

Testing the usability of the newly Designed HappyDay Dessert Factory Webpage

Recruited Participants

- Participant 1 - CMU student (Senior)
- Participant 2 - CMU student (Junior)

Recoding Link:

<https://drive.google.com/drive/folders/1TlreEx33Yl6oTNcGgJ8GR5-HW76aAhYd?usp=sharing>

Plan

The user testing plans to ask participants to use the newly built website for HappyDayDessert Factory and complete the given 5 tasks. The testing will be conducted through the Think-Out-loud protocol and the goal is to ensure the user can find the information that they want in less than 2 min.

Script

Hello! Nice to meet you. My name is ____

Thanks for taking the time to join me today - I am collecting feedback on several adjustments to the HappyDayDessert Factory web interface. I'll be asking you to put yourself in 5 roles and perform a few tasks using this new web prototype so that I can make improvements to the final implementation. Keep in mind that I am testing the website, and I am not testing your actions, so feel free to play around with the prototype however you wish.

The goal is to find the information that you need in fewer mins and easy to navigate. I'd like you to help us evaluate whether or not these additions will limit the amount of time that users spend on the website. Feel free to provide any feedback, positive or negative, as you interact with the prototype. Please be candid.

This session won't take any more than 10 minutes. Your participation is entirely voluntary, but you won't be compensated for participation. Your contact information will be kept separate and confidential from all other information resulting from this study to preserve your privacy.

Consent: I need to confirm your consent verbally - do you agree to participate in this study? Additionally, do I have your permission to record the session to help me in my note-taking, so I can more fully concentrate on discussing the product with you? You have the option to refuse. Do you have any questions right now?

Tasks:

1. Check the daily operating hours of the Happy Day Dessert factory

2. Find the shop's customer program and join their mailing list → stay up-to-date on the promotions, discounts, and local social events by the store.
3. Find the shop's phone number, email, and other contact options on the webpage → get in touch with the representative of the Happy Day Dessert Factory to provide feedback or ask questions.
4. Locate the information about this shop → video or descriptions
5. Find the information about the ingredients of the ice creams, their toppings, and price

Closing: Thank you so much for participating today! I appreciate your help in improving the ice cream website.

Conducting the Testing - Notes

Participant 1 - Notes

Task #	Time	Comments (Think-Out-Loud- below are comments made by participants)
1	1min 55sec	<ul style="list-style-type: none"> For finding the operation hour, I imagine somewhere on the same page. So let me just scroll down to find which section has this The home page does not have anything about the operation hour, so maybe I will use the navigation. So maybe it is on the About Us page →but this about page takes me to the home page again I think might be on the Contact page. So I found it but I am also surprised that the operation hour is here
2	31sec	<ul style="list-style-type: none"> I think this is on the Contact Page, so I found the form and the contact number So I guess I can also fill out the form
3	43sec	<ul style="list-style-type: none"> I go to the Contact page and I see the phone number on the page When I scroll down, I see the email address
4	1min 48sec	<ul style="list-style-type: none"> So I go to the about us but it leads me to the Our Flavor so I am not sure if this is the place where I can find the information about the shop and video I guess I found the shop's product images maybe this could be some relevant information So the button in the My Flavour here is a bit confusing
5	30sec	<ul style="list-style-type: none"> I guess maybe in the menu section I can find the information on the pricing and ingredients But currently, there are no descriptions on each product

General feedbacks:**Positive:**

- This is a good ice cream website and it contains most of the things I want and expects on the ice-cream website
- The overall organization is good and makes sense

Negative:

- Some small usability issues → heavy text in the Our Flavor & the menu section lacks important information like the price and the text
- If there is a local store, maybe contains an image of it somewhere

Participant 2 - Notes

Task #	Time	Comments (Think-Out-Loud- below are comments made by participants)
1	21sec	<ul style="list-style-type: none">• For the operation hour, maybe it is in the about us section. Ok, so it is on the Contact page. So I found the operation hour
2	10sec	<ul style="list-style-type: none">• I think it is on the Contact Page and I found the contact number on the left-hand side• There is also a stay-in-touch form so maybe I can fill out this• I go to the Promotion page and here are the promotion events
3	16sec	<ul style="list-style-type: none">• I think this is also on the Contact page• So I find the phone number and when I scroll down I found the email address I guess I can use email to contact them too if their line is busy
4	1min 12sec	<ul style="list-style-type: none">• So I think it is on the About Page, but I don't think I see the video• I scroll down and see the footer. There is a Facebook link, maybe this site contains the information that I need
5	10sec	<ul style="list-style-type: none">• So for the product, I can click on the Menu on the navigation bar and find it.• But there are no prices description there

General feedbacks:**Positive:**

- The website design is very well
- The Menu page is well organized

Negative:

- The video is hard to find, maybe having it somewhere on the Homepage or near the home page

Reflection and Modifications to the website

Going over the user testing notes and the users' feedback. I realized that there are three things I need to adjust to improve the website usability. Below are what I did:

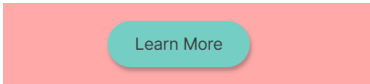
1. Clarifying the About Section Title and button text

Problem: Both users had troubles and confusion finding the information of the About Us. This was due to the title for the About Us section was called "Our Flavors" which was not clarifying to the users what this section is about. In addition, I embedded a video in the About section to encourage users' interaction with the website. However, users reported that they are not sure what this "View more" is directing them to.



Our Flavors

The heading for the About Us section



Learn More

Text inside the button on the About section

Solution: Rename the title and the button text.



About Us

The heading for the About Us section



Watch Video

Text inside the button on the About section → users will expect what they will going to see

2. Refine the About section content

Problem: User think there should be a image of the local store to help knowing the ice-cream shop better. The users are confused about this section because it does not provide much relevant information to the "About Us" heading. Overall this section looks plain and uninteresting.

Our Flavors

Day Dessert Factory is located on the North Side of Pittsburgh. Our menu includes:

- 50+ flavors of Premium Homemade Hard Ice Cream
- 13 flavors of Water Ice
- Frozen Soft Custard
- Frozen Yogurt
- Almond Milk Soft Serve

Obviously we have your classic favorites of Vanilla, Chocolate, Strawberry, etc... every day, but check out our menu for some of our lesser known flavors that are sure to become your new favorite.

[Learn More](#)

No clear indication of what this section is about and there are some many wasted space making the section visually unbalanced

Solution: Adding an image of the shop and also including relevant information about the Happy Day Dessert Factory shop. In addition, I also included the Operation Hour here (although it is also shown on the Contact page) but I noticed that the client said many customers cannot find the operation hour. Having this information on the main page will reduce user's time finding it.

About Us

Happy Day Dessert Factory is a new and exciting brand and 12+ years of experience in the frozen dessert industry has been used to place a fresh twist on a familiar treat.

The majority of our most popular menu items are available for catering, including our cakes and cookies. Our venue is also available to be rented to host private functions during both regular and nonregular business hours.

Our product line consists of Cones, Cookies, Shakes & Cakes. Happy Day Dessert Factory will become part of a lifestyle and this is promoted by the slogan, Smiles made fresh daily!!!

Operation Hour: Daily 12pm - 8pm



[Watch Video](#)




3. Including product price and descriptions on the Featured Menu

Problem: The price and product descriptions are on the external Menu page, but when observing the user testing, I noticed that users often scrolled to the Featured Menu section to find the product information. However, not having that product information there discourages the users to continue searching for the information.



No descriptions or pricing of the ice-cream products leaving users confused and upset

Solution: Including the prices and product descriptions on the Featured Menu and using font hierarchy to distinguish the information

		
<p>Apple Pie Apples and Cinnamon captured perfectly on a cone! \$3.60</p>	<p>Cherry Vanilla A piece of cherry in every bite without ever having to worry about the seeds! \$3.60</p>	<p>Triple Chocolate Mousse Dark Chocolate, Milk Chocolate and Semi-Sweet chocolate all mixed into a chocolate mousse base to brighten your day! \$3.60</p>