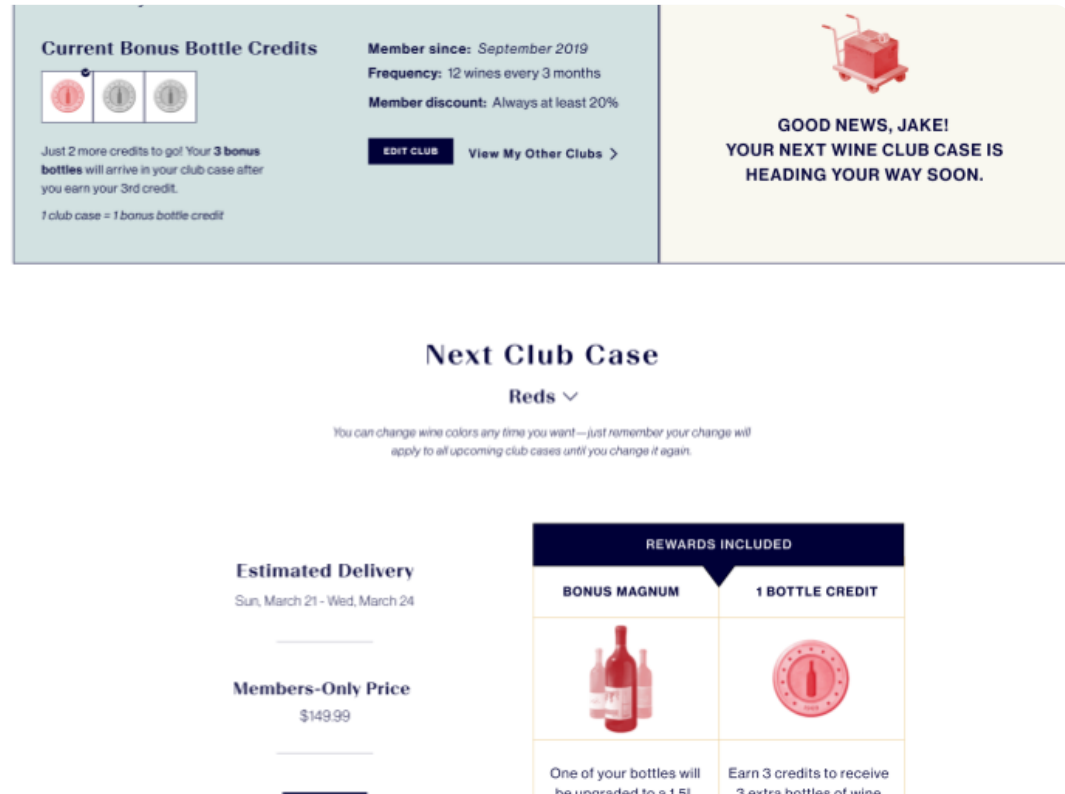




LAITHWAITES DASHBOARD USER TESTING STUDY

APRIL 1, 2021

PROTOTYPES



Prototypes were developed for both mobile and desktop

MOBILE PROTOTYPE

DESKTOP PROTOTYPE

2 PLATFORMS

UserTesting.com

- 6 mobile tests
- 6 desktop tests
- Average age: 63

TryMyUI






- 6 mobile tests
- 6 desktop tests
- Average age: 31

12 mobile + 12 desktop = 24 tests

Users were asked to answer opened ended questions as well as complete specific tasks

- Layout and navigation understanding
- Club bonus bottle credits messaging
- Understanding of what comes in club cases
- Understanding of bottle rating design
- Understanding of cancel messaging

RESULTS

- Layout and navigation understanding 
- Club bonus bottle credits messaging 
- Understanding of what comes in their case 
- Understanding of bottle rating design 
- Understand cancel messaging 



Users understood



Room for improvement

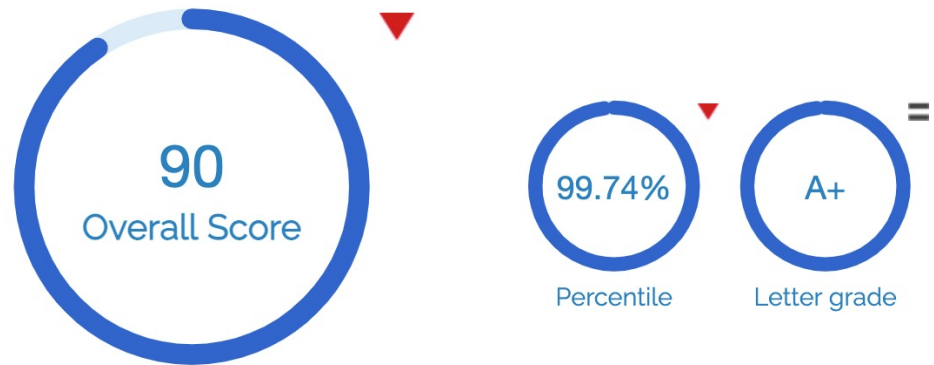
SUS

The System Usability Scale is a 10-item questionnaire for quantifying user experience.

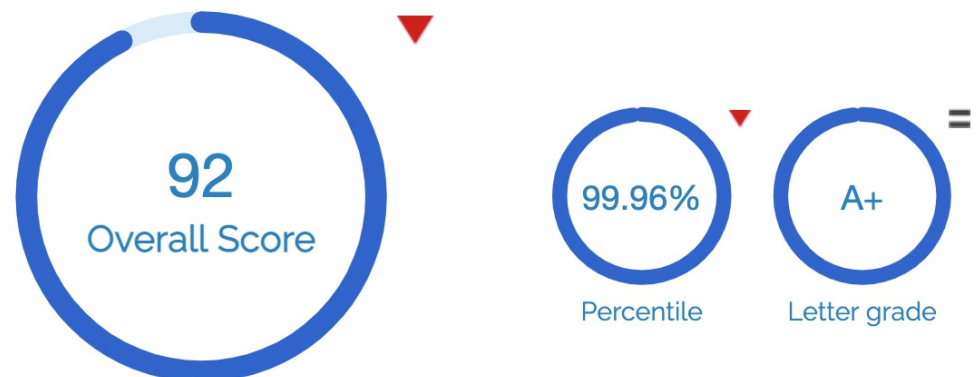
Sub-scores

- ▶ Percentile is calculated from a database of 500 SUS scores collected by MeasuringU.
- ▶ Your letter grade is based on academic analysis of SUS score distributions.

MOBILE



DESKTOP



Net Promoter Score (NPS) - This measures the likelihood of users to recommend your product or services. Scores range from -100 to 100 and include all participants.

UserTesting

- MOBILE: 40
- DESKTOP: 80

TryMyUI

- MOBILE: 40
- DESKTOP: 60

NOTES:

- Industry average for ecommerce is between 40-60 – based on limited research
- With the prototype the testers didn't have the access to the full site.

BONUS BOTTLES CREDITS

When asked to speak to their understanding of how the bonus bottle credits work and what is needed to to earn your next bonus

% OF USERS THAT GOT IT

- MOBILE: 75%
- DESKTOP: 83%

WHAT DID THEY SAY?

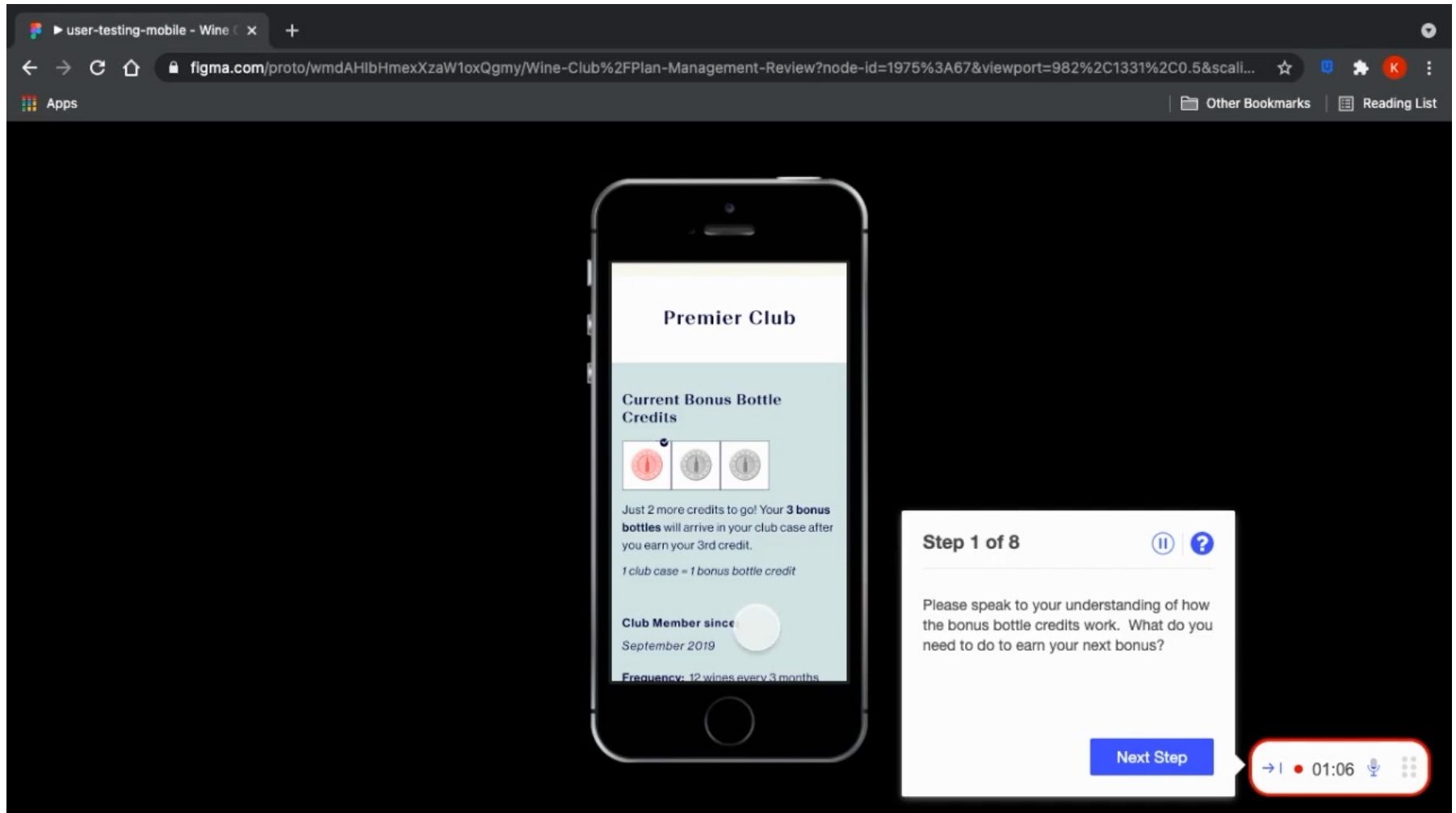
“Maybe the bonus system could be based on the value as a percentage instead of the case.”

“Not 100% on credits”

“the bonus bottle credit system was made a bit more confusing than it should be. It could be made a lot easier to understand by not having the "credits" at all.”

“Not sure how to get 2 more credits”

TEST CLIPS (4 testers)



RECOMMENDATION

Consider moving away from the bottle credits to make it more straight forward to users.

"In every 4th club case you get 3 bonus bottles"

WHAT'S IN YOUR CASE

When asked to name the
wines you are getting in your
next case

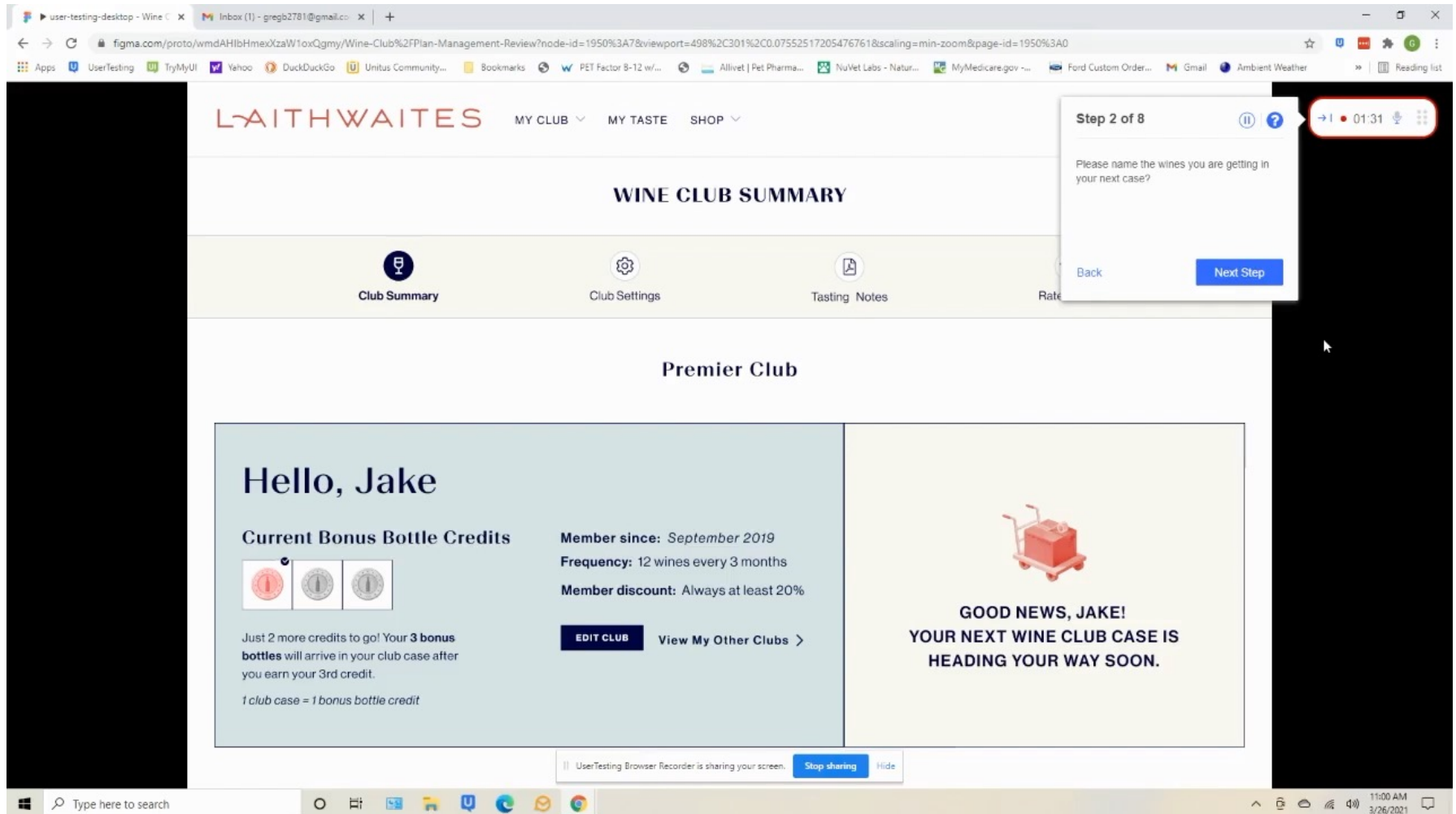
% OF USERS THAT GOT IT

- MOBILE: 75%
- DESKTOP: 67%

WHAT HAPPENED?

- Some users are not realizing that the “SEE WHAT’S INSIDE” label refers to what is in their next case.
- Some users are missing the carousel scroll icons
- A couple of users thought they were only getting 4 bottles in their club case

TEST CLIPS (4 testers)



user-testing-desktop - Wine C | Inbox (1) - gregb2781@gmail.co

figma.com/proto/wmdAHibHmeixZaW1oxQgmy/Wine-Club%2FPlan-Management-Review?node-id=1950%3A7&viewport=498%2C301%2C0.07552517205476761&scaling=min-zoom&page-id=1950%3A0

Apps | UserTesting | TryMyUI | Yahoo | DuckDuckGo | Unitus Community... | Bookmarks | PET Factor 8-12 w/... | Allivet | Pet Pharma... | NuVet Labs - Natur... | MyMedicare.gov ~... | Ford Custom Order... | Gmail | Ambient Weather | Reading list

LAITHWAITES MY CLUB MY TASTE SHOP

WINE CLUB SUMMARY

Club Summary Club Settings Tasting Notes Rate

Premier Club

Hello, Jake

Current Bonus Bottle Credits

Member since: September 2019
Frequency: 12 wines every 3 months
Member discount: Always at least 20%

Just 2 more credits to go! Your 3 bonus bottles will arrive in your club case after you earn your 3rd credit.
1 club case = 1 bonus bottle credit

EDIT CLUB View My Other Clubs >

GOOD NEWS, JAKE!
YOUR NEXT WINE CLUB CASE IS
HEADING YOUR WAY SOON.

UserTesting Browser Recorder is sharing your screen. Stop sharing Hide

Step 2 of 8
Please name the wines you are getting in your next case?
Back Next Step
01:31

RECOMMENDATIONS

- Update copy to make it clearer
“See what’s in your next case”
“12 bottles total”
- Update frequency copy: “12 bottles every 3 months”
- Update left/right carousel scroll icons so they are more visible
- Alternative idea: Modify design and remove the carousel and stack the wines

- 2 testers were uncertain on what they had to do to upgrade to get their magnum.
- A couple of testers mentioned that they would like to see bottle pricing and alcohol content for each bottle in their next case.
- 1 tester brought up the idea of hovering over the bottle icons (grape, region, year etc.) and for fun facts about the grapes and regions.

POSITIVE FEEDBACK

“it is very user-friendly, easy to navigate/intuitive, and clear about their information”

“The website was easy to use, fun and intuitive. I was able to complete all my tasks very easily and without any issues in little to no time despite not being familiar with the website and that made me like it.”

“There was nothing negative about this experience. I had an excellent experience from start to finish! It was simple, straightforward, engaging, and fun to explore the site!”

“I really like the clean appearance which makes the site very user friendly. The font size is really good as is the use of colors.”

TEST LINKS

[UserTesting.com Desktop](#)

[UserTesting.com Mobile](#)

[TryMyUI Desktop](#)

[TryMyUI Mobile](#)