

Test Process

Statistics

Number Tested	12
Age Range	22 – 40

Areas of Testing:

Overall Process:

High Points:

- self-explanatory and easy process, just enough steps
- Decluttering screens so there is one logical option was a positive
- Reminds of echo dot, but a smarter way of utilizing a dash button
- *This shifts the responsibility from the user (explaining this shift more could help)*
- Felt very easy
- Straight to the point & simple
- Easy to understand
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Low Points:

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Onboarding (Meet Otto):

Question: Can you describe what this product does?

- App that links to smart cap and resupplies based on when it gets low. Determines the products that you need
- Resend products every time it determines it was low
- tells me when I'm low and reorders
- Subscription box that orders products
- Automated refill of a custom product, orders something the first time and never really have to order it again
- Product handles it all
- Convenience
- Product reorders for you

High Points:

- Understood what the product from this screen
- Onboarding was simple & setup was good

- Liked that product was specific to the customer. Was wrong for these parts. Good for company to know what is right
- Convenience
- "Thats dope"
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Low Points

- Make the technology description bigger so that it's easier to read
- Feels like a bathroom color palette
- See's the product but doesn't quite know what to focus on
- Difficult to read
- Got a little confused if the product was the shampoo or the otto
- They understand what the product is but not necessarily what it does
- Add more detail in the beginning
- Wasn't sure it was a reordering device
- Gets the bottles and Otto confused

Other Feedback:

- Spelling Errors on this page in the device section
- Did not get the screwing part. Thought products needed to be placed on the Otto sensor
- Copy was too hard to read on this page
- Information was limited

Onboarding ([Sk]intake & Payment):

High Points:

- Enjoyed the process, intuitive
- Liked the creation of the avatar as a method to build out his own skin/hair
- Liked choosing the skin type
- Wanted this information to appear again in the application at some point
- Understands its about customization
- First page seems more like skin type, second more about hair type
- Understand that it's choosing what products are best for your skin
- Your own personal settings to pick the right shampoo for you that suits your skin and hair type

Low Points:

- Confusion about what he was doing at this part and why this section was necessary (maybe some explanation in here would be great)
- Confusion about why the specific products were selected on the payment page
- Clarify what the intervals are from the skin tone selector because he wanted to select an accurate skin tone mete

- Participant Offered Solution: maybe access the camera to snap a picture of the skin and match this to a specific color
- Perceive as my selection can dictate what type of product you can get
 - Example: if my skin tone is not accurate, then the product may not be accurately formulated for me
 - Potential Solution: add some clarifying copy
- Confusion about how the specific products were selected
 - Potential Solution: include a confirmation page after the skintake product that could say "Alright, we're building your unique skincare routine based on your avatar"
- Did not understand how/why the products were selected
- Thought that the product was being made for him, but this was not conveyed within the application
- "Build yourself" is a little confusing
 - No clear indication on why doing certain steps (ie in between get started and skintake and then skintake and payment)
 - Potential Solution: Add copy that clearly conveys the steps and why each step is important
- Confusion about how they got to the next page
- They just think you're creating an avatar, didn't understand how it linked to the skincare

Onboarding (Device Setup):

High Points

- Likes step by step walkthrough of the device
- Enjoyed being able to go through it at his own pace
- "Made perfect sense"
- Liked the pictures, easy to follow
- A quick process
- Pretty easy to understand
- Very simple
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Low Points

- Could be easier if you had it in your hand to understand the product and be able to feel it
- Smaller text / separated for bluetooth (how to enable bluetooth - looks like a step)
- Thinks tapping the bottles is kind of weird in general to have in your bathroom

Participant Suggestions:

- Explaining why using bluetooth could be beneficial
- Explaining how to setup bluetooth on the device could be useful

Mobile App Screen:

Wants for this screen:

- Likes the idea of having tips based on usage
- If he were going through the trouble of opening the app would like an indicator of how full or empty the bottle are, or relevant information to his usage
- "There are too many apps for small minute things. Make this app like the go-to app for everything in the bathroom. Stylist at your home"
- Battery level could be a must "I am more programed to think that I have to change the battery"
- Assumed that the app would guide him on how to use this section quickly
- Use to figuring out stuff on his own so a quicker onboarding would be better
- Usually skip through the app (maybe an FAQ section later on to explain)
- Maybe allow you sure you want to order product at some point
- -More information on how much of the product you should use
- Change habits and check after time
- Definitely want the usage analytics
- Battery level smaller (not as important)*
- Self care would be better if it was larger so you can see more tips
- The little "build yourself" face could be in the circle/where you could change your hair/skin settings
- Add a settings feature to maybe move the boxes around on the home screen

High Points

- Looks pretty good so far

Low Points

- Little lost on the mobile application page because not filled out (use could not be understood)
- Confusion on how he setups his skincare regime for the first time (Regime management - ability to manage what products he is using and etc)
- Some sort of onboarding would be useful (easier and simple would be better)
- Battery level seems unnecessary
- Unsure of what would go in the circle
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Questions & Random Feedback:

- Asked does it reorder automatically?
- Asked where the [sk]intake quiz comes into play again?
- Can I buy products not from Otto?

Random Points

- This would be a great product to use in my barber shop
- Hair stylists and Makeup artists would love this
- How would you determine how many people would use the same product if more ppl were using this

- Cqn definitely see this (works for the jefferson) could see this for hotel services or hotel services or Air BnB's
- Some people like to buy their shampoo in bulk (this might not be necessary since w/ Otto)

Unstructured Questions to Ask

Are there anymore instructions that needed to be added to the onboarding process?

Based off going through the onboarding, do you know what this product does?

Do you understand how to use the product now?

Does the intake process make sense?

Are there too many questions?

When you look at this app, what characteristics does it convey?

Were there any things you didn't understand?

We're there any parts you didn't like or felt unnecessary?

What would you like to be displayed on the home screen?