



Usability Testing

Bug Categories

Malfunction

Display Error

Spelling/Grammar

Other

Crash

Loading issues

Content issue

Access Information

The website you need to test is:

<http://www.benjerry.co.uk/>



Description

 **Out of scope**

 Report pages

 Deadlines

 Details

€ Payouts

 Access Data

Out of Scope

The following information should NOT be tested, as it is outside of the scope of this test. Any bugs submitted that are "out of scope" will be declined:

- Contacting Ben & Jerry's in any way (i.e. via Contact Us)
- Navigating to any website other than Ben & Jerry's UK (other Ben & Jerry's country sites included)
- Testing the Ben & Jerry's social media sites
- Testing form validation in the whole Ben & Jerry's website
- Placing any orders or making any monetary purchases on the Ben & Jerry's website or affiliated pages. Testbirds will **not** reimburse any costs for failure to observe the "Out of Scope" rules.
- Please do **not** submit any personal data anywhere on the Ben and Jerry's site for the purposes of this test.
- Using external tools to search for bugs in code
- Bugs detected using the 'Developer' part of the site
- Testing and/or reporting bugs on any site besides the testing site
- Using an external map tool to find driving directions (Use Case 4)

I am using the UK version of the website



UC 1: You want to learn about Ben and Jerry's "Flavour Gurus" under the flavours tab. Show your results by uploading one screenshot – show your whole screen including URL and taskbar. You MUST be using <https://www.benjerry.co.uk/>



2020-03-03-20-19-04.png

2020-03-03-20-19-04.png

UC 2: Now, you want to find the ingredients for a specific Ben and Jerry's product. Please use the search bar or the filter tool on the Flavours page. Find the ingredients information about a specific ice cream product and list your steps here.



1. I want to find ice cream with coconut or caramel. I'm vegan, so I need milk-free ice cream.
2. I clicked "Flavours" on the top navigation bar.
3. I entered in the search line: "coconut" and press key "Enter". Auto-substitution works and the text appears in the search line: "Coconutterly Caramel'd", and I press key "Enter" again.
4. Searching is finished. I can see an open page ice cream: "Coconutterly Caramel'd".
5. Scrolled down the page and see the "Ingredients". I click the "Ingredients" button. (see screenshot

6. The ingredients information has opened. I can now see the ingredients information and make sure that ice cream without milk.

UC 3: You want to learn more about the company's history. Try to find the year the first Ben and Jerry's ice cream shop was opened. How did you find this information? List your steps.

1. I hovered over About Us on the top navigation bar.
2. I clicked Overview on the top navigation bar.
3. Scrolled down to where it says, "1978 Humble Beginnings". (see screenshot 2).
4. I can now see that in 1978 Ben and Jerry opened their first ice cream scoop shop.

R1: I am satisfied with the information provided about the history of Ben and Jerry's.

6

1 - I am highly dissatisfied / 6 - I am very satisfied

UC 4: You want to get driving directions from a location of your choice to a specific Ben and Jerry's Scoop Shop (ice cream shop) in Manchester, United Kingdom. There's more than one way to find this information. Please explore the test site now and explain the steps you took to find a Scoop Shop and driving directions (be sure to list every step).

1. I'm going to be in Manchester this spring and would like to visit the Ben & Jerry's Scoop Shop.
2. I clicked "Link to Ben & Jerry's locator" (Location icon) on the top right-hand side of the navigation

bar.

3. I clicked section "Scoop Shop" on the open page.

4. I entered in "Address or Postcode": "manchester" and click on the button "Search".

5. Searching is finished. I can see an open page: "7 LOCATIONS FOUND NEAR YOU"

6. I chose "Odeon Manchester Printworks" and clicked "Get Directions".

7. I clicked "GO" in appeared form. I can now see directions how to get to the chosen shop.

R2: It was easy to find a Ben and Jerry's shop in Manchester using the Scoop Shop Locator.

3

1 - It was very hard / 6 - It was very easy

UC 5: Explore another section of the website that interests you and you haven't been to in any of the other Use Cases (e.g. Values, Movies, What's New, etc.). What section did you explore? List at least 5 different actions (e.g. scrolled/tapped/clicked).

1. I will have a party and I would like to cook something with vegan products from Ben & Jerry's. So I want to know a special recipe. I clicked the "Ice Cream Recipes" button from the main menu "Flavours".

2. I clicked "Vegan" button from the page that opened. (see screenshot 3).

3. I want to see the recipe "Ben & Jerry's Non-Dairy Layered Tub", so I tapped on the image of "Ben & Jerry's Non-Dairy Layered Tub".

4. The results show me the recipe "Ben & Jerry's Non-Dairy Layered Tub".

5. Scrolled down and read the whole recipe, and when I go down at the bottom of the page I see a

recipe of "Vegan Coconutterly Caramel'd Cupcakes". (see screenshot 4).

6. Tapped on the image of "Vegan Coconutterly Caramel'd Cupcakes".


7. The results show me the recipe "Vegan Coconutterly Caramel'd Cupcakes". Scrolled down and read the whole recipe, and I like this recipe.

Q1: Which features/elements of the website did you like? And why (with details and examples)? Minimum of 3 different points.

1. What I liked the most was the amount of information I got while search recipes, ingredients information, shops and driving directions to them. Extremely clear and well ordered information.
2. The loading times were usually short (~1 second), see exception in next question.
3. The website looks really professional. It represented itself orderly through a structure of tables and tiles. The website design is made in the same style are colourful and clear.

Q2: Which features/elements of the website did you dislike? And why (with details and examples)? Minimum of 3 different points.

1. Opens the main page of recipes instead of the previous page while searching for recipes. When I look at one recipe and press the back button, it opens the main page with recipes instead of the previous page viewed.
2. Buttons over the years in the line do not work, when watching Our history. I clicked "Values" on the top navigation bar. Scrolled down and see all the years of history, I clicked "Next: The 1990's" button from the page that opened. Opens a history with only the selected year. So I want to see other year history. And I clicked "1980's", "2000's" in the line. And nothing happened.

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3. I can not see the previous year, when watching our history. See previous step. I clicked all years in the line Our history, and nothing happened. Scrolled down and this does not have the buttons of the previous year. (see screenshot 6).
 4. I clicked all years in the line Our history, and I can see size block of each years. (see screenshot 5).
 5. The menu at the top of the page is does not hide when there is no cursor (see screenshot 7).

Q3: If you were responsible for the website, what would you change about it and why? (Give details and/or examples)

1. I would definitely try to improve the section of our history, because it is a functional problem. Add the ability to view in line all the years of history, and add a button to view the previous years. Because, people may get confused and refuse to use the website.
2. Hide the menu at the top, because it affects the use of the website. I think the affects usability is major.
3. To open the previous page when returning during the recipes search. This will be the expected behavior.

R3: How would you rate the user-friendliness of the website?

5

1 - Not user-friendly at all / 6 - Very user-friendly

Screenshots