



Mountquiptment

MDIA2003 - Project1
Individual Term Project
Andrew Park - A00958689

UX documentation

Client Survey

User Personas

Task Models

Content Requirements Document

Usability Test Scripts

Thank you very much for participating in this test session.

Hi, _____. My name is Andrew Park, and I'm going to walk you through this test session. Today you are here to test a rock climbing shoes database called Mountequipment. The purpose of this website is for the users to find a matching climbing shoes that fit their needs.

The purpose of this usability test is find if any UI or UX aspect of this website can be improved. I am also interested in which features worked well or not. You are welcome to explore the whole site, but when the task is assigned it would be ideal to stay on the task for the given time limit. As we go along, I'm going to ask you to think out loud to tell me what's going through your mind. Also, we want to hear an honest opinion on the site, so please don't worry that you might hurt my feelings.

During the test, there will be time restrictions (5 minutes) between each tasks so that we can finish within the time period. Your voice and the monitor will be recorded so that I can analysis the session afterwards. If you are unable to complete a task or you are lost, please let me know.

Before we start, do you have any questions?

Pretest questions

- Age?
- Sex?
- Do you have any experience about rock climbing?

Questionnaire

- What's your first impression of this page?
- What didn't you like about this page? Why?
- If you could only change one thing about this page, what would you change? Why?
- What did you like most about this page? Why?

- Would you recommend this page to a friend if the content was relevant to them? Why or why not?
- problems on the color scheme?
- Easy to read content?
- Any difficulty navigating to different pages?

Tasks

- Navigate through the different pages on web & mobile version of the website
- Able to find a specific product tailored to them using categories
- Able to write review for the product that the tester likes
- Able to use contact form and successfully submit a message

Jake Connor



"I want to experience everything life has offer."

Age: 22

Work: Personal Trainer

Family: Single

Location: Los Angeles, California

Character: The Motivator

Personality



Masculine

Adventurous

Challenging

Experimental

Goals

- Maintaining a healthy and balanced diet.
- Exercising daily.
- Never miss an opportunity in life.
- Travel around the world.

Frustrations

- Unhealthy eating.
- Wasting time.
- Being confined.
- Stagnation.

Bio

Jake is a Personal Trainer who believes in living life to the fullest without regrets. He has a BA in liberal arts from UCLA and aims to better himself daily. His dream is to travel and experience the thrill of the world. He likes to go to travel the path less ventured and believes that every mistake is a lesson.

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Brands

A collection or list of the user's favorite brands.



Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

Scott Mason



"I believe in efficiency, accuracy, and punctuality"

Age: 28

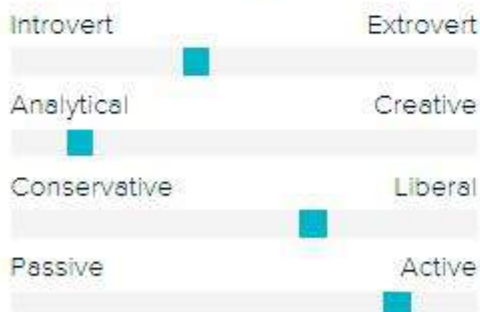
Work: Software Developer

Family: Single

Location: Kamloops, British Columbia

Character: The Perfectionist

Personality



Intelligent

Good-Natured

Disciplined

Efficient

Goals

- To be able to do anything efficiently.
- To meet project deadlines.
- To be more socially adept.
- To apply logic and reasoning to all situations.

Frustrations

- Not meeting a deadline.
- Pressure of multiple project deadlines.
- Doing a task then realize that there was an easier way to do it all along.
- Unorganized work spaces.

Bio

Scott is a software developer who has started his own software development company. He has a BA in Computer Science from UBC and has lived in BC his whole life. He is a very busy person and is stressed most of the time. He enjoys hiking, biking and mountain climbing on the weekends as it relives stress and is a great way to keep in shape.

Motivations

Incentive



Fear



Achievement



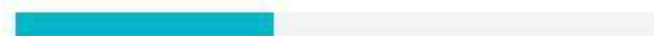
Growth



Power



Social



Brands

A collection or list of the user's favorite brands.

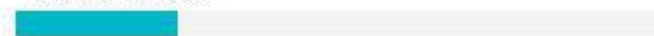


AMD

THE NORTH FACE

Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR



GOAL : To purchase rock climbing shoes that fits my style

Idea

"I need to find a new pair of climbing shoes."

Initial investigations

"I read in Grippd magazine about the upcoming line of climbing shoes by Black Diamond."

Jake will look at products from the brands that he likes. He will then read the reviews of the past customers. At last, he will compare the overall design of each selections he picked.

Visiting mountain climbing equipment blog

"My workout buddy sent me the link to the awesome climbing equipment blog."

When Jake visits the blog that he heard from his connections, he will browse individual products listed in the blog. For each items, he will look at the images provided in the blog and search for more visual representation of the product that he likes.

Detailed investigations

"They have free shipping and the shoes are in stock."

Once Jake clicks on the product link, he will then look at the requirements, such as sizes and shipping. However, due to his personality he will not be nitpicky about the requirements.

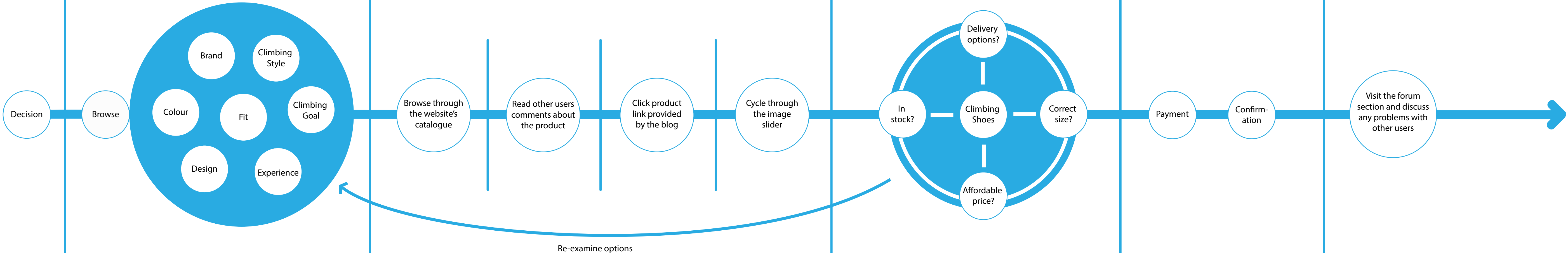
Purchasing

When most of the requirements are met, Jake will be satisfied on his selection. Then he will purchase the product.

Post-purchase / Feedback

"The color shade of the shoes look a bit darker than the online picture. I'm gonna ask other users about the color in the blog forum."

After purchasing, Jake can discuss with the other users on the blog about his product purchase.



Improvements

- Provide visual information such as pictures, video, and etc to satisfy the users
- If it is possible, create a embeded link page of the product purchase page so that the user doesn't need to open a new tab
- Create easy to use & read user inputs for better visual representation (ex. like button, hate button)
- Create search filters for the search bar



Jake Connor

Jake is a Personal Trainer who believes in living life to the fullest without regrets. He has a BA in liberal arts from UCLA and aims to better himself daily. His dream is to travel and experience the thrill of the world. He likes to go to travel the path less ventured and believes that every mistake is a lesson.

Preferred Information sources

High

- Referral
- Traditional Ads

Medium

- Online & Social Media
- Guerrilla Efforts & PR

GOAL : To buy a profitable belay device

Idea

"I need to find a belay device that is affordable and cost efficient."

Initial investigations

"I recently joined a climbing group on Facebook and they gave me some recommendation."

Scott will search information about belay devices, and will note which factors play a big role in being a profitable belay device.

Visiting mountain climbing equipment blog

"Lets search for a review site on google."
"This blog has a good rating, I will use this site to find my belay device."

Scott will search for review sites using search engine and social media. When Scott visits the blog he will search through the catalogue and individually compare all the belay devices. He will then rate them in a scale to decide which one is most suitable for him.

Detailed investigations

"I hope this product has a lifetime warranty."

Upon clicking the product page link, Scott will be taken to the store page of that product. Once he is there, he will then check the additional requirements. He will make sure that all requirements are suitable for him.

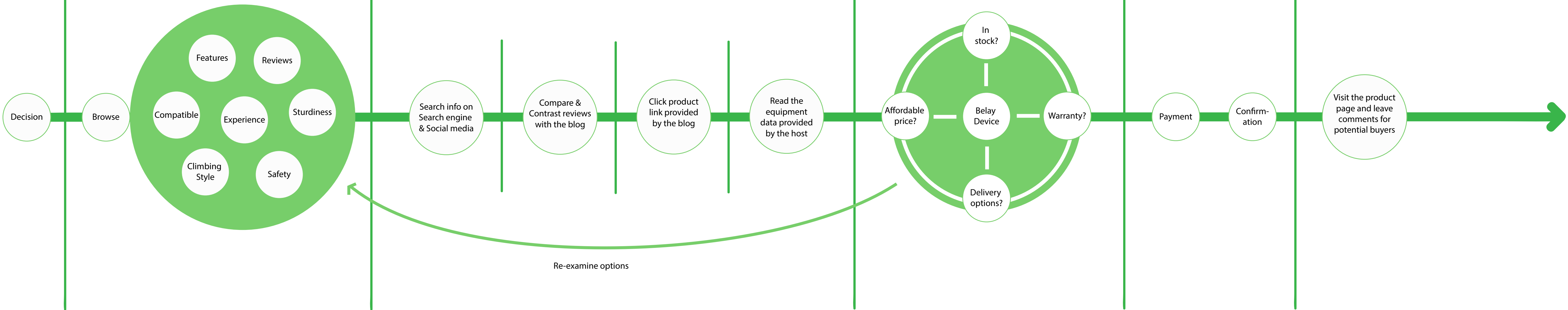
Purchasing

When all the requirements are met, Scott will be satisfied on his selection. Then he will purchase the product.

Post-purchase / Feedback

"I love this belay device, I'm gonna leave a feedback so that other people will purchase it too."

Scott was satisfied with his purchase, thus he will leave a positive feedback on the comment section of the blog product page.



Improvements

- Include comment section so that the users can interact with each other as well
- If it is possible, create a embeded link page of the product purchase page so that the user doesn't need to open a new tab
- Include specific statistics of the equipments like in the initial investigations
- Create search filters for the search bar



Scott Mason

Scott is a software developer who has started his own software development company. He has a BA in Computer Science from UBC and has lived in BC his whole life. He is a very busy person and is stressed most of the time. He enjoys hiking, biking and mountain climbing on the weekends as it relives stress and is a great way to keep in shape.

Preferred Information sources

- High
- Referral
- Online & Social Media
- Medium
- Traditional Ads
- Guerrilla Efforts & PR

Deliverables



A self hosted fully functioning website built with WordPress



UX documentation:

Client survey or questionnaire (1)

User personas (2)

Taskmodel(s) / userjourney / experiencemap (atleastone)

Content requirements document (1)



IA documentation:

Sitemap(s)

High fidelity wireframes



Well organized layered mockup(s) (Photoshop/Illustrator/Sketch/InkScape/etc)



A documented(informal) usability test with at least 1 person



Three minute presentation in the last class: share your learning experiences

MinimumCriteria



Fully finished and workingsite, with on topic content and imagery.
Dummycontent (loremipsumandsimilar) is NOT allowed



Good navigational structure, and proper use of categories



A minimum of 12pages



At least one noteworthy functional part such as: a storepage, aforum, ...



WP Theme Customization: Use of at least 4 plugins for specific functionality.



Any additional handcoded theme functionality must be documented.This include CSS customization.



Social Media integration if need it. Embedding content from external sources.



Clean media library. Delete unnecessary themes, files and copy.



Test site for colour and responsiveness (GTMetrix)



The site MUST be responsive: at least three break points: mobile, tablet, and desktop.



Excellent web typography



Content tagged for SEO

NOTE:

For the main pages, due to the plugins the SEO could not be implemented to full potential.
But for product page the SEO was implemented to a high standard.

Custom CSS and PHP Documentation

```
#bbpress-forums .bbp-forum-info .bbp-forum-content,
#bbpress-forums .bbp-forum-info .bbp-forum-title,
#bbpress-forums p.bbp-topic-meta {
    font-size: 15px;
    font-family: "Source Sans Pro";
}

.widget_circleicon-widget .circle-icon-box p.text {
    font-size: 15px;
    font-family: "Raleway";
}

.main-navigation ul li:hover > a {
    background: #64802F;
    color: #ffffff;
}

.main-navigation ul ul li:hover > a {
    background: #64802F;
    color: #ffffff;
}

#search-icon #search-icon-icon:hover {
    background-color: #64802F;
}

#header-sidebar .widget_nav_menu ul.menu > li > ul.sub-menu {
    border-top: 2px solid #64802F;
}

.woocommerce #page-wrapper .woocommerce-message {
    border-top-color: #64802F;
}

.woocommerce .button.alt {
    font-size: 1em;
```

```

    text-shadow: none;
    border-top: solid 1px #0086c5;
    border-left: solid 1px #007ebd;
    border-right: solid 1px #007ebd;
    border-bottom: solid 1px #0077b4;
    background: #64802F;
    background: -webkit-gradient(linear, left bottom, left top, color-stop(0, #00aaeb), color-stop(1, #64802F));
    background: -ms-linear-gradient(bottom, #00aaeb, #64802F);
    background: -moz-linear-gradient(center bottom, #00aaeb 0%, #64802F 100%);
    background: -o-linear-gradient(#64802F, #00aaeb);
    filter: progid:
DXImageTransform.Microsoft.gradient(startColorstr='#64802F',
endColorstr='#00aaeb', GradientType=0);
}
.woocommerce #page-wrapper .button {
    background: #6FA6B0;
    color: #FFFFFFF;
    text-shadow: none;
    -webkit-transition-duration: 500ms;
    -moz-transition-duration: 500ms;
    -o-transition-duration: 500ms;
    transition-duration: 500ms;
}
.woocommerce #page-wrapper .button:hover {
    background: #376D7D;
    color: #FFFFFFF;
    text-shadow: none;
}
#ninja_forms_field_4 {
    background: #6FA6B0;
    color: #FFFFFFF;

```

```
    text-shadow: none;
    -webkit-transition-duration: 500ms;
    -moz-transition-duration: 500ms;
    -o-transition-duration: 500ms;
    transition-duration: 500ms;
}
#ninja_forms_field_4:hover {
    background: #376D7D;
    color: #FFFFFF;
    text-shadow: none;
}
#user-submit {
    background: #6FA6B0;
    color: #FFFFFF;
    text-shadow: none;
    -webkit-transition-duration: 500ms;
    -moz-transition-duration: 500ms;
    -o-transition-duration: 500ms;
    transition-duration: 500ms;
}
#user-submit:hover {
    background: #376D7D;
    color: #FFFFFF;
    text-shadow: none;
}
.widget a.button {
    background: #6FA6B0;
    color: #FFFFFF;
    text-shadow: none;
    font-size: 12px;
    -webkit-transition-duration: 500ms;
    -moz-transition-duration: 500ms;
```

```
-o-transition-duration: 500ms;
transition-duration: 500ms;
}
.widget a.button:hover {
    background: #376D7D;
    color: #FFFFFFF;
    text-shadow: none;
}
```

```
<?php
add_action('wp_enqueue_scripts', 'enqueue_parent_styles');

function enqueue_parent_styles()
{
    wp_enqueue_style('parent-style', get_template_directory_uri() .
'/style.css');
}

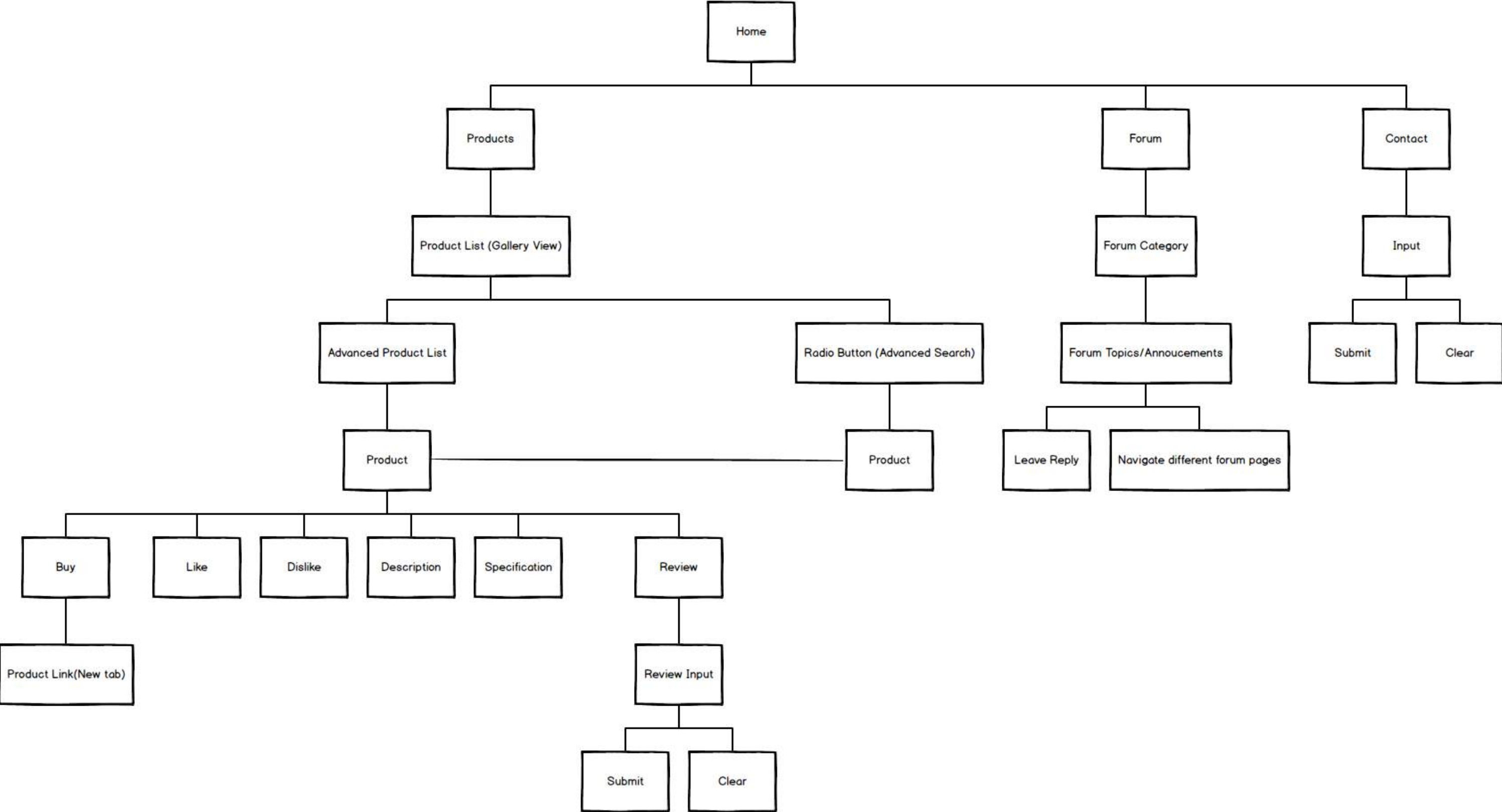
function remove_loop_button()
{
    remove_action('woocommerce_after_shop_loop_item',
'woocommerce_template_loop_add_to_cart', 10);
}

add_action('init', 'remove_loop_button');
?>
```


IA documentation

Sitemap

Wireframes



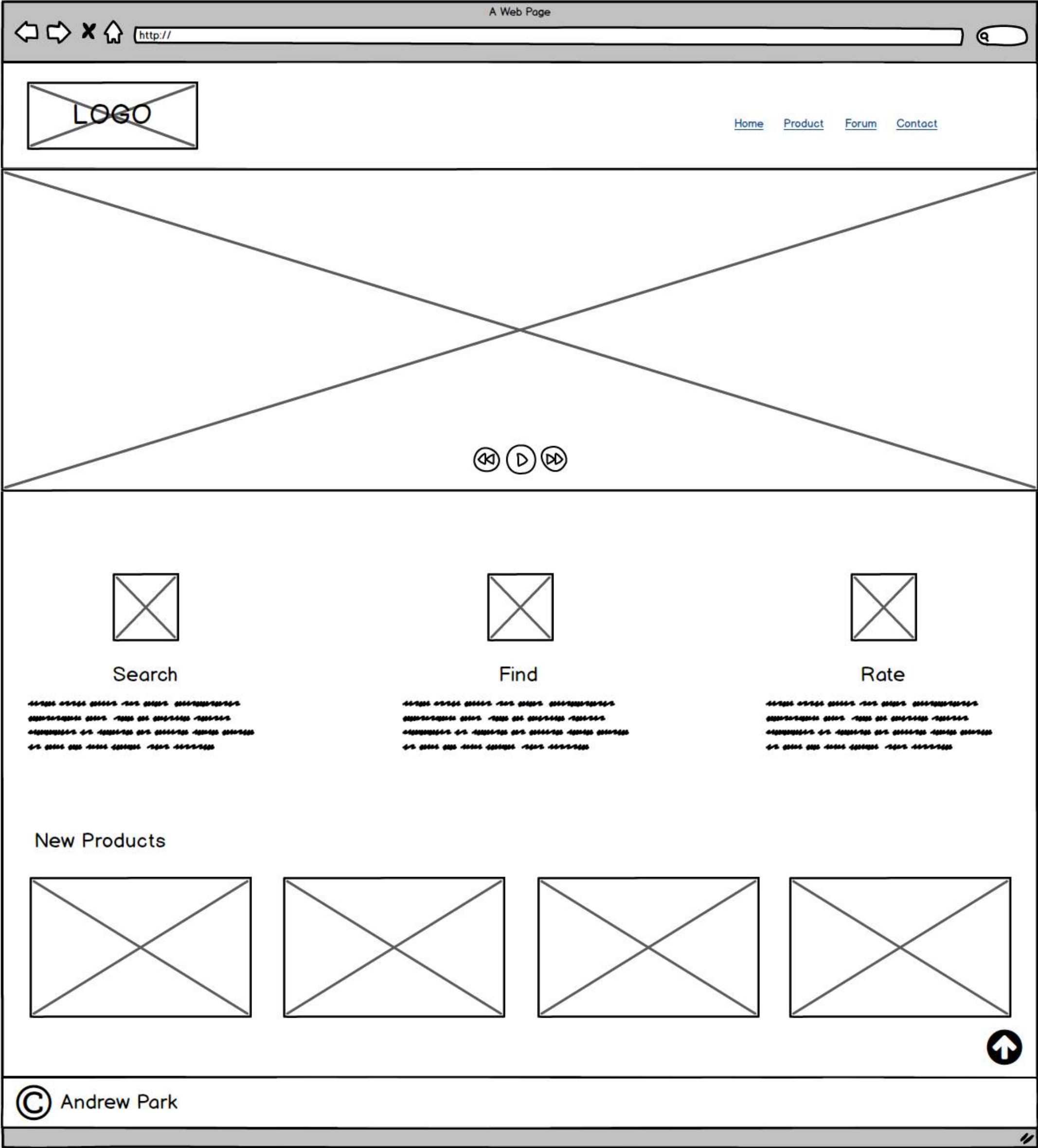


Image Slider with a controller

Click on the picture of a new product will take the user to the product page

Back to top
button



Brand

- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button

Type

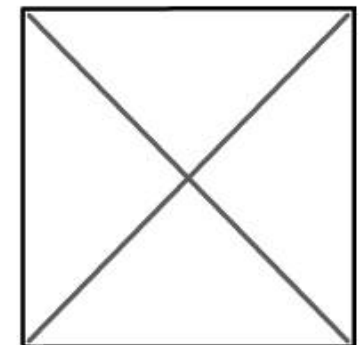
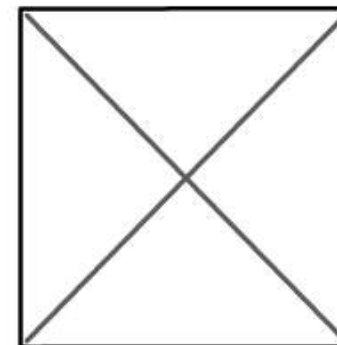
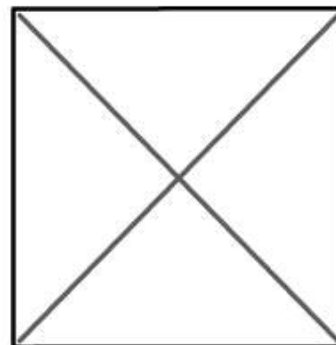
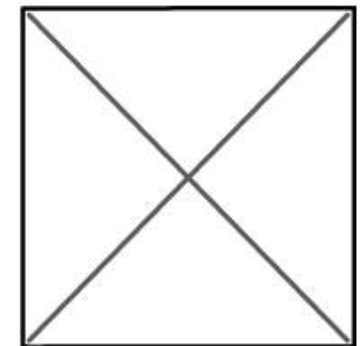
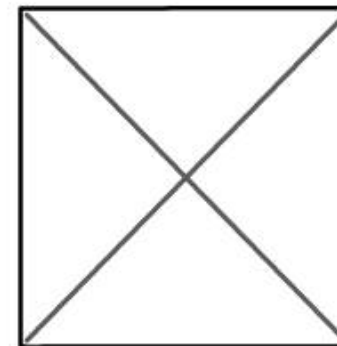
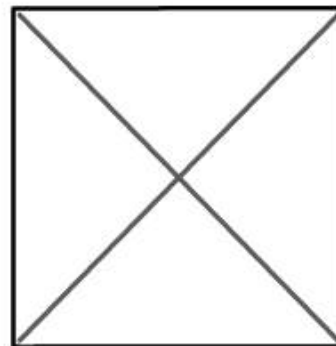
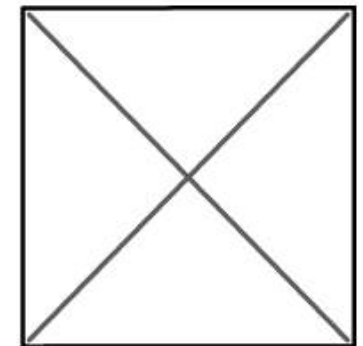
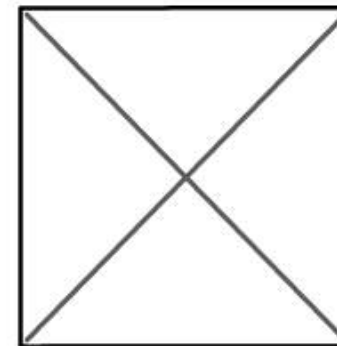
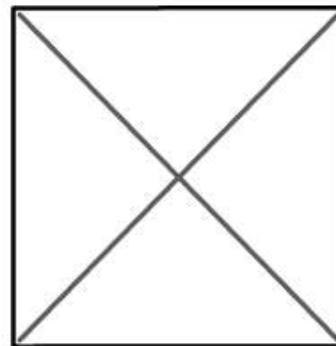
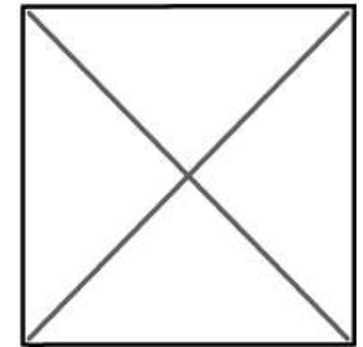
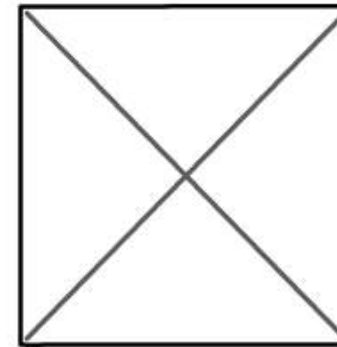
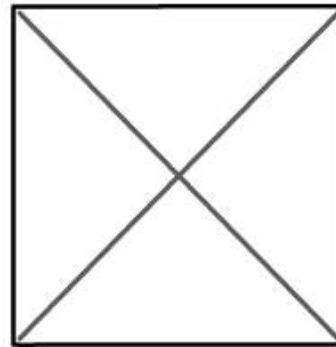
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button

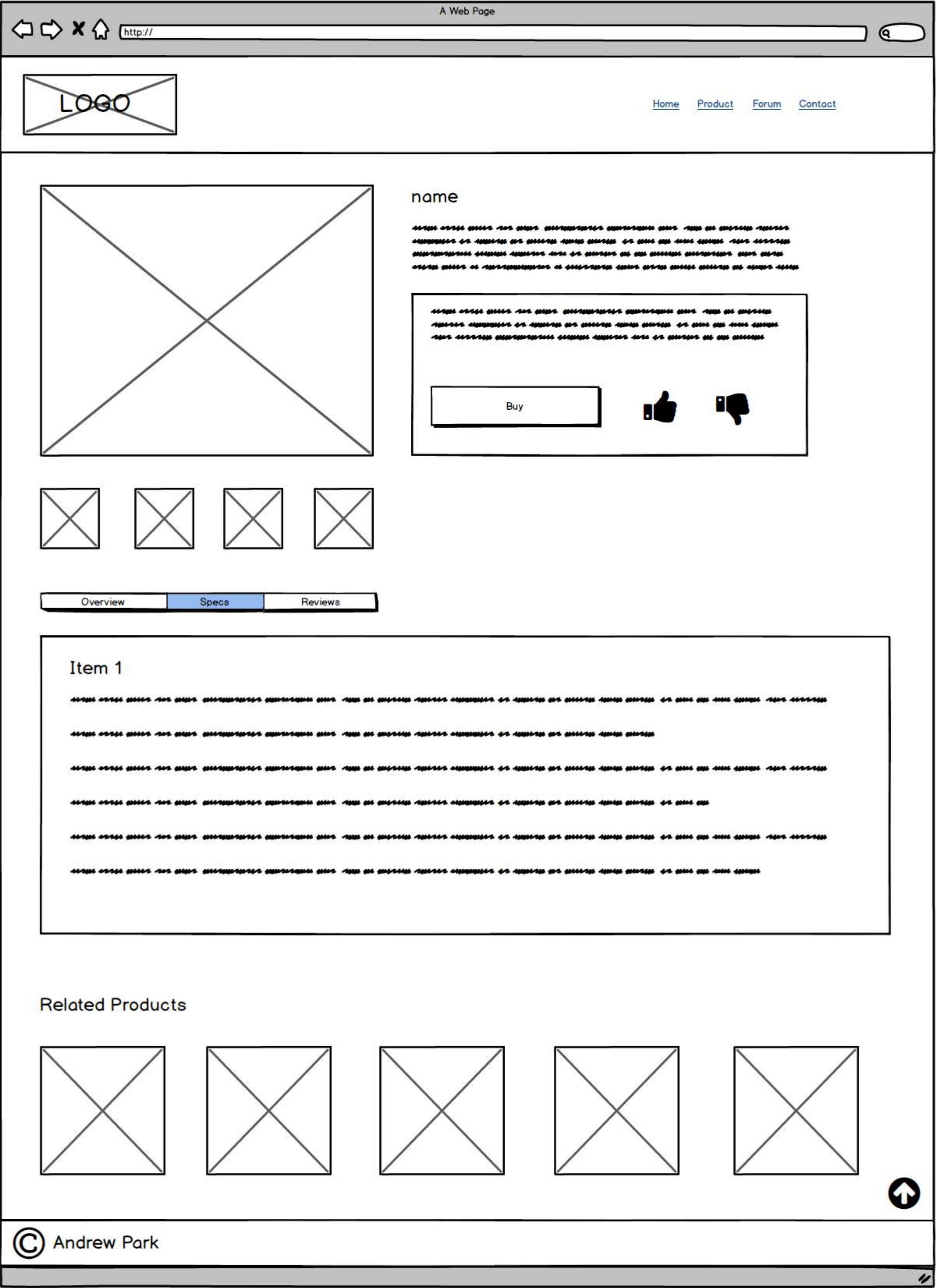
Functionality

- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button
- ☐ Radio Button

Colour

- Radio Button
- Radio Button





Users can browse multiple images by clicking on the different images

Bullet points data that outline the specification of the product

Clicking on the picture will open the link to the specific product page

Users can like or dislike the product. The buy button will open a link to the actual product site.

http://

LOGO

Home

Product

Forum

Contact

name

Buy

Overview

Specs

Reviews

Item 1

Related Products

© Andrew Park

Detail description of the product and the manufacturing company

http://

A Web Page

LOGO

[Home](#)[Product](#)[Forum](#)[Contact](#)

name

123

23

Buy

OverviewSpecsReviews

Reviews for Item 1

User 1Month, Day, Year

User 1Month, Day, Year

User 1Month, Day, Year

Write a review

Rating

Name

Email

Review

Submit

Clear

Related Products

© Andrew Park

A Web Page

http://

LOGO

[Home](#)

[Product](#)

[Forum](#)

[Contact](#)

Category 1

☐

Forum 1

☐

Forum 2

☐

Forum 3

Category 2

☐

Forum 1

☐

Forum 2

☐

Forum 3

☐

Forum 4

☐

Forum 5

© Andrew Park

The forum is divided by different categories. Inside the categories are more specific forum topics

Users can create new topics and search for existing topics

Annoucements can be only be created by admins

Users can go into forums with different topics

A Web Page

http://

LOGO

[Home](#)[Product](#)[Forum](#)[Contact](#)

New Topic

Search

Annoucements

☐

Admin

☐

Admin 2

Topics

☐

Forum 1

☐

Forum 2

☐

Forum 3

☐

Forum 4

☐

Forum 5

© Andrew Park



Search



User 1

Content Name



Content Name

User 1



http://

A Web Page

LOGO

[Home](#)

[Product](#)

[Forum](#)

[Contact](#)

Contact Us

Name

Email

Message

Submit

Reset

© Andrew Park

Mock Up



Mountquiptment

Style Tile
version: 1.01
By: Andrew Park

Content Example

Headline example

font: Raleway

Sub Headline example

font: Raleway

Body Example

Font: Source Sans Pro

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras diam dui, malesuada at mi ut, imperdiet volutpat magna. Duis vel nibh nisi. Nulla auctor velit condimentum maximus fringilla. Ut eu lorem vel metus fringilla imperdiet non a justo. Donec turpis est, condimentum tempus ligula nec, dignissim sollicitudin elit.

Nulla dignissim odio dolor, non ornare diam porttitor a. Quisque et justo eu urna mattis dictum. Quisque efficitur, massa ut egestas fermentum, est mi ullamcorper elit, a consequat massa nisl id lacus. Vivamus scelerisque rhoncus consectetur.

Text Link Example

Font: Source Sans Pro

This is an example of a text link >>

Buttons

Regular button

Regular button: hover

Navigation button

Navigation button: hover

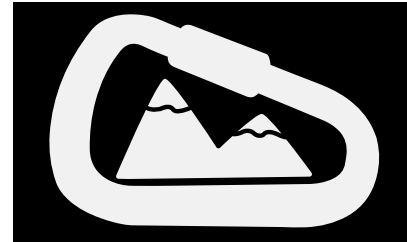
Search Bar



This is an example of a search bar

Logo

Black background



White background



Color Palette



Palm Leaf
#2A451C



Olive Drab
#64802F



Astral
#376D7D



Neptune
#6FA6B0



Wheatfield
#E1D7BD

Images/Textures



Usability Test Report

Executive Summary

Objectives

The main objectives of the Mountquiptment usability test are to get data for

1. Are Users able to find a product they want?
2. Are users able to navigate between the different pages and easily find all the content they need?
3. Does all the website functionality work without any errors?

Acquiring the data of these three objectives will be the ideal outcome of this usability test sessions.

Overview

In this study, the Mountquiptment website was thoroughly investigated. Mountquiptment is a WordPress website that provides climbing shoes database so that the users can find shoes that are matches their requirements. With this website anyone can easily find climbing shoes which fit them. Thus, it was necessary to evaluate the UI and UX aspect of the website before launching it.

The usability testing for this website was a traditional usability testing. Users were asked to visit the website, perform tasks using an interactive prototype of the website and provide feedback. While the users were working on the given tasks, they were observed and their actions, comments and performance were recorded by notes. The date of the tests was on May 13th, 2016 and the location of the test was in the BCIT SE14 121. The total number of participants were two people. And the total length of each test was estimated to be 40 minutes long.

The overall result was very clear, many of the users were not satisfied with the overall layout design of the website. On the other hand, the functionality of the website was well rated by the users.

Purpose of the study

The goal of this research was to assess the overall usability of Mountquiment while it is still in development. Specifically, the developer of this website wanted to know what can be improved in the user experience and user interface design aspect of this website.

Mountquiment is a WordPress website that allows users to search and rate climbing shoes. The overall process of the website is simple and convenient. Upon reaching the site, the users can access the products page which presents all the available shoes in the database in a well categorized manner. Clicking one of the product on the products page will take the user to a new page with more information about the product and a link where the user can purchase the item.

The usability goals for Mountquiment are to create easily accessible content, simple and interactive product page, working forum and contact page, and lastly create enjoyable experience to the users.

Participants

The usability test session consisted of two users. The participants are the students from BCIT Digital Design & Development. When the finished prototype of the website was announced to the D3 programs, the students in the program volunteered to participate in the usability testing session. The users listed below were the final participants of the session.

User	Age	Gender	Computer / Web Experience	Occupation / major	Rock Climbing experience & knowledge
Derek Fu	25	Male	More than 5 years	Post-secondary student	None
Jason Ng	25	Male	More than 5 years	Post-secondary student	None

Method

The overall process of the usability testing section can be broken down into four major steps.

1. Introductory script
2. Pre task questions
3. Tasks
4. Questionnaire

Introductory Script

The introductory script exists in order to provide an equal treatment to each participants. This can keep consistency within the final result of the usability testing and is ethical. The script used in the Mountquiment usability test included variety of information for the tester to know what kind of expectations are needed as well as, explain what is the purpose of this usability testing. The beginning of the script includes greeting and introduction of the website for the testers. Then it talks about the purpose of this usability testing, such as how can the usability test data can greatly improve the current prototype version of the website. Finally, it tells the testers that there will be set tasks that they should complete in given time period and how their actions will be recorded.

Pre task questions

1. Age?
2. Sex?
3. Any rock climbing experience & knowledge?

After the introductory script, the interpreter of this usability test session will ask general question about the users. Like shown above information such as age, sex, and etc.

Tasks

1. Navigate through the different pages on web & mobile version of the website
2. Able to find a specific product tailored to them using categories
3. Able to write review for the product that the tester likes
4. Able to use contact form and successfully submit a message

When the testing session starts the interpreter will then ask the users to follow and carry out specific tasks. These task will be given a time duration and it will be stopped if the time limit is over. The time of when the users complete the tasks will be recorded in order to find which process takes long for the users to comprehend. During the tasks the users are free to add any comments and the interpreter will record all the comments for the analysis. Above are the lists of tasks that was assigned to the users during the Mountquiptment usability test.

Questionnaire

1. What's your first impression of this page?
2. What didn't you like about this page? Why?
3. If you could only change one thing about this page, what would you change? Why?
4. What did you like most about this page? Why?
5. Would you recommend this page to a friend if the content was relevant to them? Why or why not?
6. problems on the color scheme?
7. Easy to read content?
8. Any difficulty navigating to different pages?

After all the tasks are done the users will be asked to fill out a questionnaire. Above is the questionnaire that was used for the usability test session. It includes basic questions such as what you like and hate about the website. Then it will ask about recommendations to improve the overall website design and functionality.

Location

The test session took place in BCIT SE14 121 on May 13th, 2016 and each session took the time span of 40 minutes. The test session has two people in it, the users who will be exploring the app and interpreter who will explain all the necessary information and present the users with the tasks. The roles of the individuals are clear and easy to follow.

Technical details

The evaluation was conducted on a computer running Mac OS El Capitan, and viewed at a 2560 x 1440-pixel screen resolution using the Google Chrome browser. The review was conducted using the prototype version of the website that was complemented on May 10th, 2016.

Findings and Recommendations

Top Findings

The website looks too busy and cluttered.

All of the users specified that the footer section was too cluttered with functionalities compared to other sections in the page. The users recommended that lowering the number of widgets used in the footer section will make the design of the webpage look cleaner.

Additionally, the text size should be increase in order to provide readability to future users.

Interesting interactivity functionalities.

The functionalities that were implemented on the product page was well liked by the users. Functionalities like categories and multiple product image which can be cycled through made the product page more interactive.

Survey Results

User 1 questionnaire

1. What's your first impression of this page?
 - a. Cluttered
 - b. Good color choices
2. What didn't you like about this page? Why?
 - a. Layout of the footer, too much content in the footer
3. If you could only change one thing about this page, what would you change? Why?
 - a. Organize the content s to make it visually more appealing. Currently it looks too busy.
4. What did you like most about this page? Why?
 - a. I like the product page and how you sorted the products in to different categories with varieties.
5. Would you recommend this page to a friend if the content was relevant to them? Why or why not?
 - a. Yes, because it is useful and I love to try rock climbing

6. problems on the color scheme?
 - a. Logo color should be changed instead of pure black
 - b. Logo should be full width
7. Easy to read content?
 - a. Yes, simple content catches my eyes.
8. Any difficulty navigating to different pages?
 - a. No, with the navigation bar at the top it was fairly easy to navigate through all the pages

User 2 questionnaire

1. What's your first impression of this page?
 - a. It feels like its lacking contents
2. What didn't you like about this page? Why?
 - a. The header logo, because the size feels awkward relative to the page.
3. If you could only change one thing about this page, what would you change? Why?
 - a. Logo colors and size
4. What did you like most about this page? Why?
 - a. Fun to play with because of many interactions
5. Would you recommend this page to a friend if the content was relevant to them? Why or why not?
 - a. Yes, the data on individual products are very detailed
6. problems on the color scheme?
 - a. Logo color scheme should be changed instead of pure black
7. Easy to read content?
 - a. Yes, body contents are easy to read.
8. Any difficulty navigating to different pages?
 - a. No, the navigation bar made it easy to navigate to different pages

Issue severity rating key

The symbols below are used to rate each usability issue or finding in terms of its importance or impact to the usability of the application. Ratings are based on where the users had the problem and also how seriously the problem affected the user or kept the user from completing his or her task.

Low: User may experience insignificant time delays or mild frustration, but will be able to complete desired task.

Medium: User may experience noticeable delay or frustration, but will be able to complete the task with added effort.

High: User will experience noticeable delay or frustration, may not be able to complete the task.

Success: Users were able to easily perform their desired task.

Overall understanding of the process

Issue severity rating - **Success**

As you can see from the user questionnaire in the above, none of the users had difficulties navigating to all of the pages. Additionally, during the usability testing session all of the users quoted that they did not face any difficulties with the given test. Most of the users finished the tasks within the given time period which indicates that all the processes in the website are simple and manageable to first time users.

Functionality of the website

Issue severity rating - **Medium**

As you can see from the user questionnaires in the above, many users enjoyed most of the functionality of the website. Only functionality that did not satisfy the user was having too much functionality on the footer which made the website too cluttered. The recommendation was to lowering the number of widgets used in the footer section.

Content organization

Issue severity rating - **High**

All of the users did not enjoy the color scheme of the website header along with the organization of the footer content. For the header colors scheme many quoted that using just black color for the logo made it visually unappealing. One of the user mentioned that the content organization for the footer should be improved. For the color, the recommendation was to add some colors mentioned in the style tile to make the header more visually appealing. For the content organization, deleting contents in the footer or arranging them better with custom CSS was mentioned. Lastly, for better readability, the font size of headings and paragraphs should be increased.

Conclusion

The usability test result was good and the users are excited to see a fully working version of the website. After compiling the usability test data and presenting to the development and design team. We can discuss with the team on which changes are possible and which are not. If the change is not possible, figure out why it is not possible and find suitable alternatives. After applying the changes according to the recommendation from this usability testing session. It would be ideal to conduct iterative usability testing with different participants weekly.

Appendices

Sample Scripts

Thank you very much for participating in this test session.

Hi, _____. My name is Andrew Park, and I'm going to walk you through this test session. Today you are here to test a rock climbing shoes database called Mountquipment. The purpose of this website is for the users to find a matching climbing shoes that fit their needs.

The purpose of this usability test is find if any UI or UX aspect of this website can be improved. I am also interested in which features worked well or not. You are welcome to explore the whole site, but when the task is assigned it would be ideal to stay on the task for the given time limit. As we go along, I'm going to ask you to think out loud to tell me what's going through your mind. Also, we want to hear an honest opinion on the site, so please don't worry that you might hurt my feelings.

During the test, there will be time restrictions (5 minutes) between each task so that we can finish within the time period. Your voice and the monitor will be recorded so that I can analysis the session afterwards. If you are unable to complete a task or you are lost, please let me know.

Before we start, do you have any questions?

Pretest questions

- Age?
- Sex?
- Do you have any experience about rock climbing?

Questionnaire

- What's your first impression of this page?
- What didn't you like about this page? Why?
- If you could only change one thing about this page, what would you change? Why?

- What did you like most about this page? Why?
- Would you recommend this page to a friend if the content was relevant to them? Why or why not?
- problems on the color scheme?
- Easy to read content?
- Any difficulty navigating to different pages?

Tasks

- Navigate through the different pages on web & mobile version of the website
- Able to find a specific product tailored to them using categories
- Able to write review for the product that the tester likes
- Able to use contact form and successfully submit a message