Overview

The purpose of this evaluation is to identify flaws in the current user flow, enhance overall usability, and ensure alignment with fundamental user experience principles to create a more seamless and intuitive experience

1.0 Basic color test

	Problem detected	Solution
1	Primary color background and text colors are failing WCAG AA and AAA tests (accessibility) on the current used colors background(cyan green) and white.	Slight change in primary color + change text color to black
2	Homepage alone has 4 variations of the primary color, used incorrectly. For example, a less saturated version is used for the primary color. (less saturated variation is usually used for an interaction like hover/click) which is also resulting in less attention for the primary action	Set primary color and variations and follow the same.

2.0 Heatmap

1. Dashboard - For a first time user, too much attention is being guided to the logo, we can make the CTA more prominent .
2. Dashboard - The checklist is not prominent at all (elements not getting enough attention)
3. After uploading video/recording video - The edit button which is a primary action is not getting attention at all, position of edit button must be changed.
4. Edit section - Very less focus is going on design section, need to reduce elements so that focus also goes on design.

3.0 User flow - Uploading a Video

Section	Problem	Usability Heuristic Violated	Proposed Solution
Dashboard	Dashboard doesn't show insights or active project links	Visibility of System Status	Add insights, created projects, and active links directly to the dashboard
	Icon mismatch in meaning and size	Consistency and Standards	Redesign icons to match universal meaning and maintain consistent sizing
	No difference between “My Projects” and “Dashboard”	Recognition Rather Than Recall	Separate the views with clear layout/content changes
	Changes color every refresh	Consistency and Standards	Fix theme settings to maintain set color consistency
Home Page	Hovered/clicked state not using primary color	Consistency and Standards	Use the designated primary color for active states
New Project	Titles unclear without reading full description	Recognition Rather Than Recall	Simplify to three clear options: Upload, Add Link, Record
	Missing spacing in layout	Aesthetic and Minimalist Design	Add proper spacing for visual clarity
	Loads only after multiple refreshes	Visibility of System Status	Fix backend loading issue; show loading indicator
	Confusion between "upload from computer" and "library"	Recognition Rather Than Recall	Add tooltips or short descriptions next to options
	Upload fails with non-1080x1920 videos with no feedback	Error Prevention, Feedback	Show clear error messages for unsupported formats

	Loom link upload fails at 20%, shows "file processing busy"	Help Users Recognize, Diagnose, and Recover from Errors	Improve error message clarity; allow retry, and provide alternative paths
	Error messages disappear too quickly	Visibility of System Status	Keep messages until manually dismissed
	Automatically sets video aspect ratio, cannot be changed	Flexibility and Efficiency of Use	Provide aspect ratio change in edit layout
Editor UI	Better organization for rightside sidebar	Consistency and Standards	Use unique, task-specific labels (e.g., “Crop,” “Blur,” “Add Element”)
	No error explanation with icons	Help Users Recognize, Diagnose, and Recover from Errors	Add tooltips or inline messages beside error states
	Hide/unhide slide feature buried in right sidebar	Flexibility and Efficiency of Use	Add hide/unhide button near each slide for quick access
Settings	Re-recording overwrites without saving previous	Error Prevention	Ask for confirmation or auto-save before overwriting
	Voice profile must be saved manually, no error if not saved	Error Prevention, Feedback	Prompt to save changes or auto-save on exit
	No preview before applying voice profile	Visibility of System Status	Add “Preview” option before applying voice
	Most voice profiles sound similar	Recognition Rather Than Recall	
Image Editor	Button says “Edit Image” but only crop is available	Match Between System and Real World	Rename to “Crop” or expand features under that button

4.0 User flow - Recording Video

Section	Problem	Usability Heuristic Violated	Proposed Solution
General Flow	No ability to go back once a mistake is made; takes users to home page	User Control and Freedom	Add a back button or confirmation modal before redirection
	Users feel lost after uploading a video due to too many simultaneous options	Recognition Rather Than Recall	Introduce a guided **step-by-step customization flow** with progress indicators
	Not beginner-friendly; assumes familiarity	Match Between System and Real World	Provide onboarding tooltips, short tutorials, or labels
	Users unaware of restrictions; rely on trial and error	Error Prevention, Help and Documentation	Add guidelines and rules upfront (e.g., supported formats, dimensions)
	No clear distinction between free and paid features	Visibility of System Status	Show **premium features** with lock icons or "Pro" tags; include tooltip explaining upgrade benefits
Extension Flow	**No pause option** before/after timer starts	User Control and Freedom	Add pause/resume recording buttons; add a pre-recording countdown timer
	No save prompt after recording ends	Error Prevention	Add a confirmation dialog: “Do you want to save or discard this recording?”
	No restart recording button	User Control and Freedom	Include a “Restart Recording” button after stopping or before uploading

	Automatically redirects to Layerpath after recording without notice	Visibility of System Status, Flexibility	Give users an option to review or discard before navigating away
Editor (Post-recording)	Layout issues: too much of the screen is cropped by default	Aesthetic and Minimalist Design, Flexibility	Improve layout templated; allow users to adjust zoom and visible area easily
	Crop box is hard to move or resize	Flexibility and Efficiency of Use	Enable drag-to-resize, corner/edge handles for better interaction
	No clear “Save” option after editing	Visibility of System Status	Add a prominent **Save** or **Save & Continue** button in the editor

Final Notes: Usability Test

General Observations

- The current flow lacks structure and guidance, especially for first-time users.
- There is no clear path after video upload users are overwhelmed with customization options.
- Error prevention is minimal, and UI elements often lack standard patterns, causing confusion.
- Frequent drop-offs observed due to unclear next steps, missing tooltips, and no onboarding support.

Key Problems Identified

Issue	**Details**
No way to go back	One accidental click redirects to the homepage. No undo or back option.
Overwhelming customization	Post-upload, users face multiple actions with no order or guidance.

Unclear restrictions	Users are unaware of video upload requirements (e.g., aspect ratio, file type).
No pause/restart during recording	Extension has no pause, restart, or confirmation before redirecting to Layerpath.
Poor layout and resizing control	Editor crops too much screen by default and does not allow easy resizing.
Premium vs free not distinguished	No clarity on what features are paid.
No Save/Discard control	Users are redirected after recording with no option to save, discard, or restart.
Confusing UI	Visual elements lack standard icons/UX behavior, leading to frustration.

Suggestions for Improvement

- **Step-by-Step Workflow After Upload**
  Make the customization process structured and progressive:
  a. Add interaction texts
  b. Redact personal info
  c. Customize branding
  d. Export or share
  This reduces cognitive load and helps prevent user confusion.

- **Video Upload Guidelines (Tip Sheet)**
  Show a clear pre-upload guide (before the upload screen) that lists:

    - Required resolution (e.g., 1080x1920)
    - Supported file types
    - Max duration and size
    - Recording tips for best results
      This prevents trial-and-error uploads and reduces frustration.

- **UI Design Enhancements**

    - Improve visual hierarchy and spacing
    - Use standard icons and button styles for consistency
    - Label tools clearly (e.g., change “Edit Image” to “Crop” if cropping is the only function)

    - Add hover tooltips and loading indicators

- **Improve Error Prevention and Feedback**

    - Add error messages for incorrect file formats and video sizes
    - Keep feedback visible until dismissed
    - Ask for confirmation before discarding or redirecting
    - Offer a retry or recovery path when upload or processing fails

- **Recording Control Improvements**

    - Add a 3-second countdown before recording starts
    - Add pause and resume options during recording
    - Include a clear restart button
    - Prompt to save or discard after stopping

- **Premium Feature Transparency**

    - Show premium features with a lock icon or “PRO” tag
    - Disable interaction but allow preview to drive interest
      Add hover info: “Available on upgrade”