LANCE & LEAF

User Testing

Allie Thibault
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User Testing Goals & Objectives

The main objectives of this evaluation are to assess the level of usability of the Lance & Leaf ecommerce experience, gain feedback on the overall visual design of the site, and identify any areas for improvement that would make the Lace & Leaf shopping experience more compelling, leading to a higher purchase volume for the business.

Through assessing the current prototypes with representative users and asking targeted questions, the user experience of the website can be assessed and data analyzed to drive modifications that ensure that the user workflow aligns with customer expectations and is as frictionless as possible.

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User Testing Approach

An online feedback survey was developed and distributed to ten different individuals for assessment of the Lance & Leaf prototype. This survey was split into three different segments:

1. Preemptive questions about the user before accessing the prototype, used to gauge the user's experience
2. Questions related to the completion of specific tasks, used to determine the usability and adequacy of different focused site elements
3. Assessment of the prototype as a whole, consisting of Likert questions of both positive and negative tone to gauge the overall user experience of the Lance & Leaf site

The survey that was developed covers a range of questions related to the objectives outlined above. Within the survey were questions on functionality, usability, overall aesthetics, and the users expectations of an ecommerce experience. The survey can be found in full on the following pages.

For consistency and for lower barrier of entry to providing input as a tester, the survey was designed with the assumption that the evaluator would not be present at the time of viewing the prototype, since it was known that not every user would be available to observe in person. Where possible, the evaluator would watch the users while they viewed the prototype, but as this was not always the case, the questions in the online survey were tailored towards questions that might be asked during an in person assessment, including frequent transitions from survey to prototype during testing to ensure that feedback was captured for specific aspects of the prototype rather than the collection of generalized comments.

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First page of survey

Lance & Leaf - Prototype Assessment

Thank you for agreeing to review the prototype for my class project! Lance & Leaf is a fictional ecommerce site used to find and purchase house plants. Please complete the following questions, after which you will be provided a link to access the prototype and answer additional questions. The feedback that you provide will be anonymous and will be used to drive improvements in the project and for a final report and analysis.

1. What is your name (if you feel like it)?

2. What is your age?

3. What is your gender?

4. How likely are you to purchase house plants for yourself or a friend?
- ○ Very likely
- ○ Somewhat likely
- ○ Neutral
- ○ Somewhat unlikely
- ○ Very unlikely

5. Have you ever purchased a house plant online before?
- ○ Yes
- ○ No

5b. If so, what sites have you purchased house plants from?

6. How often do you shop online?
- ○ Almost never
- ○ Once every few months
- ○ Once or twice a month
- ○ Once a week
- ○ 2-5 times a week
- ○ 5+ times a week

7. What expectations do you have from an ecommerce website?

8. Do you have any ecommerce experience pet peeves?
- ○ Yes
- ○ No

8b. If so, what are they?

Type here…

Next

Access the prototype here:

https://ubvfr3.axshare.com - Where it says '100%' in the upper right corner, please change to 'scale to width'!

9. Before clicking anything, what are your initial thoughts on the home page?

> Type here...

10. Does this page have information and functions that you would expect of a home page?

○ Yes
○ No

10b. If not, why?

> Type here...

11. Navigate to the New Arrivals page. Were you able to complete this task?

○ Yes, very easily
○ Yes, somewhat easily
○ Yes, but with difficulty
○ No, I could not complete the task

12. Does this page have information and functions that you would expect of a category page?

○ Yes
○ No

12b. If not, why?

> Type here...

13. Select the Rattlesnake Calathea, view the information on the page, and add it to your cart. Were you able to complete this task?

○ Yes, very easily
○ Yes, somewhat easily
○ Yes, but with difficulty
○ No, I could not complete the task

14. Does this page have the information and functions you would expect for a product page?

○ Yes
○ No

14b. If not, why?

> Type here...

15. Navigate to your cart and execute the checkout process through to the confirmation page. Were you able to complete this task?

○ Yes, very easily
○ Yes, somewhat easily
○ Yes, but with difficulty
○ No, I could not complete the task

16. How does the checkout experience compare to other ecommerce sites that you have used in the past?

> Type here...

Back   Next

Overall Prototype Questions

Rate the following questions with how much you agree with the statement - 1 being strongly disagree, 5 being strongly agree.

17. I was able to complete the shopping process effectively.

(1) (2) (3) (4) (5)

Strongly
Disagree   Strongly Agree

18. Elements or functions of the site were confusing.

(1) (2) (3) (4) (5)

Strongly
Disagree   Strongly Agree

19. The site is visually compelling.

(1) (2) (3) (4) (5)

Strongly
Disagree   Strongly Agree

20. I would use this site in real life.

(1) (2) (3) (4) (5)

Strongly
Disagree   Strongly Agree

22. Feel free to elaborate on any of the questions above!
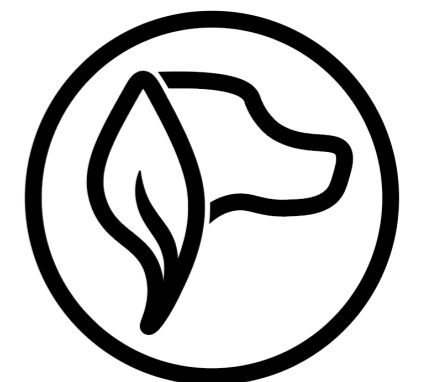
Type here...

Back   Submit

Practical & Ethical Issues

With any experimentation inevitably come practical and ethical hurdles that must be considered in the dissemination and execution of user testing. The following are some practical issues encountered for this user testing:

- Technical acumen and constraints of the users - In order to account for varying levels of technical acumen of users, an introductory email was sent to each individual with instructions on how to best view the prototype, including information on viewing it on a desktop or laptop computer. Regardless of these tips, several users did not have computers readily available to complete the assessment in the recommended way, and were observed to have issues with completing the testing based on limitations of the altered view of the prototype (e.g. scaling issues on mobile)
- Time constraints or focus levels of the users - the survey was kept to a short length with granular tasks in order to keep the user's attention.
- In person availability - As stated earlier, not every participant could be observed in person, so questions on the survey were tailored towards remote viewers of the survey, and in person observations made where possible.

In addition, ethical issues were considered for this testing, such as bias due to knowing evaluator personally or privacy concerns. These issues were overcome by allowing users to remain anonymous when providing feedback, specifying that data collected would be made anonymous for reporting purposes, emphasizing verbally that there was no pressure to complete the evaluation, and by repeating that all feedback is welcome feedback, including criticisms, as this information is the best to use for improvement of the design.

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Evaluation of Results

Out of the ten participants contacted, five completed the evaluation and review of the prototype. These users were mostly female (4 of 5 users) and between the ages of 26-32. They were also all well versed in completing ecommerce processes. In addition, a sixth user from the pool, a 56 year old male, was observed to access the survey from a tablet and have difficulty with using the prototype using the touch screen interface, causing him to abandon the testing effort. As the introductory email asked users to view the prototype using a computer, this difficulty was anticipated, and responsiveness of the design would be considered further if turning this prototype into a fully fledged website.

After reviewing user input on the submitted assessments, if they provided their name and there was a question on one of the pieces of feedback that they provided, verbal follow up was executed to learn more about that user's struggles. For example, participant 1 had an issue with completing the 'add to cart' task. After discussing, it was found that they had completed the task the correct way, but the state change of the cart from having 2 items to having 3 items went unnoticed by the user. After navigating to the cart, as there were other items in the cart already, the user did not know that the appearance of the third item was because they had selected it from the product page, and thought that it might have already been there.

The next two pages contain the full details of the responses provided by the participants that completed the usability evaluation of the Lance & Leaf prototype. Feedback received was overall very positive, with the majority of the participants completing all three of the individual tasks very easily.

Based on the participant responses, the following elements of the prototype should be improved upon for the next iteration:
- Information on the home page pertaining to the company and their goal
- Less text on the homepage overall
- Animating when an item was added to the cart to make it stand out more that there was a state change
- Smaller home page logo and banner
- Addition of more payment options than just a credit or debit card

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User #	2. What is your age?	3. What is your gender?	4. How likely are you to purchase house plants for yourself or a friend?	5. Have you ever purchased a house plant online before?	5b. If so, what sites have you purchased house plants from?	6. How often do you shop online?	7. What expectations do you have from an ecommerce website?
1	26	Female	Somewhat likely	No		Once or twice a month	Ease of access/options/clean
2	30	Male	Somewhat likely	No		Once or twice a month	1. A search bar on every page within obvious view. 2. The ability to easily add to cart and continue browsing. 3. Detailed information about the product on the product page within obvious view. 4. Payment options other than credit / debit card, such as PayPal.
3	28	Female	Somewhat likely	Yes	in-person purchases	Once or twice a month	
4	30 :(	female	Very likely	No		2-5 times a week	Easy to navigate and find what I am looking for. A design that matches the vibe of the company
5	32	Female	Very unlikely	No		2-5 times a week	Fluent search functions; ability to see how many items are in my cart; secure checkout; ability to filter through available goods.

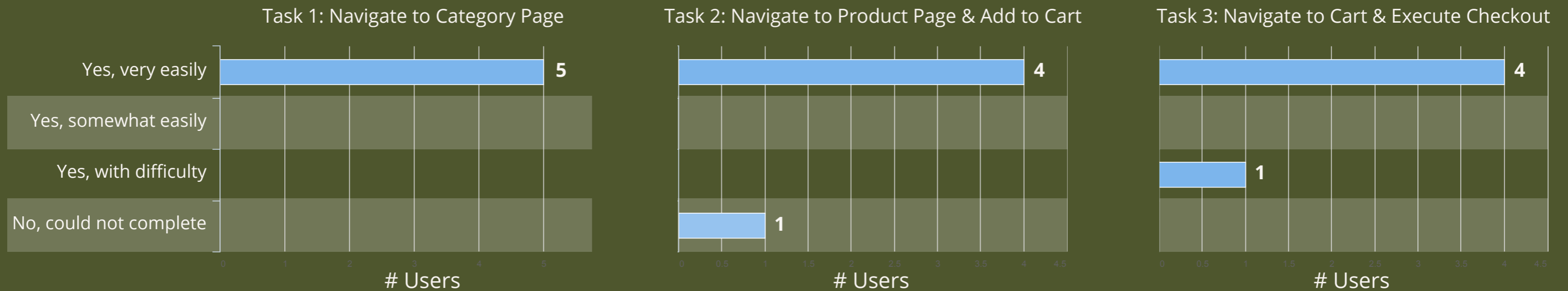| 8. Do you have any ecommerce experience pet peeves?	8b. If so, what are they?	9. Before clicking anything, what are your initial thoughts on the home page?	10. Does this page have information and functions that you would expect of a home page?	10b. If not, why?
Yes	Bad hyperlinks/outdated websites	Clean and colors are aesthetically pleasing	No	Maybe more about the company on the main page/ an about us/quick blurb on what the companies goal is
Yes	1. Websites which impose account registration requirements. 2. Websites which have the option to receive sales, new products, etc. notifications enabled by default when checking out. 3. Dysfunctional or nonfunctional form autofill recommendations (e.g. the user's browser is unable to recognize an "address" field is being asked for) 4. Websites which force the user to navigate to a new page when selecting the button to add the product to the cart	All of the things I need to navigate the site efficiently are on the home page: A button to "Shop", a search bar, and access to the shopping cart. I love the easily recognizable separation between pet friendly vs. non pet friendly options. I find it odd that the button to "discover" and the featured plants are on opposite ends of the home page.	Yes	
No		aesthetically pleasing to look at	Yes	
Yes	If there are a lot of pop ups, if there aren't good pictures of the thing I am looking to buy	There's a lot of boxes of text. I like the hierarchy of information, love a good quiz, I would've clicked on that. I like the logo design, the general layout makes sense to me. Also I like your little jokes throughout	Yes	
Yes	Pop ups and the need to click twice on an item to view its full information.	It looks earthy and friendly. Logo is absolutely gigantic, as is header, which takes up at least 1/3 of the page.	Yes	

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11. Navigate to the New Arrivals page. Were you able to complete this task?	12. Does this page have information and functions that you would expect of a category page?	12b. If not, why?	13. Select the Rattlesnake Calathea, view the information on the page, and add it to your cart. Were you able to complete this task?	14. Does this page have the information and functions you would expect for a product page?	14b. If not, why?	15. Navigate to your cart and execute the checkout process through to the confirmation page. Were you able to complete this task?	16. How does the checkout experience compare to other ecommerce sites that you have used in the past?
Yes, very easily	Yes		No, I could not complete the task	No	Could not add to cart	Yes, but with difficulty	Goes through the step by step process for checkout. Will not let you proceed until you complete first task
Yes, very easily	Yes		Yes, very easily	Yes		Yes, very easily	Great, because the option to check out as guest is easily accessible. Everything else worked as smoothly as I would expect it to. Cute dog at the end making it extra clear my order was received.
Yes, very easily	Yes		Yes, very easily	Yes		Yes, very easily	
Yes, very easily	Yes		Yes, very easily	Yes		Yes, very easily	It seems quick and simple. I like the minimalism of the checkout page
Yes, very easily	Yes		Yes, very easily	Yes		Yes, very easily	Very similar. Much cuter.

17. I was able to complete the shopping process effectively.	18. Elements or functions of the site were confusing.	19. The site is visually compelling.	20. I would use this site in real life.	22. Feel free to elaborate on any of the questions above!
4	3	5	4	
5	1	5	5	
5	1	5	5	
5	1	5	5	Great job Allie! I don't think it was confusing at all, just enough info and I think you did a good job with the pics. The pothos thing was funny
5	1	4	1	I wouldn't use this site in real life because I'm not a plant person, nor would I know what plants to bestow upon friends or family. That said, it's well executed and a nice design.

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Evaluation of Results - Key Findings

As seen in the bar graphs below, most of the participants were able to complete each of the three tasks very easily, while one user had difficulty with two of the tasks due to the same underlying cause.

Task 1: Navigate to Category Page

	# Users
Yes, very easily	5
Yes, somewhat easily	
Yes, with difficulty	
No, could not complete	

Task 2: Navigate to Product Page & Add to Cart

	# Users
Yes, very easily	4
Yes, somewhat easily	
Yes, with difficulty	
No, could not complete	1

Task 3: Navigate to Cart & Execute Checkout

	# Users
Yes, very easily	4
Yes, somewhat easily	
Yes, with difficulty	1
No, could not complete	

In addition, the following was captured from the Likert response questions, showing that while overall feedback was positive, there is still room for improvement.

I was able to complete the shopping process effectively

	# Users
Strongly disagree	
Disagree	
Neutral	
Agree	1
Strongly Agree	4

Elements or functions of the site were confusing

	# Users
Strongly disagree	4
Disagree	
Neutral	1
Agree	
Strongly Agree	

The site is visually compelling

	# Users
Strongly disagree	
Disagree	
Neutral	
Agree	1
Strongly Agree	4

I would use this site in real life

	# Users
Strongly disagree	1
Disagree	
Neutral	
Agree	1
Strongly Agree	3

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