

Ethnographic Observations

| | | |
|--------------|---|--|
| Activites | <p>The user was given three tasks:</p> <ol style="list-style-type: none"> 1. Login to www.dell.com 2. Search for and add 3 items to shopping cart 3. View cart and proceed to checkout (reach payment screen - user went further and tested out until submitting order). | <p>User: Atsushi</p> <p>Location: User's Home in Austin, TX</p> <p>Date: 11/05</p> <p>Duration: 40:04</p> |
| Environment | <p>Tested at user's home (living room couch) to make the user feel as comfortable as they can. Room was quiet, with no other people other than tester (myself) and user.</p> <p>I gave instructions to the user only if they could not proceed any further, or when they needed clarification on task.</p> | <p>Notes: Please view this hyperlink for raw notes and quotes</p> <p>Pain Points:</p> <p>User found it extremely frustrating and untrustworthy overall, due to:</p> <ul style="list-style-type: none"> - lack of prior knowledge about products |
| Interactions | User navigated to www.dell.com and proceeded to login, search for items, add items to cart, and reach payment options screens during checkout. | <ul style="list-style-type: none"> - Search bar not working - Unclear navigations |
| Objects | User used their own Macbook Pro (user work laptop). Used Chrome as their choice of browser. | <ul style="list-style-type: none"> - Not loading webpages - Image and category mismatch |
| Users | User of www.dell.com could be advanced or novice technology users. Users navigating through sites are looking for PCs, Laptops, VR, or gaming console technology for work and/or for home use. | <ul style="list-style-type: none"> - Too many CTAs on specific custom pages - Custom page being unclear and cluttered with text - Cart amount not responding |

| | | |
|--|--|---|
| | | <ul style="list-style-type: none">- Not easy for novice users- Not being able to know if users can go back due to unclear breadcrumbs (on cart, and other pages) |
|--|--|---|

Ethnographic Observations

| | | |
|--------------|--|---|
| Activites | <p>The user was given 3 tasks:</p> <ol style="list-style-type: none"> 1. Login to www.dell.com 2. Search for and add 3 items to shopping cart 3. View cart and proceed to checkout (reach payment screen) | <p>User: Timothy</p> <p>Location: User's workplace</p> <p>Date: 11/06/2019</p> <p>Duration: 13:29</p> <p>Notes: Please view attached Usability Test Notes</p> <p>Pain Points:</p> <ul style="list-style-type: none"> • User repeatedly commented on slow loading due to WIFI being used • User does not like cluttered sites like Amazon's layout |
| Environement | <p>School classroom at student table. User test was conducted during teacher's conference period. Room was fairly quiet with the exception of custodians in the background working and talking the first half of the test.</p> <p>Test was conducted at a student table. Table was clean and only had a keyboard, mouse, and digital tablet on it.</p> <p>I gave instructions to the user and assisted only if user could not proceed further.</p> | |
| Interactions | User navigated to www.dell.com and proceeded to login, search for items, add items to cart, and reach payment options screen during checkout. | |
| Objects | A student iMac, keyboard, and mouse were used for testing. Apple Safari was the browser of choice. | |
| Users | Users of ww.dell.com could be advanced or novice technology users. Users navigating through site are looking for PC, laptops, VR, or gaming console technology for work or home use. | |

Ethnographic Observations

| | | |
|--------------|--|--|
| Activites | <p>The user was given 3 tasks:</p> <ol style="list-style-type: none"> 1. Login to www.dell.com 2. Search for and add 3 items to shopping cart 3. View cart and proceed to checkout (reach payment screen) | <p>User: Mike</p> <p>Location: User's workplace</p> <p>Date: 11/05/2019</p> <p>Duration: 17:37</p> <p>Notes: Please view attached Usability Test Notes</p> <p>Pain Points:</p> <ul style="list-style-type: none"> • User was confused by ADD TO CART button taking them to two different pages and different times while shopping • User felt that customizing list was lengthy • Would like to see add-ons while in cart instead of "in front of face" • Once in customize screen it was not obvious to the user WHAT can be customized • Would like to have a clear delineation between items like a large # or larger border between items • Doesn't like seeing remaining steps in purchase process • Network issues causing timeouts • NO clear instructions on what to do next |
| Environement | <p>School classroom at teacher desk. User test was conducted after school while students were out. Room was fairly quiet. The only people in the room was me and the tester.</p> <p>Test was conducted at user's desk. Desk had papers, pens, pencils, keyboard, and mouse on top. User was relaxed.</p> <p>I gave instructions to the user and assisted only if user could not proceed further.</p> | |
| Interactions | User navigated to www.dell.com and proceeded to login, search for items, add items to cart, and reach payment options screen during checkout. | |
| Objects | User's work laptop and mouse was used for testing. Google Chrome was the browser of choice. | |
| Users | Users of ww.dell.com could be advanced or novice technology users. Users navigating through site are looking for PC, laptops, VR, or gaming console technology for work or home use. | |

Ethnographic Observations

| | | |
|---------------|---|---|
| Activites | <p>The user was given 3 tasks:</p> <ol style="list-style-type: none"> 1. Login to www.dell.com 2. Search for and add 3 items to shopping cart 3. View cart and proceed to checkout (reach payment screen) | <p>User: Daniel</p> <p>Location: User's workplace</p> <p>Date: 11/05/2019</p> |
| Environnement | <p>School classroom at student desk. User test was conducted after school while students were out. Room was fairly quiet. The only people in the room was me and the tester.</p> <p>Test was conducted at a student's desk. Desk was clear of papers and clean. User was relaxed but had to be somewhere after school so we were on a time limit.</p> <p>I gave instructions to the user and assisted only if user could not proceed further.</p> | <p>Duration: 17:43</p> <p>Notes: Please view attached Usability Test Notes</p> <p>Pain Points:</p> <ul style="list-style-type: none"> • User did not like the small dots he had to click to navigate through product picture carousel • User was frustrated with Overview, Tech Specs tabs: "There's so little 'Overview' I don't need to click there to see that." • Pictures pop-out to user but overview info does not • User is confused about how which customization is included and which can be added is laid out in different order (left vs right) for Alienware PC • No "added to cart" confirmation shown • User felt that adding item to cart should go directly to cart and then in cart recommendations should be shown, "don't FORCE me go to that page. That I don't need. That seems like you want more of my money." |
| Interactions | User navigated to www.dell.com and proceeded to login, search for items, add items to cart, and reach payment options screen during checkout. | |
| Objects | My MacBook Pro was used during the test with the user using the trackpad to navigate. Google Chrome was the browser of choice. | |
| Users | Users of ww.dell.com could be advanced or novice technology users. Users navigating through site are looking for PC, laptops, VR, or gaming console technology for work or home use. | |