# Usability Testing

# Summary Report

## Example Company

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# Executive Summary

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This report contains a summary of the findings from the Usability Testing conducted for Example Company. The goal of this study was to watch real users interact with the product over video conference calls to collect improvement  insight and anecdotes about how people use the product.

The usability testing allowed us to:

- **Identify problems** in the design of the product or service
- **Uncover opportunities** to improve
- **Learn** about the target user's behavior and preferences

**This study was conducted with:**
- 35 participants (current Example Company customers)
- Each call was ~1 hour and conducted over Google Meet
- Over  ~6 weeks

# Key Takeaways

Here are the key takeaways from the usability tests. Using these insights, Example Company can prioritize and plan for product and customer experience improvements.

1. [What do customers like most about Example Company?](#)
2. [What areas of improvement would customers like to see?](#)
3. [What feature requests did users ask for?](#)
4. [How do users feel about the overall UI/UX and design?](#)
5. [While watching the users interact with the system, what did we learn?](#)

## What do customers like most about Example Company?

1. **Overall, customers love that Example Company provides them one coherent view of all their accounts and their net worth**

   *So I love the fact that you can go in here and pull all the transactions in and have a one coherent*

*view across everything.*

*I can have different currencies I can input and manually manage the details cause I'm a detailed guy. Yep. To get into the nitty gritty of just literally how many stocks have we got? What are these dividends? What does it, what is the overall portfolio? How is it trending? Right? And so hence how is that impacting our overall net worth? And so I have to admit, I was just like, oh my god, stock market is amazing.*

*I like that it has account aggregation. So I can lump a bunch of different accounts and get aggregated data.*

*It was the only way for me to look at and consolidate different brokerages.*

2. **Customers love that Example Company doesn't take a lot of time to review to understand your current financial state – it's simple to use**

   *You know, it's an excellent tool. It really is. It's not something that you stare at hour by hour. But it's certainly something you pull up on the weekend and you can spend an hour or so on your portfolio and do a lot of analysis – that's gonna benefit you.*

3. **Customers like that they can organize things neatly with groups and subgroups**

   *The big thing was just the categorization. Like the ability to put things into groups and subgroups.*

   *I do quite like this sort of structured hierarchy that it gives. So I've got a lot of different areas in here.*

4. **Customers like the ability to create different types of Watchlists**

   *What I love is I can go in and it tells me like, since I've added the stock to, to the watch list, how, how long, what it, what the performance has been since I started watching it.*

   *My primary use for it is actually the watch list.*

5. **Customers like that they are able to add notes to transactions to give more context**

   *It's awesome how it has the detail screen where you can go and put in your comments and notes.*

*It's really helpful to just make notes of things like, here's my reason for buying this, or here's my thesis, or here's my price target, or here's why I did it. Or to keep track of notes over time.*

*This is quite useful right here. I'll make notes on all of these positions and all of these accounts. So if I wanna know what's going on with that one, I'll look at that right there.*

## What areas of improvement would customers like to see?

1. **Many users reported that they felt the data in Example Company was unreliable, inaccurate or missing all together**

   *I'm annoyed with the zeros here.*

   *And in fact, some of these fields let come down in a year, some of these fields never get populated*

   *They usually come through as blank as well, which should be able to be calculated.*

   *Notice a lot of these have no earnings per share, no book value, No very little data's filled out.*

   *So you can see that sometimes these numbers don't seem to match, don't know if it's because it's market weighted average or if it's time weighted average. So there are times when the numbers don't reflect it, but then there are equally times when it works really well, like you're seeing right now, there's no issues associated with that purchase.*

2. **Many users reported that dividends are not being properly calculated or reported**

   *Yields and dividends are not accurate.*

   *I added these two columns and there's nothing showing, right? It's all dividend is zero and dividend payment payout is not applicable. So I don't know why that is because certainly some of these holdings here, they pay a dividend.*

   *Dividends weren't showing up.*

3. **Many users reported that splits are not being properly calculated**

   *The software did not go back and reconvert at the day of when they merged them together. I had to go back in and literally sell it and then reload it under the new price, which blew my char my blew up my charts long term, you know, which it's one entity. Yeah. It, it, So, so I don't think it does stock splits well.*

   *The only thing that sometimes messing up in my columns is that if, if there's like a, a spinoff of a company or they are making like a, a stock split, then it's often that if for example, they are splitting the stock four to one and the price goes down.*

4. **Some users reported trouble importing data from their brokerage**

   *A big challenge for me is getting the transaction data into stock market I from, from my broker for each of my different accounts.*

5. **A few users reported slow app performance**

   *This screen has been hanging up on a certain account of mine and it looks like it hangs up and it just sits there and spins and spins and spins. But when I say "continue, start update again", it moves on and then everything is okay.*

   *Your performance of the app is pretty slow as I see.*

6. **Some customers felt customer support was too slow or unresponsive**

   *Sometimes, depending on who the support person is, I guess sometimes it goes fast and it's fixed within a day or two and sometimes you never hear back from them. So that's, it's also not a hundred percent reliable, but in most cases where, where there have been some, let's say not your regular stock like Microsoft, Apple, Tesla, Home Depot, et cetera, but some bit more odd ones, they're not always aware that something is, has been messing with their data.*

## What feature requests did users ask for?

There were many one-off feature requests, but the features below were the most common and representative.

1. **Many users had requests for specific types of data they would like to be able select from columns**

2. **Many users requested the ability to choose from additional quote data**

   *One of the things that I've asked Nicholas about alternative data providers.*

   *If it's Yahoo or Google, whoever you, however he gets it from, I'm aware of other programs out there that have a greater, much greater breadth of information available.*

3. **Many users requested more configurations for alert conditions**

   *I would love to be able to do that, but I can, So at the moment I just have it set here at a certain price, which is what I really like about this. They having this TD Ameritrade for their alerts is you can, you know, you can do percentage reach in this price.*

   *If I'm watching something and I'm out grocery shopping and I see it's hit one of my alert levels and I wanna sell it, you know, that's kind of where I would like to use, see the, the mobile app at. Right. And also if it gives an alert like it notifies you on the app, that would be great.*

   *I've never been able to set an alert that says when my gain loss gets closer to zero or like minus one or whatever alert me, I've tried numerous times.*

4. **Many users requested the ability to configure comments and use rich text editor type functions (bold, bullet points, clickable hyperlinks, etc).**

   *I think a nice improvement would be making that more of like a full-fledged text editor. Like if you could bold things in there or add links or Okay. You know, change size, like if that makes sense.*

   *And there's no way for me to link that or that. If there would be able to have a hyperlink, like I said to Nick, I could write it there and link it to there and just click on it.*

   *There's no method for me to easily integrate notes. Meaning I might have a particular stock that I'm watching and I would like to be able to long term, there's various stocks in here. Sometimes is one, like I'll just say Amazon where, hey, I would like to be able to put a note on this to say whatever information that I may want to add to it. For example, Amazon rumor has it, or information from analysts says that this should suffer over the next two to three months. Yep. And put like a tickler file on it to say, three months from now reexamine this.*

5.  **A few users requested the ability to filter/sort securities in their watchlist and portfolio**

    *My watch list is quite long and so to break it up by sectors was, it was kind of a nice feature and then when I purged all the junk out of the file it, it destroyed all but one, and I don't know why but it destroyed all but one of those, the divisions that I had set up with you.*

6.  **Many users requested the ability to draw on charts**

    *One thing I would like is to have the ability to, to make drawing like line drawings on the chart.*

    *Maybe just the ability to draw to do some more freehand drawing, like trend lines and so forth.*

    *One thing I would like is to have the ability to, to make drawing like line drawings on the chart.*

## How did users feel about the overall design/UI of the app?

1.  **Overall, users did not have strong positive or negative opinions about the current look and feel of the product**

    *I have really no complaints. I mean, I guess you could make, you could set somebody might like a light grade background. They might be able to maybe make these bolder, maybe make them bigger for some people. Give 'em the ability to make the fonts bigger.*

2.  **Some users said it would be nice if the app looked more modern**

    *Make the edges round.*

3.  **Some users felt very passionate that they do not want the app to become more complicated to use or navigate**

    *I don't want it to go too far on the other swing of the pendulum where it becomes more work to do what I need to do too. Yeah. Yeah. Cause there's so many buttons and so many options.*

4.  **There are a few UI issues that make the app feel outdated, and are simple to fix. We have the list on Monday.com.**

## While watching users interact with the system, what insight did we learn?

1. **People reported doing the same things when they first downloaded StockMarket Eye: customize which columns they wanted to see, which brokerage to connect, and what Portfolio organization/categories they wanted.**

We noticed that when you download the desktop app, there is no onboarding to the system. Many users we interviewed reported they were able to figure out what to do, but there seems to be a missed opportunity to help users orient themselves to the platform. Users reported doing the same thing when they set up their account, and these actions could be turned into a step by step onboarding:

1. Customize which columns should be visible
2. Portfolio organization/categories
3. Connect brokerage

2. **Some users did not know they could add comments**

In addition to the point above, when asking some users to add a comment to a security they didn't realize they could do that. It would be helpful to add comments as a default column.

3. **Some users struggled to remember where they could customize their columns**

   *I've forgotten really how now when you to pull down the choice that your choices for the headers.*

4. **Some users still use excel in combination with Example Company for various features**

There may be an opportunity to replace some of the manual processes users continue to use Excel for to truly make SME a one-stop shop.

   *I export the data to, to pivot tables, so I actually have more or less the information in these, in these reports here. So follow them there instead of in the reports in, in, in stock market.*

   *I export it into Excel and then do some filters in Excel.*

   *What I would love to be able to do is, you know, almost treat this like a spreadsheet and be able to open up a column that says Delta and I could just say take my stock position versus my supposed*

*what it would be in the s and p and subtract them and then I could sort those so I don't have to do the export, I don't have to do any manipulation of anything like that.*

5. **Some users use this app for Portfolio summary view only – they don't really interact with any of the other features such as Watchlists or Reports**

A few users reported that they do not use Watchlists at all.