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ufe

User Testing

<u>Protocols:</u>

I will need to explain to the user throughout my user testing interviews that they are not being assessed for their knowledge or ability to utilize a website, but rather that my website is being tested. The interviewee will be more willing to accept difficulty and let me know when something was challenging as a result. I will next go over what I want them to do while using the website navigational directions with them. This will entail explaining to them that when performing a task, they should be vocalizing all of their thoughts and temporary challenges.

As a result, it will be much simpler to identify the design's strong points and weak points.

After briefing the candidate on the requirements, I'll ask them to traverse my website using the five user stories that I've assigned to them as assignments. To determine how simple the user navigation is, I will ask each respondent to find a specific piece of information or navigate to a certain page. These are the duties that will be involved:

1. Please locate the dairy free menu item
2. Please find the party pack promotion
3. Please find directions on how to get to Happy Day Dessert Factory
4. Please find an online review for Happy Day Dessert Factory
5. Please find the hours of operation for Happy Day Dessert Factory
6. Please find the news article about Happy Day Dessert Factory being a black-owned business.

While the interviewee is navigating through the website, I will take notes along the way, noting occasions where there was hesitation, as well as times where they found ease. When they are done with all the tasks, I will ask them a few reflective questions on the experience overall.

The following questions are what I will be asking them.
1. How was the experience navigating through the page overall?
2. What did you like about the website?
3. What did you dislike, and are there any suggestions you have for how I can improve the page?

User 1- Devi - https://youtu.be/11zrnv3wwko

- When asked to Check the hours of operation for Happy Day Dessert Factory they went to contact and info and found it quickly
- When asked to find dairy free options in the menu that Happy Day Dessert Factory it took them a while but thy went to the right tab and found water-ice(maybe bold)
- When asked to Find directions to the nearest Happy Day Dessert Factory they found it quickly in the contact and info tab
- When asked to find the black owned business article, they went to contact info first then went to news and media and thought the video was the right place, but finally got to the article
- When asked to order online they did it quickly in the menu tab
- Seems straightforward overall
- Easy to navigate
- Not bombarded with info and is simplistic
- Not feeling the design of the home page
- The Nav bar could be better decorated
- The blue in what everyone saying is overbearing

User 2-Segi - https://youtu.be/_I2Hh-zU1w8

- When asked to Find the phone number for Happy Day Dessert Factory they went to contact and info and found it quickly
- When asked to see the online reviews of Happy Day Dessert Factory they went to news and media and found it quickly
- When asked to Find the email address for Happy Day Dessert Factory the found it quickly in the contact info tab
- When asked to order online they did it quickly in the menu tab
- When asked to find the party pack promotion for ordering 30 cookies online they found it pretty quickly in the promotions tab
- Everything was pretty quick to navigate
- Google maps addition was appreciated
- Suggested highlighting a button when hovered over

User 1 had a few suggestions starting with The Nav bar that could be better decorated. I am goingto fix this by adding a pill button padding to each navigation link. This way users can feel more secure when clicking and completes the overall feel of the website. Another was that The blue in what everyone saying is overbearing, so I changed it to match the other yellow and dark yellow hover buttons I added in. User 2 only suggested that highlighting a button when hovered over could help in the design of the website so I added hover in the css to make the nav button appear white and all others to be a darker shade. I also made the navigation tab you're on be visibly selected.

With More Time allocated to making this website, I would like to make the tab bars and accordions from jquery use a different library as the colors and formatting f both seem slightly off when compared to the rest of the page. I would also add a side navigation that pop up only when selected, instead of a top row for more user-friendliness.