

Buy Me A Drink.com

User testing

Goals of the website, how we will measure this.

Quickly inform visitors to the website who we are.

We can do a 5 second test on users, where we will show the hero section of the website in a test for 5 seconds and see what the user can remember from the site.

Show how easy it is to sign up and go.

Ask test user a question about how to sign up and get going.

Easy ability to contact and express interest.

Ask test user to go to the contact section and fill out the form, we can also time this.

Test User 1

Name: Yondra

Age: 26

What do you remember about the hero section? What do you think the business does?

The Hero section was nice and colorful, I think the business is around meeting up with friends and family.

How do you use the service?

You can sign up and you can choose who you want to gift to and

Did they get to the form section and fill it out? If yes how long did it take?

No they didn't get to the form. Yondra managed to get to the contact page very quickly but then did not scroll down to see the form, and got stuck on the header section.

Test User 2

Name: Lisa

Age: 32

What do you remember about the hero section? What do you think the business does?

Online website to send alcoholic drinks to friends and family.

Can send any gifts/value of gifts to anyone.

How do you sign up?

Social media platforms.

Did they get to the form section and fill it out? If yes how long did it take?

Very quickly got to the right page, stuck a little at the hero section, but scrolled down quickly.

Thoughts

More interested now, didn't understand fully from the website, needs more content. Really liked the look of the website, but needs better and clearer content. Definitely more interested and should be explained better.

It seemed strange sending people a burger and beer but the cash value needs to be explained more. How do you sign up?? Better steps!!

Test User 3

Name: Leigh

Age:35

What do you remember about the hero section? What do you think the business does?

It is a business about giving drinks to friends and family.

How do you sign up?

Through social media.

Did they get to the form section and fill it out? If yes how long did it take?

Yes they did, very quickly got to the contact page, then scrolled down quickly also, no problems.

Other comments

Really liked the layout and look of the page. Found that he needed more explanation on what service the company provided. Though the layout was clear

Test User 4

Name: Ben

Age: 28

What do you remember about the hero section? What do you think the business does?

It is a business that lets you gift a drinks to friends and family.

How do you sign up?

Sign in by social media platforms, and then you can start gifting.

Did they get to the form section and fill it out? If yes how long did it take?

Yes straight away. Clicked to the right page and scrolled down to the form section.

Test User 5

Name: Katie

Age: 35

What do you remember about the hero section? What do you think the business does?

It is something about gifting alcohol to friends and family. Possibly organizing meetups with friends.

How do you sign up?

Seems like you can just log in through social media platforms.

Did they get to the form section and fill it out? If yes how long did it take?

Yes clicked to contact button in the Nav bar very quickly, went to the contact page, read the hero section copy and then scrolled down.

Test results

What did most users remember about the business after the 5 second showing?

The constant feedback was that the company is around gifting drinks or meeting up with friends and family.

What did users remember about the signup process?

Everyone recognised that you can sign in through social media platforms.

Did users get to the sign up page? Where there any issues with this?

Yes all got to the page very quickly, one user got 'stuck' for a little while on the top on the page, all other scrolled down to the form very quickly.

Client considerations

Possible change in the copy in the hero section-- Users did not relate the the fact that the company is a platform that allows user to gift the value of a drink to any user and anybody. Quickly and easy.

Possible change in the sign up copy -- Everyone understood that you can sign up via your social media platforms. But did not explain the rest of the journey, a change to the copy could make this easier to understand.

Contact form considerations -- All users navigated to the contact form within 30 seconds. With 4 out of the 5 within 10 seconds.