Assignment template: Translating and Summarizing Feedback

Use this template to summarize and translate your usability test observations. Fill in each section using your notes.

Step 1: Review observation notes

(Summarize what you observed in each task. Use clear task labels such as T1, T2, T3.)

Your summary:

- **T1 (Home/Product Grid):** Participants spent a significant amount of time on the home page, scrolling through the product grid. Some users hesitated before clicking on any product, indicating a need for more compelling thumbnails or descriptions. One participant backtracked to the home page after viewing a product, suggesting a lack of clarity in the navigation path.

- **T2 (Product Detail Page):** Most users immediately focused on the high-quality images, zooming in to inspect details. However, some found the product description too lengthy and skipped over it. There was a noticeable hesitation when it came to adding items to the cart, with users often checking reviews and additional product information before proceeding.

- **T3 (Artisan Profile):** Users were engaged with the artisan stories, spending time reading bios and watching process videos. However, some expressed frustration when the videos did not autoplay, and a few users backtracked to the product detail page to compare products after learning about the artisan.

- **T4 (Checkout):** The checkout process was generally smooth, but there was some confusion over the placement of the promo code field. One participant expressed concern about the security of the payment gateway, even though it was clearly labeled as secure. There was also a moment of hesitation when users had to re-enter their shipping information due to an auto-correct error.

Step 2: Translate observations into insight statements

(Use the format below to structure feedback per task. Repeat this structure for each task.)

Task ID: T1
Task: Browse and select a product from the home page.
Expected behavior: Users should easily identify products of interest and click through to the product detail page.
Observed behavior: Users spent a long time scrolling through the product grid and hesitated before clicking on any product.
Confusion point: The lack of clear category filters and the overwhelming number of products.
User quote: "I'm not sure where to start; there are so many options."
Impact: Users may become overwhelmed and leave the site without making a selection.
Insight: Implement more prominent category filters and a search bar to help users narrow down their options.
Completion status: No, due to the overwhelming number of options and lack of clear filters.

Task ID: T2
Task: Review product details and decide to add to cart.
Expected behavior: Users should thoroughly review the product information and images before adding to the cart.
Observed behavior: Users focused on images and zoomed in, but skipped lengthy product descriptions. There was hesitation before adding to the cart.
Confusion point: The length of the product description and the placement of the add to cart button.
User quote: "The description is too long; I just want to know the basics."
Impact: Users may not fully understand the product details, leading to potential returns or dissatisfaction.
Insight: Break down the product description into key points and make the add to cart button more prominent and accessible.
Completion status: Yes, but with improvements needed for clarity and accessibility.

Task ID: T3
Task: Learn about the artisan and their crafting process.
Expected behavior: Users should engage with the artisan's story and connect emotionally with the products.
Observed behavior: Users were engaged with the artisan stories and bios, but were frustrated when videos did not autoplay.
Confusion point: Videos not autoplaying and a cluttered layout.
User quote: "I had to click to watch the video, and it wasn't clear where to find more information."
Impact: Reduced engagement with the artisan's story and crafting process.
Insight: Ensure videos autoplay and streamline the layout to highlight key information and

media.

Completion status: Yes, but with improvements needed for media presentation and layout clarity.

Task ID: T4

Task: Complete the checkout process.

Expected behavior: Users should complete the checkout process smoothly and securely.

Observed behavior: Users had difficulty finding the promo code field and re-entered shipping information due to an auto-correct error.

Confusion point: Placement of the promo code field and need to re-enter shipping information.

User quote: "I couldn't find where to enter my promo code, and I had to type my address again because of an error."

Impact: Increased frustration and potential abandonment of the checkout process.

Insight: Move the promo code field to a more visible location and implement auto-fill for shipping information to reduce errors.

Completion status: Yes, but with improvements needed for form clarity and error handling.

Step 3: Group and summarize findings

(Summarize repeated issues across tasks and participants. Identify common usability themes such as navigation, trust, or content clarity.)

Your grouped insights:

1. **Navigation and Information Clarity:**

   o Across multiple tasks, users struggled with navigation and information clarity. This was evident in the home page, where the lack of clear category filters and the overwhelming number of products caused hesitation and confusion. Similarly, the product detail page had a lengthy description that users skipped, and the checkout process had issues with form clarity and error handling. These findings suggest a need for more intuitive navigation and clearer presentation of information to guide users through the platform seamlessly.

2. **Engagement with Artisan Stories:**

   o Users were highly engaged with the artisan stories and bios, indicating that storytelling is a strong emotional connector. However, the frustration with videos not autoplaying and the cluttered layout of the artisan profile page highlights the need for a more streamlined and media-friendly design. Ensuring that key information and media are easily accessible can enhance the user's emotional connection with the artisans and their work.

3. **Trust and Security:**

- o Concerns about the security of the payment gateway and the need for more transparent sourcing information were noted. While users generally trusted the site for future purchases, these concerns indicate a need for clearer communication about security measures and sustainability practices. Building trust through transparent and secure processes is crucial for user satisfaction and loyalty.

These grouped insights provide a clear direction for improving the ArtisanCrafts platform, focusing on navigation, engagement, and trust-building elements to enhance the overall user experience.