

User test scripts

Passion project

Photography blog

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ICT & Media Design
Semester 3

User tests for the wireframe

User test 1

Name: Mihnea Voinea

Age: 21

Occupation: Software student

- Can you find the gallery with my pictures?
 - Yes, I easily found them.
- Can you now choose a category within the gallery?
 - Yes, it is very clear, maybe make the picture frame smaller here, because on a big screen I cannot see the name unless I scroll.
- Can you select and buy a picture?
 - Yes, this was very easy.
- Do you think the shopping cart is necessary?
 - No, I do not.
- Can you find the "About" and "Contact Me" pages?
 - I did see the About on the main page but could not find the Contact because I forgot that I saw it on the navigation bar. I suggest having a link also on the main page.
- What do you think about the navigation on my website?
 - I think it is very clear.
- How easy is it to browse through different images in the gallery?
 - It was very easy, but I do recommend, if you plan to have more than 6 categories to add a search bar.
- Is it clear how to add multiple images to your cart at once?
 - It is but I do not think is necessary, for pictures websites I usually buy one at the time and if I need one more come back at the website later.
- How intuitive is the checkout process?
 - I think it is very intuitive.
- Can you find where to search for specific images or topics?
 - Yes, I easily found the page with categories.
- Is it easy to understand the pricing structure for the images?
 - Yes, the price per image is clear, although I recommend adding copyright usage, so I know what I can use the photo for.
- How would you rate the overall layout and organization of the website?
 - The layout is nice, clear, overall good.
- Can you find where to create an account or log in?
 - Yes, I can, but I am not interested to.
- Is it clear how to contact the photographer for custom requests?
 - After I found the contact page, which can be found easier, I saw that I can send you special requests. It is a nice feature.
- How would you describe the visual appeal of the website design?
 - It looks very good, for now it is a bit boring without colors and fonts. The structure and layout attract me, because I see the photos are the main thing on your website.

- Is there a clear way to filter or sort images within the gallery?
- I think this is a very good way to structure them, I love that you added a “browse all” button, as I also said, if you have more than this, a filter can be nice.

User test 2

Name: Bianca Cristea

Age: 28

Occupation: Software engineer

- Can you find the gallery with my pictures?
- Yes.
- Can you now choose a category within the gallery?
- Yes, I like that you also give the option to browse all the pictures.
- Can you select and buy a picture?
- Yes.
- Do you think the shopping cart is necessary?
- No, I do not think I need it.
- Can you find the "About" and "Contact Me" pages?
- I found the About, but the contact is not as a section on the main page, that would be nice.
- What do you think about the navigation on my website?
- I think it is clear and simple.
- How easy is it to browse through different images in the gallery?
- It is easy.
- Is it clear how to add multiple images to your cart at once?
- Yes.
- How intuitive is the checkout process?
- It is intuitive.
- Can you find where to search for specific images or topics?
- Yes, in the categories page.
- Is it easy to understand the pricing structure for the images?
- Yes, it is clear how much they cost, but I am missing the information about how I am allowed to use them.
- How would you rate the overall layout and organization of the website?
- 9/10
- Can you find where to create an account or log in?
- Yes, in the nav bar as it should be.
- Is it clear how to contact the photographer for custom requests?
- I understood that I can do that when I saw the form but had some trouble finding it.
- How would you describe the visual appeal of the website design?
- I think it looks nice, a simple and clear design that puts the pictures in the light.
- Is there a clear way to filter or sort images within the gallery?
- The categories page is a very good idea yes.

User test 3

Name: Alex Ivan

Age: 35

Occupation: Cyber security masters

- Can you find the gallery with my pictures?
 - I found it easy.
- Can you now choose a category within the gallery?
 - Yes, also found it easy.
- Can you select and buy a picture?
 - Yes.
- Do you think the shopping cart is necessary?
 - I don't know; I would not be sure to keep it.
- Can you find the "About" and "Contact Me" pages?
 - I found both with no problem.
- What do you think about the navigation on my website?
 - I think is very clear and simple to navigate.
- How easy is it to browse through different images in the gallery?
 - Very easy.
- Is it clear how to add multiple images to your cart at once?
 - Yes.
- How intuitive is the checkout process?
 - Very.
- Can you find where to search for specific images or topics?
 - Yes, I can, it is well placed.
- Is it easy to understand the pricing structure for the images?
 - I understand the costs, everything is fine.
- How would you rate the overall layout and organization of the website?
 - I would say good website, nice structure, clear navigation.
- Can you find where to create an account or log in?
 - Yes, it is in the nav bar.
- Is it clear how to contact the photographer for custom requests?
 - Yes.
- How would you describe the visual appeal of the website design?
 - I think is a nice-looking website.
- Is there a clear way to filter or sort images within the gallery?
 - Yes, the categories page.

User test 4

Name: Hanane Ezzikouri

Age:

Occupation: Teacher

- Can you find the gallery with my pictures?
 - Yes.
- Can you now choose a category within the gallery?
 - Yes, found the categories but a filter can be a nice feature to have so I don't t have to scroll through them.
- Can you select and buy a picture?
 - Yes.
- Do you think the shopping cart is necessary?
 - It is not necessarily but it can be nice to have.
- Can you find the "About" and "Contact Me" pages?
 - Yes.
- What do you think about the navigation on my website?
 - I think is very clear and simple to navigate.
- How easy is it to browse through different images in the gallery?
 - Easy.
- Is it clear how to add multiple images to your cart at once?
 - Yes.
- Is it easy to understand the pricing structure for the images?
 - The price is a bit hard too see, maybe can be more clear.
- Do you think is nice to have a log in feature?
 - Yes, you can add a feature where if I lose my photo I can get it back if I have an account.

User tests for the first prototype

Name: Stefana Leba

Age: 22

Occupation: Smart mobile student

- How would you describe the overall look and feel of the website?
 - I would say it looks very nice, I like the colors and how they don't distract me from the pictures.
- Can you easily navigate to different sections of the website? Which parts feel most intuitive?
 - I can easily navigate through your website.
- Try to find and select a specific category of photos. How was this experience?
 - I found the categories very easy. I like you have multiple ways to access the gallery.
- Navigate to the checkout process. Is there any step that seems unclear or confusing?
 - No, it is a clear process.
- Try to find information about image licensing or usage rights. How easy was it to locate this?
 - This was very easy, I am familiar with the info icon.
- Can you locate and use the browse function? How effective is it in finding specific images?
 - I found two options, to look at all pictures or to filter, I think both are good to have.
- Attempt to create an account. How smooth is this process?
 - I think is a textbook log in feature.
- Find the contact information for custom requests. Is it prominently displayed?
 - Yes, I found it on main and nav bar. I think it is very well placed. I would advice to keep the nav bar fixed, so I can see all options all the time.
- How do you feel about the color scheme and overall design aesthetics?
 - I think it looks very good and pretty.
- Is the pricing clearly displayed for each image? Is there anything unclear about the pricing structure?
 - For me it is very clear.
- Can you easily find information about the photographer or the website's mission?
 - Yes.
- Is it clear that you can either purchase or download photos and how can you use them if you do?
 - Yes, I understand this because of the icon buttons and extra info.
- Is there any feature you expected to see but couldn't find?
 - I cannot think of anything.
- How easy is it to return to the home page from any section of the website?
 - Was easy using the browser, I do not think a back button is needed here.
- Overall, how likely are you to recommend this website to someone looking to purchase/download photos?
 - I recommend, I would use it.

Name: Bianca Cristea

Age: 28

Occupation: Software engineer

- How would you describe the overall look and feel of the website?
 - The website has a clean and professional appearance.
- Can you easily navigate to different sections of the website? Which parts feel most intuitive?
 - Navigation is straightforward. The gallery and categories are particularly intuitive.
- Try to find and select a specific category of photos. How was this experience?
 - I found them very easy.
- Navigate to the checkout process. Is there any step that seems unclear or confusing?
 - The checkout process is straightforward and easy to follow. No confusing steps.
- Try to find information about image licensing or usage rights. How easy was it to locate this?
 - The info icon is a familiar and effective way to present this.
- Can you locate and use the browse function? How effective is it in finding specific images?
 - I can browse the pictures with multiples ways, I like that.
- Attempt to create an account. How smooth is this process?
 - The account creation process is standard and easy to use. No issues here.
- Find the contact information for custom requests. Is it prominently displayed?
 - Yes, good placement.
- How do you feel about the color scheme and overall design aesthetics?
 - The design is visually appealing and professional. It enhances the overall user experience.
- Is the pricing clearly displayed for each image? Is there anything unclear about the pricing structure?
 - Pricing is clear and easy to understand.
- Can you easily find information about the photographer or the website's mission?
 - Yes.
- Is it clear that you can either purchase or download photos and how can you use them if you do?
 - Yes.
- Is there any feature you expected to see but couldn't find?
 - No.
- How easy is it to return to the home page from any section of the website?
 - Is good that you have a home button, I would also add a go back feature.
- Overall, how likely are you to recommend this website to someone looking to purchase/download photos?
 - I would recommend, it looks good, and it is user-friendly.

Name: Elisa Mikhova

Age: 39

Occupation: Graphic designer

- How would you describe the overall look and feel of the website?
 - The aesthetic is minimalist. The restrained color palette allows the photography to take center stage, which is crucial for a portfolio site.
- Can you easily navigate to different sections of the website? Which parts feel most intuitive?
 - The navigation structure is logical and user-friendly. The gallery interface stands out as particularly intuitive, with its grid layout and clear categorization.
- Try to find and select a specific category of photos. How was this experience?
 - The category selection is well-implemented
- Navigate to the checkout process. Is there any step that seems unclear or confusing?
 - Each step is clearly delineated, reducing potential friction points.
- Try to find information about image licensing or usage rights. How easy was it to locate this?
 - The licensing information is accessible.
- Can you locate and use the browse function? How effective is it in finding specific images?
 - The browse functionality is good. The combination of a gallery views and filtering options combines well to different user preferences and search behaviors.
- Attempt to create an account. How smooth is this process?
 - The account creation process is efficient. I appreciate the minimal required fields, though I'd recommend implementing social sign-up options for even quicker solutions.
- Find the contact information for custom requests. Is it prominently displayed?
 - Contact information is readily available.
- How do you feel about the color scheme and overall design aesthetics?
 - The color palette is on-trend. The design strikes a good balance between contemporary aesthetics and timeless elements.
- Is the pricing clearly displayed for each image? Is there anything unclear about the pricing structure?
 - Pricing is transparent and well-presented.
- Can you easily find information about the photographer or the website's mission?
 - The 'About' section is visible.
- Is it clear that you can either purchase or download photos and how can you use them if you do?
 - The distinction between purchasing and downloading is clear. The iconography is effective, though I'd recommend A/B testing different visual cues to optimize user understanding.
- Is there any feature you expected to see but couldn't find?
 - I believe this website has all needed.
- How easy is it to return to the home page from any section of the website?

- Navigation back to the home page is straightforward. While the logo likely serves as a home button, adding a subtle home icon in the navigation could enhance usability.
- Overall, how likely are you to recommend this website to someone looking to purchase/download photos?
- I'd highly recommend this platform. Its user-centric design and clear functionality make it a strong contender in the digital photography marketplace.