Addressing Usability in E-commerce sites
Ali baba

Method of Conducting usability testing

The company will perform the usability test on their upcoming sites with different types of audience. The participants are of 3 types they are experts, intermediate, beginner. The opinions of the participants will be collected as the feedback by the company and the defects were also categorized and it will be solved by the developers of the company.

The feedback of the participants in all the category will be analyzed deeply by representing in the graphical form for better understanding. And finally the bugs will be fixed.

Participants Profile

Participant Name	Participant Type	Age	Gender
Chandler	Expert	28	Male
Monica	Intermedite	32	Female
Ross	Beginner	25	Male

Number of male   : 2

Number of female : 1

Total   : 3

Details on platform for usability test

Parameters	User-1
URL of the tested website	https://www.alibaba.com/
Computer platforms	Mac book pro
Browser tested	Mozilla firefox
Screen resolution	1920*1080
Operating System	Mac OS
Connection speed	50 Mbps

User-2	User-3
https://www.alibaba.com/	https://www.alibaba.com/
Lenovo Legion	HP Omen
Microsoft Edge	Google chrome
1920 * 1080	1920 * 1080
Windows 10	Windows 10
20 Mbps	70 Mbps

Introductory Questions and Tasks

User-1

Have you heard of the alibaba site	Yeah from a long time
Just from looking at this site what kind of information do you think you get from this site? Please be specific	It is an E-commerce website
Who do you think this site is designed for? Why ?	Ali baba is designed for small scale business man.Especially sellers and not the actual customers
Who manages this site???	Mr.Jack Ma

User-2

Have you heard of the alibaba site	Yeah
Just from looking at this site what kind of information do you think you get from this site? Please be specific	It is an Online shopping website
Who do you think this site is designed for? Why ?	Used for buying some rare and unique products
Who manages this site???	Mr.Jack Ma

User-3

Have you heard of the alibaba site	Yeah only in recent times
Just from looking at this site what kind of information do you think you get from this site? Please be specific	It is a website where some good and duplicate products were sold.
Who do you think this site is designed for? Why ?	This is designed to attract more customers to buy dupicate products at low price.
Who manages this site???	Don't know

Usability Tasks

User-1

Task	Pass/Fail	Interface is good/bad
Will the user can able to login with a valid user name and password	Pass	good
Verify if a user can able to change the language settings for interface displayed	Pass	good
Verify whether the user interface is promising	Fail	good
Verify whether the interface contains any unwanted sections	Pass	good
Verify if a user can able to get the discount and vouchers notification	Pass	good
Verify if a user able to shop by category	Pass	good
Verify if the suggesstions are listed during the search	Pass	good
Verify if the user is able to find the help and documendations	Pass	good
Verify if the user able to view day to day deal	Pass	good
Verify if the user able to see the suggestions are listed during search	Pass	good
Verify if the user able to view best selling products based on ratings and reviews	Pass	good
Verify whether the user able to add the products to the cart	Pass	good
Verify if the user able to place an order in the cart	Pass	good
Verify whether the user is able to change the delivery locations after placing the order	Pass	good
Verify whether the user is able to track the delivery of the product	Pass	good

User-2

Task	Pass/Fail	Interface is good/bad
Will the user can able to login with a valid user name and password	Pass	good
Verify if a user can able to change the language settings for interface displayed	Pass	good
Verify whether the user interface is promising	Fail	bad
Verify whether the interface contains any unwanted sections	Fail	good
Verify if a user can able to get the discount and vouchers notification	Fail	good
Verify if a user able to shop by category	Pass	bad
Verify if the suggesstions are listed during the search	Pass	good
Verify if the user is able to find the help and documendations	Fail	good
Verify if the user able to view day to day deal	Pass	good
Verify if the user able to see the suggestions are listed during search	Pass	good
Verify if the user able to view best selling products based on ratings and reviews	Pass	good
Verify whether the user able to add the products to the cart	Pass	good
Verify if the user able to place an order in the cart	Fail	good
Verify whether the user is able to change the delivery locations after placing the order	Pass	good
Verify whether the user is able to track the delivery of the product	Pass	good

User-3

Task	Pass/Fail	Interface is good/bad
Will the user can able to login with a valid user name and password	Pass	good
Verify if a user can able to change the language settings for interface displayed	Pass	good
Verify whether the user interface is promising	Fail	bad
Verify whether the interface contains any unwanted sections	Pass	good
Verify if a user can able to get the discount and vouchers notification	Pass	bad
Verify if a user able to shop by category	Pass	good
Verify if the suggesstions are listed during the search	Pass	bad
Verify if the user is able to find the help and documendations	Fail	good
Verify if the user able to view day to day deal	Pass	good
Verify if the user able to see the suggestions are listed during search	Fail	bad
Verify if the user able to view best selling products based on ratings and reviews	Pass	bad
Verify whether the user able to add the products to the cart	Pass	good
Verify if the user able to place an order in the cart	Fail	good
Verify whether the user is able to change the delivery locations after placing the order	Pass	good
Verify whether the user is able to track the delivery of the product	Fail	good

Exit question/user impressions:

At the end of each session, we asked participants [nine] questions:

- What is your overall impression to [site]?
- What is your impression of the search capability?
- Do you feel this site is current? Why?
- What did you like best about the site?
- What did you like least about the site?
- If you were the website developer, what would be the first thing you would do to improve the website?
- Is there anything that you feel is missing on this site? (Probe: content or site features/functions)
- If you were to describe this site to a colleague in a sentence or two, what would you say?
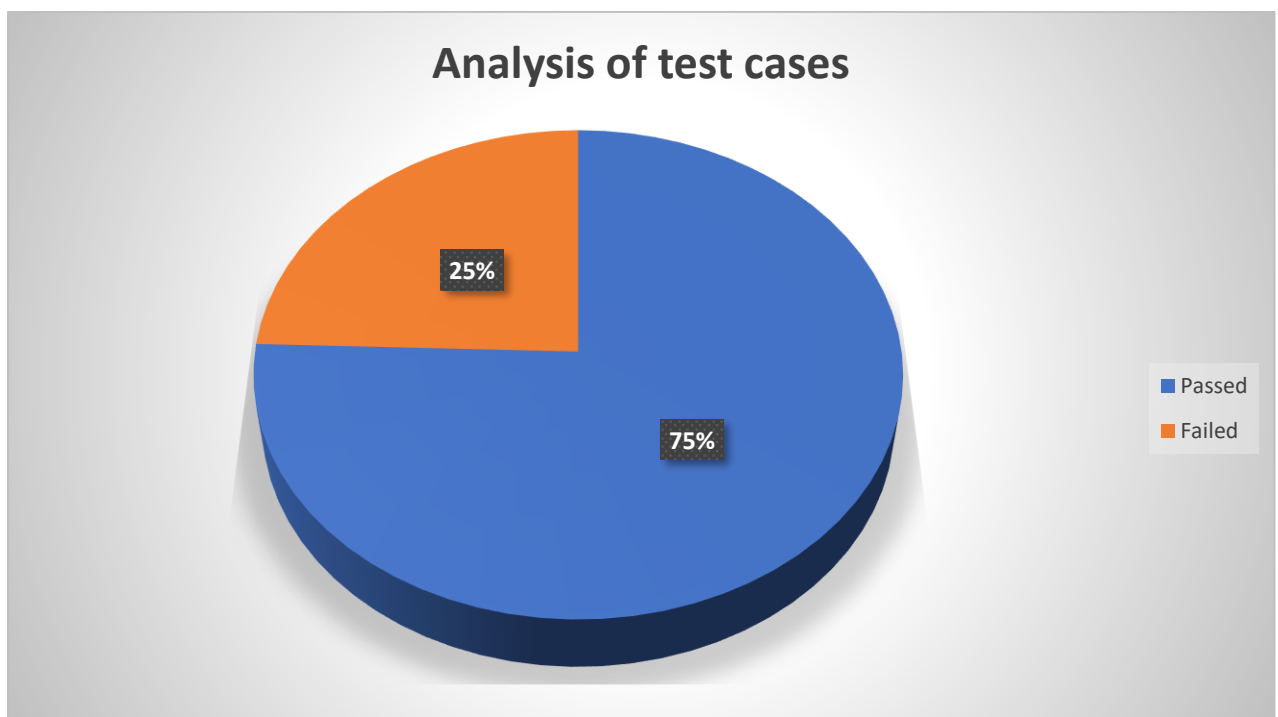- Do you have any other final comments or questions?

What is your overall impression to [site] ??	Its good and attractive	Its better	Its better
What is your impression of the search capability??	The search is fast and can get a quick response	Vivid and quick	It is quick but my typing speed is very slow
Do you feel this site is current? Why?	Yeah it is running in the current version	Yeah it is current	Yeah it is current
What did you like best about the site??	Product recommendations are mostly accurate	Quickly can sort out the items	Very colorful
What did you like least about the site??	The interface is not that much impressive	The site is money motive.	Too many contents dumped in a single page
If you were the website developer, what would be the first thing you would do to improve the website?	I would imporve the user interface and change the language settings according to the user	I will remind the customters regarding the current and upcoming offers	I would increase the color contrast for each and every product
Is there anything that you feel is missing on this site? (Probe: content or site features/functions)	No the contents and features are prefect and quite impressive	Day to day deals are not updated regularly	The developer details and the owner's name is not mentioned
If you were to describe this site to a colleague in a sentence or two, what would you say?	An extremely useful site for motivational buyers	A fair e-commerce websit	Good site for shopping
Do you have any other final comments or questions?	Be careful during payments since it deal with international servers	Discount and vouchers are not available	No

Metrices

Metrics will help to understand the test execution results, the status of test cases & defects, etc. Required Metrics can be added as necessary. Example: Defect Summary-Severity wise; Defect Distribution-Function/Module wise; Defect Ageing etc..
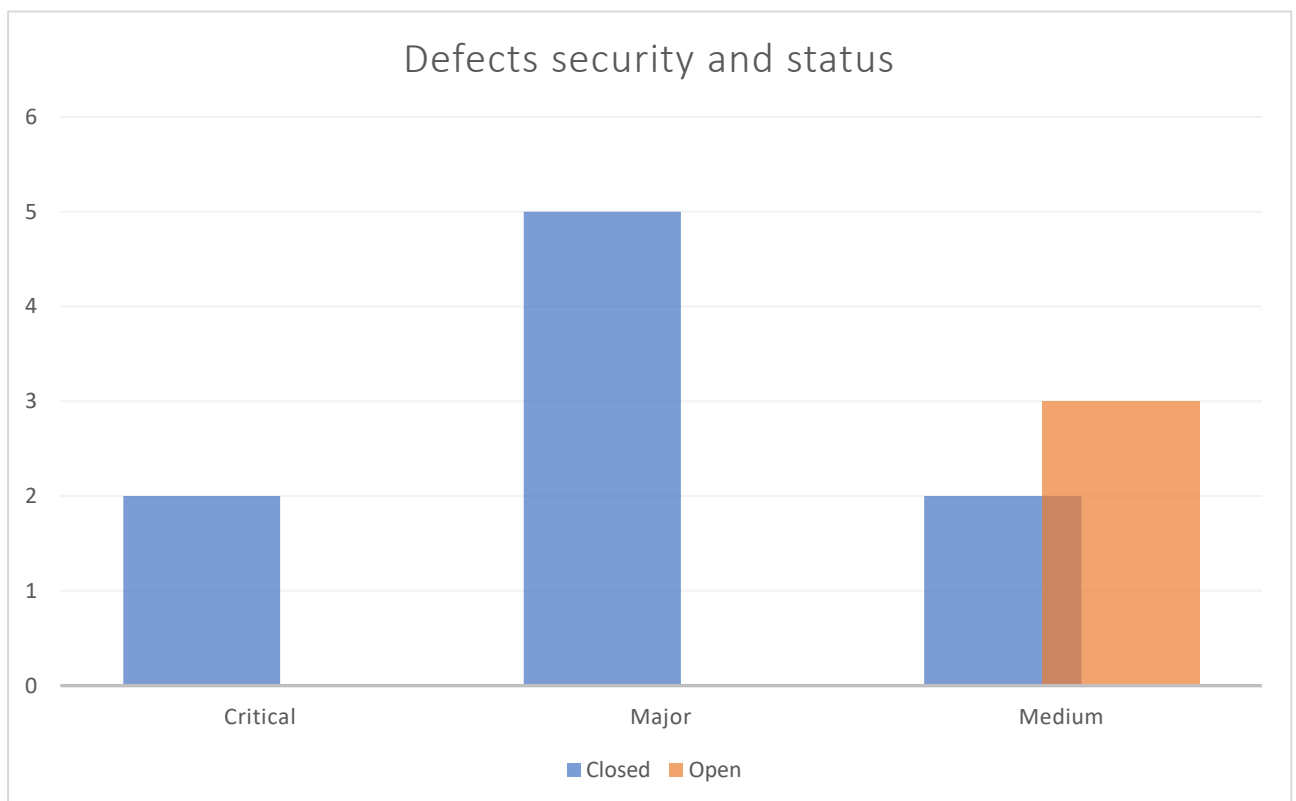
Charts/Graphs can be attached for better visual representation.
- No. of test cases planned vs executed
- No. of test cases passed/failed

Number of defects identified and their status and severity:

	Critical	Major	Medium	Total
Closed	2	5	2	9
Open			2	2
			Total	11

Defects security and status

Defects Distribution

	Interface	Searching	Security	Total
Crtical	0	5	2	7
Major	2	0	0	2
Medium	0	2	0	2
Total	2	7	2	11

Defects Distribution

■ Interface ■ Searching ■ Security