**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.

1. 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.

1. 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?

1. Summary of task completion
   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.

* 1. 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.
  1. Completion of task 3

|  |  |  |  |
| --- | --- | --- | --- |
| **Participants** | **Success or failure** | **Time** | **Difficulties 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.
  1. 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.

* 1. 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.