

Assignment 7

As a big city, Beijing has many bakery brands, giving users plenty of room for choice. However, when people buy, they may be dazzled by too many choices and difficult to make a decision. I hope to use this website as an aggregation platform which selects the four most representative and popular bakeries in Beijing (Holiland, Paris Baguette, Breadtalk, Auspicious Phoenix), and compare their differences, highlighting their personal style, main products and geographic location of each bakery shop. At the same time, the user comments of each brand will be presented on the page as a reference of choice. What's more, due to the frequent emergence of new products in bakery, it is difficult for users to know the taste of each bread in time. In order to avoid buying unappetizing bread, this platform will sort the tastes of bread, and users can find their own appetite only by searching. For bread, you can click the link on this website to enter the corresponding page and place an order directly.

TARGET USERS	USER NEEDS
white-collar workers	They are busy at work and do not have time to research which bread is delicious, hoping to have a simple and time-saving way to buy bread.
Students	They like to try new things, but they are worried that the new bread they tasted is unpalatable, and they need an aggregation platform to help them make choices.
Housewife and Elderly	They hope to choose carefully, buy the most cost-effective and delicious bread, and also hope to find a convenient bakery near home.

Pain Points



Usability Test Plan

We hope through this test to find out the shortcomings of our competing websites, and to avoid them in our website.

Goal: Completely experience the process of selecting bread products and placing orders online, and test the usability of the website. Find out the advantages of the website we can learn from and the problems we should avoid.

Competitor's Website: 美团面包外卖: <https://bj.meituan.com/s/面包外卖/>

Testers:

I found five users of similar ages and asked them to complete the same tasks on the website and record the entire process and invite them to share their personal feelings about the website's usability.

Task:

Assuming that you are in Beijing Trade Center (北京国贸), open the Meituan website and buy a 7-inch *Rose Life* cake from the nearest Paris Baguette.

Conclusion:

Five users spend an average of 1 minute and 20 seconds to complete the task.

Here are the pros and cons of website usability they report:

Advantages:

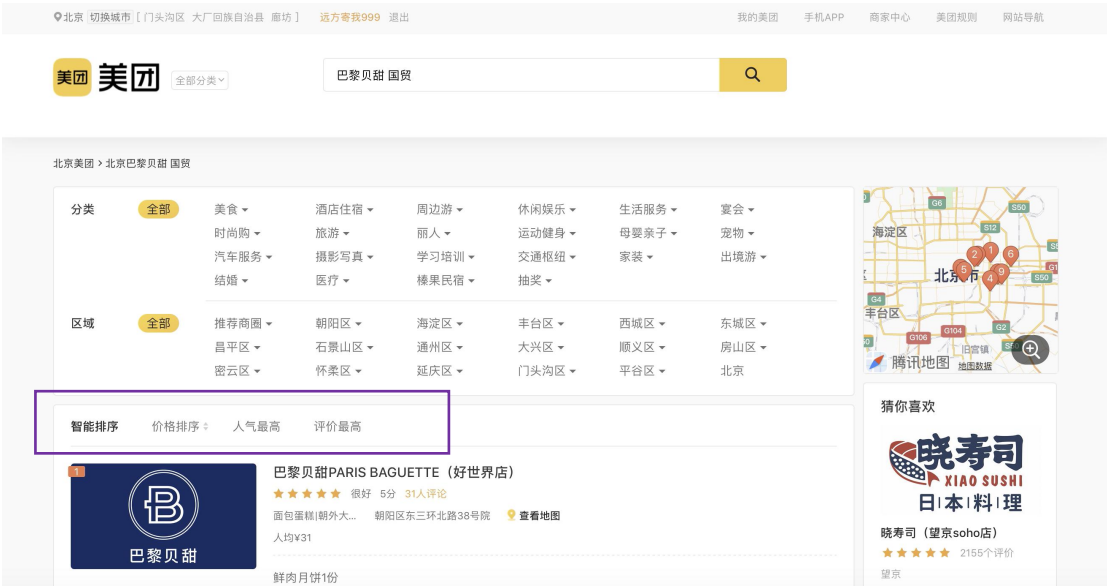
1. There are many types of brands.
2. The interface is simple and beautiful.

3. It will directly recommend nearby stores to users based on positioning.

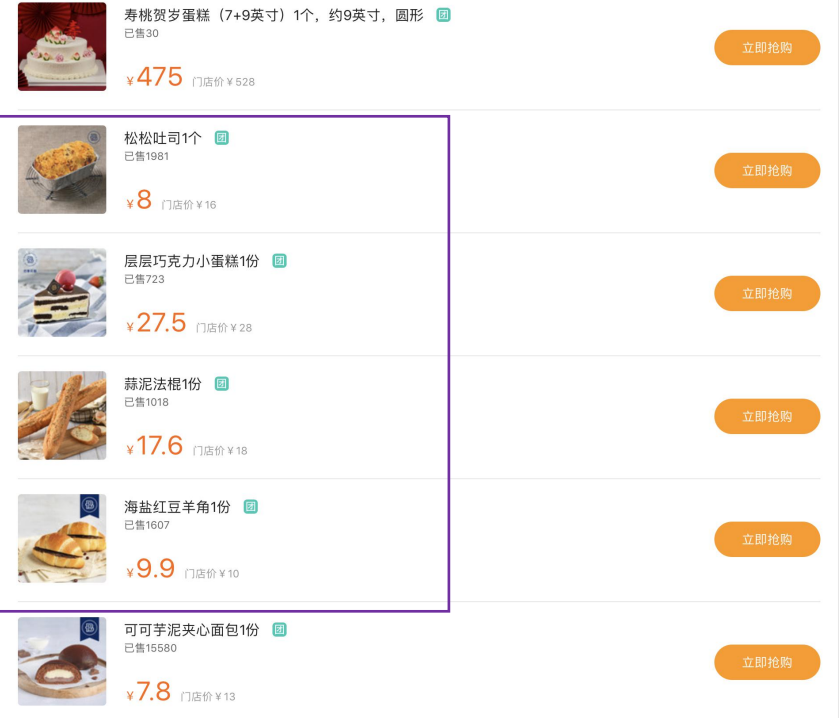
4. Can directly place an order to buy, easy to operate.

Disadvantages:

1. No response after changing the way of classification.

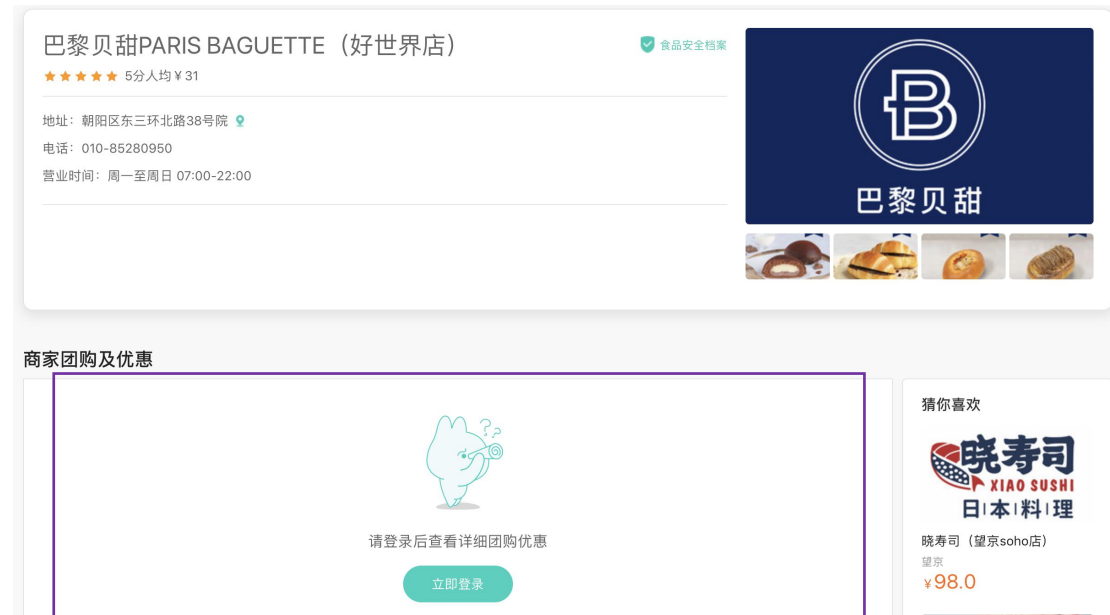


2. The classification of bread is chaotic and cannot be classified according to taste.



3. It is impossible to visually compare several kinds of bread.

4. It can be displayed only after logging in, the operation is cumbersome.



5. Wrong positioning and difficult to adjust.

