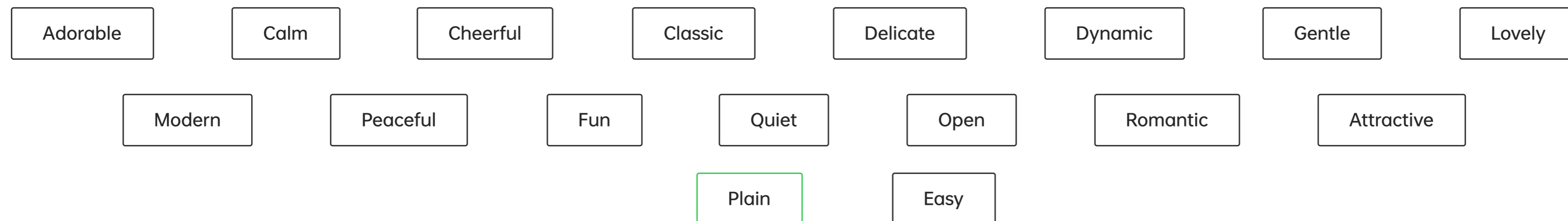


Post-task interview

1. Which App or website you use most for online shopping?

2. In terms of the visual experience, how you feel about this application? What keyword can express your impression?



3. In terms of the operational experience and the overall flow, did you meet any trouble?

4. In terms of the texts and words used in the App, is there anything you don't understand or not suitable for local people?

5. Could you give any suggestions for us to improve the experience of this App?



HeyTap App 可用性测试报告

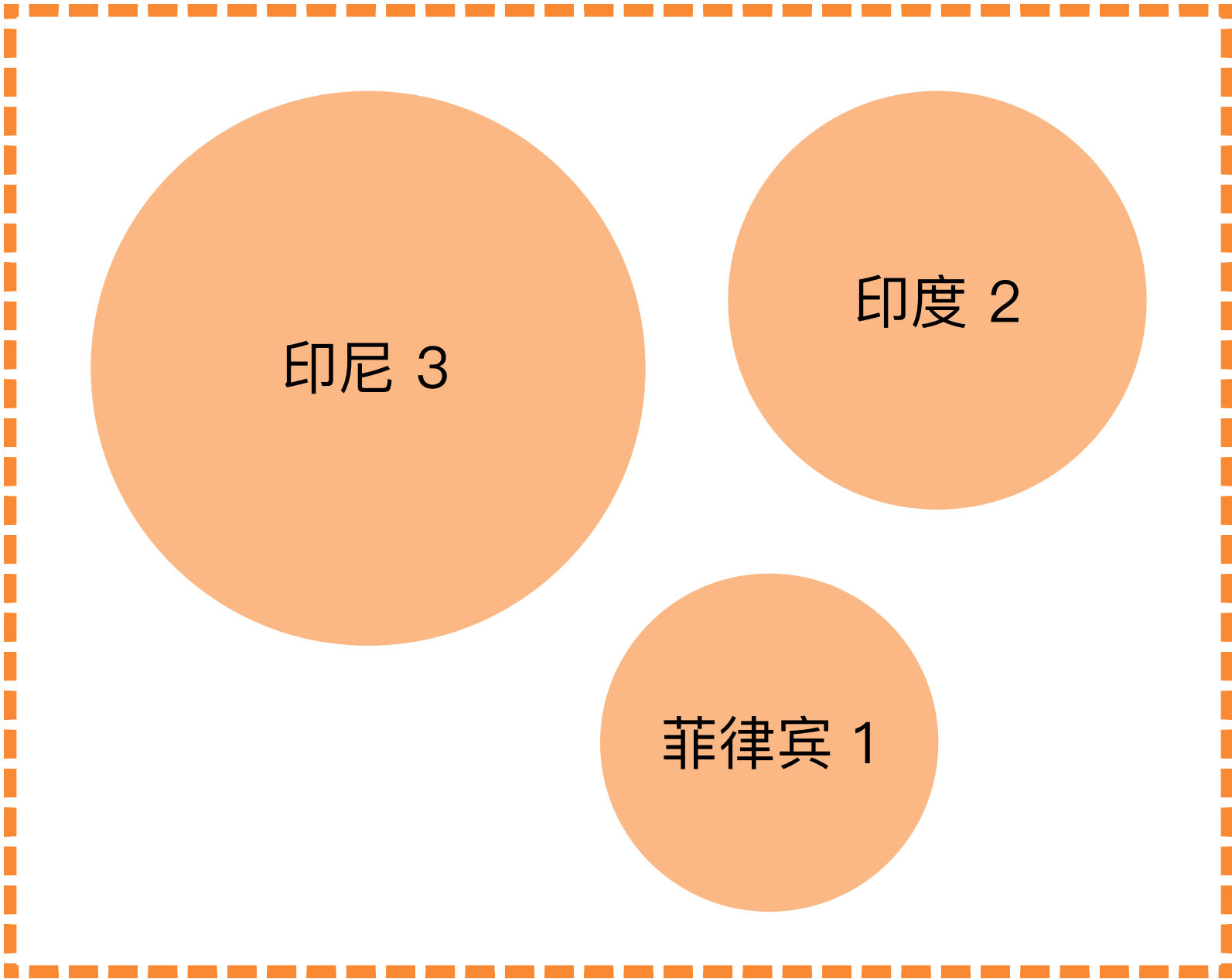
Yian Chen

测试对象

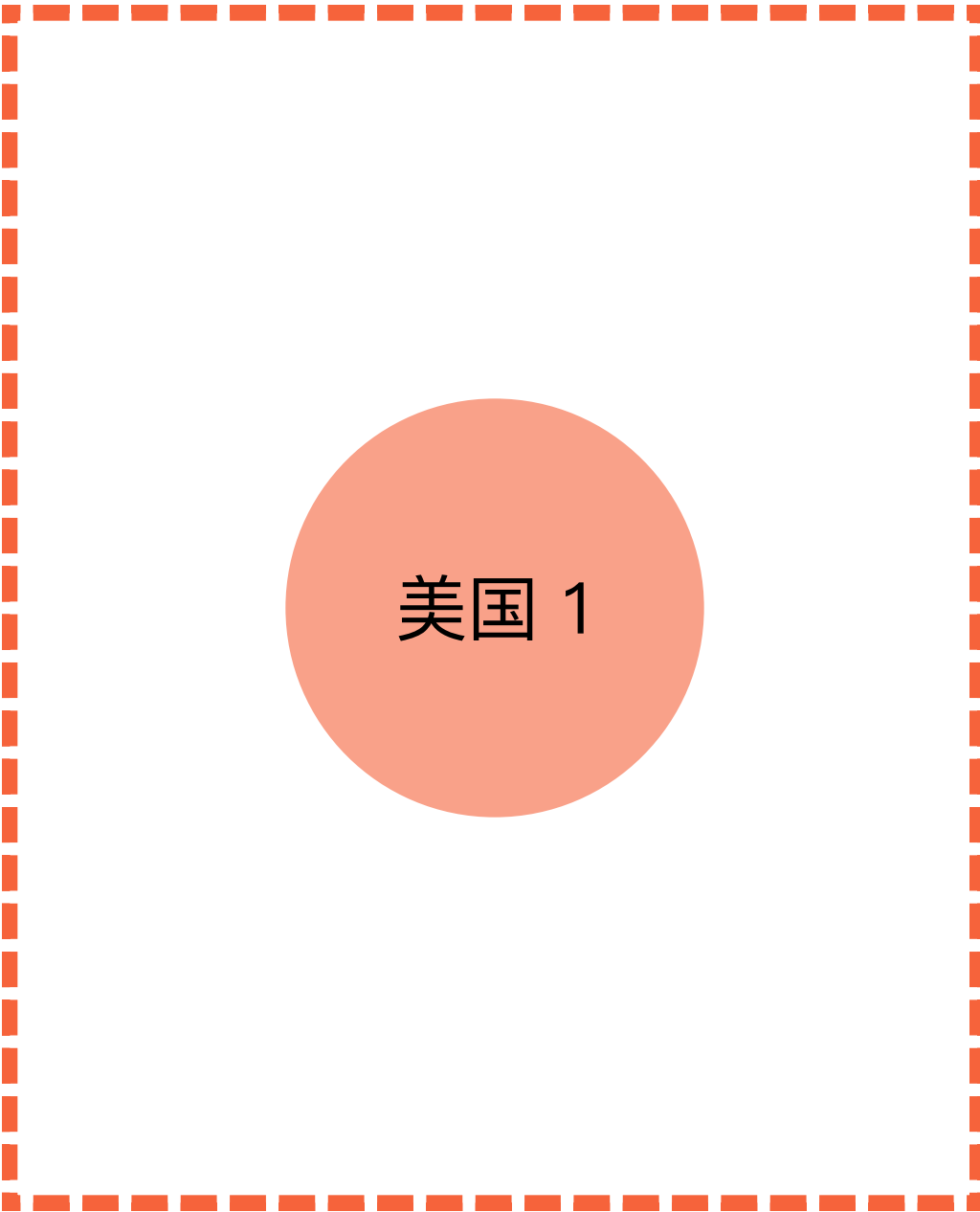
共8人



欧洲



东南亚



北美

任务完成情况

任务一 85.7%

能够认知是承载了两个品牌的在线商城

错误原因：不认识Realme这个品牌（美）

任务二 50%

了解OPPO品牌故事（找到About OPPO入口）

错误原因：入口过深且不显眼

任务三a 66.7%

购买OPPO Reno4 Pro

错误原因：加入购物车之后没有默认选中，不知道要先选中才能check out

任务三b 100%

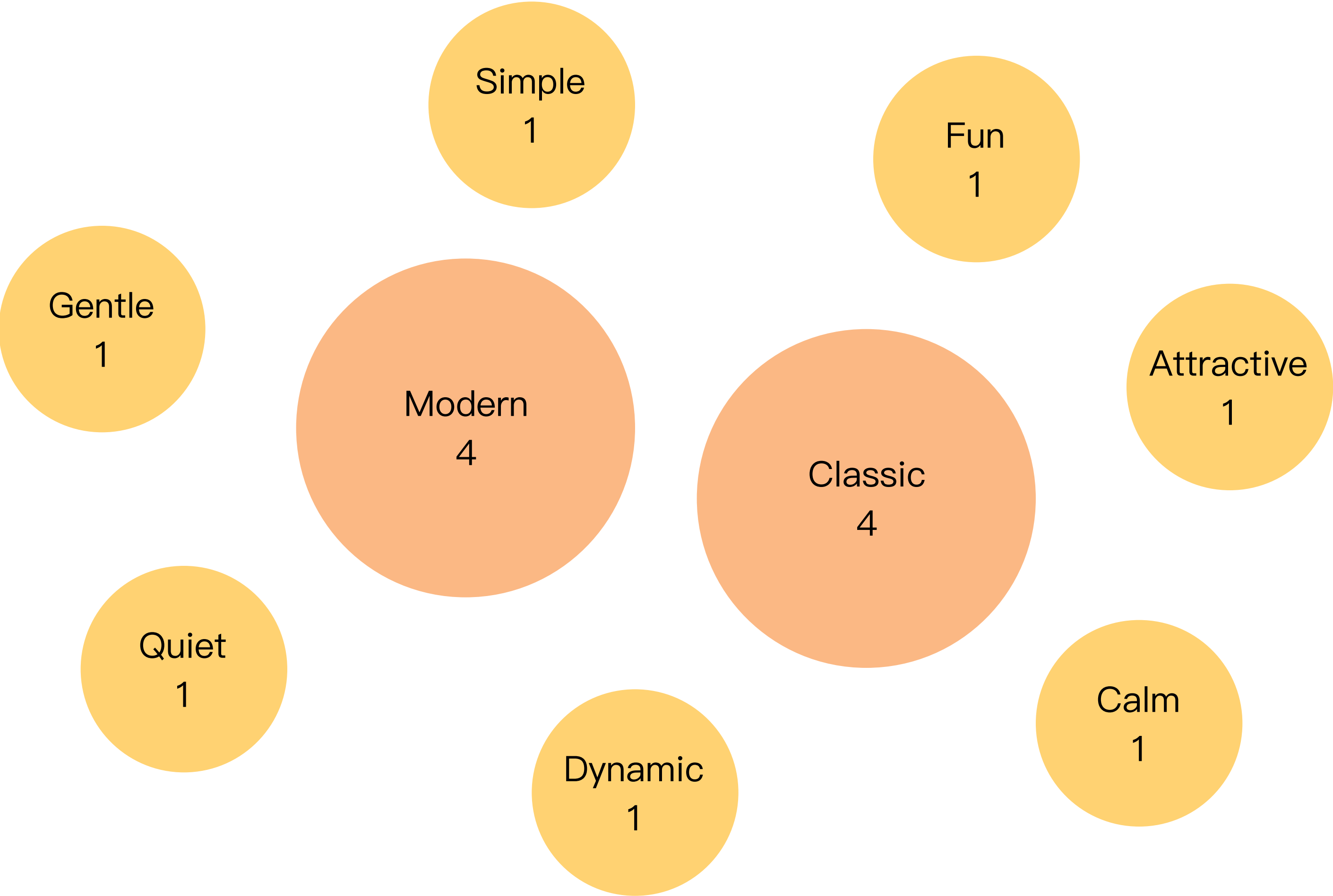
筛选低价位的Reno手机并购买

任务四 83.3%

挑选OPPO耳机，日后购买

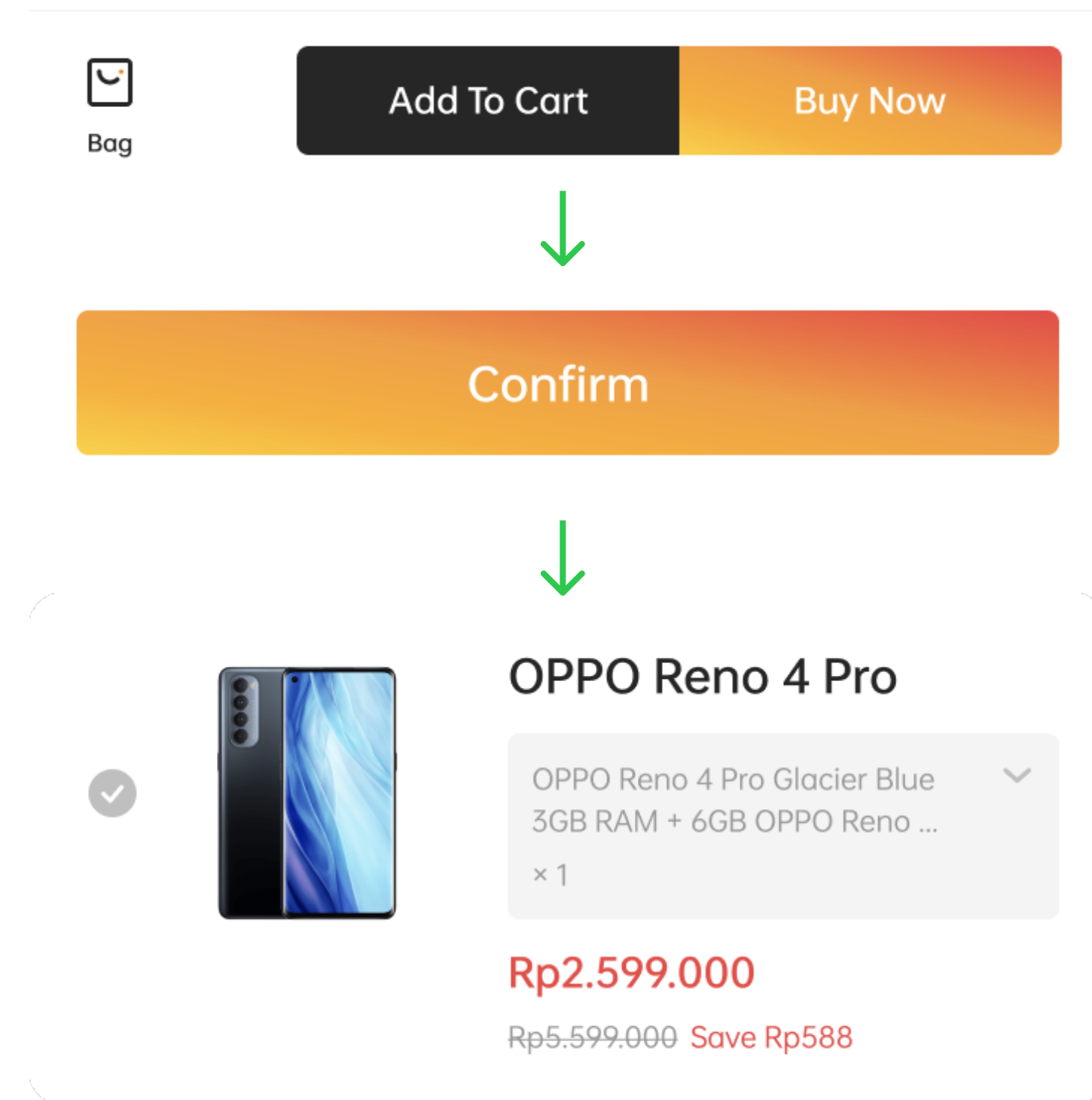
错误原因：相比加购更习惯wishlist

视觉风格关键词

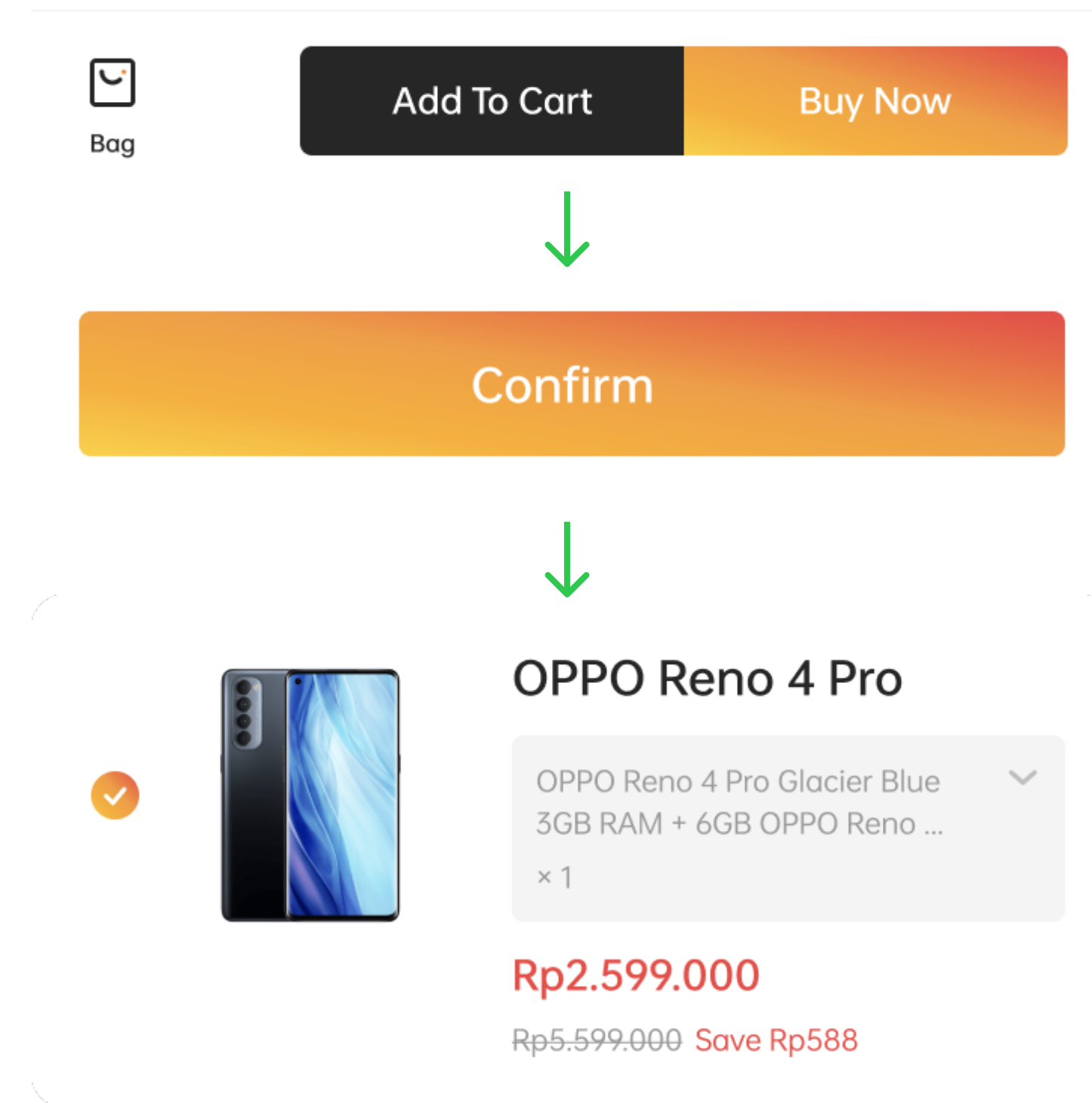


设计稿的迭代与验证

1. 加购后购物车的商品选中状态



迭代前，加购选型确认后进入购物车默认不选中，很多测试者不知道要选中商品再结账，平均任务完成时间较长。



迭代后，加购选型确认后进入购物车默认选中，结账成功率提升至百分之百，平均任务时间缩短。