Usability Metrics

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1   Introduction

For our tests, we chose the world of online shopping. For our three metrics, we chose learnability, efficiency, and satisfaction. For our shopping websites, we chose Amazon, eBay, and Shopzilla. For out three tasks, we chose:

1. Buying a product: a USB stick (test subject was told to find a USB stick they would personally buy)

2. Profile change: adding and deleting a credit card number

3. Narrowing a product down simply by using the navigation provided: Nokia Lumia 920

Some things to keep in mind for out tests:

- We assume that all testers have signed in

- For shopping websites eBay and Shopzilla, efficiency times are up until they reach checkout

- Test #2 is omitted for Shopzilla (will be evaluated)

- For Test #2 on Paypal, test modified to use Paypal as a guest (same as using a credit card)

- Satisfaction is based on a 1-10 scale