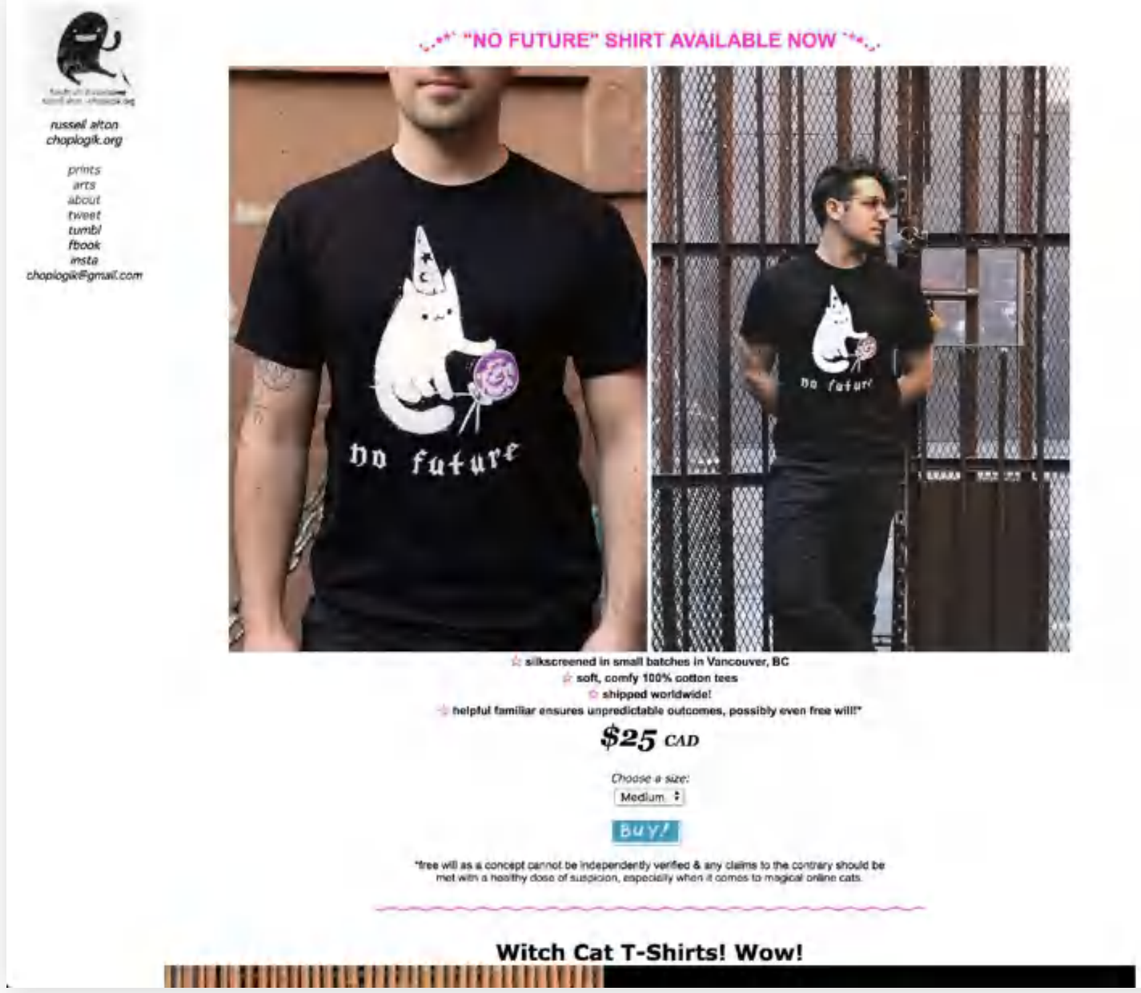


current choplogik.org landing page

Community Partner

Choplogik is the brand name of Vancouver-based independent artist and sole proprietor Russell Alton. This study will evaluate their online store (choplogik.org), where they sell prints and t-shirts of their art.

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?

Methods

Heuristic Evaluation

Controlled Study (x2)

Method 1: Heuristic Evaluation

Purpose

To uncover issues concerning navigation and information clarity.

Methodology

4 Evaluators (team members)

Mix of scenarios and self-guided exploration

Why Heuristic Evaluation?

A cheap and fast method for finding design problems from the overall system

PART 1

Scenarios (10-20min)

1. Browse Products and ‘purchase’ one print and one t-shirt
2. Edit the cart (add, remove, change quantity) while shopping.
3. Explore the artist’s body of work (all art, not just products)

PART 2

Self-Guided Exploration (5-10min)

1. Freely explore the interface, paying particular attention to navigation and information clarity.

heuristic evaluation plan

Method 2:
Controlled Study (x2)

Purpose

To determine whether changes to current designs will affect speed of task completion.

Methodology

20 participants (within-subjects)

4 hypotheses (2 per study part)

4 interfaces (2 per study part)

Why Controlled Study?

Most fitting for evaluating performance (time to complete task) between different speculative options when time and resources are limited.

Participant Demographic

Students and working professionals, 25-36 years old, who have a history of buying products from independent artists found through social media

Method 2: Controlled Study (x2)

Order Types

One print ***or*** one t-shirt
One print ***and*** one t-shirt

Business Goal

Prioritize ease of purchasing prints (profit-driver)

HYPOTHESIS A

Efficiency of orders involving a print

HYPOTHESIS B

Efficiency of orders involving a print and a t-shirt

Method 2:
Controlled Study (x2)

LEGEND

Product: Product layout

Cart: Shopping cart layout

P: Buying a print

P+T: Buying a print and a t-shirt

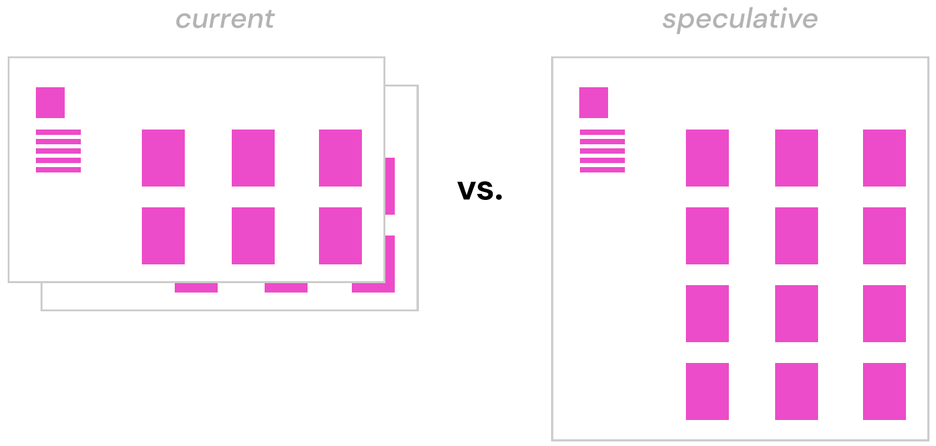
Participant Number	Product/Cart Order	Task Ordering
P1 - P4	1. Product	P, P+T
	2. Cart	P+T, P
P5 - P8	1. Cart	P, P+T
	2. Product	P+T, P
P9 - P12	1. Product	P+T, P
	2. Cart	P, P+T
P13 - P16	1. Cart	P+T, P
	2. Product	P, P+T
P17 - P20	1. Product	P, P+T
	2. Cart	P+T, P

task counterbalancing

Controlled Study Phase 1: Product Listing Layout

Purpose

To discover whether multiple pages for products vs one page is faster for buying products.



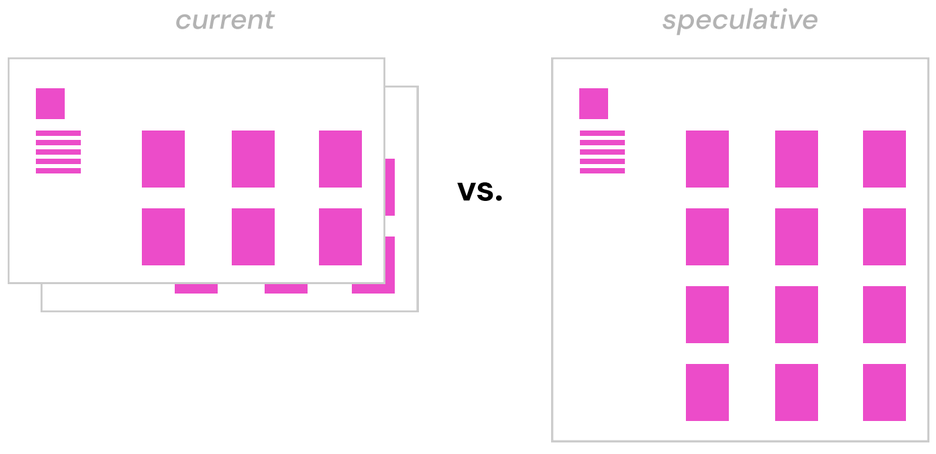
Controlled Study Phase 1: Product Listing Layout

Hypothesis A

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

Hypothesis B

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



Controlled Study Phase 1: Product Listing Layout

Proposed Tasks

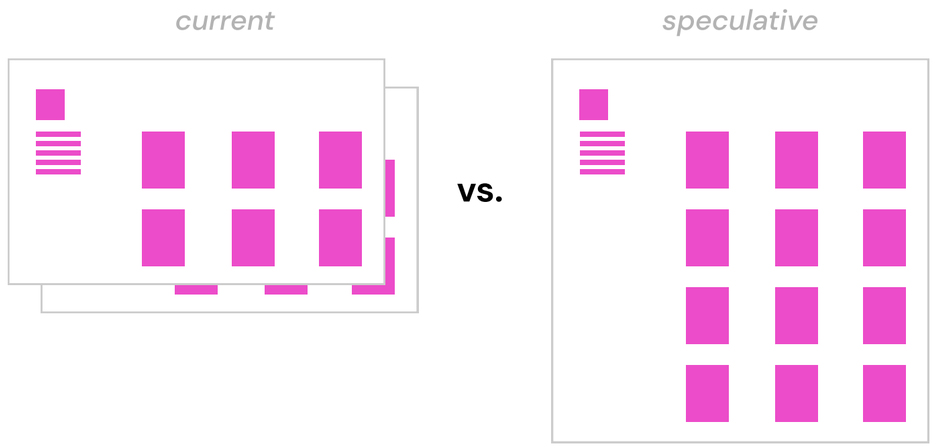
1. Find and purchase a print
2. Find and purchase a print and a t-shirt

Repeated x5 per participant.

Data Collected

Task speed

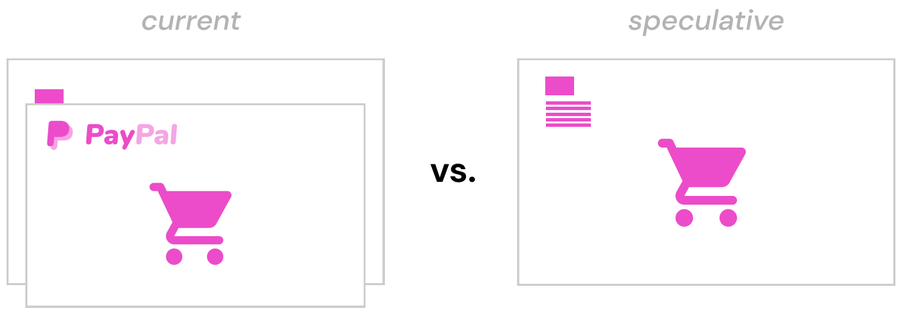
Qualitative insights (post-test questionnaire)



Controlled Study Phase 2: Shopping Cart Location

Purpose

To discover whether having the shopping cart view on the website vs. handled by PayPal is faster for editing the cart.



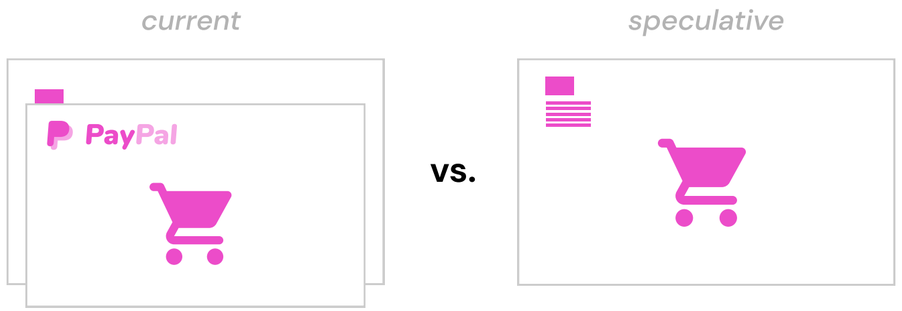
Controlled Study Phase 2: Shopping Cart Location

Hypothesis A:

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

Hypothesis B:

It is faster to edit a shopping cart with multiple items (a print and a t-shirt) with the website cart layout than the PayPal cart layout.

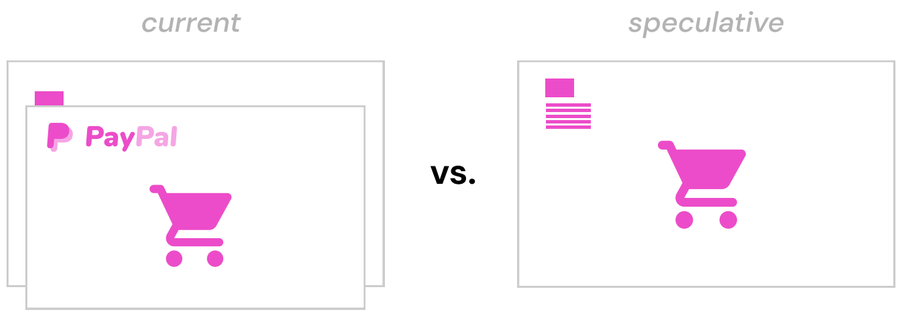


Controlled Study Phase 2: Shopping Cart Location

Proposed Tasks

1. Remove an item from the cart with one item
2. Remove an item from the cart with two items

Repeated x5 per participant.



Data Collected

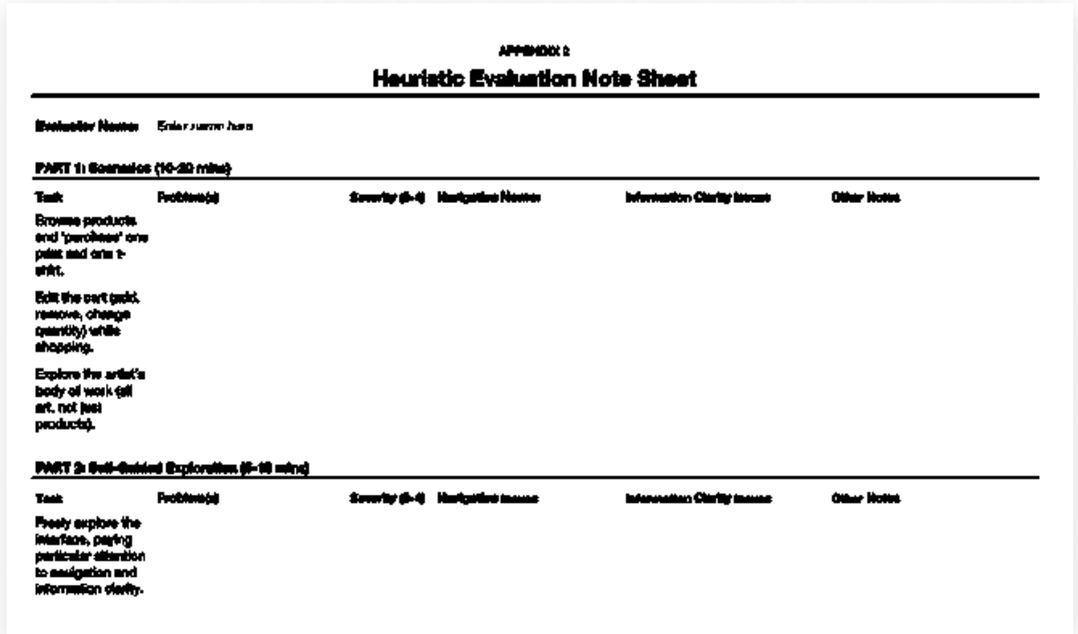
Task speed

Qualitative insights (post-test questionnaire)

Data Collection

Heuristic Evaluation

We will be recording design problems for each task and assessing their severity on a 0-4 scale.



APPENDIX 2

Heuristic Evaluation Note Sheet

Evaluator Name: Emily Suzanne Jones

PART 1: Scenarios (10-20 mins)

Task	Problem(s)	Severity (0-4)	Navigation Issues	Information Clarity Issues	Other Notes
Browse products and "purchase" one pair and one t-shirt.					
Edit the cart (add, remove, change quantity) while shopping.					
Explore the artist's body of work (all art, not just products).					

PART 2: Self-Guided Exploration (5-10 mins)

Task	Problem(s)	Severity (0-4)	Navigation Issues	Information Clarity Issues	Other Notes
Freely explore the interface, paying particular attention to navigation and information clarity.					

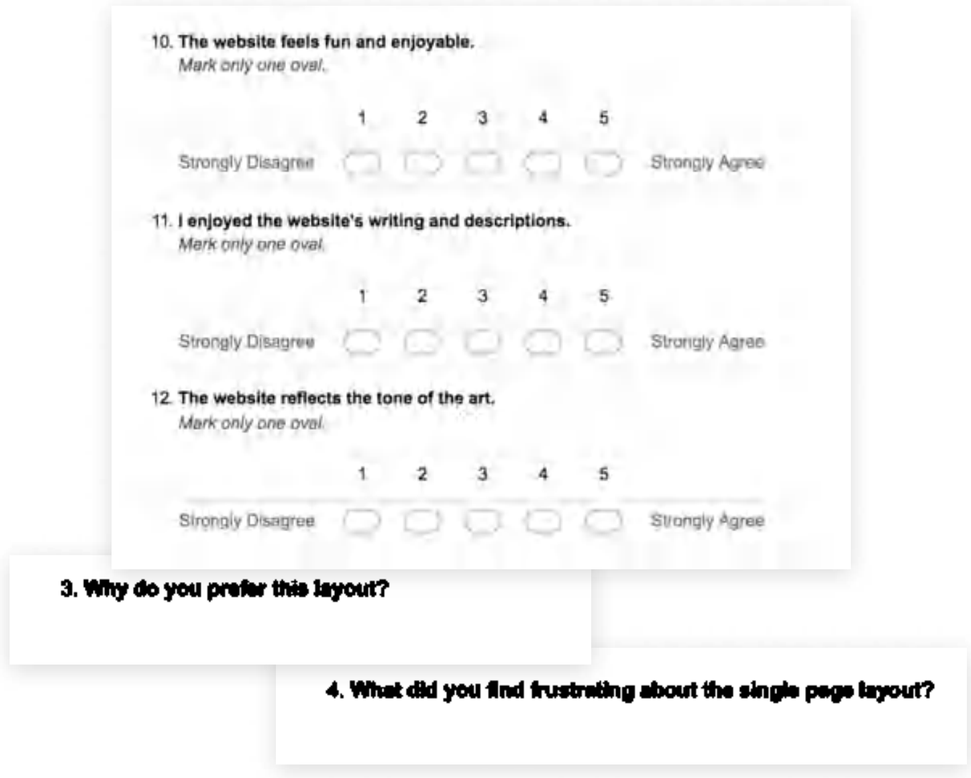
Heuristic evaluation note sheet

Data Collection

Controlled Study (x2)

We will collect the quantitative data of elapsed time in completing a task for statistical analysis.

We will also be collecting qualitative user insights about frustrations and brand perception with the post test questionnaire.



Sample questions from the post-study questionnaire

Data Analysis

Quantitative Data

To measure and evaluate the average participant task time for each interface we will analyze:

- Frequency Distribution
- Mean (+ standard deviation)
- Median
- Mode
- Statistical significance (T-test)

To understand participants' experience with the website's design and branding we will analyze:

- Likert Scale answers (mean + standard deviation)

Qualitative Data

Our qualitative data will be analyzed using affinity diagramming (from short-form questions).