01.05.02 Test Report

Group 6

Our team conducted two separate types of usability tests of gatesnfences.com website, in order to identify at least two main issues that we would come with during the redesing process and be part of our final presentation.

Relying on the test results (that are thoroughly presented on the following pages) our group decided to focus on:
- cutting and reorganizing the **content** (amount of text, layout, navigation) of the website
- using descriptive **visual elements**, images (background for landing page), icons and a smoother color palette.

5 Second Test

The 5 Second Test showed responses from 38 participants for the following five questions:

Question 1: "What do you think this page was **about**?"
Question 2: "What product do you think this company **sells**?"
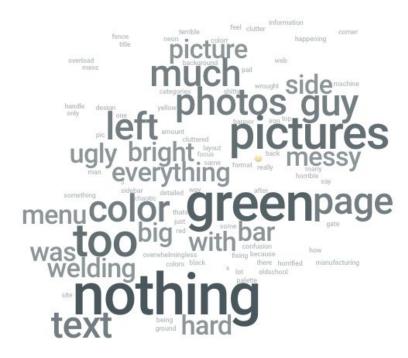Question 3: "What grabbed your **attention**?"
Question 4: "What is your first impression about the **navigation**?"
Question 5: "What **words** can you recall?"

Firstly our focus was to discover what kind of content, design element drives the attention of the users and how it does that. Secondly, we wanted to know what and how much content participants remember. Last but not least, we were so confused about the navigation throught the website, that we included a related question to the questionnaire.

5.3% (2) of the participants identified the main objective of the website, naming, that it is a websites of a company that sells gates and fences online. 50% (19) of the participants successfully identified at least that the content is somewhat related to gates and fences, but could not find out that it is an online shopping experience as well. 13.16% (5) users stated that it is a company websites. Answers varied from the website being about a construction company to a video game seller.
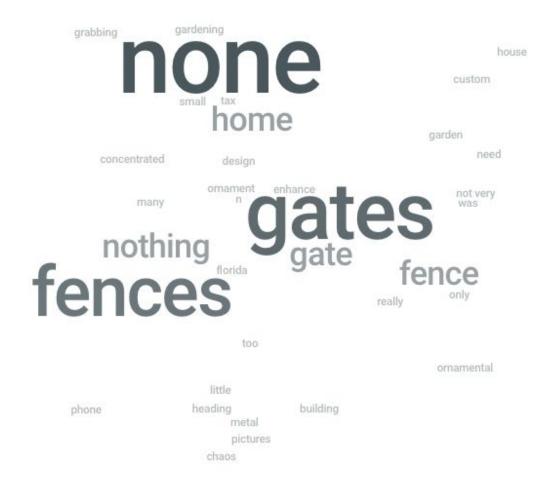
The following word cloud depicts what grabbed users' attention during the 5 seconds.

Apparently the vast majority of the users could not grasp anything from the website and the following two questions helps us identify why. Apart from this, the vivid, neon green colored header and the picture of the "guy" seemed to be delivering most of the information about the webstie to the users. Some users described the website ad being messy, ugly and overwhelming.

As far as the navigation is concerned, users found too many options, stated that it has a terrible, unfriendly layout, it is bad or they did not even see that there was a navigation bar.

Apparently, the majority of test users could not identify any keywords related to the webstie. As previously stated, some did figure what it is about.

Trunk test

A Trunk test was conducted with two fellow students who answered according to the below transcript.

What is the name / title of the website?
Gates n Fences. (both)

What does it offer?
Purchasing gates and fences. (both)

Is the content comprehensible?
No, it is not organized in any way. Too many seperate topics. (Adam)
Its too much. I don't want to read this much. (Bence)

Do you feel confident about browsing the website?
No, I feel lost and don't feel like the website is trustworthy. (Adam)
No I don't feel confident about it, most of the time I don't have any idea what I clicked onto.

Is there a search bar?
Adam searched for gates: I couldn't really find the content you were looking for.
Bence searched for fence and aluminum: The search page is not that great but it works.

Is there a menu bar?
Yeah, but there are too many main topics and subtopics. (Adam)
It is recognizable and it is working, but its not easy to get through. Would be easier in this case to navigate dropdown style. (Bence)

Is there contact information?
Yes there is, but I expected to find it in the footer. (Adam)
I found it both in header and footer. (Bence)

What is the content of pictures?
Gates make it obious, but the welder is confusing and terrifying at the same time. (Adam)
The quality of the pictures is functional but not appealing. (Bence)

Are there some functions you didn't expect to see or could not find any that you were looking for?
Floating and flying MasterCard/Visa button was a pleasant, but confsuing surprise. (Adam)
Something about the company would be nice to know about. They share a lot information about the fences but nothing about themselves. (Bence)

If you were to change three things in the website, what would it be?
Colors / layout / content. (Adam)
I'd cut the text. less than half should be there. And seperate what is important and what is not. The navigation is too complicated. (Bence)

Additional suggestions from participants:

	Title of the website	Offers	Content readability	Search button/Navigation	Suggestions
User 1	Gates N Fences	Purchase options	Unorganized, seperated topics	Can not find the information	Need "dropdown" style for the menu bar.
User 2	Gates N Fences	Purchase options	Too much of text, impression of a untrustworthy website	Did not find the information by keywords	Contact info should be in the footer; More appealing pictures; Change of the colors/layout/content.
User 3	Did not notice	Purchase options	Too much of text	Hard to notice and find the search button	Need information about the company (e.g history, background information); Less text;