**CP5638 Assessment 2**

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**Usability Test Report:**

**1. Goal of the site:**

We hope to improve the business of the Petite Treats bakery through the internet, let more people know about the Petite Treats bakery through the website, and attract more customers, so as to improve the turnover and profit. And let users access to product information easily.

**2. User testing detail:**

Name: Lucy. Shen

Age: 49

Phone number: +86 13964050969

Employment: Housewife

Special interests: Cooking, baking.

Name: Michael. Mao

Age: 28

Phone number: +65 85952136

Employment: Student

Special interests: Playing computer games

Name: Yoyo. Li

Age: 10

Phone number: +86 13181730623

Employment: Student

Special interests: Playing chess

Name: Harry. Tan

Age: 55

Phone number: +65 90832095

Employment: Businessman

Special interests: Going hiking, fishing

**3. Pre-test questions:**

**Create three questions to ask your tester prior to the test. These questions should be aimed to gather information regarding your test as a potential user of the site.**

1. How to sign up?

2. How to get the information of specials offer?

3. Can you easily find the information you want?

**4. Test tasks and schedule**

**• Write a series of steps for the user to follow in using your site. At a minimum the user should be able to navigate the site, check out the specials and subscribe to the newsletter.**

1. Click Specials on navigation bar to enter the specials page.

2. Click Learn More on this page to view more information about other products for comparison.

3. Click Sign Up on navigation bar to enter sign up page.

4. Enter the user's name, E-mail address, product interests and birthday in sign up page.

5.Click Submit to complete sign up and subscribe to the newsletter.

**• Attempt to gain information regarding how the user feels about the site.**

After they finish to looking up the website, ask them how they feel about it directly.

**• Use the “Talk Aloud” method of gaining user feedback.**

Michael: “It adapts very well and can be displayed normally on my mobile phone.”

Yoyo: “I like the design style of this website very much, because it is very concise. We can find most of the information on the home page.”

Lucy: “Product information is very comprehensive, many pictures, easy to find information.”

Harry: “There's no search function. You can't search products with keywords. It's a bit of inconvenient.”

**5. Post-test debrief:**

**Come up with 3 questions to ask the user regarding their input about the site**

1. Are all the blanks on the sign-up page should fill-in?

2. Are there requirements for username input (for example, mandatory uppercase)?

3. Can we input the wrong email format?

**6. Usability Scale**

**Use these items to rate your test’s feeling about the site. You may use the items as questions in the post-test debrief.**

**• Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?**

When users encounter the design for the first time, it is easier to complete basic tasks. Because the website uses a lot of graphical interfaces, the interface is very clear and straightforward. But there’s no search function; users cannot find products directly by searching keywords.

**• Efficiency: Once users have learned the design; how quickly can they perform tasks?**

Once users have learned the design, they can perform tasks quickly, which benefits from the excellent interface design. The key information is directly displayed on the home page, which is convenient for users to look up and get the information they want.

**• Memorability: When users return to the design after a period of not using it, how easily can they re-establish proficiency?**

They can quickly re-establish their proficiency. Because the key information is presented in the home page, users can find information in the home page as long as they click into the website.

**• Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?**

Some users reflect that they forget to enter information for one space when signing up. But this error is not serious because once users have entered less information, our website will display an error message. Users can just enter the full information once more.

**• Satisfaction: How pleasant is it to use the design?**

By collecting these users' comments, it is found that most of them are satisfied when using the design, because the interface has many pictures, and it is very clear, which is convenient for users to find information.