



BRÜMATE

THE DEHYDRATION COMPANY

Michelle Valentin – Usability II – Mobile Guerilla Testing

About BruMate

A brand that was focused of constantly pushing the boundaries in innovation, listens to their customers, creates and fosters community, always strives to be better and ultimately a brand that myself, our team and our customers are proud to support.

Whether your loved one is into beer or cocktail drinker, we have something for everyone.



Executive Summary

The primary goal is to evaluate the usability of BruMate app. To provide further feedback based on three interaction tasks. A mobile gorilla case study.

The tasks performed has been measured on how well it was executed, functionality and the comparison end results. All participants used their personal smartphone. From their personal device each selection that is being made have been closely captured. Each video session were either next to the participant or viewed remotely on a shared screen.

A total of 9-participants. Their age ranges from 20 - 55+ years. In this case study, it seems the 55+ years participants are not familiar with the mechanicals transition from the app. It takes repetition to understand it better. Repetition is required to transition a skill from the conscious level of understanding to the subconscious. These are all skills that you learned consciously, but through repetition their execution became automatic.

Article Resource: <https://www.roadwaysliteracy.com/blog/repetition>

Traditionally, all designed platforms main logo is a hyper-link back to the "Home" page." Going back to the homepage is a **common task**. People often go to the homepage when they're disoriented, they have gone too deep into a site, or they're ready to start a new task. Article Resource: <https://www.nngroup.com/articles/homepage-links/> Logo design and placement, as well as the presence of a text link to the homepage affect success of navigation to homepage. In this case, it does not.

Analyzed the data qualitatively the successes, partial successes, and failures occurred. See next page for a quick overview chart of user comparison end results.



Question's / Task's	Michelle 1 - Sean	Michelle 2 - Ashley	Michelle 3 - Iroda	Brittani -1	Brittani - 2	Nick 1	Nick 2	James 1	James 2
AGE	20-YRS	30-yrs	24-yrs	55-yrs +	36-yrs	55-yrs +	36-yrs	46-yrs	46-yrs
MOBILE USER	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
DRINKWARE	No	igloo	igloo	Yeti	Yeti; IronFlask	No	Yeti	No	No
HOT OR COLD	N/A	Yes;Both	Yes, Hot	Yes; Both	Yes; Both	Yes; Both	Yes; Both	Yes; Both	Yes; Both
FAMILIAR W/BRUMMATE	No	NO	No	Yes	Yes	No	No	No	No
PURCHASE BRUMMATE	No	NO	No	Yes	No	No	No	No	No
APP USED	YouTube, Weather	Old Navy; Shein; Marshalls	Amazon; Telegram	Macys; Kohl's; Panera	Express; Panera	Chase; Charles Schwab	Amazon; Target; FB; Instagram	Target; Amazon	Amazon; Twitter; Games
APP USED FOR	Watch videos/ check weather	Shopping	Shop; entertain-connect w/people	Shop / Order food	Shop / order food track	Finances	Shop; entertain/ connect w/people	Shop; look-up items to compare	Work; communicate; play games
DESKTOP OR APP	Desktop for bigger screen/save phone battery	Prefers Tablet visibility	App; more convience	App; more convience	App; more convience	App; more convience	App; more convience	App; more convience	App; more convience
TASK 1	Select Menu to create account	Select Menu to create account	Select Menu to create account	Fail; unable to locate	Select Menu to create account	Fail; unable to locate	Select Menu to create account	Select Menu to create account	Select Menu to create account
TASK 2	Keyword search to locate 16oz	Scroll down to the section from main page	Scroll down to the section from main page	Click on image cup to read descriptions	Unable to toggle - click on feature to home page	Scroll down to the section from main page	Keyword search to locate 16oz	Scroll down to the section from main page	Scroll down to the section from main page
TASK 3	Click on menu, click numerous trying to locate unable to return	Use menu to click to FAQs	Click on menu, click numerous trying to locate unable to return item	Fail; unable to locate	Click on menu orders/accounts to view order/ track option	Click on menu orders/accounts to view order/ track option	Fail; unable to locate	Click on menu orders/accounts to view order/ track option	Fail; unable to locate
SEX	Male	Female	Female	Female	Female	Male	Female	Female	Female
LIKE MOST ABOUT APP	Interface; Smooth	Variety	Easy menu; go to specific products by sections	None	Scroll products/ separate by types	Scroll products/ separate by types	Accurate photo's/ colors	Scroll products/ separate by types	Scroll products/ separate by types
LEAST ABOUT APP	Not clear on customer service	Not easily to follow	Need sort filter by specific color, size, etc	Unable to follow	No home to return to main screen	Not intuit to create account	No home to return to main screen	Need sort filter by specific color, size, etc	Not clear on customer service
DRINKWARE YOU BUY	Not interested	igloo; StarBucks	Cantigo	Yeti	Yeti	Not interested	Yeti	Thermas; Coleman	FeistaWare
PRICE RATING RANGE	2	4	3	3	3	4	4	4	3
EXPERIENCE RATING RANGE	4	5	4	3	4	3	4	4	4
FEEDBACK	Order status to locate by summary	Separate by category	Need filter function	Feature product is well visible	Create home function instead of feature(re-name	Took time trying to understand its navigation	Create home function instead of feature(re-	Organize; photos realistic	Customer Service clearly more visible

Overview Comparison Results

Task 1:

To determine users to create an account

- **7 out of 9 SUCCESS**, were able to select the menu immediately from the "Hamburger Menu", then create an account.

Participant age range: 18-45yrs

*"very easy to locate the menu to create an account.
Super easy to do."*

See supportive video.

https://video.kent.edu/media/Task+1+Success_Brumate+app/1_riex8yj5

- **2 FAILED**, unable or is familiar with the "Hamburger Menu". If new to the app not know how to create an account

Participant age range: 55+yrs

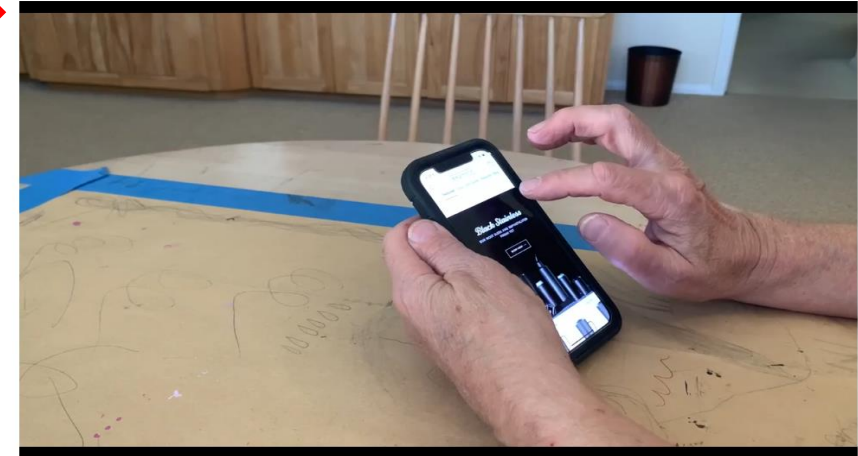
"Check out as guest then create an account."

See supportive video.

https://video.kent.edu/media/Task+1+FAILED_Brumate+app/1_ea53igj4



Failed

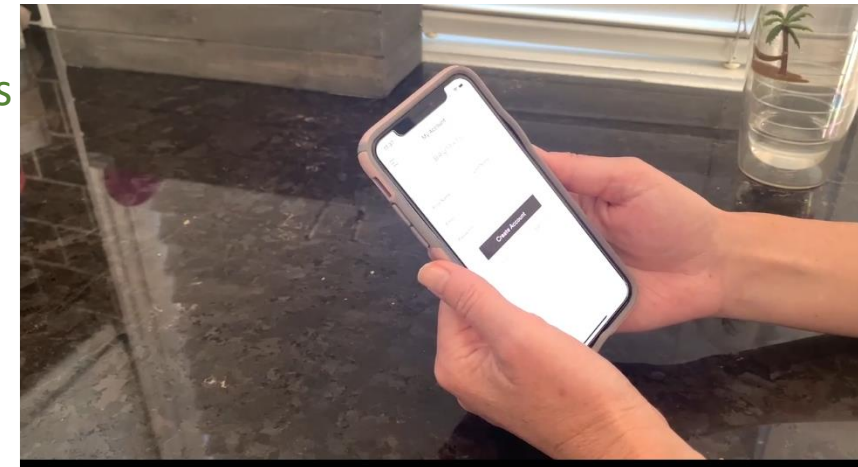


Brumate Usability Session #1 – Schwab

https://video.kent.edu/media/Task+1+FAILED_Brumate+app/1_ea53igj4



Success



Brumate Usability Session #2- Schwab

https://video.kent.edu/media/Task+1+Success_Brumate+app/1_riex8yj5

Task 2:

How easy is it to place an order

- **6 users**, a majority had scroll down to the main section of the page to locate the product or click on the shop link from the navigation.

See supportive video.

https://video.kent.edu/media/Task+2_Brumate+app/1_jhpka3aq

- **2 users**, prefer a keyword search
"Its much easier to search by keyword"

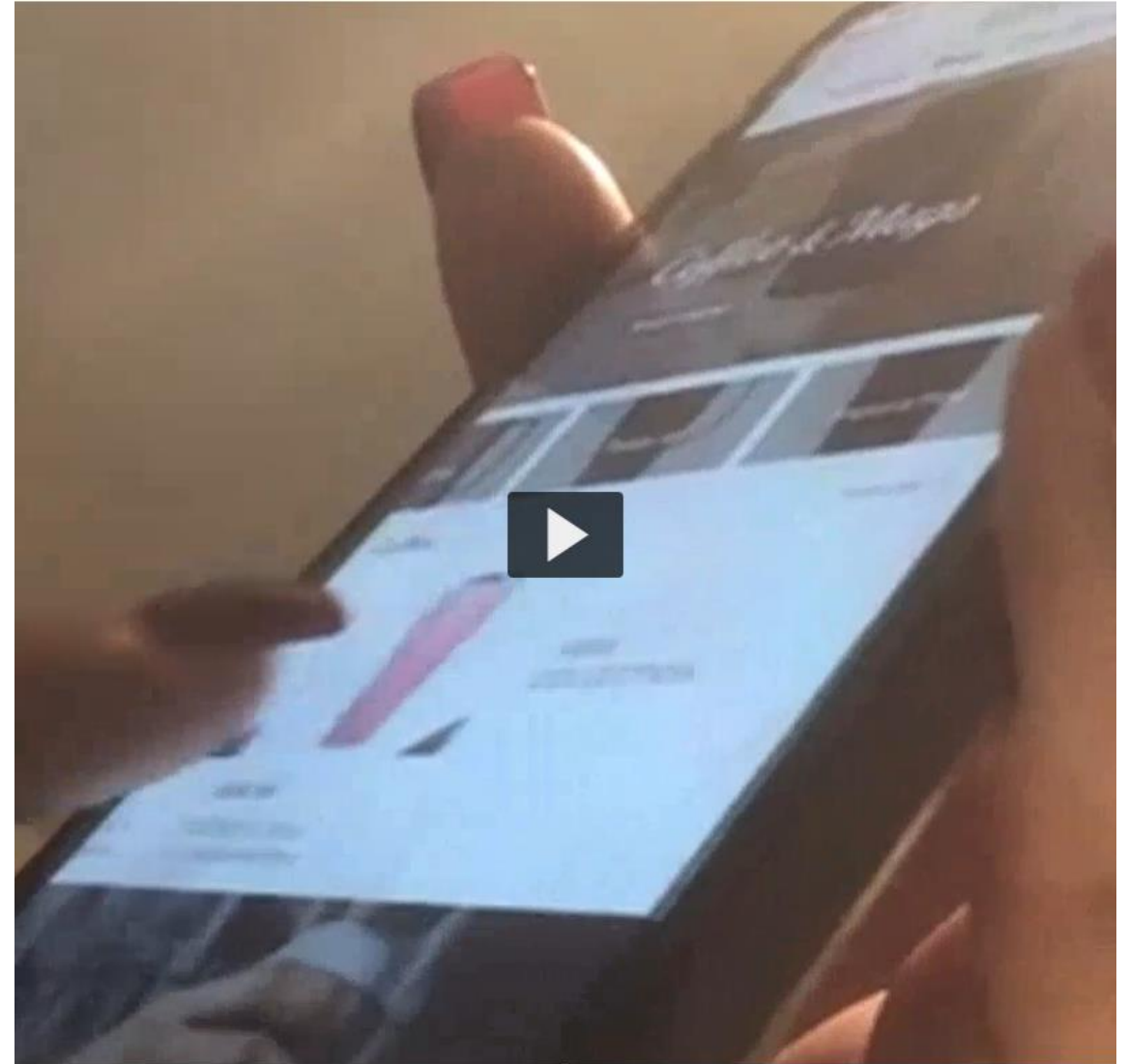
See supportive video.

https://video.kent.edu/media/Task+2+Search_Brumate+app/1_5zcrylj7

- **1 user**, toggle through the screens to locate by product descriptions.

See supportive video.

https://video.kent.edu/media/Task+2_product+descript_Brumate+app/1_ro7f2mtr



Brumate Usability Ashley Alicea – Participant (MV)

https://video.kent.edu/media/60114_Ashley_Brumate+app/1_grsmgnwg

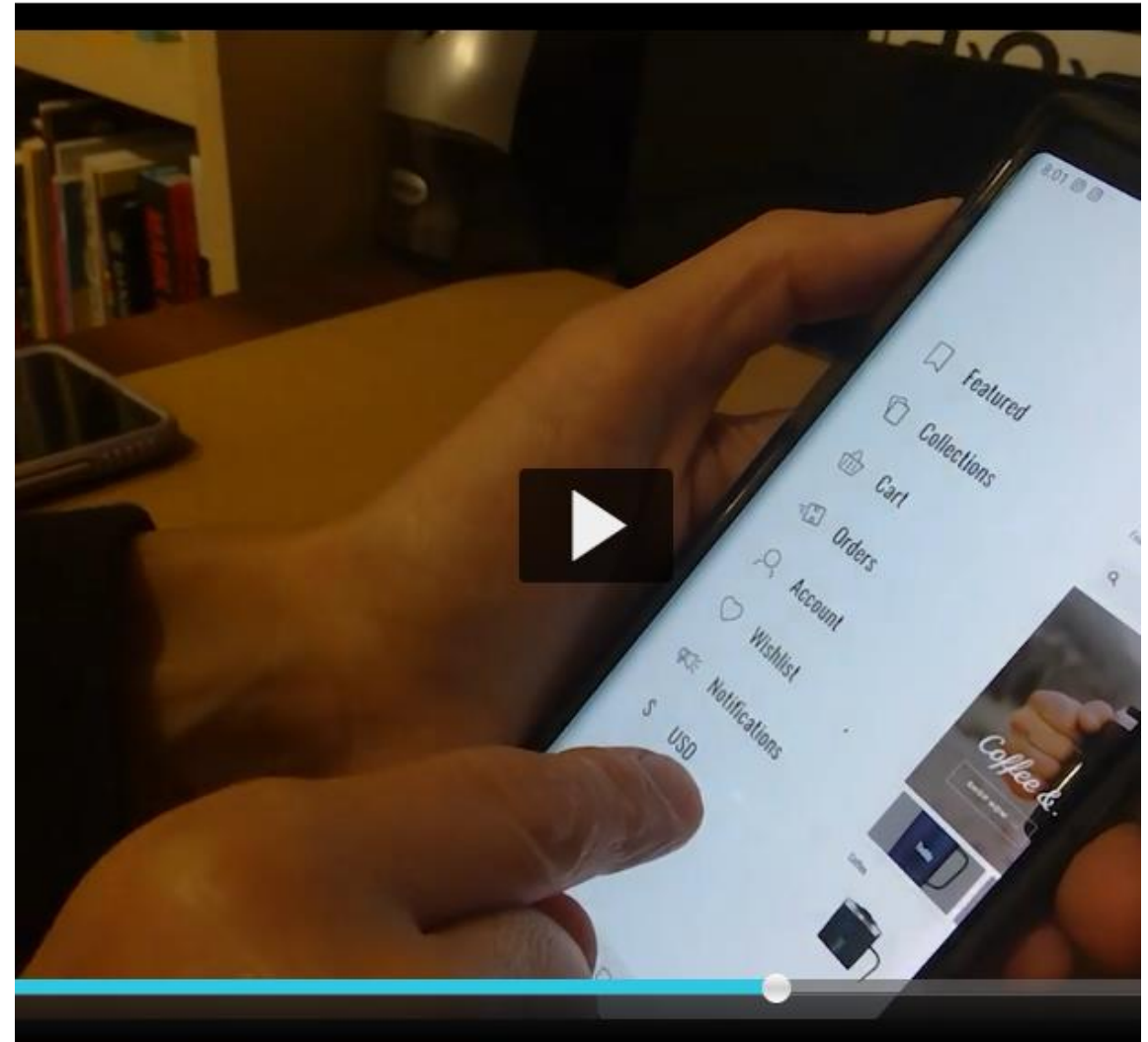
Task 3:

How to find customer service

- **5 users**, click on the menu numerous times and unable to locate anything for customer service.
- **2 users**, click on the menu of accounts to view/track option in hopes, if available.
- **1 user**, unable to locate and gave up.
- **1 user**(success), click on the FAQs link then click on the return items documentation.

See supportive video.

https://video.kent.edu/media/Task+3_Find+customer+FAQ_Brumate+app/1_zmao94m9



Brumate Usability James 1 – Participant

https://video.kent.edu/media/Task+3_Find+customer+FAQ_Brumate+app/1_zmao94m9

Feedback Summary

All users indicated in order to best serve “to add a sort filter to easily find products”. Search by types, colors, sizes, price, etc.

See supportive video:

https://video.kent.edu/media/Feedback_Iroda_Brumate+app/1_hov30lnw

“No issues with the UI”

See supportive video:

https://video.kent.edu/media/Feedback_60114_Sean_Brumate+app/1_c7n4w4qa

Users does not recognize the naming, ‘Featured’ as the home page. Recommendation is to make the logo a hyper-link and rename the ‘Featured’ link to ‘Home’.

Customer service is not easily visible. It should be part of the **“Hamburger Menu”**. The hamburger menu is ubiquitous—found everywhere from apps, to websites, to computer software and video games. Users can rely on it for that purpose.

Create a quick tutorial clip on how to navigate the app. And add a comment survey to provide further feedbacks. The main website contains all supportive documentation but does not mirror on the app. Consistency should reflect on all types of platforms or provide a re-direct link source.

