

Activity Exemplar: Conduct a usability study for a low-fidelity prototype



Exemplar

Here is a completed exemplar of a usability study for the online clothing store, Tee’s Shirts based on wireframes and previous research.

This exemplar focuses on how the one of our five participants completed the tasks, and a few observations about their overall impressions of the app. For your work, you should have conducted interviews with at least five different participants and taken notes for all of them.

	A	B	C	D	E
1	Participant's Name				
2	Task	Click Path	Observations	Quotes	Task Completion
3	Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
4	Prompt 1: Starting on the homepage, find a shirt to purchase and click it	Homepage > Shop tab > Tees > Product name 1	- Participant speaks in a positive tone, indicating they like the website overall - Participant knows how to get started - Participant easily navigated to the proper item	"This is straightforward, I think I could find all products on the website"	1
5	Prompt 2: Select a color and size for the shirt	Product name 1 > Color > Size	- Participant easily selects both color and size - Participant speaks in a confident tone	"This makes sense. I see this on other clothing websites."	1
6	Prompt 3: Select "Add to cart" and complete the checkout process	Product name 1 > Add to cart > Continue to checkout > Shipping info > Shipping type > Payment info > Place order now > Confirmation	- Participant knows how to add selected items to the cart - Participant struggles to change or modify items in the cart - Participant has trouble entering or editing billing and shipping info	"The cart is here, that makes sense" "It's a little odd that I can't easily swap this out for something else"	2
7	Prompt 4: From the homepage, find the denim clothing section and select it	Homepage	- Participant struggled with this task and confidence levels dropped - Participant is unable to complete this task	"Hmmm... I don't see denim. Where would I find denim" "I started out so good! Ahhhh!"	3
8	Prompt 5: Apply search filters for socks under \$30	Homepage	- Participant is unable to complete this task - Participant couldn't find the search function, became frustrated, and gave up	"I don't see it. I think I'm done. Thank you."	3

In the next activity, you'll have an opportunity to review, analyze, and synthesize the data from your study and apply it to improve your design.



Assessment of exemplar

From this exemplar, you can see that the person making observations paid close attention to when each participant spoke, acted, and expressed their opinions. For example, this exemplar noted that the participant didn’t know how to find all of the products on the website. So one reason why the exemplar is useful is because it revealed areas where the site could be improved, and at which point an issue surfaced while using the product.

Now compare the exemplar above to your completed deliverable. Assess what you have done using each of the criteria used here to evaluate the exemplar.

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

