

Mirror

Usability Testing Results

Overview

- Three Participants, two Female, one Male.
- All three participants are online shoppers, ages between 28-36 years old.
- One test was conducted in person and the other two tests were conducted by phone calls and screen sharing.
- Participants were asked to narrate step-by-step their process going through each task and why they chose them.
- **NOTE-** As some of the hi-fidelity designs are being reworked, they were not ready for prototyping. I had to show my participants stand-alone art boards, but explain that they weren't functional yet.

The Tasks

- Purchase a Men's white T-Shirt on Sale
- Purchase a black, medium-sized Women's dress.

User 1- Testing Summary

- Completion time – **17 minutes**
- Prior to the tasks, User 1 said that the overall website was **clean, simple, and straightforward**. The first thing she noticed about the home page was the logo because it looks like a piece of clothing.
- Post task, she rated the prototype **5 out of 5** in terms of clarity and accessibility.
- User 1 suggests cutting or shortening some of the website content because she didn't like constantly scrolling down the website.
- User 1 primarily used the navigation bar and filters to locate the task items. She says that she only uses the navigation bar to search if she's unfamiliar with the website.
- User 1 thought the filters and drop-down menus were very thorough and useful for both tasks.

- User 1 suggested emphasizing occasions and seasonal clothes more. Looking for clothes pertaining to a particular occasion (such as a formal dress for a party) determines her search.
- She also said the social media section on the homepage should be reduced so the homepage wouldn't look so spread out.

User 2- Testing Summary

- Completion time – **20 minutes**
- Prior to the tasks, User 2 said that website looked **neat, uncomplicated, and pretty standard** of an online shopping website. The first thing she noticed about the home page was the hero image advertising the new collections.
- Post task, she rated the prototype **4 out of 5** in terms of clarity and accessible because she said that the content and overall format works, but some elements should be reorganized.
- Like User 1, User 2 only used the navigation bar and filters in the main category pages to navigate the prototype and locate the task items.
- User 2 had a lot of general layout suggestions:
 - Discount codes and shipping cost should be listed in the Payment option for Checkout, so shoppers have a clear breakdown before confirming payment.
 - Homepage is too long and too much scrolling – Cut or condense material.
 - There should be a discount filter specifically for the main clothing category page, so users can automatically filter what is available on sale or not.
 - Banner or pop-up for new customer sign up should be incorporated for every page to entice new visitors to create an account aka more stand-out advertising.

- For the product pages, condense it further by making the review section a drop-down option. So it is optional for users to check out reviews or not
- Reduce suggestions and filter categories that seemed redundant to what's offered in the navigation bar. Ex. Delete filters for clearance and online filters in the main category pages because she thought they were the same as Sale and Collections categories.
- Keep in mind filtering clothes based of brands or licensing.

User 3- Testing Summary

- Completion time – **14 Minutes (only completed Dress Task)**
- Prior to the tasks, User 1 said that the overall website was **clear, organized, and very blue**. The first thing he noticed about the home page was the hero image and the sales banner because the banner was at the top and the hero image is the first image he saw.
- Post task, he rated the prototype **4 out of 5** in terms of clarity and accessibility.
- User 3 suggests minimizing the size of the images because they make the website look too spaced out.
- Like the previous users, User 3 only used the navigation bar and filters to locate the task items.
- User 3 thought the filters and drop-down menus were very clear and useful, however due to some technical issues he ran into some snags with the filters freezing as they dropped down on the page.
- User 3 also suggested a filter by size option should be included.

Overall Summary

- The first two users were able to fully complete the two tasks with no specific confusion or errors. The third user ran into some filter and navigation errors that were mainly from connectivity issues.
- All three users think the prototype is clean, clear, and very straightforward, but there are some page elements that should be cut or condensed for easier readability.

- The users generally had no problem navigating the filters and checkout options. They switched between using page filters and the navigation bar to complete their tasks.
- They all liked the filter options and appreciated the reviews feature in the product page.
- Their reaction to the homepage was interesting because they more or less ignored half of the content. They skipped over the search bar and everything below the navigation bar because they both didn't like scrolling through so many options and features.

What I would prioritize for future testing

- Condensing content by minimizing spacing, shrinking images, and decreasing text size, aka resizing and rescaling.
- Fix freezing error with the drop down filters.
- Double check alignment of pages and overall consistency.
- Double check any content or design redundancies.