**Usability Testing Document - Pitara**

**User 1**

**Introduction & Consent**

Welcome, and thank you for participating in this interview session. My name is Himani, and I’ll be your interviewer today. This session will take approximately 15-20 minutes.

The purpose of this session is to test a prototype of a gift store website called Pitara. I am interested in observing how users interact with the system so we can improve its usability and overall experience. I will also be observing how admins interact with the admin panel to manage the website data.

Before we begin, I’d like to present a consent form. With your permission, I will record the data from this session. The recordings will be used strictly for research purposes and will not be shared outside the project team. Your personal information will remain confidential, and once the study is complete, all data will be securely deleted.

Please take a moment to review the consent form. Feel free to ask any questions. If you agree to proceed, kindly sign the form and we’ll begin.

**Kexin**

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**Signature of the participant**

**Warm Up Questions**

Just a few quick questions to understand your familiarity with online shopping:

* **How often do you shop online?**

Once a month

* **What platforms do you usually use (e.g., Amazon, Etsy)?**

Amazon

* **Have you used gift-specific e-commerce sites before?**

No

* **What device do you typically use when browsing websites like these—your phone, laptop, or tablet?**

laptop

**Usability Scenarios – Shopper Role**

**Scenario 1:  
*As a shopper, can you browse and view all the available products?***

*Suggested to change the elements of navigation bar from*

*HOME    ABOUT US    SHOP     CONTACT US  to*

*HOME     SHOP     ABOUT US   CONTACT US so that it’s easy to locate all products under shop.*

**Scenario 2:  
*As a shopper, can you go to the Top of the page from the footer?***

*Easy to find icon and perform the task*

**Scenario 3:  
*As a shopper, can you view the full details of a product 1(image, name, description, price)?***

*She found the button and easily performed the task*

**Scenario 4:  
*As a shopper, can you add product 1 to your cart?***

*She found the quantity button and completed the task in seconds.*

**Scenario 5:  
*As a shopper, can you change the quantity of an item in the cart to 2?***

*She found the quantity button and clicked the upward arrow and completed the task in seconds.*

**Scenario 6:  
*As a shopper, can you change the quantity of an item in the cart to 1?***

*She found the quantity button and clicked the downward arrow and completed the task in seconds.*

**Scenario 7:  
*As a shopper, can you remove the product 1 from the cart?***

*She found the delete bin button and completed the task with ease.*

**Usability Scenarios – Admin Role**

**Scenario 1:  
*As an admin, can you view the list of all products?***

*Easy to use the navigation panel. She liked the sliding effect.*

**Scenario 2:  
*As an admin, can you add a new product?***

*She found the Add button and completed the task in a few seconds.*

**Scenario 3:  
*As an admin, can you edit product 1??***

*Easily located the edit button and liked the ease of accessibility for CRUD in the admin panel.*

**Scenario 4:  
*As an admin, can you delete product 6??***

Easily located the delete button and performed the task.

**Closing**

That concludes the usability test. Thank you so much for your time and the valuable feedback you've shared today.

Before we wrap up:

* **How was your overall experience using the Pitara website?**

Very Good

* **Was there any part of the website that you found confusing or difficult to use?**

No, just the navigation bar could be changed in the user view.

* **Is there anything you would improve or add to the shopper experience?**

Not really.

* **For admins: Is there anything you would change about the admin panel?**

Adding the image view in the Add and Edit product forms so that you can see the image when you add / edit would be better.

I appreciate your input and time. It plays a big role in improving the project.  
Thanks again for being part of this session!

**SUGGESTIONS:**

* Rearrange the elements in the navigation bar in the shopper's view.
* Add Image view when admin add/edit product.

**User 2**

**Introduction & Consent**

Welcome, and thank you for participating in this interview session. My name is Himani, and I’ll be your interviewer today. This session will take approximately 15-20 minutes.

The purpose of this session is to test a prototype of a gift store website called Pitara. I am interested in observing how users interact with the system so we can improve its usability and overall experience. I will also be observing how admins interact with the admin panel to manage the website data.

Before we begin, I’d like to present a consent form. With your permission, I will record the data from this session. The recordings will be used strictly for research purposes and will not be shared outside the project team. Your personal information will remain confidential, and once the study is complete, all data will be securely deleted.

Please take a moment to review the consent form. Feel free to ask any questions. If you agree to proceed, kindly sign the form and we’ll begin.

**Isha**

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**Signature of the participant**

**Warm Up Questions**

**Just a few quick questions to understand your familiarity with online shopping:**

* **How often do you shop online?**

Once a month

* **What platforms do you usually use (e.g., Amazon, Etsy)?**

Amazon, Shein

* **Have you used gift-specific e-commerce sites before?**

No

* **What device do you typically use when browsing websites like these—your phone, laptop, or tablet?**

phone

**Usability Scenarios – Shopper Role**

**Scenario 1:  
*As a shopper, can you browse and view all the available products?***

*Found the “Shop” section from the navbar but initially looked for the button where I have Featured Products in Home.*

**Scenario 2:  
*As a shopper, can you go to the Top of the page from the footer?***

*Used the scroll-to-top arrow, found it good.*

**Scenario 3:  
*As a shopper, can you view the full details of a product 1(image, name, description, price)?***

*Viewed product details with ease. She liked that all key details were visible at once.*

**Scenario 4:  
*As a shopper, can you add product 1 to your cart?***

*Added an item to the cart.*

**Scenario 5:  
*As a shopper, can you change the quantity of an item in the cart to 2?***

*Adjusted quantity up arrow with no confusion.*

**Scenario 6:  
*As a shopper, can you change the quantity of an item in the cart to 1?***

*Adjusted quantity down arrow with no confusion.*

**Scenario 7:  
*As a shopper, can you remove the product 1 from the cart?***

Removed the item successfully.

**Usability Scenarios – Admin Role**

**Scenario 1:  
*As an admin, can you view the list of all products?***

*Located  “All Products” view from the navigation and liked the sliding panel effect.*

**Scenario 2:  
*As an admin, can you add a new product?***

*Added a new product without confusion.*

**Scenario 3:  
*As an admin, can you edit product 1??***

*Edited an existing product smoothly.*

**Scenario 4:  
*As an admin, can you delete product 6??***

*Deleted a product and liked that it showed all the details of the product again so that admin can make a choice if he/she really wants to delete it or not.*

**Closing**

That concludes the usability test. Thank you so much for your time and the valuable feedback you've shared today.

**Before we wrap up:**

* **How was your overall experience using the Pitara website?**

Smooth and visually neat. It felt like a real site!

* **Was there any part of the website that you found confusing or difficult to use?**

None. Just make sure buttons are finger-friendly for tablets.

* **Is there anything you would improve or add to the shopper experience?**

Consider using multiple images for the same product.

* **For admins: Is there anything you would change about the admin panel?**

Include image preview while adding and editing products (admin view).

I appreciate your input and time. It plays a big role in improving the project.  
Thanks again for being part of this session!

**SUGGESTIONS:**

* Include image preview while adding and editing products (admin view).
* Consider using multiple images for the same product.

**User 3**

**Introduction & Consent**

Welcome, and thank you for participating in this interview session. My name is Himani, and I’ll be your interviewer today. This session will take approximately 15-20 minutes.

The purpose of this session is to test a prototype of a gift store website called Pitara. I am interested in observing how users interact with the system so we can improve its usability and overall experience. I will also be observing how admins interact with the admin panel to manage the website data.

Before we begin, I’d like to present a consent form. With your permission, I will record the data from this session. The recordings will be used strictly for research purposes and will not be shared outside the project team. Your personal information will remain confidential, and once the study is complete, all data will be securely deleted.

Please take a moment to review the consent form. Feel free to ask any questions. If you agree to proceed, kindly sign the form and we’ll begin.

**Dhruv**

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**Signature of the participant**

**Warm Up Questions**

**Just a few quick questions to understand your familiarity with online shopping:**

* **How often do you shop online?**

Once in two months

* **What platforms do you usually use (e.g., Amazon, Etsy)?**

Amazon

* **Have you used gift-specific e-commerce sites before?**

Yes, in India.

* **What device do you typically use when browsing websites like these—your phone, laptop, or tablet?**

Phone and laptop

**Usability Scenarios – Shopper Role**

**Scenario 1:  
*As a shopper, can you browse and view all the available products?***

*Successfully found “Shop” from the navigation bar and browsed all available products.*

**Scenario 2:  
*As a shopper, can you go to the Top of the page from the footer?***

*Located the “Back to Top” arrow in the footer easily and used it correctly.*

**Scenario 3:  
*As a shopper, can you view the full details of a product 1(image, name, description, price)?***

*Clicked on a product image and was able to view the product details without issue.*

**Scenario 4:  
*As a shopper, can you add product 1 to your cart?***

*Added Product 1 to the cart using the “Add to Cart” button.*

**Scenario 5:  
*As a shopper, can you change the quantity of an item in the cart to 2?***

*Changed item quantity to 2 using the up arrow in the cart.*

**Scenario 6:  
*As a shopper, can you change the quantity of an item in the cart to 1?***

*Reduced quantity back to 1 using the down arrow.*

**Scenario 7:  
*As a shopper, can you remove the product 1 from the cart?***

*Removed the product using the delete icon. Said the icon was familiar and easy to spot.*

**Usability Scenarios – Admin Role**

**Scenario 1:  
*As an admin, can you view the list of all products?***

*Easily navigated to “Products” from the navigation panel. He said the UI is clear.*

**Scenario 2:  
*As an admin, can you add a new product?***

*Added a new product without confusion. He appreciated the simplicity of the form.*

**Scenario 3:  
*As an admin, can you edit product 1??***

*Edited an existing product smoothly. He suggested placing a visual “edit” indicator (e.g., pencil icon).*

**Scenario 4:  
*As an admin, can you delete product 6??***

*Deleted a product and appreciated the confirmation prompt.*

**Closing**

That concludes the usability test. Thank you so much for your time and the valuable feedback you've shared today.

**Before we wrap up:**

* **How was your overall experience using the Pitara website?**

Very Intuitive and fast

* **Was there any part of the website that you found confusing or difficult to use?**

No major issues. Consider showing product ratings for better decision-making.

* **Is there anything you would improve or add to the shopper experience?**

Add tooltips on icons for clarity.

* **For admins: Is there anything you would change about the admin panel?**

Use icons for Edit and Delete rather than text buttons.

I appreciate your input and time. It plays a big role in improving the project.  
Thanks again for being part of this session!

**SUGGESTIONS:**

* Use icons for Edit and Delete (admin panel).
* Use tooltips for icons for better accessibility.
* Show product rating for better decision making for shoppers.

**User 4**

**Introduction & Consent**

Welcome, and thank you for participating in this interview session. My name is Himani, and I’ll be your interviewer today. This session will take approximately 15-20 minutes.

The purpose of this session is to test a prototype of a gift store website called Pitara. I am interested in observing how users interact with the system so we can improve its usability and overall experience. I will also be observing how admins interact with the admin panel to manage the website data.

Before we begin, I’d like to present a consent form. With your permission, I will record the data from this session. The recordings will be used strictly for research purposes and will not be shared outside the project team. Your personal information will remain confidential, and once the study is complete, all data will be securely deleted.

Please take a moment to review the consent form. Feel free to ask any questions. If you agree to proceed, kindly sign the form and we’ll begin.

**Apurva**

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**Signature of the participant**

**Warm Up Questions**

**Just a few quick questions to understand your familiarity with online shopping:**

* **How often do you shop online?**

2–3 times a month

* **What platforms do you usually use (e.g., Amazon, Etsy)?**

Amazon

* **Have you used gift-specific e-commerce sites before?**

Yes, in India.

* **What device do you typically use when browsing websites like these—your phone, laptop, or tablet?**

Phone and laptop

**Usability Scenarios – Shopper Role**

**Scenario 1:  
*As a shopper, can you browse and view all the available products?***

*Found "Shop" easily but mentioned that it could stand out more visually (e.g., colored underline).*

**Scenario 2:  
*As a shopper, can you go to the Top of the page from the footer?***

*Scroll-to-top button worked well. She appreciated that it was fixed to the corner.*

**Scenario 3:  
*As a shopper, can you view the full details of a product 1(image, name, description, price)?***

*Located product 1, clicked, and viewed all details. She suggested adding customer reviews.*

**Scenario 4:  
*As a shopper, can you add product 1 to your cart?***

*Added Product 1 to the cart using the “Add to Cart” button.*

**Scenario 5:  
*As a shopper, can you change the quantity of an item in the cart to 2?***

*Changed item quantity to 2 using the up arrow in the cart.*

**Scenario 6:  
*As a shopper, can you change the quantity of an item in the cart to 1?***

*Reduced quantity back to 1 using the down arrow.*

**Scenario 7:  
*As a shopper, can you remove the product 1 from the cart?***

*Deleted product from cart without issue. She suggested a tooltip on delete icon for clarity.*

**Usability Scenarios – Admin Role**

**Scenario 1:  
*As an admin, can you view the list of all products?***

*Located “Products” in the navigation panel and performed the task.*

**Scenario 2:  
*As an admin, can you add a new product?***

*Added a new product without confusion.*

**Scenario 3:  
*As an admin, can you edit product 1??***

*Edited an existing product smoothly.*

**Scenario 4:  
*As an admin, can you delete product 6??***

*Performed correctly but asked if there could be an “undo” option which I have to think about.*

**Closing**

That concludes the usability test. Thank you so much for your time and the valuable feedback you've shared today.

**Before we wrap up:**

* **How was your overall experience using the Pitara website?**

Very clean layout. Everything works as expected.

* **Was there any part of the website that you found confusing or difficult to use?**

No major difficulty.

* **Is there anything you would improve or add to the shopper experience?**

Consider adding ratings or reviews for a better shopping experience.

* **For admins: Is there anything you would change about the admin panel?**

Undo button for delete in admin panel.

I appreciate your input and time. It plays a big role in improving the project.  
Thanks again for being part of this session!

**SUGGESTIONS:**

* Undo button for delete in admin panel.
* Consider adding ratings or reviews for a better shopping experience.
* Consider showing product ratings for better decision-making.

**User 5**

**Introduction & Consent**

Welcome, and thank you for participating in this interview session. My name is Himani, and I’ll be your interviewer today. This session will take approximately 15-20 minutes.

The purpose of this session is to test a prototype of a gift store website called Pitara. I am interested in observing how users interact with the system so we can improve its usability and overall experience. I will also be observing how admins interact with the admin panel to manage the website data.

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Please take a moment to review the consent form. Feel free to ask any questions. If you agree to proceed, kindly sign the form and we’ll begin.

**Srivignesh**

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**Signature of the participant**

**Warm Up Questions**

**Just a few quick questions to understand your familiarity with online shopping:**

* **How often do you shop online?**

Once a week

* **What platforms do you usually use (e.g., Amazon, Etsy)?**

Amazon

* **Have you used gift-specific e-commerce sites before?**

No

* **What device do you typically use when browsing websites like these—your phone, laptop, or tablet?**

Phone and laptop

**Usability Scenarios – Shopper Role**

**Scenario 1:  
*As a shopper, can you browse and view all the available products?***

*Located "Shop" but thought “All Products” should be a more prominent or default landing section.*

**Scenario 2:  
*As a shopper, can you go to the Top of the page from the footer?***

*Scroll-to-top worked perfectly.*

**Scenario 3:  
*As a shopper, can you view the full details of a product 1(image, name, description, price)?***

*Viewed product details smoothly. He mentioned he’d like to see stock availability.*

**Scenario 4:  
*As a shopper, can you add product 1 to your cart?***

*Added product using “Add to Cart.”*

**Scenario 5:  
*As a shopper, can you change the quantity of an item in the cart to 2?***

*Changed item quantity to 2 using the up arrow in the cart. He appreciated that subtotal updated automatically.*

**Scenario 6:  
*As a shopper, can you change the quantity of an item in the cart to 1?***

*Reduced quantity back to 1 using the down arrow.*

**Scenario 7:  
*As a shopper, can you remove the product 1 from the cart?***

*Removed the product using the delete icon.*

**Usability Scenarios – Admin Role**

**Scenario 1:  
*As an admin, can you view the list of all products?***

*Easily navigated to “Products” from the navigation panel.*

**Scenario 2:  
*As an admin, can you add a new product?***

*Added a new product without confusion.  He wanted tooltips for each field explaining what to enter.*

**Scenario 3:  
*As an admin, can you edit product 1??***

*Edited an existing product smoothly.*

**Scenario 4:  
*As an admin, can you delete product 6??***

*Deleted a product and appreciated the confirmation prompt.*

**Closing**

That concludes the usability test. Thank you so much for your time and the valuable feedback you've shared today.

**Before we wrap up:**

* **How was your overall experience using the Pitara website?**

Professional interface.

* **Was there any part of the website that you found confusing or difficult to use?**

No

* **Is there anything you would improve or add to the shopper experience?**

No

* **For admins: Is there anything you would change about the admin panel?**

Include inline validations in admin forms (e.g., image size/type).

I appreciate your input and time. It plays a big role in improving the project.  
Thanks again for being part of this session!

**SUGGESTIONS:**

* Include inline validations in admin forms (e.g., image size/type).
* Tooltips for each field explaining what to enter.

**FINDINGS:**

Through feedback from multiple testers, several areas of improvement were identified in both the shopper and admin interfaces. These suggestions aim to enhance clarity, accessibility, and user trust across the platform. Feedback focused on navigation, visual cues, accessibility improvements, and usability enhancements in both user roles.

* Rearrange the elements in the navigation bar in the shopper's view.
* Add Image view when admin add/edit product.
* Include image preview while adding and editing products (admin view).
* Consider using multiple images for the same product.
* Use icons for Edit and Delete (admin panel).
* Use tooltips for icons for better accessibility.
* Show product rating for better decision making for shoppers.
* Undo button for delete in admin panel.
* Consider adding ratings or reviews for a better shopping experience.
* Consider showing product ratings for better decision-making.
* Include inline validations in admin forms (e.g., image size/type).
* Tooltips for each field explaining what to enter.

**PRIORITY TO ADDRESS ISSUES:**

|  |  |  |
| --- | --- | --- |
| Issue Identified | Priority | Planned Action |
| Rearranged navigation bar (Shop link visibility) | **High** | Update the navbar to place “SHOP” immediately after “HOME” for better product discoverability. |
| Image preview in Add/Edit (Admin) | **High** | Implement a real-time preview feature when uploading images in admin forms. |
| Inline validation in forms | **High** | Add input validation with helpful error messages, especially for image size/type. |
| Edit/Delete icons with tooltips (Admin) | **Medium** | Replace buttons with recognizable icons and add tooltips for clarity and accessibility. |
| Product ratings/reviews for shoppers | **Medium** | Add UI to show average product ratings. These features are kept for future version. |
| Undo option after delete (Admin) | **Low** | Implement a temporary toast message with an “Undo” option for deletion actions. (Not sure if I want to do this) |
| Tooltip guidance on admin fields | **Low** | Add small tooltips beside input fields explaining their purpose. (Not sure if I want to do this) |
| Support for multiple product images | **Low** | Adding multiple images per product in future enhancement. (Not sure if I want to do this) |