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 19MID0020

Addressing Usability in E-commerce sites  
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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  


Number of male : 2  
Number of female : 1  
Total : 3

Details on platform for usability test





Introductory Questions and Tasks

**User-1**



**User-2**



**User-3**



**Usability Tasks**

**User-1**



**User-2**



**User-3**



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?



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:



Defects Distribution

