Key Questions

01   **Overall Usability**

Is the overall design of the site easy to navigate? Is anything confusing?

02   **Product Listing**

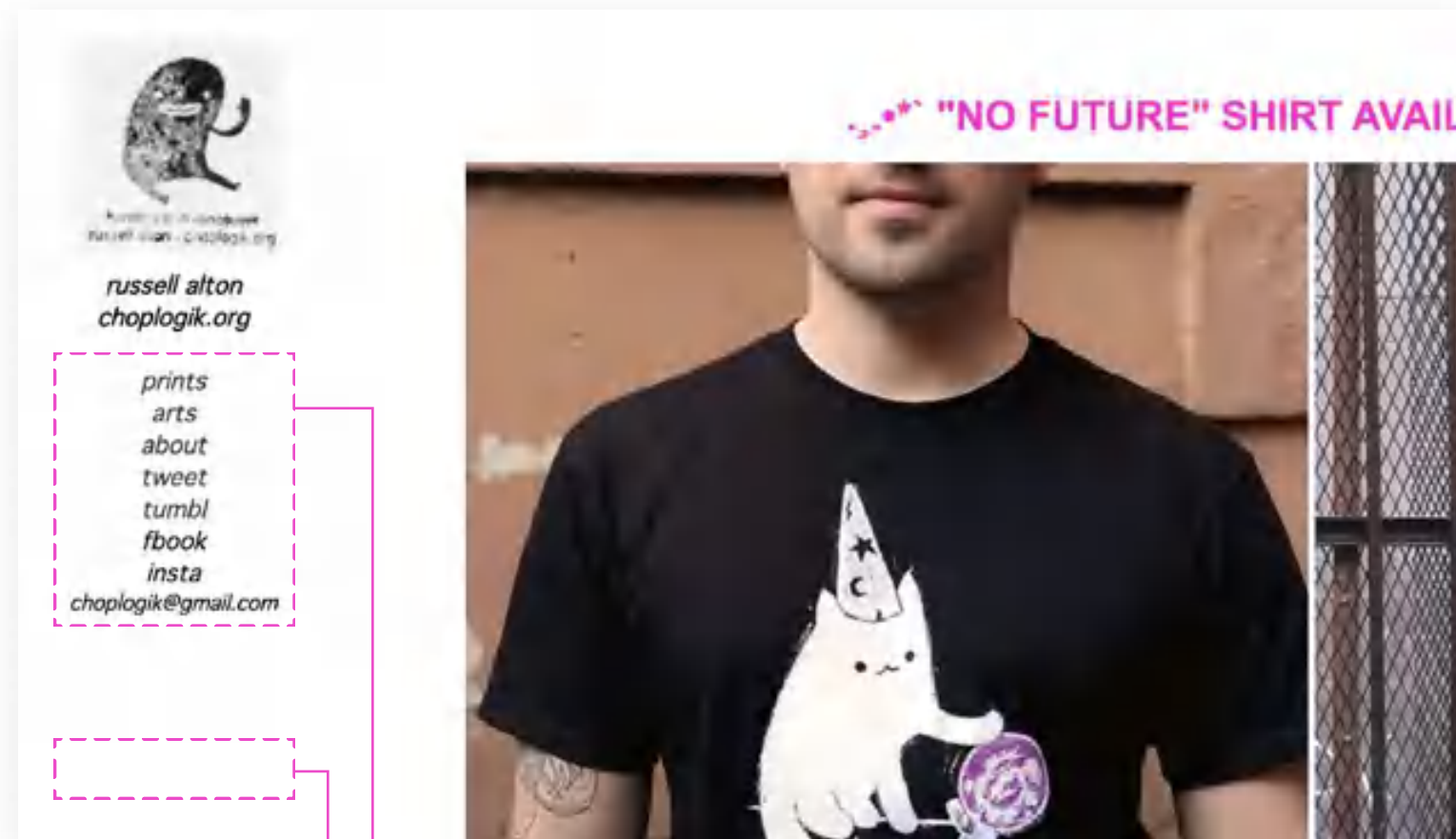Would a single page for all products be better than the current multi-page design?

03   **Cart Location**

Should the shopping cart be located on the website rather than PayPal?

04   **Brand Perception**

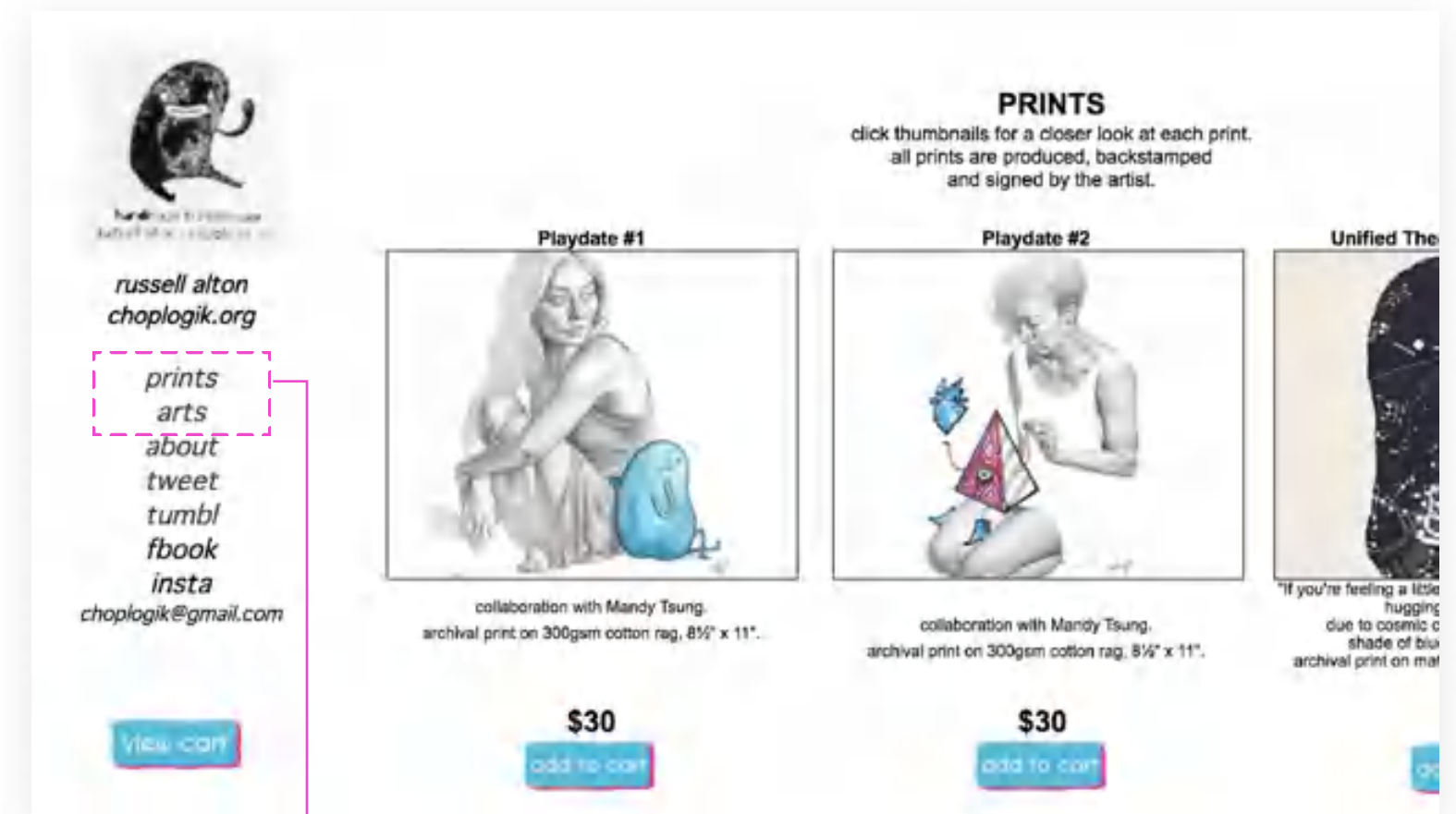Does the website feel fun and convey the tone of the art?

Navigation Frictions: Products

HOME / T-SHIRTS PAGE

PRINTS PAGE

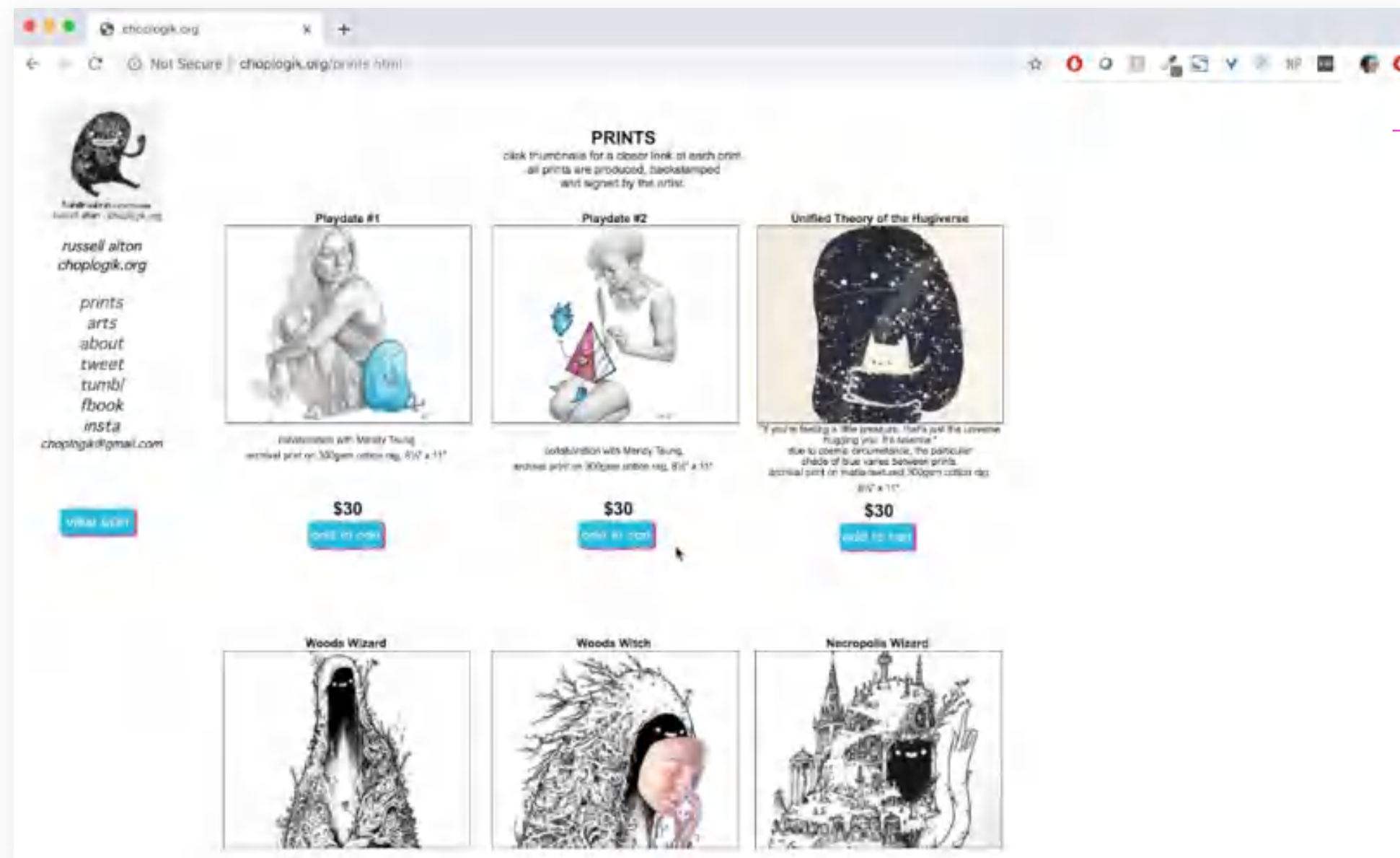No sidebar link for t-shirts specifically, only prints

No 'view cart' button

'Arts' and 'prints' are easily confused, unclear difference between each

Navigation Frictions: PayPal

PAYPAL NAVIGATION

Redirection feels jarring and disconnected from the website

Items go directly to a checkout page (no way to add to cart and keep browsing)

Unclear if the website and cart will be remembered if you go back to the website

Unclear Information

Sumptuous white on comfy, black, 100% cotton tees, silkscreened in Vancouver, BC! Shipped worldwide! NOT CURSED!!!*

click here for a size chart!

shipping is as cheap as I can make it, flat-rate, untracked. if you need faster or tracked options, email me!

T-SHIRT 02 DESCRIPTION

view cart

'VIEW CART' BUTTON

gallery is being fumigated. See latest drawings & paintings over on Instagram!

'ARTS' PAGE TEXT

Only 1/3 t-shirt descriptions have detailed shipping information and a size chart

No cart feedback when products are added

Unclear what 'gallery is being fumigated' means

No link or directions to Instagram profile

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PayPal Interface Issues
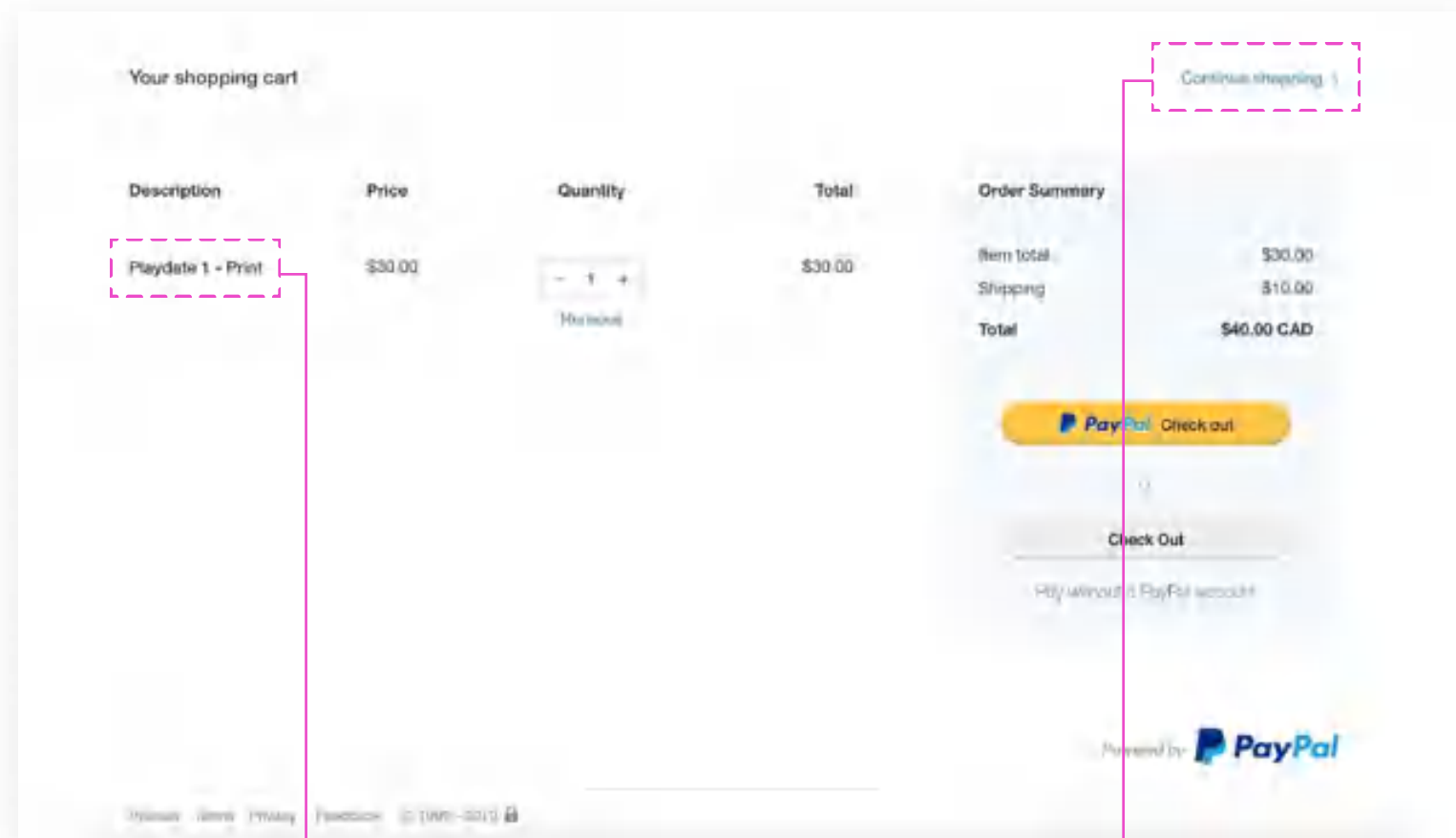
PAYPAL CART (TYPICAL)
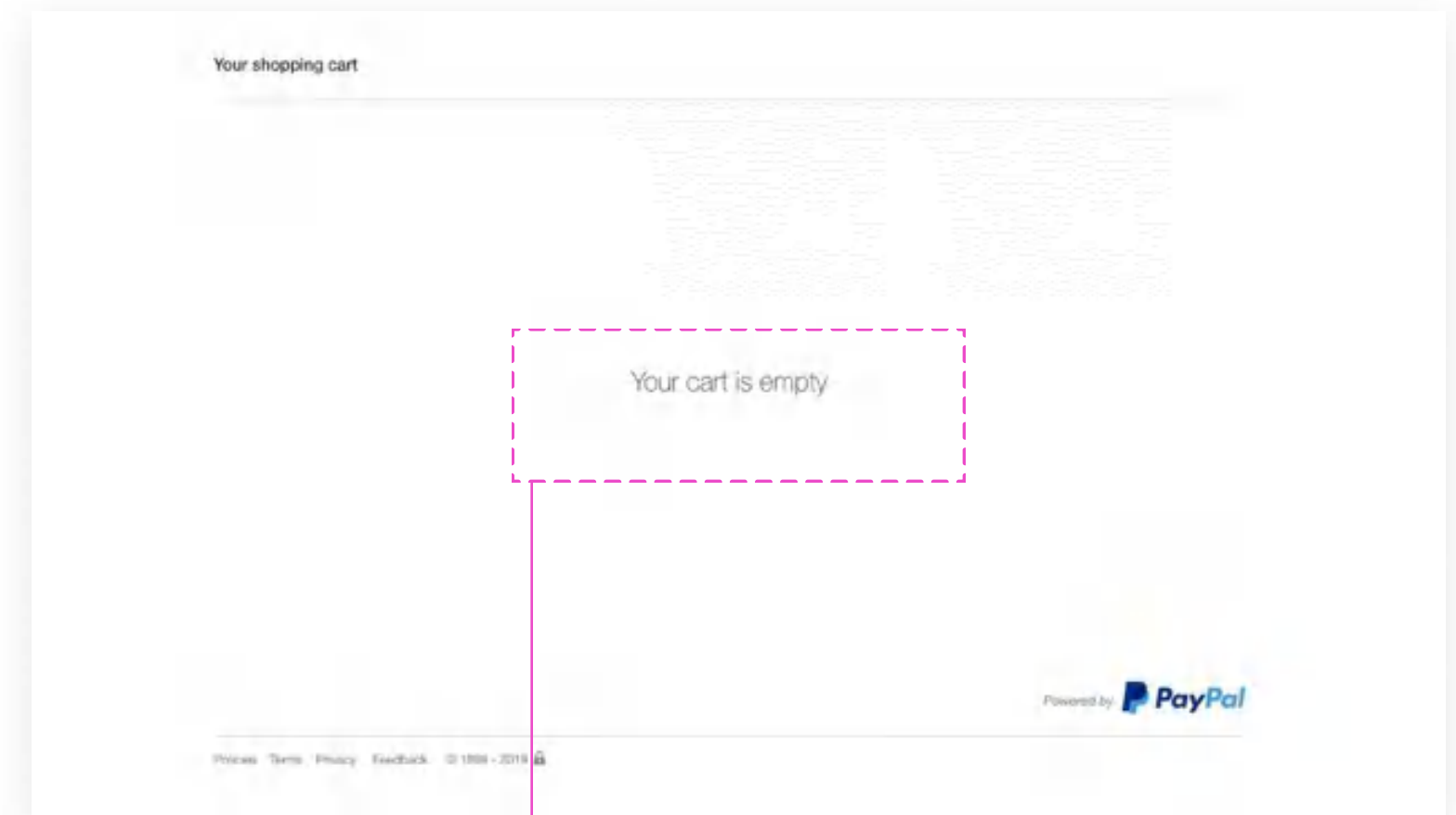

PAYPAL CART (ERROR)
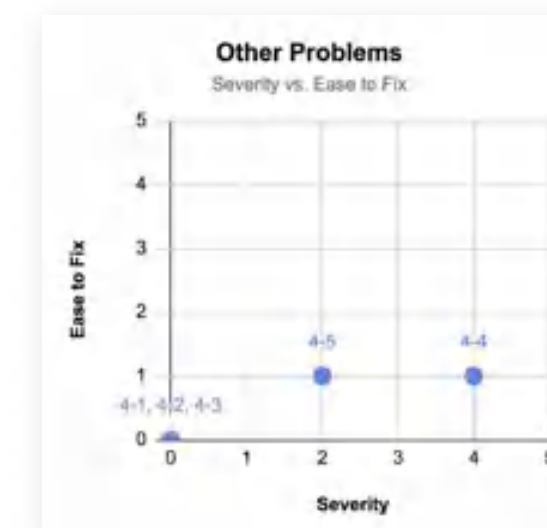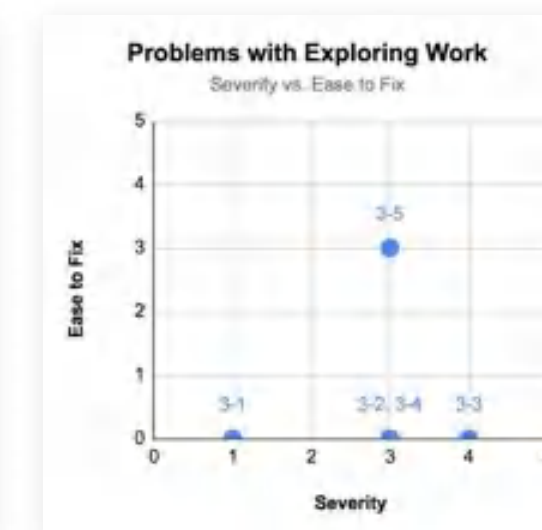
No product preview

Difficult to find 'continue shopping' button

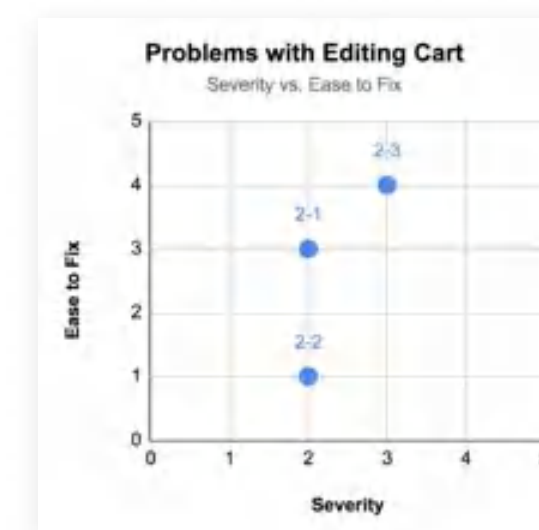Closes tab but doesn't always return to store tab

When all items are removed from 'continue shopping' button doesn't always appear

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Heuristic Evaluation Results

20 PARTICIPANTS

Controlled Study

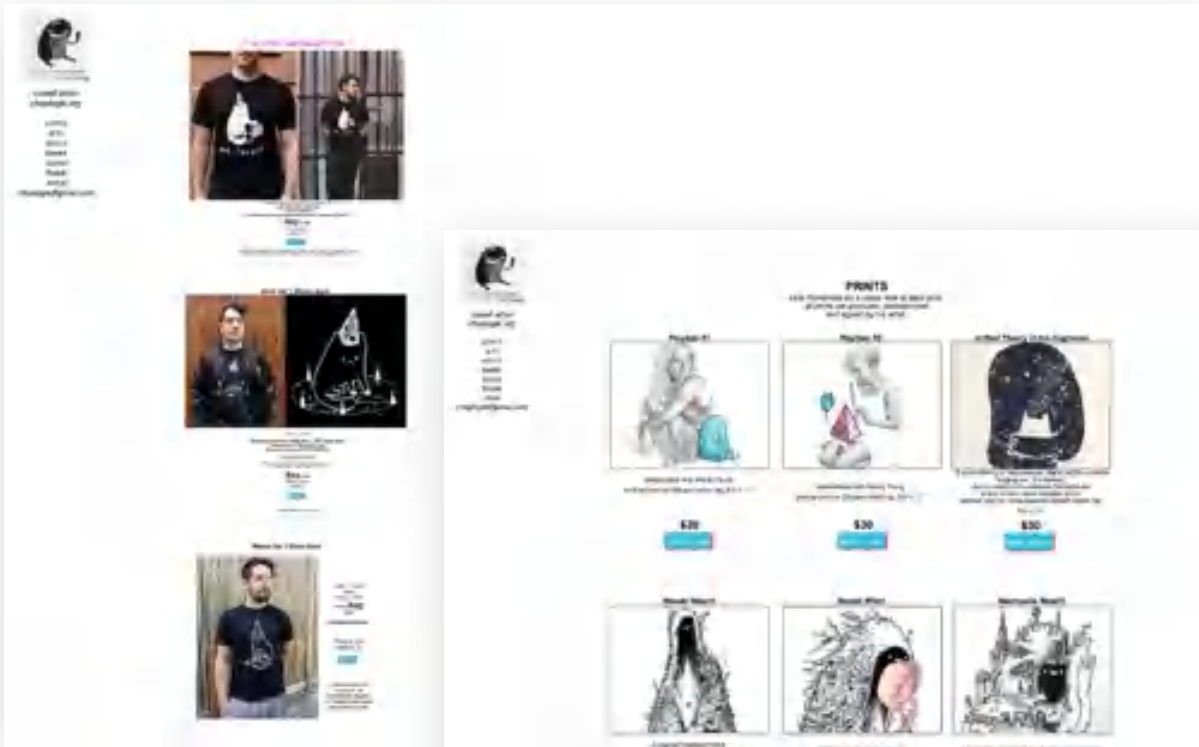Measuring speed (time in seconds) of finding and purchasing items across 2 different layouts:

1 Page Layout

SINGLE LISTING PAGE

VS.

2 Page Layout

SHIRTS PAGE

PRINTS PAGE

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Results: Purchasing 1 Item

Hypothesis A

It is faster to find and purchase a print with a one page layout than a multiple page layout.

Null Hypothesis A

It is **not** faster to find and purchase a print with a one page layout than a multiple page layout.

Average speed of purchasing 1 print (in seconds)

■ 2 page layout: ■ 1 page layout:

PURCHASING JUST 1 PRINT

No statistically significant difference (p=0.141) could be found found between 2 page (M=23.5, SD=29.6) and 1 page (M=13, SD=8.1) layouts.

→

We cannot reject the null hypothesis at a 95% confidence interval (p<0.05).

Results: Purchasing 2 Items
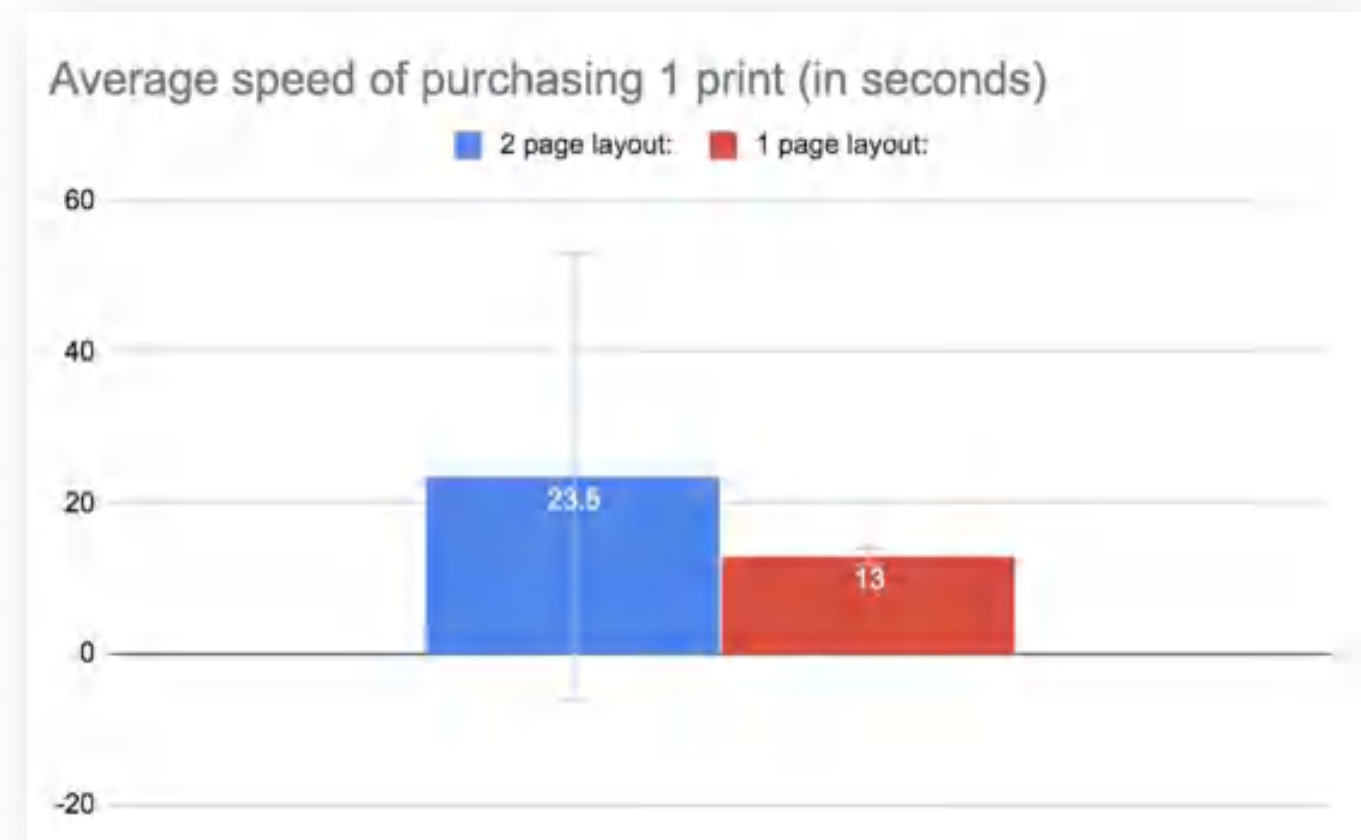
Hypothesis B

It is faster to find and purchase a print and a t-shirt with a one page layout than a two page layout.

Null Hypothesis B

It is **not** faster to find and purchase a print and a t-shirt with a one page layout than a two page layout.

Average speed of purchasing 1 print + 1 shirt (in seconds)

2 page layout: 1 page layout:

PURCHASING A PRINT AND A T-SHIRT

No statistically significant difference (p=0.11) could be found found between 2 page (M=40.85, SD=23.8) and 1 page (M=30.35, SD=15.85) layouts.

⟶

We **cannot reject** the null hypothesis at a 95% confidence interval (p<0.05).

Recommendation

Post–Test Questionnaire Results

Although on average buying items on a one page layout was 10s faster than on a two page layout, participants were split 50/50 on what layout they preferred.
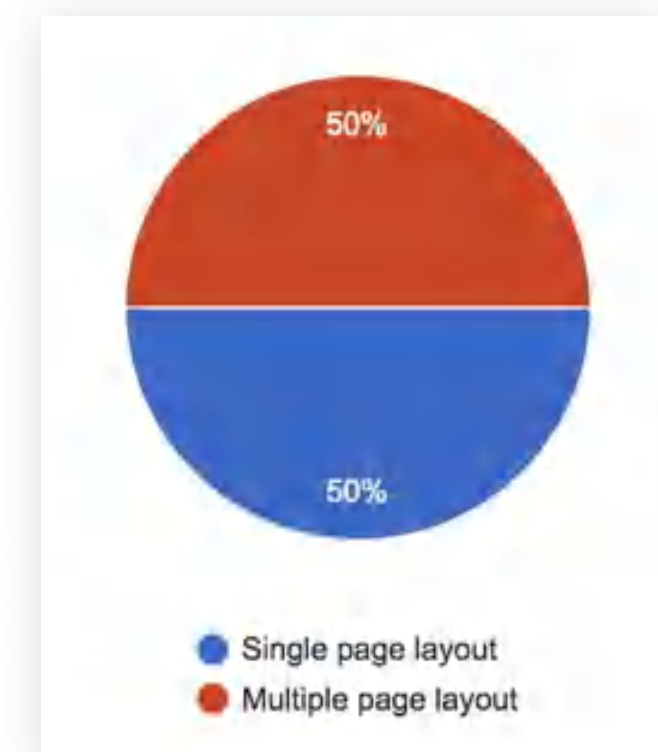
SINGLE PAGE

- Easier to casually browse
- Quicker to add items to cart
- Easier to locate items

MULTIPLE PAGES

- Less scrolling
- Easier to parse and find products
- Menu headers = fast navigation

PARTICIPANT PREFERENCES

Recommendations

Address navigational issues from heuristic and conduct further research before devoting time into developing a different page layout system
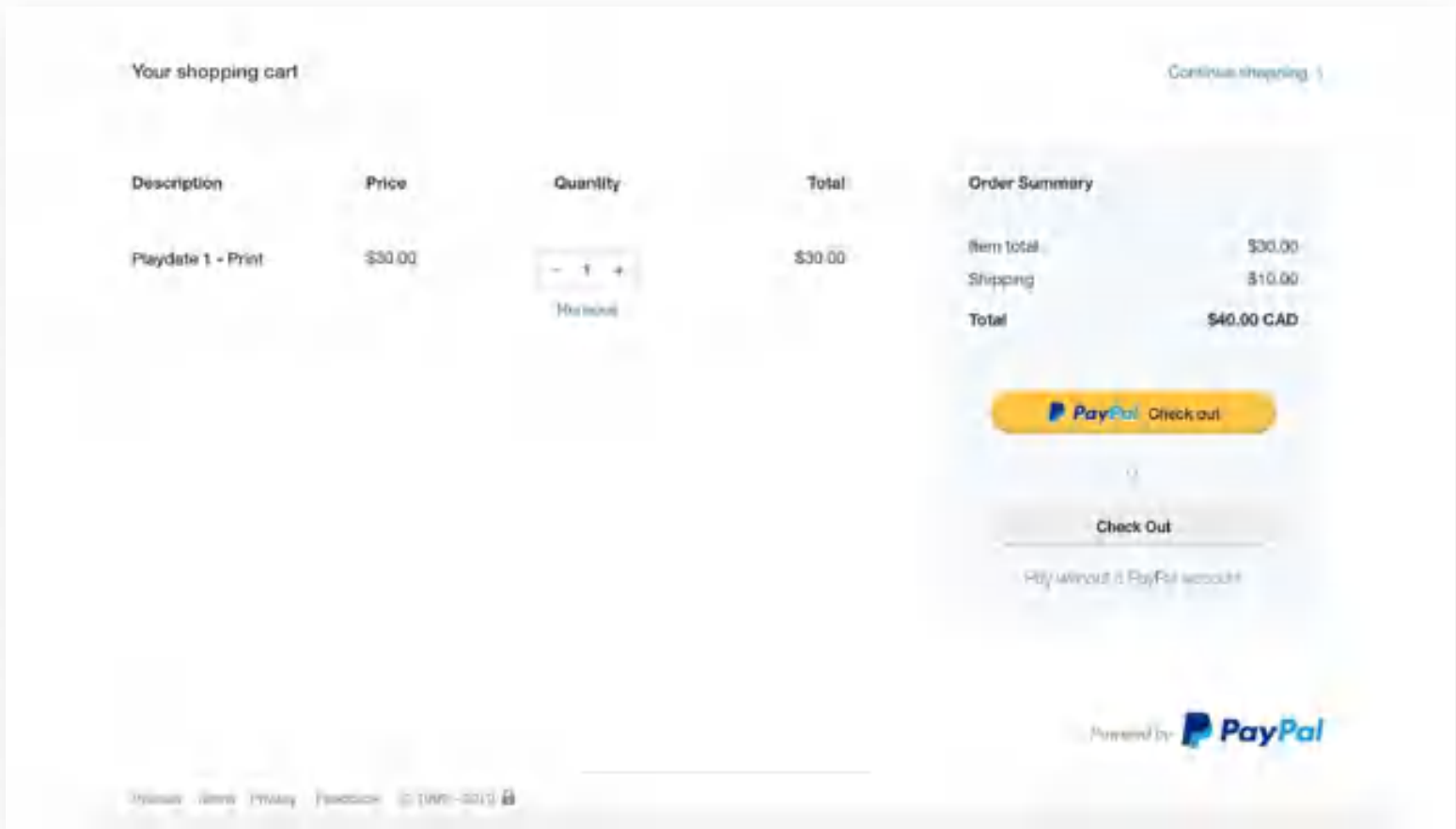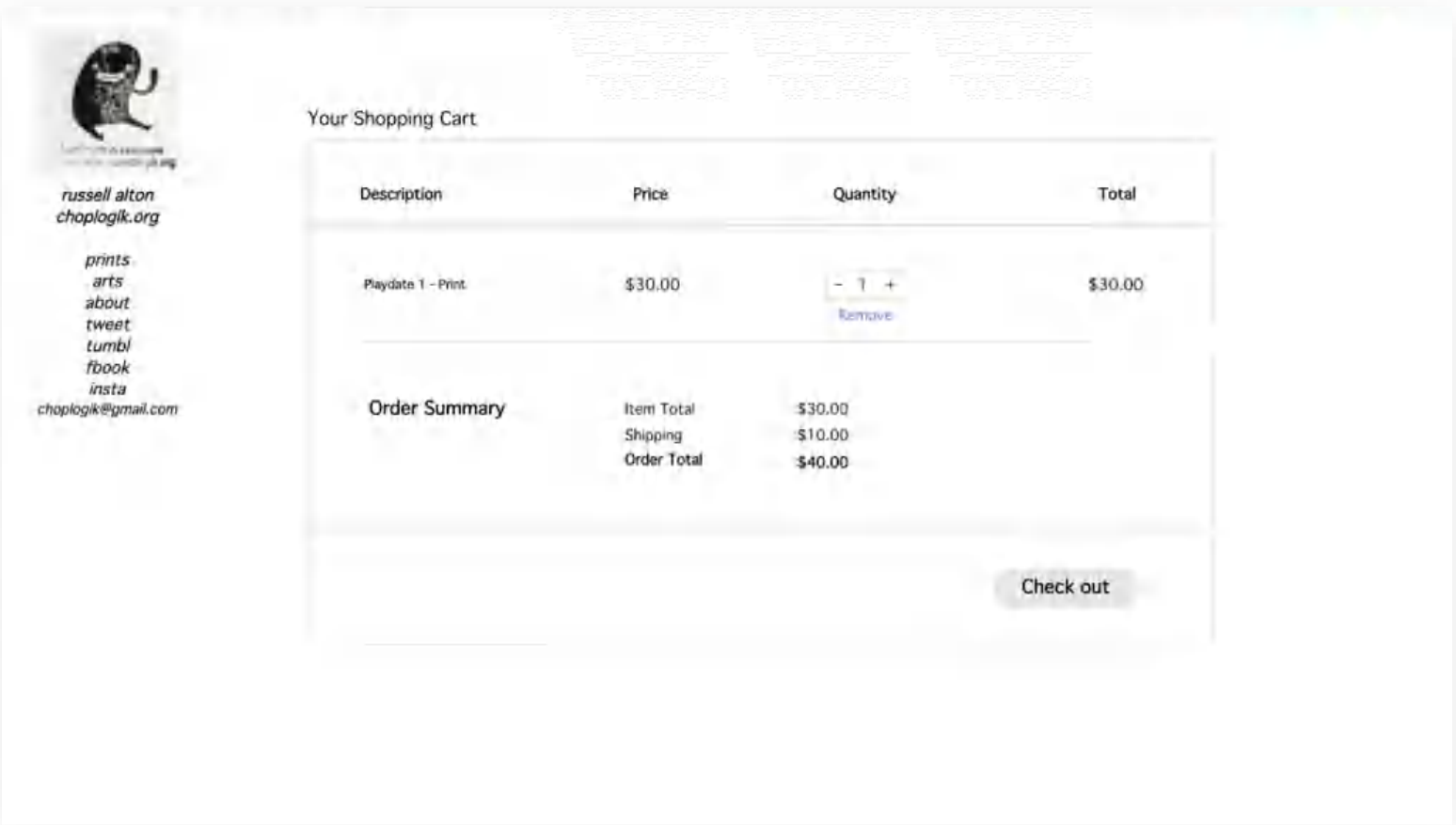
20 PARTICIPANTS

Controlled Study

Measuring speed (time in seconds) of navigating to, and removing items from a cart, either hosted directly on the website, or hosted on PayPal.

I ITEM IN CART
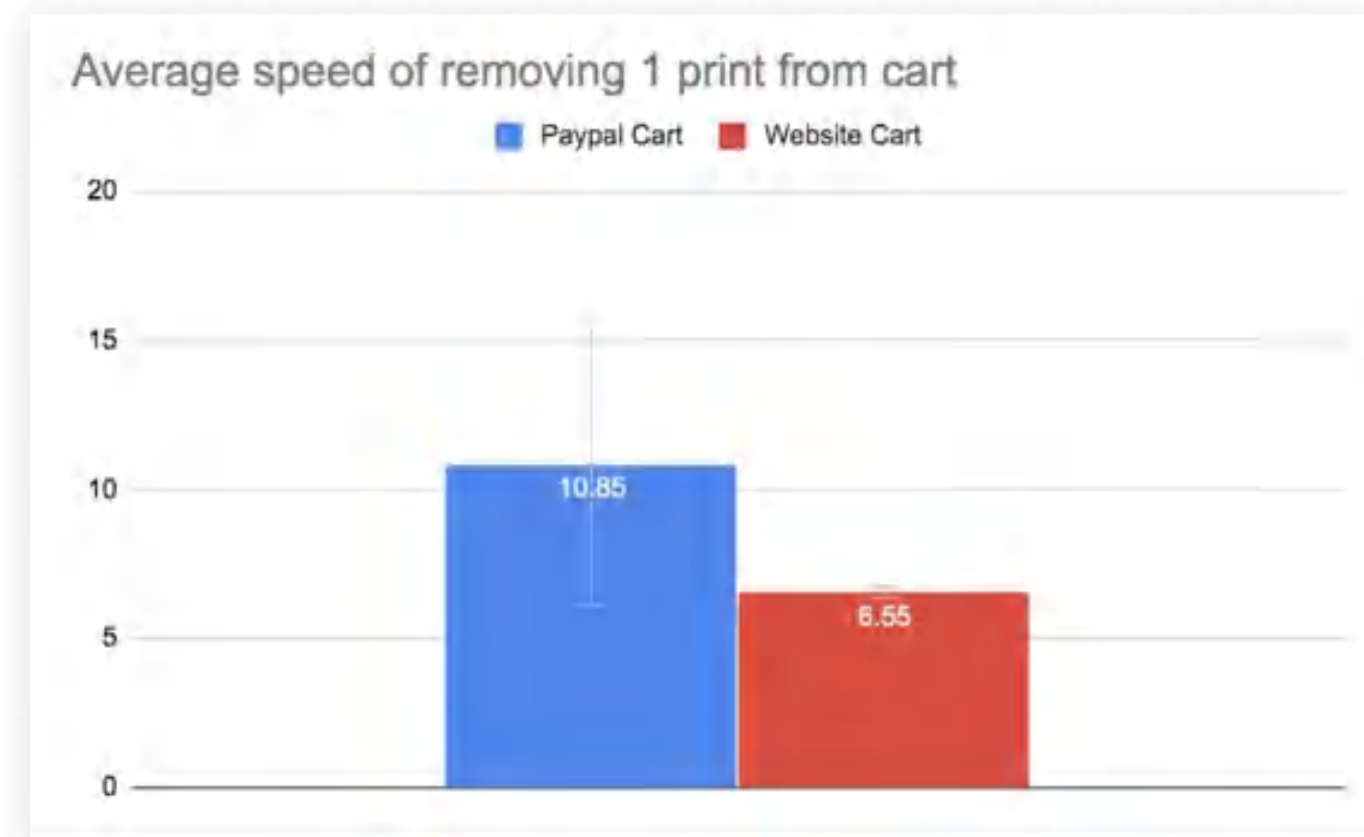
VS.

2 ITEMS IN CART

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Cart: Removing 1 Item

Hypothesis A

It is faster to edit a shopping cart with 1 item (a print) with the website cart layout than the PayPal cart layout.

Null Hypothesis A

It is **not** faster to edit a shopping cart with 1 item (a print) with the website cart layout than the PayPal cart layout.

Average speed of removing 1 print from cart

■ Paypal Cart ■ Website Cart

REMOVING JUST ONE PRINT

There is a statistically significant difference (p=0.001) in speed removing items from a paypal hosted cart (M=10.85, SD=4.64) and a website hosted cart (M=6.55, SD=2.80).

→

We can reject the null hypothesis at a 95% confidence interval (p<0.05).
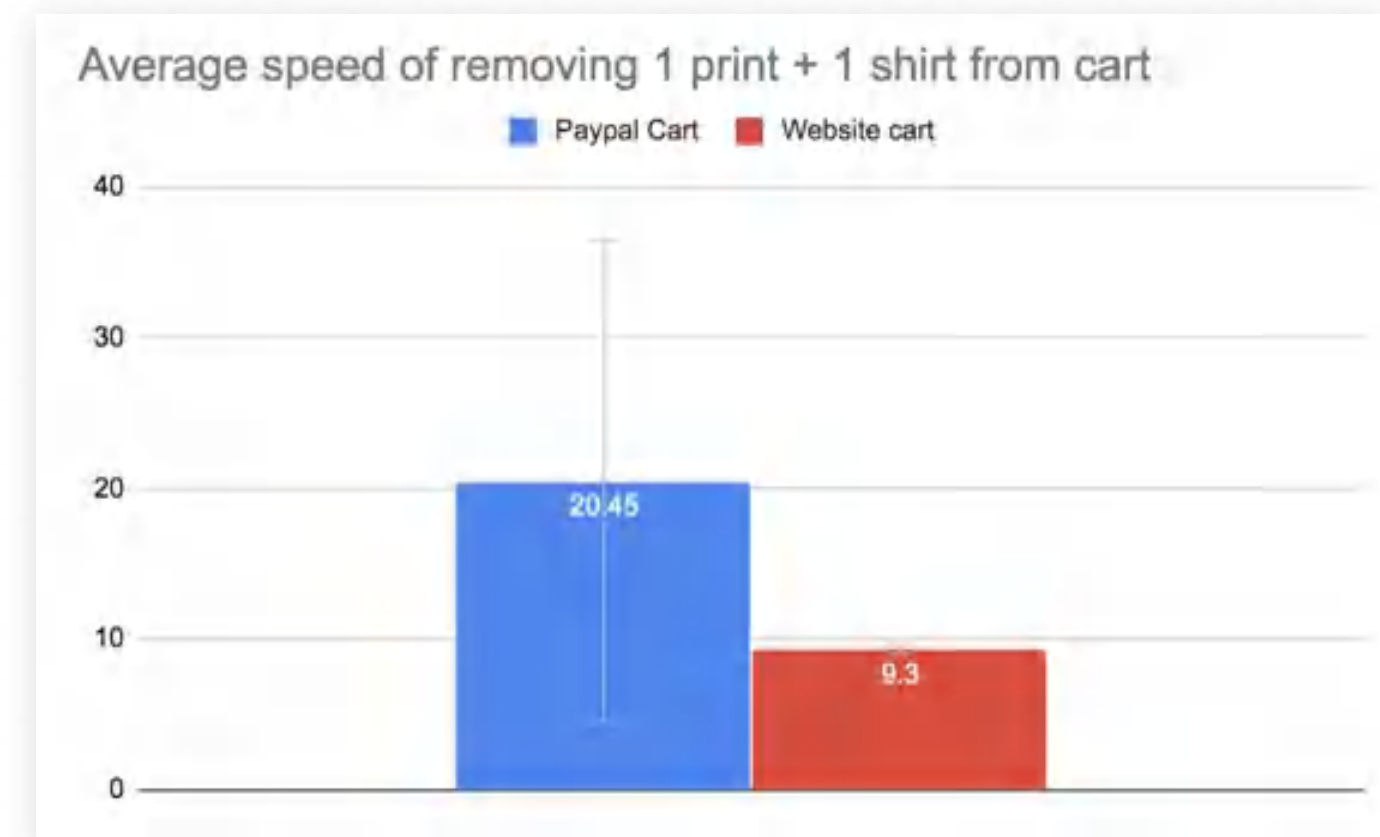
Cart: Removing 2 Items

Hypothesis B

It is faster to edit a shopping cart with 1 print and 1 t-shirt with a website cart layout than a PayPal cart layout.

Null Hypothesis B

It is **not** faster to edit a shopping cart with 1 print and 1 t-shirt with a website cart layout than a PayPal cart layout.

Average speed of removing 1 print + 1 shirt from cart

REMOVING 1 PRINT AND 1 SHIRT

There is a statistically significant difference (p=0.006) in speed removing items from a paypal hosted cart (M=20.45, SD=15.96) and a website hosted cart (M=9.3, SD=3.21).

→

We can reject the null hypothesis at a 95% confidence interval (p<0.05).

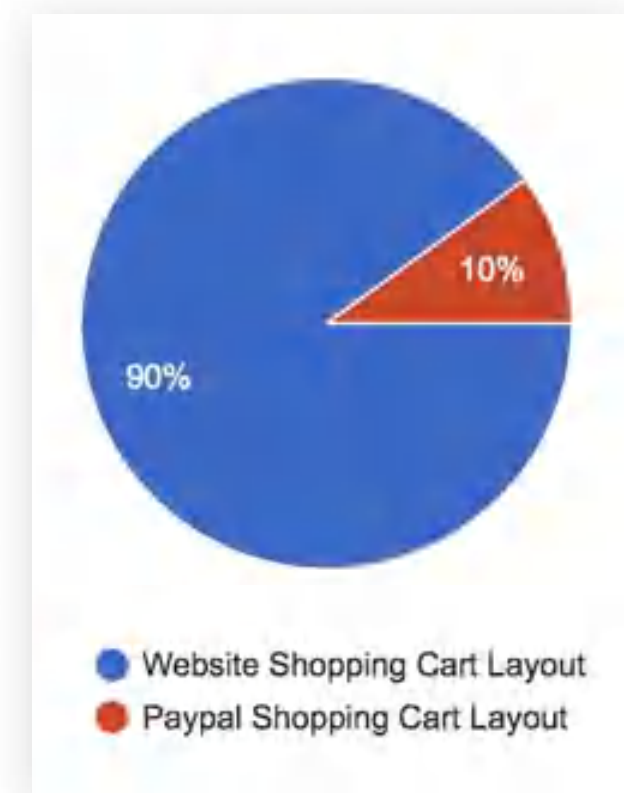# Recommendation

Post–Test Questionnaire Results

90% of participants preferred the Website shopping cart layout.

WEBSITE CART

- Consistent experience
- Less inter–tab navigation
- Straightforward

PAYPAL CART

- New tab feels disorienting
- PayPal interface hard to read
- Higher effort to navigate

Website Shopping Cart Layout
Paypal Shopping Cart Layout

Recommendations

Implement a website on the shopping cart, taking care to ensure the cart presents (and is) secure.
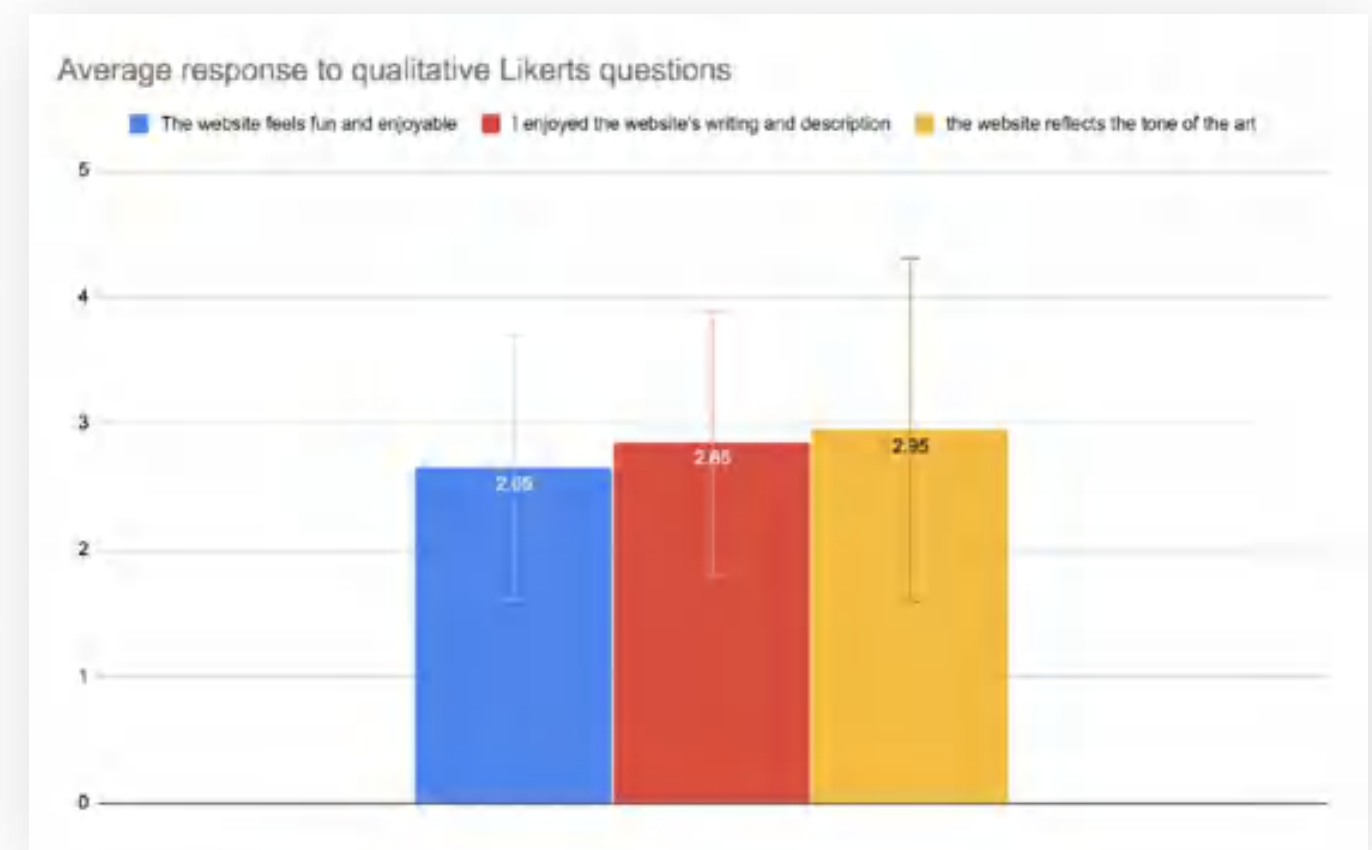
Results + Recommendation

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3 Likert scale questions concerning brand perception were asked in the post test questionaire.

01   THIS WEBSITE FEELS FUN AND ENJOYABLE (2.65)

02   I ENJOYED THE WEBSITE'S WRITING AND DESCRIPTION (2.85)

03   THE WEBSITE REFLECTS THE TONE OF THE ART (2.95)

Each answer has just below neutral (3) responses.

Even though the website is not drastically unpleasant, it could be improved to better communicate the intended brand. We recommend working with a designer to achieve this.

Average response to qualitative Likerts questions

■ The website feels fun and enjoyable   ■ I enjoyed the website's writing and description   ■ the website reflects the tone of the art

LIKERT SCALE QUESTION RESPONSES

Final Recommendations

01   **Address usability issues associated with navigation and information clarity**

02   **Test different page layouts only once navigational issues are addressed**

03   **Implement a website–hosted shopping cart**

04   **Consider working with a designer to improve brand communication**