

Assignment template: Conducting Usability Tests

Use this template to document your usability test plan and observations. Replace content in parentheses with your own entries.

Step 1: Prepare your environment

(List your testing setup, including the prototype type, environment, and how you prepared participants.)

Your notes:

For the usability test, I set up a quiet and comfortable environment in my living room to ensure participants felt at ease. The prototype was shared via Figma's Prototype Mode, accessible on a laptop provided for the session. Participants were given a brief introduction to the ArtisanCrafts platform and its purpose, emphasizing that their feedback was crucial for improving the user experience. Each participant was given a short tutorial on how to navigate the prototype, and they were encouraged to think aloud as they interacted with the platform. To capture their feedback, I used a combination of screen recording and note-taking, ensuring that both their actions and verbal comments were documented.

Step 2: Facilitate the test session

(Describe how you facilitated the session, including your approach to sharing tasks and encouraging user feedback.)

Your notes:

During the session, I began by providing a brief overview of the tasks they would be performing, such as browsing products, viewing artisan profiles, and completing a checkout process. I encouraged participants to think aloud, sharing their thoughts and feelings as they navigated the prototype. For each task, I observed their interactions without interruption, allowing them to explore and provide feedback naturally. I asked open-ended questions to prompt further insights, such as "What are your first impressions of this page?" or "How do you feel about the information provided here?" This approach helped uncover both explicit and implicit reactions to the design.

Step 3: Observe user behavior

(List key behaviors you observed, such as hesitation, backtracking, or unexpected actions. Use clear labels such as T1, T2, T3.)

Your notes:

- **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 4: Conduct follow-up reflection

(Document the answers to 2 to 3 reflection questions per task, and overall experience questions after the session.)

Task reflection:

- **T1 (Home/Product Grid):** What did you expect to happen? I expected users to quickly identify products of interest and click through to the product detail page. Was anything confusing or frustrating? The lack of clear category filters and the overwhelming number of products were frustrating. How would you improve that step? Add more prominent category filters and a search bar to help users narrow down their options.
- **T2 (Product Detail Page):** What did you expect to happen? I expected users to thoroughly review the product information and images before deciding to add to cart. Was anything confusing or frustrating? The length of the product description was

overwhelming, and the placement of the add to cart button was not immediately obvious. How would you improve that step? Break down the description into key points and make the add to cart button more prominent and accessible.

- **T3 (Artisan Profile):** What did you expect to happen? I expected users to engage with the artisan's story and connect emotionally with the products. Was anything confusing or frustrating? The videos not autoplaying was frustrating, and the layout felt cluttered. How would you improve that step? Ensure videos autoplay and streamline the layout to highlight key information and media.
- **T4 (Checkout):** What did you expect to happen? I expected users to complete the checkout process smoothly and securely. Was anything confusing or frustrating? The placement of the promo code field and the need to re-enter shipping information were confusing. How would you improve that step? Move the promo code field to a more visible location and implement auto-fill for shipping information to reduce errors.

Post-session questions:

- How was your overall experience?
- Would you trust this site for future purchases?
- Was anything missing or unclear?

Your notes:

- How was your overall experience? Participants generally found the experience positive, appreciating the focus on artisan stories and product quality. However, they noted areas for improvement in navigation and information clarity.
- Would you trust this site for future purchases? Most participants indicated they would trust the site for future purchases, citing the transparency in sourcing and the emotional connection to the artisans.
- Was there anything missing or unclear? Participants suggested adding a FAQ section and more detailed sustainability information, as well as improving the visibility of customer reviews and ratings.