Pipe Down Records Website Usability Testing:

The users were directed to log into the Pipe Down Records website and take a look around. They both browsed the site at their convenience for a few minutes and observed the different pages.

Test 1: User 1 is not as computer savvy as User 2, so they spent a few more minutes looking through the webpages and didn’t see that you could choose multiple artists on the artist’s navigation right away. User 1 happens to be a big fan of the featured artist I chose, so she spent a few minutes there looking at their picture.

Test 2: User 2 was more computer savvy and was quick to navigate through the links and liked the basic color scheme that I used. Both users started navigating from left to right on the navigation links.

Task 1: Print out the coupon for the featured artist

Test 1: User 1 needed some help figuring out how to print from the browser. Once I helped her, she was able to print the coupon successfully.

Test 2: User 2 could easily print the coupon page as requested.

Task 2: How would you contact the creator of the website?

Both users didn’t realize they could click on my name in the footer to generate an email directly to me, the website creator. Once I explained this to them, they understood what that hyperlink was for and made it easier.

Findings:

I found that both users navigated the site from left to right when using the navigation links and didn’t return to the home page to continue navigation. They spent time reading through the documentation of each artist and were both interested in any deals (such as the coupon) that were offered. Neither had any suggestions for improving the site.