

User experience document

Date of Report: 26-11-2021
Location of Test: Eindhoven, The Netherlands

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Executive Summary

Two tests were conducted with two participants, the subject being the web application “Wear Me. Both participants in the test had access to the web application. At the beginning of the testing the participants had 5 seconds to only see the website without taking any actions – only being able to make observations of the outlook. Afterwards, the participants had full control over the website and their task was to observe the application via actions. While conducting the test view of the website, the participants were answering questions. The overall trend is that the participants met no difficulties in exploring through the website and found their way to each and every endpoint given by the tester via questions. All of the planned scenarios, shown in the user test video, were completed, thus making the percentage is 100%.

Methodology

Who was tested:

2 participants, having the following characteristics, evaluated “Wear Me”.

Audience Type

Eighth semester student	1
Forth semester student	1
TOTAL (participants)	2

Age

18-25	2
26-39	0
40-59	0
60-74	0
TOTAL (participants)	2

Computer Usage

0 to 10 hrs. wk.	0
11 to 25 hrs. wk.	0
26+ hrs. wk.	2
TOTAL (participants)	2

Gender

Women	0
Men	2
TOTAL (participants)	2

What participants did

During a usability study, the moderator asks participants in their individual user session to complete a series of tasks while the moderator observes and takes notes. By testing its usability on a sample of actual users who are detached from the amount of emotional investment put into creating and designing the product or website, their feedback can resolve most of the internal debates.

Major findings and recommendations

- **List major issues** – Every participant had problems with the look of the profile page, more specifically the length of the div-s and the missing ‘up to top’ button at the end of a clothes page.
- **Identify solutions** – Refactoring the outlook design of the profile page and adding a ‘up to top’ button, eventually.

Summary of user impressions

Sample Questions	Sample Responses
What is your overall impression to site?	The participants were satisfied with the overall feel and design with slight disabilities with the website.
What is your impression of the filtering of the clothes capability?	Filtering worked well, efficiently. Seemed to have the most relevant information at the top.
What did you like best about the site?	Design and aesthetic
What did you like least about the site?	Architecture of the profile page
If you were the website developer, what would be the first thing you would do to improve the website?	Search bar and responsiveness
Is there anything that you feel is missing on this site?	Light/Dark theme switch
If you were to describe this site to a colleague in a sentence or two, what would you say?	A pink online clothing web shop
Do you have any other final comments or questions?	X

How does the website get user attention (so that it has visitors)?

The thing that brings attention to a certain product is the correlation between popularity, relativity. For my online web shop to have attention, it has to be popular, cool, up to date with the most recent trends and well known to the targeted age group. This is achievable from starting perspective with having a lot of paid advertisements. Not just plain add on someone’s facebook feed. For the advertisements to be popular, cool and up to date, they have to be made by such platforms, in such ways and by such people. In other words, an advertisement becomes a trend if it follows the current trend, or if it is done by the current trend (person). This results in a chain reaction. The targeted group of people following a certain trend, which is used as the advertiser, is presented with the (advertised) product. Thus, making it cool, trendy and up to date.

In what ways does the website connect with the users?

The web shop has to be up to date, trendy and cool to lure people to visit and use the web shop. However, it is up to their first impression of the website to determine if they (the user) are going to visit/use it a second time. The web shop has to have a user-friendly interface.

The main thing that the user sees has to be the clothes (the actual thing that lured the user to visit the website). The second most important thing, that the user is going to look for and that is necessary for a clothing shop, is the filtering functionalities. The filtering options (for clothes categories, sizes, colours, brands, etc.) have to be as extensive as possible without making the user to click a dozen times. The filters should present every filtering option to the user, still it shouldn't look overcrowded. It should be 100% informative with minimal clicks and buttons. The third important subject is the easy and fast checkout procedure. Same as the filtering functionality, the checkout procedure should be 100% informative and should also be easy and comprehensible. Everything on the screen should be easily recognizable and shouldn't mislead the customer, as even the slightest misunderstanding might result in the user not buying the product. Two-way communication is one of the most important things, that should not be overlooked when designing a web shop. An easy and fast way of communication with the seller has to be provided to the customer. Having all those functionalities in your web shop will provide for an excellent user experience.