**Usability test & ab test of Film in HK**

|  |  |  |
| --- | --- | --- |
| **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 |

**A second-time usability test**

After setting up a high-fidelity prototype using HTML, CSS, JS, Python Flask (SQLite will be added in the future), I invited the previous 5 volunteers again to conduct the usability test, to find out whether this website has been improved or not.

1. **Tasks**

* Place an online order for a roll of film.
* Bookmark a film store and find it in your collection.
* Register for the latest photograph event.
* Find the limited time free-trial membership.
* 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?
* Do you think the new version of the website has improved compared to the previous one? What other parts could be improved?

1. **Summary of task completion**
2. Completion of task 1 -- Place an online order for a roll of film.

|  |  |  |  |
| --- | --- | --- | --- |
| **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. However, one user suggested that after clicking on the purchase button, she expected to jump to a third party's website to make the purchase. The purchase page that appeared within the website page exceeded her expectations but was acceptable.

Future fixes to be made:

* Refine the in-page purchasing page and make it look more natural.

1. Completion of task 2 -- Bookmark a film store and find it in your collection.

|  |  |  |  |
| --- | --- | --- | --- |
| **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:

All 5 participants completed task 2 and reported that it was easy to find. And one photographer said she hopes to see a map that show the location in the stores’ box/page, which is a good suggestion that I will consider in future improvement.

Future fixes to be made:

* Include the store’s map inside the store box/page.

1. Completion of task 3 -- Register for the latest photograph event.

|  |  |  |  |
| --- | --- | --- | --- |
| **Participants** | **Success or failure** | **Time** | **Difficulties reported** |
| 1 | Success | Less than 1 minute | None |
| 2 | Success | Less than 1 minute | None |
| 3 | Success | 2 minutes | Hard to find |
| 4 | Success | 1 minute | Use a form |
| 5 | Success | Less than 1 minute | None |

Analysis:

Although all the volunteers succeed in this task, some of them used longer time to find the right place. Participant 3 reported that he still wanted to use the navigation bar to find this information, since the navigation bar consists of most of my website’s functions. But I put the activity part down in the page because it is less important and is a random activity. Participant 4 suggested that, instead of leaving the email address for users to send email, it might be better that I create a form inside the website so that people can fill in their information. I think it’s a good suggestion.

Future fixes to be made:

* Replace current registration with an interactive form.

1. Completion of task 4 -- Find the limited time free-trial membership.

|  |  |  |  |
| --- | --- | --- | --- |
| **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:

All 5 people quickly finished this part and thought it was easy enough to find, since it is the banner of the page. And the good news was that some of them said that this free trial will increase their chance to consider buying membership.

1. Completion of task 5 -- Choose to pay to become an annual member.

|  |  |  |  |
| --- | --- | --- | --- |
| **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 reported that the path to pay for membership was quite clear: membership—annual membership—payment.

**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% | 100% | 100% | 100% | 100% |

Compared to the last usability test, the completion rate of all 5 tasks was 100% this time, indicating that my website further fixed and solved the problems that existed in the past compared to the Prototype created with Figma.

However, at the same time, there are also some problems exposed. If I use the navigation bar to guide to nearly most of the functions, then some that are not included in the navigation bar will be hard to find, since it breaks users’ mindset (the activity registration). What’s more, some unnecessary labor can reduce the user's motivation to use the site and participate in activities, so it is best to minimize the user's labor. (the activity registration). Finally, some participants think it’s too complex to separate “My account” and “My favorite” in the navigation area, and I will fix it in the next version.

Future modification:

* Refine the in-page purchasing page and make it look more natural.
* Include the store’s map inside the store box/page.
* Replace current registration with an interactive form.
* Redesign the “My account” and “My favorite” section.

**A/B test:**

Since membership is the most profitable part of the site, my A/B test also focused on investigating users' willingness to purchase membership. In the initial version, I set up a banner with a limited time free membership notice to inform users of the current membership offer in the hope of driving more users to the membership page. And in the variant 1 I deleted this banner, trying to see the difference.

图形用户界面, 网站

描述已自动生成图形用户界面, 网站

描述已自动生成

Since it will take Google Optimizer 2 weeks to return the A/B test result, I cannot provide the result of A/B test now. But I will make corresponding modification once I receive the result.