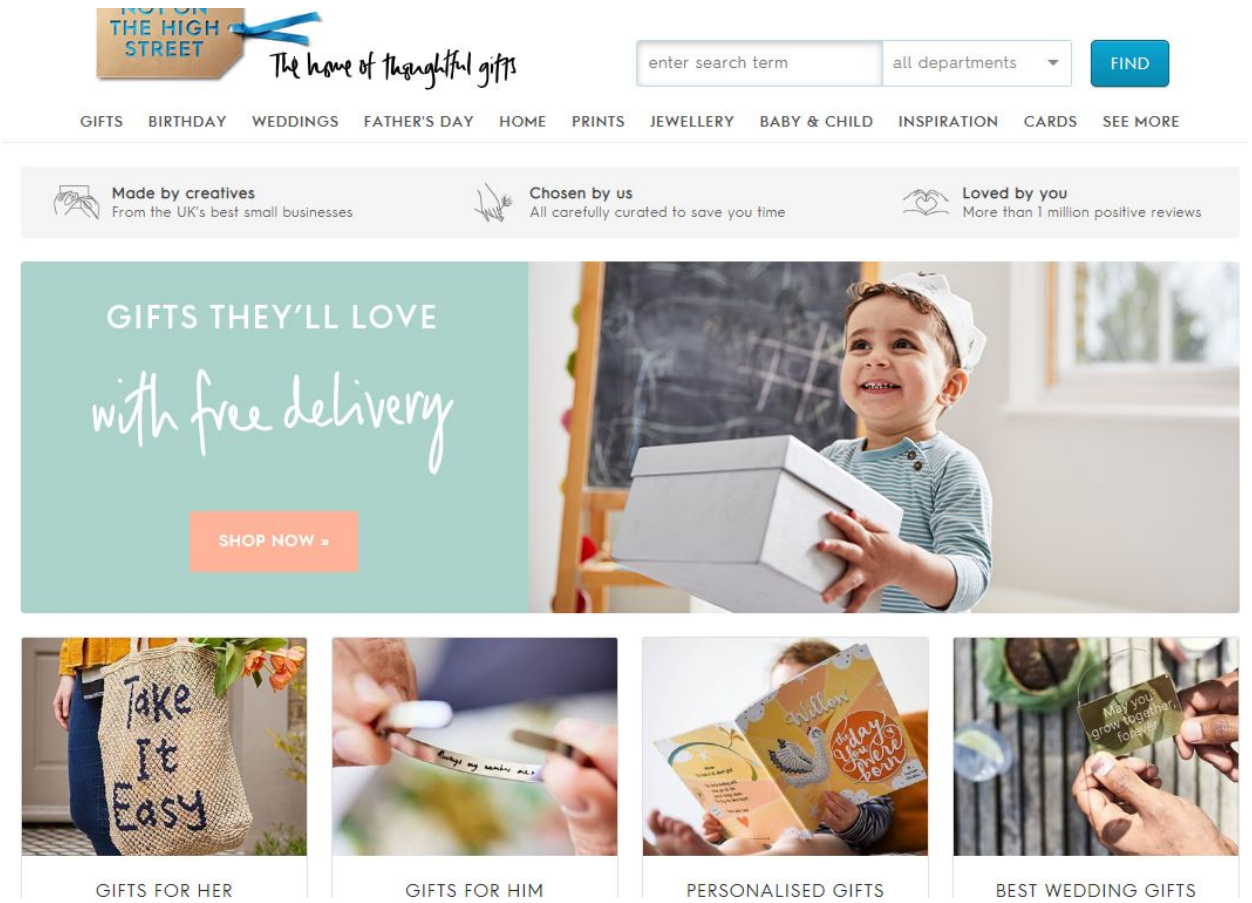
USER EXPERIENCE DESIGN- Agnes Ashun

Discussion guide about website usability

Not on the High Street



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Guide

The following is a discussion guide, created to help a testing team or testing individual with structure and key points in usability testing.

The guide is built to be delivered to one (1) test user at a time and it's specific to a usability testing for a commercial website.

The website is Not on the High Street (2019) found on the url www.notonthehighstreet.com which provides "Unique gift ideas and personalised gifts that are not on the high street. Get inspired on everything from home decoration to fashion at notonthehighstreet." (Unique Gift Ideas and Personalised Gifts | notonthehighstreet.com, 2019)

The guide will help direct the user through the process of the test and should provide the next steps and clues to complete a test successfully.

The user selected for this test should meet the requirement and be previously vetted. The user should be computer literate and able to follow simple instructions to navigate a website.

Before the usability test is undertaken the guide should have be read fully and a print version should be created.

The Guide includes the following:

Introduction

- Read the introduction to the user at the beginning of the usability test .
- Remind the user of the data protection and how it will be used based on the GDPR guidance. Make sure it is signed before moving onto the next phase

Opening Interview

- The interview should put the user at ease and should provide a simple quick understanding of their background.

Tasks

- The 5 scenarios for the user to read and execute. The answers to the scenarios will provide the necessary feedback about usability and the results should be recorded.

Closing Interview

- The closing interview will relay open questions for the user to give any further feedback or comment or possible emotional release they might have felt during the task.

Final outcome

- An overview of the usability test and what outcome is expected

Final Remarks

1. The guide is meant to create a structure and layer for the usability testing of the website. At the beginning and end of each instruction given to the user, a paragraph dedicated to the individual administering the test will be provided with reminders and tips.
2. The guide should be followed but it should not be read as a script and should be adapted to the user in real time.
3. The location of the test should be free from interruption and comfortable for both user and test maker.
4. A printed version of this guide should be on hand and the necessary settings and documentation for the full process should be prepared on time.
5. Paper, pens, pencils and post-it should be provided for the user to use at any time during the process.

Pre - Introduction

Ensure the room is ready with the devices needed to record on screen task and the voice recorder for the interview prepared

Set up the web browser and ensure its on Google and no other tabs are open

Bookmark the website www.notonthehighstreet.com for user to find later
Ensure the GDPR forms have been printed
Ensure the Scenarios found on page 11 are printed for the user to utilise during the task
Tick along to all the instruction given

Introduction

Time frame max 8-10 minutes

Invite the user in the room and warmly welcome them

Ensure they are comfortable and start the introduction

Hello , [insert user's name]. Welcome.

My name is [insert tester's name]and will be guiding you through the session.

Before we start, I'm going to go through what will happen during today's session and provide you some information.

We're asking people to try using a website we are working on to make sure it is working as intended and if it is providing the details needed. The session should take about one hour and you are welcome to take your time or ask questions in between sessions.

The most important point is that is the site that we are putting to the test. You will be helping us in this task and we will need all your focus and observational skills.

You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

Whilst going through the website I will ask you to provide us much information as you can by talking out loud. Anything throughout the process is useful and relevant so feel comfortable in expressing your opinions, we are really here to listen you.We're doing this to improve the site, so we need to hear your honest reactions.

Any questions during the the process please feel free to vocalise your questions and we will try to answer them on the spot. If we are unable to do that during the process we will try to answer them at the end of the session.

You can also ask to pause, stop or take a break at any time so please feel free to let us know when you do.

This usability test requires us to record your thoughts and the actions you do on the screen.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. This will also make it possible for us to revisit your thoughts at the end of the session and write down details we might have missed during the conversation.

You will be compensated for this test for a total of £30.00 Amazon gift card and at the end of the session we will provide you the card.

All the data recorded will be done so in accordance to the GDPR and I have here a form that details in full what happens to the recording of your voice, the screen recording.

It details where it will be stored, for how long, who has access to it, when it will be disposed of and how it will be processed.

Do you have any questions before we continue?

Await reply and if they are any relevant questions answer and then continue with the process.

I'm going to give you the form as discussed and ask you to sign it for us.

Hand the user the form and a pen.Wait for the user to sign and collect the forms making sure all the relevant ticks have been added.

Thank you, if you are ready let's start.

Activate the microphone and move to the Open interview

Opening Interview

Time frame max 8-10 minutes

Before we dive into you testing I would like to ask a few questions.

Make sure to ask questions individually allowing the user to talk fully. If the user is not expressing fully change the questions to match more their personality and style.

Make sure at all time to keep an eye on the user make sure their fully participating.

1. What is your occupation?
2. When you are not in your occupation what do you enjoy doing?
3. Do you have any particular hobbies?
4. What time of the day are you more likely to go online?
5. What devices do you use to access the internet?
6. What are some of your favourites apps or websites?
7. If you are to buy a gift for yourself or someone else where would you look first?

After all answers are given and the user is more relax explain the website being tested and the tasks system.

Thank you so much for answering those questions.

So as previously explained we are testing a website and today we will be looking at Not on the High Street.

Start screen recording.

Make sure the web browser is on the neutral Google page for the user to insert the information.

I will ask you now to go on the web browse, search for the website and then click on it.

Wait for the user to do so.

First, I'm going to ask you to look at the page and tell me what you think of it.

What's the first impression, what you can do here, and what is it for. Just look around and do a little dialogue as if you were explaining to a child. You can scroll if you want to but don't click on anything yet.

Time frame max 3-5 minutes

Thank you. Please close the web page you opened.

Tasks

Time frame max 4-6 minutes per task

Open the bookmarked page previously saved.

Now I'm going to ask you to try doing some specific tasks.

I'm going to read each one out loud and give you a printed copy one at a time.

In total you will five (5) tasks which contain a scenario and please remember to say out loud what you are doing.

Hand the user the strip of sheet for the first task and ask them to read each aloud before they start the task

Scenario One

Your coworker's birthday is next week. The office has pooled money and asked you to order a card and flowers to be delivered to them at the office on the day. Find the items and put them in the basket.

Let the participant continue until you feel that it does not produce anymore value.

Ask them to go back to the homepage and hand over next scenario.

Scenario Two

You are looking to browse "unusual activities" on the website. Find one.

Let the participant continue until you feel that it does not produce anymore value.

Ask them to go back to the homepage and hand over next scenario.

Scenario Three

You have an item you want to buy but you want to know beforehand the return policies of the website. Don't use the search box.

Let the participant continue until you feel that it does not produce anymore value.

Ask them to go back to the homepage and hand over next scenario.

Scenario Four

Find a blog post on the website about the best gifts to get for a newlywed couple.

Let the participant continue until you feel that it does not produce anymore value.

Ask them to go back to the homepage, hand over next scenario and tell them that's the last.

Scenario Five

Find a gift up to £100.00 to get for a couple's 60th Anniversary.

Let the participant continue until you feel that it does not produce anymore value.

Thank them and let the know that they have completed the tasks.

Closing Interview

Time frame max 10 minutes

Thank you for your hard work.

Do you have any questions for me, now that we're done?

Encourage user to speak up and if there were any question left unanswered during the whole session use the opportunity to cover them all.

Alright, to conclude the session I will ask you a few more questions

- How easy was it to find the information requested?
- What was the most challenging scenario to follow?
- What was your favourite thing from the website?
- Would you actually buy anything from there?

Wait for the answers.

Thank the user

Stop the voice recording and the screen recording

Give the gift card to the user and thank them again for their help.

Final Outcome

The tasks were divided to cover a variety of features in the website.

The user are asked to find two items in the first task requiring them to find both items and testing in seeing if the can find the combo deals (cards and flowers) , time of delivery (specific date set for delivery) and finish the process up to the basket.

There is no budget or specific details given, making the user the main choice maker

The second task requires them to browse the website for an unusual activity, something offered on the websites less seen menus and browse them. The user can use the search feature or directly use the menu. Both processes should provide the same result.

The third task requires the user to research a possible return before buying an item. The user is meant to find the official return policy for items but also in this way will have to make a decision of what possible item they are returning. The task is left closed by limiting the use of the search box to see if the user can find the Return policy at the bottom of the webpage.

The fourth task requires the user to discover a feature of the website that might not be well known that is the blogs. The website offers blogs and advice for people looking for information. The end goal is to see if they are aware of such feature or they are expecting it from such a website.

The fifth task is to filter a specific gift by price and suitability for the final user. The user can either go directly to the anniversary gift category and filter from there or search for the Anniversary time frame to make the choice more narrow.

Scenario Task

Print them and divide them

Scenario One

Your coworker's birthday is next week. The office has pooled money and asked you to order card and flowers to be delivered to her at the office on the day. Find the items and put them in the basket.

Scenario Two

You are looking to browse unusual activities on the website. Find one.

Scenario Three

You have an item you want to buy but you want to know beforehand the return policies of the website. Don't use the search box.

Scenario Four

Find a blog post on the website about the best gifts get for a newlywed couple.

Scenario Five

Find a gift up to £100.00 to get for a couple 60th Anniversary.

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