User Testing Report and Further Development Suggestions

Part 1 User Testing Report

➢ Introduction

The bakery website aims to provide consumers with a convenient and personalized buying experience, and also to enable merchants to better communicate with consumers and provide better services.

A usability test is intended to determine the extent an interface facilitates a user's ability to complete routine tasks. Typically the test is conducted with a group of potential users either in a usability lab, remotely (using e-meeting software and telephone connection), or on-site with portable equipment. Users are asked to complete a series of routine tasks. Sessions are recorded and analyzed to identify potential areas for improvement to the web site.

The Users conducted an onsite usability test using a live version of AIDS.gov located on the test administrator's laptop. Two laptops captured the participant's face, comments, navigation choices and the data logger's notes. The test administrator and data logger were present in the testing room. The session captured each participant's navigational choices, task completion rates, comments, overall satisfaction ratings, questions and feedback.

➢ Executive Summary

My team conducted an onsite usability test at laboratory on May 21st and May 22nd, 2021..

Ten conference attendees participated in Test. Typically, a total of eight to 10 participants are involved in a usability test to ensure stable results.

In general all participants found the My Bakery site to be clear, straightforward, and 90% thought the web site was easy to use.

The test identified only a few minor problems including:

- The lack of categorization of topics on the about pages.

- Lack of a fact sheet/brochure category section.

- Lack of a site index.

- Lack of any categorization of blogs items on the news page.

- Page refresh is delayed

This document contains the participant feedback, satisfactions ratings

➢ Result

•Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?

• Efficiency: Users said that they have learned the design, so they would quickly can they perform tasks.

• Memorability: When users return to the design after a period of not using it, they can reestablish proficiency?

• Errors: Two users made mistakes in the test, but after guidance, they corrected the mistakes smoothly, while the others successfully completed the test tasks.

• Satisfaction: Nine testers expressed their satisfaction with this website, and one tester felt that the website still needs to be developed and improved.

Part 2 Further Development Suggestions

After completing the test, 10 testers also gave suggestions for further development of this website including:

• Website is base on static web technology, hope that the developers will upgrade it to dynamic website, realize the development based on B / S structure.

• The website can recommend personalized product information for users.