Finding and recommendations

Five Positive findings:

1. Product Search feature
   In all cases, we observed that participants could easily find and use the product search feature to find certain products.
2. Navigation
   In all cases, we observed that participants could find related links and easily navigate to certain product page.
3. Product recognized
   The images and descriptions of products are displayed in a clear way that people could recognize the product directly while scanning through the screen.
4. Valuable content
   Cross sell and up sell features both in the shopping cart area and home page area, helped the users to view other similar products they were interested.
5. Users completed tasks
   We were pleased to find that our testers navigated the site quickly, and developed strategies for overcoming what the testing team felt would be roadblocks. For example, once they were able to find the search box, they returned to it for each task.

Difficulties encountered:

1. Based on our test results, more than 25% of the users were unable to use the sort feature (which was our target goal. 30% failed on design 1 and 40% failed on design 2. We need to make the sort functionality more visible.
2. We believe the test subjects were far too generous with their scoring on the questionnaire (because we knew most of them). Future testing should be performed with strangers whenever possible and the person giving the test should emphasize that we WANT the people to be critical.

Recommendations and future work:

We discovered some issues while we were designing the tests. Some of the following recommendations were a direct result of our exploring the site in depth while building the usability study.

These are the recommendations of the team
1. Improve the visibility of the Sort feature, in the result page of the 'Search For Product.
2. There is a problem with the top navigation menu of design version 2. It doesn't not resize when the page is resized, that make the layout of the website messy.
3. We need to improve the design aesthetics, such as adding graphics.

4. Provide better error recovery which means when someone types in incorrect spelling for the keyword in the search part.
5. Test subjects should be recruited in a larger range so that the feedback can be more reasonable.