User Interface design

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Research plan for usability tests II

Assignment

#12

Research Plan

Goals and Assumptions

First time users can get to know more about the site and find relevant social media links for the non-profit.

Users should be able to navigate throughout the web site with ease.

Users should be able to browse and RSVP for upcoming workshops.

Users should be able to browse products in the shop, add to their carts and checkout in a hassle-free manner.

Users should not get distracted from their current task/goal.

User Profiles

Cyclists
newbies: need to be taught and learn on the go.
junkies: skilled, need less help and often volunteer.

Volunteers
maintain the shop, hold workshops, co-ordinate bike rides and teach/fix bikes.

Research Plan

Establishing Questions

On what basis do you visit a bike shop ? How often do you maintain your bike ? How much experience do you have with bike maintenance ? How often do you visit a bike shop ? How much do you spend on maintaining your bike per month ?

Tasks

Browse through the site and get to know more about the site.
Find relevant social media links for the organization.

You need a new gear for your bike. You have been to the kitchen before and know they donate bike parts for a small fee. Browse through the site and check if there is a gear in stock currently.

As a cyclist who is always dependent on bike shops you are interested in learning and joining a workshop on how to fix your flats on your own rather than being dependent on a bike shop. Try to find such a workshop and note down the workshops date and time.

You love what the bicycle kitchen does and feel generous. You want to donate to the kitchen. After donating, you want to sign-up as a volunteer as well.

You want to find the address of the organization. You saw one of the volunteers in the kitchen wear a really cool white 'I Love LA' t-shirt. You want to buy the shirt.

Screener Question

Question 1: Do you ride/own a cycle or are interested in learning to ride one ?

May Select - Hell Yes!

May Select - No, riding bikes is for hippies. I prefer hover-boards.

0   1

Task 1

Browse through the site and get to know more about the site.
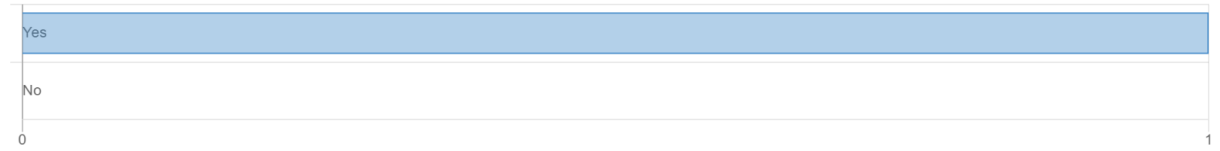
Find relevant social media links for the organization.

Task 1 Questions

Question 1: Were you able to do the task?

Yes	
No	

0 ———————————————————————— 1

Question 2: Just from the Home Page, What did you think the organization was about ?

Akshat Khanna
I was confused tbh. The title gave me the impression that it might be a cafe for cyclists to hang out and grab a bite. However, when I see the image and taglines on the homepage, I wasn't exactly sure what this was about besides the fact that it had to do something with cycling.

Question 3: Were you able to figure out more about the organization?

Akshat Khanna
Yes, for the most part. Too much text on every page. I literally had to read a lot to understand what the company is about, the volunteer aspect, etc. Would appreciate if each page had taglines of some sort that would convey what the content of the page is about instead of having to read every word. In today's day-and-age where most of us are strapped for time and attention spans are lower, one might want to convey the message they are trying to get across ASAP.

Question 4: What was your opinion of the design of the website on first view?

1 Terrible
2
3
4
5 Great

0 ———————————————————————— 1
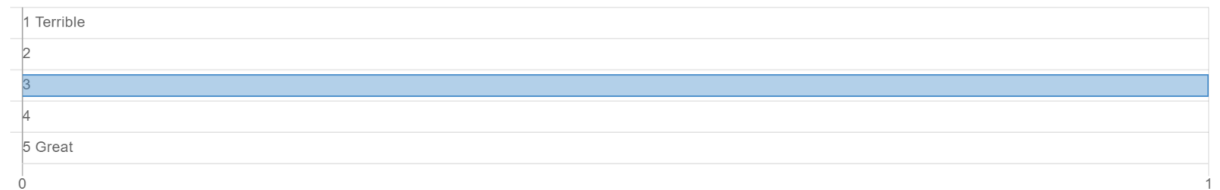
Question 5: How did you find navigating through the website?

1 Confusing
2
3
4
5 Intuitive

0 ———————————————————————— 1

Task 2

You need a new gear for your bike. You have been to the kitchen before and know they donate bike parts for a small fee. Browse through the site and check if there is a gear in stock currently.

🕐 **00:00:27** AVG TIME   ✔ **0** PASSED   ✖ **0** FAILED   ❓ **1** UNGRADED

Task 2 Questions

Question 1: Were you able to complete the task?

Yes	
No	
Not Sure	

0   1

Task 3

As a cyclist who is always dependent on bike shops you are interested in learning and joining a workshop on how to fix your flats on your own rather than being dependent on a bike shop. Try to find such a workshop and note down the workshops date and time.

🕐 **00:00:32** AVG TIME   ✔ **0** PASSED   ✖ **0** FAILED   ❓ **1** UNGRADED

Task 3 Questions

Question 1: Were you able to complete the task ?

Yes	
No	
Not Sure	

0   1

Task 4

You love what the bicycle kitchen does and feel generous. You want to donate to the kitchen.

After donating, you want to sign-up as a volunteer as well.

⏱ **00:01:08** AVG TIME   ✅ **0** PASSED   ❌ **0** FAILED   ❓ **1** UNGRADED

Task 4 Questions

Question 1: Were you able to complete the task?

Yes	
No	
Not sure	

Question 2: Did you feel like you got distracted while trying to donate or volunteer ?

1 Very distracted	
2	
3	
4	
5 Not really	

Task 5

You want to find the address of the organization.

You saw one of the volunteers in the kitchen wear a really cool white 'I Love LA' t-shirt. You want to buy the shirt.

⏱ **00:00:52** AVG TIME   ✅ **0** PASSED   ❌ **0** FAILED   ❓ **1** UNGRADED

Task 5 Questions

Question 1: Were you able to find the address of the organization?

|	
Yes	
No	
Don't care really, I use Google	

Question 2: The process of buying a T-shirt was ... ? (Any feedback)

Akshat Khanna
Lack of a search button on the shop page? I saw the filters, but sometimes I'd like to search by typing in something like "I love LA" tshirt or "mens tees"... With more products on the website, the search icon would be an important feature to have. Maybe develop 'tags' for products so that they are searchable?

Follow Up Questions

Question 1: Overall rating of the websites design (Typography, Colors, Spacing, Component Placement, etc) -

1 Terrible	
2	
3	████████████████████████████████
4	
5 Excellent	

0   1
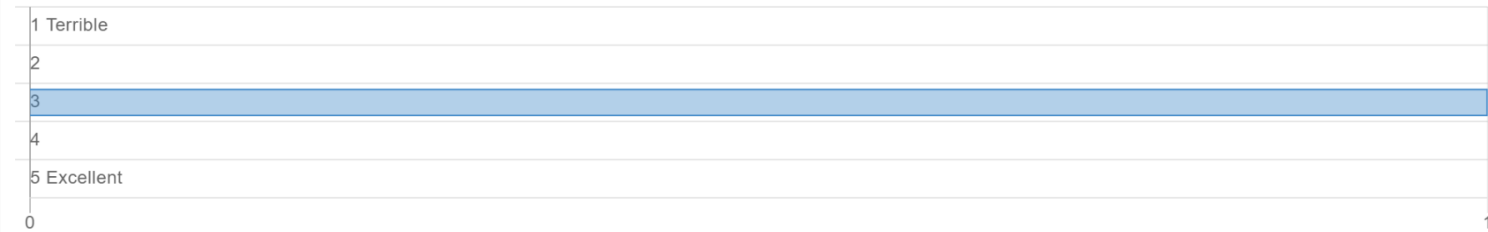
Question 2: Any suggestions regarding the UI/Design ?

Akshat Khanna

- Font choice could be improved (especially for the paragraphs) - Text spacing for the paragraph text could be better - Button placements on the product pages and elsewhere could be more in-tune with the rest of the design elements. I'm not a designer, so the best feedback that I can give in this regard is that it just does not seem right visually (so helpful, right?) -

Question 3: Overall rating of the websites usability -

1 Confusing	
2	
3	████████████████████████████████
4	
5 Intuitive	

0   1
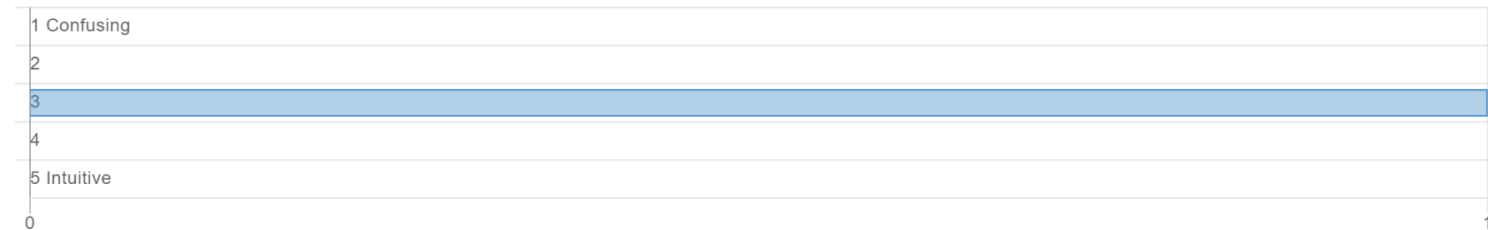
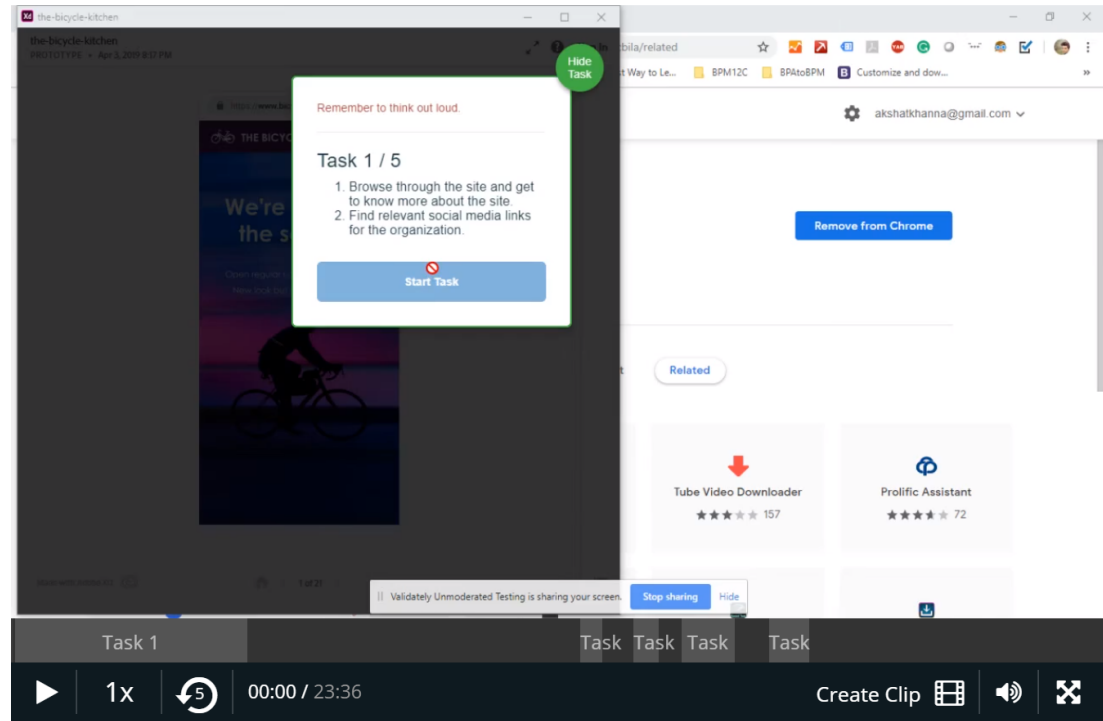Question 4: Any feedback or suggestions regarding the usability of the website ?

Akshat Khanna

- I included that pointer (about the buttons) in the previous question - The address is not on the 'contact us' page and is in the 'about us' page...this seems counter-intuitive (at least to me)

Things to fix

#1
Kitchen Timings should be easily viewable.

#2
Location of the kitchen should be in *Contact* not *About* page.

#3
Search feature for shop necessary, even on mobile.

#4
Century Gothic is not a good font for paragraphs. Need to change.

#5
Button on *Thank You* & *Confirmation* page should be made consistent.