

Summary of the project

The Metal Pressions website (www.metalpressions.com) provides its users with a customisation experience while buying accessories for themselves or for their loved ones with a variety of options such as font, symbols, and charms. Our project aims to test the usability of the website's customisation system through task-based testing with participants. The objective of the study is to evaluate the level of user satisfaction and confidence with the customisation tool and as a result, their likelihood to return back for future purchases. The goals planned to be covered include the six usability goals defined by Preece, Rogers & Sharp (2019). The study intends to involve users in their twenties both in-person and online using Loop11 and Optimal Workshop tools to evaluate the data collected in the tests. Participants in both cases will complete one of two tasks on Optimal Workshop and then five tasks on Loop11. These tasks will have users sorting items, navigating screens, customising jewellery items on the website, and reflecting on the experiences. Online tests will be conducted between a facilitator and one participant, and will involve screen recording, audio recording, and optional video recording. In-person tasks will additionally include an observer, and participants will be provided with a device to perform the tests on. Participants will fill out a consent form, and may withdraw consent at any point and their data will be deleted. We will write a report detailing our findings in relation to the user experience during the customisation process. All recordings and identifying information will only be used internally and will be anonymised before use in the report.