

Evaluating How Users Interpret, Navigate, and Engage with Action Experiences

[App] Actions Usability Study

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Study Type: Moderated Evaluative Usability Study

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Why We Conducted This Study

[App] aims to help build healthier habits through education, guided actions, and sustained behavior. We wanted to verify whether users are able to naturally move through the core Actions experience, focusing on their ability to discover each Action, understand what the experience is asking them to do, start and complete the task, and recognize supporting features.

This study evaluated whether the feature pathways and interaction patterns feel intuitive, discoverable, and easy to complete and **presented opportunities to inform product, content, and experience design decisions.**

Research Questions

- Are there gaps and pain points in the core engagement loop (content → action → completion)?
- Do users understand how to start/log/schedule/save/share Actions?
- Can users navigate the video, gallery, and text experiences?
- What motivates continued engagement?
- Which insights should guide the future direction of **[App]**?

Study Design

Participants

6 moderated participants

[Users who are optimistic about improving their health] audience

Prospective [App] users

Interface Evaluated

Explore page discoverability

Video, Gallery, Text Actions

Save, Share, Schedule, “Start Now”, “Log It”

Research Method

Moderated think-aloud sessions

Semi-structured interview

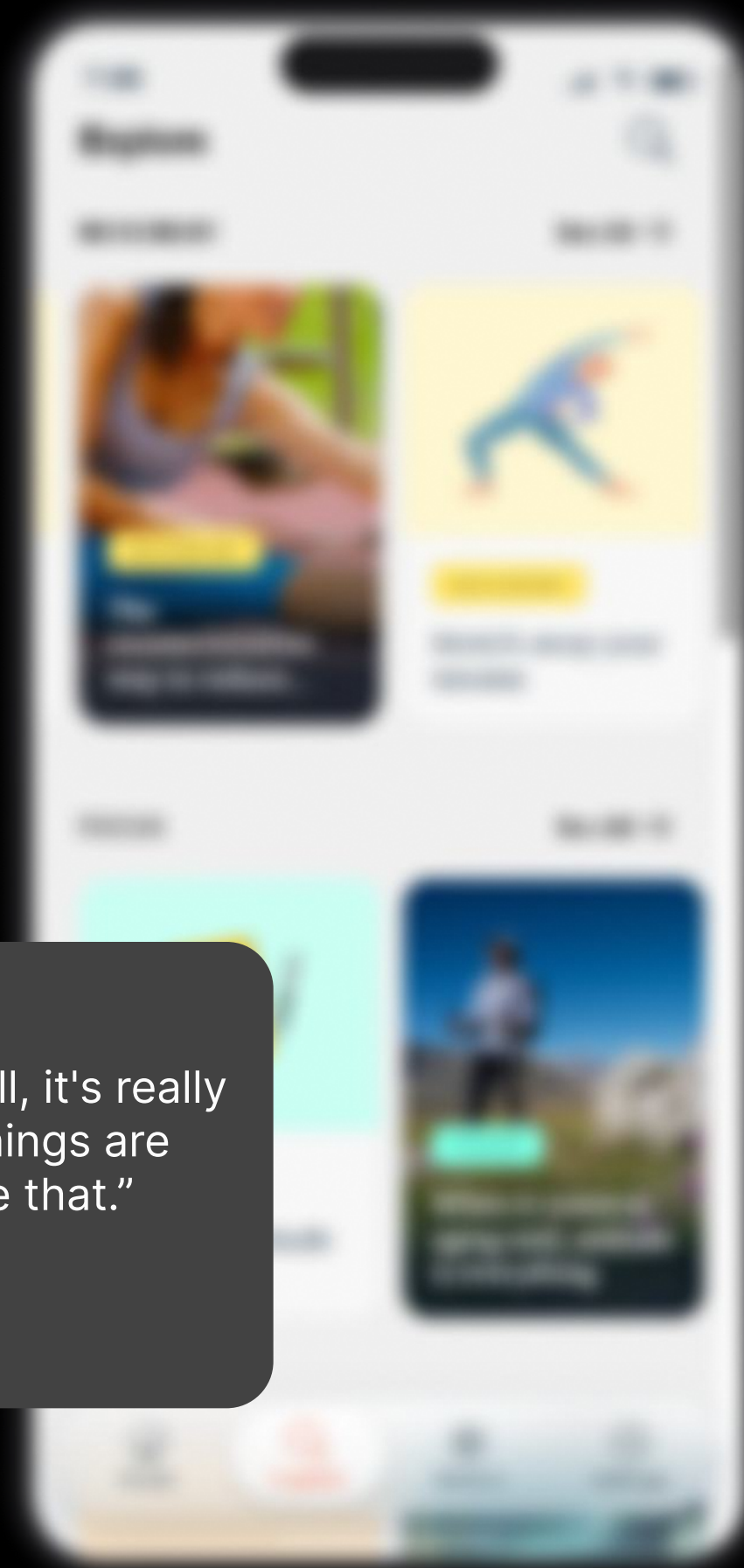
Evaluative Usability Test

Analysis Approach

Insights were synthesized across three levels:

- 1. Cross-participant findings (all 6 participants)
- 2. Affinity Mapping & Pain Point Matrix
- 3. Strategic synthesis

What Worked Well?



"The flow of this, it works really well, it's really easy to understand, I like how things are organized, and the layout, I like that."

Participant #1

- ✓ Discovery from Explore Page is intuitive and easy
- ✓ Content types are mostly easy to navigate through
- ✓ Reminder is intuitive to set/change/delete after discovery
- ✓ Share/Save/Back icons are easy to recognize
- ✓ Users can move through the engagement loop
- ✓ Clean, user-friendly interface

Executive Summary | What We Learned

Insight 1

**Users expected
Actions to involve
greater participation,
guidance, and
progress tracking than
the current experience
delivers**

Insight 2

**Users could complete
engagement behaviors
but often struggled to
understand their
purpose and value**

Insight 3

**Most friction stemmed
from feature
comprehension and
expectation-setting
rather than navigation
or usability barriers**

Research Objectives & Success Criteria

Usability Objective

Discover Actions From Explore

● Success

Understand Navigating Content Types

● Partial

Discover & Understand Schedule

● Partial

Discover & Understand Save & Share

● Success

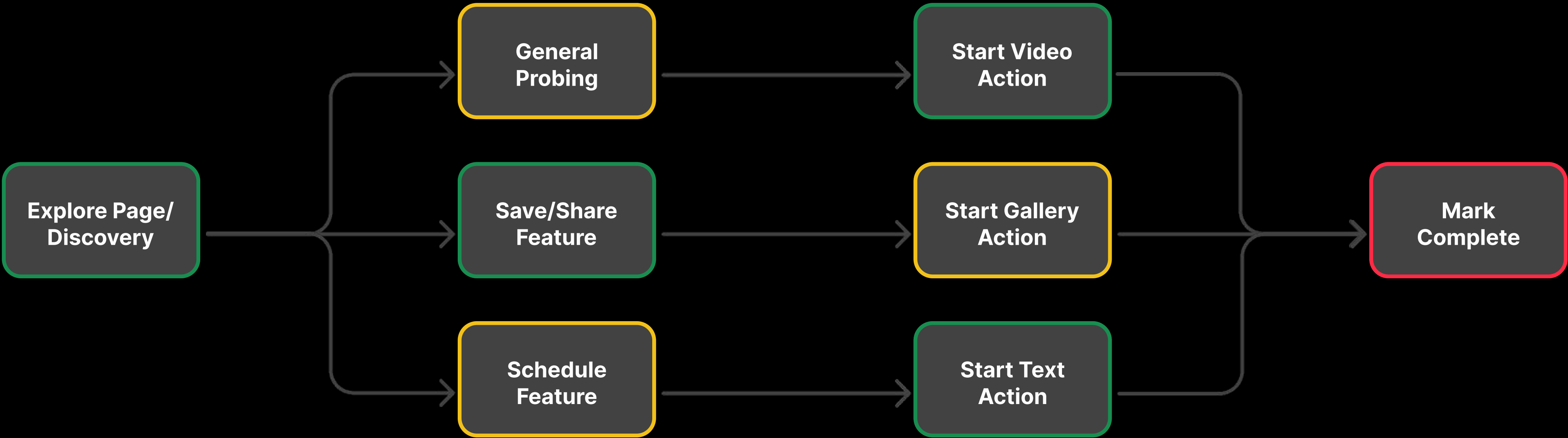
Start Actions (“Start Now”)

● Partial

Complete Actions (“Log It”)

● Major Friction

User Journey & Friction Points



No Friction



Medium Friction



High Friction

Major Themes Surfaced From Findings

Theme #1

Users Expected to Take Action, Not Just Consume Content

Users expected Actions to help them practice, track, or build behaviors rather than primarily consume content

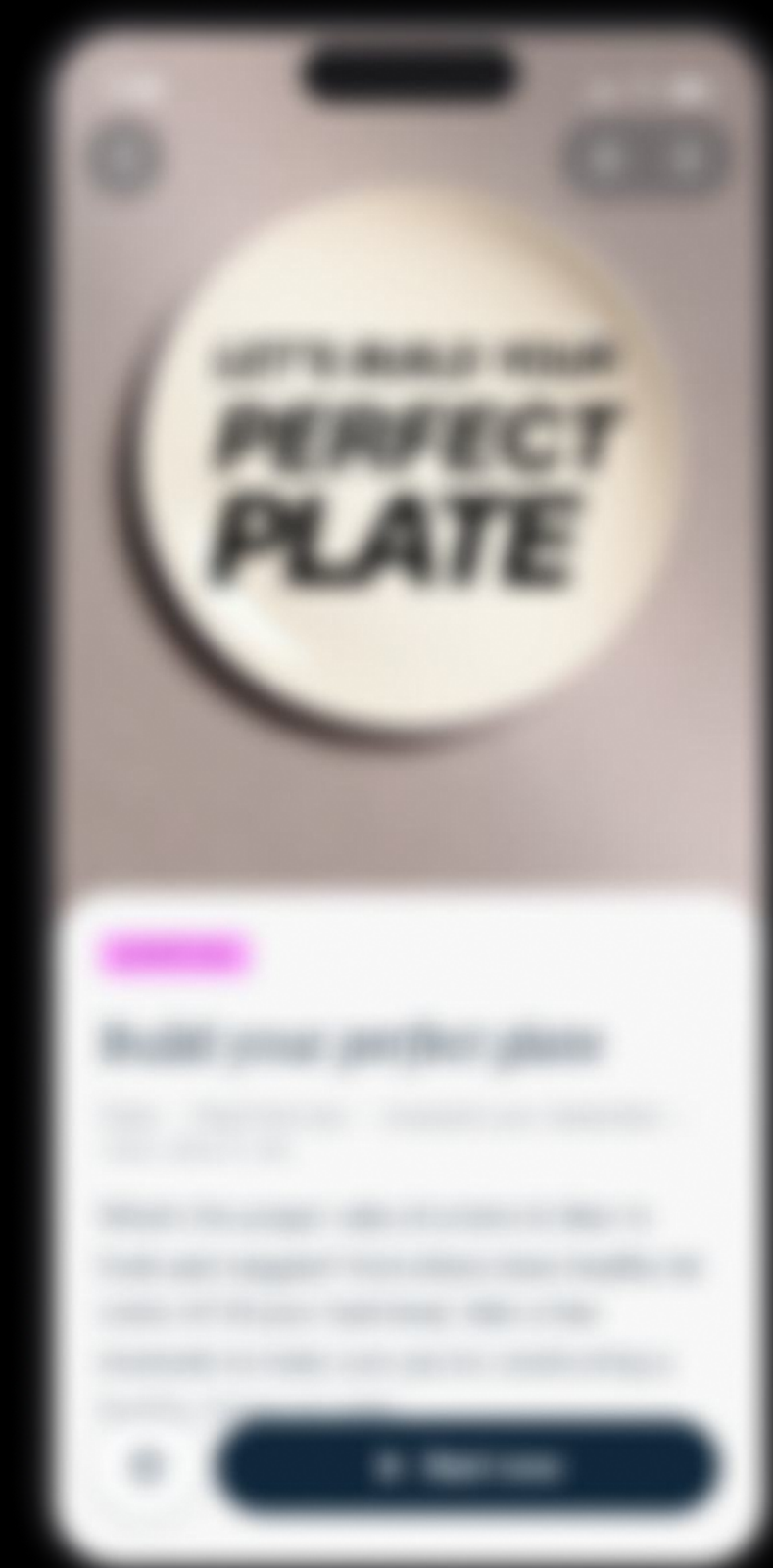
Users consistently expected "Start Now" to launch an **interactive activity, behavior-tracking experience, or guided exercise**. When the experience instead presented informational content, users often shifted those expectations to "Log It."

A few expected activities include:

- Food Journaling.
- Tracking Behavior.
- 5-min Meditation Guided Exercise.

"I thought [the Gallery Action] was going to be a meditation, not a course on how to sit."

Participant #6



Why This Matters: Creates *confusion* throughout the experience and *weakens* the perceived value of Actions.

Theme #2

Users Understand “Log It” Signals Completion, But Not Its Value

Users consistently struggled to understand the purpose of “Log It”

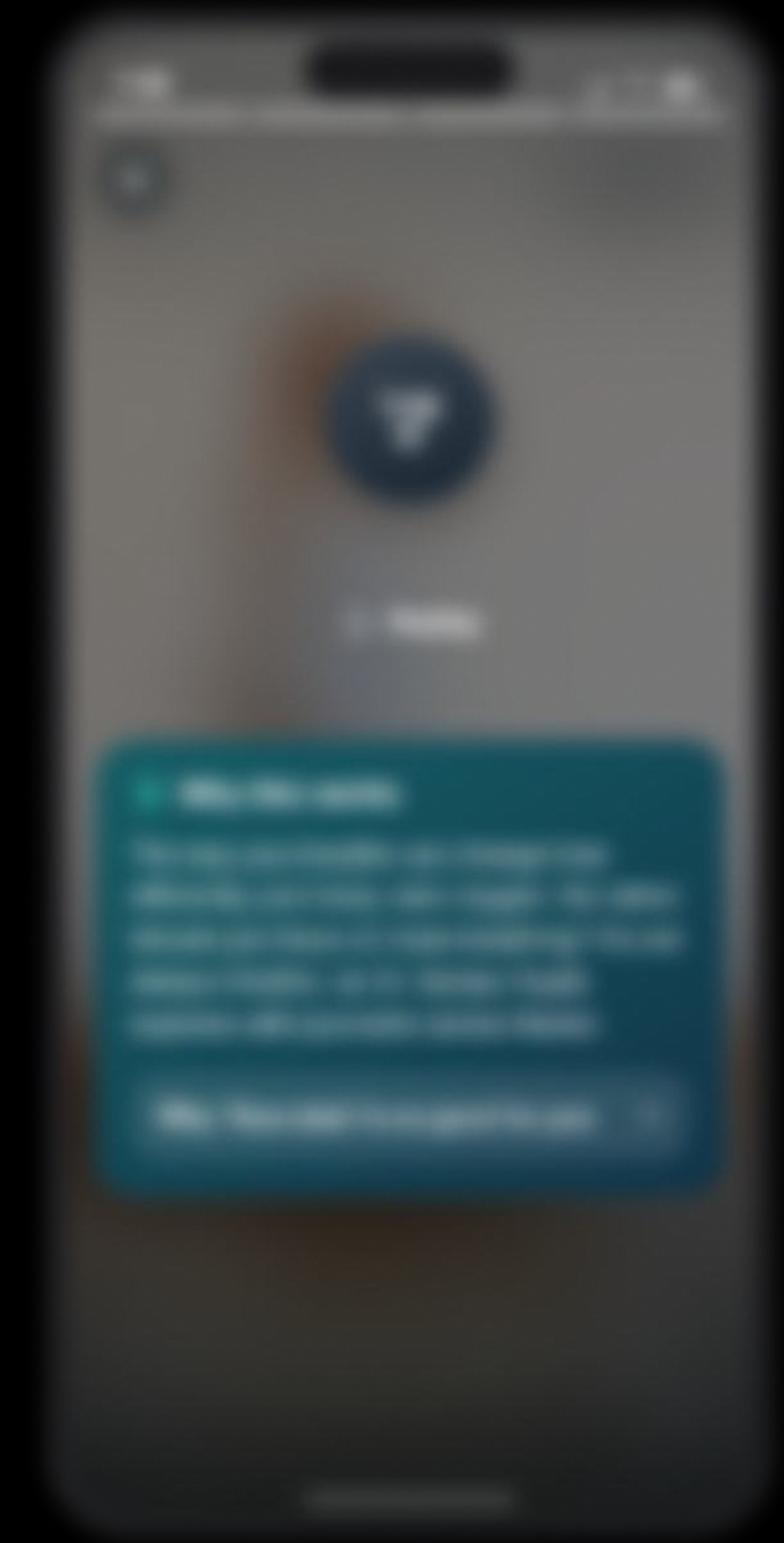
Users generally interpreted "Log It" as a completion action, but struggled to understand what was being logged, why it mattered, and **how it contributed to their wellness journey**. A couple users didn't discover or realize the ending page had an interactive button.

Areas of Confusion:

- Is completion based on consuming content or performing the real-world activity?
- Does "Log It" track behavior, journal progress, or simply mark completion?
- The copy of “Log It” is highly associated with logging food or behavior.

“I feel like if you did the start now, it would ask for more information and provide guidance on how to build the perfect plate, and then I would imagine [log it is] you logging what you actually did for your meal...”

Participant #5



Why This Matters: *Undermines completion tracking and reinforces uncertainty around the value of Actions.*

Theme #3

1/2

Engagement Feature Intent Is Unclear Until After Interaction

Users struggled to understand how “Start Now” fits into the Action journey

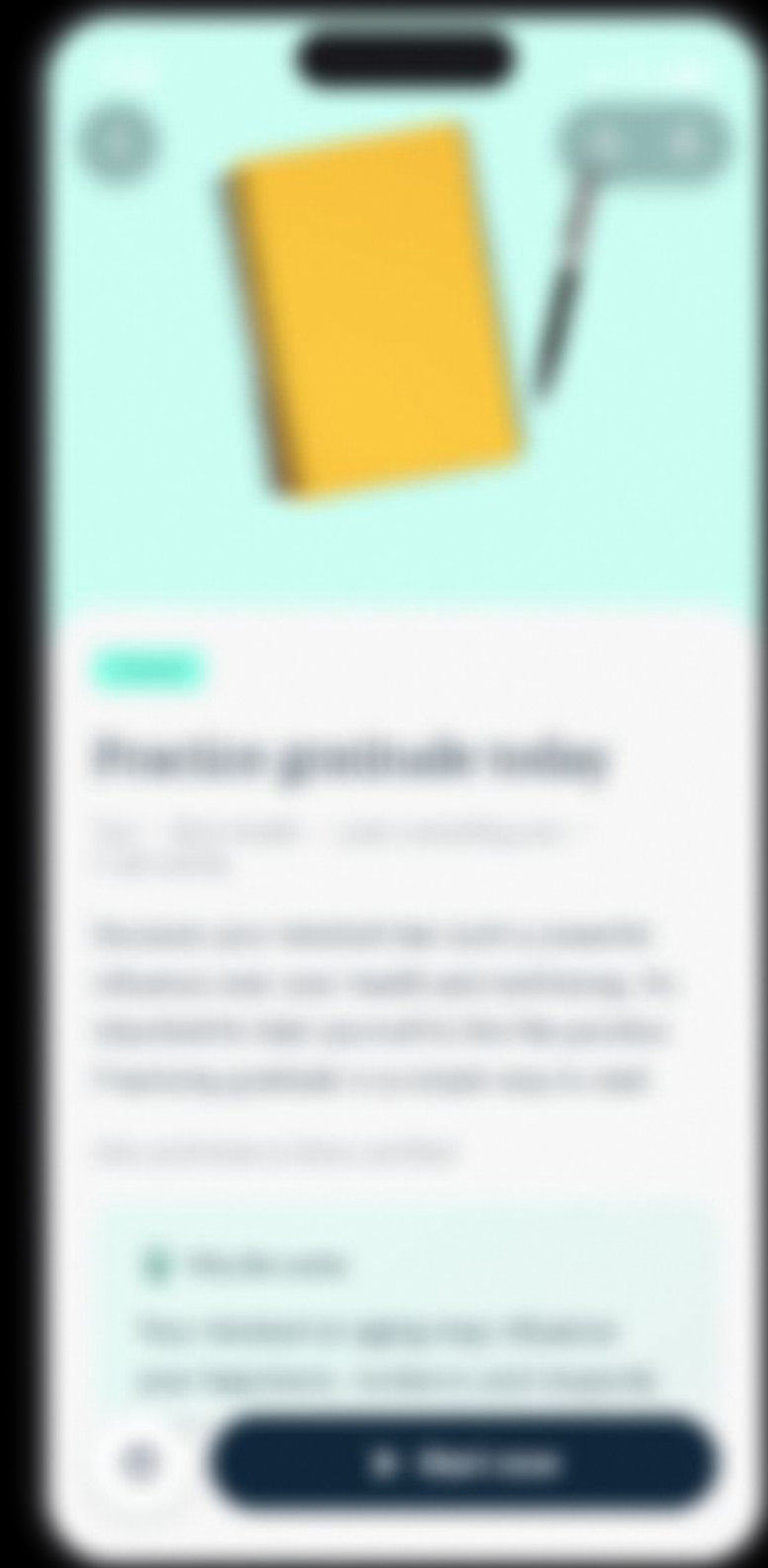
Users often hesitated to engage with "Start Now" because **its purpose and relationship to "Log It" were unclear**. After entering the experience, users also struggled to distinguish between content types and expected Action formats to all contain videos.

Sources of Confusion:

- Overlapping roles of "Start Now" and "Log It".
- "Start Now" copy and iconography suggest video content.
- Users lacked clear cues about whether an Action contained video, gallery, or text content.

“I’m presuming that when I click [start now], that I would actually start logging it. For some reason, it appears that there’s almost like two ways to start logging it.”

Participant #2



Why This Matters: Creates *uncertainty* about how Actions should be completed and *reduces confidence* when initiating engagement.

Theme #3

2/2

Engagement Feature Intent Is Unclear Until After Interaction

Schedule feature is useful once found, but difficult to recognize

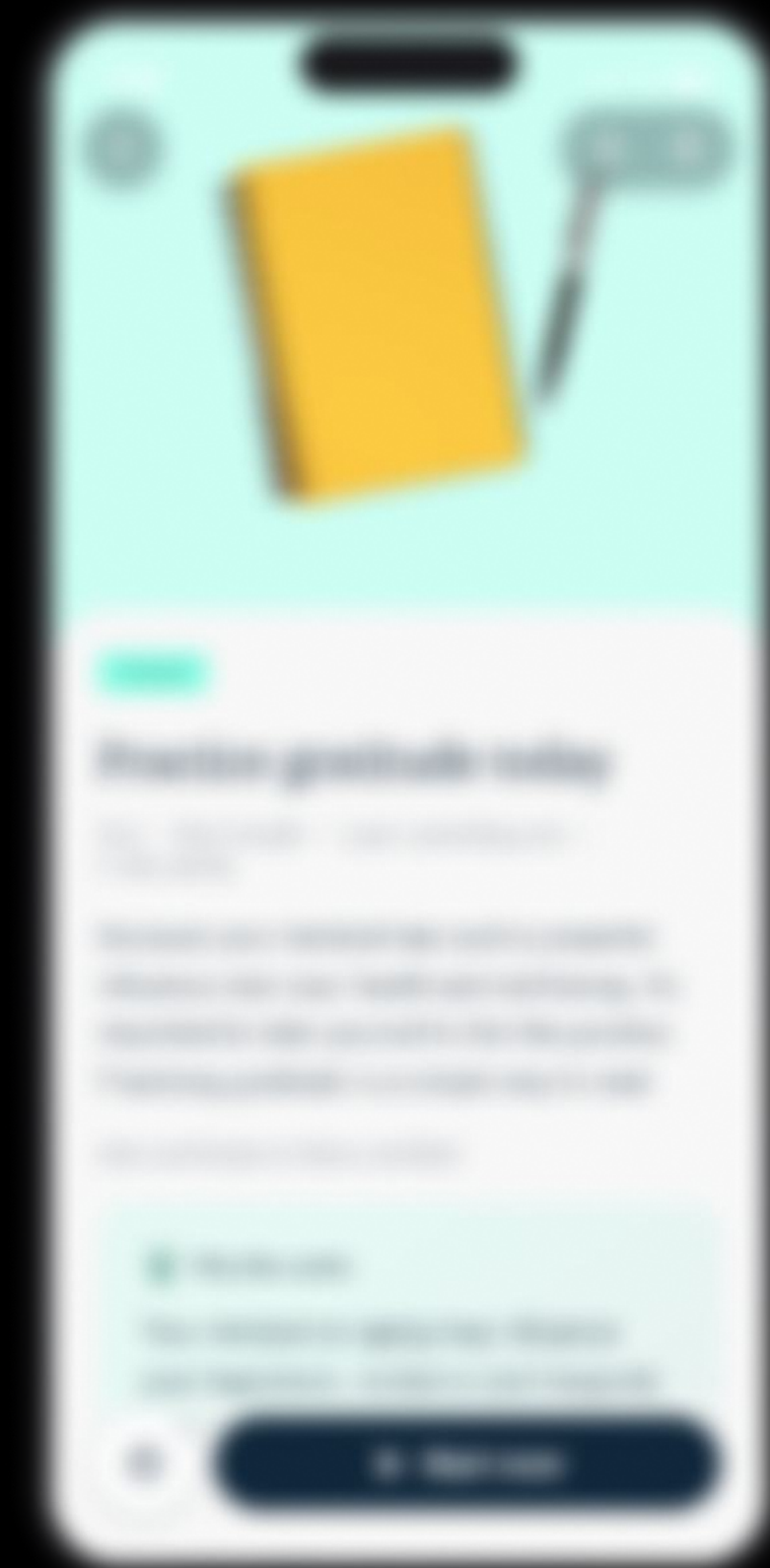
During initial probing of the Actions description page, many users **did not understand what the scheduling icon was meant to signal** (activity duration, meal timing, video length, timer). However, once identified users were easily able to set/change/delete the reminder.

Sources of Confusion:

- Iconography of the schedule feature is not intuitive and often associated with other features.
- Users often viewed Save and Reminder as related actions, but the experience treats them as separate functions.

"Yeah, I just saw [the schedule button]. There was a 'timer' on the left, and I'm not sure why there's a 'timer'. What are we timing? How fast we can log?"

Participant #2



Why This Matters: The schedule feature highlights a *comprehension* problem rather than usability.

Additional Observations

While not as impactful as the major themes, several smaller opportunities surfaced consistently throughout testing

Users expected quicker access to saved and scheduled content

 Medium Priority

Users frequently looked for saved or scheduled Actions within the Explore experience and expected those items to be surfaced in a more prominent location.

The relationship between two “Log It” Actions was not always clear

 Medium Priority

Some users were uncertain why multiple “Log It” actions existed throughout the experience, occasionally causing confusion around how to complete the engagement flow

Users expected “Why This Works” to return them to their previous context

 Low Priority

When viewing supporting information, users expected to return to the Action they were exploring rather than being redirected back to Explore

Future Product Direction

Opportunities

Key Takeaway:

Users were largely successful at discovering, navigating, and completing Actions. However, the most significant points of friction stemmed from *unclear expectations* and *feature comprehension* rather than navigation through the experience or general usability issues.



Set clearer expectations for what Actions are and what users will experience.



Help users understand *why* Actions should be started, scheduled, and logged.



Make each feature's purpose more obvious so users can understand before interaction occurs.

Recommendation

1/3

Establish Expectations and Demonstrate Value Early During the Onboarding Process

Many users **lacked a mental model of how Actions fit into the broader [App] experience**. Introducing the Action journey earlier can help establish expectations, communicate value, and clarify how key engagement features work together.

By illustrating what users can expect from an Action, why Actions should be started, scheduled, and logged, and how those behaviors support long-term wellness goals, the onboarding experience can reduce confusion and create a stronger foundation for engagement.

The journey users expected:

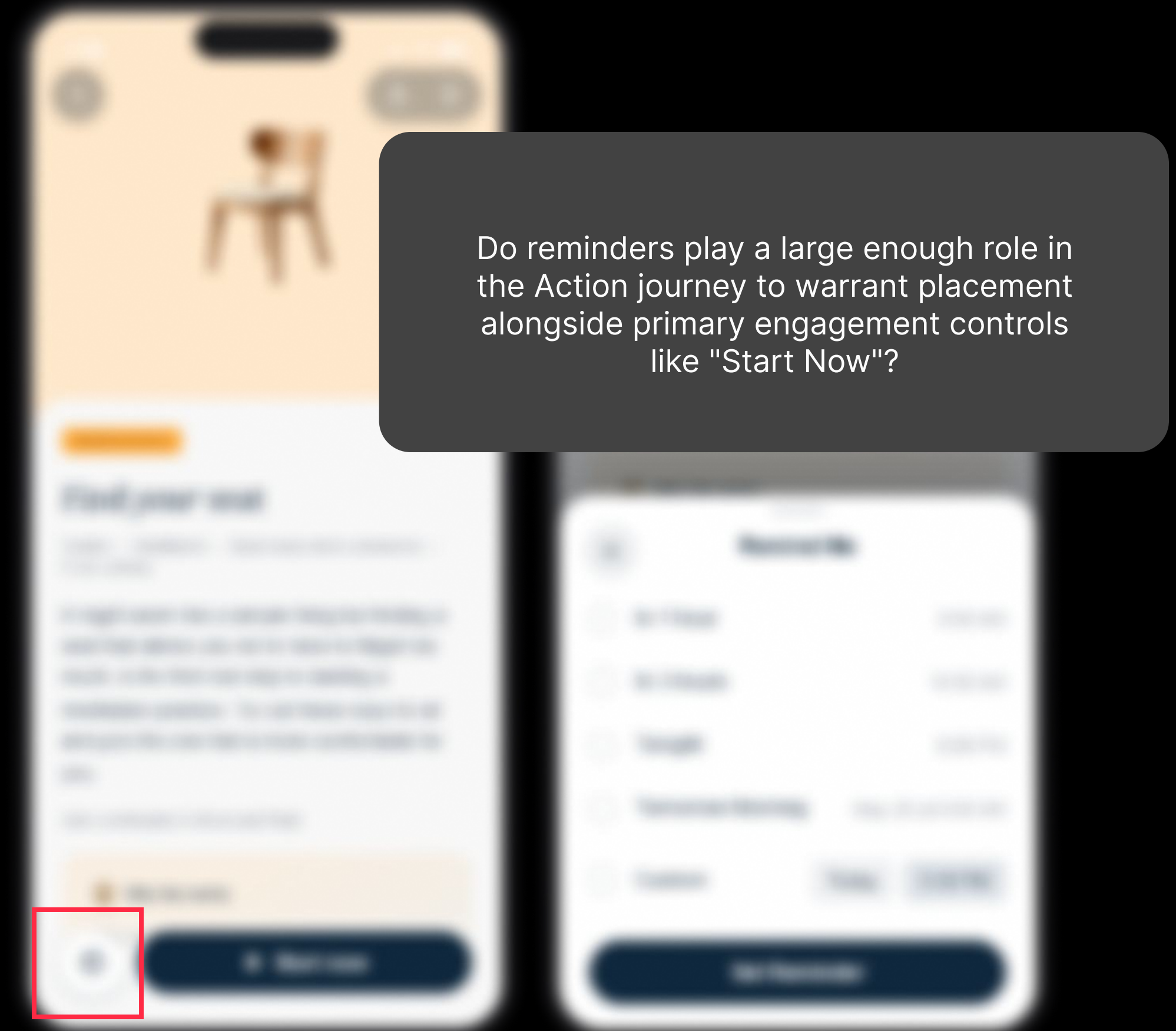


Clarify Feature Intent Before Users Interact With the Actions Experience

Users generally understood engagement features once they accessed them, suggesting the **primary challenge lies in how those features communicate intent prior to interaction**. Misinterpretations of the schedule icon and assumptions created by the "Start Now" play button indicate opportunities to better align labels, iconography, and supporting context with user expectations.

Improving these signals may help users more accurately predict what each feature does before they engage with it.

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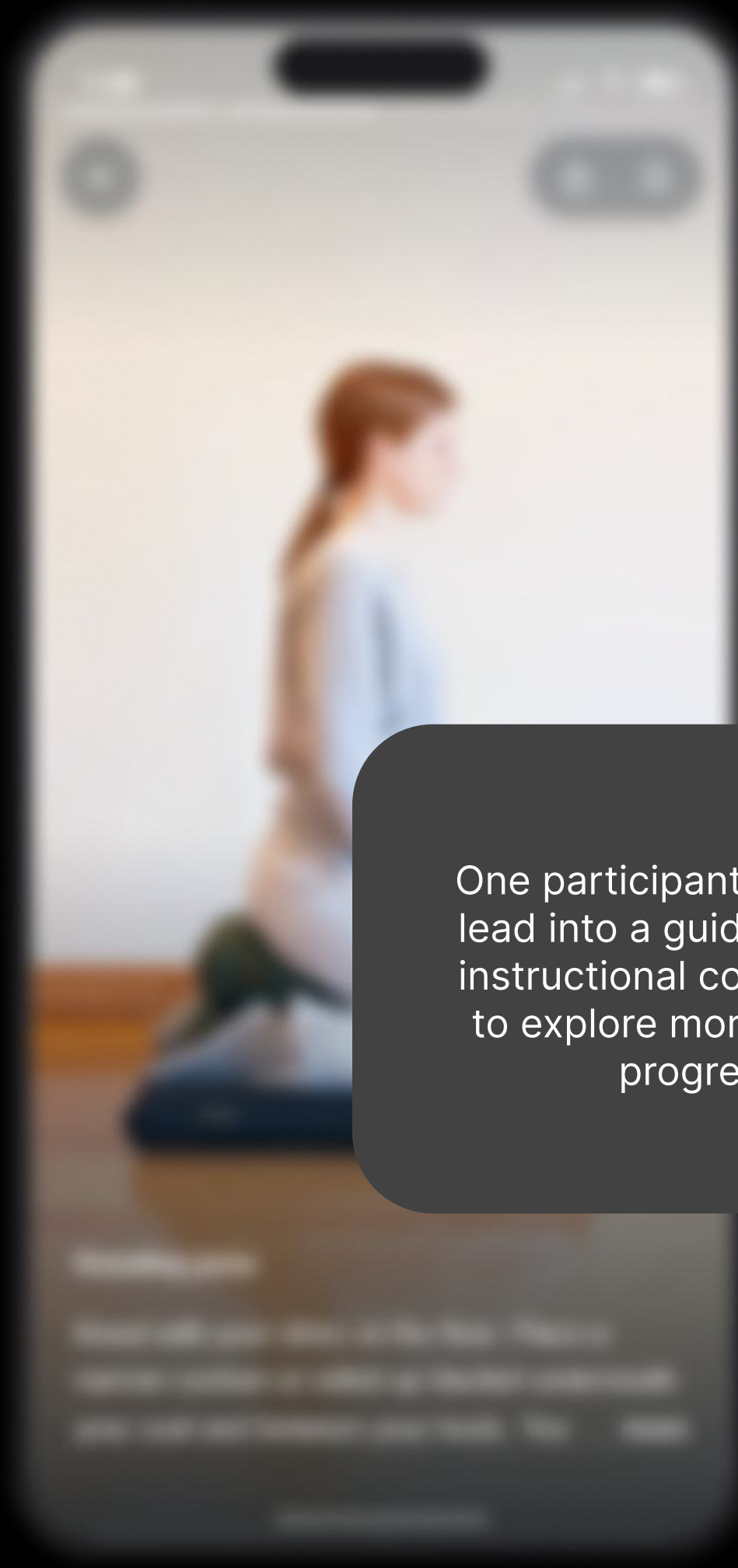
"There was a 'timer' on the left, and I'm not sure why there's a timer."

"Oh, it's a reminder feature."

Explore Opportunities for More Active Participation Within Actions

Throughout testing, users understood how to consume content but often struggled to understand how Actions fit into their broader wellness journey. Many **expected Actions to provide more opportunities for participation, accountability, or progress tracking.**

Exploring ways to better connect learning experiences with actionable behaviors and visible progress may help reinforce the value of engagement features while creating a more meaningful end-to-end experience.



One participant expected **[this gallery activity]** to lead into a guided meditation activity rather than instructional content, highlighting an opportunity to explore more participation, accountability, or progress-oriented experiences.

Thank You!