

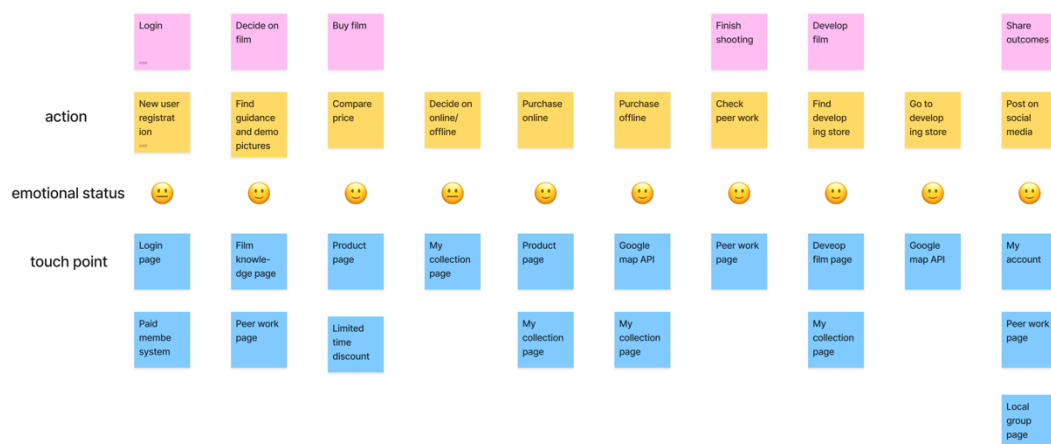
Assignment 4
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After having a basic grasp of the consumer and platform functionality last week, this week I improved the platform functionality by incorporating feedback from my target consumers and redrawing the map of the future journey map and future story map within the site.



Future story map

Combining with the story map, users' journey in my website is largely illustrated in the future journey map.



Future journey map

At the same time, I reflected on the business model of the website. I have found that secondary features such as social are not effective in attracting consumers to buy paid memberships; only intuitive price offers can bring attraction. At the same time, most film consumers say they tend to have a long-term, stable buying relationship with the same film store, meaning that initial exposure to the consumer is important. I think this is something that can be used to convince film stores to offer discounted prices for my website in exchange for a more favorable display position. Not only that, but I also found that a single monthly membership purchase model was likely to leave the site in the red, as most consumers indicated that they would likely buy enough film in bulk the month they purchased the membership to not have to open it for the next few months. To address this, I decided to offer quarterly/annual memberships at a more favorable price to encourage long-term spending.

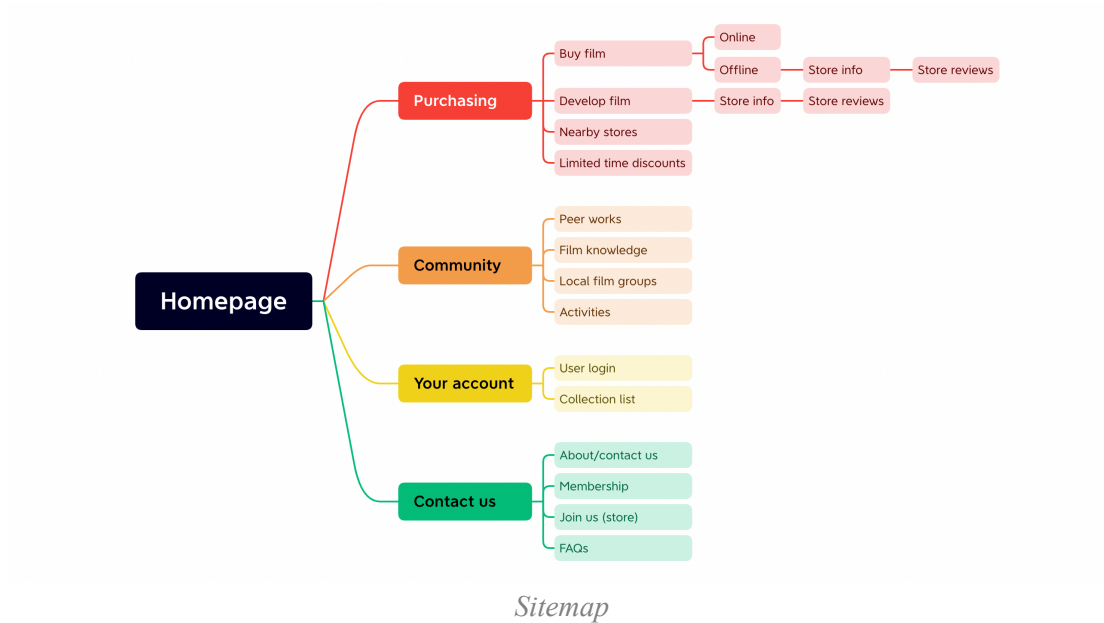
In addition to this, I have redesigned the web functionality. Added the limited time specials area that photographers expect, and re-divided film purchases into two branches, online and offline. All the modified functions are shown as cards. Then I invited 2 target customers to help me with cards sorting. The result is slightly different from what I expected, correcting some of my wrong belief.

For example, at first I expected the function of buying and developing film are separated, but all the users tended to classify them into one large category.



Card sorting result

With the card sorting result, I further created a sitemap as the skeleton my website. When building the sitemap, I realized that some of the web page features have the problem of being hidden too deep. For example, when consumers needed to check the store's reviews on film purchase and development separately, they needed to jump between the two pages repeatedly. Also, although peer works, local film groups and activities are all branches of the community function, local film groups and activities can be combined and displayed on the same page to avoid duplicate operations.



Using the sitemap and card sorting result as reference, I created a prototype of my website. And the link is shared below.



Link to my Figma Prototype:

<https://www.figma.com/proto/U3TiksthmhcaPwHNgva42F/Demo?page-id=0%3A1&node-id=1%3A2&viewport=425%2C199%2C0.19&scaling=min-zoom&starting-point-node-id=1%3A2>

Then, I invited 5 target users as my volunteers to conduct the usability test.

USABILITY TEST PLAN DASHBOARD

PRODUCT UNDER TEST

Film in HK website

Aiming to provide a comprehensive collection of film resource in Hong Kong.

TEST DESIGN

Volunteer: 5

Participation: Online (Zoom) & Offline

TEST OBJECTIVES

(1) Test whether the website function is reasonable.

(2) Test the ease of use of the website.

(3) Identify existing functional bugs.

(4) Check whether the user can complete the entire operation process within the website and test whether the process is smooth.

(5) Find more inspiration.

TEST TASKS

(1) Place an online order for a roll of film.

(2) Buy the most discounted film in the limited time discount section.

(3) Bookmark a film store and find it in your collection.

(4) Find the local film enthusiast networking group and check out the latest events.

PROCEDURE

(1) Welcome session

(2) Introduction of the website

(3) Usability test

(4) Post-test interview

TEST OPERATOR

SONG, Yuchen

Task designer,
Test operator,
Interviewer

Usability planning dashboard

The process and analysis of the test is presented as follows.

Usability test of film in Hong Kong

Participants	Occupation	Film consumption
1	Film photographer	30-80/month
2	Film photographer	10-20/month
3	Film photographer	10/month
4	Film enthusiast	3/month
5	Film enthusiast	3-4/month

Test setup, Tasks, and post-test interview

1. Introduction

This is a collective platform of local film buying, processing and store recommendation services in Hong Kong, as well as an opportunity for photographers and film enthusiasts to post their work and find inspiration. Users can complete the whole process from film purchase, film development to work exchange and sharing within the platform.

2. Tasks

- Place an online order for a roll of film.
- Buy the most discounted film in the limited time discount section.
- Bookmark a film store and find it in your collection.
- Find the local film enthusiast networking group and check out the latest events.
- Choose to pay to become an annual member.

3. Post-test questions

- Please rate the overall process: 5 as very satisfied, 1 as very dissatisfied.
- What difficulties did you encounter in the process?
- How do you think the page can be improved?

4. Summary of task completion

4.1 Completion of task 1

Participants	Success or failure	Time	Difficulties reported
1	Success	Less than 1 minute	None
2	Success	Less than 1 minute	None
3	Success	Less than 1 minute	None
4	Success	Less than 1 minute	None
5	Success	Less than 1 minute	None

Analysis:

5/5 participants completed Task 1 within one minute, indicating a clear path set to complete the required operations. Also no one of them expressed confusion in this operation, so the logic of the online purchase part can be basically presumed to be reasonable.

4.2 Completion of task 2

Participants	Success or failure	Time	Difficulties reported
1	Success	Less than 1 minute	None
2	Success	Less than 1 minute	None
3	Failure	/	Price or discount?
4	Success	1 minute	None
5	Success	Less than 1 minute	None

Analysis:

In the Task 2 test, almost all participants completed the operation, which showed that the limited-time discount interface design was basically reasonable. However, participant 3 indicated that since she more often decided whether to purchase film by price, she tended to observe the price rather than the discount rate. She also suggested adding two options to the page, sorting by discount rate and sorting by price, to respond to different consumers' demands.

Future fixes to be made:

- Add the function of sorting by price.
- Add the function of sorting by discount rate.

4.3 Completion of task 3

Participants	Success or failure	Time	Difficulties
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			reported
1	Success	1 minute	None
2	Success	Less than 1 minute	None
3	Success	Less than 1 minute	None
4	Success	About 2 minute	Main page?
5	Success	Less than 1 minute	None

Analysis:

During the execution of Task 3, the participants all completed it, but Participant 1 and Participant 4 showed varying degrees of confusion. Participant 1 says that the reminder should not be displayed in a separated page, because he has to click “back” to add another store to favorites. He believes the in-page reminder would be a better option. And participant 4 chose to go back to main page and click “my favorites” as she thought that’s the best route. And this indicates that two different paths may lead to confusion to some extent.

Future fixes to be made:

- Change the reminder to in-page mode.

4.4 Completion of task 4

Participants	Success or failure	Time	Difficulties reported
1	Success	Less than 1 minute	None
2	Success	Less than 1 minute	None
3	Success	Less than 1 minute	None
4	Success	Less than 1 minute	None
5	Success	Less than 1 minute	None

Analysis:

5/5 participants completed Task 4 within one minute, indicating a clear path set to complete the required operations. Also no one of them expressed confusion in this operation, so the logic of the online purchase part can be basically presumed to be reasonable.

4.5 Completion of task 5

Participants	Success or failure	Time	Difficulties reported
1	Success	Less than 1 minute	None
2	Success	Less than 1 minute	None
3	Success	Less than 1 minute	More differentiated
4	Success	Less than 1 minute	None
5	Success	Less than 1 minute	None

Analysis:

The test of Task 5 also went very well, and all participants entered the membership interface through the Membership option on the homepage without any problems, which means that the web path was built reasonably well. But at the same time, participant 3 suggested that perhaps more differentiation, such as color, could be added to the purchase screen for monthly and annual memberships to make it easier to identify them.

Future fixes to be made:

- More differentiated member purchase interface

Summary and Analysis

In all five tasks, participants' completion rates are shown in the table below.

Task	1	2	3	4	5
completion rates	100%	80%	100%	100%	100%

Of the five tasks, four had a 100% completion rate and one had an 80% completion rate. This means that the site's functionality is built, and the pathfinding is basically in line with the logic of the user's mind.

However, at the same time, there are also some problems exposed. For example, multiple paths for the same destination may cause user annoyance, as well as differentiation between highly similar content. In conjunction with the problems exposed, I conducted in-depth post-test interviews with Participant 3. And combined with her feedback, the following modification directions were derived.

Feedback:

- There are some overlaps between the function of “buy film”, “develop film”, and “nearby stores”
- The top sellers in film on the home page should be combined with limited-time discounts to showcase the best-selling and heavily discounted items.
- An additional store rating feature will help with store filtering.
- Add the function of collecting film, so that one can wait until the future when there is a discount to buy.
- Adding a link to Google Maps in the store details can help to better select the right store for us.

Future modification:

- Redistribute the functions of buying film, developing film and nearby stores.
- Show discount rate in the “Top sellers in film”.
- Add rating function in the store interface.
- Add the function of collecting film, and show the discount rate in the shopping cart.
- Combine Google Map to provide more details of the store.