What is Anderson’s Candy Shop?

It is just a chocolate store, located in Barrington and Richmond.

How did you find the website?

* Initially I was randomly thinking of other websites I know that may have looked outdated. I was also trying my chance at searching for websites of actual places I’ve been to, so I found Andersons’s Candy shop and I was actually surprised to see how unpractical the site looked.

Why did you choose to redesign it?

* This website seemed like a good candidate for a redesign. We can see how the layout and design is very out of date and not very well structured. I will get into more details in the next couple of slides.
* But other reasons why I chose this website for a rework are just the fact that I like that store as I have been there a couple of times. I also just simply enjoy the whole designing aspect when it comes to web-development, so I thought that it would be fun to work with this in general.

Usability and Testing – Phase 1

* User goals tested

**1. Find the page that shows hours and location of a store:**

Mostly the concerns with this goal is the fact that the text is very small and hard to see. It needs to be formatted better. But I liked the idea of having this information display on the front page as it is important for a business so customers can find you.

**2. Order a special request:**

First of all, this website was not very clear on telling the user *where* to start a custom order. But once you found the link, it just led you onto a confusing wall of text asking

many questions before you had to scroll down to “place the custom order” in the cart, THEN you could write down what you wanted.

**3. Find more information about the candy shop’s events:**

I wanted to test this because it seems like this store is very involved in county fairs and events quite often, but it is difficult to find more information about. For example, the first issue I notice is that the “Event” link is on the footer, which is fine but it is so small that I at least had a bit of a hard time seeing all of this. The other issue was that once you got into the event page, links that displayed location were broken or not properly formatted.

Usability and Testing – Phase 1 – Other findings

* **Usability/accessibility issues**

Like I mentioned on the previous slide, some of the usability issues this website had were just inconsistency with the font sizes and colors. You can see just how small this red text at the top is in contrast to the rest. The vast majority of the site is like this.

* **Design/layout problems on smartphone, tablet and/or desktop**

The layout on the front page is poorly structured. We can see just how there’s text and images in different containers instead of having everything wrapped together in a single body container. There’s also unused space around here [Outside body] and we also saw it on the Location & Hours image from earlier. Again, a lot of website is structured this way.

Also, the mobile and tablet versions is literally just the same as the desktop one, so it’s incredibly small and very hard to navigate around it.

I do think the navigation menu at the top works very well. Items are actually organized and listed in their proper sub-category.

* **Issues with images/graphics**

We also see how this image [ANDERSONS HEAD] has been decapitated. Although this did not happen in all browsers, sometimes it would happen by adding an item to the cart.

The menu on the left is not bad and I personally liked the idea of it, but I do think it’s a bit unnecessary and it would be better to have the items listed in an orderly matter like the top menu.

Usability and Testing – Phase II – Redesign & Development

**Usability and Accessibility**

Use of only one to two types of fonts with consistent colors

Links are properly labeled

**Design/Layout & Images**

I made use of all space unlike the original one. I just created something standard that could also make it easy to translate into the mobile version since the original site did not have one. [ SLIDE 10 ]

His head doesn’t break anymore. I decided to keep this guy because it seems to be important for the store. I think it’s supposed to be Anderson himself.

As I mentioned before with the left navigation bar, I liked the idea of the original website so I kind of wanted to do something similar but I also kept the links organized on a list for easier viewing.

I wanted to make the shopping cart bigger since on the original one you could barely see this information, but then decided to make it simpler but still visible.

Usability and Testing – Phase II – User Goals Tested

I will now talk about the user goal I picked for Phase II and the findings I got from users.

**1. Find the page that shows hours and location of a store:**

I picked this goal because it was realistic for me to work on it especially when wireframing on Axure. I also picked this goal for the final testing because finding the address and hours is very important for small family-owned **local** stores like this one.

However, a couple of testers I had, failed to find the **HOURS** of the store within the assigned time, because it was not clear that it was on the “Contact Us” page. They were able to find the location since you can easily see it on the lower left of the site, but they were also expecting to have a link to direct them, like the Original website did. That was something I have completely overlooked.

So that’s a thing to improve. As for Events, it was not tested but I thought that it would be a good idea to have a link for it as well on the Welcome area since Anderson’s Candy Shop is very involved with county fairs.

Overall, the users were happy with the protype and prefer it.

They expressed that they were happier with the new design, because it made it easier to navigate since the content was much clearer to look at.

END OF PRESENTATION

This concludes my Usability Testing presentation, thanks.