

A Usability and User Experience Evaluation of Craft Journal App

Radojević Sofija, Walatscher Fiona

cc241060@fhstp.ac.at, cc241027@fhstp.ac.at

ABSTRACT

This study evaluates the usability and user experience of the habit tracking app Craft Journal. First, a heuristic evaluation based on Nielsen's ten usability principles was conducted to identify potential usability issues. Based on the identified problems, five representative user tasks were designed. These tasks were then evaluated in a user study in which participants completed all tasks. Efficiency, effectiveness, perceived ease of use, and overall user experience were measured using task success rates, the Single Ease Question and the System Usability Scale.

1 INTRODUCTION

The chosen system for this usability and user experience evaluation is Craft Journal, a digital tool designed to help users document creative projects in a structured way. Users can save photos, add information about materials, record time spent, rate difficulty and organize entries by date using a calendar-based interface. The app also provides tagging and filtering options to support browsing and discovering of past projects.

The target users are creatives who enjoy tracking their crafting activities and organizing their progress. The main goal is to evaluate how easily users can navigate the app, create and manage entries and understand key features such as tags, difficulty ratings and time tracking. It is expected that users may experience difficulties with the search and filter functions as well as with the layout of the Add and Edit screens.

Familiarity with habit tracking tools

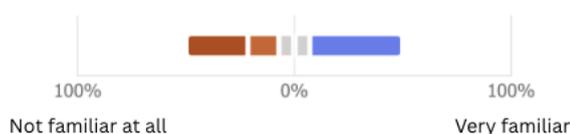


Figure 1: Chart showing participants familiarity with habit tracking tools

2 HEURISTIC EVALUATION

The heuristic evaluation was conducted using Jakob Nielsen's 10 usability heuristics. Since the App was developed by the Authors, an external reviewer provided feedback to ensure another, more objective assessment. Each identified usability issue was assigned a severity rating from 1 (minor) to 3 (serious) in order to estimate its impact on the user experience.

The evaluation revealed several usability problems, particularly related to user control and freedom, visibility of system status, and consistency and aesthetic design. Major issues included the inability to delete or edit tags and crafts, missing confirmation messages after editing entries, unclear error messages that did not highlight missing fields, and the lack of a visible "Cancel" option when adding or editing a craft. Users also could not change the date of an entry or select a date when adding a craft through the navigation bar.

3 USER STUDY

A user study was conducted to evaluate how users interact with the Craft Journal App in practice. The study included seven participants, with an almost equal gender distribution (four male and three female) and a range of 18 to 64 years who were mobile users.

A task based usability test was used. The independent variable was the app interface, while the dependent variables included task success, number of errors, SEQ, SUS, user comments and observations. Participants were asked to complete the following tasks:

1. Create new entry
2. View craft details
3. Edit an entry and save it
4. Delete an entry
5. Search for an entry using a specific tag

During the test, users interacted with the app on an Android device while being observed. Their performance and feedback were recorded for later analysis.

3.1 Test Protocol

At the beginning of each session, participants were welcomed and informed about the purpose of the study. After providing consent, they filled out a short demographic questionnaire. Participants were asked to think aloud while using the app. Each participant completed the same five tasks using the Craft Journal App on an android device. The moderation read each task aloud and task success, errors and user behaviour were recorded. After each task, participants rated the SEQ. Additional comments and observations were collected throughout the session. At the end of the test, participants were thanked and debriefed. The data was then analyzed to identify usability issues and improvement opportunities.

4 RESULTS

The results showed that users were generally able to complete the main tasks, but several usability issues affected efficiency and clarity. Users sometimes struggled with the search and filter functions due to unclear instructions and interface cues. The default “No crafts found” message caused confusion and some users were unsure how to start searching for tags. Missing system feedback such as confirmation messages after saving or editing entries, made users uncertain whether their actions were successful. Error messages did not clearly indicate which fields were missing, reducing usability. Overall, the results confirmed the heuristic evaluation findings, especially regarding system feedback, navigation clarity and layout structure.

SUS Score Distribution

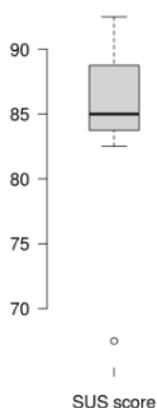


Figure 2: Box plot showing SUS Score Distribution

Average SEQ score per task

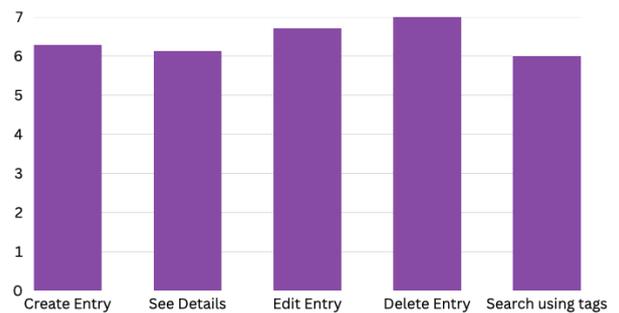


Figure 3: Bar chart showing the average SEQ score per task

5 CONCLUSION

The short, unstructured interview after the completion of the SUS questionnaire provided helpful insights and revealed issues not documented by the SEQ and SUS results. The following criticisms and issues were mentioned by multiple participants or heavily empathised by a single participant:

- The dialog window for adding tags was confusing, as it requires you to enter the tag, click on “Add Tag” and only then on “Save”. Multiple participants entered the tag and immediately after that clicked on “Save”.
- The tag system in general was questioned – participants asked about the purpose and functionality. One user suggested calling the feature “categories” instead of “tags”, and said they would find that name more fitting in the creative context of the app.
- The UI of the search screen caused confusion for multiple reasons. For example, multiple participants interpreted the default message “No crafts found” being shown before the user selects tags to filter entries as an error message. There was also the suggestion to design the tag selection in the “search bar” as a dropdown instead of an input field with a pop-up.
- There was criticism regarding the difficulty ranking system, with one participant finding the function confusing and another participant being unsatisfied with the specific emojis chosen for the three difficulty levels.
- The ability to add and view crafts by clicking on specific days of the calendar was not clear to most participants.

- The Design was well received overall, with only a few criticisms concerning consistency (difficulty selection: Emojis stand out from the rest of the design; tag selection pop-up: checkbox uses default design and stands out), as well as accessibility (one participant wished for the ability to change the font size within the app itself).
- Other suggested features are: Weekly bar chart with time per day spent crafting, database with craft ideas and search function, craft prompt generator

5.1 Comment from Authors

The project was carried out in close collaboration with tasks and responsibilities evenly distributed between both team members.

Both Team members contributed equally to the code development, UX design and project documentation. In addition, we worked together on concept development, usability evaluation, task design and participant testing.

The following table shows the results of the heuristic review:

Problem	Heuristic	Severity (3)	Mentioned By
Not possible to delete/edit a tag	3: User Control and Freedom	3	Fiona
Search Screen: Only CTA is the text inside search bar, unclear (no button)	6: Recognition rather than recall	2	Fiona
Search Screen: "No crafts found text" might be confusing if shown on default	1: Visibility of System status	2	Sophie
Not possible to delete/edit crafts from card	7: Flexibility and efficiency of use	2	Fiona
Add Screen: too much going on in top portion of screen	8: Aesthetic and Minimalist Design	1	Sophie
Add Screen: tags and image button between text inputs is unintuitive	4: Consistency and Standards	1	Sophie
Emojis in difficulty selector don't fit design	8: Aesthetic and Minimalist Design	1	Fiona
Add Screen: Difficulty selector bigger than Save button	4: Consistency and Standards	1	Sophie
Not entirely clear that adding via	#7 Flexibility and efficiency of	3	Sofija

calendar is possible	use		
No confirmation message after editing an entry	#1 Visibility of system status	2	Sofija
“Please fill in all the fields” appear, but no highlight which field is missing (and doesn’t hinder the user from saving)	#1 Visibility of system status	2	Sofija
No visible “Cancel” option when adding or editing a craft	#3 User Control and Freedom	1	Sofija
First-time users may not understand tags or filters.	#10 Help and Documentation	2	Sofija
Date can’t be changed	#User Control and Freedom	3	Sofija
Date can’t be chosen when adding through the Navigation bar	#User Control and Freedom	3	Sofija