

# Usability Testing: Visual Compositions

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While designing our prototype, we invited prospective users to role play to provide feedback on visual designs by interacting with HTML mock-ups. Our design team and Business Analyst conducted a face-to-face interview with the users and asked many questions to simulate possible tasks the user would perform when using the real application. To ensure unbiased feedback, the users interviewed were unfamiliar with the project requirements for the prototype.

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The following is a summary of the face to face interviews.

## **What do you expect to happen when selecting the URL? (Cal e store Application)**

- The users were successfully able to determine the URL would bring them to information about the login page.
- The user were sure that the link “Create a Profile” will help them to register to the Cal eStore.

## **What do you expect when you login to Cal eStore Application? (Authorized User)**

- Users understood and anticipated that they would be taken in to the Cal eStore home page so that they may order goods and services.

## **What do you expect to happen in the Home Page?**

- Users were expecting an option to browse the products by category or filter and then sort them as necessary.

## **What do you expect to happen when selecting the View All button?**

- The users assumed the icon represented searching for all the products available in the Cal eStore application.
- User were expecting a complete list of products and services to be displayed with filtering and sorting options.

## **What do you expect to happen when selecting the Product Image (Home Page)?**

- The users were expecting to see more information about the product, either details or a summarization.

## **What do you expect to happen when selecting the Product Details (Home Page, View Detail Option)?**

- The users were expecting to see more detailed specifications about the product or service.

**What do you expect to happen when clicking on the Compare button (Home Page, Detailed Page)?**

- The users were expecting the item to be marked for comparison.
- They were expecting an action completion message.
- They were expecting some indication on the home page regarding the current comparison bucket details.

**What do you expect to happen when selecting the Cart button (Home, Detail, and View All)?**

- The users were expecting the item to be added to the cart so that later they could check out.
- They were expecting an action completion message.
- They were expecting some indication on the home page regarding the current cart bucket details.

**What emotions come to mind when viewing the color palette of the Cal eStore?**

- The users associated the color palette with warmth, tropics, happiness, and fun.

## **Important Findings:**

Generally speaking, users seemed to think the HTML mock-ups presented a logical revelation of functionality with self-explanatory design and features. The lightweight and modern user interface design was perceived to be easily navigable and usable on multiple devices.