

Initial Results:

Heuristic Evaluation



26 total problems found

4 evaluators

Initial Results:

Heuristic Evaluation



HEURISTIC

OF PROBLEMS

#1: Visibility of system status	1
#2: Match between system and the real world	2
#4: Consistency and standards	10
#5: Error prevention	2
#6: Recognition rather than recall	3
#7: Flexibility and efficiency of use (navigation)	8

Initial Results:

Heuristic Evaluation



TASK	# OF PROBLEMS
#1: Browse products and ‘purchase’ one print and one t-shirt.	15
#2: Edit the cart (add, remove, change quantity) while shopping.	3
#3: Explore the artist’s body of work (all art, not just products).	5
#4: Self-Guided Exploration	3

Initial Results: Heuristic Evaluation

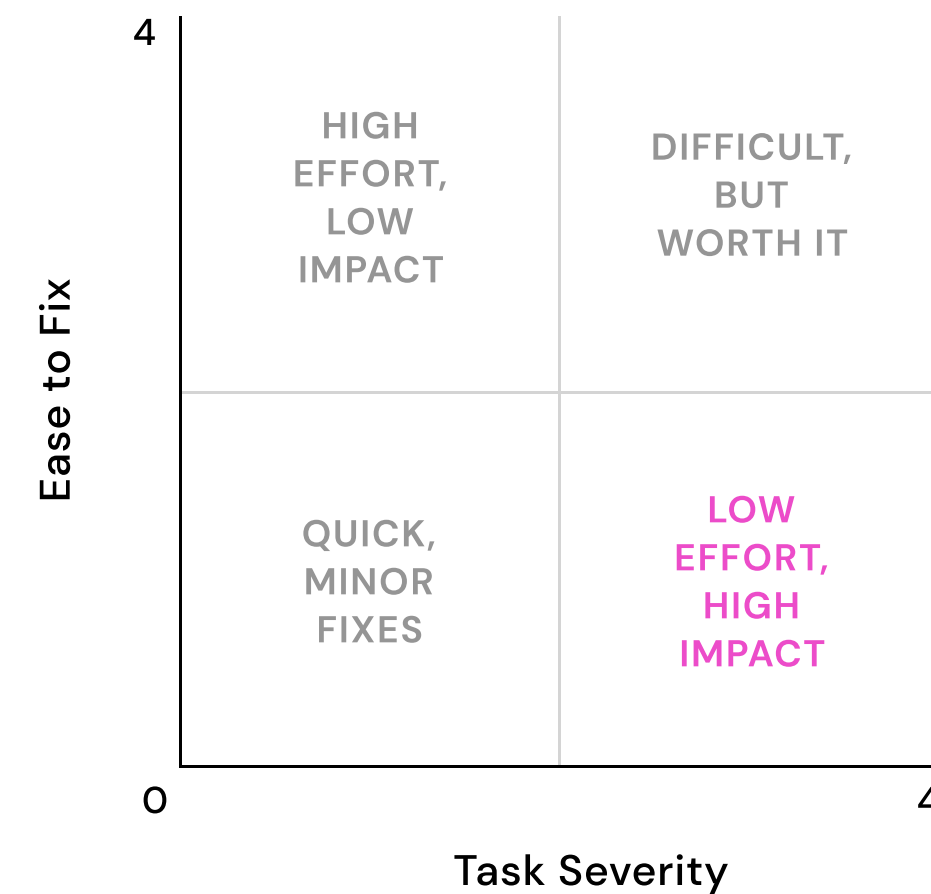
Analysis

Each problem was assigned a 0–4 value for severity and ease to fix

- TO-DO
 - Make design recommendations that encompass multiple problems
 - Plot each problem onto the chart

Key Findings

100% of highest severity tasks (4) are related to the PayPal cart



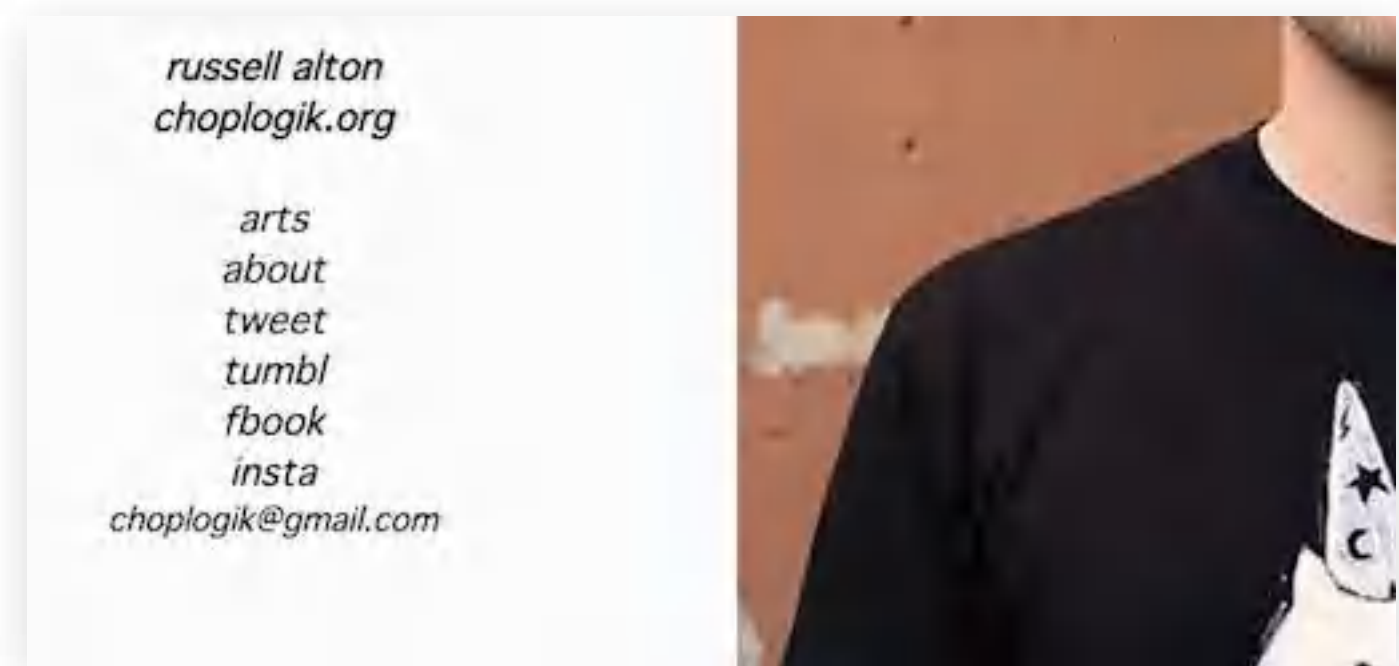
Initial Results: Controlled Study

3 Participants

Participants fit our demographic and were screened with a pre-test questionnaire

Key selection criteria

- Ages 18–35
- Have bought products online in the past year
- Has purchased art from an independent artist



participant accessing print page when not supposed to

Issues encountered

The first pilot participant encountered a usability issue identified during the heuristic evaluation.

This issue caused the independent variable (1 page layout or 2) to change during the test.

Initial Results: Controlled Study



Hypothesis A

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

On average, the **single page layout** was faster for purchasing a print by 8.3 seconds.

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.

On average, the **single page layout** was faster for purchasing a print and a t-shirt by 1 second.

Initial Results: Controlled Study



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.

On average, the **website cart layout** was faster for editing the shopping cart with 1 item (print) by 6.6 seconds

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.

On average, the **website cart layout** was faster for editing the shopping cart with multiple items (print and t-shirt) by 31.4 seconds

Initial Results: Controlled Study



POST-TEST QUESTIONNAIRE RESPONSES

2/3 Participants preferred the single page layout

"It's more convenient and efficient to scroll down the page and browse the products."

2/3 Participants preferred the on website cart

"It was easier to edit the cart."

2/3 Participants rated the website's writing/ descriptions 1 out of 5 (not enjoyable)

2/3 Participants disagreed that the website's tone reflected the art (rated 1 and 2 out of 5)

There was **no consensus** on whether the website was fun and (answers were 1, 2, and 4 out of 5)

Next Steps

- Finalize Heuristic Evaluation analysis
- Run through the full number of participants

Learning Effects

Learning effects may be happening, so until we hit enough participants for counterbalanced brackets to come into effect, our data could lead us to false conclusions