Usability Testing Design Recommendations

Project 4.2

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Overview

In this project, we were asking to provide some design recommendations depend on the problem we find in previous project. After generate the prototype of the design recommendation, student will need to get a screencast video to explain how the prototype addressed the usability issues they find in project 4.1. Then students need to ask their subject to re-do the prototype to check if the design change could improve the usability of the website.

Working Prototype

Depend on the problem that we find in project 4.1, I give several design recommendations. First, while user trying to find some specific colored products, the preview image may use other color inside of what user wanted. In order to make user more convince, I believed that the color of the preview image should match what user searched.

Then, for the website, we realized that they do not have a quick shop opinion as other shopping website, that means user have to click into the detail page to buy the product. To improve this, the website could have a "Quick Look" button which allowed user add the product without click in to detail page. When people click on the "quick look" button, a small window contained the available color and size will pop up. The window also give user a opportunity to add the item to cart. And after user add the item to cart, another small window will pop up and show the message to tell users that their item is successfully added to cart.

What's more, we find out that when people click into the detail page of the products, it little bit confused on go back to the list view. Therefore, at the detail page, I think the website should have a "Go Back" button which allowed people to go back to the pervious page.
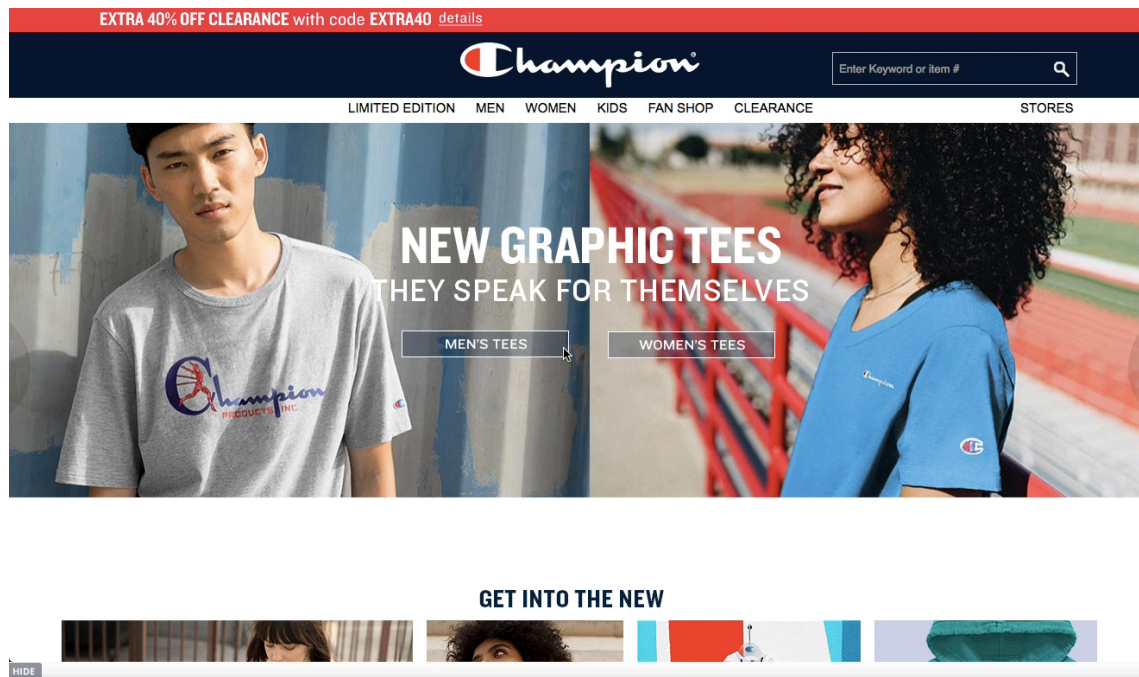
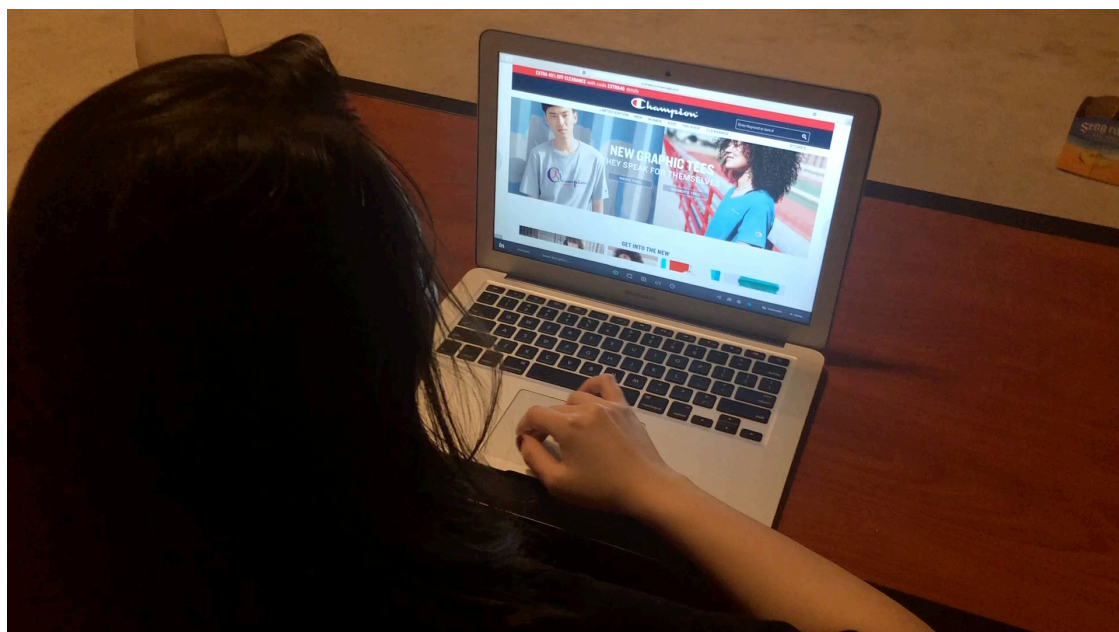There is a Invision link for the prototype that I made for the webpage.
https://projects.invisionapp.com/d/main#/projects/prototypes/14547509

Feature Walkthrough

Here is the link for the walkthrough video that I make for the prototype.
https://youtu.be/DOThbw88-GQ

Over the shoulder

After finish the prototype of the website, I ask the subject that I interviewed before to see if the change of the website increase the usability of the website. https://www.youtube.com/watch?v=50Vajl03izY

Conclusion

Usability issues:

In project 4.1, we find out several usability issues, the first one is that the color of the preview image will not change to fit what users want. What's more, people have to click into the details page to check if the item in the size or color they want is still available. Moreover, when users enter the detail button, there is no affordance to lead people back to the pervious page.

Design recommendation:

In order to improve the usability of the website, based on the issue we find, we come up with some design recommendations. First, in order to give users a more clear preview, I think the website should adjust the preview picture to make them fit what users search. Moreover, under each preview picture, I make a quick look button that allow people to check the information of the product. What's more, I added a "Go Back" button which allow users to go back to the previous page they visited.

Effectiveness of the design:

After asking the subject to re-do the scenarios by using the prototype, the subject provided the feedback for each design change I made for the website. For the color change of the preview picture, I think my subject did not pay too much attention on it, therefor the change may not be so necessary. However, my subject do like the quick look I added for the website, she thinks that it provide a chance for her check if the size or color she want is available, and she think it is more convenient for her to use the quick look to shop. Then, for the "Go back" button, my subject also provided a positive feedback, she thinks that this button is very convenient, and easy to understand because the text give her a good instruction. Overall, the design changes are effective.