3 barre

home

Homme

Femme

enfant

loupe

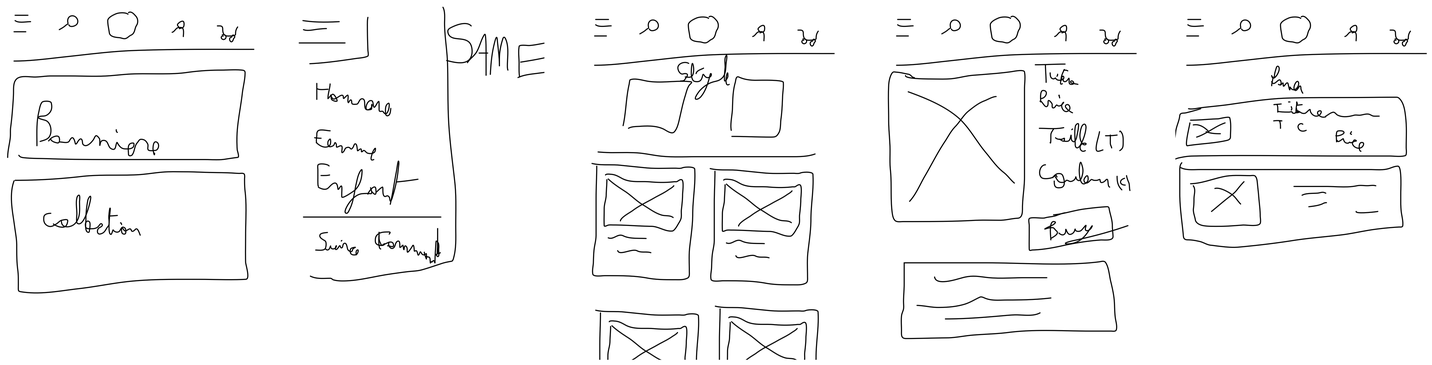
logo

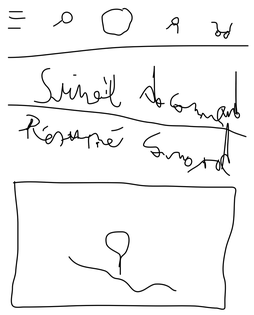
aboute > image plus texte

retour

connection=
logo bonhomme

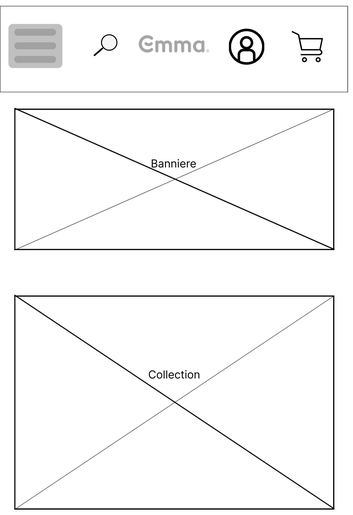
panier

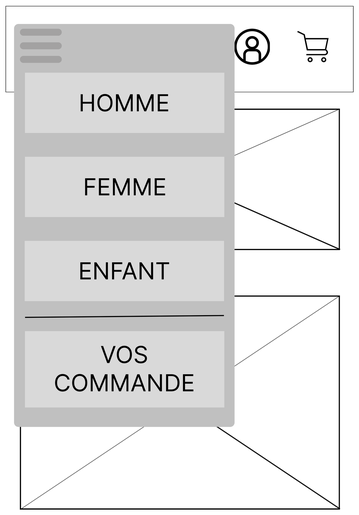


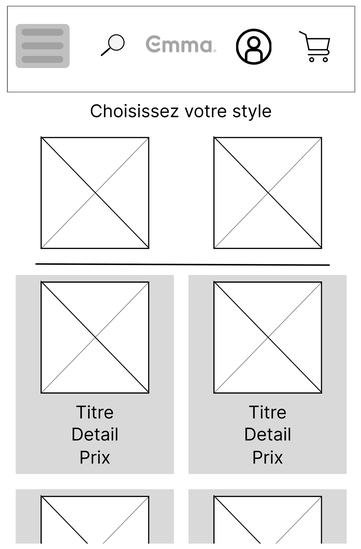


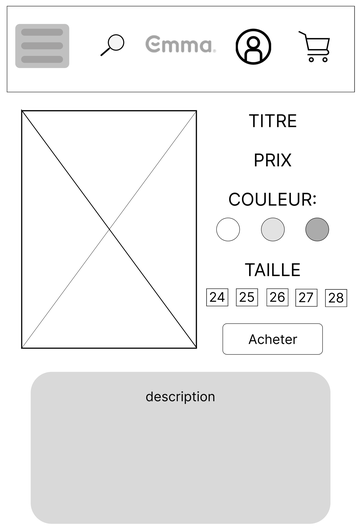
Principaux Apprentissages de la Phase de Prototypage :

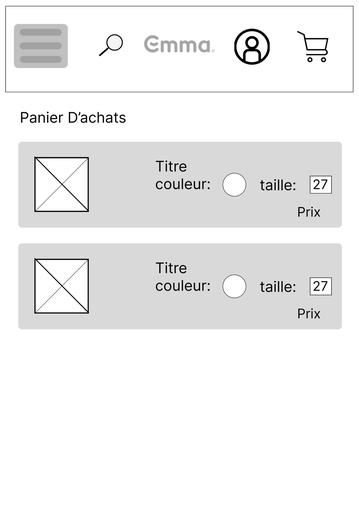
1. Validation de la Solution Choisie : Le prototypage a permis de concrétiser la solution choisie pour améliorer le processus de commande de maillots de bain pour Elsa. En testant le prototype, nous avons pu valider son efficacité pour répondre aux besoins des utilisateurs.
2. Identification des Points Forts et des Faiblesses : Le processus de prototypage a mis en lumière les points forts et les faiblesses de la solution, permettant ainsi d'apporter des ajustements et des améliorations nécessaires avant sa mise en œuvre complète.
3. Feedback Utilisateur : Les tests utilisateurs ont fourni des retours précieux sur l'expérience utilisateur avec le prototype. Ces commentaires ont aidé à affiner l'interface et à optimiser le flux de commande pour une meilleure convivialité.
4. Clarification des Fonctionnalités Essentielles : Le prototype a permis de clarifier les fonctionnalités essentielles nécessaires pour fournir une expérience de commande fluide et intuitive aux clients d'Elsa. Cela a aidé à prioriser les efforts de développement.
5. Amélioration Continue : La phase de prototypage a souligné l'importance de l'itération et de l'amélioration continue dans le processus de conception. Les leçons apprises ont été intégrées pour affiner davantage la solution et garantir sa pertinence et son efficacité.











Suivis de commande

resumé de la commande

Testing Protocol Script:
Title: Testing Protocol for Prototype of Swimwear Ordering System
Scope of the Test: This test aims to evaluate the usability and functionality of the prototype for a swimwear ordering system developed for Elsa's business. The test will focus on assessing the user experience from browsing products to completing a purchase and tracking the order.
Participants: We will recruit 5 users who represent the target audience of Elsa's swimwear business. Participants should be individuals interested in purchasing swimwear online.
Objectives:
1. Assess the ease of navigation through the prototype.
2. Evaluate the effectiveness of product selection and customization options.
3. Determine the clarity of the checkout process and order tracking feature.
4. Identify any usability issues or areas for improvement in the prototype.
Metrics:
1. Time taken to complete the ordering process.
2. Number of clicks required to navigate through different sections of the prototype.
3. User satisfaction ratings based on post-test questionnaire (Likert scale: 1-5).
4. Observations of user interactions and feedback during the test.
Steps and Instructions:
1. Introduction:
   - Welcome the user and provide a brief overview of the testing process.
   - Explain that their feedback will help improve the user experience of the platform.
2. Task Instructions:
   - Instruct the user to navigate through the prototype as they would when ordering swimwear online.
   - Encourage the user to think aloud and express any thoughts, opinions, or difficulties they encounter during the test.
3. Sample Order Task:
   - Ask the user to complete a sample order, including:
     - Selecting a product.
     - Customizing it (choosing size, color, etc.).
     - Adding it to the cart.
     - Proceeding to checkout.
4. Order Tracking Task:
   - Once the order is placed, instruct the user to explore the order tracking feature using the provided Google Maps integration.
5. Post-Test Questionnaire:
   - After the test, ask the user to complete a post-test questionnaire to provide feedback on their experience.
   - The questionnaire should include questions related to ease of use, clarity of instructions, satisfaction with the ordering process, etc.
Conclusion: Thank the user for their participation and feedback. Assure them that their input is valuable and will contribute to improving the swimwear ordering system.

Key Learnings from User Testing:
1. Navigation Efficiency:
   - Users found the navigation through the prototype to be intuitive overall.
   - Majority of participants were able to locate desired products without difficulty.
   - Iteration Suggestion: Consider adding a search bar feature for users to quickly find specific products.
2. Customization Process:
   - Users appreciated the customization options available for selecting size, color, and other preferences.
   - Some participants suggested clearer visual indicators for selected customization options.
   - Iteration Suggestion: Enhance visual cues or provide tooltips to improve clarity during the customization process.
3. Checkout Experience:
   - Most users found the checkout process straightforward and easy to follow.
   - A few participants encountered minor issues with the checkout button placement, leading to accidental clicks.
   - Iteration Suggestion: Optimize checkout button placement to minimize accidental clicks and streamline the process.
4. Order Tracking Feature:
   - Users expressed positive feedback regarding the order tracking feature integrated with Google Maps.
   - However, a couple of participants experienced delays in loading the tracking information.
   - Iteration Suggestion: Optimize the performance of the order tracking feature to ensure seamless user experience.
5. Post-Test Questionnaire Results:
   - Overall satisfaction with the prototype was high, with the majority of users rating their experience positively.
   - Users appreciated the user-friendly interface and the convenience of the ordering process.
   - Iteration Suggestion: Further refine user interface elements based on feedback to enhance overall satisfaction and usability.
Iteration Suggestions for Next Version:
1. Enhanced Search Functionality:
   - Implement a robust search feature allowing users to search for products by keywords, categories, or attributes.
2. Improved Visual Feedback:
   - Enhance visual feedback during the customization process to ensure users are clear about their selections.
3. Optimized Performance:
   - Focus on optimizing the performance of all features, including order tracking, to minimize loading times and ensure a seamless user experience.
Conclusion: Based on the key learnings from user testing, implementing the suggested iterations will further refine the prototype and enhance its usability for users. These improvements will contribute to a more efficient and satisfying swimwear ordering experience for customers of Elsa's business.