Assignment 8: Usability Analysis for Luxe Pet

*The Product*

Th product under test is a website that connects pet owners to local small businesses which sells unique lifestyle products. The website also offers pet-friendly location recommendations to local owners in hope to deepen their overall pet ownership experience.

*Test Objectives and Goal*

The test is conducted to understand if the website can trigger pet owners’ desire to enrich their pet’s life through browsing unique products. The test also serves to understand the target audience’s behavior and preferences while navigating through the website and performing assigned tasks. The major goal for this test is to identifying problems in the design of the product and service and to uncover opportunities to improve.

*Test Tasks:*

|  |  |
| --- | --- |
| Task 1 | You're planning to order a personalized cake for your dog's first birthday party. Compare and decide on a store that offers such service. |
| Task 2 | You want to stay at a hotel with your pet for Christmas holidays. Find relevant information and recommendations. Make a booking. |
| Task 3 | Your pet is growing out of his/her harness. Find a trusted store that can help you with this problem. |
| Task 4 | You bought a product from a recommended store and wanted to show your appreciation. Find a way to do that. |
| Task 5 | You want exclusive membership deals. What do you do? |

*Tasks Response Time*:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Task 1 | Task 2 | Task 3 | Task 4 | Task 5 |
| Participant 1 | 27 s | 20 s | 18 s | 12 s | 5 s |
| Participant 2 | 14 s | 22 s | 8 s | 14 s | 2 s |
| Participant 3 | 25 s | 21 s | 10 s | 24 s | 4 s |
| Participant 4 | 8 s | 28 s | 9 s | 18 s | 7 s |
| Participant 5 | 28 s | 12 s | 8 s | 21 s | 14 s |
| **Avg. Time** | **20.4 s** | **20.6 s** | **10.6 s** | **17.8 s** | **6.4 s** |

The average time of performing a task is 15 s. This suggests that the intuitive design of Luxe Pet is straightforward is easy to navigate through. The flow of information is logical and the labels are self-explanatory. The ease of learning how to operate this site is also quick and efficient. The error rate for respective tasks are low (maximum 1 error made by a participant) and participants could easily correct their mistake and recover from error right away. More detailed information on respective error when performing tasks can be found in the next section.

*Error Rate*

Participant 1: When asked to go back to ‘homepage’, participant 1 was slightly confused as to which page was the homepage. She looked through every tab on the navigation bar and was uncertain whether to click the logo or not. She finally clicked the logo to direct back to the homepage. Even though going back to homepage was not an assigned task, it is interesting to see the unexpected challenge presented.

Participant 2: When asked to locate ‘hotel recommendations’, participant 2 clicked ‘Discover’ instead of ‘Experience’ as she associated the word ‘discover’ with ‘search’ which is where she thought she would be able to complete the task. She then saw experience and completed the task swiftly.

Participant 3: When asked to ‘show appreciation for a store’, participant 3 clicked on the ‘Contact us’ initially thinking she could comment there. She eventually navigated back to the store page and found ‘leave a review’.

Participant 4: There was no error in task assigned.

Participant 5: When asked to write a review, the participant clicked on the ‘experience’ tab initially as she wanted to leave a comment after a positive ‘experience’.

*Satisfaction Rate*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Participant 1 | Participant 2 | Participant 3 | Participant 4 | Participant 5 |
| 9/10 | 9/10 | 9/10 | 8/10 | 8/10 |

Overall, all 5 participants mentioned that the website was easy to navigate and the information/content was presented in a clear manner. One participant particularly liked the ‘browse our favourite’ section on the homepage. She thought seeing photos of products when entering the website was a nice and subtle marketing strategy. She believe that this can stimulate user needs that were not identified before entering the website:

Participant 3: If I came in for a different purpose I will see ‘our favourites’ and add

purchases because this is probably what everyone else is getting!

Another participant liked the way information was categorized and thought it would be useful to locate stores that sells the products she is looking for. She thought products were clearly identified and labelled which makes this website so easy to use even as a new user. Furthermore, one participant really appreciated the ‘Experience’ tap as she thought this feature is missing in a lot on other websites. The average satisfaction rating is 8.6 when asked about the flow, the content and the big idea of the website. Participants seemed excited to potentially use this website in the future. Another feature that 3 participants mentioned while performing the tasks was reading reviews when clicked into a store page. It is interesting to note that customer reviews are useful to add credibility to a store and is essential for pet owners as well as pet shops to provide.

*Suggestions for Future Development*

At the post-test interview, I have asked participants to provide feedback on the website such as any additional features they would like to see in the future. 2 participants thought adding a search bar might be useful if users have a specific product they are looking for and wanted a quicker way to find it. Adding the ‘heart’ feature which can help users bookmark stores they like so they can go back to it in the future and make repeat purchases was also another feature suggested by 2 different participants. This feature is largely associated with having a user profile which needs to be addressed in later development. As for content, one participant suggested adding a section that advertise pet shelters in Hong Kong to raise awareness for pet adoption. She thought users that potentially uses this website are huge animal lovers that are willing to spend money to spoil their pet which is the perfect candidate for a pet adopter. Another participant suggested to create a section where pet owners can share their stories and exchange experiences as a pet owner. She thought building such a community in Hong Kong might be useful and encourage users to revisit the website. One participant suggested to incorporate shops in the ‘discover’ page to the ‘experience’ page. For example, when looking at hotels to visit for a staycation, perhaps the website can suggest stores that sells related products that can enhance the hotel experience (e.g. Matching pajamas for the pet and owner). This feature will be able to trigger user needs that was previously not identified. Another potential development might be introducing the ‘Experience’ tab in the landing page without having users to look through the navigation bar. Perhaps adding phrases like ‘Looking for things to do this weekend? Click here!’ can directly take users to the ‘Experience’ page to generate user engagement. One last suggestion was to offer deals that is not necessarily for members only so users will not think there is a catch when registering for an account.

FIGMA: <https://www.figma.com/file/Clr9YUGknnM1ZPaNE6FhTP/LuxePet-WEB?node-id=0%3A1>

**Other Information: Assignment 7 comments answered**

Q1. How do you know if the users are interested in purchasing certain items?

To answer this issue, I have added the feature “Browse our favorites” in the landing page for visual stimulation. The goal is to trigger user needs and desire that was not present before entering the website. I believe that most owners already have the basic items for their pet, therefore it is important to help users realize what they do not know they needed through presented content. Made to order products are unique and personalized which is an attractive offer so ‘my dog doesn’t look like every other dog’ as said by one of the participants who took the usability test.

Q3. What do shop owners want to see?

I have chatted with a lady that makes and sells air dried chicken breast made for pets to her friends (she was recommended by my friend). Her current way of advertising is WOM as this is her hobby as an animal lover. She said she wouldn’t mind seeing her product being advertised on this website as she loves animals and has a lot of free time. What she would love to see if she were to get featured was seeing her products used and loved by customers. She thought this will act as an incentive for her to continue this hobby/business. This is why I made sure to provide ‘add a review’ for both the shop keeper and customer to read. I also added a section for shop keepers to provide photos of their products. These photos can be taken by customers showing their pet enjoying the shop’s product. I think visual and textual exchange of information between the shop and its customer would be useful especially for small business that is always looking for opportunities to grow their business. I also added a ‘contact us’ page for shops that want to collaborate to reach out.

Q3. Business case with other revenue potentials?

I think that besides providing information on small businesses in the ‘discover’ page. I can incorporate marketing efforts in the ‘experience’ page as well. For example:

* Newest pet-friendly café promotion through articles (advertising cost from that café)
* Pet theme park entrance discount i.e. 10% off with discount code (motivation for people to sign up to get discount)
* Events promotions (e.g. The pulse pet markets)