhance understandability and meet user expectations

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Before



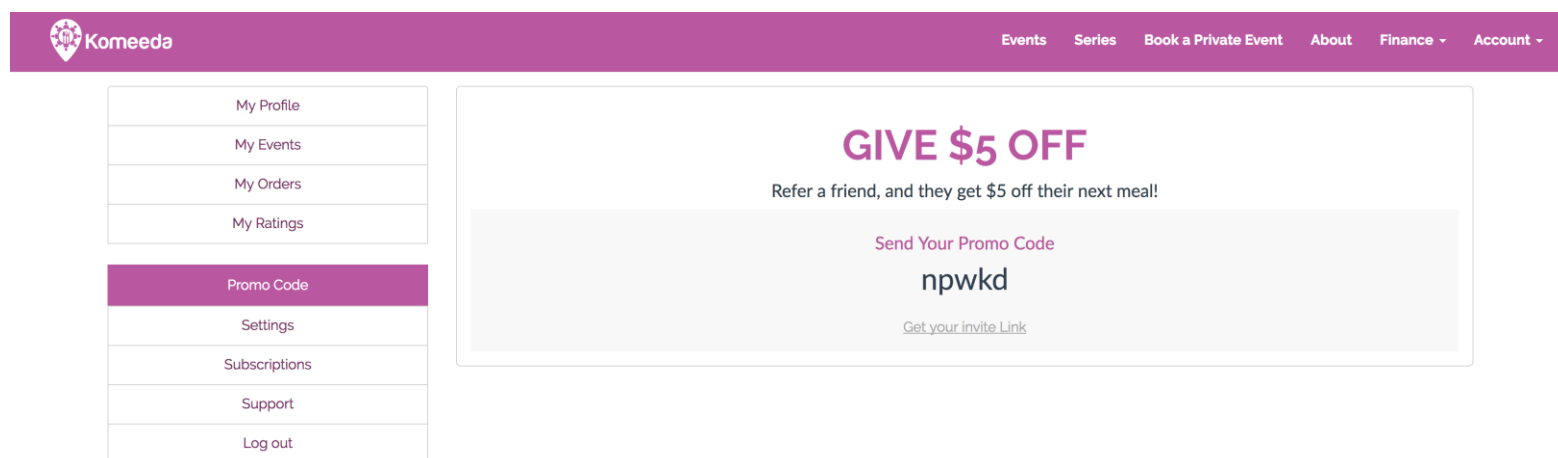
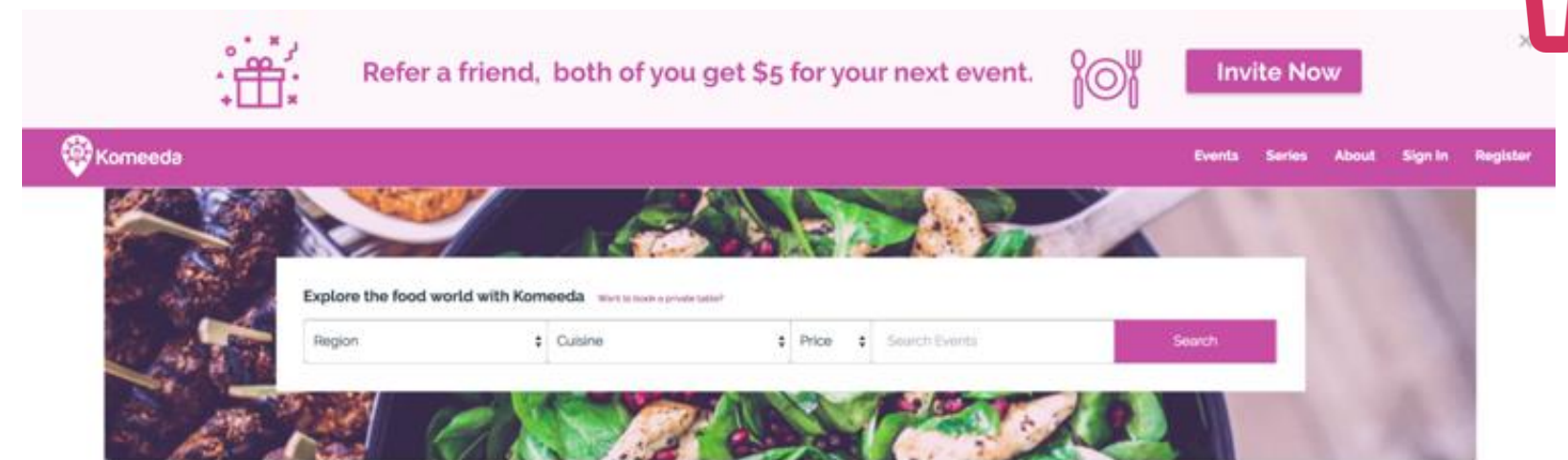
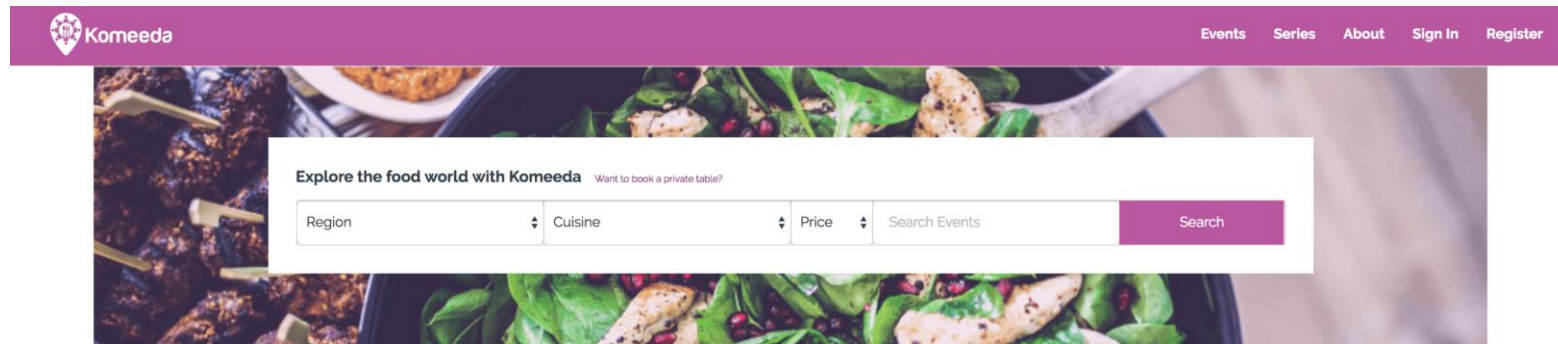
After

FINDINGS AND RECOMMENDATIONS

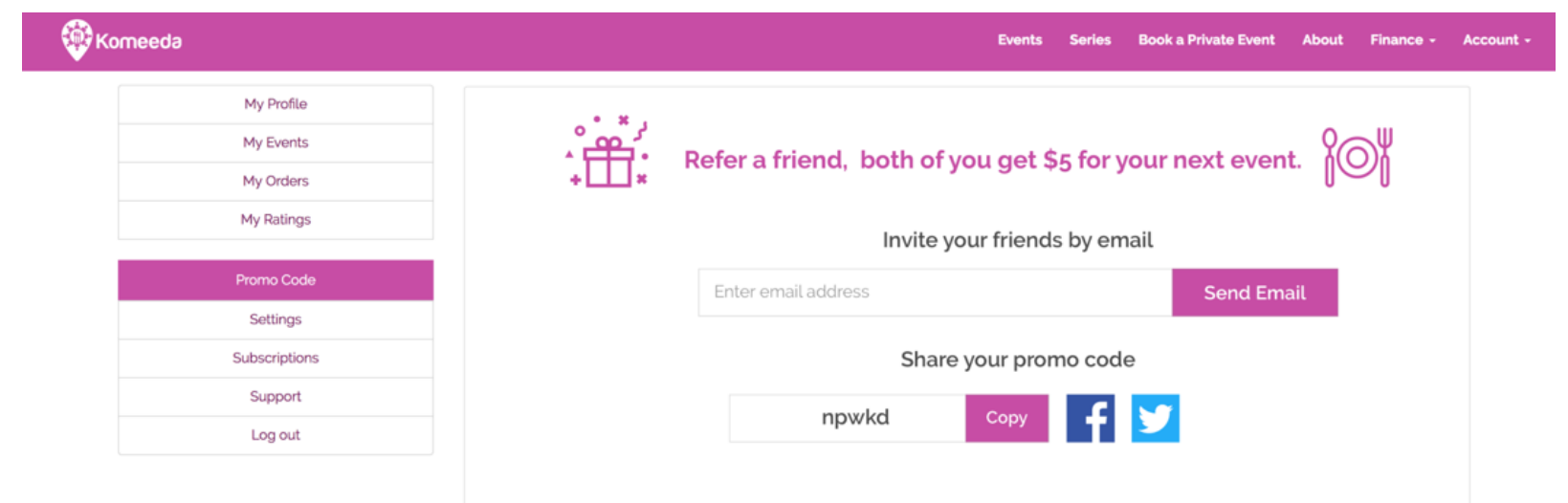
Problem #3: Some users could not locate or understand referral code

Recommendation: Promote referral code and improve its interactions

"If I give them 5 dollars off, then they will be making plans and I will be out!"



Before



After

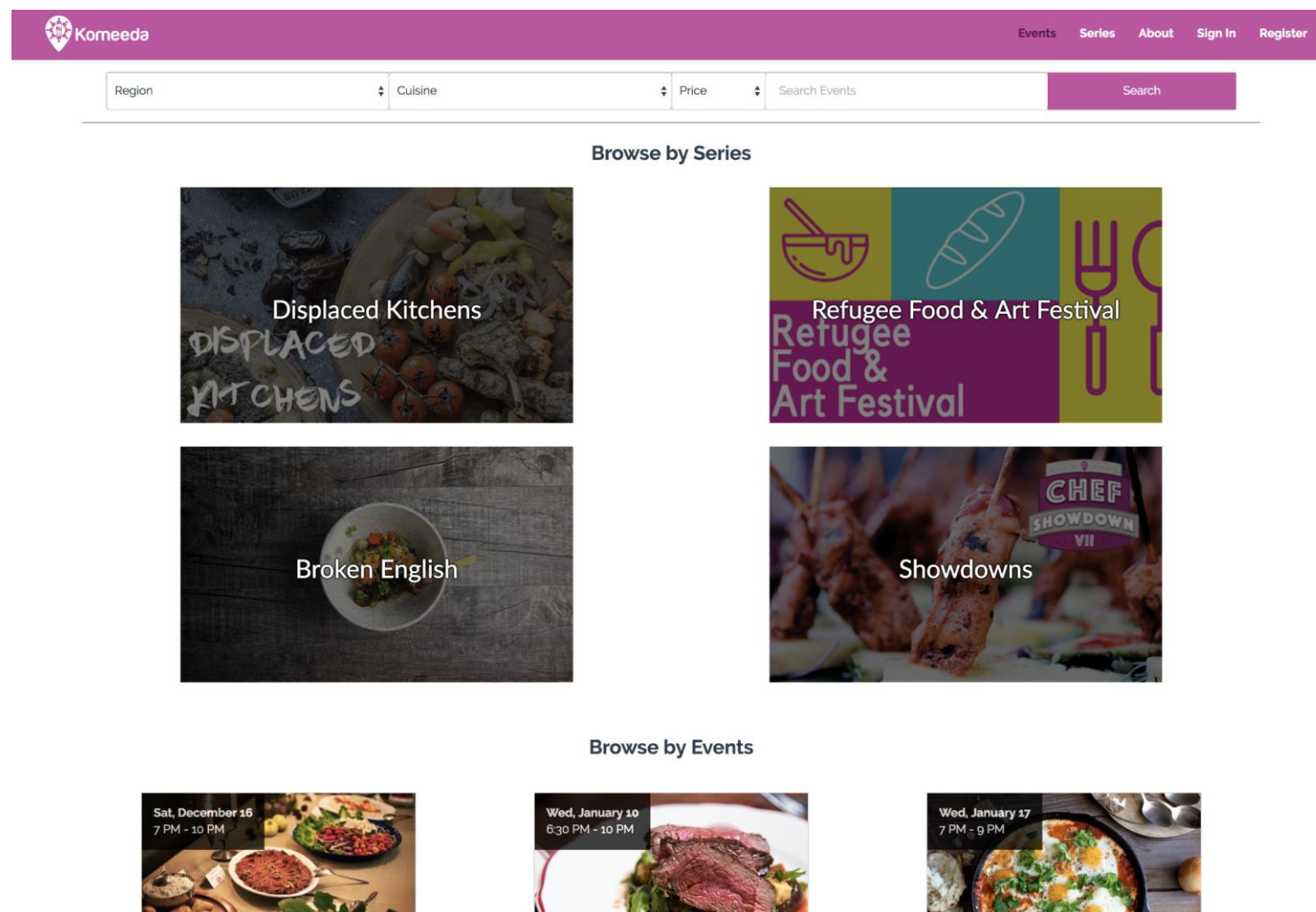
FINDINGS AND RECOMMENDATIONS

“Displaced Kitchens’ doesn't make sense to me, and I don't know how ‘Broken English’ relates to food.”

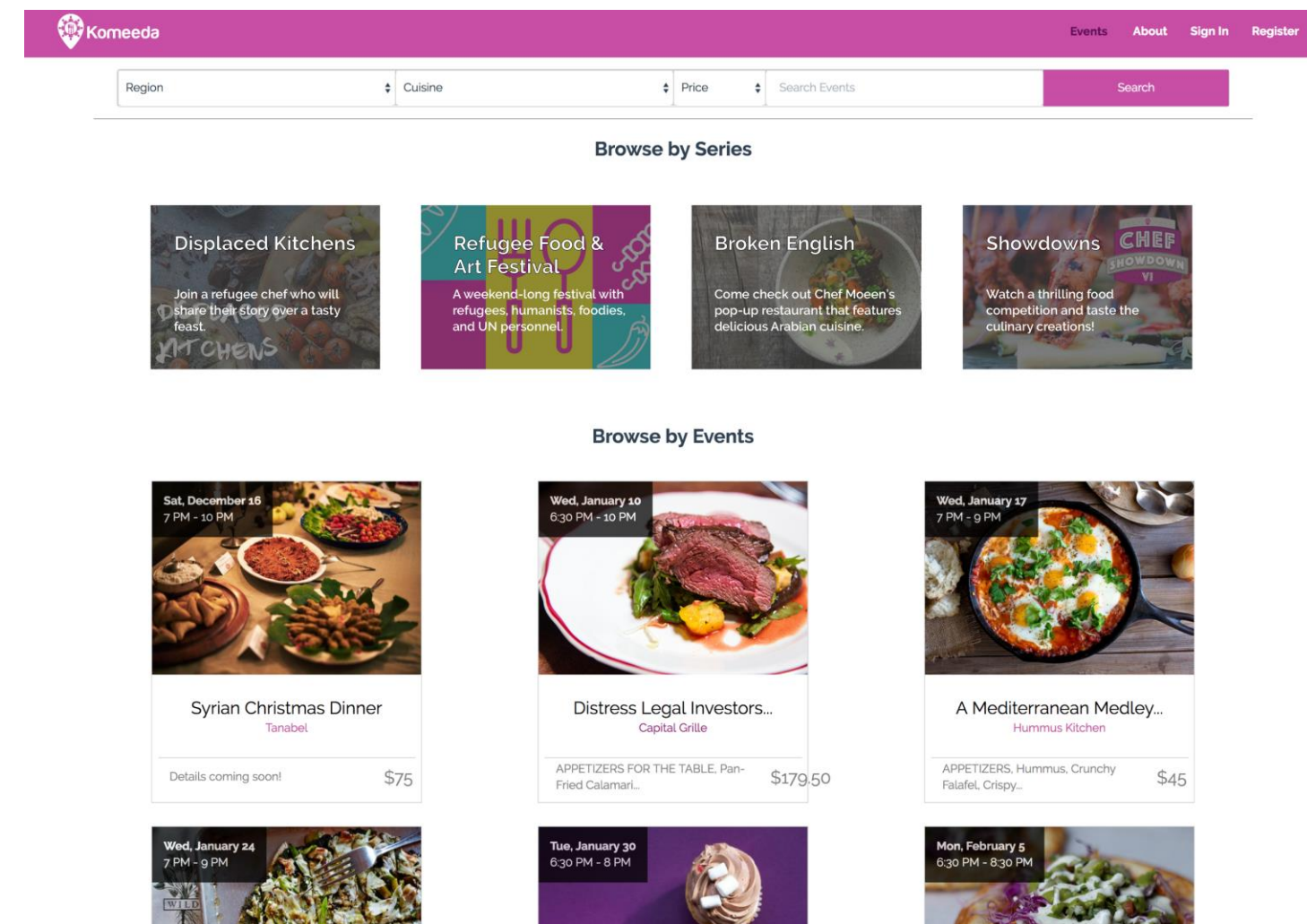
Problem #4: Users were unsure about Series

Recommendation: Add Series descriptions and improve organization

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Before



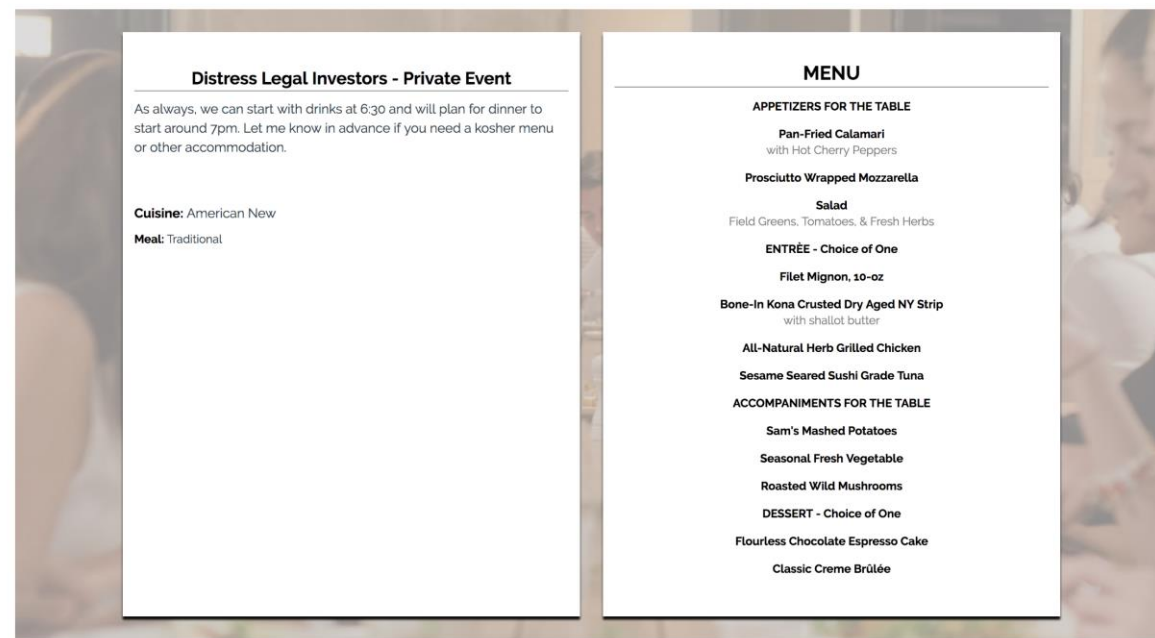
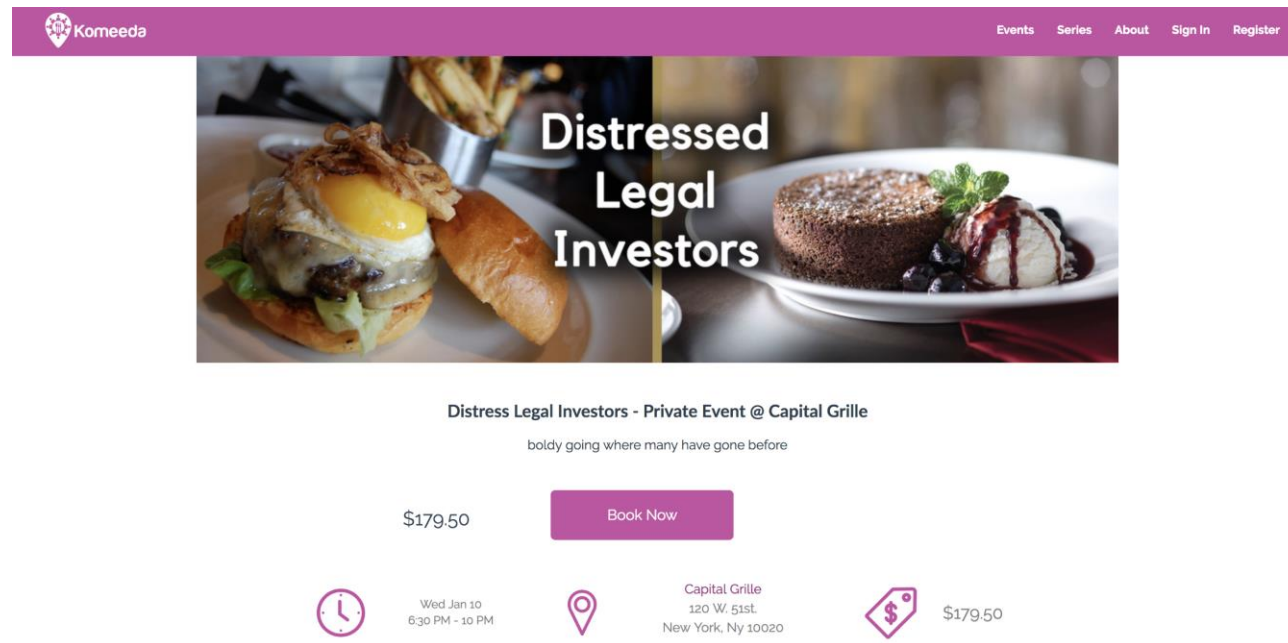
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FINDINGS AND RECOMMENDATIONS

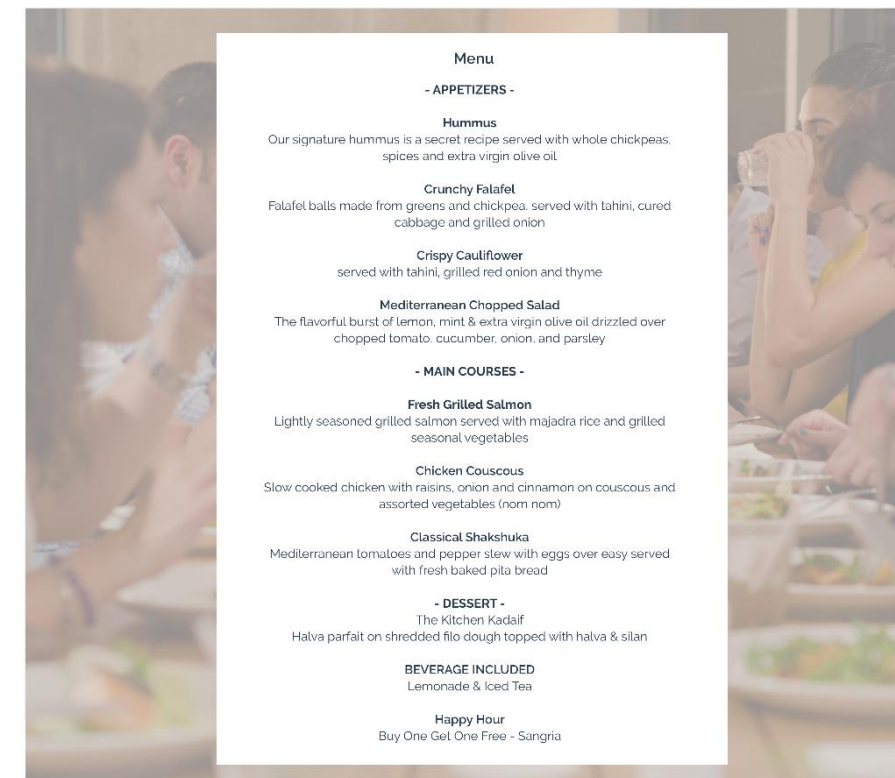
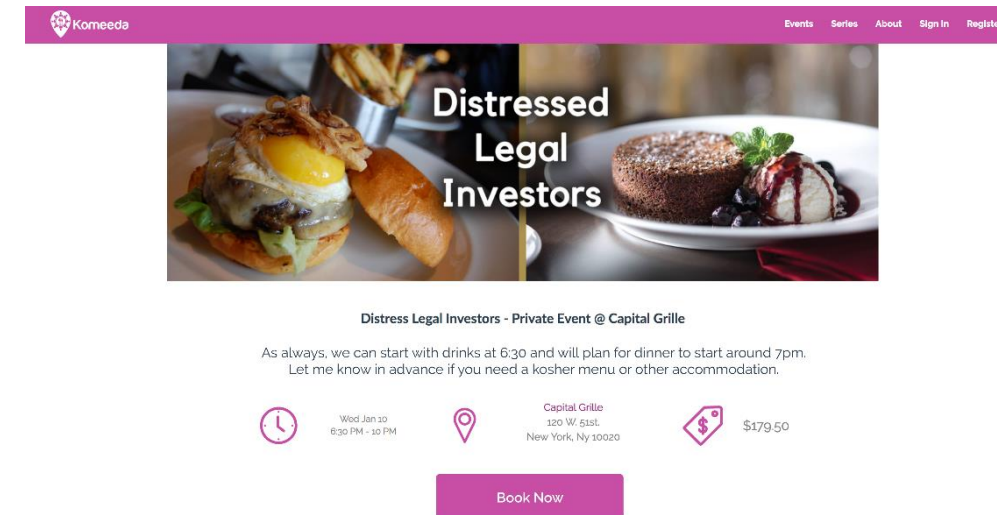
Problem #5: Event information needs reorganization

Recommendation: New layout for Event pages

"It doesn't tell me much information about why I should go, do I learn to cook, or do I get to taste the pizza?"

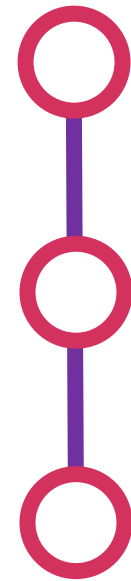


Before



After

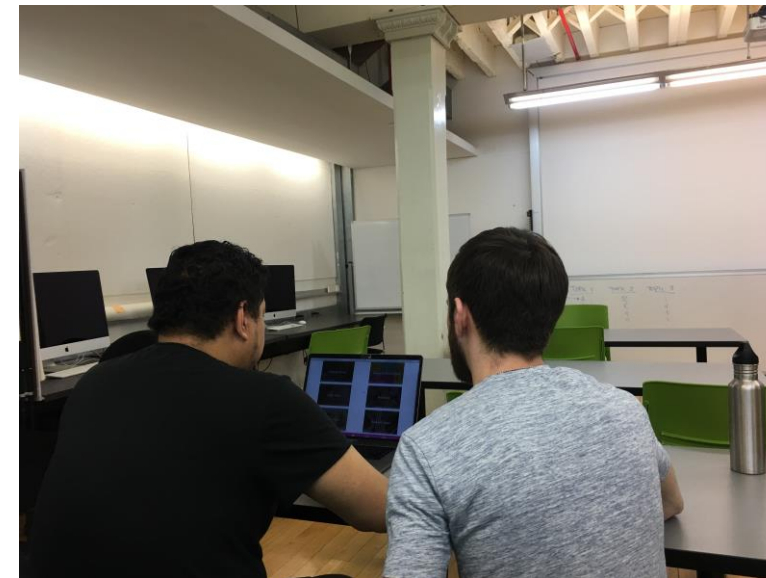
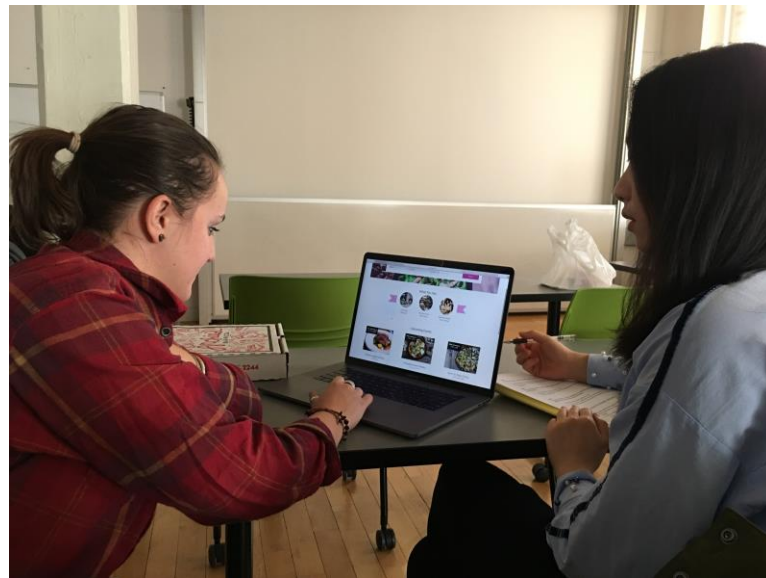
CONCLUSION



100% participants loved the concept

Visual design and imagery were greatly appreciated by all users

Usability improvements would greatly enhance Komeeda's web and mobile experience





THANK YOU