

To Dr. Stewart Whittemore, Zhandria Siler
From Noman and Appraisia Edwards
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Subject A to Z Events Usability Test Evaluation

Introduction

We conducted a usability test to test the draft of A to Z Events' website. Although the website wasn't finished, we were able to gather relevant data from our participants. In testing, we aimed to see whether the user's needs of site navigation, design, and overall site performance were met. This test plan will evaluate results obtained in a usability test among 3 participants.
Updated Website Link - <https://wix.to/Bd4vYjv>

Test Methodology

We conducted our test using Think Aloud Protocol (TAP). Each participant used their own device to participate in the test via Zoom and consented to being recorded. The participant's ages ranged from 20 to 47, had some level of college education, used computers on a regular basis, had variable levels of experience with hosting events, and had not used an event service before but were open to the idea. Our pretest questions included the following:

1. How old are you?
2. What is your education level?
3. How often do you use computers – regularly, occasionally, rarely, or never?
3. Have you thrown a party for your family or friends?
 - a. What was the experience like?
5. How familiar are you with Event Service Companies?
 - a. Do you have any previous experience with using an events service?
 - b. How often do you use these services?

Testing included two scenarios with three to five tasks within each scenario.

Scenario 1

You are planning an event for your best friend. You live in Florida and you aren't able to make the preparations for her party in Alabama, so you search for event planners and coordinators in Alabama and stumble across A to Z Events website. You're interested in finding more information on the business and their services.

Tasks

- What services do A to Z Events offer?
 - What are the service categories?
- What is a decor service that A to Z Events offer?
- Please find information about the business owners

Scenario 2

You have decided to work with A to Z Events to plan a birthday party for your niece. You have most of the decorations covered, but you would like the event company to perform the following services:

- Find the venue
- Find the catering service
- Create an entry balloon arch with a theme of your choice

Tasks

- Book an event with A to Z Events

- How would you contact A to Z Events?
- Locate Event Description section of your desired event.

We concluded testing with a walk through of the mobile version of the site and received general feedback before asking the following post test questions.

- Can you describe your overall experience using the website?
- What kind of mood or feeling does the website's color scheme give you?
- Was it clear how to get started on the site?
- Did you understand the purpose of each page?
- Did you feel anything was missing from the site?
- Do you have any additional thoughts or comments regarding the website?
- On a scale of 1-10, how would you rate your experience

Evaluation and Results

This section of the report Since the website wasn't finished, we relied heavily on the TAP answers and participant feedback. Qualitative and quantitative data have revealed both strengths and areas of improvement for the website.

Strengths

The following client expectations are met:

- Users felt "calm" using the site
 - Describing the mood or feel of the site, one participant commented "It looks very organized. It's not very 'in my face' but I feel like that would make me overwhelmed. It's very nice and simple."
 - 2/3 users described the site as calm. The other user described the site as "relaxing."
- Ease of use
 - Clients feel the site was "mostly direct" and each user commented yes when asked was it clear how to get started on the site and understood the purpose of each page
 - Navigation-related tasks had a 100% completion rate
- Consistency
 - From page to page there's consistency throughout the site, in both desktop and mobile versions

Areas of Improvement

- Booking services form
 - 100% of users struggled when entering their phone number because the form field required the country code to be entered in front of the user's number. Usually when filling forms in the US, this number isn't required.
- Contact Information
 - Currently social media is the only form of contact information on the website
- Website mobile view
 - Circle photo frame carousel don't stop circulating once clicked

Recommendations

We recommend making the following updates to the site to improve its usability and design.

- Booking Page -
 - Either add a note detailing the need to enter the area code for users, or modify the form field to allow more flexible formats
 - Per user feedback, consider moving the primary contact information to the bottom of the form to allow users to fill out their event requirements first
- Home Page:
 - Contact information
 - Provide another source of contact, email and/or phone
 - According to users, they expect this information to be in the footer or on the About Us page
 - Website mobile view
 - Use the square photo frames as the circles don't stop rotation causing an error in the mobile version of the site
 - Move logo to the right to resolve clipping
- Services Page
 - Use expandable headers with photos
- About Us Page
 - Add an introduction to introduce the website and partners
 - Contact info
 - Add an email address alongside social links.