

Usability Test Analysis of 天台胡同

(The test is implemented on the high-fidelity website in Assignment09)

User Persona

Gender: Female

Age: 20-30 years old

Occupation: White collar

Work location: First-tier cities

Income: Above RMB 10,000

Family status: Unmarried

Usability Test Plan

AUTHOR		CONTACT DETAILS		FINAL DATE FOR COMMENTS
PRODUCT UNDER TEST What's being tested? What are the business and experience goals of the product? 天台胡同——体验： 让用户能够找到真正需要的胡同咖啡馆； 商业： 提高网站流量获得更多广告收入	TEST OBJECTIVES What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested? 1. Can users find Hutong rooftop cafe in his area smoothly? 2. Can users know the menu, consumption level and specific location? 3. Can users know if they can take the photos they want in the coffee shop?	PARTICIPANTS How many participants will be recruited? What are their key characteristics? 5 white-collar women in Beijing between 20 and 30 years old	TEST TASKS What are the test tasks? 1. Find a rooftop cafe in Hutong close to your location 2. Pick the drink you like on the menu and find its price 3. Download a picture taken from the rooftop view of the cafe	RESPONSIBILITIES Who is involved in the test and what are their responsibilities? SONG Wenjia
BUSINESS CASE Why are we doing this test? What are the benefits? What are the risks of not testing? 通过测试寻找用户痛点和提升用户体验的方法，从而使自己的网站更有竞争力		EQUIPMENT What equipment is required? How will you record the data? One laptop for testing and another for recording		LOCATION & DATES Where and when will the test take place? When and how will the results be shared? Test implemented in cafe shop in Beijing Results shared on Wenjia-Song.github.io 2020.11.21
PROCEDURE What are the main steps in the test procedure?				
<div><div>介绍测试内容 (3min)</div><div>测试前访谈 (5min)</div><div>测试 (10min)</div><div>测试后访谈 (5min)</div><div>记录与整理数据 (5min)</div><div>反思</div></div>				

Result

User A:

After opening the website, she browsed from top to bottom and opened the "Selection" section, and found that it was all information about a café. After returning to the homepage, she found that there was a "Location" option in the "Explore" section. After opening it, she found that the table can be filtered by region. But the user didn't know where she was, and she pulled down to find the map, which can locate her position and the location of the cafe, and successfully completed task 1.

After that, the user returned and clicked the "Price" button, and found that the per capita price ranking of the cafes appeared. She went back to the homepage, clicked on the menu and saw a chart of drinks. She found the drink she liked and the price, and thought that the drink picture was the photo she wanted.

User B:

After opening the website, she found a drop-down symbol in the "Explore" part of the navigation bar. Curiosity drove her to move the cursor to this part and found that there was a "Location" option. Since user B knows Hutong very well, she quickly selected the area where we were located, opened the corresponding page and successfully found the information of the cafe she wanted to go to in the chart, and completed task 1 and task 2, but she did not find the price of the drink. Then she found "Drinks" in the navigation bar, clicked on it, and found her favorite drink and its price. User B thinks that there are few cafe pictures in the chart, which are not enough to find the desired picture.

User C:

After opening the website, she scrolled down and found the "Explore" section, clicked on the "Location" option, and asked me which area our place belongs to, and then found information about cafes in this area. Then she found that there was no detailed drink information in the cafe information, so she clicked the "Menu" option in the "Explore" part of the navigation bar and found the drink information. She believes that there are not enough pictures to let her know more about the cafe.

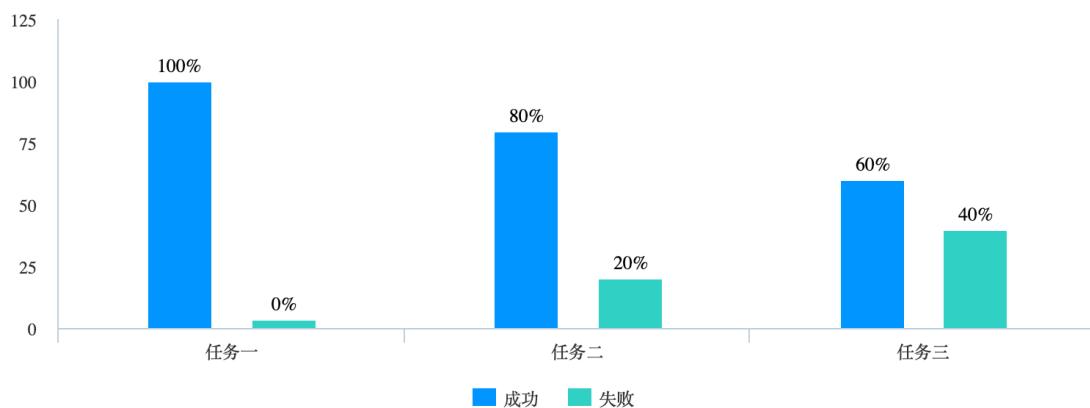
User D:

After opening the website, she scrolled down to the "Selection" section, and was attracted by the pictures. She clicked on a picture of a coffee shop, and then saw the specific information and drinks of the coffee shop. She thought that the pictures of the coffee shop left a deep impression on her and helped her know the specific view of the café. And the address of the coffee shop, which happens to be in the area where we are. But at this page, the price of the drink is not shown and the user didn't know how to search for it. She clicked the "Price" option but there is no price of any specific product.

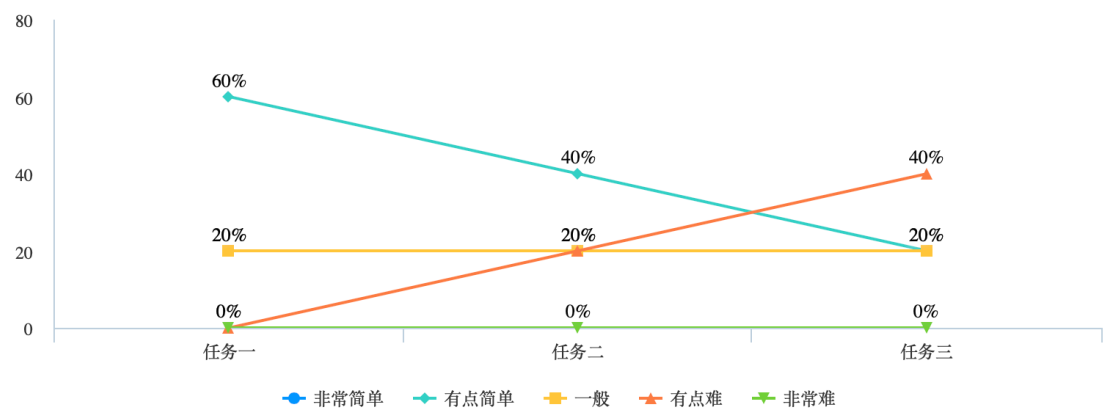
User E:

After opening the website, she pulled down. She clicked on the "Menu" button and found her favorite drink and its price. She had known about this store before and knew that it is in this area, but she couldn't know the specific address of the store in the table. Airtable affected the scrolling of the website. After prompting her to scroll the website successfully, she found the location of the coffee shop on the map below. She didn't know how to find the photos of the shop, so she opened the "review" and found that there was no information about the coffee shop she was looking for. Then she opened "Location" and found the photos of the store.

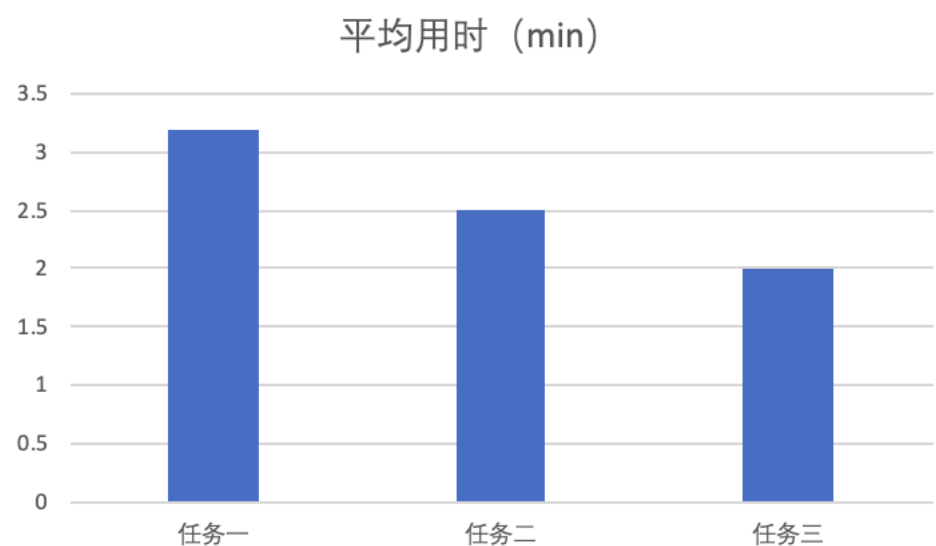
1. The fulfillment of task



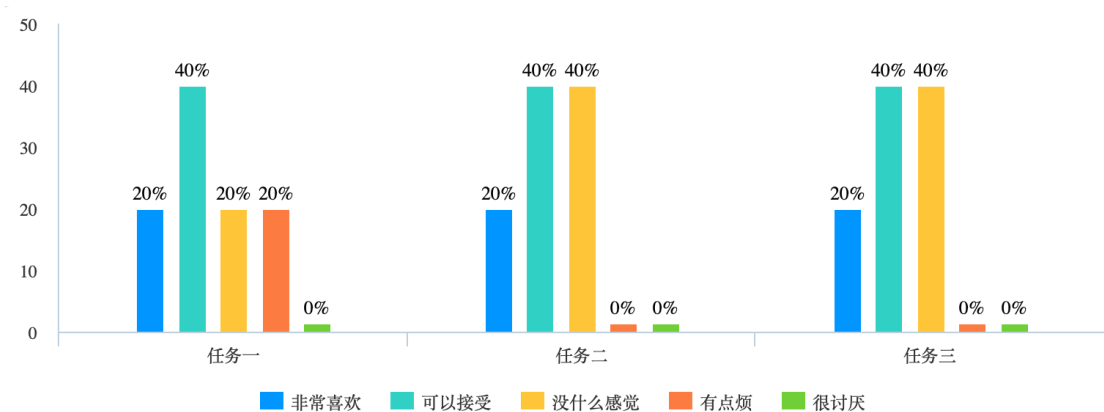
2. The level of difficulty



3. The time spent on each task (the time of failed task is 0)



4. Usability Satisfaction



Analysis

It can be seen from the results that task 1 is the best to complete, task 3 is the worst, but task 1 takes the longest time, because task 1 is the basis for completing tasks 2 and 3. In general, the completion of the five users varies, depending on which part the user clicks first when entering the website. If this part is related to a certain task, the degree of completion of this certain task is higher. This shows that there are too few connections between various parts of the website, and the path of user behavior is not smooth. The functional layout of the website should be rearranged, and guidings and jump links should be added.

1. The guiding of each function of the website is not direct enough because it takes into account the overall tonality. Users need to explore before they can understand the meaning of the copy. In this process, it may consume users' patience or misunderstand.
2. The "Selection" part is an advertising space, which is generally praised by users, but there should be more abundant product information in the advertisement, and it is best to link to the database for user query.
3. The website should have a search function, at least the database should support search, allowing users to search for their known cafes and menu information.
4. The menu in the cafe table only has the product name without specific information, and the user has to return to the home page and find the menu to see the specific product information. In this way, the user behavior path is too long. This process should be simplified by linking up product information
5. There are few users involved in the comment function. The amount of comment data should be increased in the initial stage of the website establishment, and the

text should be used to tell users that there are more pictures here, and users should be encouraged to post comments.

6. Airtable scrolling affects the user experience, so the database interface and page interaction methods should be optimized.