

EVALUATION REPORT



INTRODUCTION

For the review of this project we performed usability testing with several users from different backgrounds. These users were instructed to view the interaction design (in Invision) and perform tasks. Their mouse movements and clicks were seen via an online desktop viewing software (Cisco Webex). After the tasks were completed the users were given some time for feedback, this was semi-structured via open ended questions. While the questions given could have been binary, they were worded in the hopes of getting more feedback via the open side of them. At the end the floor was left open for any feedback about the site. This data was gathered and used to validate our normal use cases as well as test some design decisions that were used to try to add a “retro” feel while ensuring use cases were not affected.

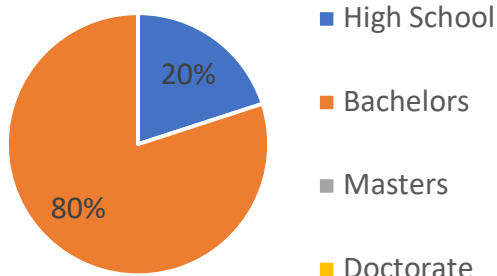
USERS

Users used in this study were everyone from tech to non-tech users and users of different nationality and primary languages. Our goal was to ensure that all users can utilize the site without issue, by using flows that they would find easy to use; for example the normal Amazon style checkout flow which is natural for most users since many have either used amazon a few times or use it heavily. We also focused on users from larger cities which matched our expected customer base, since we are a Brooklyn company; while many customers will be outside of the New York City area we expect that most will be from large cities or our demographic of “hipsters”.

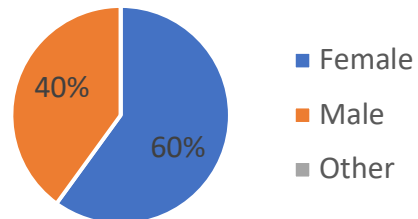
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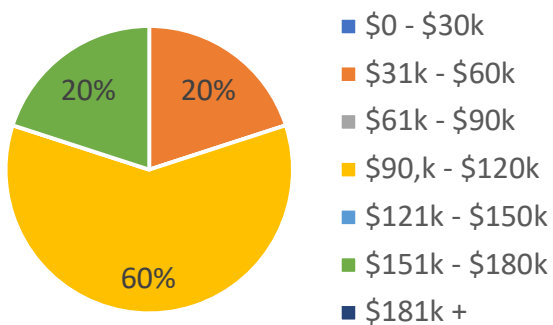
Education



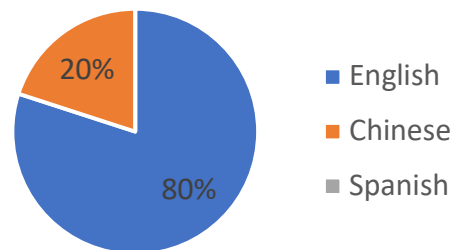
Gender



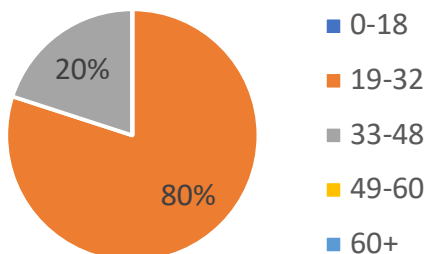
Income Range



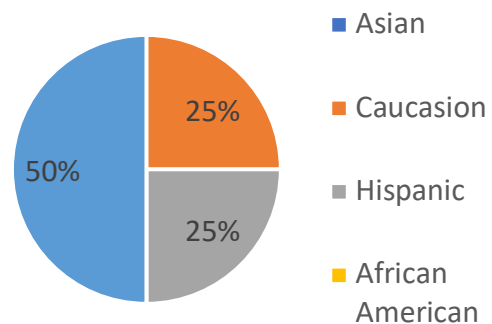
Language



Age Range



Race



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TASK FEEDBACK

The users were presented with controlled tasks that they completed via Invision prototype. They were monitored and we could see clicks and other mouse movements via the remote desktop software. This was helpful to know when they clicked unexpectedly or sat there looking at the screen. We were not able to see but one of the users in person; so were not able to gauge eye contact and movement except for one of the users who were local.

From the first task of getting to the category page for a specific product type we found that users found their way to view the products by type successfully whether they used the home page or used the top bar. We expected users to use the home page, so this was good feedback that to some the home page wasn't clear enough that it was a quick way to get to product categories. We also got feedback that the second bar of products were connected to the first one due to the header being on the right. This right sided text was used for visual effects, but as it is confusing we will make that left aligned text.

From the second task of adding an item to the cart, we wanted to experiment whether users could find the quick add functionality. Unfortunately all users went to the product's detail page and added the item via that process. When asked if they knew another way they did not, and only one user found it by luck when their mouse hovered over it triggering the state change to indicate "Add to cart". From this feedback we need to make this more discoverable. Our goal is to let people add stuff

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to cart without even needing to go to the details page. This allows the user to add items quicker and without less page loading time that can lead to decisions to cancel. From this we plan to explore a feature that when any product is hovered on the first time we use a subtle animation to make the price change to the add cart state and maybe shake. On mobile we will do this on initial load of the page after a short delay. A cookie or localStorage will be used to not show this again to the user or if they are logged in store it on their user preference that they have seen it before. This should avoid making this too overbearing while leading to more discoverability.

The third task was to add an item to the cart via the expected flow of viewing the page and then adding it to the cart. All users successfully did this without issue, we asked the user to also add an "Add-on" item to the cart with the item via the quick add checkboxes. Most users had no issue adding the "Add-on" item as well, two users attempted to add to cart without doing that step, which from our normal use case is fine and if they wanted the item they can add it via normal channels.

The fourth task was to remove an item from the cart, all users successfully clicked on the "X" of that item in the cart. This proved that this use case was discoverable instantly by using the "X" in the top right. This showed that this was a natural flow for the user since most computer applications will use an "X" as a removal or close element. We considered a trash can icon, but the "X" was preferred on a visual standpoint for the cleaner look and less attention catching than the trash can.

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The fifth task was to complete checkout. The users were given a click event on the form that auto completed the form to save time. The users all successfully checked out. Some users scrolled to the bottom. This was believed to be an instinctive thought that the “Checkout” or next button might be at the bottom of the page. This page will keep the summary/checkout box on the right panel fixed to the screen so the form scrolls and the summary/checkout box stays in the same place. This should avoid any confusion on placement and follow a pattern used by Amazon that should be recognizable.

The final task was also a semi-open ended question. We asked the user what their initial thought of this page was and wanted to ensure that they knew their order was complete. User’s indicated that they knew their order was complete because of the large “Thank you” text. We also wanted to gauge the use of the blue “View order” button that from an initial internal feedback received some negative feelings. But that was the way all users attempted to view the order details and tracking. Most users said they didn’t read the paragraph text explaining that your order is placed and how to view and what to expect. They just looked for a call to action button to continue. From this we plan to leave the view order button, and might also add another option to “Continue shopping” or other flow. We need to confirm this use case, most users for a storefront like this are expected to have bought everything at once, which adds differs from Amazon who offers more “everyday” items. As of now we intend to leave this off and follow up with additional user testing and A/B testing on its use once the current iteration is live. Users had no issue with the order details

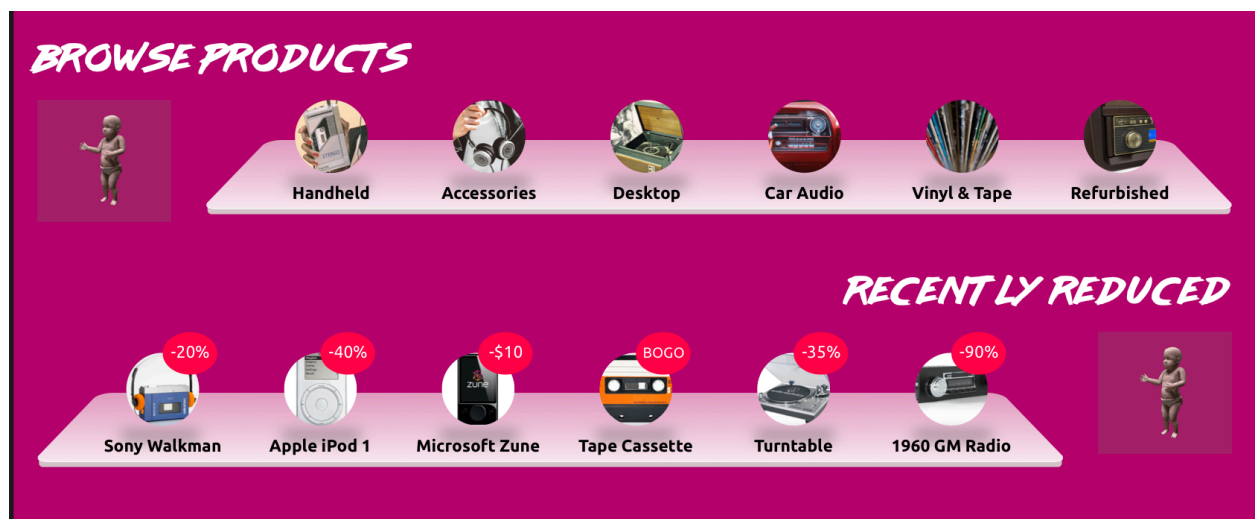
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page and quickly found their order status due to the timescale progress bar.

Additional feedback that was expressed was the infinite scroll loading indicator. The yellow running man. This was based on the AOL loading screen when the dial-up connection was being made. However, most users associated it with AOL Instant Message (AIM) instead and some even thought it was a contact action instead. The users were shown the GIF version of the image to see it running; which is what the final product would have. However, the fear that users might consider this a contact/message action is concerning and it will be changed to a more standard loading indicator.

PLANNED CHANGES 1



On the home page the list of categories and sell items were listed to allow quick access. The design was aimed to be similar to older Macintosh docks. However, most users were confused and thought "it was a shelf" and did not know what it was

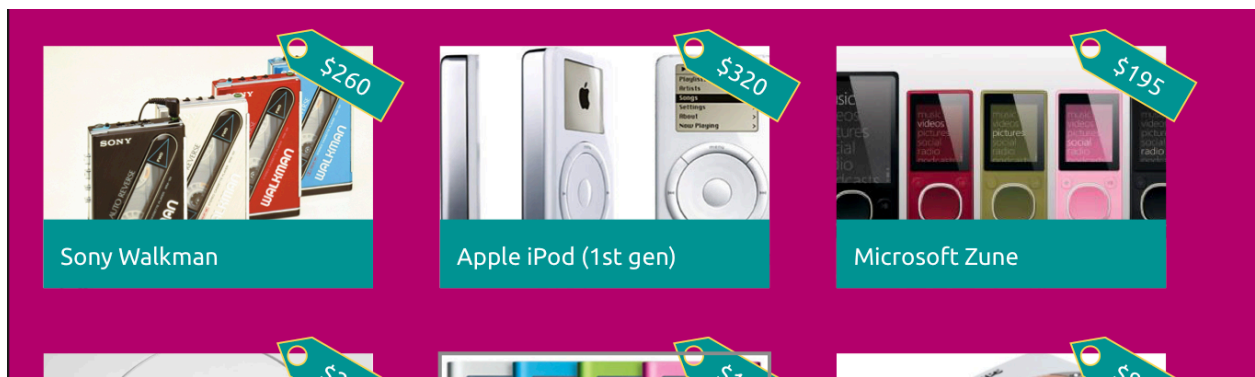
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and a user who said she “was just a windows user and never really thinks about Mac” had no clue what the dock was when it was explained.

The planned change it to convert it to the same product image styles used elsewhere (the square larger boxes). The text will all be left aligned instead. The reduced “Mac dock notification circles” will be turned into the price tag banner used elsewhere in the app. The larger items should also ensure a more usable and eye catching home page. The dancing baby was added to remind users of a retro time when websites had silly GIFs all over them, but it didn’t test well and several users were too young to recognize the use of it. They will be removed.

PLANNED CHANGES 2

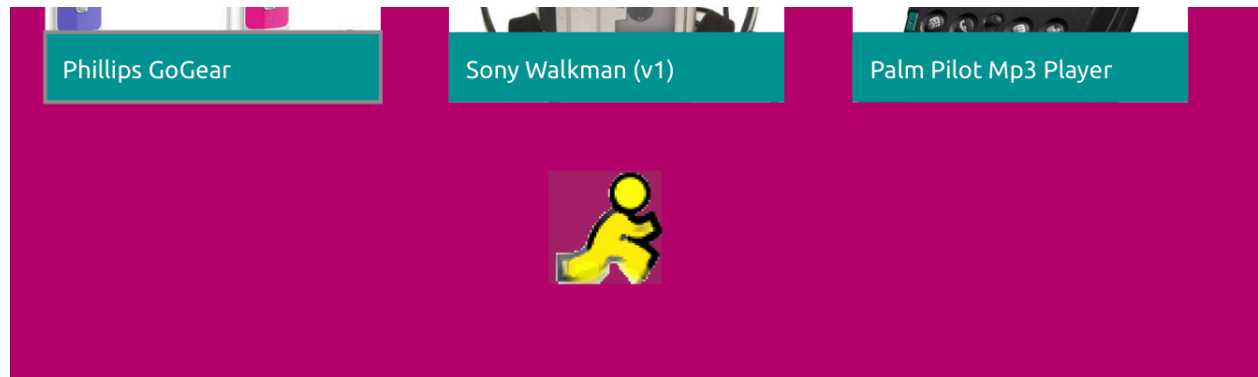


The price tags have a quick “Add to cart” feature. This was found not to be discoverable. This will change to the “Add to cart” version and shake slightly when anywhere on the product is hovered over. This should help with discoverability. This will be stored in local browser storage that it has happened and will not be shown to the user again (if logged in persist once user sees it).

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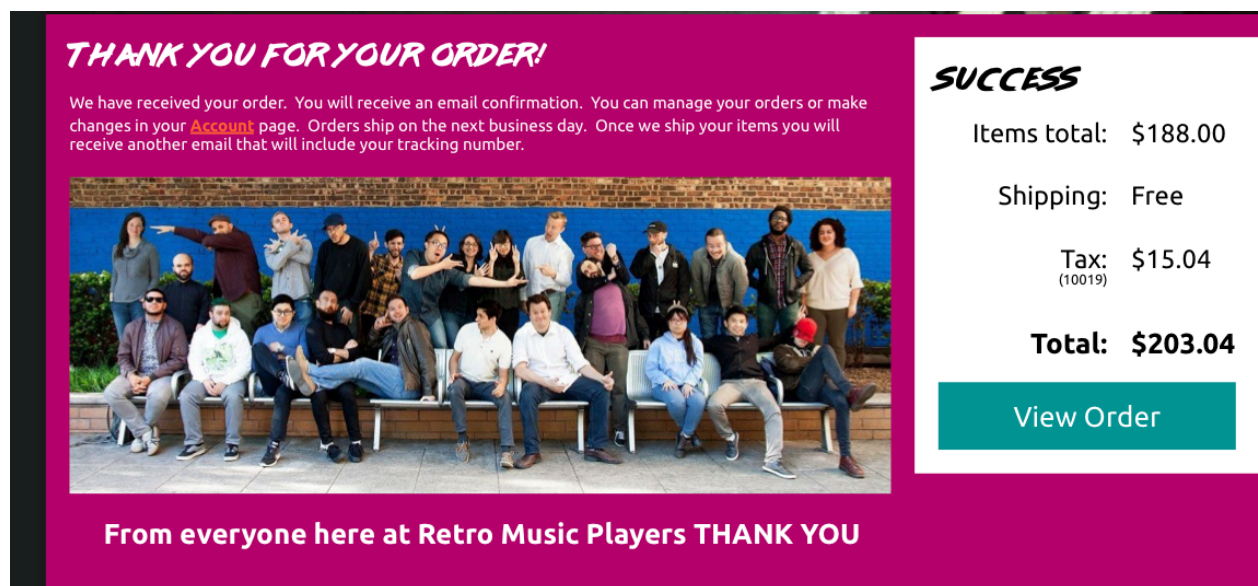
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PLANNED CHANGES 3



The infinite scroll loading indicator will be replaced with a more standard loading icon. As of now the expected will be a retro style loading from Windows 2000, but might end up being just a standard circular loading if final visuals do not match what we are going for.

PLANNED CHANGES 4

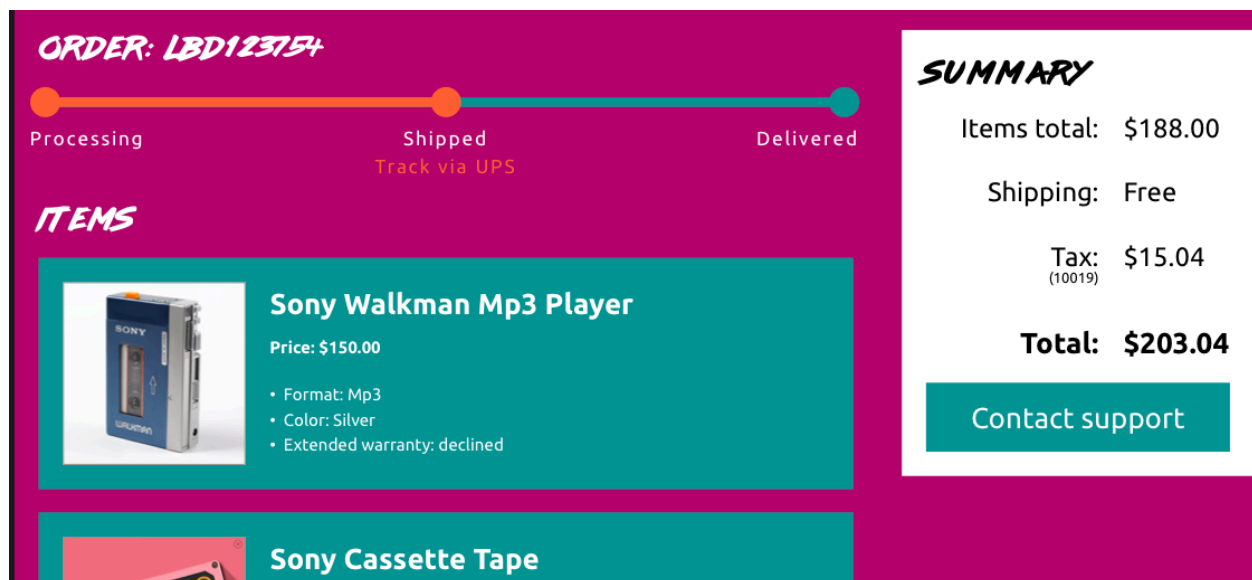


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The order confirmation page was criticized in user open comments for having text that the user won't read and for being too busy. From this we will remove the "Thank you for your order" text that is header; since it is also in the banner image. And enlarge the text slightly. The picture of the team will be removed, and the "View order" button and a "Continue shopping" button will take its place (and removed from summary). These call to action buttons should make it clearer and more obvious of next actions.

PLANNED CHANGES



On the order details page some users did not realize the "Track via UPS" was a link. Because of this we will use the same design that the "Thank you" page will use. Two call to action buttons will go above the Items link. One for "Track shipment" and one for "Contact support", the contact button on the summary will be removed to match the other pages.

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SUMMARY

From our usability study we found multiple shortcomings in our design and now have plans to fix them. We would like to review these changes with another group of users if time permits. However, we are feeling more confident that the final revisions will take the evaluation from our study and address the issues brought up. The final revision will be provided as an Invision prototype and will be ready for development after that. After development we hope to offer as a beta to some customers to get feedback and record sessions to validate before releasing GA. All raw data collected from the usability study and additional more precise feedback on all steps and questionnaires are provided in the Evaluation Summary (submitted to client prior to this summary document).