



USER TESTING REPORT granolalab.com

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WHO WE ARE



Jacob Choi

Data Analytics & Visualization
1st year



Sofia Martynovich

Information Experience Design
1st year



David Bradshaw

Information Experience Design
1st year



Wicky Wu

Information Experience Design
1st year

AGENDA

- Goals
- Methodology
- Participants
- Findings
 - Finding 1: Navigation Architecture and Search
 - Finding 2: Retail Location Experience
 - Finding 3: Filtering and Sorting of Products
 - Finding 4: Information and Hierarchy on Product Details
- Summary

GOALS

1



Ensure usability
of the website

2



Improve
the online shopping
experience

3



Help customers
know where they can
get the product



TARGETED USER

- **Consumers of all-natural products**
- **Patrons of farmer markets or organic food stores**
- **Customers within their shipping market**

METHODOLOGY

Recruit Participants

Online Questionnaire to find possible participants



Schedule time for a remote moderated usability test



Performed the study with a total of eight participants

Usability Test with Specific Tasks

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



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



Please find out the ingredients of Cranberry Cashew Compound



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)

Analyzing Findings

Document all possible areas of improvements with a rating



Focus on top areas of improvement

PARTICIPANTS

Total of

8

participants

All have cooked
or consumed
granola recently

62.5%
of participants
have purchased
granola online

Half of participants
live in **NY** and other
half being from **NJ**,
PA, **CA** and **TX**

FINDINGS

Reactions to the website overall were positive with participants stating:

“

*Pictures are nice,
looks good and tasty*

”

“

*gives a feeling of a
fast-paced but healthy
lifestyle of a young
professional*

”

“

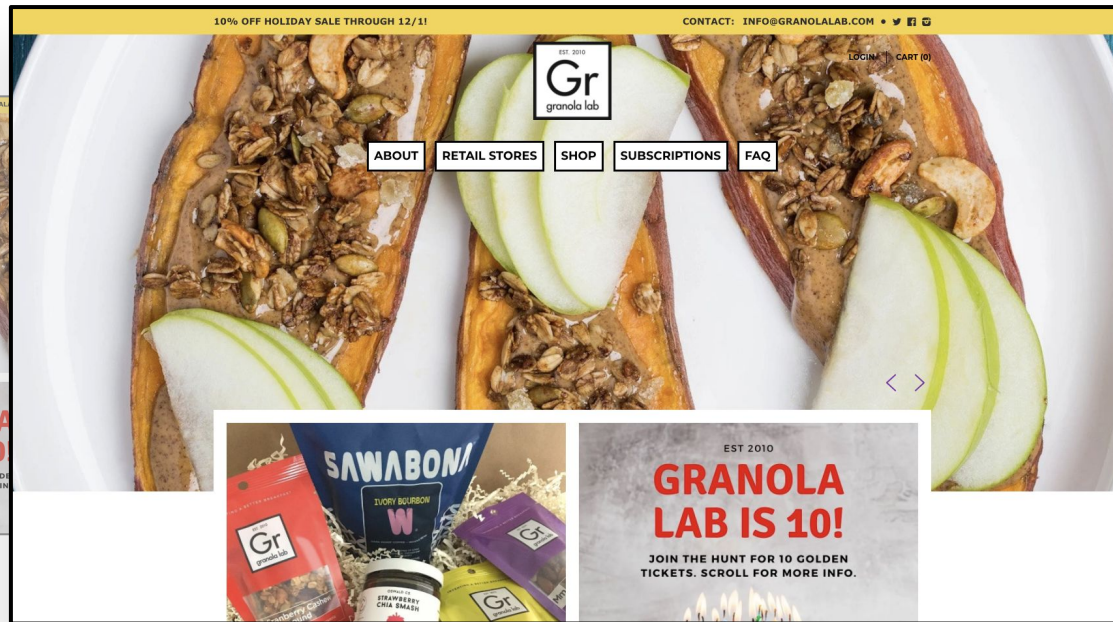
*Simple website, It's
something that I wanna get
my work done and won't
think about after getting
what I need*

”

Most users were able to complete most tasks without issue.
However, some did have some questions or encountered difficulty finding specific things.

FINDING 1:

Navigation Architecture and Search




FINDING 2: Retail Location Experience

WHERE TO BUY OUR GRANOLA

Granola Lab locations

This map was created by a user. Learn how to create your own.







BROOKLYN

- Brooklyn Born** - 1426 Bedford Ave., Crown Heights
- Brooklyn Fare** - 200 Schermerhorn St., Downtown Brooklyn
- Brooklyn Only Foods** - 78 Henry St., Brooklyn Heights
- Brooklyn Standard** - 188 Nassau St., Greenpoint & 766 Grand St., East Williamsburg
- Campbell Cheese & Grocery** - 502 Lorimer St., Williamsburg
- Cusp** - 321 7th Ave., Park Slope
- Food Garden Market** - 608 Franklin Ave., Crown Heights
- Foragers Market** - 56 Adams St., DUMBO
- Gourmet Fresh** - 439 Court St., Carroll Gardens
- Greene Hill Food Co-op** - 1083 Fulton St., Clinton Hill
- Hiller & Moon** - 814 Union St., Park Slope
- Key Food** - 492 Myrtle Ave., Clinton Hill
- Levain Market** - 633 Moore Ave., Bedford-Chinatown

Retail Locations

Our products can be found at many of your favorite stores and cafes across the tri-state.



Search by address, city or zip

1201 Livingst

1201 Livingston St, Brooklyn, NY 12110

12 Results

1201 Livingston Ave, Jersey City, NJ 21523

1201 Livingstine St, Atlanta, GA 31426

252 Livingston St, Hartford, CT 12012

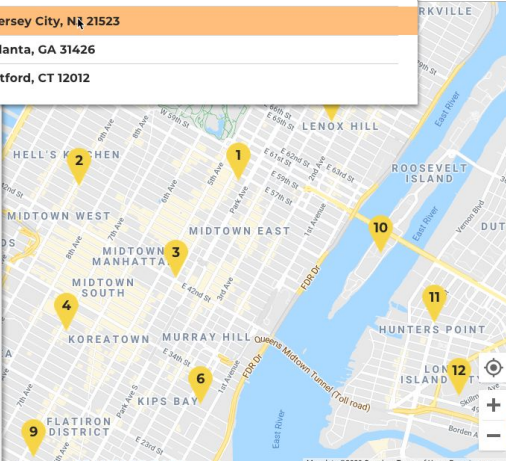
1. Whole Foods
226 E 57th St
+1 (646) 497-1212
wholefoodsmarket.com

2. Brooklyn Fare
431 W 37th St
+1 (212) 216-9700
brooklynfare.com

3. Forager City Grocer
300 W 22nd St
+1 (212) 243-8888
foragersmarket.com

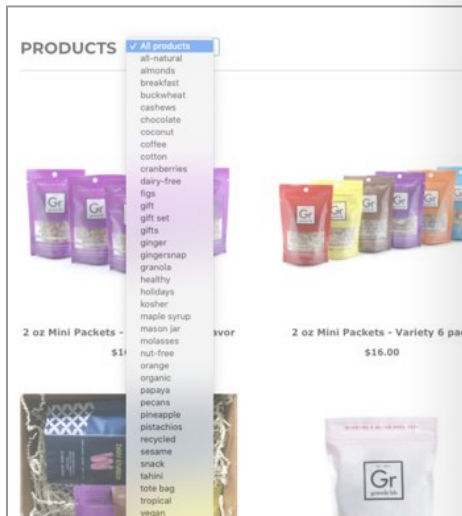
4. Union Market
240 E Houston St
+1 (212) 677-2441
unionmarket.com

5. Whole Foods
1095 5th Ave
+1 (917) 728-5700

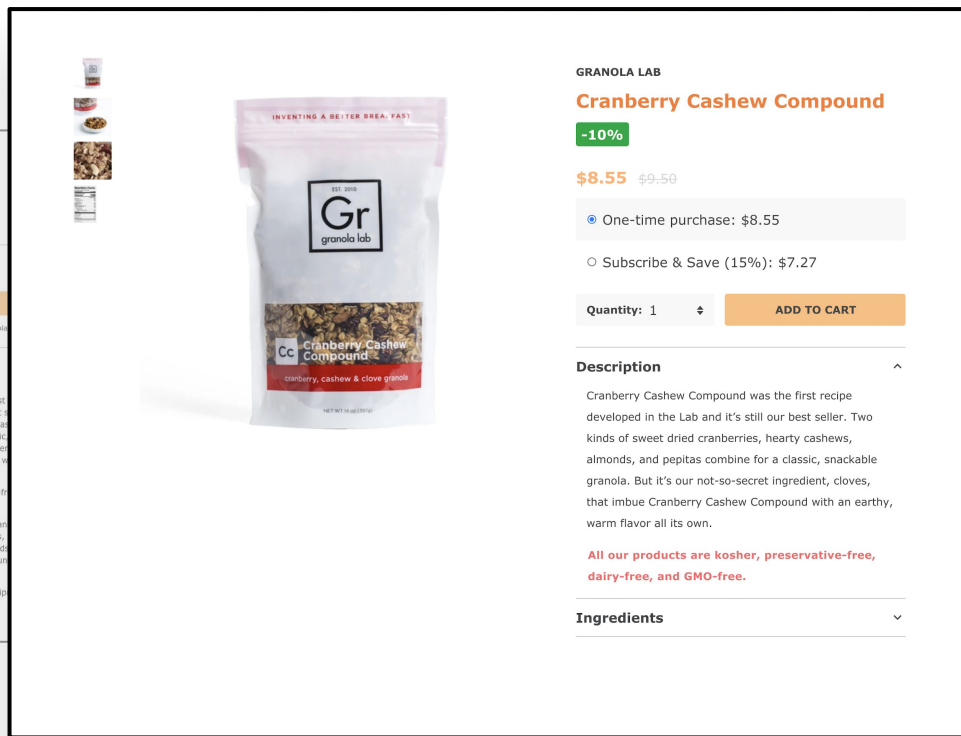


FINDING 3:

Filtering and Sorting of Products



FINDING 4: Information and Hierarchy on Product



SUMMARY

We hope our recommendations can help improve
Granola Lab's website and facilitate online sales
and connect consumers to retail stores that
sell your granola!

thanks!