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| Usability Report: Baseline Site |
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| **Site: Pacific Northwest X-Ray Inc.**  **URL:** <http://www2.pnwx.com/>  **ERIC AGYEMANG** |
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## 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.

The participant for the study was a male, 38 years of age, and is from United States. His annual income ranges $60, 000 to $79, 999 and is a senior manager in information technology and services industry with 5001 to 10000 employees. His has advanced knowledge and expertise in web design but is currently unemployed and actively looking for a work.

The participant competed the exercise on computer device, windows 10 64-bit OS using chrome web browser. He is on Facebook, Twitter, and LinkedIn.

## Measures and Results

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| **Task 1:**  The participant was asked to comment on the following:  Launch URL: <http://www2.pnwx.com/>  Looking over this page, what three words would you use to describe the LOOK and FEEL of the page? |
| participant:  The background doesn’t really look authentic; the look and feel are not very appealing; it looks like a scam; doesn’t look very good; not very modern. The logo is very destructing, the animation that it is producing is not authentic. |

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| **Task 2:**  The participant was 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 ?  link is provided: <http://www2.pnwx.com/> |
| participant 1:  I can search for the X-Ray products, I can go into the fastest shipping lead apparel, and I can go into the X-Ray merchant boards. Overall, this page is not really explaining a lot about the business. |

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| **Task 3:**  The participant was asked to comment on the following:  <http://www2.pnwx.com/Accessories/LeadProducts/Aprons/Infab/LightningFast/>  What are your general thoughts about the list of choices in the navigation across the top of the page? |
| participant:  They are not aligned well. The black line and the list are overlapping and doesn’t look good. The page is looking very clutter. The choices are good in terms of business and what the website is about. The choice of navigation across the page looks fine. By clicking on the logo, I expect to go to the home page but is not. It would have been good if more navigation choices had been provided. |

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| **Task 4:**  The participant was asked to comment on the following:  Launch URL: <http://www2.pnwx.com/Accessories/LeadProducts/Aprons/Infab/LightningFast/>  (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 left corner of this page ? |
| participant:  This is just to show the list of payment options provided. I don’t expect anything, maybe terms and conditions of these four payment options is what I would expect to pop-up when I click on it. |

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| **Task 5:**  The participant was asked to comment on the following:  (Go ahead and click on the payment options link.) How does this match what you expected to find? |
| participant:  This link is not working. Is not a clickable link. This is fine by me, is just to show the list of payment options, but it will be fine if the terms and conditions pop-up, but I am fine with it. |

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| **Task 6:**  The participant was asked to comment on the following:  How do you see the page layout/design and general organization of items on the "Accessories" page?  Link is provided: <http://www2.pnwx.com/Accessories/> |
| participant:  This page looks scrappy. It is not looking good. I will not shop from a website looking like this. It is not looking authentic hence making it a bit scummy. |
| **Task 7:**  The participant was asked to comment on the following:  Looking over the pages, how easy are you able to navigate back and forth from one page to the other? |
| participant:  The navigation is strictly not OK. I do not have the back button or the location map to navigate through the pages. |

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| **Task 8:**  The participant was asked to comment on the following:  Launch URL: <http://www2.pnwx.com/Accessories/LeadProducts/Aprons/TechnoAideFlex/>  (Don’t click on anything yet when you go to the provided link's page, but just tell us what you expect to find.) What do you expect to find if you click on the "Telephone" and "Phone" options provided at the bottom of this page? |
| participant:  I expect to find the tutorial on how I can buy the things through telephone, and I need to have the details on how to order for an item. |

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| **Task 9:**  The participant was asked to comment on the following:  (Go ahead and click on the "Telephone" and "Phone" options on the page.) How does this match what you expected to find? |
| participant:  The phone has taken me to my mobile phone asking me to make a call which I think it is not the right choice. I thought it will explain to me how I can order through telephone. |

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| **Task 10:**  The participant was asked to comment on the following:  Where would you go to find information on payment if you want to purchase any of the products listed on the pages? |
| participant:  I will click on that product to find out how much that product is costing. |

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| **Task 11:**  The participant was asked to comment on the following:  What is the email address for Pacific Northwest X-Ray Inc.? |
| participant:  It is not displayed on this page, so I must click and find out. Am not able to find the email address. |

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| **Task 12:**  The participant was asked to comment on the following:  What could make the pages have better design? |
| participant:  Declutter and improve the look and feel to be more modern |

## Post-Study Questionnaire

1. What frustrated you most about this site?

Answer: The look and feel frustrated me the most.

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

Answer: I will make the look and feel authentic and modern. Navigation easier

1. What did you like about the site? Answer: Nothing
2. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very likely)?

Answer: 0

## Discussion

Despite the bad design of this website, it provides the detailed information on the homepage about Pacific Northwest X-Ray Inc. 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. The images of the products are clear and sizably displayed. The choice of images and navigation links are fine in terms of business and what the website is about. Almost all links work on the website when clicked upon.

The design presents wide range of weaknesses. The look and feel of the design are very scrappy and not very appealing, with the list of choices in the navigation across the top of the home page (Home, Equipment, Accessories, Supplies, and Parts) not properly aligned. The black line and the italic navigation links on the top of the homepage are overlapping which make them very difficult to read. The page is looking very clutter and not modern. When the logo is clicked, a user may expect the design to take them to the homepage, but it is not a clickable link which is not a good design. The background of all pages on the website doesn’t look authentic. It looks like a scam and not very mordent. The logo at the top of all pages is very destructing and the animation that it is producing is not authentic. The page layout and general organization of items on all pages look very messy. There is no back button or location map to navigate through the pages. These would make it very difficult for people to either trust this company to shop from the current website or recommend the site to another person.

I will provide more navigation choice on the homepage as well as other pages to ensure a smooth navigation across pages, back and forth from one page to the other. I will change the scrappy background, change the logo to make it clickable link that leads a user to the homepage, and I will remove the black line that overlap with the navigation links on the top of the homepage. Also, I will provide the company’s email address at the contact detail section, take all unnecessary information out of the design to avid minimalistic design, and a general re-organization of the page contents to ensure a more modern and user-friendly design.