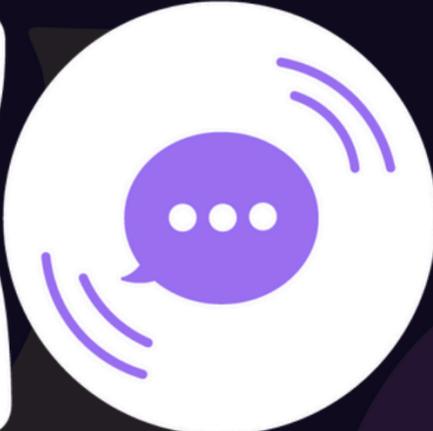


LINKO



Usability Report

MDIA 2106 DESIGN 2
SET G - WHAT THE FOUR!?

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* Executive Summary

This usability report examines a music-based social app designed to help users find concert companions based on shared music preferences. Unlike traditional dating apps, the platform focuses on forming connections through music. There were seven participants (5 women, 2 men) who tested our **four main user flows: onboarding, matching with friends, joining channels, and editing profiles**. Participants were mostly students, a designer, and an engineer, with an average of attending three concerts per year.

Key usability issues included **an overly long onboarding process, low contrast between text and background, and unclear like/dislike icons during the matching stage**. These problems caused confusion and minor frustration for first-time users. To address this, we implemented a **progress bar** and **skip option** in onboarding to reduce cognitive load, we also improved **color contrast for readability**, and changed the matching buttons with **more intuitive icons**.

Overall, users appreciated the app's purpose and found the design promising. Their feedback provided valuable insights that guide our final phase of development, improving clarity and overall user satisfaction.

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* Team Objective

Our objective is to evaluate the overall usability and user experience of our **music-based social app**, which is designed to help users find concert companions based on shared music interests.

Through this usability test, we aim to assess how easily first-time users can complete key actions such as

- **Setting up the profile**
- **Browsing and matching with potential friends based on shared music preferences**
- **Joining concert-related channels**
- **and editing the profile.**

By observing how participants interact with these features, we seek to identify any usability issues, areas of confusion, or friction in the user flow. By gathering real-time feedback and observing participants' interactions, our goal is to improve the app's overall flow, ensure the app is intuitive for our target audience.

* Test Script

Opening Script for Usability Test Participants

“Thank you so much for joining our usability testing session today. In this test, we’ll ask you to complete a few tasks. The goal is to observe how users interact with the interface and identify areas we can improve. This is a test of the design, not of you, there are no right or wrong answers. We’re simply interested in your honest thoughts and reactions. As you go through the tasks, please think out loud. Share what you’re trying to do, what you find easy or confusing, and any expectations or thoughts that come to mind. Your feedback is incredibly valuable.

Before we begin, a quick introduction to the app:

Our app is similar to a dating app, but it’s designed for music lovers to connect with others who share similar music interests. Instead of romantic matches, the app helps users find people who enjoy the same artists and want to attend concerts or festivals together.

Do you have any questions before we begin?”

* Tasks

Task 1	Complete Profile Setup
Objective	Ensure that new users can successfully complete the profile setup and reach the homepage without confusion or frustration
Step	<ul style="list-style-type: none"> Begin the profile setup process Fill in the required basic information. Answer the personality questions Complete the setup and reach to the homepage
Success Criteria	<ul style="list-style-type: none"> The user can complete all required steps without errors or confusion. The user understands which questions are required and which can be skipped. The user successfully reaches the homepage after setup.

Task 2	View Bonnie's and Match with the Bonnie Person
Objective	Ensure users can navigate the matching page, understand key icons, use filters effectively, and successfully match with the right person
Step	<ul style="list-style-type: none"> Use the Match button to confirm interest or the Skip button to see another person Tap on a user's profile picture to view their full details Open the Filter option and set preferences for language (Chinese & English) and interest (Taylor Swift concert) Once you find the right person, send them a message.
Success Criteria	<ul style="list-style-type: none"> The user correctly identifies and uses the Match and Skip buttons. The user successfully applies filters to refine search results. The user navigates to a potential match's detailed profile by tapping their photo. The user successfully sends a message to their match.

Task 3	Scroll the explore section and start a conversation
Objective	To ensure a new user can navigate the explore section, add a friend from a channel, and start a conversation in the Friends section with ease.
Step	<ul style="list-style-type: none"> Start on the Explore page. Locate and Join the "Jennie Kim" channel. Open the channel and view the list of members. Find Emma in the member list and add her as a friend. Navigate through the chat categories (Channels, Friends, Groups). Go to the Friends section and chat with Emma.
Success Criteria	<ul style="list-style-type: none"> User is able to find and join the "Jennie Kim" channel. User can view channel members. User finds and successfully adds Emma as a friend. User explores all chat categories (Channels, Friends, Groups). User sees Emma in the Friends section. User is able to send a message to Emma in a private chat.

Task 4	Complete Profile Setup
Objective	Ensure that new users can successfully complete the profile setup and reach the homepage without confusion or frustration
Step	<ul style="list-style-type: none"> Begin the profile setup process. Fill in the required basic information (Note and Bio). Remove "Casual Listener" from the Highlights. Add a photo (first picture in the gallery). Remove 2 picture. (pink jacket, and turned around). Adjust Genre, Music Events, and Live Events. Answer a prompt question (the first one). Adjust accessibility (light mode/colour blind mode).
Success Criteria	<ul style="list-style-type: none"> The user can complete all required steps without errors or confusion. The user understands which questions are required and which can be skipped. The user successfully reaches the homepage after setup.

* Questionnaires

LIKERT SCALE QUESTIONS

- I was satisfied with the flow of the questionnaire page.
- The overall layout of the setup page was intuitive.
- It was clear which information was optional and which were required.
- There was no point where I felt confused or frustrated.

OPEN-ENDED QUESTIONS

Task 1

- Did you notice the progress bar? Did it help you understand how many steps were left?
- Was there any point where you felt unsure about what to do next?
- During this task/step, what went well for you?

Task 2

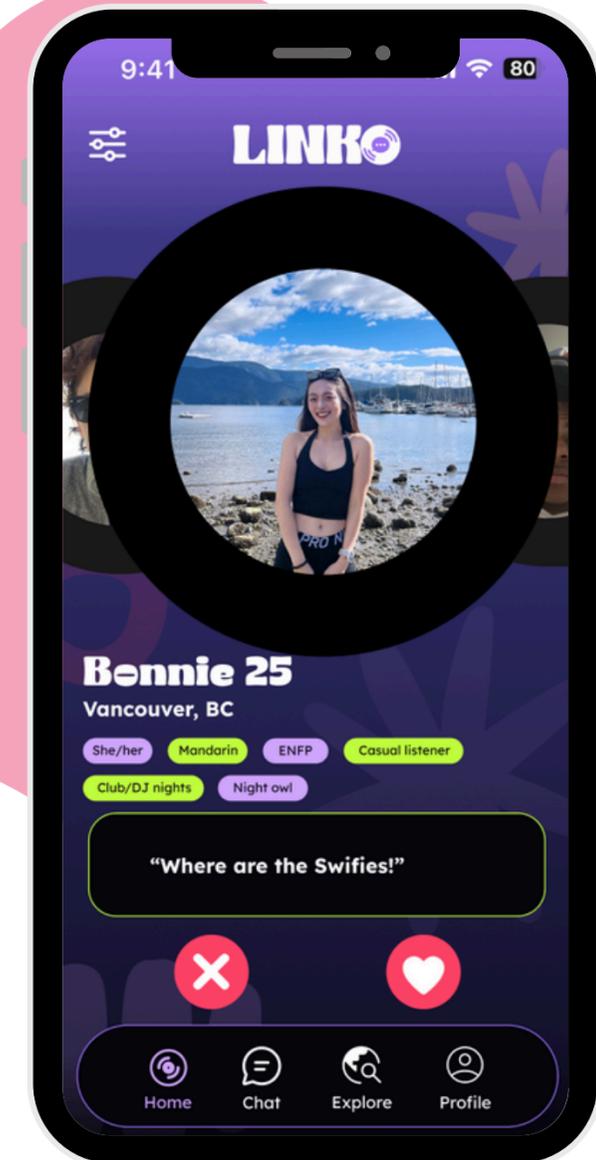
- Did you know that clicking on the profile picture shows more detailed personal information?
- Is there anything you would change to make this process smoother?
- During this task/step, what went well for you?

Task 3

- Do you understand the difference between 'Channels' and 'Friends' in the chat section?
- During this task/step, what went well for you?

Task 4

- Did you find anything confusing while editing your profile?
- During this task/step, what went well for you?



* Participants

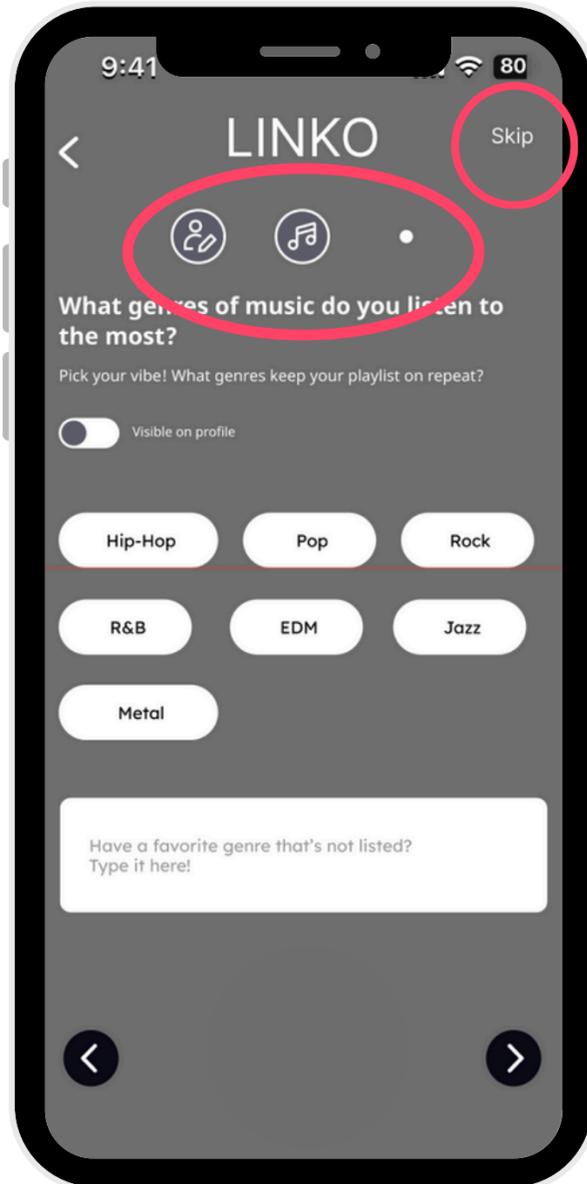
The Linko usability test included seven participants aged 19 to 31, primarily students, along with a graphic designer and an engineer. Five were female and two male. Most had advanced mobile experience, with the rest at an intermediate level. All participants attended concerts at least once a year, with most going two or more times. This group closely reflects Linko's target audience, social, music-loving young adults, providing relevant insights for improving the app's user experience.

Participant	Age	Gender	Occupation	Mobile Experience Level	Frequency of attending concerts per year
P1	31	Female	Graphic Designer	Advanced	5 times
P2	19	Female	Student	Intermediate	2 times
P3	22	Female	Student	Advanced	1 times
P4	28	Female	Student	Advanced	4 times
P5	29	Male	Content Writer	Advanced	5 times
P6	26	Female	Student	Advanced	2 times
P7	20	Male	Student	Intermediate	2 times

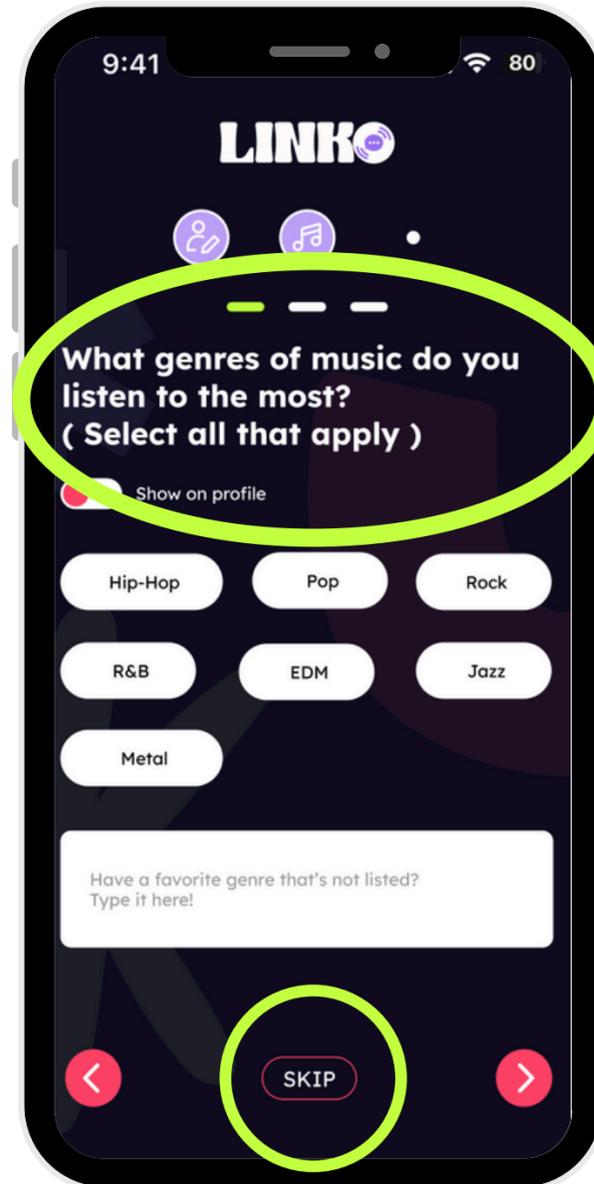
* Finding & Recommendations

	Issue	Severity	Interpretations	Recommendation
1	Skip buttons weren't clear	High	Users didn't realize they could skip questions, or they clicked them accidentally.	Redesign the skip buttons with clearer styling, distinct colors, position, and labels like "Skip" to avoid confusion.
2	Unclear which questions were required	High	Users were confused about which fields needed to be filled in during profile setup.	Add a pop-up message to indicate required fields during profile setup.
3	Profile Setup Progress Unclear	Medium	Users weren't sure how many steps were left.	Add a visible progress bar to let users see how many questions they've completed and how many are left
4	Low text contrast	Medium	Some background images or colors made the text difficult to read.	Adjust background images with overlays or dimming layers and ensure sufficient contrast between text and background.
5	Like and Dislike Buttons were not intuitive	High	Several users were unsure what the "Play" (Like) and "Pause" (Dislike) buttons did. The icons alone weren't enough, and the lack of feedback made the interaction feel uncertain.	Replace button with clearer labels like  = Like and  = Dislike to help users immediately understand each action.

* Finding & Recommendations



Before



After

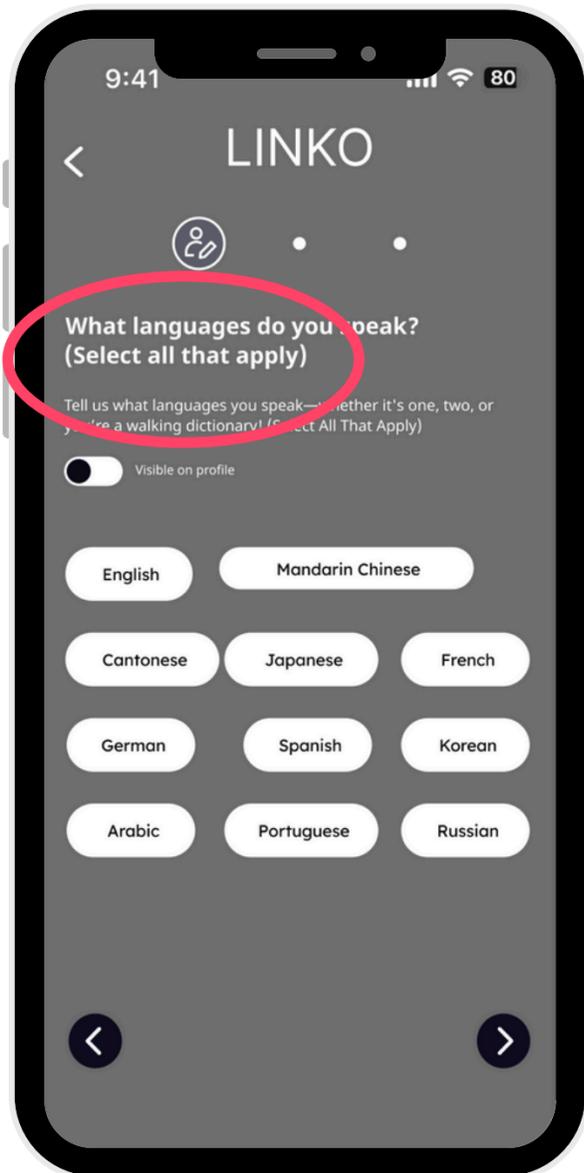
Issue

- Skip buttons weren't clear
- Profile Setup Progress Unclear
- Low text contrast

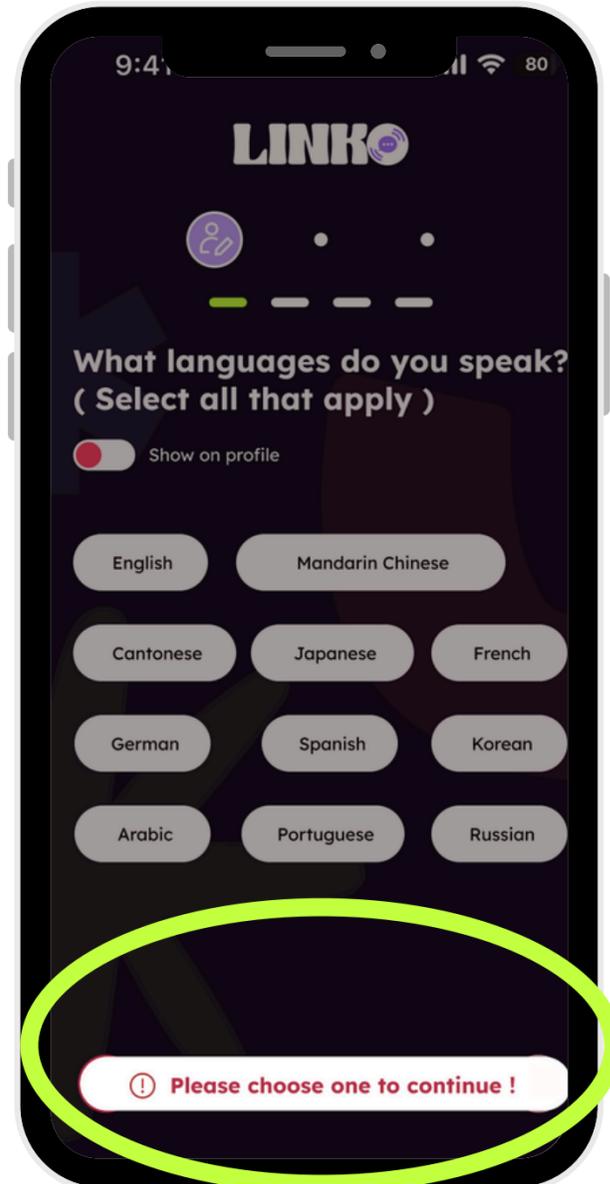
Improvement

- **Make Skip Buttons More Obvious:** Redesign the skip buttons with clearer styling, distinct colors, position, and labels like "Skip" to avoid confusion.
- **Add a visible progress bar:** Place a progress bar at the top of the profile setup screen to help users track how far along they are in the process.
- **Improve Text Readability:** Adjust background images with overlays or dimming layers and ensure sufficient contrast between text and background.

* Finding & Recommendations



Before



After

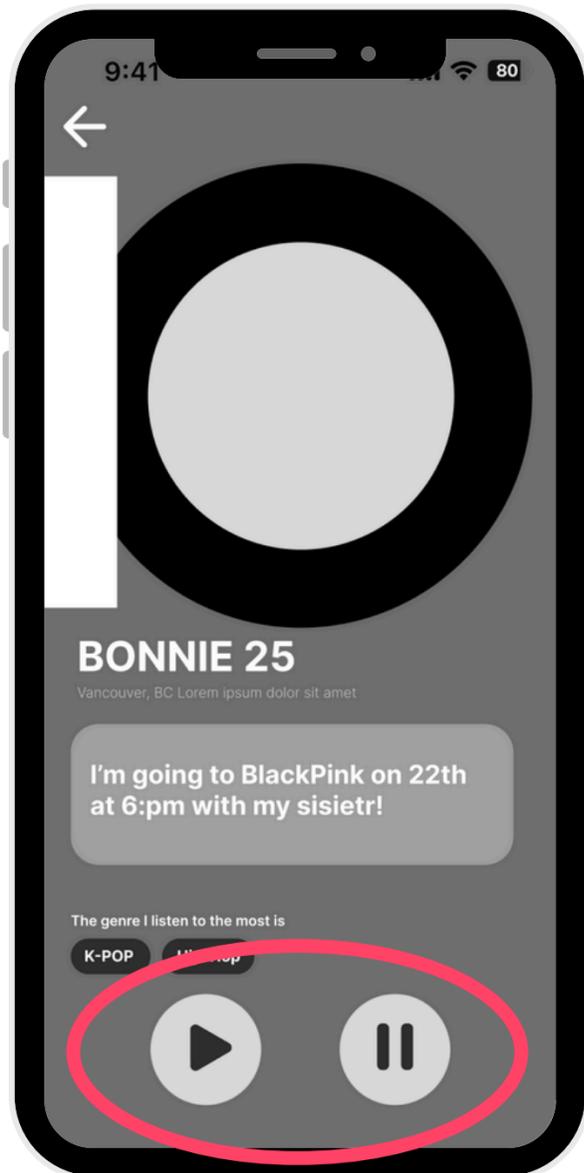
Issue

- Unclear which questions were required

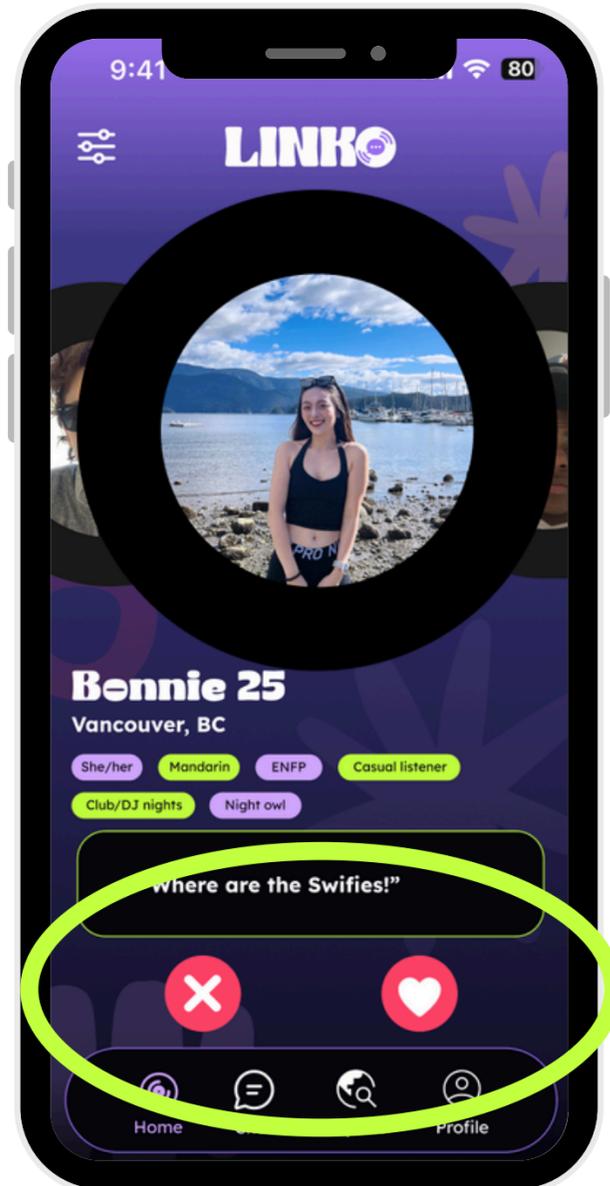
Improvement

- **Clarify Required vs. Optional Fields:** Add a pop-up message to indicate required fields during profile setup.

* Finding & Recommendations



Before



After

Issue

- Like and Dislike Buttons were not intuitive

Improvement

- **Improve Like/Dislike Button Clarity:** Replace button with clearer labels like ❤️ = Like and ✖ = Dislike to help users immediately understand each action.

* Conclusion

FINDINGS

From this usability test, we identified several key issues that impacted user experience:

- Skip buttons weren't clear
- Unclear which questions were required
- Profile setup progress was unclear
- Low text contrast on some screens
- Like and Dislike buttons were not intuitive

FEEDBACK

Users appreciated the app's concept and overall visual design.

However, many experienced confusion with key interactions, especially during profile setup and matching.

There were repeated concerns about unclear icons, lack of guidance, and visual readability in some areas.

RECOMMENDATIONS

- Redesign skip buttons with better labels, colors, and placement
- Add pop-up indicators for required profile fields
- Include a visible progress bar during setup
- Improve text readability by increasing contrast and using overlays
- Replace Like/Dislike buttons with labeled icons (e.g. ❤️ Like, ✖ Dislike)

* Appendix

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