



USER TESTING REPORT

granolalab.com

EXECUTIVE SUMMARY

This report presents a collection of findings and recommendations for Granola Lab's website and their online store (granolalab.com). Granola Lab is a small Brooklyn-based company founded 10 years ago with a purpose to create all-natural granola. A team of researchers from the Pratt Institute conducted a series of moderated remote usability tests to study our targeted user group of granola lovers and consumers of all-natural products. The test focused on key functions of the website; searching for granola products and retail locations and the online shopping experience. After thorough analysis of the usability tests we found that all participants really liked the website and found it easy to complete all tasks; many stated that it had great visuals with delicious looking imagery that showcased the product well. Some participants had some difficulty completing some tasks which became our focal points for improvement. After compiling a full list of possible improvements the team decided to focus on the following findings and recommendations as the most actionable and value-adding:

FOUR KEY FINDINGS:

1. Visitors mostly rely on the **Main Menu** and **Search** to navigate through the website.

RECOMMENDATIONS:

- 1.A. Add a background color on the items in the Navigation;
- 1.B. Redesign the architecture of the Main Navigation Menu;

2. **Find Retail Location** experience can benefit from a better map and a simplified list.

RECOMMENDATIONS:

- 2.A. Remove static list of stores in retail location;
- 2.B. Leverage the end user's location as a starting point;
- 2.C. Add search bar to search by zip code or full address;
- 2.D. Start with a closer zoom level on the map;
- 2.E. Split map into a list and map view;
- 2.F. List key information about the location;

3. **Filtering** and **Sorting** of products can be simplified.

RECOMMENDATIONS:

- 3.A. Introduce different filter hierarchies: flavor, preferences, packaging and price;
- 3.B. List products from single to multiple items, to by- or supporting products;
- 3.C. Limit sort-by options to the most frequently used;

4. **Product Details** page can benefit from information hierarchy and additional features.

RECOMMENDATIONS:

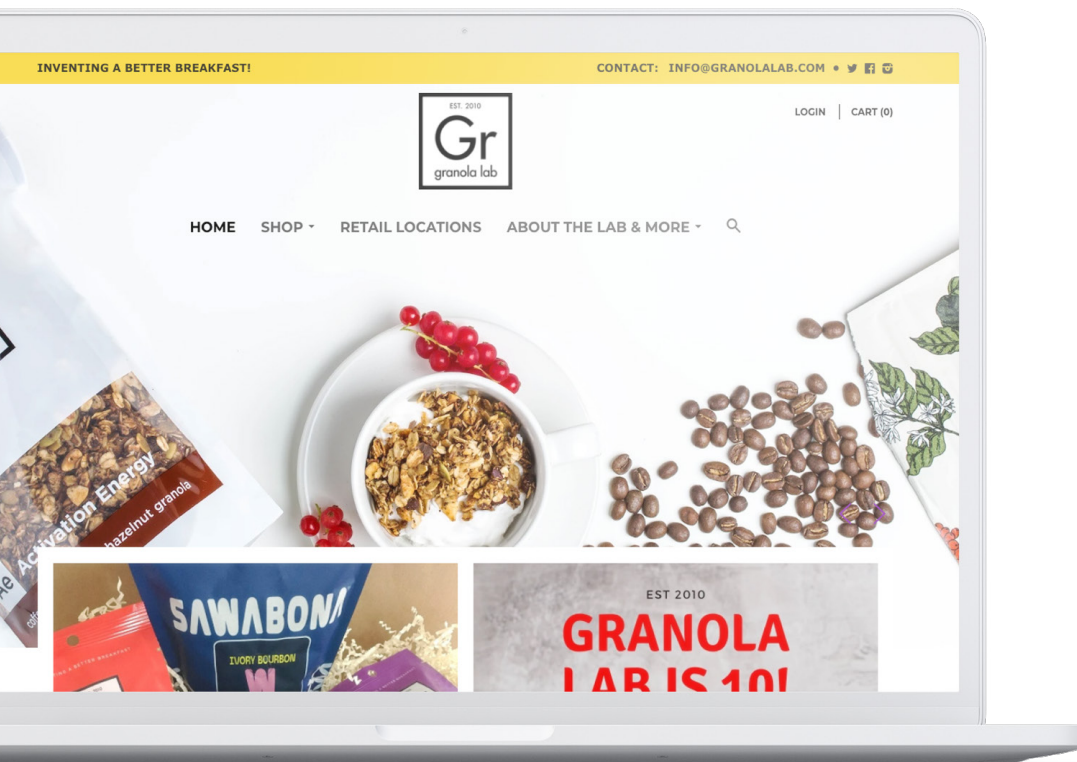
- 4.A. Add dividers in a description section and highlighting the important words;
- 4.B. Add an image of product back panel;
- 4.C. Add a subscription option to build an easier way to subscribe on products.

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INTRODUCTION

Granola Lab, a creative small-batch granola company, is devoted to providing unique granola inventions that are healthy and flavorful. The granola products are all-natural, preservative-free, and hand-crafted. The varieties are bold, super flavorful and creative. Founded by Alex Crosier in March 2010 in Brooklyn, New York; Granola Lab became one of the healthiest granola suppliers for many retail locations around the New York Tristate area. Their products can be found in many Whole Foods Markets, local grocers and local cafes. They support three ways to purchase their product; wholesale for retailers, a direct online store and a subscription service. Granola Lab aims to provide unique granola products to different types of customers and aims to create a long-lasting reputation that represents a wholesome lifestyle.



WEBSITE

<https://granolalab.com/>

WHERE TO BUY

<https://granolalab.com/collections/all/>

After discussing with the founder, Alex Crosier, our team of four usability researchers from the Pratt Institute collected the basic information about the business to understand the primary goal and focus on ensuring the desired results. Granola Lab wants to find ways to improve their current website and enhance the experience of their users to increase sales.

In order to inspect the current website for underlying problems, the team conducted a moderate remote user testing of Granola Lab's website with eight participants and created this analytical report with the findings and recommendations. The findings and recommendations are provided to help the company solve any potential shortcomings, enhance the overall user experience and increase sales via the website.

OBJECTIVE AND PLANNING

A team of researchers from the Pratt Institute conducted a series of moderated usability tests which are live, controlled tests with possible users of the site where the test hope to identify any usability problems by collecting quantitative data to understand how the user feels about the website and their ability to complete the primary purpose of the website (Assistant Secretary for Public Affairs, 2013). The project was started by meeting with the owner of Granola Lab to gather information about the company's objectives and hopes for their website. After a Zoom meeting with the owner we were able to gather the primary goals of the site and create a testing plan for the current website. We created a test with the following business objectives:

- Increase sales directly on the website.
- Increase subscription subscribers.
- Help customers know where they can get the product.

With these goals in mind we were able to create a user testing plan that would evaluate these needs and try to identify areas for improvement that align with the business goals.

TESTING PLAN

For the testing of the website our team utilized UserZoom which allowed us to remotely conduct the user testing and record the participant's audio and screen (UserZoom GO 2020). This allowed our researchers to focus on the test and then rewatch the recordings later to gather notes and more deeply understand the participants reaction during the session. UserZoom also allowed for tagging times which allowed for quick indexing of videos to match positions in the test questions. Our group derived a few user personas that represented the generalized current user of the Granola Lab website. These users were environment conscious users who prefer natural alternatives to processed food and shop mostly at farmer markets or similar stores. We also wanted to focus on users in the New York, New Jersey and Connecticut area. But were open to anyone in the contiguous 48 states. The Granola Lab website analytic data indicated that most of their website visitors were from desktop. Because of this we focused solely on desktop browsers for all eight of our participants.

PARTICIPANTS

For this test we recruited eight participants based on a pool of respondents to a questionnaire that was sent out via email. In order to be eligible for the test a participant must have at least purchased or consumed granola in the last year or be a regular shopper at a farmers market or Whole Foods. The questionnaire included the following questions to help us create a pool of

participants. The final collection of participants all have cooked or consumed granola recently with 62.5% of them saying they have shopped for granola via an e-commerce site. Four of the participants live in New York State, while the other four live in New Jersey, Pennsylvania, California and Texas. This provided a nice range of participants who are local but also test the website's usability for individuals who have to purchase for shipping.

How often do you shop at local farmer markets or Whole Foods per month?

- Never
- Occasionally
- Sometimes
- Often

Do you consume or cook with granola or other similar grains?

- Yes
- No

Have you ever purchased granola online from any e-commerce store (Amazon or local businesses)?

- Yes
- No

We recruited individuals from our personal and professional networks as a generic Google Forms link and after a week reached out to the participants who met the qualifications. The participants were able to self schedule themselves on a Google Calendar and each researcher met with two participants.

USER TESTING

To ensure consistent data across the tests we defined our moderated script which was followed by each researcher. Prior to each testing session a consent form was required from each participant to ensure it was allowed for the recording of the session.

Demographic Collection and Pre Questionnaires

- What is your occupation?
- What is your preferred method of shopping for any products in general?
- Which online or brick and mortar stores have you purchased groceries at in the past 12 months?
- What do you consider a good price for a pack of granola?
- Do you cook with granola? If so, what is your preferred method or recipes that you would like to share?

- Do you have preference on the flavor of granola?
- Looking at the home page what is your initial reaction or feeling?
- What do you think you can do on this page?

Tasks

Task 1:

Please find a local shop near your location that has their product available.

- On a scale of 1-5 how do you feel about the task?
(1:very difficult - 5:very easy)
- Is there anything this page could use to make this easier?

Task 2:

If you are concerned with your allergies, please find all the products that are free of nuts.

- On a scale of 1-5 how do you feel you were able to find the information easier?
(1:very difficult - 5:very easy)
- (If they have allergies) Do you feel it should be located in a different location based on your past experiences?
- (If they DON'T have allergies) Do you feel it should be located in a location you expected?

Task 3:

Please find out the ingredients of Cranberry Cashew Compound

- On a scale of 1-5 how do you feel about the task?
(1:very difficult - 5:very easy)
- Did you find the information where you expected?

Task 4:

You want to buy a gift for your friend's birthday. Please buy a Mason Jar Granola Gift Box and Granola Lab Tote Bag (you do not need to enter your address or information)

- On a scale of 1-5 how do you feel about the task?
(1:very difficult - 5:very easy)
- Did the process match what you expected?
- Is there anything you would want to change?

Post Questionnaire

Q1. What else do you want to know about on this website?

Q2. After using this site what is your current feeling about it?

Q3. Would you purchase this granola? (1- Definitely wouldn't 5 - Definately would)
Online or In-store? Why, or why not?

Q4. Can you rate your opinion on the following new features and how useful they would be to you? (1:unuseful - 5:very useful)

- Recipes for this granola
- Food pairings that go well with certain flavors
- Nutritional calculator

EVALUATION

After completing all of the tests we were able to take the notes and create a list of all usability improvements that could be actionable based on principles of heuristic evaluation as observed from our test participants (Nielsen 1995). From this list each user researcher provided their personal rating of the issue with a number from zero to four where zero meant no real issue and five meant usability catastrophe; with this we took an average for each one to provide each issue's final severity rating (Nielsen 1994). This allowed us to find the top four possible usability problems to focus on.



CONTINUE →

FINDINGS & RECOMMENDATIONS

To set the direction for the research our team focused on two fundamental goals; how do we improve the overall user experience of the website and how to facilitate consumers finding their desired products. Through the testing, there is a lot of meaningful feedback from the participants. Generally, the participants were able to achieve their goals and provided an average rating for their overall experience of 4 out of 5, which indicated that the website was easy to use. Our team did observe some confusion from the participants on some aspects that could be improved and some potential opportunities to enhance the website to match the business goals as well. Participants expressed confusion over the architecture and information hierarchy on the website and some suggested better ways of using the map features that might improve users' experience on the 'Retail Locations' page. The following set of findings and recommendations focuses on the most critical parts of the experience: first impressions with the website, the product listings, searching for products and retail locations, and successful e-commerce.

KEY FINDINGS AND RECOMMENDATIONS

1. Visitors mostly rely on the **Main Menu** and **Search** to navigate through the website.

RECOMMENDATIONS:

- 1.A. *Add a background color on the items in the Navigation;*
- 1.B. *Redesign the architecture of the Main Navigation Menu;*

2. **Find Retail Location** experience can benefit from a better map and a simplified list.

RECOMMENDATIONS:

- 2.A. *Remove static list of stores in retail location;*
- 2.B. *Leverage the end user's location as a starting point;*
- 2.C. *Add search bar to search by zip code or full address;*
- 2.D. *Start with a closer zoom level on the map;*
- 2.E. *Split map into a list and map view;*
- 2.F. *List key information about the location;*

3. **Filtering** and **Sorting** of products can be simplified.

RECOMMENDATIONS:

- 3.A. *Introduce different filter hierarchies: flavor, preferences, packaging and price;*
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- 3.C. *Limit sort-by options to the most frequently used;*

4. **Product Details** page can benefit from information hierarchy and additional features.

RECOMMENDATIONS:

- 4.A. *Add dividers in a description section and highlighting the important words;*
- 4.B. *Add an image of product back panel;*
- 4.C. *Add a subscription option to build an easier way to subscribe on products.*

FINDING 1: NAVIGATION ARCHITECTURE AND SEARCH FUNCTIONALITY

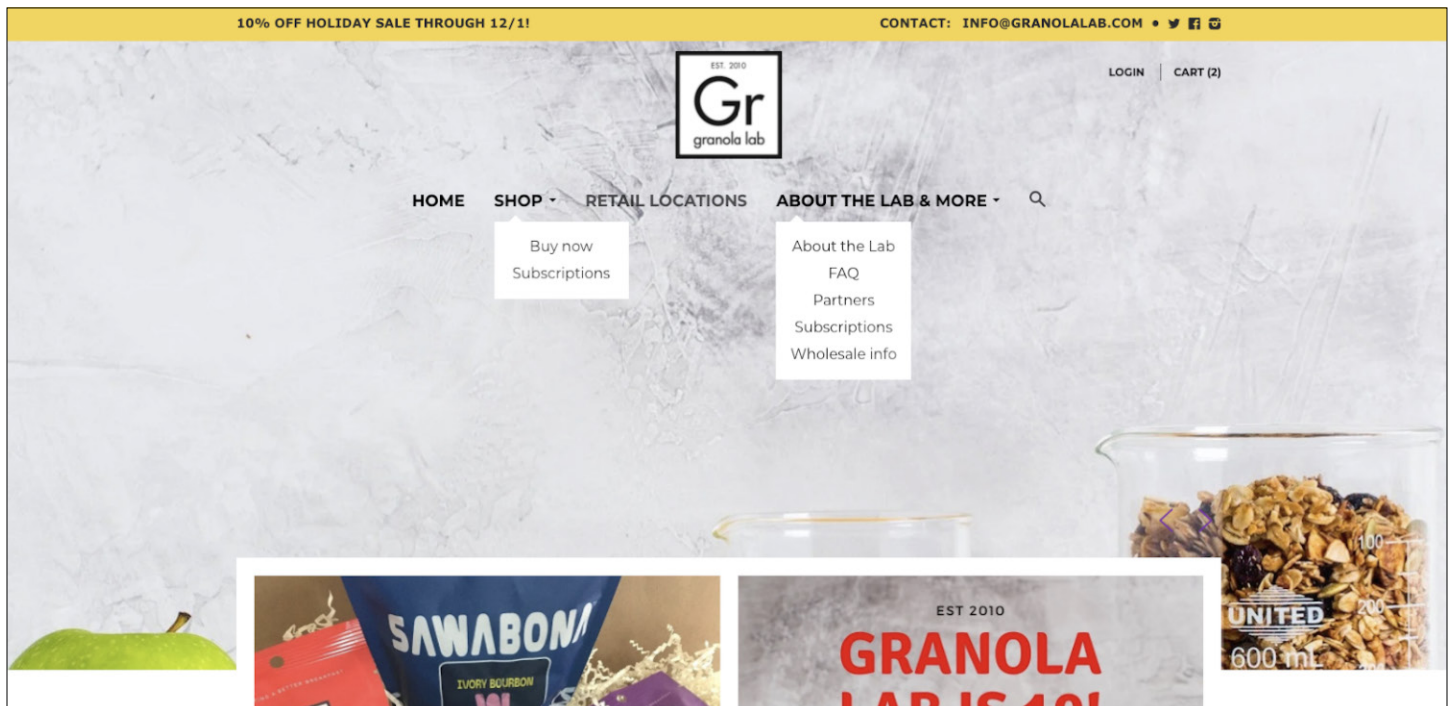


Figure 1-1 Current display of Navigation

Navigation is one of the most critical parts of a website, especially for e-commerce websites. However, participants experienced difficulty accessing menu items to complete the tasks. Only a few participants found the correct item quickly; very few participants attempted to use the Search functionality. Some commented that their initial reaction of the homepage's background was distracting, and there was an illogical hierarchy of menu items with unintuitive labels of some items in the menu. (Figure 1-1)

"Thought that Subscription in the SHOP menu is for newsletter, not for regular granola delivery." - Participant 8

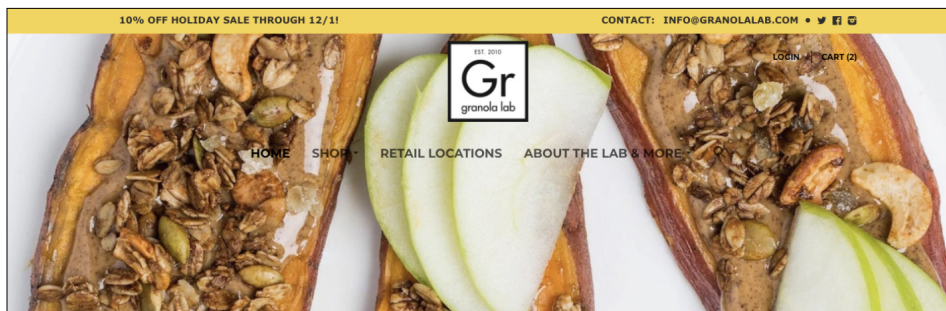


Figure 1-2 Current navigation on the dark image background

There are four menu items with a Search box on the Navigation, and only two of them have submenus. Participants spent more time attempting to find the right menu for their task, and part of them misunderstood the label's meaning. Some mentioned menu text did not have enough contrast from the background image (Figure 1-2). One participant tried to use the search box, but it only found available products, which was not as expected. The Navigation design and the order can be improved to guide users around the website easier.

RECOMMENDATIONS

For seamless navigation, we recommend streamlining the Navigation structure and removing the search function. This recommendation will help users navigate the website easier and bring them to the page they are looking for. We expect this will also reduce the user’s response time and give them a better experience with the following changes:

1.A Add the background color on the items in the Navigation.

As the navigation needs to reside on multiple pages with different background elements, it needs to be wrapped with boxes that will emphasize them as buttons. Following the brand identity, white boxes for the items will give the user better legibility and contrast (Figure 1-3).

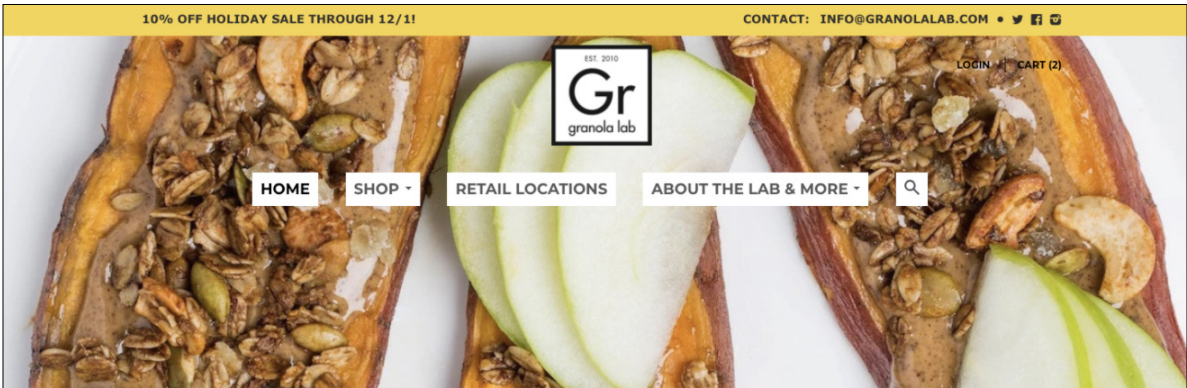


Figure 1-3The recommendation of white background buttons

1.B Restructure the architecture of Navigation

The original menu structure has irregular depth and duplications. (Figure 1-4)The ‘Home’ menu could potentially be removed because the standard web paradigm uses the logo as a button to bring users to the home page; which is considered an implicit

home page link (Loranger 2017). ‘Partners’ and ‘About the Lab’ can be combined as one ‘About’ page. Further investigation should be used, maybe via a card sorting task to understand the customers preferred terminology, for now it is recommended to simplify to ‘Retail stores’ which may sound more direct for the consumer. Information for wholesales can be found inthe ‘FAQ’ and wholesale orders come through different channels, therefore the ‘Wholesale info’ can be removed. Lastly, as ‘Search’ is only for shopping products and there are only 13 products, it does not seem necessary. For discoverability, the architecture of Navigation



Figure 1-4 Current Navigation Architecture



Figure 1-5 Recommendation of Navigation Architecture

needs to be streamlined and relabeled for some of the menu items. (Figure 1-5)

MOCKUP

Below is a mockup of our recommendation for the Navigation Architecture. (Figure 1-6)

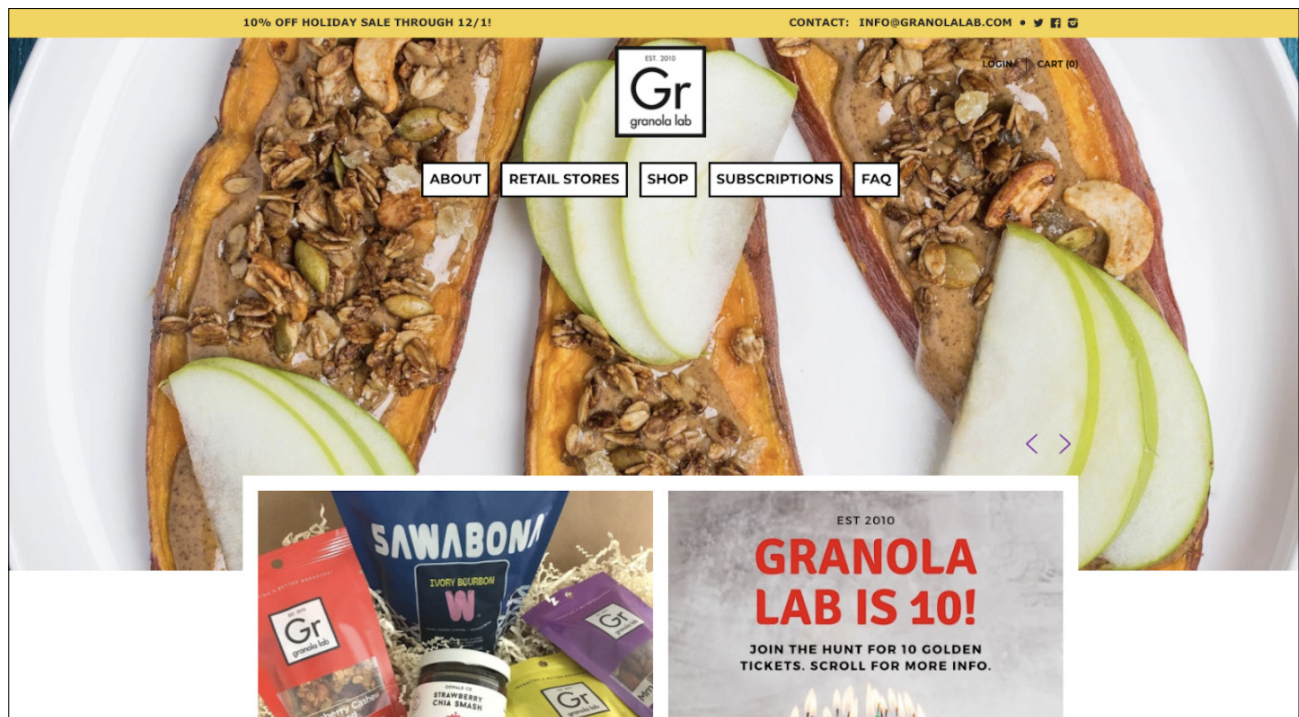


Figure 1-6 Mockup of Navigation Architecture

CONTINUE →

FINDING 2: RETAIL LOCATION EXPERIENCE

During our evaluation we tested the “Retail Locations” page asking participants to find a local store near them where they could purchase Granola Lab products. Some participants were confused initially at what they were seeing as the primary visual indicator of New York City, Manhattan Island, was obscured with Whole Foods logos and it was not obvious where the map was centered. A participant outside of New York said

“I would expect to see location around my IP address in California... [I] Would expect to just type in my zip code” – Participant 4

The participant expected the map to be centered to their geographical location based on the browser location or have a way for them to type in their Zip Code and the list of locations on the page proved to be overbearing to most participants and was not easy to understand without prior knowledge of the specific store. Initial reactions of the list were not favorable including

“I have no interest in going through all of them. And I have no idea how to follow the location. – Participant 6

Where it seems, the list is just too long and difficult to navigate. It was observed that most participants wanted to quickly search their location and see a result of locations near them. The current list would not support searching by cross streets which would be the most common way to search for locations in the city. Another participant shared a similar feeling expressing that

“List is too big, makes it not easy to find what you are looking for” – Participant 4

The list also does not have any indication which items are available at a specific location which would make contact information more critical for the end user to contact the store to find out which items are available at their closest location.

RECOMMENDATIONS

For our recommendation we recommend simplifying the page and following a more traditional location-based search paradigm. By removing most of the content we can avoid information

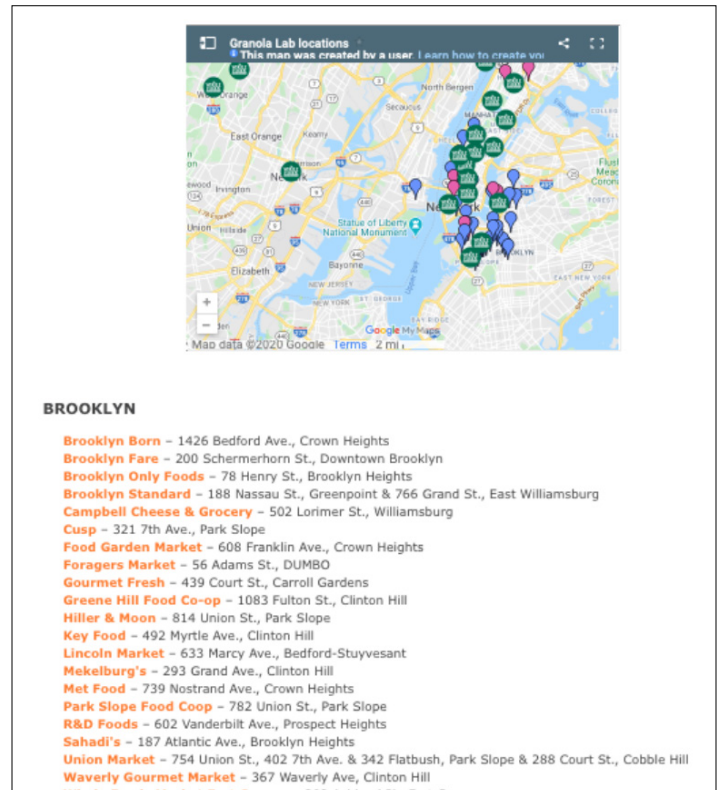


Figure 2-1 Current display of Retail Locations Page

overload on the end user and instead focus on the primary task of showing them what is closest to them. Most users will not need to know what is in Connecticut if they live in Manhattan. Because of this we should focus on rendering a map zoomed in to their location and not showing Point of Interest markers that block out the map. We would recommend the following changes:

2.A Remove static list of stores

Most participants found the list to be an information overload and did not want to navigate or figure out the order to find a store near them. Because of this we recommend removing the list completely.

2.B Use the end user's location as a starting point

Some participants indicated they just want to see what stores are around their location and quickly navigate the map. We recommend using JavaScript Geolocation API to gain access to the user's location. If not available, start with a generic Zip Code, like Granola Lab's location or the most popular Zip Code of customers; using historical data from analytical collections.

2.C Search bar

We recommend adding a search bar at the top of the page that is auto filled to the current search based on the prior recommendation. This should be a fuzzy search that allows zip codes or full addresses or any supported Google Map's string. This search bar should support typeahead for simpler searching.

2.D Start with a closer zoom level on the map

At the current load of the map the zoom is currently at 2 miles setting. This causes the Point of Interest markers to block out the map. We recommend starting the map zoomed in to a 1,000 feet viewport. Default Google Maps markers: like historical sites and attractions should be disabled and hidden. The only markers that should be loaded are the stores where Granola Lab products are sold. We would also recommend hiding custom Point of Interest Markers when the map is zoomed out over 2,000 feet.

2.E Split map into a list and map view

Following the common map-based location search we recommend splitting the view into a 25/75 split where 25% of the view is the list base of items shown currently on the map; sorted by closest to the current center marker. The list should update as the map is panned or zoomed to include whatever Point of Interest markers are currently rendered. On mobile this should be collapsed by default and have a toggle to open the list view.

2.F List information

List information in the list view on the map should be simple and include name, the first part of address, phone, website address, and link to view in Google Maps. Phone and website should be hyperlinked appropriately for ease of triggering the action. If

possible, we recommend showing markers of what items they sell. Some iconography of what items they stock. This can include what flavors or whether it is an “On the menu” or available for purchase. We also recommend using standard markers on the map and not using logos or different colors as it is not clear what the colors mean.

MOCKUP

Below is a mockup of our recommendation for the “Retail Locations” page.

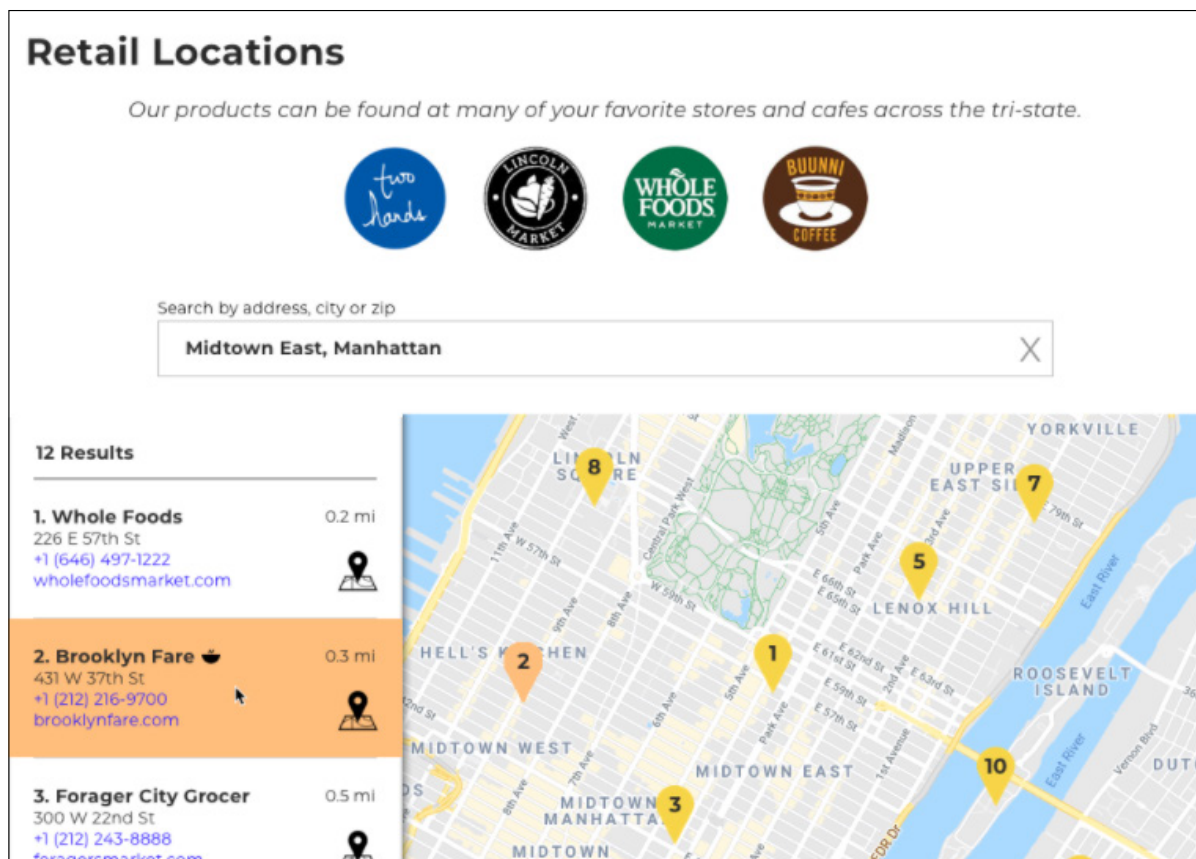


Figure 2-2 Mockup of Retail Location

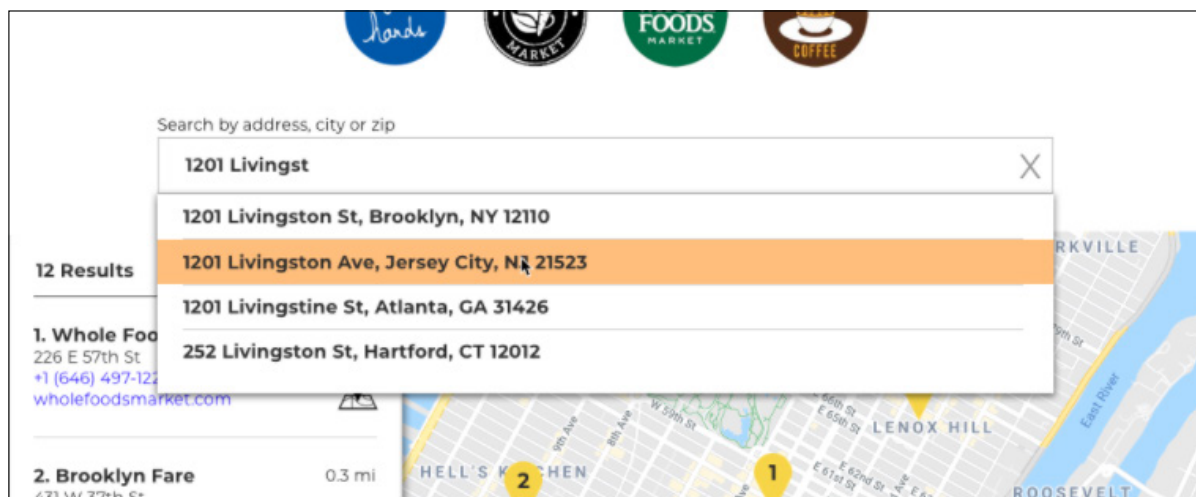


Figure 2-3 Mockup of Retail Locations Typeahead

FINDING 3:
FILTERING AND SORTING OF PRODUCTS CAN BE SIMPLIFIED

The ‘All Products’ page consists of a list of products from various categories; including granola packs, gift sets and logo merchandise. The page includes previews of the products which makes them very easy to differentiate. On the top of the page there are two features to help organize the list of products: PRODUCT FILTER (Figure 3-1) and SORT BY (Figure 3-2).

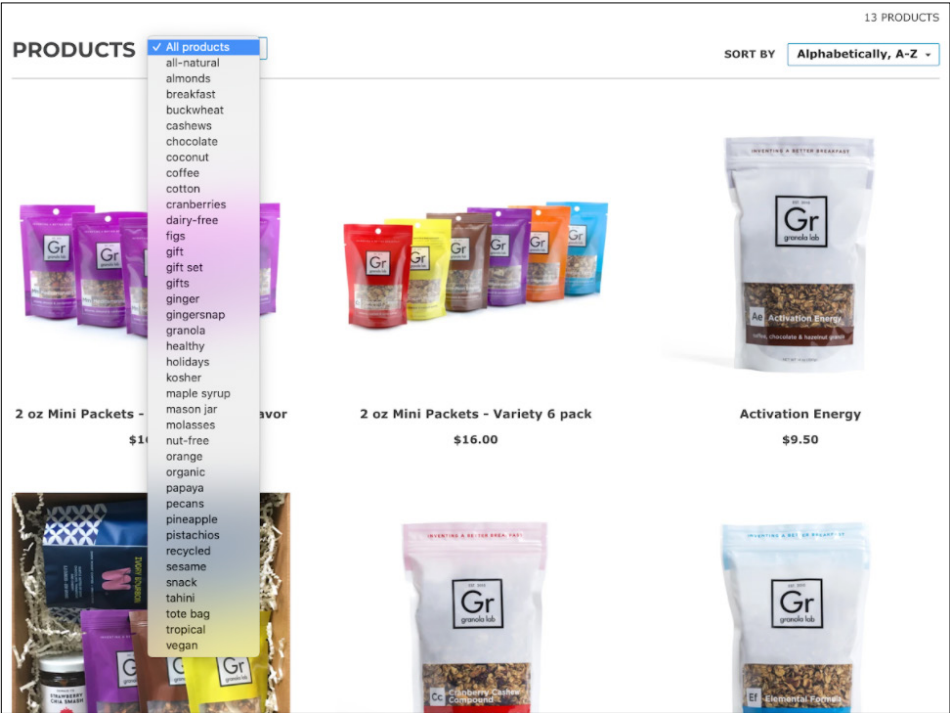
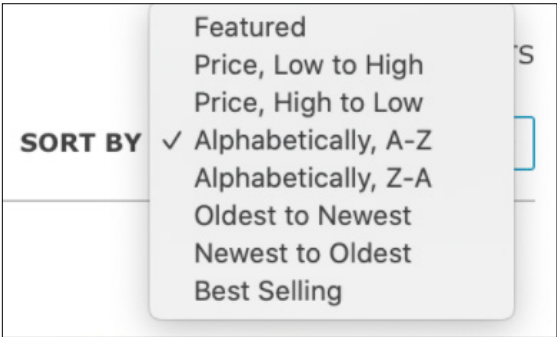


Figure 3-1 Current display of the product filter

Figure 3-2
Current display of the sort-by feature



Participants’ initial reaction to the ‘Product List’ page was quite positive; they really liked the minimalistic design and visual aids; like product images. After a closer look, some of the participants were confused with the order of the products on the page; though it was clear that products were sorted alphabetically, but also confusing to see individual granola packs mixed with sets and other products. The second observation is related to the product filter and ‘sort by’ feature. One of the participants had the following comment about the visual design:

“appearance of sort by and Product filter widget doesn’t match the vibe of the whole site” - Participant 4

Another common observation about the product filter is that it has too many choices and contains mixed categories, such as flavors, packaging, and other product features in a single list. One of the participants mentioned:

“this is too overwhelming to have so many filter options for a rather short list of products.” - Participant 5

RECOMMENDATIONS

Currently the online store has 13 items; therefore, filtering and sorting is not the most critical feature for the website, however, we know that product offerings can grow in the future and we want to ensure a design that can accommodate and facilitate that growth. With this outlook in mind the following recommendations are suggested:

3.A Introduce different filter hierarchies: flavor, preferences, packaging and price.

This will reduce the list of product categories in the filter (Figure 3-4) and help users to focus on the most important parameters of search. Different setting options is one of the focuses of the online store. To signify sets and gifts a quick filter could be presented as a stand alone option on the filter panel (Figure 3-3).

3.B List products from single to multiple items, to by- or supporting products.

To improve the user's perception of the product catalog it is recommended to establish a clear logic of why they are organized in a certain way. Alphabetical order seems like the most obvious one, however, when a product catalog is more visual and contains product images, it may prove beneficial to utilize the imagery to showcase the features of the product to avoid the need for complex filters. With this default order it will be still beneficial to keep other sorting alternatives.

3.C Limit sort-by options to the most frequently used.

Since the product's names are not too complex, it is also recommended to keep only the most frequently used filtering and sorting options, for example alphabetically A-Z, price from low to high, featured first, and newly added (Figure 3-4).

MOCKUP

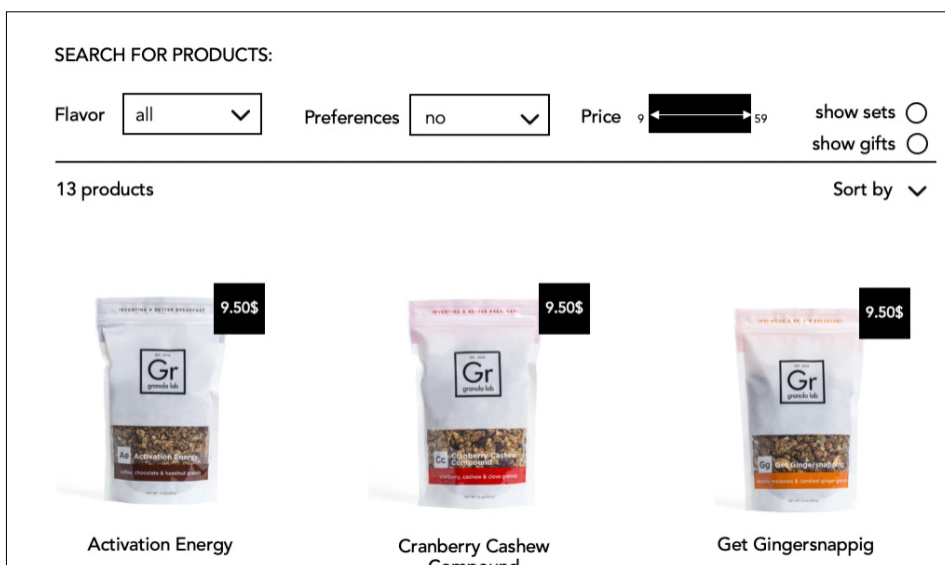


Figure 3-3 Mockup of Filter panel design

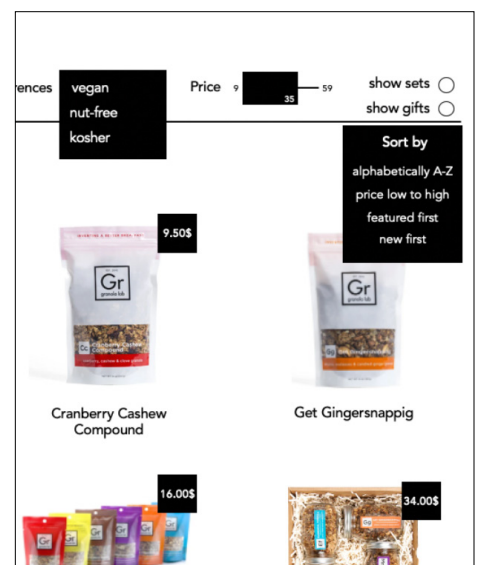


Figure 3-4 Mockup of Filters and Sort in interactive state

FINDING 4: MISSING INFORMATION AND HIERARCHY ON PRODUCT DETAILS PAGE

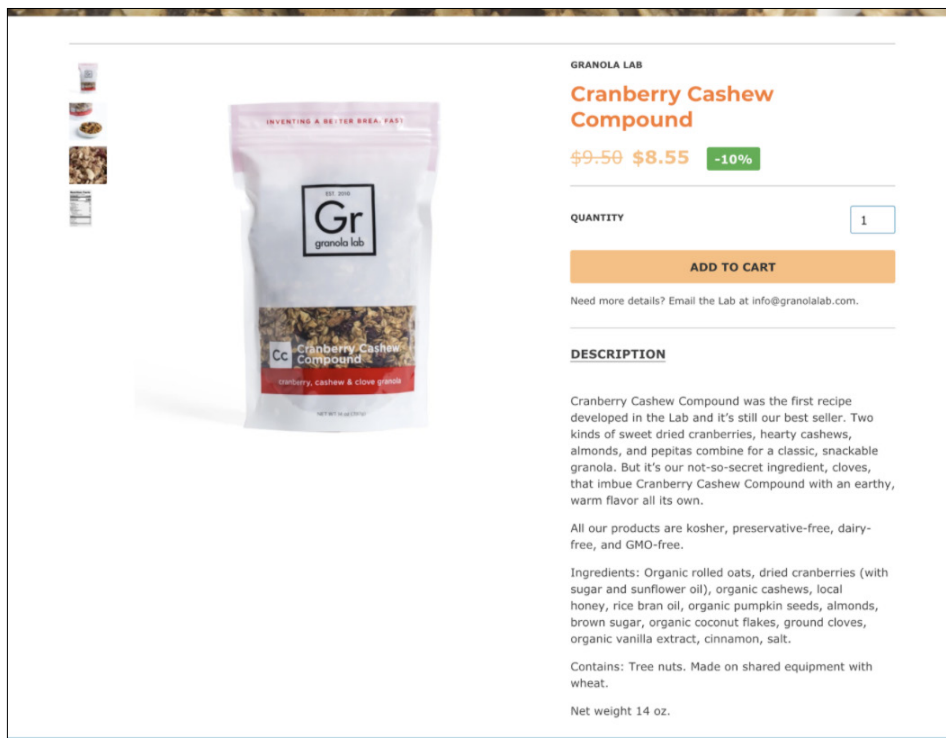


Figure 4-1 Current display of product details page

Product details page is one of the most important pages for an e-commerce site as it contains the key information about the product itself which is the selling point to customers. In order to test out the usability of the standard purchase flow of the website, participants were asked to find a product, check the ingredients and add the item to their shopping cart. From our observations we found a few recommendations that could improve the product details page (Figure 4-1).

A lack of hierarchy in the description section was observed with participants having trouble finding ingredients because the description section (Figure 4-2) appeared to them as a large box of text.

"It's hard to see ingredients, because all the text is blended together." - Participant 6

Missing details in the product images section caused participants to be unable to find the image of the back of the product where they normally locate the ingredients, nutrition facts and other product information.

"Normally I don't read descriptions. There is too much text. I would prefer to have it in the screenshots." - Participant 4

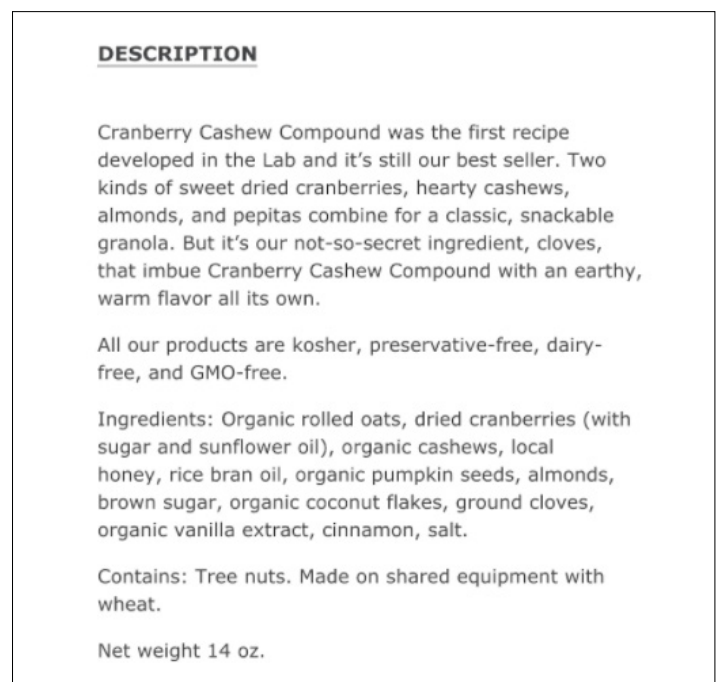
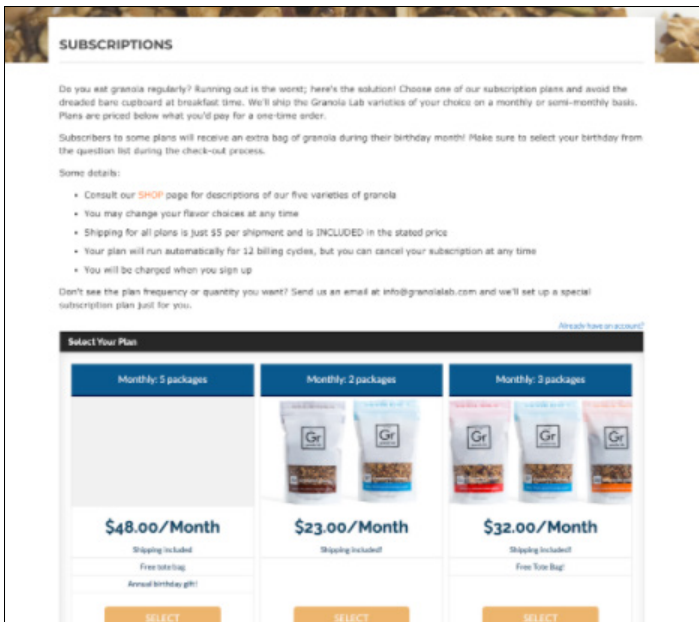


Figure 4-2 Current description section in product



A lost connection between subscription and product. Although the subscription feature was not the priority of our testing for the purchasing flow, there were still participants who mentioned that the subscription page (Figure 4-3) included too much text and it was hard to understand the connection between it and specific products.

Figure 4-3
Current subscription details page

RECOMMENDATIONS

An efficient product details page should consider the following aspects:

1. Enough product information, such as description, images, and instructions.
2. Clear options with prominent buttons to continue the purchase
3. Understandable layout for different sections.
4. Legible and easy to understand text information.

Because of these aspects the following recommendations are made:

4.A Adding divisions in description section & highlighting important words

Based on the content of the description section of the current website, we recommend separating the basic information and description from the ingredients information and also highlighting words that are meant for emphasis to help users locate critical information more efficiently. (Figure 4-4)

4.B Adding an image of product back panel

In order to provide users a better understanding of the real product when shopping online, we

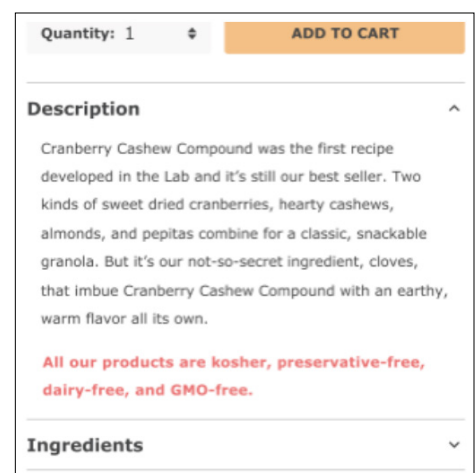
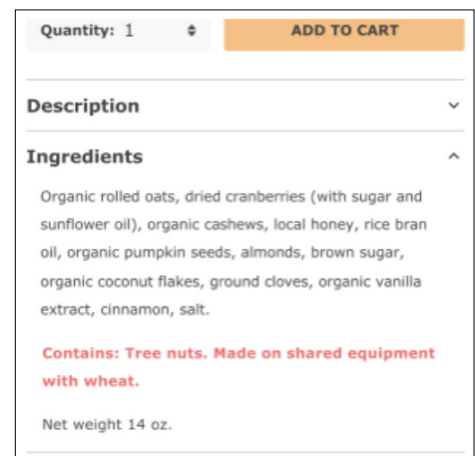


Figure 4-4 Recommendation of description and Ingredients

recommend adding an image of the product back panel to increase the informativity and reality.

4.C Adding subscription option to build an easier way to subscribe products

On the current website subscriptions have to be done on another page called Subscription with four complex steps. The options and descriptions are not clear and may confuse some potential customers. We recommend adding a subscription option on the product details page that can facilitate users to compare the difference subscriptions and sign up from the standard shopping flow. (Figure 4-5)

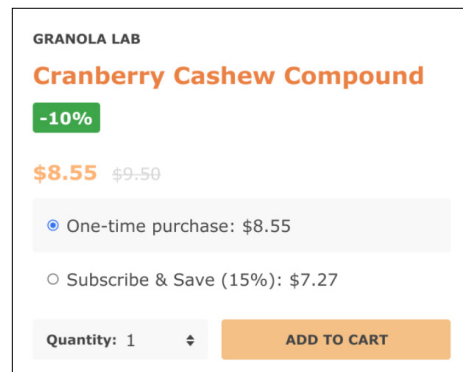


Figure 4-5
Recommendation of subscription option in product details page

MOCKUP

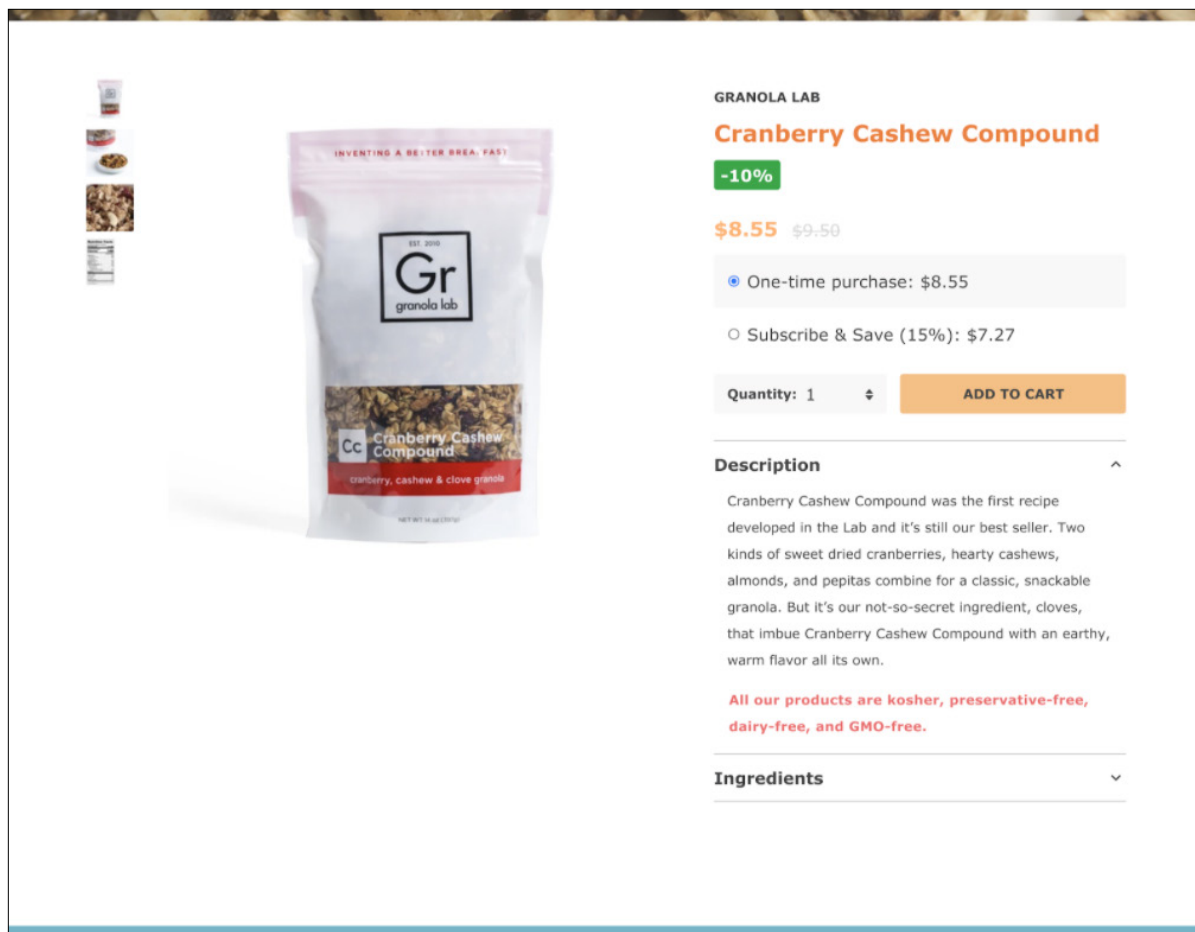


Figure 4-6 Mockup of product details page

CONTINUE →

CONCLUSION

As a local food company that promotes health and unique homemade recipes, Granola Lab aims to offer high-quality, high-standard, and multi-flavored granola products to more people and share their wholesome story through the website.

In this user testing report, we aim to provide an analytical approach to recommending improvements that can help improve Granola Lab's website by finding and understanding the possible problems. By adapting the recommendations appropriately, Granola Lab can offer an improved platform for customers to find their desired products with a delightful purchasing experience. These improvements will also help Granola Lab to attract and maintain more customers and drive online retail sales.



CONTINUE →

APPENDIX

TABLE 1: INFORMATION ABOUT PARTICIPANTS

PARTICIPANT	#1	#2	#3	#4	#5	#6	#7	#8
DEMOGRAPHICS								
Age	25	39	25	45	30	27	23	23
Gender	Female	Female	Male	Male	Female	Male	Female	Female
Occupation	Consultant	House wife with 18mo baby	Unemployed (due to COVID)	Quality Assurance Engineer	UX project manager in fintech	Media strategist	Web Design Intern	Grad student at Pratt
State	NY	NY	NY	CA	NJ	PA	TX	NY
SHOPPING HABITS								
Visit farmers markets?	Often	Often	Occasionally	Occasionally	Often	Never	Sometimes	Occasionally
Preferred method of shopping	In-store	Online	In-store	In-store	Online	Grocery: in store Clothing: online miscellaneous: online	In-store	online, especially for food
Which stores?	Target	Amazon, InstaCart, HelloFresh, Hmart, Wholefood, Supermarket Italy, local stores	Amazon, CVS	Walmart, Costco, Safeway, Savemart	Amazon Prime	In store: Sprouts, Farmers Market Online: Amazon	local grocery stores or Amazon	-
ABOUT GRANOLA								
Do you consume Granola?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Reasonable price for a pack of granola	\$5	\$5	\$3-5	\$8 (if it's organic)	~\$10	\$10-\$13	\$5-6 No more than 10, if it's from farmer market	\$1 for a granola bar
Do you ever cook with granola?	-	No	No	Yes	-	Yes	-	-
Preferred recipes for granola	-	Just mix with yogurt or eat it as a snack	-	Use it with yogurt	-	Oatmeal with cookie, raisin, dry fruit. Or granola bar	-	Home-made yogurt with squashed granola bars
Favourite flavor of granola	Plain	Coconut, Cinnamon, Vanilla	Plain	Plain	Honey type of natural flavor	Cinnamon, brown sugar	Plain, sometimes: coconut or chocolate flakes	Plain or honey

TABLE 2: LIST OF ISSUES DISCOVERED

#	ISSUE	LOCATION
1	Product filter dropdown is lacking product categories hierarchy	Product List
2	Checkout step is lacking a combination of state with zip code	Checkout
3	Home Page style is inconsistent top to bottom, content-heavy and not legible	Home
4	Information architecture in the main menu and Search do not meet user expectations	Navigation
5	Information about ingredients is lacking simplified and more visual representation.	Product Detail
6	Finding Local Store doesn't meet the expectations, such as easy search by zip code.	Retail Location
7	Too many items in the Location list, not clear how far the location in the List is for a user location.	Retail Location
8	Retail Locations are missing information about products in the stock.	Retail Location
9	Product list order logic is not obvious	Product List
10	Quick Shop functionality is not obvious: it opens the same view in the modal window instead of the expected quick add to a cart.	Product List
11	Subscription page is too text-heavy	Subscription
12	Subscriptions in "About the Lab and More" menu was confused with Subscription to the newsletter	Subscription
13	Confusion around being directed to a third-party platform with different interface	Wholesale
14	Content of the About the Lab page is lacking structure and strong message	About the Lab
15	Product filter is lacking call for action (not clear that its a filter form the title)	Product List
16	Zoom feature when mouse-over a picture on the Product Details page is disturbing	Product Detail

(sorted from the most to the least critical)

MODERATED SCRIPT

Thank you for taking the time to meet with me today. My name is [RESEARCHER NAME] and I am a student at the Pratt Institute in New York City; for our classwork we are working with a local business to help improve their website. We will be evaluating a Brooklyn based business specializing in selling granola. Your feedback will help us determine if this website functions as intended and what we can do to help improve it. This should only take about 45 minutes to an hour to complete.

Before we begin I want to let you know that if at any time you need to take a break or stop please just let me know and we can break or find another time to finish.

During this process I will be asking a few questions to help review this website, there are no right or wrong answers and ask that you think out loud as we proceed through the tasks; please let us know if you find anything confusing and talk about what you expect or are attempting to do.

With your permission I would like to record this session so that I can collect notes later instead of during the call. This recording will only be used by me and my colleagues for evaluating the feedback for this website and no personal identifying information will be associated with it.

If you are ready to begin we can get started or if you have any questions let me know.

We will now use UserZoom to record the session.

CONTINUE →

CONSENT FORM

Consent & Recording Release Form for Adult

I agree to participate in the study conducted and recorded by David Bradshaw, Jacob Choi, Sofia Martynovich, Wicky Wu as students at the Pratt Institute.

I understand and consent to the use and release of the recording for evaluating the website provided and my anonymously collected data being published and provided to a third-party client. I understand that the information and recording is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by the third-party client or the researchers without further permission.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

Date: _____

Please print your name: _____

Please sign your name: _____

Thank you!

We appreciate your participation.

David Bradshaw
Jacob Choi
Sofia Martynovich
Wicky Wu

Pratt Institute
School of Information
New York, NY, USA
Fall 2020

CONTINUE →

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