

# USABILITY TESTING

## OVERVIEW

Harvest Insights partnered with a leading digital media company to validate and optimize their innovative mobile app concept for location-based video content curation. The study aimed to test user reception of the "platform concept and evaluate two distinct prototype approaches—one emphasizing curated content and another focusing on social media functionality—ultimately informing product development strategy and feature prioritization for a differentiated video-first social platform targeting community-engaged users.

## CHALLENGE

The modern digital content landscape presents consumers with an overwhelming array of platforms, each serving specific niches but creating fragmentation in how users access and consume local, community-focused content. To breakthrough in this crowded digital space, the app needed to be innovative yet intuitive, making usability testing key to its future success.

## SPECIFIC ISSUES

- Lack of curated local content in a user-friendly format
- Fragmented media landscape across multiple platforms
- Trust and credibility concerns
- Social functionality apps in current platforms
- Need for intuitive user interface
- Prioritization of app features
- Burgeoning desire for video content

## HARVEST INSIGHTS SOLUTION

### Objective

Evaluate the app concept and execution using two distinct prototype approaches to understand optimal feature sets, user experience design, and market positioning for a location-based video content curation platform.

### Approach

- In-depth video interviews with target users nationwide
- Live, onscreen mobile prototype testing
- Evaluation and comparison of two prototypes
- Deep dive into the concept, use cases, and likelihood to engage in the future
- Evaluation criteria included feature importance ranking, trust/credibility assessment, content preferences, visual design appeal, and navigation functionality

### Conclusion

The study validated the concept as a differentiated offering in the social media landscape as well as strong preference for one of the two prototypes. Insights guided feature prioritization, go-to-market strategy, and user experience optimization.

