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Reflection on Usability Testing for SMRepairLLC.com

Based on a heuristic evaluation of S&M Repair and Towing LLC's website, several usability issues have been identified that may hinder user experience. These findings align with established usability heuristics, such as Nielsen's principles. Below are some examples of issues as well as good aspects of the S&M website:

Why would you as a Project Manager want to run a Usability Test on a design or product
Running a usability test ensures that SMRepairLLC.com provides a smooth & easily navigated experience for its visitors. As a project manager, I would want to:

- ☺ Identify Issues: Uncover areas where users struggle to navigate or complete tasks (e.g., scheduling a repair, finding contact information).
- ☺ Enhance User Satisfaction: A smoother interface increases likelihood of repeat customers.
- ☺ Boost Reuse Rates: If users can easily book services or find the information they need, it can lead to more appointments & inquiries.
- ☺ Minimize Support Requests: A smooth design reduces confusion, lowering the number of inquiries for help.

What are some things you would change in your test plan or script?
After reviewing SMRepairLLC.com usability testing outcomes, I would revise the test plan/script to:

- ☺ Include Task Scenarios: Have users perform specific tasks, such as scheduling a repair, navigating to the services page, or contacting customer support. This ensures comprehensive feedback.
- ☺ Time Metrics: Add a timer to see how long users take to complete tasks. It provides insight into task complexity or unclear pathways.

- ☺ Encourage Open-Ended Feedback: Prompt users to share their thoughts on the overall feel of the website, especially on visuals, text clarity, & navigation.
- ☺ Test Across Devices: Ensure users test the site on desktop, tablet, & mobile to highlight any inconsistencies in responsiveness.

What was the most difficult for the user during the test?

- ☺ Navigation Issues: Users had difficulty locating the contact form & understanding how to request a repair due to unclear button labels & placement.
- ☺ Loading Times: Some pages took slightly longer to load leading to frustration.

What was the easiest thing for the user?

- ☺ Visual Appeal: Users liked the clean design of the website.
- ☺ Homepage Navigation: The homepage layout made it easy for users to identify SM Repair LLC's primary services quickly.
- ☺ Mobile Responsiveness: Despite other challenges, the mobile version's layout was well-received for being compact & touch-friendly.

Self-Reflection on My Role & Contributions

In this usability testing exercise for SMRepairLLC.com, my contributions included:

- ☺ Designing a structured test plan to evaluate navigation, task completion, & user satisfaction.
- ☺ Ensuring diverse users participated to provide well-rounded feedback.
- ☺ Analyzing user insights & suggesting actionable changes to improve functionality/user experience.

Things I Enjoyed:

- ☺ Observing how users interacted with the site in real-time was enlightening. It showed how small design elements significantly impact usability.
- ☺ Collaborating with Ernest to brainstorm solutions & prioritize enhancements.

Things to Change or Improve:

- ☺ It would be beneficial to conduct more Indepth testing after implementing user feedback. Continuous improvement based on testing would make the experience more positive.
- ☺ Incorporating advanced tools like heatmaps to analyze user focus areas on the site would provide deeper insights.
- ☺ A/B testing for proposed changes would help confirm effectiveness from data collected before full implementation of changes brought forth.