Usability Report: Final project

Site:

Pacific Northwest X-Ray Inc.

URL: http://www2.pnwx.com/

ERIC AGYEMANG

Links to user adobe XD wireframes

Mobile: https://xd.adobe.com/view/23fc8323-d495-4370-ab6c-4f21845606d6-76af/?fullscreen&hints=off

Desktop: https://xd.adobe.com/view/d2818335-1e51-4403-8bf0-4568326e76a4-87d2/?fullscreen&hints=off

Links to user testing videos

Mobile: https://app.usertesting.com/v/9c5d2c88-5dc7-4bf0-a35f-5d679ef4dac4

Desktop: https://app.usertesting.com/v/527c168a-c04b-4a5c-aaeb-46608c810db2

Overview

This report discusses the results of one usability study conducted on usertesting.com. The usability study evaluated the current site Pacific Northwest X-Ray Inc., which is used as the baseline for my final project. Two tests were conducted, one for mobile version and the other for desktop version of the design.

The first participant for the study tested the desktop version and he was a male, 23 years of age, and he is from United States. His annual income is less than $ 19,999, and he is a full time student. He has advanced knowledge and expertise in web design, with no children. This participant completed the exercise on computer device, windows 10 64-bit OS using chrome web browser. He is on Facebook, Twitter, and LinkedIn.

The second participant for the study tested the mobile version of the design and she is a female, 27 years of age, and she is also from the United States. Her annual income ranges $20,000 - $39,999 and she is a full time student. She has an average knowledge in web design with no children. This participant completed the exercise on mobile device, android OS using Samsung, SM-N770F. She is also on Facebook, Twitter, LinkedIn, and Pinterest.

Measures and Results

Task 1:
The participants were asked to comment on the following: Looking over this page, what three words would you use to describe the LOOK and FEEL of the page?
Mobile participant: 1.Informative; each item is explained quite well 2. A bit busy; all the items need not be on the homepage 3. With a little bit of work it will look very modern
Desktop participant: 1. I want to say cluttered. All the things are stacked together in terms of how the items are separated. 2. The color scheme is very good. 3. The navigation links should have little boxes around them.

Task 2:

The participants were asked to comment on the following:

(Don't click on anything yet). Tell us what type of tasks do you think you could do on the Home page?

Mobile participant:

I can view my profile, I can see my shopping cart, I can search for an item on the page, I have several options to get information about radiology, I can add item to my card, options for payment cards.

Desktop participant:

You could go to the Equipment page, my account and the shopping cart to purchase an item, you can search something on the page, you can look at the different x-ray products in that directory and tools.

Task 3:

The participants were asked to comment on the following:

What are your general thoughts about the list of choices in the navigation across the top of the page?

Mobile participant:

The navigation looks very good. It gives me list of things I can easily navigate to all pages if am browsing on the website.

Desktop participant:

This part is very good, but separating them in its own different tab will be really good.

Task 4:

The participants were asked to comment on the following:

(Don't click on anything yet but just tell us what you expect to find). What do you expect to find if you click on the list of payment options provided at the bottom right corner of the Home page?

Mobile participant:
I expect to find information about the payment card authorities, privacy practices and how payment details are protected.

Desktop participant:

I expect to be taken to an area where I can put my card in.

Task 5:

The participants were asked to comment on the following:

(Go ahead and click on the payment options on the Home page.) How does this match what you expected to find?

Mobile participant:
It is not taking me to any page, I assume that it is just a picture to inform me about the list of payment options available for me which is fine.

Desktop participant:

Is not clickable and is fine.

Task 6:

The participants were asked to comment on the following:

Click on the "Equipment" on the Navigation bar on the Home page, and go to the Equipment page. Don't click on anything yet. What do you expect to find when you click on the LOGO provided at the top left corner of the Equipment Page? Just tell us what you expect to find.

Mobile participant:
I expect to be taken back to the home page.

Desktop participant:

I expect to go back to the home page.

Task 7:

The participants were asked to comment on the following:

(Go ahead and click on the LOGO options on the Equipment page.) How does this match what you expected to find?

Mobile participant:

It is taking me back to the home page and that exactly matches what I expect to find.

Desktop participant:
Pretty accurately to go back to the home page which matches what I expected.

Task 8:

The participants were asked to comment on the following:

How do you see the page layout/design and general organization of items on the "Equipment" page?

Mobile participant:
I think it can be organized better, to be subdivided into categories.

Desktop participant:

This looks very much better in terms of separation of the products, I love this. It is very helpful with the separation.

Task 9:

The participants were asked to comment on the following:

Click on the "Supplies" and go to the Supplies page. Don't click on anything yet. What do you expect to find when you click on the "Home > Supplies" provided on the page? Just tell us what you expect to find.

Mobile participant:

I think I would now go back to the home page if I clicked the "Home" link. I would go to the supplies page if I clicked on the "Supplies" link.

Desktop participant:

Supplies that a health center would find useful.

Task 10:

The participants were asked to comment on the following:

(Go ahead and click on the "Home > Supplies" option on the Supplies page.) How does this match what you expected to find?

Mobile participant:
As I expected, when I clicked on the "Home" button I went to the home page and similarly I went to the supplies page when I clicked the "Supplies" option

Desktop participant:

Yes, It matches my expectation of taken me back to the home page

Task 11:
The participants were asked to comment on the following:
URL Lunch: http://www.pnwx.com/

With the URL provided, looking over the pages in the original website, how easy are you able to navigate back and forth from one page to the other compared with the current pages being tested? Current pages URL provided : https://xd.adobe.com/view/efa966b7-3663-4274-ba4f-cb3767459bc9-bafa/?fullscreen&hints=off

Mobile participant:
The navigation is better in the current page being tested.

Desktop participant:
The original site is very hard to use, doesn't help to get the differences of products, too outmoded and not modern, but the current pages been tested looks more modern.

Task 12:
The participants were asked to comment on the following:

What could make the pages have better design?

Mobile participant:

If each item was categorized into subgroups on the home page and each individual pages. Add "filter" options for items and "Sort by" options. The item description can be provided once the user clicks the item instead of taking up space on the home page.

Desktop participant:

More use of color and separation of products on the page. Along with this, the use of better organization for the products

Post-Study Questionnaire

1. What frustrated you most about this site?

   Answers:

   Mobile: The look and font

   Desktop: The amount of clutter on the page.

2. If you had a magic wand, how would you improve this site?

   Answer:

   Mobile: change up the aesthetic design

   Desktop: Separation of the product boxes, and better color coordination.

3. What did you like about the site?
   Answer:
   Mobile: it was very responsive, it had quick navigational guides, and it gives me multiple option for payment methods.
   Desktop: The text and the tabs at the top are very useful.

4. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very likely)?
   Answer:
   Mobile: 4
   Desktop: 4

Discussion

The current design being tested (both desktop and mobile versions) provides the detailed information about the homepage, X-Ray products that a user needs to know about the business, including contact information, list of payment options, and the list of products grouped according to their functionality; equipment, supplies, and parts. The images of the products are clear and sizably displayed. The choice of images and navigation links are designed in a better fashion which aimed at making the website user friendly to suit the user needs. Despite the designer's effort in making the original website more improved, the current design (both desktop and mobile versions) has weakness and future study should help to make the current design better as suggested by the participants of the study.

From the user testing exercise conducted for both desktop and mobile versions, the current design is very informative and precise as it better presents the detailed information about the available X-Ray products, and the background of the pages look authentic. It is also responsive with quick navigational guides which are very helpful to users for easy navigation back and forth across all pages, and the list of choices in the navigation (Home, Equipment, Accessories, Supplies, and Parts) are properly aligned. Also, the participant expressed their thought and feel that the current site is not very hard to use, almost all functionalities match their expectations of use, and it gives multiple options for payment methods. These are invaluable strength which shows that the original website is been improved compared with the previous comments passed by participants during the study on user testing of the original website.

Despite the strength of the current design (both desktop and mobile versions), it presents an amount of weaknesses which needs improvement. The look and font of the design are somewhat cluttered. Also, separation of the product boxes and better color coordination is necessary. Further, there should be an improvement in the aesthetic design. Along with these, the use of better organization for the products will help to make the site more modern.

I will change the cluttered organization of the products and the background by ensuring separation of the product boxes, and better color coordination. I will put the list of navigation options across the pages of the desktop version in their own boxes as suggested by the participants to help improve the aesthetic and the look and font of the design. These will make the current website more modern and users would be more likely to recommend it to friends, co-workers, etc.