

User Testing Report

Etsy.com

<http://www.etsy.com>

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Executive Summary

INP Associates, on behalf of Etsy.com, has conducted a series of user tests exercises as part of the redesign of their website, *Etsy.com*. The goal of this exercise was to determine how test subjects would complete a series of tasks when using the website. The test attempted to gather data across the entire site, rather than focusing on a specific area or functionality.

Some of the key issues identified during the test are:

- **Frustration over the limitations of the main search bar**
Throughout the test, users attempted to use the main search bar to locate content. Being limited in its scope, the search results often provided little help to a user.
- **Confusion over wording of links**
Some users found the wording of links to be confusing or too general. Notably, 'Careers' and 'Feedback'. This often led to difficulty in navigating to other key areas of the site.
- **Difficulty in finding functionality**
While the current version of this site contains links to complete many of the tasks, users had difficulty locating them and attempted to find these areas of the site through other, more difficult, means.
- **Confusion over the meaning of icons**
Several users were confused about the use of unlabeled icons, notably the 'heart' and 'envelope' icons at the top of the page.
- **Difficulty in finding content**
Most users could not find or had difficulty finding specific content such as the physical mailing address of Etsy, and information on how to cancel a transaction. There was also confusion as to whether a user was on a seller's profile or the seller's store.
- **Placement of navigation**
Some users expressed confusion over the placement of links such as 'Contact' and other utility links.

These issues and others are expanded upon within this document as well as recommendations for correcting them.

Description of Test

<i>Dates of testing:</i>	Saturday and Sunday, September 24 and 25, 2011
<i>Testing location:</i>	Test subject's homes in Ypsilanti and Ann Arbor, Michigan
<i>Number of users tested:</i>	5
<i>Length of each test:</i>	Approximately one hour (between 50 and 70 minutes)
<i>Platforms tested on:</i>	4 users were tested on Mac OS X; one tested on Windows XP
<i>Browsers tested on:</i>	All users tested on Mozilla Firefox

Priority Levels

The issues identified through user testing are grouped into three levels of priority:

High Priority: These issues are likely to impact a large number of users significantly. They should be resolved as quickly as resources allow.

Medium Priority: Issues at this priority level are also likely to affect a large number of users but generally are less disruptive to the user experience, relative to the high priority issues. If resources are available to address these issues, they should be addressed.

Low Priority: Low priority issues typically impact a small subset of the overall user base, although they may impact a larger group. Regardless of the number of users affected, these issues carry only a minor negative impact. Low priority issues are generally easy to resolve. There is less time pressure to fix low priority issues, compared to medium priority issues and especially high priority issues.

High Priority Level Issues

Redesign search interface.

Every user experienced some difficulty in using the search to locate content due to it being limited to 'products', 'people', and 'shops'.

- Users failed to use the search category drop down menu to refine their searches when instructed to search for a specific store selling silver necklaces.
- Users became frustrated when searching for a vendor in their local area. While the search results displayed items related to their local area, the store vendor was not always from the same location.

Recommended Changes

- Method #1: Reconfigure the search bar to display results from the entire site. Reconfigure the search results to display suggestions for content when no results are provided.
- Method #2: Expand the search drop down menu to include help topics and the links from the 'Ways to Shop' window located on the left hand side of the main page.

Clarify labeling throughout the site.

In addition to the 'shop' and 'profile' labeling issues stated above, many users expressed confusion regarding the labeling of other links across the site.

- One user was confused as to the labeling of the 'Feedback' link and thought that this could be a way to report an item to Etsy for violation of terms.
- Another user expressed that the wording of labels like 'Careers' was too broad.
- There was also confusion over the use of the label 'Snail Mail' in reference to Etsy's physical mailing address.

Recommended Changes

- Reword labels to be action oriented. 'Feedback' could be changed to 'View Feedback'.
- Careers could be reworded to 'Careers at Etsy'.
- 'Snail Mail' should be changed to 'Mailing Address'.

Redesign the 'Favorite' functionality.

Some users had difficulties understanding what the various 'Favorite' links and button on the site were supposed to do.

- Regarding the grey favorite button, one user stated that it was unclear if the item was already 'favorited'. It became clearer after they activated the button and its color changed.
- There was confusion over where the blue 'Favorites' link would take users. Many seemed confused when they clicked on the link and it displayed a seller's favorites rather than their own.

Recommended Changes

- Change the labeling of the grey favorite button to say, 'Add to favorites'.
- Change the link to a store's favorites to read 'USERNAME's Favorites'

Redesign and re-labeling of icon buttons.

Users found the 'Activity', 'Conversations', and 'Favorites' icons located to the left of the search bar to be confusing.

- The lack of labeling of these icons led many users to wonder what functionality these buttons served.
- Although the site provides a description when the button is hovered over, the wording of the pop-up is unclear and provided little help in discovering what the function of each icon was.
- The icons themselves seemed to be very confusing. The circle 'Activity' icon does not seem to clearly represent activity and the 'Conversations' icon was confused for a link to 'contact'.

Recommended Changes

- Replace these icons with labels that clearly describe what function they complete. For example, 'Recent Activity', 'Recent Conversation' or 'Mail', and 'My Favorites'.

Medium Priority Level Issues

Redesign the links to a seller's 'Shop' and 'Profile' pages.

When viewing pages on the site, users were often confused as to what links would take them to the seller's store and what link would take them to the seller's profile. This made it difficult for users to locate functionality that link from those pages.

- On a page with multiple items, one user found it difficult to locate a seller's store due to the store's name being longer than the space provided.
- On a product page, other users felt it was difficult locating the seller's store due to the link not being prevalent. Some users clicked on the username thinking that it would take them to the shop.

Recommended Changes

- On a page with multiple items from multiple stores, label the store link with 'by' or 'from'.
- On an individual item page, add 'View profile for USERNAME'.

Relocate utility navigation.

Several users expressed confusion as to why the utility navigation was located at the bottom of the screen. This led to users having to search the entire page looking for the correct link to complete the task.

- Several users were expecting the 'Contact' link to be located at the top of the screen.

Recommended Changes

- Relocate to or duplicate contact link at the top of the page.

Restructure the method for reporting an item to Etsy.

All users had difficulty when asked to report an item to Etsy for violation of terms of service. While the current Etsy site has a link on an item page to report, many of the test subjects failed to locate this link. This resulted in users leaving the item page to search for ways to complete the task.

- Two users began searching the contact page for information on how to report an item.
- Another began looking for an email address that dealt with this issue specifically.
- Another thought that the feedback link would take them to the content they were searching for.

Recommended Changes

- Move the 'Report this item to Etsy' link out of the right hand navigation. Create a button located beneath the 'Add to Cart' button.

Low Priority Level Issues

Relocate and emphasize the 'Sign in' button.

Some users expected to see the 'Sign in' button at the top right of the screen.

- While all users found the sign in with minimal difficulty, relocation of the function should be moved to a more standard location to assist new users in finding its location.

Recommended Changes

- Move the 'Sign in' functionality to the upper right hand corner of the page.
- A bold font should also be added to assist with scanning.

Reposition key functionality.

In addition to labeling issues, some users found it difficult to find key functionality on the site due to poor placement of links.

- Users had trouble finding the link to a shop's policies. Users felt that this information was very important and should be displayed in a more prominent area.

Recommended Changes

- Move the important information (policies, feedback) to the upper portion of the local navigation on a store's page.