Add to Cart

Scenario #1: Forget password.

Task: Reset your password because you forgot your current password.

Goal of Usability Testing: Effective. Effectiveness is the completeness and accuracy with which users achieve specified goals.

Feedback: There's no forget password link or button. This can be very frustrating when you cannot recall your user credentials on a website that you're trying to log onto.

Scenario #2: Searching for a product.

Task: Imagine you are trying to search for a popular laptop model.

Goal of Usability Testing: Efficient. Efficiency can be described as the speed (with accuracy) at which users can complete the tasks for which they use the product.

Feedback: There should be a search bar at the top navigation bar like most e-commerce websites. This will help save time in checking for the products that a user is interested in.

Scenario #3: View product details.

Task: Imagine you were interested in one of the mobile phones featured in the slideshow.

Goal of Usability Testing: Easy to Learn. An interface that is easy to learn allows users to build on their knowledge without deliberate effort.

Feedback: The pictures in the slideshow of products should have a link to the product's page or a CTA button that lets the user understand what action they need to take to see more information about the product.

Scenario #4: Logged-in options.

Task: Imagine you want to set your shipping address.

Goal of Usability Testing: Accessibility.

Feedback: The logged-in interface should have a menu or link that displays options like My Profile and My Orders. The user should have the ability to update his personal information or check and see the status of his orders and make changes.

Scenario #5 Checking out the product.

Task: Imagine you want to see the bigger picture of the product you're considering ordering.

Goal of Usability Testing: Engaging.

Feedback: There must be some CTA button or link that allows the user to zoom in or view a bigger picture of the product's image. This allows the user to better appreciate the product that they want to buy.