Improvements made compared with Dazhongdianping

Based on the commercial positioning of this website, providing store information and collects public comments, I chose Dianping, a website with the same commercial positioning, for comparison.

Through the observation of the Dianping website, the website has too many store category branches and other derivative functions, resulting in a messy website page layout. Although there is a regular layout, there is no prominent key content on the homepage, which makes it difficult for users to quickly locate the information they are looking for.

Secondly, due to the early development of the website, the page design still retains the design style of the traditional website, which is not concise, unified, and beautiful enough.

In addition, the width of the content sections on the homepage are 100%, 50%, and the distribution is irregular, and their height are not uniform, which makes the page visually not uniform and beautiful, and users are also prone to fatigue during browsing.

In response to this problem, the homepage of our website uses the color contrast of large color blocks to highlight each content section. And the width and height of each content section are consistent and arranged vertically to increase visual unity, making it convenient for users to quickly browse the homepage to locate the information they want to learn more deeply.

In terms of user comments, the user comments of Dianping website is set on the store information page, and users need to browse each store to see the user’s comments. Moreover, in the user comment column, the pictures are all small in size, and the users need to click on the pictures to see the original ones. However, the store environment and other information shown in real pictures have now become one of the decisive factors when users choose a store.

In response to this, our website has set up a section for the selected comments of users on the homepage. On the page of selected comments, we have adopted the social media page design mode to enlarge the proportion of images and titles, and set up a separate page for individual user comments. The original image is placed at the top of the page, the text is set below the pictures, and a message function is added to achieve interactivity of users.

USABILITY TEST PLAN DASHBOARD

**BUSINESS CASE**

We are doing this test in order to observe the attitude and behavior of the users while using the website in order to find the problem needing to be fixed and provide more modifying product.

Otherwise, from nowhere can we know how to make satisfying website for users.

**LOCATION & DATES**

Place: online testing.

Share: the screen recording of the whole procedure will be shared.

**AUTHOR CONTACT DETAILS FINAL DATE FOR COMMENTS**

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**PRODUCT UNDER TEST**

1. goal: to help users find satisfying murder script stores and plan further activities.
2. The functions helping users find helpful information about the stores are being tested.

**TEST OBJECTIVES**

1. goals of testing: to observe the efficiency of the operations of users to evaluate whether the prototype is time-saving or not for users.
2. To find problems that need to be improved.
3. Questions to be answered:
4. would you please rate the fluency of the operation?
5. What do you think is incomplete about the functions of the prototype?

**PARTICIPANTS**

5 participants will participate in the test.One of them is a loyal fan of murder script game who also owns a store himself. As a result, he always use such kind of APP or website.One of them is a KOL on social media website who likes to listen to other netizens’s opinions. And the other 3 participants are normal fans of murder script game.

**TEST TASKS**

1. search for the preferred script and find a preferred store that has the script and add to your wishing list.
2. find the popular store list and select one store and view the comments.
3. find the regional store list and select a preferred region and find a preferred store.

**RESPONSIBILITIES**

Only me as the developer of the program will be involved in the test to supervise, observe while participants are operating, and modify the prototype according to the test results.

**PROCEDURE**

What are the main steps in the test procedure?

**EQUIPMENT**

1. equipment: computer or laptop
2. Recording method: screen recording of the entire testing procedure.

End the test and give the participants some rewards

Ask for review and advice for the prototype

Ask participants to complete the tasks

Introduce the rule of the test and start screen recording

Start the video meeting with each participant

Send the link of the prototype to participants

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**User testing result analysis**

In this user testing, I invited 5 participants to test the prototype of this website. Based on the test plan and the functions that users use the most and the most needed from previous interviews, I set up three tasks for users to complete:

1. Search for the preferred script and find a preferred store that has the script and collect it to your wishing list.

2. Find the popular store list and select one store and view the comments.

3. Find the regional store list and select a preferred region and find a preferred store.

After observation, I did the following analysis:

First of all, in the first task, all 5 participants easily found the search function of the website and recognized the text box that can be typed in and the search button. This shows that the design of the search function of this website is in line with the user's psychology and behavior model. At the same time, when users are performing the collection operation, they will also quickly find the heart-shaped icon that means collection, indicating that this is also a successful design. However, in this task, I also observed a common problem, that is, when the user pressed the heart-shaped button, they found that the page jumped to the homepage of the website, which made the 5 participants feel a bit abrupt and inexplicable. Among them, the first participant made a suggestion, hoping it to remain on the page of the store information, so that the users are able to continue to browse other information about this store and return to the store list page to browse other shops. However, the fifth participant thought that it could jump to its personal collection page. However ,the final modification plan requires further research to determine.

In the second task, all 5 participants thought that the popular shop list was very obvious on the homepage, so it was convenient to operate. However, one of the participants suggested that the popular list page can provide keywords or short advertising phrases about the characteristics of the stores and the reasons for their popularity, so that users do not have to open each popular store one by one to check the specific content, making it easier to find a satisfying store.

In the third task, all 5 participants thought that the regional store list was easy to find, the area division was clear, and the setting of popular business districts increased the convenience of operation. However, the first participant suggested that after clicking on an administrative area, another navigation bar can pop up to display the popular business districts under that administrative area, which is more conducive for users to locate a more specific location.

In addition, the current design still has shortcomings in other functions. First of all, one of the participants suggested to display the popular scripts provided by the stores on the store information page, and link to another page to display the list of all the scripts included in the stores. Secondly, on the store information page, we’d better set up a column of the DM’s basic information and photos, and provide the function of scoring and writing comments for the DMs, so that users can more clearly know the DM’s expertise area and better choose the right DM for their game. Thirdly, one of the participants suggested that there should be a clearer navigation bar at the top of the homepage to help users find all the information and functions of the website more quickly.