

Evaluation Report

# RETRO MUSIC PLAYERS

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ART-40642  
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# GOALS

The goal of this research was to determine whether users could find what they are looking for quickly and with minimal steps. As an e-commerce site the user should be able to find a product, add it to the cart and checkout with as minimal interference in between the steps. The site offer several ways to approach this and this usability study should evaluate how users find their way to the checkout.

This study also reviewed that basic functionality and features are discoverable and easy to use without hesitation from the user.

# APPROACH

For testing users were placed in front of the prototype (Invision) for the first time and asked a series of tasks to do in front of the proctor. This was done either in person or remotely using Cisco Webex.

The tasks were basic e-commerce actions to ensure that the user can accomplish the task of making a purchase. This helped judge the prefer approach of users for making purchases on the site.

After the short tasks were complete a series of post-use questions were given that were slightly open to gather feedback while still staying in a structured format.

# **READING THIS DOCUMENT**

This document follows the flow that was presented to the test subjects. Questions are presented in order as they were to the user; this is to ensure that prior data discovered is known for the following questions.

This document includes:

- The question presented to the user.
- A summary of the data collected with key points.
- Summary of tasks to complete based on the findings.
- And the raw data (charts and notes)

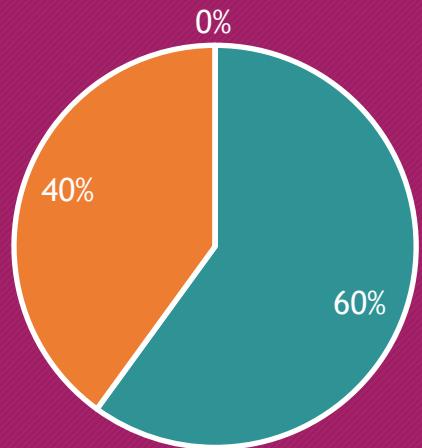
# USER METRICS

All of the following questions are optional. And will not effect your inclusion in the final results of this study.

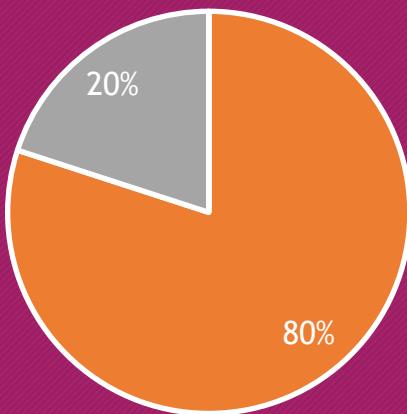
1. What gender do you identify with?
2. What is your age?
3. What is your highest level of education?
4. What is your primary written language?
5. What is your race?
6. What is your household income?

# USER METRICS DATA

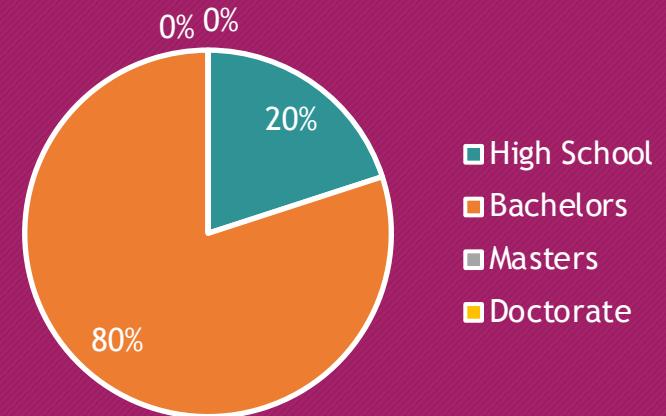
Gender



Age Range

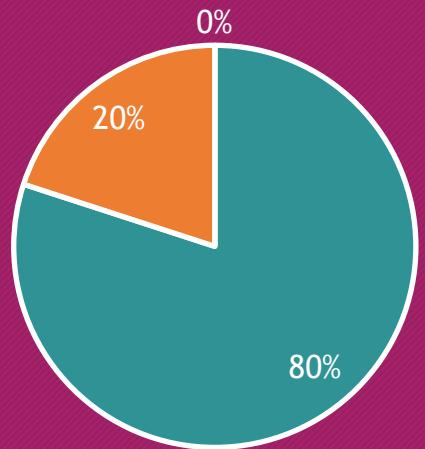


Education

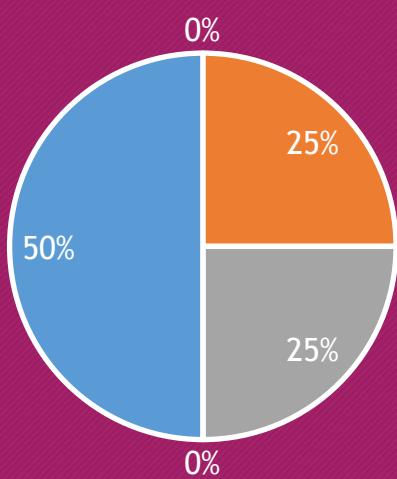


# USER METRICS DATA

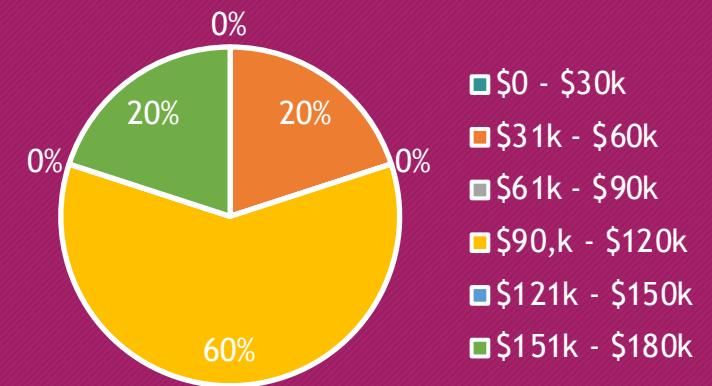
## Language



## Race



## Income Range



# PRE QUESTIONNAIRE

1. In the last month, how often have you purchased from an online store?
2. In that same time frame, what percentage of your non food purchases were made online vs in store?
3. What type of device do you mostly use for shopping?
4. Where do you do most of your online shopping?
5. Do you consider yourself tech-savvy?
6. Have you ever seen this site before?

# PRE QUESTIONNAIRE: SUMMARY

Parsing the data from the pre questionnaire led to the following summations; the raw data is found at the end of this file.

- Most users frequently purchase from online retailers; with most nearly purchasing all non-food items online.
- It is near equal use of smartphones vs desktop or laptop devices for making the purchase.
- Amazon was the place everyone shopped at most.
- All except one of the users surveyed consider themselves tech-savvy.

# *GUIDED TASKS INTRO*

Thank you for agreeing to take part in this usability study. For the next few questions you will be presented with a page from the site that includes clickable areas. You will be asked to complete a task on that page. Please use the site as you normally would. If you are unsure of the task feel free to ask.

# *GUIDED TASKS 1*

This is the home page. Can you get to a place to see iPods and Walkman and other similar devices?

*Summary results: For the most part users had no issue finding the categories. Even the ones who focus on the top bar and chose Products still found their way.*

## GUIDED TASKS 2

This is the product category page. Can you add the Walkman Headphones to your cart?

*Summary results: Users were unable to discover the quick add feature of the price tag. Most users attempted to click the item. Once they realized it existed, they tried to do it for Walkman (Step 3)*

## GUIDED TASKS 3

This is the handheld players page. Can you add the Sony Walkman to your cart by viewing the Sony Walkman details and adding the extra tape deck?

*Summary results: All users successfully clicked on either the image or text and opened the product page. And from there instantly added it to the cart. One user scrolled to bottom exploring page, but quickly hit the add to cart button.*

## **GUIDED TASKS 4**

This is the cart. Can you remove the Sony Cassette Tape from the cart?

*Summary results: All users found the X instantly and had no issue. The similar Window or Modal close analogy worked in favor of this task.*

# GUIDED TASKS 5

This is the cart. Can you checkout?

*Summary results: All users successfully completed checkout. Some scrolled to bottom initially, this implies they might have thought the Checkout (finish) button was at the bottom of the page. But all quickly found it on the right side.*

## **GUIDED TASKS 6**

Now that you have checked out. What is your feeling about the page you are on? Can you view your order while on this page?

*Summary results: Originally a question whether the blue "View Order" button should be presented was brought up, but most users instantly clicked it to view the order. Some feedback about text should be considered in the redesign.*

## GUIDED TASKS 7

This is the order details page. Can you explain what your order status is? What other things can you do from this page?

*Summary results: All users could understand the status using the line status. The track package link may be too subtle from some users who didn't know it was a link.*

# POST QUESTIONNAIRE

1. Is the site easy to read and understand? Can you provide an example?
2. Looking at the home page, what do you think about the way the items are presented? Do you know what this is mimicking?
3. Looking at the Handheld Player page, the yellow is the loading indicator while scrolling and loading more (show gif); do you know where this is from?
4. On the product page, did you notice that you could see other images of the product? (show page after and get feedback)
5. After you placed your order, did you know it went through?
6. Any other feedback you would like to provide?

# FINAL SUMMARY

The results have shown that the home page has the most issues. The home page retro feel to older Macintosh OS was not understood by users and they felt the shift in header to the right side was not noticeable (causing the rows of data to feel grouped).

The final order page also received mixed feedback. Some liked it as being “fun” while others felt it was confusing and the text was not noticeable.

The AOL loader for infinite scroll got mixed feedback. The fear about it being associated with a contact feature is concerning.

The category page received one feedback about it being too ‘busy’, this is true and can be overwhelming when looking at it.

# NEXT STEPS

- The home page will be redone. This will remove the shelf affect and use the standard boxes like the other pages use and move the headers to all be right aligned. The gifs should be removed.
- The loading indicator on product search/filter will be changed for a standard loading circle with stylized to match retro feeling.
- The explainer text is probably not required on the category page. This text can be removed to make the page less busy. Maybe more margin as well.
- The order confirmation page should have the employee image removed, and the text made larger. The View Order button could also be moved to the center under the text instead of on the right bar.

# RAW DATA

The following pages are the raw data from talking to and watching users. This includes tables of data and notes taken during the in person and Webex conferences.

# USER METRICS: RAW DATA

Gender	Age	Education	Language	Race	Income
Female	36	Bachelors	English	Asian/White	\$100,000
Female	29	Bachelors	English	Mexican	\$120,000
Female	26	Bachelors	English	Asian/White	\$175,000
Male	26	Bachelors	English	White	\$100,000
Male	24	High School	Chinese	Asian	\$42,000

# PRE QUESTIONS: RAW DATA

Purchased from online store	Percentage online vs store	Device type used most	Where do you do shop most	Are you tech-savvy?	Have you seen this before?
Frequently	98%	Smartphone	Amazon	Yes	No
Frequently	99%	Desktop	Amazon	Yes	No
Frequently	100%	Smartphone	Amazon	Yes	No
Biweekly	10%	Desktop	Amazon	Yes	No
Rarely	5%	Smartphone	Amazon	No	No

# **TASK 1: NOTES**

This is the home page. Can you get to a place to see iPods and Walkman and other similar devices?

- Clicked the browse on the banner under “Browse products”
- Clicked the browse on the banner under “Browse products”
- Clicked the browse on the banner under “Browse products”
- Went to “Products in top bar, then went to Browse All under Handheld Players.
- Was confused about the sale items area having the items in question. Causing follow up being required; to explain the task; after that they found the button.

## TASK 2: NOTES

This is the product category page. Can you add the Walkman Headphones to your cart?

- Clicked the item instead to go to item details page.
- Clicked the item instead to go to item details page.
- Clicked the item instead to go to item details page.
- Clicked the price banner after hovering it and seeing it change to 'ADD TO CART'
- Clicked the item instead to go to item details page.

## TASK 3: NOTES

This is the handheld players page. Can you add the Sony Walkman to your cart by viewing the Sony Walkman details and adding the extra tape deck?

- Completed task. Clicked text, then checkbox and Add to Cart
- Completed task. Clicked text, then checkbox and Add to Cart
- Completed task. Clicked picture, then checkbox and Add to Cart
- Completed task. Clicked text, then checkbox and Add to Cart
- Completed task. Clicked picture, then checkbox and Add to cart

## TASK 4: NOTES

This is the cart. Can you remove the Sony Cassette Tape from the cart?

- Clicked X in top right. No issue.
- Was a little confused, seemed to expect 'Remove' or other text.

# TASK 5: NOTES

This is the cart. Can you checkout?

- Clicked Checkout. Instantly scrolled down on form and then back up. After filled out form, scrolled down again and then clicked Place order
- Clicked Checkout. Hovered to Place Order, asked about info. After the auto fill out clicked Place Order.
- Clicked Checkout. Scrolled to bottom. After scrolling back up filled out info. Then asked if should click Place Order.
- Clicked Checkout. Asked about how to fill out info. After auto fill, just placed order. Never scrolled down.
- Clicked Checkout, scrolled around a bit, before understanding the right box was the money box.

## TASK 6: NOTES

Now that you have checked out. What is your feeling about the page you are on? Can you view your order while on this page?

- Felt that main body text was too small. Used blue button to View Order. User read text prior to blue button.
- Felt page is cute and funny, clicked blue View Order button. Without blue button thinks she should go to accounts page on top bar.
- Felt the page was fine and nothing was weird. Used blue button to View order. Said she normally reads text, but View order was easy because of button.
- Felt there was way too much going on. Not sure what on the page to look at. Clicked blue View order button; after asked how to view order.
- Said it seems ok, but had hard time looking on page to view the order.

## **TASK 7: NOTES**

This is the order details page. Can you explain what your order status is? What other things can you do from this page?

- Order has shipped. Found track link first, and then contact support.
- Order has shipped. Found contact support first and then tracking
- Order has shipped. Found contact support first and then tracking
- Order has shipped. Found contact support, didn't realize tracking was link.
- Order has shipped. Found tracking number, but didn't know about contact support.

# *POST QUESTION 1: NOTES*

Is the site easy to read and understand? Can you provide an example?

- Nothing else to provide
- Nothing hard to read, said text on 'Thank you' page is redundant with banner image.
- Product category page had too much information. Too much text. Felt cramped and overwhelmed.
- Easy to read. Colors are too distracting
- Nothing, seems fine.

## *POST QUESTION 2: NOTES*

Looking at the home page, what do you think about the way the items are presented? Do you know what this is mimicking?

- Reduced header should be on left. Didn't notice on right side and felt the browse was header for both rows. Liked baby, would prefer larger text/images. Did not recognize MacOS bar.
- Text or pictures feel too small. Does not recognize MacOS bar
- Should be differentiation; thought they were all together, maybe because of Recently Reduced text on the right. Looks tacky. Thinks it is shelves.
- Said its fine. Looks like store shelves.
- Said didn't like the look, seemed weird.

## *POST QUESTION 3: NOTES*

Looking at the Handheld Player page, the yellow is the loading indicator while scrolling and loading more (show gif); do you know where this is from?

- The AOL guy. Don't understand it as infinite loading. Thinks its for contact or message button. Thinks dancing baby better for loading.
- AIM (AOL Instant Messaging), thinks it is cool
- AIM, thinks it is cool
- AIM or AOL. Feels out of place. Maybe something more to do with a music player
- Did not know what it was

## *POST QUESTION 4: NOTES*

On the product page, did you notice that you could see other images of the product? (show page after and get feedback)

- Noticed when on page. Expects small to replace big if clicked. Felt arrows should be on big image for navigating through.
- Noticed on page, expects small to replace big when clicked.
- Noticed on page, expects small to replace big when clicked.
- Noticed on page, expects small to replace big when clicked.
- Noticed on page, expects small to replace big when clicked.

## *POST QUESTION 5: NOTES*

After you placed your order, did you know it went through?

- Yes, knew it went through; the 'Thank you' text was clear
- Yes, knew it went through
- Yes, knew it went through
- Looked like it did, but would wait for an email
- Yes, it said thanks, so they assumed it did

# *POST QUESTION 6: NOTES*

Any other feedback you would like to provide?

- No feedback. Like the fonts, has a retro vibe
- No feedback.
- No feedback.
- Color is bad. Margins too big (user viewing on Mac Retina display; site will be responsive in final)
- No feedback.