Usability Test

Project 4.3

Group 11

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INFO-I300

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Overview

This project combines two previous projects, 4.1 and 4.2. In the group of two, we conduct a usability test on Champion.com with our interviewees and find out three usability issues on three scenarios: search a product, add one item to shopping cart and create an account. Based on these three usability issues, we provide our design recommendations to fix the usability issues that Champion.com has and present them on our working prototype. Then, we invite the interviewees to re-conduct the usability test on the working prototype.

This project not only combines the work we did in previous projects, but also does a deep reflection on what we have done so far. We evaluate the methods or tools we used during the projects, the whole process we have been through, the usability issues we have meet. Also, the interviewees evaluate the design recommendations of the working prototypes.

Background

Champion is a famous American clothing brand, specializing in sportswear. Champion brand is a subsidiary of HanesBrands Inc. It was founded at 1919, 99 years ago. And its products are mainly sold to North America, Europe and Asia. According to the report in Fashion Network, in the third quarter, HanesBrands Inc.'s sale reached $1.8 billion and global Champion's sale is up to 16%

Case Study

Method

Steve Krug defines six stages of a usability test:
1. "Welcome" stage is to briefly introduce the interviewer's name, the content and purpose of the usability test. This stage make interviewee clearly understand the process of the usability test. At the end, interviewers should ask permission from interviewees for recording their reactions .

2. "The questions" stage is to ask questions about interviewee's habits of using the internet. This step is to build emotional connection between interviewers and interviewees.

3. "The homepage tour" stage is to lead interviewee to quickly look through the homepage.

4. "The tasks" stage is to identify the usability issues of chosen scenario

5. "Probing" stage is to analyze these usability issues. Interviewees need to express their perspectives about the usability issues.

6. "Wrapping up" stage is to conclude what has been discussed in "the tasks" stage and "probing" stage.

Process

      In this project, we choose Champion.com to conduct usability test because both of us have shopping experience on Champion.com and find out some usability issues. Therefore, in the two previous projects, we select top three usability issues and figure out the solutions to fix these issues.

| Subject1	Subject2
Cathie Cathie is an undergraduate student in Kelley Business School. She spend a lot of time on internet during her daily life. She like to visit some clothing and makeup website such as Sephora and Farfetch. She also visit video website like Youtube.	JingQi Jingqi Weng is an undergraduate student in Kelley Business School of Indiana University. He likes all the things related to fashion tide, like Supreme and Palace. He has a deep understanding of many fashion brands. Also, he has bought many street fashion products.)

Background On User Interface
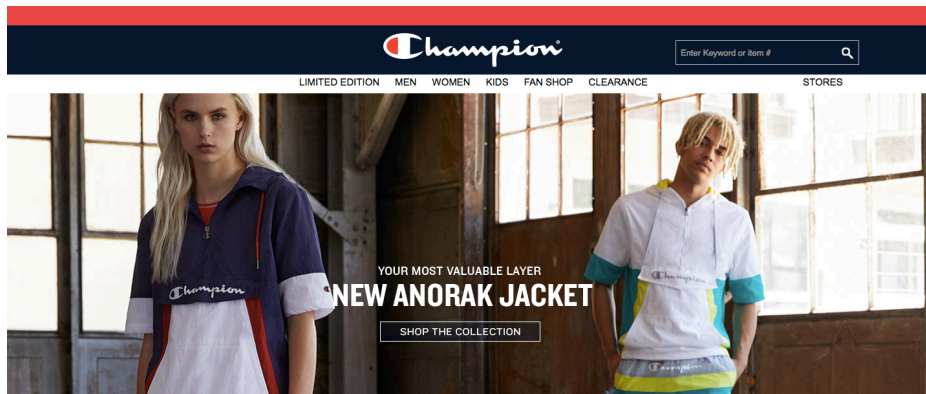
This is the main page of the Champion website. At the middle top of the page, there is a big logo of Champion shows that this is the website of Champion. This page is like a summary of the whole website. The main sections of the website is like the each categories of their product. Those categories contain the advertisement and the discount that the website hold. By clicking on the button each category hold,

This is the page of the detail of the product. The logo of Champion stay at the middle top of the page. The main part of this page is the product preview and all other information like color and size. People could choose their size and color, then add the item into the shopping cart.
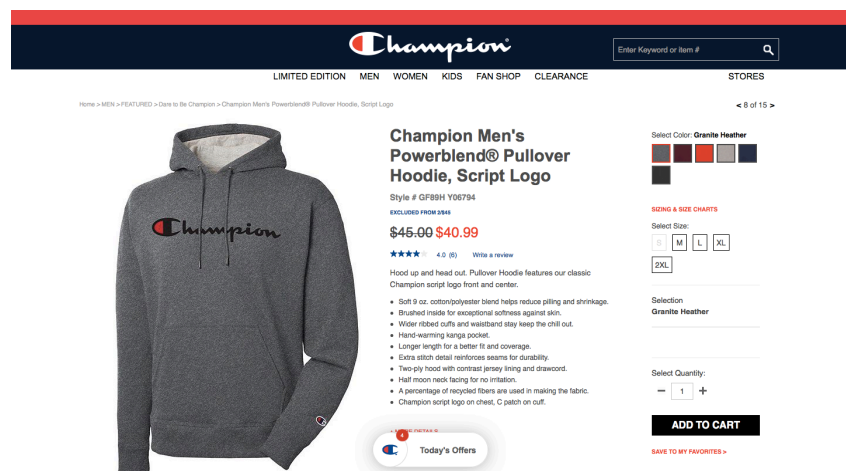
This page is where people register for an account. Still, a log of champion at the middle top of the page which indicate that user were still at the official website of
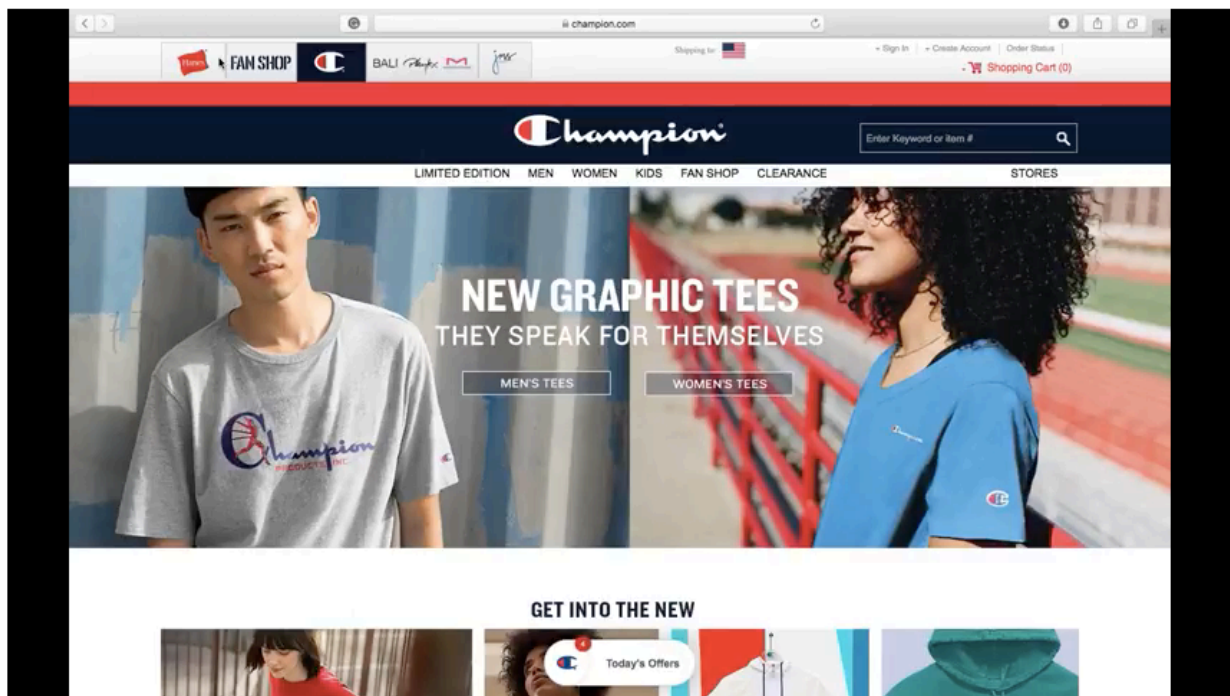
champion. The main part of this page is all those entry boxes that people could enter their information. When people finish enter the information, this page give them an option to create the account.
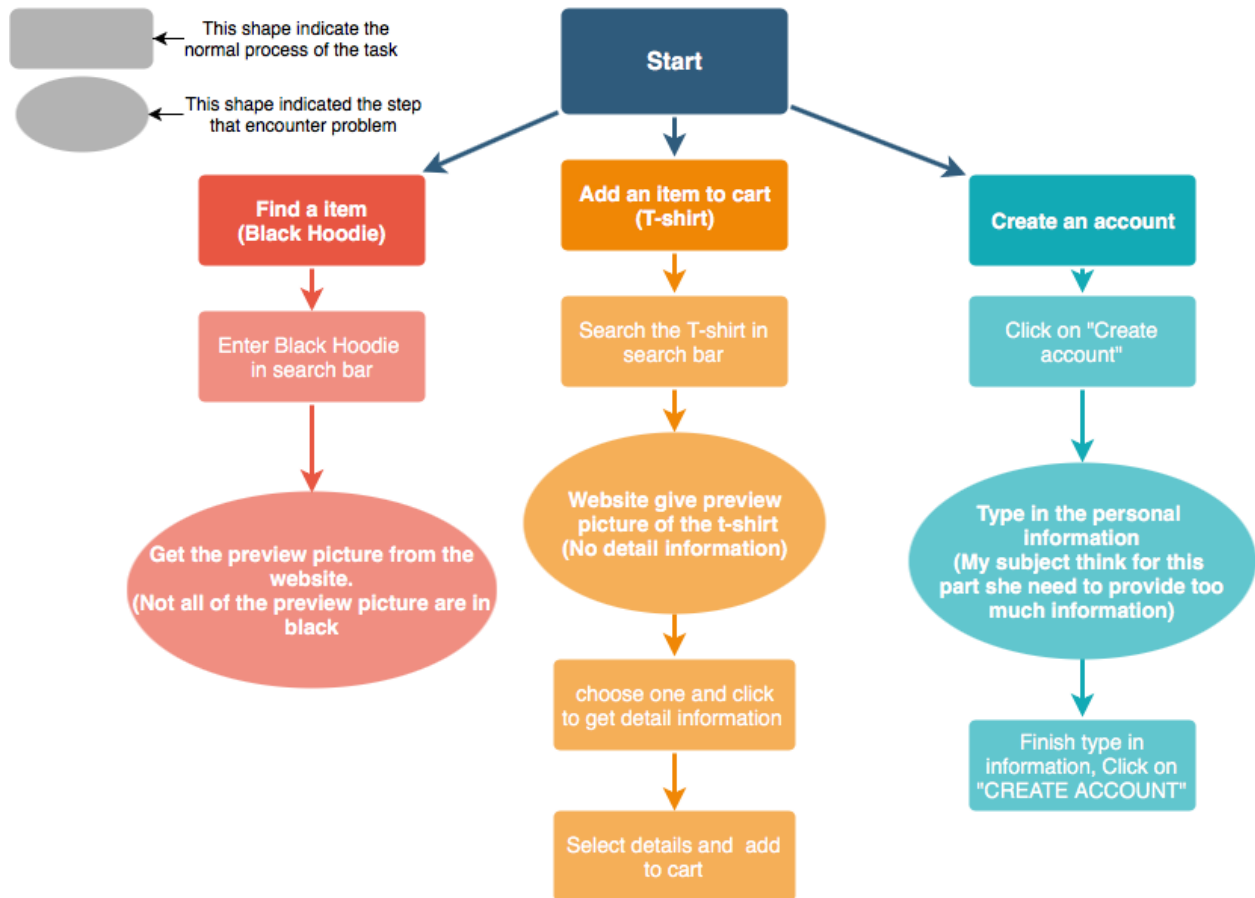
Usability Test

This is a link to one of our usability test

https://www.youtube.com/watch?v=B8vVS7sr5qk&t=7s

Finding

This is a flowchart which shows how we finish the interview and which step we find that could confused people.

Design Recommendation

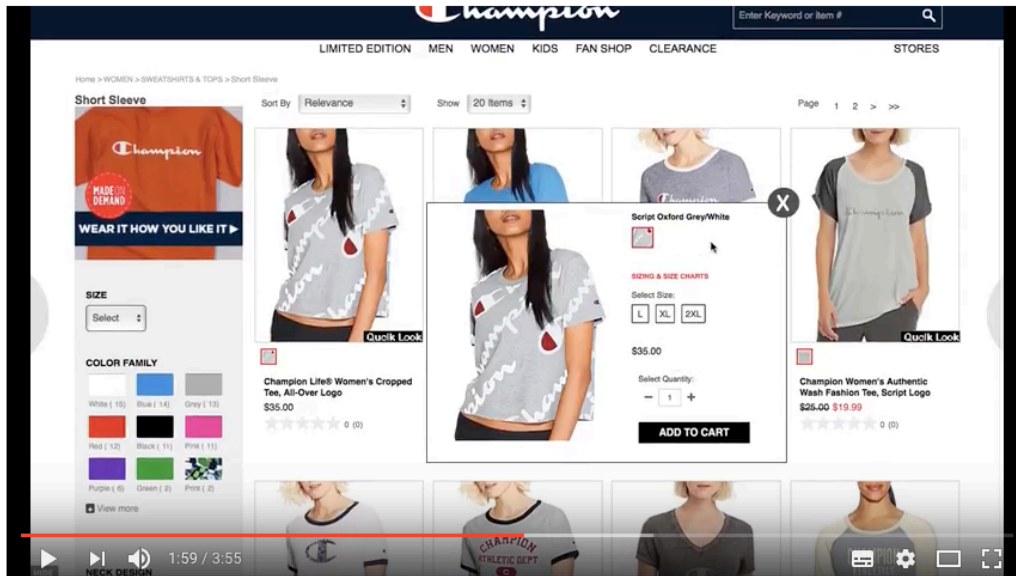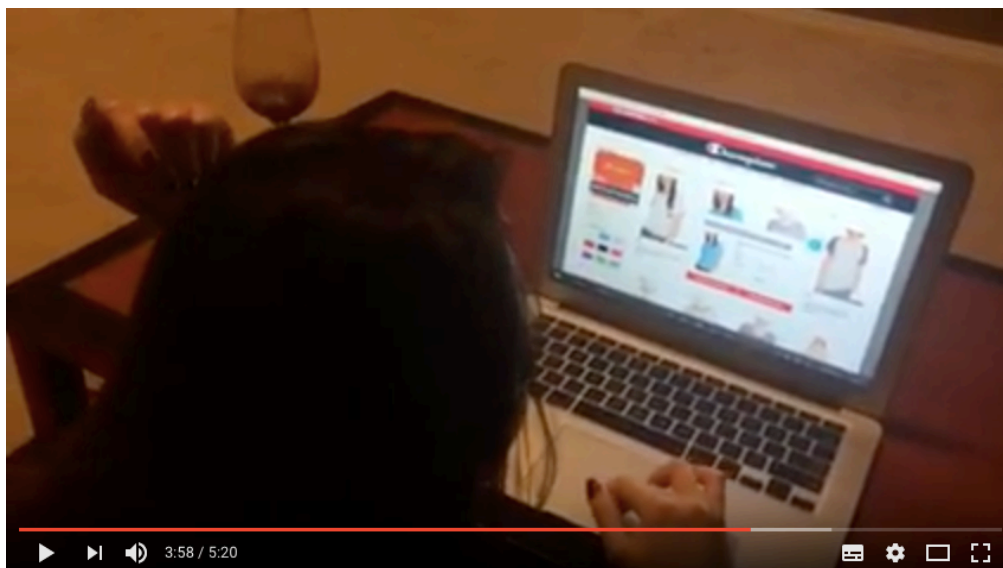This is the design recommendation of our group

Prototype Screencast

https://www.youtube.com/watch?v=DOThbw88-GQ

Over the Shoulder Video

https://www.youtube.com/watch?v=50Vajl03izY&t=4s

Conclusion

A: Complete the task without any problem

B: User might encounter some problems but could complete the task in a short time

C: Spend a lot of time on complete the task or need some help

Orignal website

	Task1: Find a item	Task2: Buy a item	Task3: Register an account
Subject1: Cathie	B Cathie was asked to search a black hoodie, when she get the result from the website, she find out some of the preview picture is not in black	C While cathie try to add one t-shirt in cart, she find out that her size is not available only when she click into the detail page	A Beside that she need to type too many information, Cathie does not have any other question on this task
Subject2: JingQi	B When Jingqi went back to main page, it will automatically go to the top of the page and Jingqi needs to scroll down the page again and again	B To add one more same item, Jingqi needs to click "+" and "Upate Qty", which might lead users confusing	C when Jingqi tries to checkout, there is no option to create an account. It's hard to find the button.

Prototype

	Task1: Find a item	Task2: Buy a item	Task3: Register an account
Subject1: Cathie	A After search the item, the color of the preview picture will change to fit what Cathie search	A After add the quick look options on the website, Cathie think that it become more easy for her to finish the task	- Since Cathie did not find out any problem on this part, no design change was made on this page

	Task1: Find a item	Task2: Buy a item	Task3: Register an account
Subject2: JingQi	A Webpage stays at the same position as users enter a product page	A Delete "Update Qty" button. Once, users click "+" button, the quantity and subtotal will change	A users can directly find "create an account" button instead of looking for it anywhere else