

REPORT

Moderated Usability Tests, Remote and In-Person (Mobile)



Introduction

Goalin is a native app that uses **AI to decompose long-term goals** into personalised daily tasks, helping users plan and maintain focus on achieving them. It features visual progress indicators, motivational tools, and time-blocking features to prioritise activities. It targets **young professionals aged 25-38** who struggle to translate long-term goals into daily routines due to demanding schedules and distractions.



Background

Goalin's discovery phase began in August 2025 with a competitive analysis, in-person user interviews, and a survey of young professionals aged 25-38 interested in AI-driven tools for daily task management. The research revealed they need a way to **break down long-term goals into manageable daily tasks** to pursue objectives without feeling overwhelmed.

The resulting prototype is an initial hypothesis for how I plan to solve the problem. Now I would like to test the most critical features and functionality for my primary personas, Sofía Hadid, Luis Salinas Reyes, and Diana Herbst: **the account creation process, including onboarding; adding a new goal using AI Assistance; and adding a time blocker.**



Goal

Our objective is to evaluate the **learnability of our target users** as they interact with our goal-setting application for the first time on its mobile version. It is to assess whether the **user understands** the application, its value, and how to complete simple, specific tasks such as creating an account, logging in, adding a goal to break it out into daily tasks with AI, and adding a time blocker to the calendar.

Test Objectives:

- Determine if the user understands easily and straightforwardly what the application is for and the value that it provides.
- Determine if the user can easily navigate the app and find all the main features they are looking for.
- Observe how users create an account through the app and if they can be successful in completing the task.
- Determine if users can easily add a new goal and identify the CTA button of AI assistance to break the goal into daily tasks.
- Determine if users can easily add reminders and walk through the AI-suggested daily tasks.
- Determine if users can use the calendar function on the home screen to check their daily tasks.
- Define if users can navigate through our bottom bar menu to the calendar and goals, to check progress and goals.
- Identify if the user can easily add a Time blocker, including reminders and repetition of the blocker, and understand the add CTA button.
- Understand if the user needs the Smart decline function.
- Observe how the user navigates the calendar wireframe
- Define if the steps to complete the tasks are easy and intuitive to the user.
- Determine if the user likes the app and if they are satisfied with it.



Methodology

Since some of our test users are in different locations, we will conduct one moderate-remote usability test via Microsoft Teams and two in-person moderate-remote usability tests. The sessions will include an initial briefing on the study, an explanation of the tasks the user will perform, an opportunity at the end to share their general opinion on the application, and a debriefing at the end of the session.



Participants

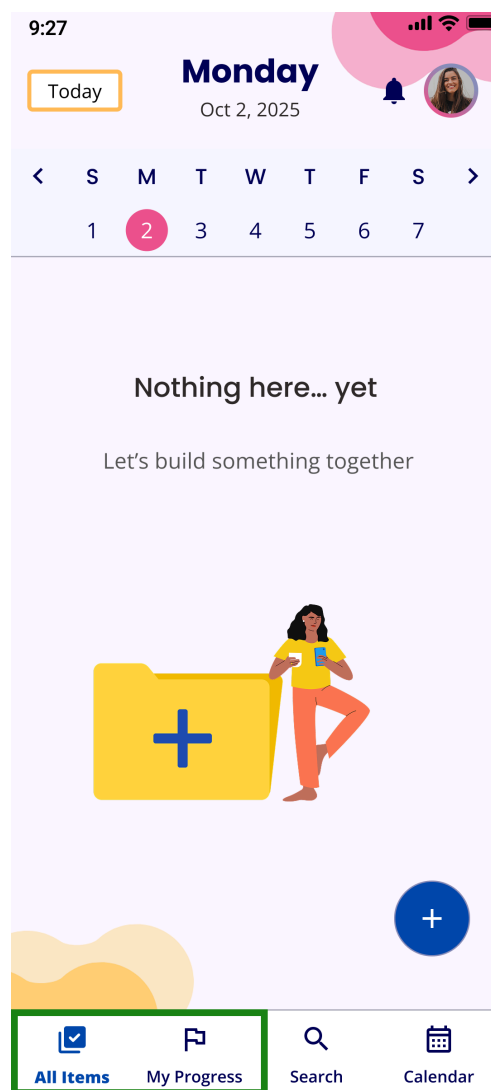
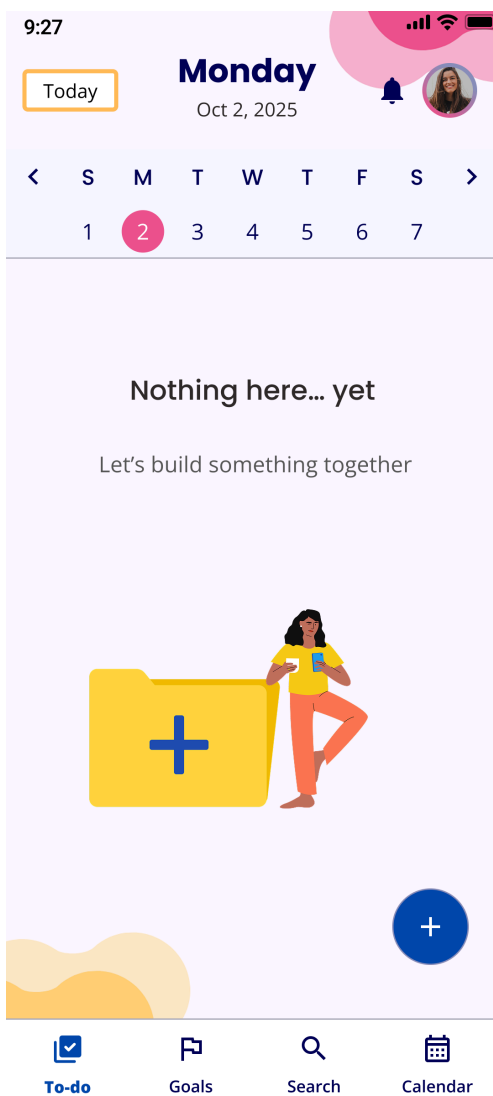
The study will recruit 3 participants through my network, friends, and family. The participants are going to be selected considering our target audience, young professionals between the ages of 25 and 38.

Usability Test Report



Issue 1: Problem related to the wording on the navigation menu, specifically with “To-Do” and “Goals” that confused the users (Medium Severity).

Suggested change: Rename “To-Do” and “Goals” on the navigation bar menu. Change “To-do” to “All Items” and “Goals” to “Progress”.

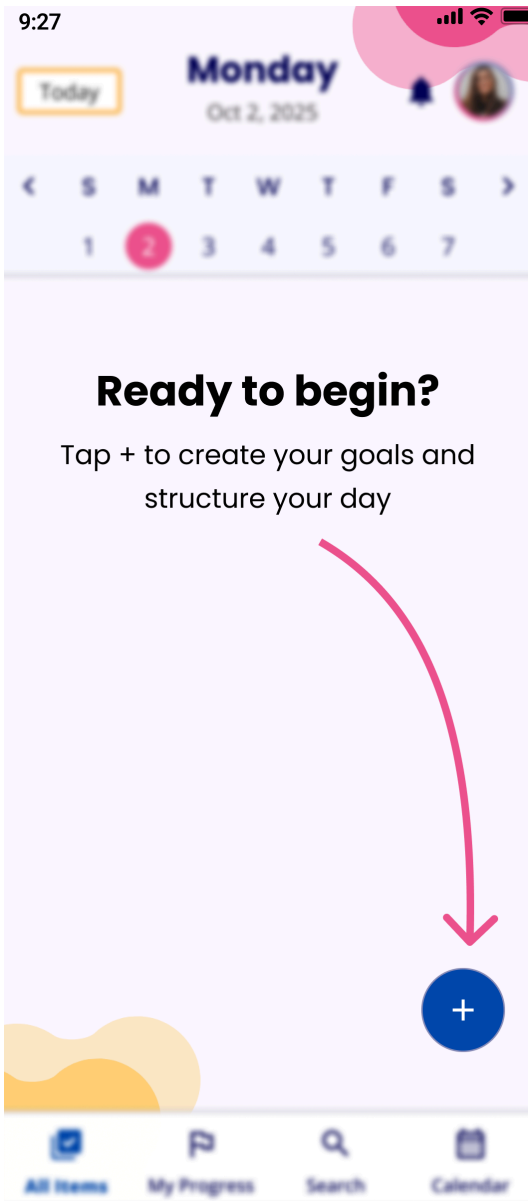


Changing the navigation menu's naming conventions helps users **avoid confusion** while exploring the app and provides a **clear understanding of the content** they can visualise when tapping.



Issue 2: Clicked on the menu option Goals instead of clicking on the Add Button to add a goal (Medium severity).

Suggested change: In addition to renaming the navigation menu options to avoid confusing users, add a one-time “Coach Mark” step that explains to new users how the Add button works.

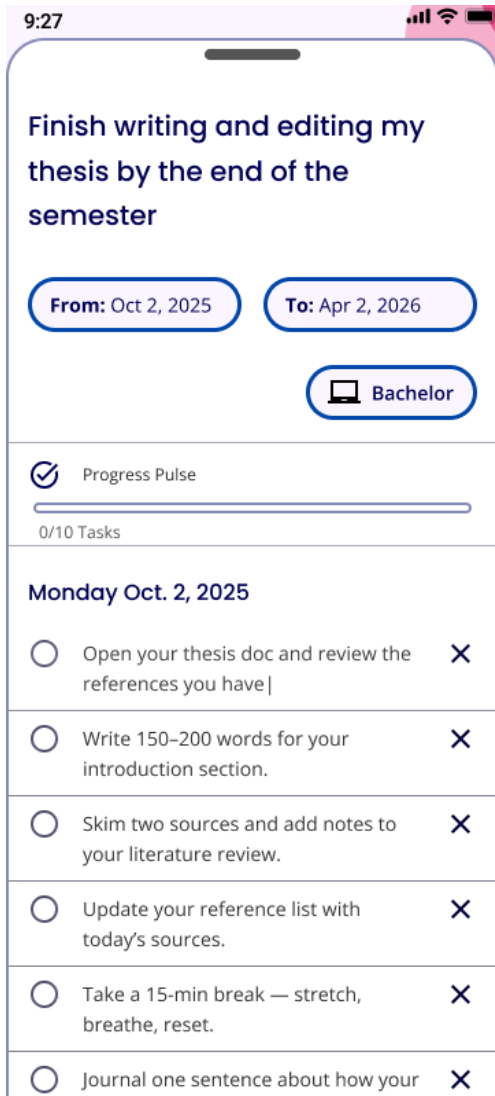


Although not a major usability issue, since users recognise it as an Add Button, adding a brief explanation with a “Coach Mark” can improve new users’ understanding of key features. Using different clarity aids can help users **navigate more easily** and enhance their overall experience.



Issue 3: The user wanted to edit Tasks after having the AI suggestions (Medium Severity).

Suggested change: When clicking the Edit button, switch the suggested tasks to “edit mode” so users can edit or remove the desired tasks.

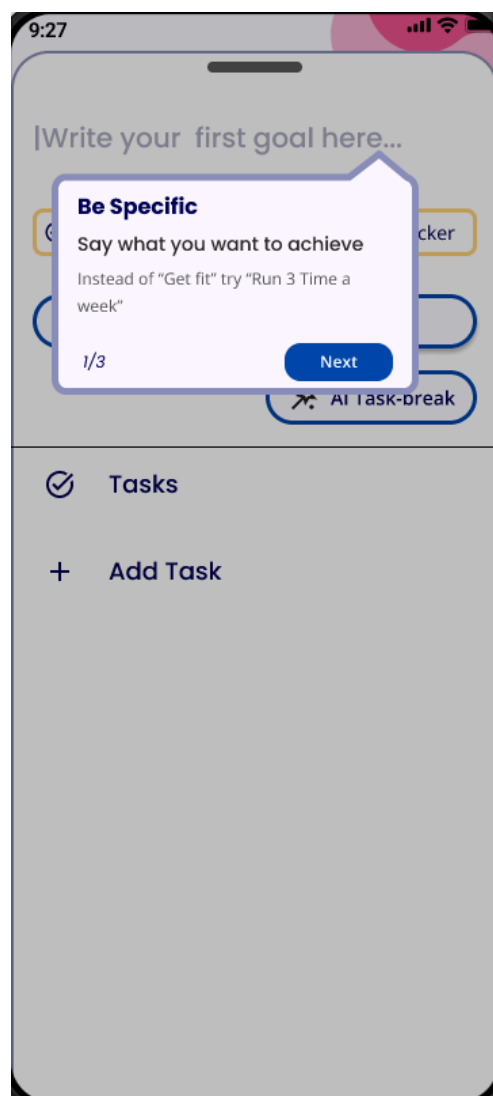
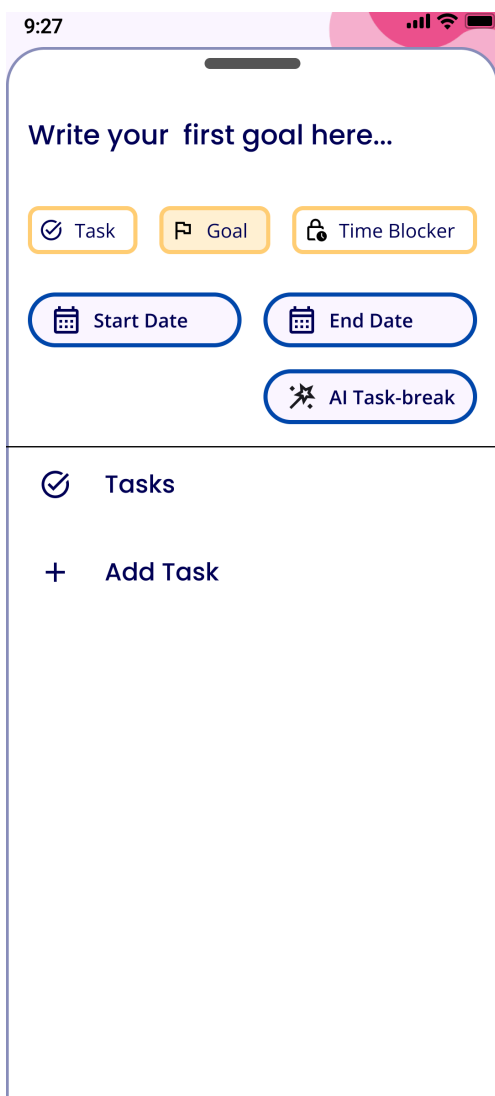


No major usability issues prevent the completion of the primary goal, but **straightforward navigation** for editing tasks is crucial for future improvements. Showing users a **clear path helps avoid pain points**.



Issue 4: When writing the goal, it was unclear where to enter it, and there were no suggestions on how to write it. (low severity)

Suggested change: Created a 3-step progressive onboarding to explain to first-time users how to write a good goal. Additionally, added a clearer design to indicate to users where to enter the goal.



While those two issues were not major problems for users completing the “adding a goal” task, **clearer design patterns** for text input and **shorter onboarding processes** help users better understand the process and navigation.



Conclusion

All my participants reported a **pleasant experience navigating the application**. They were able to create an account, add a goal, use the AI assistant to generate daily tasks, add a time blocker to their calendar, and navigate other screens such as My progress and Log-in. Nevertheless, there were **points of friction** and **discomfort with the processes**, and the changes outlined above will help ensure a **better user experience**. The main issue was the process of adding a goal and breaking it down into daily tasks, as multiple pain points across different stages of the flow confused users. The redesigns and changes to the wireframes for adding a Goal using the AI assistant will ensure a better, **more immersive experience** for the user.