Vegetable Gardens HCI User Tests

VegetableGardens

Is a marketplace of Vegetable Gardens products grown by your neighbors

The goal is to create a channel between people growing their own Vegetable Gardens and their neighbors interested in eating local and tasty Vegetable Products.

The tests

The project has two very different user profiles:

- **The producer**: the neighbor that grows his own Vegetable Garden.
- **The consumer**: the neighbor interested in buying local and tasty Vegetable Products.

(I'll mark in red where I have found a problem)

The producer

Test 1: Catalina

History

Catalina is a 52 years old woman, independent, she works as administrative.

She has not very agile skills with Internet applications.

She is growing a small vegetable garden by her own and she could be a possible user of the Vegetable Gardens project as a producer.

Environment

I'm explain very summarize what the project is about, I prepare her a cup of tea, she doesn't drink coffee, and start with the test stories.

Story 1: Create a profile

1. Visit the home page

I see her looking around the page, she is very interested in the "How it works" paragraph under the search map.

2. Find the interactive element that takes you to starting the process of creating a new

Vegetable Garden

She doesn't realize there is a super button top-right with the label "I have a Vegetable Garden", she goes to the creation profile process through the small link "register form" into the "How it works" paragraph.

3. Fill the information required

She doesn't find any difficulty to understand and fill the form.

4. Fill the "products for next week section"

The concept of "products for next week" is confusing for her, after an explanation she understand but suggest to describe the concept with a graphic showing a calendar and explaining what "next week" means.

She says that not everything can be expressed in units. For example "beans".

5. Logout

She does not realize there is a new menu bar called "Admin section" with a "Logout" option. She proposes to add an "X" icon due she is used to see the logout like this.

Story 2: Manipulate order

1. Visit the home page

Not any comment in this step

2. Find the login page

She is again lost. She is expecting to see a two-fields-form with the common "email/ password" fields.

She confess she is used to use only one internet application and this is the way she logs in every time she uses this page.

After a while I show her that she has to click in the button "I have a Vegetable Garden"

3. Fill the login form

The login form is understandable for her and she doesn't find any issue.

But once she is into the admin page, she miss a concrete signal that she has been logged in. Something like "Hello Catalina, welcome again". She says this kind of message is very clear that the system recognizes her without confusion.

4. Find where your orders are listed

After a while she start understanding that what she is looking is a list of orders and that she can obtain more detailed information if she clicks in the "See" link.

5. Detect which orders require your attention

Even that she doesn't understand very clear what the "State" column means, she understand the "exclamation marks" so she understand that these are the order those require her attention.

6. Complete an order (change it to *Ready*) informing to the User

She miss a "U" label in the quantity field to leave clear that we are talking of units.

She is not comfortable with the "Ready" state naming. She thinks an order is "Ready" when its story has concluded, this is when it has been deliberated. She propose to use the naming "Ready for Delivery".

7. Logout
> Now she has not any problem in finding the "Logout" link.

Test 2: Tony

History

Tony is a 46 years old man, married with 3 children.

He is also not agile with internet applications, actually he is not very internet friendly, but he is very interested in the project so he will try to use it.

He is growing a medium vegetable garden with a friend. He is actually selling his products to his neighbors, including me. He is using a not "detailed" system, instead of offering that the clients to choose what they want he just come over once a week with a box of the available vegetables and you take all of them as a pack.

He is absolutely a possible target of the Vegetable Gardens project as a producer.

Environment

I'm explain very summarize what the project is about, I am in his house, and we start a very deep conversation about the possible real users of this application.

Story 1: Create a profile

1. Visit the home page
> As well as Catalina, he is looking around the page, and he stops in the "How it works" and read it all.

2. Find the interactive element that takes you to starting the process of creating a new Vegetable Garden
> He is lost, even if he has read the "How it works" paragraph where there is a very clear "register form" link, he is looking in the "footer" of the prototype where there is a lot of non-working links. He finally clicks in the "How to register your Vegetable Garden" link which is in the footer and it doesn't work. Still is good choice.
>
> I redirect him manually to the "register form" page.

3. Fill the information required
> The first field confuses him "Choose a name for your Garden", he was more interested in more important information, like "name of the owner", "how to contact". And the "town" where the garden is, actually I also think the localization of the garden should has a very special place in this form.
>
> I explain him that this information is requested below.
>
> After he has looked to the whole form, he feels more comfortable.

He misses a field for insert an external URL, in case your garden already has a website, as his one has.

He also will enjoy to have a field where he can say that its garden production in "biological".

4. Fill the "products for next week section"

This concept is completely new for him, due he is used to use the "pack" system. Still he is able to understand it, but he also request a graphical explanation of what the "next week" means.

He is confused with the prices of each product, and he doesn't understand he can modify them.

5. Logout

He doesn't find any problem to find the "Logout" link.

Story 2: Manipulate order

1. Visit the home page

Not any comment in this step

2. Find the login page

He finds very quick the button "I have a Vegetable Garden"

3. Fill the login form

He understands what he is requested to do to login into the page.

4. Find where your orders are listed

He understands he is looking to a list of orders, he doesn't understand completely what all this information is about, but he understands that clicking in the "See" link can obtain more info about the orders.

5. Detect which orders require your attention

He thinks that the "state" field is the most important here so it should be in one of the first columns.

6. Complete an order (change it to *Ready*) informing to the User

He understand what changing an order state means, but he thinks only two states are needed: "Pending", "Delivered", due is not possible to having an order in state "Ready for delivery" because the products can not be out of the plant for more than 1 day before delivery, so taking the products out of the plant and delivery them should be one action.

After a small thought about this, he thinks an intermediate state could be interesting but meaning the moment the producer sees the order and "Confirm" it. In this moment the consumer is informed with an email, and the producer should be requested to call to the consumer to make an appointment.

7. Logout

No problem here.

The consumer

History

Cecilia is a 36 years old woman, independent, she works in the design and theater environment.

She has very agile skills with Internet applications.

She is vegetarian and also very concern with eating natural and healthy products. She is a good user for the consumer profile.

Environment

I'm explain very summarize what the project is about, I prepare her a cup of tea, she doesn't drink coffee, and start with the test stories.

Story 3: Search Vegetable Gardens

1. Visit the home page

She is clicking everywhere very quick, when I have realized she is already watching the video in the "How it works" section.

2. Search for a Vegetable Garden close to your town

She understand very quick how to use the search system.

3. Find more information of one of the ones in the results

No problem, she clicks in the "name" of one of the gardens.

4. Do you feel comfortable buying products here?

She likes the presentation of the garden.

5. Go back to the home page

She uses the "Back" button.

Story 4: Complete an order

1. Go to a Vegetable Garden info page

She finds very quick how to access to the info page of a garden.

2. Buy 3 eggplants, 2 carrots and 1 garlic (*the garlic is not possible to buy due is Sold Out*)

She understand the meaning of "Sold out". She understand the interface.

3. Say you want the order to be delivered to your home

She find how to do it. But is confused because the system is not asking for her address.

4. Confirm and Go to the next step (*What he things is gonna find in the next step?*)

The name of the button is confusing, she prefers something like "Buy".

5. Check the order info page

She checks it.

6. Fill the info needed and finish the order
She fills the address and confirm.

She miss a check or something to ask the system to remember her address.

9. *What do you think is gonna happen next?*
She has not clear what should happen now, the page should says she she has to wait for the consumer call.

She also prefers to pay online.

Test 3: Ares

History
Ares is a 32 years old woman, independent, she works in Berlin.

She has very agile skills with Internet applications.

She likes to eat, she eats everything, she is very interested in the project.

Environment
I'm explain very summarize what the project is about, I prepare her a cup of coffee.

Story 3: Search Vegetable Gardens
1. Visit the home page
The button "I have a Vegetable Garden" make she confuse. She miss another button telling "Buy in a Vegetable Garden".

2. Search for a Vegetable Garden close to your town
She understand very quick how to use the search system. But she doesn't understand that there are more results than the ones that are visible (you have to make scroll to see the rest). She thinks one solution to this is to say the number of results somewhere.

She also miss a link to return, from a Vegetable Garden info page, to the search result again.

3. Find more information of one of the ones in the results
No problem, she clicks in the "name" of one of the gardens.

4. Do you feel comfortable buying products here?
She likes the presentation of the garden.

5. Go back to the home page
She uses the "Back" button.

Story 4: Complete an order
1. Go to a Vegetable Garden info page

She finds very quick how to access to the info page of a garden.

2. Buy 3 eggplants, 2 carrots and 1 garlic (*the garlic is not possible to buy due is Sold Out*)

She understand the meaning of "Sold out". She understand the interface.

3. Say you want the order to be delivered to your home

She find how to do it. She also feels confused because nobody has asked her for her address.. she thinks is better to ask for a registration up-front, I disagree with this.

4. Confirm and Go to the next step (*What he things is gonna find in the next step?*)

Everything correct.

5. Check the order info page

She checks it.

6. Fill the info needed and finish the order

She fills the address and confirm.

9. What do you think is gonna happen next?

She miss a detailed info of the garden where she has just bought.

The conclusions

In the consumer profile I don't see any deal-breaker issue, but in the producer one I see several difficulties that we should try solve.

The home

The "How it works" is very clear for anyone that has consulted it, and it is very simple so I would put it up in the page.

I would divide the rest of the page very clear for "consumer" and for "producer" so each one should now which section is for him.

The producer

The Vegetable Garden registration form

Put the "info" section in the top, and add new fields:
- External URL
- Location town of the garden
- Biological production

The "next week products"

Explain very clear and with graphics what the "next week" means. With graphics like for children.
Making clear that the price of each product is up to the producer, and that he can modify it as he wants. Starting for initializing every price to "0.00€" and making a blink to call the attention. Not

allowing to left the price as "0.00€".

Make clear which products are by "units" and which are by "portions". A information box should be visible if the producer clicks in one "product" icon.

The Admin Bar

Should be more clear, even the whole page should change if you are in an Admin section.

Once you are logged the system should inform you with a very clear message "Hello owner of the garden, now you are in your Admin section"

All the info bars in every admin section should be more clear, with a yellow background-color.

My orders page

The "State" column should be the second one after "Date".

The states will be:
- Pending
- Confirmed
- Delivered

The option "Inform to the User" is not needed and once the order has been confirmed the User will be informed.

In the top of every order info page should be a message of what you have to do next. Like "Now you have to contact with the consumer to make an appointment for the delivery".

The consumer

Making an order

The quantity should have a "U" if the product is by units or "P" if is by portion. This has to be explained.

The consumer info should be filled in the same order page, not in the confirmation page.

The address should be filled in the "Delivery" section, and only requested if you ask for home delivery.

The confirm page is completely static and if you want to change something you have to click in the link "Change some data".

After confirm the order the system should sent you an email, and also tell to you that now "The producer will contact you". Also in this page should be a very detailed info of the garden and how to contact its owner if you want.

The label buttons should be more explicit: "Buy" and "Confirm" and not as long as now.