



UX Final Report

www.henrys.com



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EXECUTIVE SUMMARY

The executive summary of the **Usability Test Final Report** is a high-level overview of the test conducted for www.henry's.com by the FLAWLESS team, providing enough information to adequately describe the methodology used and the results discovered. It describes the purpose of the usability test, which is to measure its performance to the benchmarks established. Heuristic Evaluation conducted by the Team FLAWLESS based on Peter Morville's Honeycomb Model of evaluation which was assumed to be the best suitable Evaluation of the Website. The key information about the test logistics, the details of the test and the test results as follows.

This Final report describes the methodology, findings, recommendations, test scenarios, proper validations and conclusions of the Heuristic Evaluation, UX Personas used and Usability test plan that was conducted for the **HENRY'S** Website.

Major Positive Findings of the website HENRY'S.COM

Our context of research the Henry's Website of Heuristic evaluation with Peter Morville's HoneyComb Model confronts to a positive appeal of user experience with following characteristics.

- ❖ **Useful** - The website is definitely worth a visit with large variety of photographs, videos and related technology-based products to buy Henry's make life simple to those who want to capture.
- ❖ **Desirable** - The visual aesthetics of the website HENRY'S are attractive and easy to translate making a difference. With the Design being minimal and to the point.
- ❖ **Accessible** - The website HENRY'S is designed so that even users with a disability can have the same user experience as others.

Major Negative Findings of the website HENRY'S.COM

- ❖ **Findable** - The navigational structure here in the HENRY'S website is not set up in a way that makes sense. The key metrics here is that the user was not able to successfully find the product or piece of information.
- ❖ **Usable**
 - The ease of use of the website is very important, the HENRY'S website has many loopholes with regards to this.
 - The User cannot continue shopping after placing items in the cart, the user has to return to the home page and cannot start shopping from the point he stopped.

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1. INTRODUCTION

This document outlines the final report for conducting a usability test on website **HENRY'S**, a specialty ecommerce website. Henry's is one of the most leading and renowned camera and video technology-based unit in Canada. It sells a wide variety camera with latest equipment, accessories, photo printing and many other services. The company is now headed by Gillian Stein -CEO, daughter of Andrew since 2015.

According to sources, the current website of **HENRY'S** has been deployed in 2015. The website has been expanded to explore wide range of equipment that include camera, videos, lenses, professional gear, drones, lighting and studio equipment, camera accessories, printers, binoculars as well as user gear.

To discover valuable insights directly from users themselves, our team **FLAWLESS** performed **Heuristic Evaluation**, **created UX Personas with their surveys** followed by **the Usability test** of the website **HENRY'S**. We have utilized the user testing Fanshawe labs to record audio, video and screen activity during our user testing. We then evaluated the quantitative and qualitative data the tests provided and drew out high and low points concerning the interface usability. Our evidence clearly highlights usability issues with the website **HENRY'S**, and we offer recommendations with mockups to resolve the problems we found.

The **Usability test plan** tests will answer questions as in How can we improve the experience with an existing website and its service for the website **HENRY'S**? This test performed will help us understand what direction might make the most sense for updates to existing products, whether it's ease of use, simpler navigation, etc. for the Website **HENRY'S** by the team **FLAWLESS**.

The final Usability report outlines includes **Heuristic Evaluation report**, **Personas and Memo**, **Test Plan**, **Screening questionnaire for each participant**, **Post task and Post-test questionnaire for each participant**, **Product reaction cards selected by each participant**, **moderator observer technician scripts for checklists**.

2. TEST PLAN AND PROCEDURES

The usability heuristics according to the evaluation of Peter Morville states that the usability testing can be conducted on the below mentioned criteria.

1. Useful
2. Usable
3. Desirable
4. Findable
5. Accessible
6. Credible
7. Valuable.

There are many different approaches as to conduct the usability testing. But, these 7 heuristics determine a lot about the product. As the product we are testing is website, the heuristics as mentioned by Peter Morville were naturally relevant. Thus, led to the evolution of the honeycomb usability testing methodology. The testing methodology included a series of scenarios which led to including many possibilities to conduct the usability approach.

For our testing sessions we included a group of participants to be a part of our testing process.

Stage 1:

We navigated through the website and insisted people well-known to us to review the website. This lot included the professional and non-professional group. We personally went through the website to check for interesting and depressing things about the website.

Stage 2:

We took this to next level by introducing the website to the outsiders by selecting random participants to evaluate the website. We just received random feedback

Stage 3:

We conducted the heuristic Evaluation Approach to find out what best suits the Product

Stage 4:

We selected our wide range of personas to conduct the usability test. We included a sample test, Actual test for an entire day, set of questionnaires and Monitored their approach.

Stage 5:

Conducted usability on two targeted personas.

Stage 6:

Generated usability reports based on all our findings.

3. USER TEST PARTICIPANTS

Our team has made an effort to recruit 4 participants based on Persona profile for **HENRY'S** website. All the participants were recruited from the age 22 to 35 years old.

Persona description for **HENRY'S** website is available in **UX Personas & Memo** report which is included in **Appendix - B**

We have selected our participants based on below scenarios:

- A.** Are comfortable using the internet
- B.** Are interested in photography and purchasing Cameras
- C.** Use the internet to find and purchase the Cameras somewhat/often

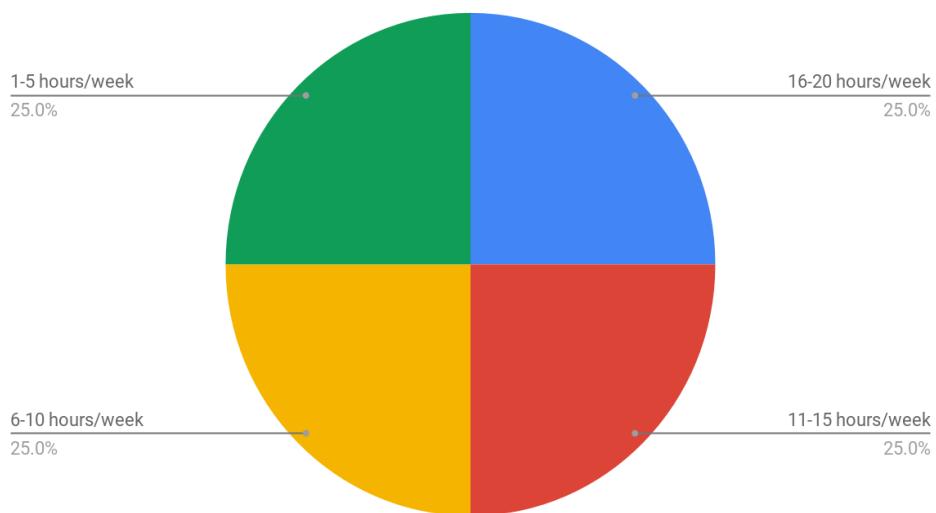
Most participants for Usability test were comfortable with using Internet and also they had somewhat experience with using different eCommerce website.

Participants	Gender	Age	Title	Internet Experience	Shopped on Internet before?	Familiar with HENRY'S website?
1	Male	24	Software Tester	Advanced 20 hours/week shopping & day to day work	Yes	Yes
2	Female	35	Teacher	Experienced 10-12 hours/week email & social media	No	No
3	Male	52	Retired	Intermediate 2-3 hours/week news and email	Yes	No
4	Male	32	Clerk	Somewhat Experienced 6-8 hours/week email and browsing	No	No

Table 3.1 Participants Summary Table

3.1 Participant Data Summary

We had recruited both male and female test participants for conducting usability test. From the data gathered, we discovered that all our participants were educated and professionally they represented a wide array of careers. All the test participants are familiar with Internet usage. Below chart describes the weekly internet usage of our test participant

Weekly Internet Usage**Chart 3.1: Weekly Internet Usage of participants**

Our test data also shade some light on participants preferences for using eCommerce website. We came to know that participants use eCommerce website for gathering the information about products, price comparison and purchasing the product.

4. TASK/ SCENARIOS

Participants were given specific tasks to test the **HENRY'S** website. This task were created on the basis of user's interaction with eCommerce website. First, participants were given a easy task to perform and then gradually the difficult task were assigned.

Based on the team's understanding we have included following tasks in our Usability test.

- **Task 1:** Visit Home page and other sections of website.
- **Task 2:** Create new account
- **Task 3:** Find the list of store locations

- **Task 4:** Search for that particular Camera and add it to favorite
- **Task 5:** Search for the particular Drone and perform add to cart
- **Task 6:** Search for customer service section
- **Task 7:** Write a review for particular product

With each task, a specific scenario was also given to test participants so that they can easily perform the given task. These scenarios were short stories which helped test participants to perform the task.

Report includes total 7 tasks and it covers the basic user interaction with **HENRY'S** website

The detailed task/ scenarios are included in **Usability Test Plan** which is included in **Appendix - C**

4.1 Success Criteria

Team Flawless has defined below criteria for success.

Definition of success rate	
Success	<ul style="list-style-type: none"> ● Participants completed the task with no or little observation ● Participants found the correct information quickly without any assistance
Not Successful	<ul style="list-style-type: none"> ● Participants showed a great deal of confusion ● Participants needed help to complete the task ● Participants were not able to complete the task or gave up on task or thought that they had completed the task ● Participants took more time which was allocated for each task

5. FINDINGS: <https://www.henrys.com/>

In the following section Team Flawless has detailed top findings and quotes from the user for **HENRY'S** website. The symbols below are used to rate each usability finding in terms of its importance or impact to the usability of the web site.

5.1 SEVERITY RATING CODES



Good. This approach is recommended.



Good Idea. A suggestion from a test participant that could lead to a significant improvement to the site.



Minor Issue. Caused test participant to wait for a few seconds



Major Issue. Delayed test participants in their use of the website for 1 to 5 minutes, but eventually they were able to continue.



Critical Issue. User will experience noticeable delay or frustration, may not be able to complete the task

5.2 HOME PAGE

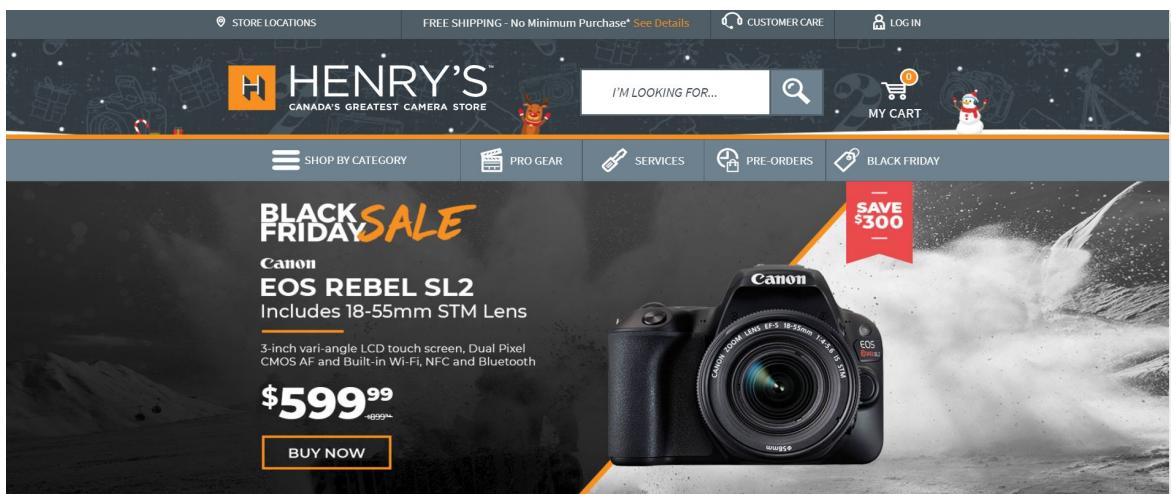


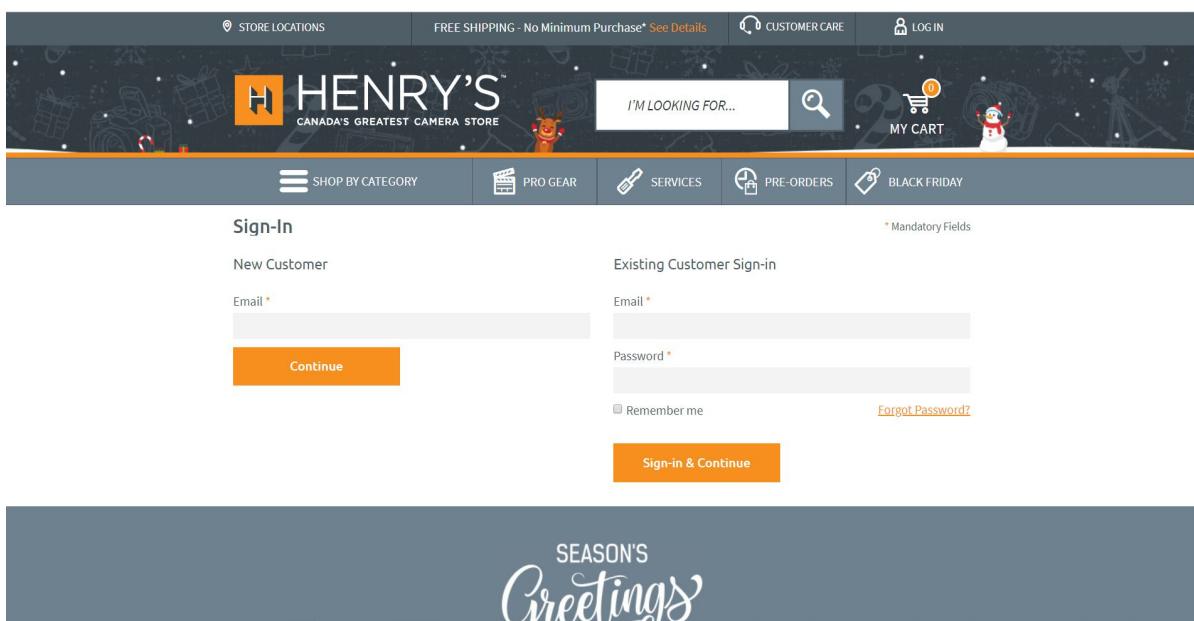
Figure 5.2: Home Page



Most of the participant felt that Home page design is really very good. Participants felt that it gave clear idea about what this site is all about and different sections of the site. The titles and headers are large enough that it captures the user's attention.



5.3 Create new Account

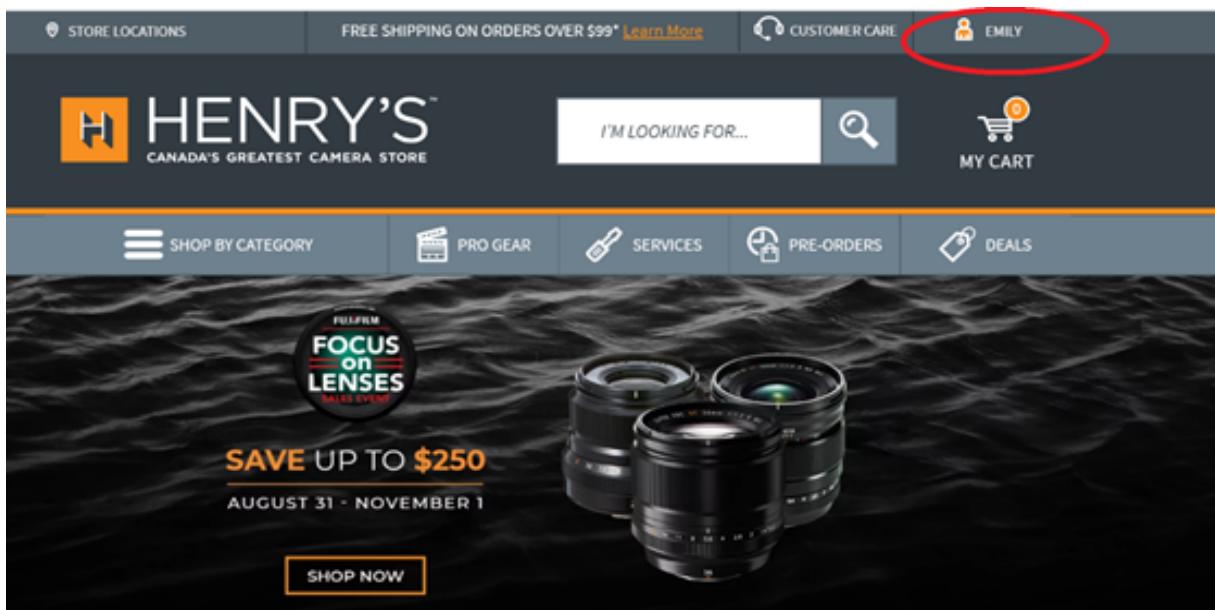


The screenshot shows the HENRY'S website's sign-in page. At the top, there are links for 'STORE LOCATIONS', 'FREE SHIPPING - No Minimum Purchase* See Details', 'CUSTOMER CARE', and 'LOG IN'. Below the header is the HENRY'S logo and a search bar with the placeholder 'I'M LOOKING FOR...'. To the right of the search bar is a shopping cart icon with '0' items and a 'MY CART' link. The main navigation menu includes 'SHOP BY CATEGORY', 'PRO GEAR', 'SERVICES', 'PRE-ORDERS', and 'BLACK FRIDAY'. A 'Sign-In' section is displayed, divided into 'New Customer' and 'Existing Customer Sign-in'. Both sections require an 'Email *'. The 'Existing Customer Sign-in' section also includes a 'Password *' field, a 'Remember me' checkbox, and a 'Forgot Password?' link. An orange 'Continue' button is located under the 'New Customer' section, and an orange 'Sign-in & Continue' button is under the 'Existing Customer Sign-in' section. A note at the top right indicates that 'Email *' and 'Password *' are mandatory fields. A large 'SEASON'S Greetings' banner is prominently displayed across the middle of the page.

Figure 5.3 Create Account

- ! For creating a new account, it is written that “Sign-In” which confused our all the participants. It should be written as “Sign Up” or “Create Account”

5.4 Logout



The screenshot shows the HENRY'S website's profile page. The top navigation bar includes 'STORE LOCATIONS', 'FREE SHIPPING ON ORDERS OVER \$99* Learn More', 'CUSTOMER CARE', and a user profile section labeled 'EMILY' with a circled red arrow pointing to it. Below the header is the HENRY'S logo and a search bar with the placeholder 'I'M LOOKING FOR...'. To the right of the search bar is a shopping cart icon with '0' items and a 'MY CART' link. The main navigation menu includes 'SHOP BY CATEGORY', 'PRO GEAR', 'SERVICES', 'PRE-ORDERS', and 'DEALS'. A promotional banner for 'FUJIFILM FOCUS on LENSES SALE EVENT' is visible, featuring a 'SAVE UP TO \$250' offer from 'AUGUST 31 - NOVEMBER 1'. A 'SHOP NOW' button is located below the banner. The background of the page features a dark, textured image of several camera lenses.

Figure 5.4 Logout option

- 💡 Once the user Logins in the HENRY'S website, he is not able to logout of the website until he goes to the profile page which is an ambiguous way of logout. So, test

participant suggested that logout should be a part of dropdown menu when user clicks on profile name.

5.5 Continue Shopping button

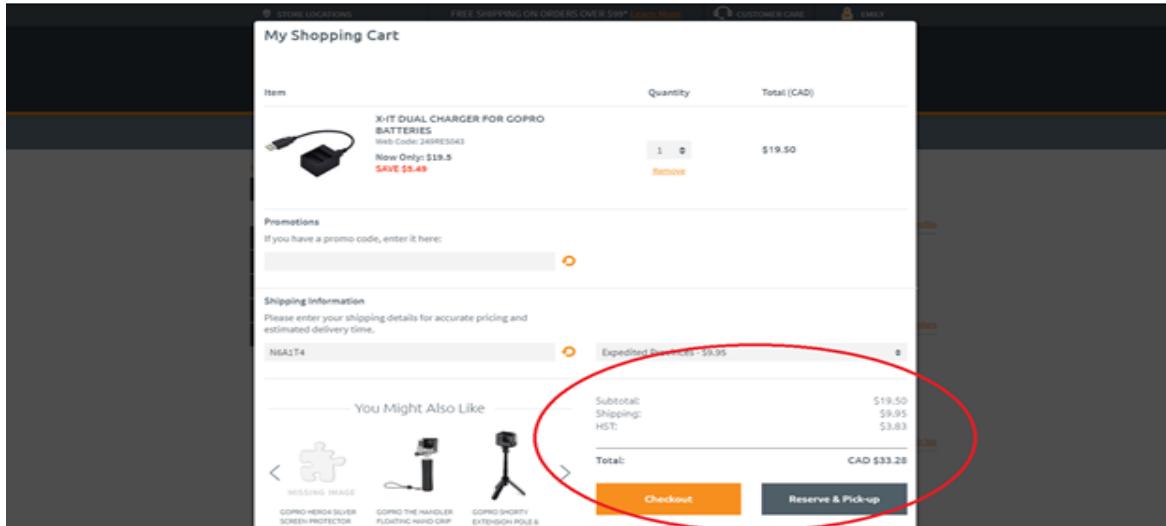


Figure 5.5 Continue Shopping button



The User cannot continue shopping from the point he left after placing items in the cart , user is forced to return to the homepage.

5.6 Close Button

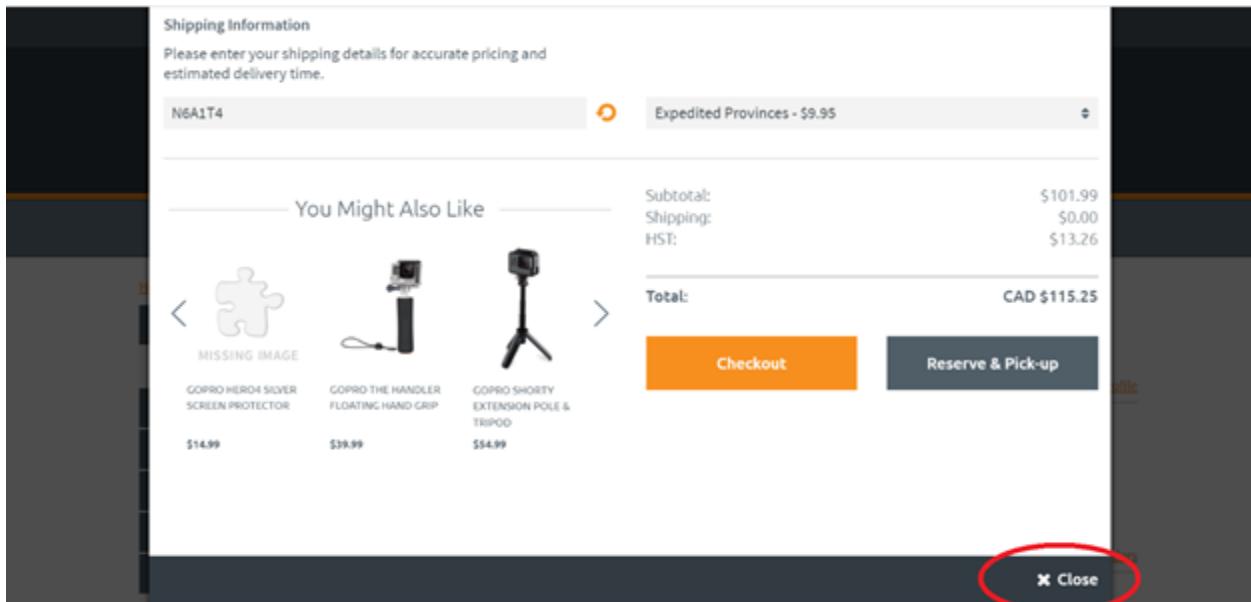




Figure 5.6 Close Button



Our test participants felt that HENRY'S website has many loopholes regarding the ease of use. Close button of any overlay on the website HENRY'S is on the bottom of the overlay rather than being on the right corner of the overlay which annoys the user as he has to scroll down to close the overlay/message.

5.7 Shop by Category

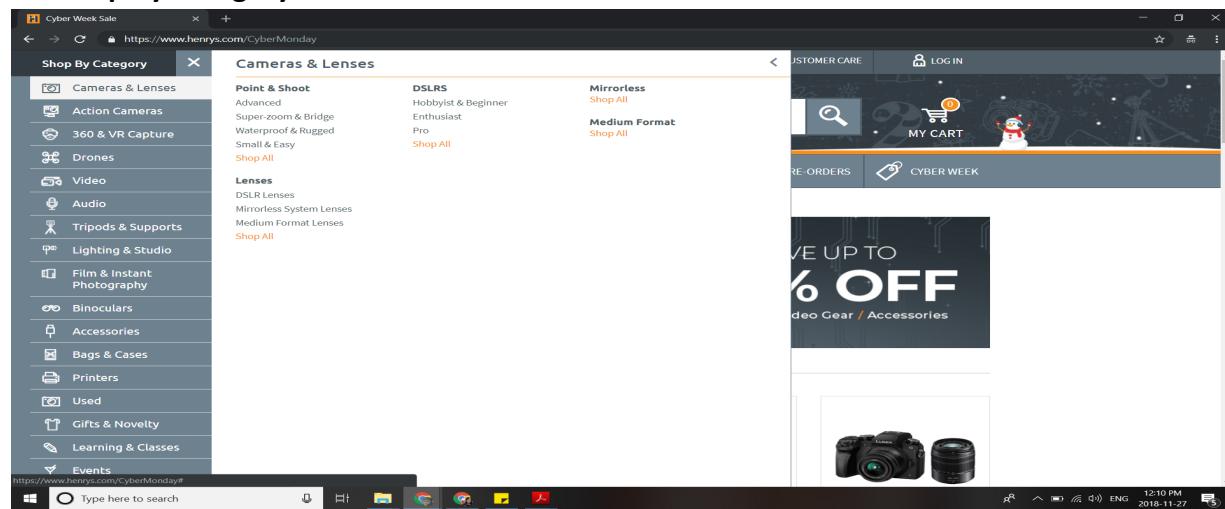


Figure 5.7 Shop By Category



Most of our participants found difficulties in finding particular product by its brand. They felt that each product should be categorized by its brand in "Shop By Category" menu.

5.8 Proper validations on forms

The screenshot shows a 'Create Account' form with the following fields and their values:

- First Name*: John
- Last Name*: Wilson
- Street*: 3-95 Oxford Rd
- Apt/Suite*
- Country*: Canada
- Province/State*: Ontario
- Postal/Zip Code*: L3B 5N6
- Phone Number (Digits Only)*: 12333 (This field is circled in red)
- Password*: [redacted]
- I want to subscribe to Henry's newsletters to learn about events near me, great deals, new products! [Learn more](#)

At the bottom, there is a 'Create' button.

Figure 5.8 Validation

Proper Validations were missing for the phone number label while our users tried creating an account.

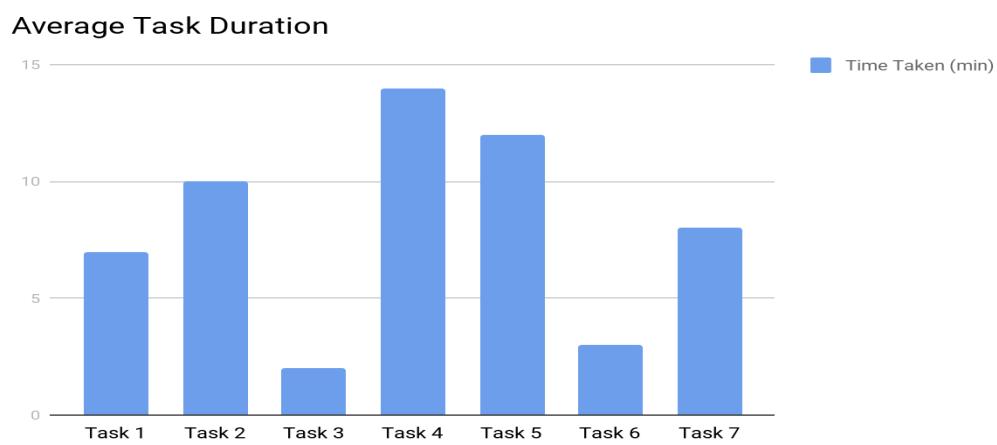
6. Analysis from the post-task and post-test questionnaires

Post-task and Post-test questionnaire for each participant is available in **Appendix - E**.

6.1 Task Result Summary

6.1.1 Average Task Duration

Below chart represents the average time taken for each task. It is clear from the bar chart that participants had taken maximum time in completing task 4.

**Chart 6.1.1 Average Task Duration Chart**

6.1.2 Average Task Difficulty Rating

Below chart represents the average difficulty level for each task. It is clear from the bar chart that participants experienced most difficulty with task 4 and lowest difficulty with task 1 & 3.

Average Task Difficulty Rating

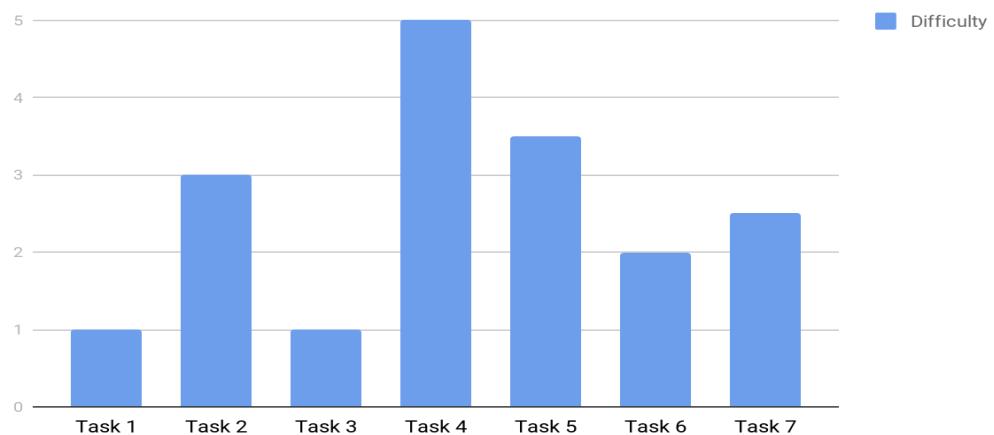


Chart 6.1.2 Average Task Difficulty Chart

6.2 System Usability Scale (SUS)

After working with **HENRY'S** website, Participants completed the post-test questionnaire and rating their experience with site in a number of different areas such as usefulness, credible and engaging.

Participants rated their experience from scale 1 to 5 to 10 different post-test questionnaires.

1	2	3	4	5
Strongly Disagree				Strongly Agree

1 - Strongly Disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly Agree

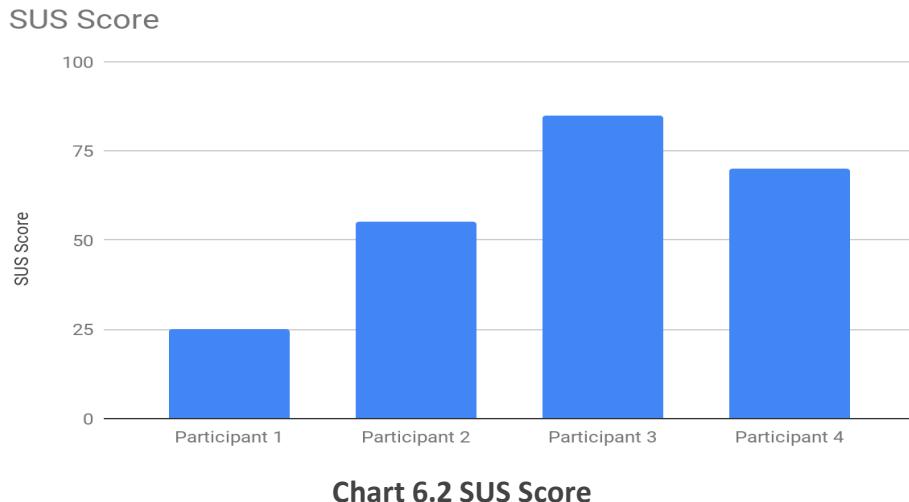


Chart 6.2 SUS Score

6.3 Product Reaction Card

Product reaction card for each participant is available in **Appendix F**. Here word cloud presents the product reaction cards that the participants selected, with the size of the cloud reflecting the number of times a specific word was chosen. It is clear from the image that **HENRY'S** website is useful, usable and valuable for our participants but at some point, it is difficult to use also.



Figure 6.3 Word Cloud for product reaction cards

7. Recommendations

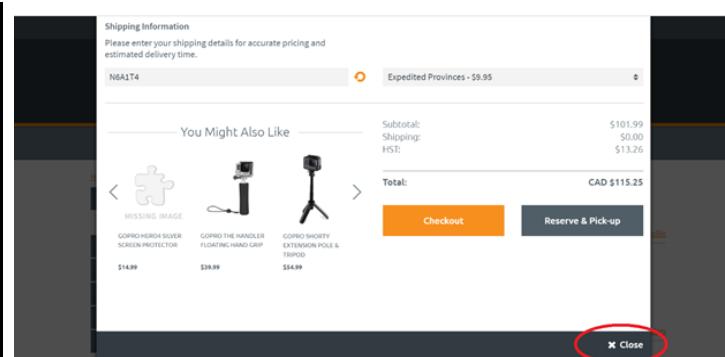
The recommendations have been screened after reviewing the **Heuristic evaluation, Personas and their surveys along with the Usability test results** that was conducted by the **FLAWLESS** team, consolidating the data and analyzing the handouts, usability problems in the user interface were exposed in the website **HENRY'S**. A table detailing the problems and recommendations are detailed with description below.

	Task/Issue/ Recommendation	Screen
1.	<p>Major Issue - For creating a new account it is written that “Sign-In” which confused all the participants. It should be written as “Sign Up” or “Create Account”</p> <p>Recommendation Use appropriate naming conventions for tabs or links to make readable and understandable.</p>	
2.	<p>Critical Issue - Continue Shopping button is not available on “My Shopping Cart” window.</p> <p>Recommendation Add a feature to implement continue shopping module.</p>	

- 3.** **Cosmetic Issue/Minor Issue** - The overlay has the close button at right hand bottom corner which is not ideal.

Recommendation

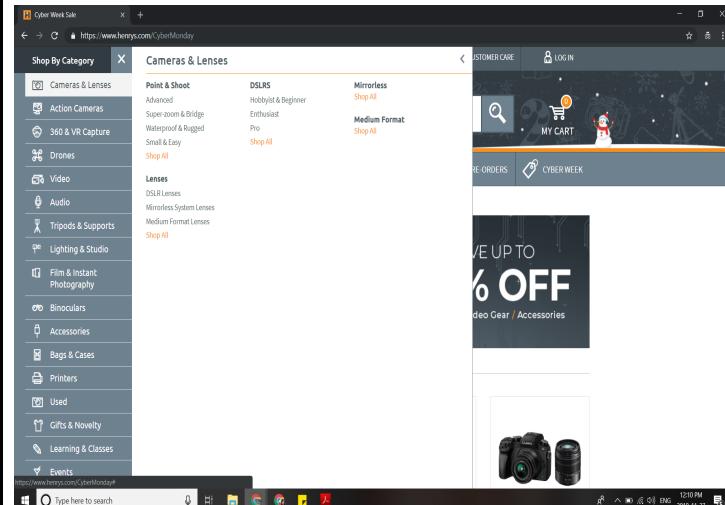
Have the overlay close button on the top right corner.



- 4.** **Cosmetic Issue/Minor Issue** - Most of our participants found difficulties in finding particular product by its brand. They felt that each product should be categorised by its brand in "Shop By Category" menu.

Recommendation

This interface is not clean or engaging rather have products and departments categorized so that easily findable.



5. **Major Issue** -Proper Validations were missing for the phone number label while our users tried creating an account.

Recommendation

Implement a function to check data validations for secure transactions and update an appropriate error message to the user.

8. CONCLUSION

The team FLAWLESS has few conclusions after screening the results of the Heuristic evaluation, UX Personas of the **HENRY'S** website and the Usability test plan conducted. The website has good feasibility with respect the targeted audience and lives up to the expectations when comes to variety of products .The **HENRY'S** website has proven to be credible and brought the trust of its potentials users. It has turned to be beneficial to the sponsors of the company by increasing the profits.

However, there have few shortcomings in the website which are be taken into account for the future audience with the best user interface experience.

9. FUTURE ASPECTS

With the drastic change in the era of trend and technology the audience also tend to change their expectations and desire towards the product they look up to. And hence it very important for the website HENRY'S to evolve better among their competitors.

The Scope of the website is never limited. Have a thought towards special access to the website for people with disabilities. Have three-dimension images for the product catalog in the website. Have more comprehensive features that attract the users towards the website.

10. APPENDICES

APPENDIX A:

Heuristic Evaluation Assignment

Heuristic Evaluation

www.henrys.com



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Executive Summary

Heuristic Evaluation is a process conducted by experts to review the quality of a Project. The Project may include any entity, software, system and a website. This phase of testing is usually conducted by a panel of field experts who inspect the Software based on the Heuristic evaluation criteria by heuristic model generators. The Model of evaluation that we have considered is the Peter Morville's Honeycomb model which is best suitable for the Evaluation of the Website.

This report contains the detailed description from a heuristic evaluation of the Henry's Website, completed by our team (Flawless Team). Heuristic evaluation is done based on findings and discussions.

This report describes the methodology, findings, recommendations, test scenarios, proper validations and conclusions of the Heuristic Evaluation that was conducted for the Henry's Website. Users of this website are assumed to have professional or personal interest in the Canada's greatest camera store. Considering the Profile of such users, we found that Henrys Website confirms the Morville's model in areas such as website satisfies the criteria of usefulness, Credible, Desirable & Accessible. On the other hand, website has negative findings too. Negative findings are ranked according to Problem Severity. For each Negative findings we have also recommended some improvements. Thus, by using this model we are able to identify the most important areas which completely redefine the user experience.

1. INTRODUCTION:

Henry's is one of the most leading and renowned camera and video technology based unit in Canada. It sells a wide variety cameras with latest equipment, accessories, photo printing and many other services. The company is now headed by Gillian Stein -CEO, daughter of Andrew since 2015.

According to sources, the current website of Henry's has been deployed in 2015. The website has been expanded to explore wide range of equipment that include camera, videos, lenses, professional gear, drones, lighting and studio equipment, camera accessories, printers, binoculars as well as user gear.

The main source of information about the company and their products is the website. They guarantee the best quality, best experience and promise best products to their users. The data in the website also depicts that they are keen in providing assistance to the users that navigate through the website and are willing to purchase their products.

The Heuristic Evaluation report on Henry's website is being conducted by team FLAWLESS to bring out a better perspective and understanding of this website. The Evaluation methodology developed by Peter Morville is being utilized.

The scope of our evaluation is to find other positive aspects which would enhance the existing website and provide solutions to the aspects of Peter Morville's criteria that do not fulfill the requirements.

Hence, we would include the methodology for conducting the inspection and analysis of the website to portray the positive and negative outcomes through our report

2. HEURISTIC EVALUATION REPORT

Aim:

The aim is to provide an accurate heuristic evaluation report based on Peter Morville's Honeycomb model.

This Process includes

1. Inspection of the website
2. Utilize the criteria of the Usability Evaluation model
3. Depict the Positive and Negative findings
4. Derive a report based on the model requirements
5. Enhancement suggestions

The prospective we have initiated is to provide an ease to the users and provide a detailed evaluation to the authorities.

2.1 Methodology

Evaluation Process:

Before starting the Heuristic Evaluation Process, our team created the 3 types of personas (Users) of the system: Professional Photographers, General Photographers and Casual User. These personas represent the profile of many users. We have differentiated the types of users in a way that how they access the site (<https://www.henrys.com/>). Professional photographer who is always working with different cameras and lenses will approach the site in a different manner than a person who only browse the site just for the knowledge of different types of camera and their prices.

We identified the eight most important scenarios that are generally performed by the users. Each type of user is performing different operations like browsing and comparing the products, searching for the product, purchasing the product and creating the account.

Thus by identifying the different scenarios and personas we were able to perform the evaluation with more understanding.

Our team had different options for choosing Heuristic Models. We Chose Morville's Honeycomb Seven Usability Heuristics model for below reason:

1. It provides more focus on valuable user experience
2. It covers the different areas of user needs and behaviour
3. It is one of the well known heuristic models
4. This Model can evaluate all the perspective measures in which the website can be inspected.

Morville's Honeycomb Usability Heuristics are listed below with explanation of each:

Useful	Content should be original and fulfill a need
Usable	Site must be easy to use
Desirable	Image, identity, brand, and other design elements are used to evoke emotion and appreciation
Findable	Content needs to be navigable and locatable onsite and offsite
Accessible	Content needs to be accessible to people with disabilities
Credible	Users must trust and believe what you tell them
Valuable	It analyses if the website is worth the users time and money.



Figure 2.1: Peter Morville's HoneyComb Model

Throughout the evaluation process, each problem has given below ranking according to their severity:

2.2 Ranking System:

Rank	Problem Severity
1	Cosmetic problem
2	Minor problem
3	Major Problem

2.3 Personas:

1. Professional Photographer

Name: Jack Scott
Gender: Male
Age: 35
Occupation: Professional Photographer
Location: London

2. General Photographer

Name: Pam Besly
Gender: Female
Age: 25
Occupation: Computer Engineer
Hobbies: Photography, Travelling, Hiking
Location: Brampton

3. Casual User

Name: Dwight Shrute

Gender: Male
Age: 51
Occupation: Retired
Hobby: Traveling
Location: Toronto

2.4 Test Scenarios:

1. **Navigation and browse the site:** In this task, evaluators had to perform some general activities on given site. They had to go through different pages of the site and products across different categories. They checked the visibility of the company logo, text and images of the product. By clicking on each link, they had to check whether they were able to navigate on correct page or not.
2. **Login Page Test Scenario:** Here evaluators worked as an existing user of the site and checked the login and forgot password functionality. They checked the correct and proper error messages for wrong email or password. User should successfully be able to log out.
3. **Create Account for New User Test Scenario:** Evaluators had to create the account for a new customer. Here they had to check for the proper validation messages for incorrect inputs and * sign for mandatory fields.
4. **Search for the Product Test Scenario:** Evaluators would check whether proper results were shown or not for given search. If no item is found then proper message should be shown.
5. **Product Detail page Test Scenario:** Evaluators would check the details about the product and compare it with actual product. They had to check the different functionalities such as Add to Cart, Reserve & Pick-up, Add to Wishlist, Check Return policies, Stock availability and zoom in-out of the product.
6. **Add to Cart Test Scenario:** Users should be able to add products to cart. Cart should be updated with correct number of items in the cart. Evaluators should be able to add multiple products in cart and need to check that correct price, total order amount, image, details are shown for every item in Cart.
7. **Payment Functionality:** Evaluators would check for the different payment methods and order should be placed successfully after filling shipping details.
8. **Post Purchase Test Scenario:** Evaluators should be able to change the quantity or cancel the order after placing the order. They should also be able to track their order and change billing information.

2.5 Constraints:

Heuristic evaluation of the website HENRY'S is easy , fast and cheap. But then it requires a certain level of knowledge and experience to apply the heuristics effectively.The usability factors are hard and expensive to come by as we were not able to test the real time scenarios like payment ,shipment,data security aspects in the website.Heuristic evaluations are loosely structured and therefore we run the risk of finding one-time, low-priority problems. And sometimes these problems may not be important to correct. Finally, heuristic evaluation of the website HENRY'S does not allow a way to assess the quality of redesigns.

3. ANALYSIS OF EVALUATION

The Heuristics are nothing but a set of well-established, proven guidelines that tend to result in good interface design when adhered to.In fact, usability evaluations might also adjust heuristics to create domain-specific ones for the product that being evaluated.The theme here is to evaluate the website 'HENRY'S' for a Heuristic evaluation report.

3.1 Positive Findings

What Exactly is User Experience Design?

User Experience is a design all about consciously designing an interface, device or service to ensure users develop a desired perception: a positive experience.

Our context of research the Henry's Website of Heuristic evaluation with Peter Morville's HoneyComb Model confronts to a positive appeal of user experience with following characteristics.

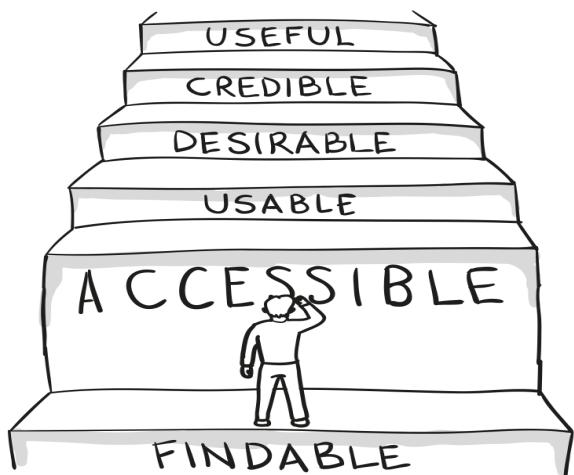


Figure 3.1: Peter Morville's Honeycomb model

Useful - Yes the website is definitely worth a visit to all those people who have their interests connected with world of cameras. With large variety of photographs, videos and related technology based products to buy Henry's make life simple to those who want to capture.

Credible - To engage users, we have to build trust, and this comes down to credibility. For example, think about a payment page: If it doesn't seem trustworthy and legitimate, you probably wouldn't want to enter your card details or if the Website is not secure you wouldn't share any information.

The Snapshots below are the customer reviews taken from the resellerratings review portal https://www.resellerratings.com/store/Henry_s show that website is credible and trustworthy to place orders or share information etc.



Screenshot 3.1(a): Customer Reviews of the HENRY'S Website



★★★★★ 5/5

2011-02-21

Scott_like....

"I've ordered many items from Henry's
Mostly backdrops
Good prices and fast shipping"

Helpful Cool



0 0 0

Screenshot 3.1(b): Customer Reviews of the HENRY'S Website

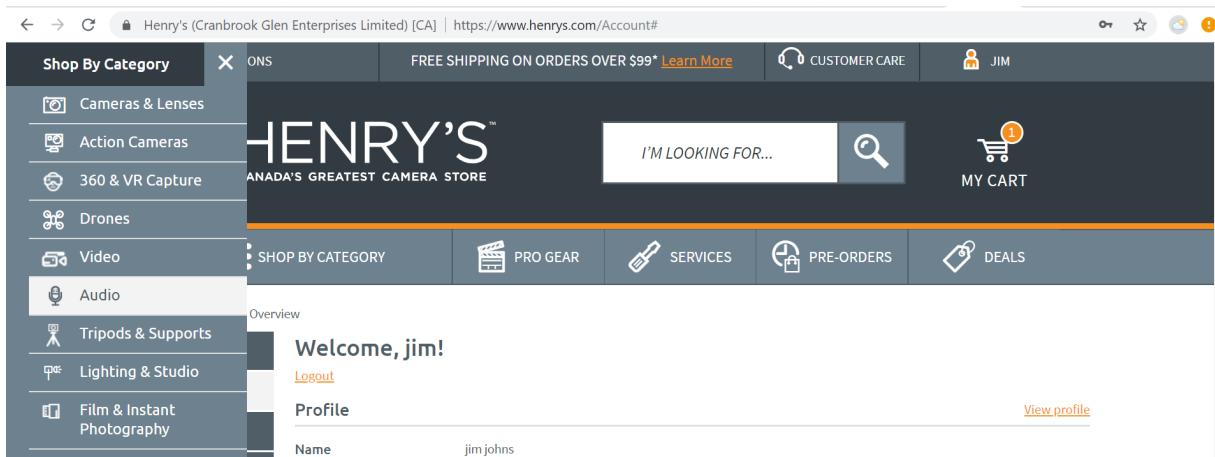
Desirable - The visual aesthetics of the website HENRY'S are attractive and easy to translate making a difference. With the Design being minimal and to the point.

Screenshot 3.1(c): Homepage of HENRY'S Website

The above Screenshot is the Simple UI of the HENRY'S website which looks clean and aesthetic.

Accessible - The website HENRY'S is designed so that even users with disabilities can have the same user experience as others.

For Example: people with colorblindness can easily find the cursor with hover or flickering of tabs highlighted.



Screenshot 3.1(d): Snapshot showing the flickering option

It allows **Keyboard Navigation** by default i.e. anything you put on your website to be conceivably carried out using a keyboard only. This option of HENRY'S website is very useful for people with no flexible arm movement positions.

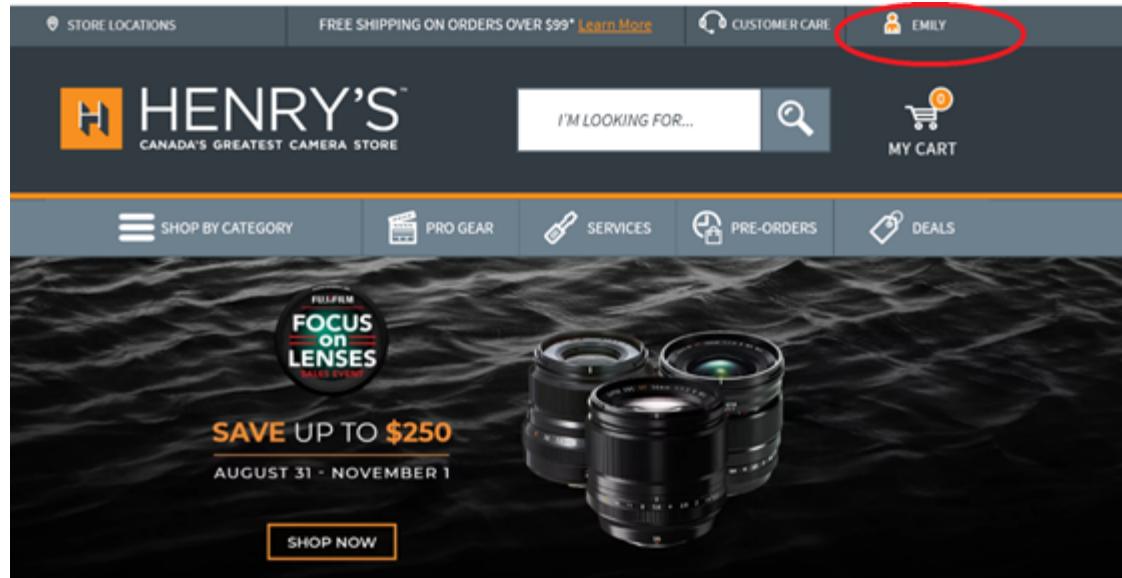
3.2 Negative Findings

We have found many negatives from the website HENRY'S categorized under **costematic**, **minor** and **major** issues and detailed below and the recommendations talked later section.

Findable - The navigational structure here in the HENRY'S website is not set up in a way that makes sense. The key metrics here is that the user was not able to successfully find the product or piece of information.

For Example in the below Screenshot the user once Logins in the HENRY'S website, he is not able to logout of the website until he goes to the profile page which is an ambiguous way of logout.

Severity: Minor

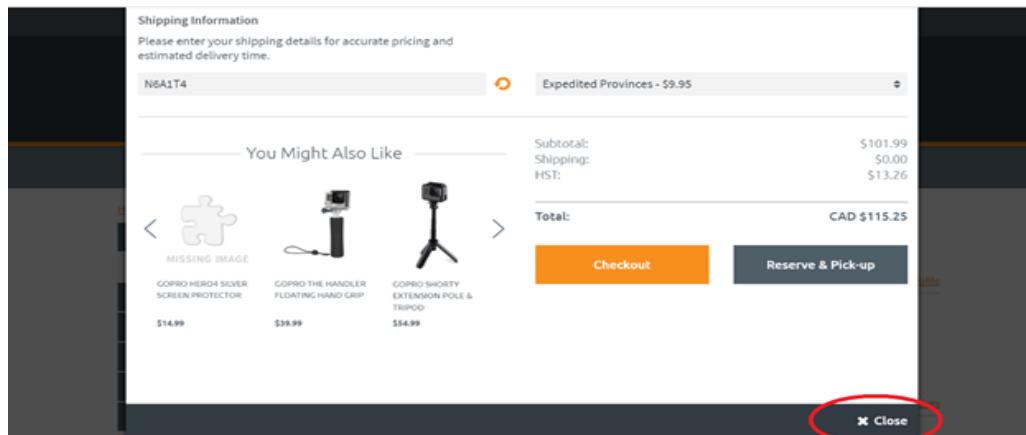


Screenshot 3.2(a): Highlighting User Login module without logout option

Usable- The ease of use of the website is very important ,the HENRY'S website has many loopholes with regards to this.

For Example the close button of any overlay on the website HENRY'S is on the bottom of the overlay rather than being on the right corner of the overlay which annoys the user as he has to scroll down to close the overlay/message.

Severity: Cosmetic

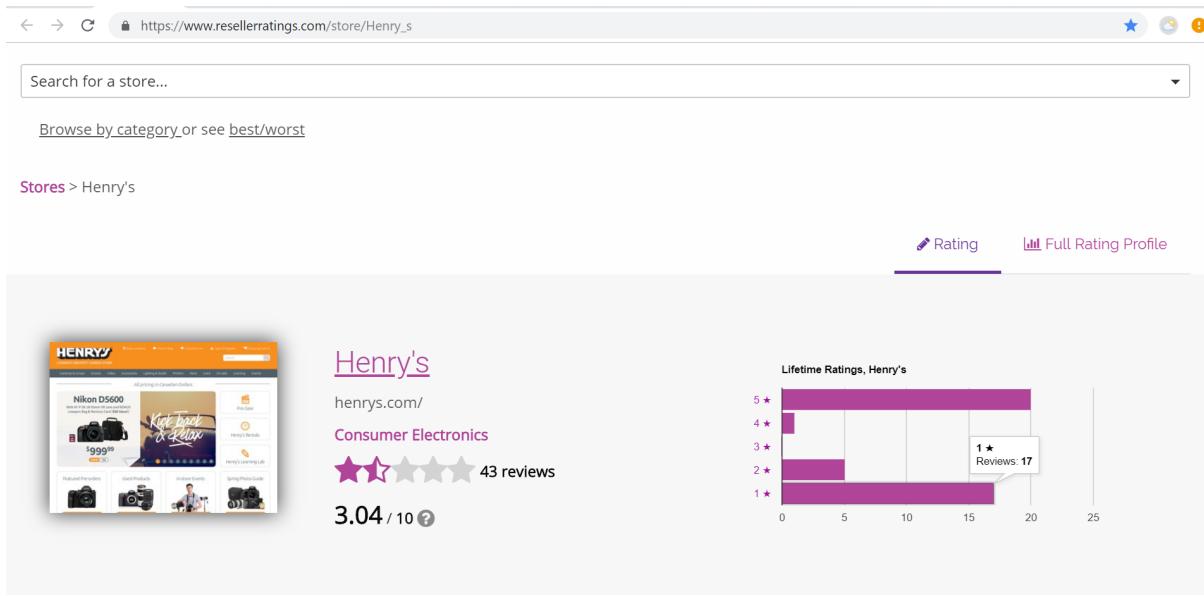


Screenshot 3.2(b):Highlighting the close button at the bottom of the overlay

Valuable - The website HENRY'S doesn't seem to deliver value to sponsors. For non-profits, the user experience doesn't advance the mission. With for-profits, it fails to contribute to the bottom line and improve customer satisfaction."

Severity: Major

The Snapshot below is overall user rating of the website HENRY'S till date.

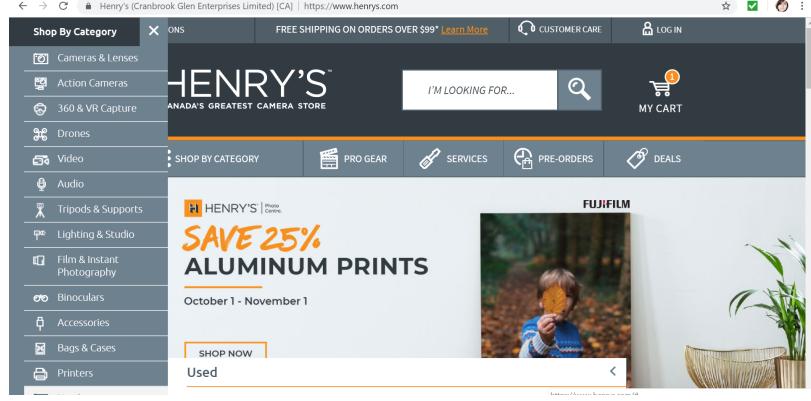
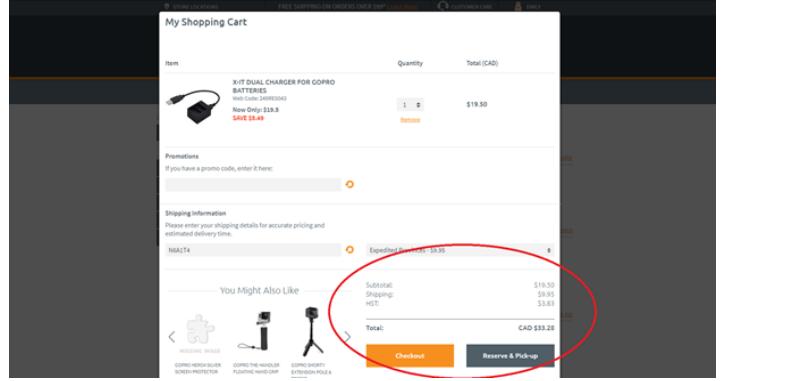
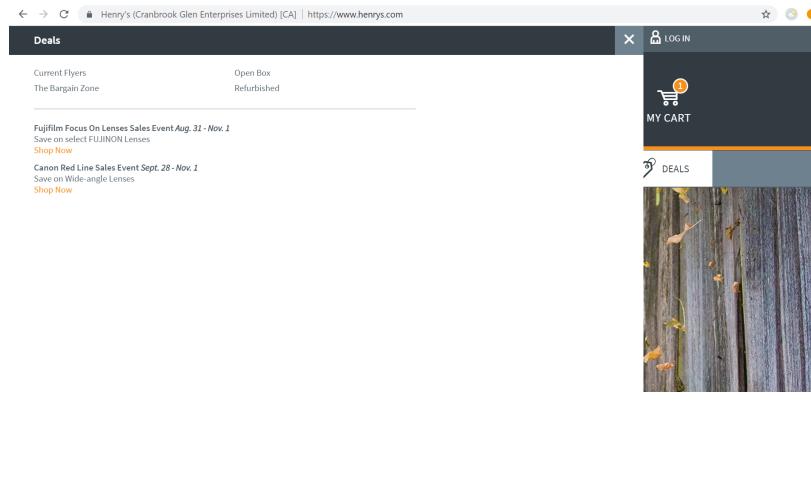


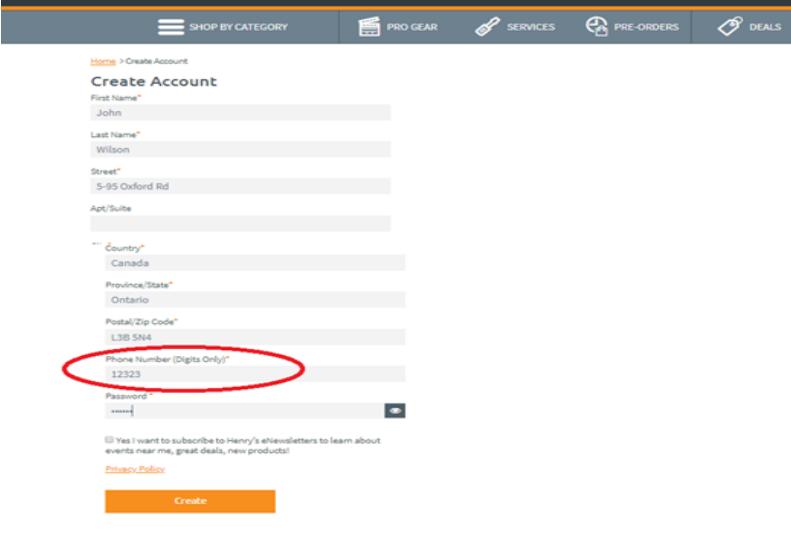
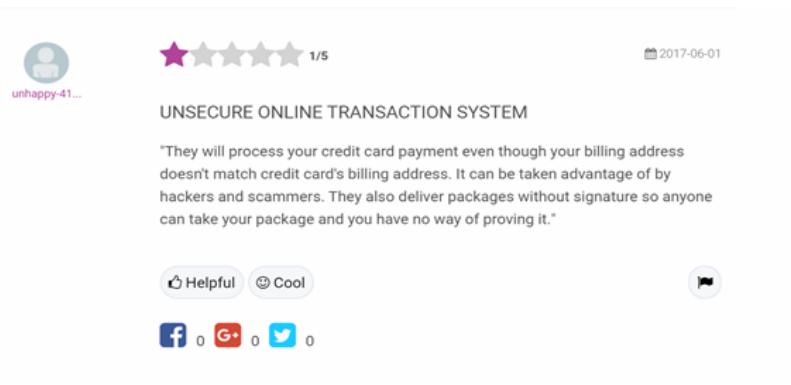
Screenshot 3.2(c): Snapshot showing the overall rating of HENRY'S Website

4. RECOMMENDATIONS AND IMPROVEMENTS

After reviewing, separating and consolidating the data from the “Analysis of Evaluation” handouts, usability problems in the interface were exposed in the website HENRY’S. A table detailing the problems and recommendations is available below. Of those problems, given very low severity ratings and were deemed as “cosmetic problems”. Thus, they are not of immediate attention for this report. Usability problems were rated as “minor problems” and recommendations are detailed with description below. These usability problems prompted design critiques that the site can improve on for better ease of use and to reduce confusion between user interactions with the collections. The remainder of this report will discuss the problems and critics following are the conclusion, future aspects of the website.

	Task/Issue/ Recommendation	Screen

1.	<p>Minor Issue - Scrollbar is not dynamic when selecting any shop category is hiding the content.</p> <p>Recommendation Make proper ajax calls without hiding the content.</p>	
2.	<p>Major Issue - The User cannot continue shopping after placing items in the cart</p> <p>Recommendation Add a feature to implement continue shopping module.</p>	
3.	<p>Cosmetic Issue - Once the user selects 'deals' tab the overlay is navigation that comes from left side of the website.</p> <p>Recommendation This interface is not clean or engaging rather an overlay to the centre of the website would be ideal.</p>	

4.	<p>Major Issue - Proper Validations are missing for the phone number label while creating an account.</p> <p>Recommendation Implement a function to check data validations for secure transactions/communications</p>	
5.	<p>Major Issue - Credit card data validations are missing.</p> <p>Recommendation Add a Feature to check valid credit card details along with successful payment module.</p>	

5. CONCLUSION

As stated in the introduction the evaluation has been conducted on which few conclusions have been derived as follows.

1. The site has good feasibility with respect to usability of the website
2. The customers trust the website and willing to make purchases through the website
3. The website has turned to be beneficial to the company by increasing the profits.
4. The site includes wide variety of products that the customers are interested to buy.

However, the negative findings of the website must be taken into account for the future perspective of the organization. Hence, based on the conclusion of the evaluation report the findability, Accessibility and Valuability have to be rectified and suggestions should be taken into consideration which would enhance the existing output of the website.

6. FUTURE ASPECTS

Henry's website has constantly evolved to be one among the competitors. Thus, future cooperation in remodelling the website along with the change in technological trends is mandatory.

The Scope of the website is never limited. in order to ensure sustainability we could incorporate

1. Special access to the website for people with disabilities
2. Reduce the complexity of the landing page to make it more simple and easy to understand
3. Provide the information of deals and offers in the home page.
4. Showcase trending products every month
5. Channelize customers to view products that are useful
6. Provide mobile applications for easy usability of the customers

7. APPENDICES

Appendix A - Website ranking by Evaluators

Heuristic evaluation	Evaluator 1	Evaluator 2	Evaluator 3
No. of negatives	1	1	2
Website Ranking average	7/10	8/10	5.5 / 10

Appendix B - Website problems and Severity

Problem	Severity
Scrollbar is not dynamic	Minor
Continue shopping button is missing	Major
Website doesn't seem to add Value to the sponsors.	Major
Proper Validations missing	Major

Credit card details are missing	Major
Difficulty in finding sign out	Minor
Close button is not placed properly	Cosmetic
Website is not valuable	Major

8. REFERENCES

Henry's wikipedia - [https://en.wikipedia.org/wiki/Henry%27s_\(electronics_retailer\)](https://en.wikipedia.org/wiki/Henry%27s_(electronics_retailer))

Heuristic evaluation - https://en.wikipedia.org/wiki/Heuristic_evaluation

Peter Morville's model - https://semanticstudios.com/user_experience_design/

Henry's website

https://www.henrys.com/?gclid=Cj0KCQjwuuHdBRCvARIsAELQRQGsg2ockyDlmK4kNF4iJ9iH377JPY6xly8n43Mbhb_vo9fKDwF4zoaAh1bEALw_wcB

Reviews - https://www.resellerratings.com/store/Henry_s

How to run an heuristic evaluation - <https://uxmastery.com/how-to-run-an-heuristic-evaluation/>

APPENDIX B:**Personas and Memo Assignment**

UX Personas and Memo

www.henrys.com

**Prepared by:**

S.No	Name	Student No.	Role
1.	Lydia Jaladi	904698	Discussion leader
2.	Harita Gandhi	901407	Admin/Facilitator
3.	Keren Deepthi	908665	Minute Taker
4.	Manasa Challa	900387	Proofreader

Memorandum

To:	Dr. Dev R. Sainani
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From: Team “FLAWLESS”
Date: October 28,2018
Subject: **Personas for HENRY’S Website**

Purpose and Methodology

The Ultimate goal is to find the intended audience or users on our subject of our interest the HENRY’S online webstore first and then perform usability testing and make sure it is applicable to the actual users, but also to find areas within website that are confusing to the user and then draft a help documentation accordingly.

The team FLAWLESS has developed two personas representing specific potential user profiles for online use of the website HENRY’S. We have collaborated various thought process and brainstorming techniques to develop the two personas. Each member conducted individual research, then we compared and discussed the findings. Based on the formal research, the team FLAWLESS agreed on two the personas placed in realistic site scenarios. These important steps will lead to formal usability testing. We followed the process outlined in this memo to create the personas.

- ❖ An international engineering student whose passion is Photography. Although this persona is specifically of engineering descent, he is representative of a Professional Photographer with his knowledge in the domain.
- ❖ A married woman who is casual user from Ontario,Canada.

To ensure personas are accurate representations of users and have the support of stakeholders throughout the process, we should:

Step 1 : Conduct user research

The prior prospect was to classify users into categories based on their usability in terms of profession,passion,hobby,interest and casual use etc. These researches took a lot of time to conduct and classify them accordingly and focused mainly on the prospect users. And starting answering the following questions to gauge the user perspective more closely.

Who are your users and why are they using HENRY’S Website?

What types of users are currently using the HENRY’S Website?

How does a Professional Photographer use the HENRY’S website?

How does a causal user use the HENRY’S website?

Are products in the HENRY’S Website satisfying user expectations from all prospects?

What behaviors, assumptions, and expectations is the user anticipating from the HENRY'S Website?

Step 2 : Condense the research having specific user profiles.

We looked for characteristics that are specific, relevant, and universal to the HENRY'S Website. We also took leads by speaking social media followers, or read reviews online, and even try to track these individuals down on social media to learn more about their experiences with the HENRY'S Website.

Henry's User Profiles:

User Profiles are made through collecting the data from the HENRY'S Website based on the data and behavior, in order to piece together who they are and what they like, in the form of a profile. They are the representation of the users and they are the outcome of the user profiling process. The elements included in a user profile may include,

Gender: Male/Female

Age: 20- 55

Category : Professional /Passion/Interest/Casual use

Geographical location: Canada

These profiles focus on the basic information of specific users, and what drives them as they interact with HENRY'S Website. This helps to take a decision to focus on two user groups i.e., Professional Photographer and Casual User.

Step 3 :Interviews

We have organized elements into persona groups that represent target users for the HENRY'S Website. Name each group. And then we developed a standard set of interview questions and used them to conduct many interviews. Ask open and closed end questions to our target users on phone.

Some of the questions asked in our survey:

How much time do you spend on the HENRY'S Website?

How do you use the HENRY'S Website?

What do you use the HENRY'S Website for?

Rate your interest with respect to the products on the HENRY'S Website?

Are the products in the HENRY'S Website findable, genuine and easy to use ?

We continued our research with user interviews, choosing subjects who conformed to our two targeted user groups.

Professional photographer

For the development of this persona we acquired information from sources that had photography as their profession as well as passion. We gathered information from such people and visited their photography pages and websites which would give us an insight about their interests. These personas are of the ages of 17, 24, 32 and 40. We had conversations and conducted interviews, We took them through an overview of the website. Their browsing patterns usually include other Photography pages, deals on cameras and search on advanced lenses. All the information was collected over phones and Direct conversations.

Casual User

For the development of this persona we interviewed 3 people which includes 1 male and 2 female whose average age is 37 years old. One is a cashier in retail store, one is an architect and one is a teacher. All of them love travelling and taking photographs of different places. They also like to visit different photograph exhibitions during their free time. They use the internet for conducting their day to day tasks such as email and social media. Other than that they have little knowledge of surfing around the different eCommerce websites. All the interviews were conducted over the phone.

Step 4 :Refine

We combined and prioritized the rough personas. Separated them into primary, secondary, and, if necessary, complementary categories. And then identified characteristics with respect to HENRY'S Website.

Step 5:Create Personas

We Developed appropriate descriptions of each personas background, motivations, and expectations of HENRY'S Website. Did not include a lot of personal information. We divided our team of four in half, with each team of two creating one persona. The two groups individually combined and discussed their interviews. From these discussions, each team developed the final personas attached to this document.

Professional photographer persona

The most concentrated persona in our project is a professional photographer. The main audience that targets the Henry's website are the ones associated with photography. Based on our interviews and conversations Our user group included professional people. Most common traits of the users include being attracted to the interface of the website. They looked for sales and promotions on the websites. They preferred the interface and usability of the site to be improved. They clearly were engaged in the content of the site.

Casual User

Because casual user are are the secondary audience for the Henrys website, we also developed a Casual user persona. The development of our casual user persona was confirmed by conducting user research for Henrys website. This persona includes the user group whose hobby is

Professional Photographer



"The Sun is all alone But, it still Shines!!"

Age: 24
Work: Software Tester
Family: Unmarried
Location: London, Ontario
Character: Colour Fascinated

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Skater
Swimmer
Adventurous

Outgoing
Traveller

Prayas.V

Prayas is currently a student at Fanshawe, taking up the Software testing course. He being a professional Photographer has a keen sense of understanding towards Photography and Camera and their lenses. Photography being a hobby turned part time profession is what keeps him busy during his leisure.

Observations

- He looks out for Sale Promotions
- Whats new or trending on the photography pages and site
- He has a collection of camera lenses

Frustrations

- Website ads that pop on the screen
- Unsubscribed junk e-mails
- Delayed deliveries

Brands & Influencers





Preferred Channels

Photography websites	
Online & Social Media	
Photography Webstores	
Photography Offline stores	

photography but same can not be said about the occupation. This user group is moderately skilled in using different types of websites.

Conclusion

Both of the personas created represent target users and the five steps lead to a better understanding of the motives and intent of the HENRY'S Website. The goal of our personas created is to focus on the major needs of the most important user groups. They also offer a quick and inexpensive way to test and prioritize features for the improvement process. We created two realistic personas based on user research feedback, actual user profiles, and interviews of users fitting the profile goal. The resulting personas will enable us to analyze scenarios, ultimately leading to effective usability testing.

Persona 1: Professional User

Persona 2: Casual User

Jenna Martin

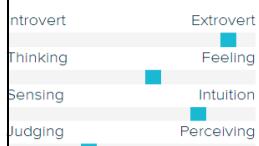


Volunteering Teaching Photography
Travelling

"My students love to learn new things when I teach them by showing some real photographs. I care about my students and I encourage them to do their best in the fields they like."

Age: 35
Work: English Teacher
Family: Married
Location: London, Ontario
Income: \$35000
Internet Use: 3-4 hours every day for email, finding contents for students, email and Facebook

Personality



Goals

- Promote active learning among students
- Having her own photo exhibition
- To learn more about how to use web technologies

Bio

Jenna is a married woman and she loves her profession. She always likes to give back to society by providing any kind of help. Jenna loves to do volunteering. She takes part in students project fairs and motivates students to not only gain bookish knowledge but also explore themselves in extracurricular activities such as dancing, music, sports, photography. Besides teaching Jenna also loves to visit different places and taking photographs of them. In her spare time, she often takes photographs of birds, animals and natural scenes. Many times, she visits the photo gallery exhibition in the city. Jenna uses the Web at work for researching and finding helpful contents for students. She also visits the eCommerce websites often for comparing prices of different cameras. She typically bookmarks useful sites.

Brands & Influencers



Preferred Channels



Frustrations

- Doesn't like the website if the content is not easily findable.
- Doesn't like the website which are not useful and easy to use.

APPENDIX C:

Test Plan Assignment

Usability Test Plan

www.henrys.com

**Prepared by:**

S.No	Name	Student No.	Role
1.	Lydia Jaladi	904698	Admin/Facilitator
2.	Harita Gandhi	901407	Minute Taker
3.	Keren Deepthi	908665	Discussion leader
4.	Manasa Challa	900387	Proofreader

1. INTRODUCTION

This document describes a test plan for conducting a usability test on website **HENRY'S**, a specialty ecommerce website. Henry's is one of the most leading and renowned camera and video technology-based unit in Canada. It sells a wide variety camera with latest equipment,

accessories, photo printing and many other services. The company is now headed by Gillian Stein -CEO, daughter of Andrew since 2015.

According to sources, the current website of **HENRY'S** has been deployed in 2015. The website has been expanded to explore wide range of equipment that include camera, videos, lenses, professional gear, drones, lighting and studio equipment, camera accessories, printers, binoculars as well as user gear.

The Usability test plan tests will answer questions as in How can we improve the experience with an existing website and it service for the website **HENRY'S**? This test performed will help us understand what direction might make the most sense for updates to existing products, whether it's ease of use, simpler navigation, etc. for the Website **HENRY'S** by the team **FLAWLESS**.

2. DOCUMENT OVERVIEW

This document serves as a plan to conduct a usability test on the **HENRY'S** Online Website. To ensure that users can successfully complete the Website's primary tasks and to measure performance, we plan to observe some then to complete a series of tasks. By observing users to perform some tasks, we hope to gain a better understanding of user satisfaction, design concerns and website strengths.

The document will outline the Goals, Scope, Overview, User Profiles, Roles and responsibilities, Scenarios, Video consent form, Evaluation methods, testing timeline, personas, Test Questionnaire and conclusion.

3. GOALS

The goal of this usability test conducted by team **FLAWLESS** is to analyze a pre-existing specialty ecommerce website **HENRY'S**, with the purpose of gaining some insight that will help me building and developing skill sets required for aesthetic user experience. During the test, the focus will be on the user's performance when interacting with a website **HENRY'S** and buying products and solutions that are not inherently in the comfort zone or field of interest of the subject; with particular concerns on ease of use, clarity of content, as well as stability and compatibility of the website **HENRY'S**, identifying potential problems and learning opportunities with respect to user behavior itself.

4. SCOPE

The Usability test plan on **HENRY'S** website is being conducted by team **FLAWLESS** to bring out a better perspective and understanding of this website in user's perspective. The Evaluation methodology includes video recordings of users, iBall tracking, screen recordings of the scenarios, interviews and having observers besides participants.

The scope of our evaluation is to find other positive aspects which would enhance the existing website and provide solutions to the aspects of evaluation methods conducted that do not fulfill the requirements. To ensure that the **HENRY'S** Online Website meets the needs and

expectations of our target audience, our usability test methodology will include a pre-test screener and survey, task performance activities, post-task questionnaires, post-usability test interviews and a post-usability test questionnaire.

Hence, we would include the methodology for conducting the inspection and analysis of the website to portray the positive and negative outcomes through our Usability test report.

Serving as a foundation for the usability test, the scope includes:

- ❖ To assess the learnability of the website's **HENRY'S** core functionality among first time users including the length of time and number of clicks it takes a user to complete the website's primary tasks
- ❖ To identify any accessibility concerns, challenges or problems with the design's interface and architecture in the website **HENRY'S**.
- ❖ To establish a benchmark of user performance and give them aesthetic user experience through our **HENRY'S** website.

5. USERS, SESSIONS and INCENTIVES

Because testing an idea with an actual website **Henry's.com** can be tricky, concept testing methods gravitate towards surveys, interviews, and landing pages the team **FLAWLESS** has users' participants who drive the usability test plan. And the focus of the Evaluation methods followed here set them apart from more traditional usability tests.

5.1 Number of user participants

The Usability test Plan conducted for the website **HENRY'S** will be evaluated and tested having 5 user testers.

5.2 Duration of Test Sessions

Length of Sessions

The total length of each session will be a one and half hour; including:

- Welcome and pre-test questionnaire: 15 minutes
- Task scenarios: 60 minutes
- Post-test questionnaire: 15 minutes

5.3 Incentives

Having the right user participants is crucial for getting valuable results from Usability test plan. The user participants have to be able to represent the recognized end users of the website **HENRY'S**. To account these potential five user participants' self-interests, team **FLAWLESS** used enticements, such as monetary rewards to attract participants.

Encouraging Participation Introducing the concept of usability testing to potential participants was challenging because, the testing will not directly benefit them by any means.

6. ROLES AND RESPONSIBILITIES

Role	Team member	Responsibilities
Moderator	Lydia Jaladi	Greets participants, reads Moderator's script through test, Prompts participants to fill out the pre-test questionnaire, post-task questionnaire, and Post-test questionnaire. Presents monetary rewards at the end of session.
Logger/ Note Taker	Harita Gandhi	Uses software such as Morae to log the comments, task start and end time.
Technician	Manasa Challa	Helps with controlling the equipments.
Help Desk	Keren Deepthi	Helps participants on their request and answers the question.

7. USER PROFILE

FLAWLESS Team used the persona of Professional photographer name Prayas to develop the test plan and the user profile. Prayas is described as

- 24 years old
- Full time Software Tester
- Part time Professional Photographer
- Unmarried
- Lives in London, ON, Canada
- Passion for photography

Based on the persona of Prayas, we will be recruiting participants with the following characteristics:

- Age - 22- 35 years old
- Education - Completed/ Currently pursuing
- Gender - Even mix of male and female
- Spend time on Internet daily for activities such as shopping, research in addition to email and social media
- Shop online
- Purchase Camera of different companies
- Have not used HENRY'S website

8. SCREENING QUESTIONNAIRE

The participants that are required to conduct the usability test have been taken based on few criteria. The list of all the necessary requirements have been mention as part of the document.

This section contains the list of questions that we have framed to screen the required candidates

Screening Questions		
S.No.	Questions	Accepted range
1	Would be interested to be a part of a usability test?	Yes
2	What is your age	18-35 years
3	What is your qualification	<ul style="list-style-type: none"> ● Above grade 12 ● Not retired
4	What is your specialization	Any
5	Are you available for a usability test	Yes
6	Available Time Slots	Nov 5th 10:00 am to 5:00 pm
7	Are you used to using a Computer	Yes
8	What is your go to website	Any
9	Have you used a camera before	Any
10	Describe yourself	

9. SCENARIOS

For our usability test, the following scenarios are designed to evaluate the **HENRY'S** website. In order to discover authentic user behaviors and how they actually use the system, we tried to keep the tasks realistic. They are given a general set of objectives that guides them but also allows them to explore the site. To find the hidden flaws in website we tried to avoid providing clues and steps description.

No	Preferred Scenarios	Tasks	Estimated Time (Min)
1	One of your friends has told you that HENRY's website is a great place for purchasing Camera online. You decided to take a look.	Visit Home page and other sections of website.	10
2	You like the HENRY's website and you	Create new account.	5

	want to create new account with HENRY's website.		
3	You have decided to move to another city. And you are worried that HENRY's stores are available in that city or not.	Find the list of store locations.	5
4	While reading a today's newspaper you came to know that Nikon has launched its new professional series Camera. You want to check the features of that Camera.	Search for that particular Camera. Add the product to Wishlist.	10
5	For the exposure of your photography business you need to use some latest technology. For that you want to purchase "PARROT AR DRONE 2 POWER EDITION" drone.	Search for the particular Drone which you needed. Add that product to Cart for purchasing	15
6	Last month you had purchased Canon lenses from HENRY'S webstore and now you are facing some problems with it. You want some help from HENRY'S experts.	Search for customer service section. Find the contact information for customer care.	5
7	Previously you have used some Camera and you want to write a review for that product. (Optional)	Think of a Camera you have used. Find that Camera. Write a review for that product.	10

10. FORMS, CHECKLIST AND SCRIPTS

10.1 Forms

While conducting Usability testing, we have used two types of forms: Video Consent Form and Observer Form. We have adapted these forms from “Usability Testing Essentials” book.

10.1.1 Video Consent Form

In our screening, we tell participants that they will be videotaped during this session and we will ask them to give their permission for recording for the purpose of demonstration and evaluation.

Usability Video Consent Form

I hereby give my permission to be videotaped as part of my participation in the _____ . Usability test conducted _____ [date] at the Usability Center at Southern Polytechnic.

Only my first name may be reported in association with the session results. I understand and consent to the use and release of the video recording to the Usability Center and to the client. I further understand that the video recording and any highlights extracted from it may be used for review by the client and by the Usability Center. Representative video excerpts may also be used within presentations to the client, at professional meetings, and as part of research.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time.

Printed Name

Date

Signature

10.1.2 Observer Form

Participant Name		
Date/ Time of Session		
Scenario/ Task	Issues/ Problems	Observer Comment

10.2.1 Moderator's Checklist

Before the arrival of the test taker

- ✓ Keep the script ready
- ✓ Make seating arrangements for participants
- ✓ Provide essentials
- ✓ Keep water ready
- ✓ Keep the product to be tested ready
- ✓ Keep the electrical equipment ready

Welcome

- ✓ Introductory session
- ✓ Offer refreshments
- ✓ Keep the seating arrangements sorted
- ✓ Assist participants to their seating location

Pretest questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done
- ✓ Provide all the equipment needed
- ✓ Go over all the legal forms to be signed
- ✓ Ask questions

Information

- ✓ Explain problems and scenarios
- ✓ Explain mode of test
- ✓ Explain process and instructions included
- ✓ Explain after

Posttest Questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done

Post task questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done

10.2.2 System operator's Checklist

Before the test begins

- ✓ Check installed software
- ✓ Check for electrical equipments
- ✓ Send Reminders to participants
- ✓ Check network connection
- ✓ Install Screen recording softwares
- ✓ Sample test user
- ✓ Check for the microphones and headphones
- ✓ Update Participants about utilization

After every user completes the test

- ✓ Check for the list of completed tasks
- ✓ Update the tasks
- ✓ Send the updates to team members
- ✓ Reset the information for the next user

After the completion of the day

- ✓ Check for all completed tasks
- ✓ Check for the time estimation logs of participants
- ✓ Turn off systems
- ✓ Complete the required setup
- ✓ Update the final report of all the participants

10.2.3 Technician's Checklist

Before the test

- ✓ Switch on the setup
- ✓ Check for cameras and microphones
- ✓ Check for the updation of information to the observers room
- ✓ Check connectivity
- ✓ Check sound
- ✓ Check for connectivity to the control room

During the test

- ✓ Check for connectivity issues
- ✓ Inform if there are any errors
- ✓ Check audio control during test
- ✓ Check the working of the software
- ✓ Provide users with necessary assistance

After the test

- ✓ Check for the recordings of all the sessions
- ✓ Copy information into a storage drive
- ✓ Save data
- ✓ Update if there are any issues
- ✓ Turn off equipment
- ✓ Provide and update necessary details

10.3 Scripts

Moderator's Script

Welcome the participant.

"Hi, my name is Lydia Jaladi and I'm going to be your moderator who is going to walk you through the entire session.

Thank you so much for coming in today. Your participation will help our team **FLAWLESS** and our sponsors to learn a lot of useful feedback for improving the website **HENRY'S** you'll be working with today. You all will be serving as an evaluator of a **HENRY'S** website and complete a set of tasks accordingly. Our goal is to see how easy or difficult you find the site to use.

Describe thinking out loud.

One important thing we need you to keep in mind while you are testing is that we need you to "think out loud." You know when you are using something, and you may get frustrated we want you to say it out loud.

I know that sound a little bizarre, but you'll get used to it quickly. This really helps us understand what is going through your mind while you are using the website **HENRY'S**. If you like it, we want to know that. If you get frustrated or are confused, we want to know that too. I want to let you know that there are no wrong answers in this study. We're looking for your genuine impressions.

We're going to watch you complete these tasks, take notes, and with these notes we will report our findings to our sponsors. They will use our findings to improve their website in the future.

Provide the forms required for their consent of Participation.

Before we proceed with any testing, we do have a few forms we need you to complete. As you all know, we will be recording the session. The reason being our team who are unable to join us will have a chance to look at the session and so that we can review it if we have any questions. Here is a permission form stating that you allow us to videotape the session. [Give the participant the permission form to review.] Please sign the form as we can begin with the session. [Respond to any questions the participants ask for].

This second form is a pre-test questionnaire. We're just trying to get your input, know what your expectations are, previous experience, and so on. Like I said earlier, we just need to get

your honest input. I'll read the questions aloud to you, and you just answer honestly. We have someone logging these answers. (read the pre-test questionnaire to the user and record answers)

Explain the testing process.

The way this testing is going to work is that we are going to give you a number of tasks to complete. Each task will have a specific goal, and we want you to explore the website **HENRY'S** and complete each task.

If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know. I will ask you either put you on the right track or move you on to the next scenario.

Start the Testing Process.

OK, then we can begin. Here is task #1. As I said earlier, I am going to stay here in the room with you during the first couple of tasks.

- **Pre - Questionnaire session**
- **Post - Questionnaire session.**

I won't be saying anything, I'm just going to be observing. I will be stepping out after that to observe from the other room. Do not hesitate to ask if you have any questions.

After Testing, a thank you note to the participants.

We the team **FLAWLESS** have learned so much from you on the pros and cons of the website **HENRY'S**. You can send your number/username to this email address: lydiajaladi@flawless.com. I will send you all some reward cards with discounts to use on the website **HENRY'S**. Thank you very much for coming in today. We really learned a lot from your valuable feedback.

11.EVALUATION METHODS:

The participants should be signing an evaluation permission form, for the Evaluators to observe the movements of the participants and their tasks.

Few methods have been taken into consideration to conduct evaluation on the participants.

1. Video recording of the participants
2. Screen recording and Eyeball tracking
3. Observers beside participants
4. Interviews and Questionnaires

11.1 Test Environment

For the usability testing to be conducted we have rented a Lab and two rooms to accommodate the participants and provide assistance.

This environment has been rented for the sample day and Test day only.

The lab consists of

1. Computers for the participants to use
2. Electricity provision

3. Cameras installed
4. Notetakers and Participants chairs
5. Stationery

One room has been reserved for observing purposes

1. This room would accommodate the observers
2. Computers to monitor cameras
3. Stationery

One room has been reserved to accommodate participants

1. Seating arrangements
2. Refreshments
3. Moderators desk
4. Help desk

11.2 Other Test environments

- a. The screening and evaluation of test day outcomes has been done on official computers online
- b. Evaluation Presentation has been done in a conference room at Fanshawe.

11.3 Deliverables

The outcomes of the tests conducted will be submitted to the stakeholders related to the project.

The outcomes of conducting a usability test have been mentioned below.

1. Usage of the Product
2. Marketing areas of the product
3. Usability and Design influence on the product
4. Documentation of the observations of the evaluators
5. Presentations prepared as per the usage of the participants and their movement
6. Video recording of the sessions
7. Pre-conditions and agreement forms of individuals
8. Post task briefing session documentation
9. List of documents involved during conducting the usability test
10. Final and formal report of the entire testing process.

12. QUESTIONNAIRE AND OTHER FEEDBACK

12.1 Pre-Test Questionnaire

These set of questions have been framed as the pre-test questionnaire, for the participants to answer before the usability test is taken. These questions give an understanding of what the participant expects from the Usability test.

1. Have you ever been a part of testing? if yes, explain

2. Have you ever been a participant of usability testing of a product?

3. What are your hobbies?

4. What do you usually browse on the internet?

5. What is the first thing that attracts you about a website?

6. List few of your favorite websites

7. How do you usually purchase a product?

8. Do you have a camera?

9. What is the best place to purchase an efficient camera?

10. Name one camera brand.

12.2 Post Task Questionnaire

Participants have to evaluate each Task based on their difficulty level. Participants can also give their views about what aspects of task made easy or difficult for them to perform.

Post-task Questionnaires

No	Scenario	Very Easy	Easy	Neither Easy nor Difficult	Somewhat Difficult	Very Difficult	Task should be made easier by...
Scenario 1	Look and Feel first impression						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
Scenario 2	Create account scenario						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
Scenario 3	Search for Store Locations						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
Scenario 4	Search for particular Product						
	Which aspects of the site made this task easy for you?						

	Which aspects of the site made this task difficult for you?						
Scenario 5	Add to Cart						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
Scenario 6	Search for Customer Care						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
Scenario 7	Product Feedback						
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						

12.3 Post Test Questionnaire

Post-test includes the set of questions about the test. If the Participant was comfortable in providing the test.

1. How do like testing procedure?

2. Did the procedure offend you in anyway?

3. Was the Moderator able to convey the instructions clearly?

4. Was the testing procedure better in comparison to other procedures?
-

5. What is the best thing about usability testing?
-

6. Is there anything we could improve?
-

7. Would you be happy to assist us in any other Testing opportunities?
-

12.4 Product Reaction Cards

Participants will also be provided Product Reaction Cards to evaluate their reaction while using HENRY'S website.

The complete set of 118 Product Reaction Cards				
Accessible	Creative	Fast	Meaningful	Slow
Advanced	Customizable	Flexible	Motivating	Sophisticated
Annoying	Cutting edge	Fragile	Not Secure	Stable
Appealing	Dated	Fresh	Not Valuable	Sterile
Approachable	Desirable	Friendly	Novel	Stimulating
Attractive	Difficult	Frustrating	Old	Straight Forward
Boring	Disconnected	Fun	Optimistic	Stressful
Business-like	Disruptive	Gets in the way	Ordinary	Time-consuming
Busy	Distracting	Hard to Use	Organized	Time-Saving

Calm	Dull	Helpful	Overbearing	Too Technical
Clean	Easy to use	High quality	Overwhelming	Trustworthy
Clear	Effective	Impersonal	Patronizing	Unapproachable
Collaborative	Efficient	Impressive	Personal	Unattractive
Comfortable	Effortless	Incomprehensible	Poor quality	Uncontrollable
Compatible	Empowering	Inconsistent	Powerful	Unconventional
Compelling	Energetic	Ineffective	Predictable	Understandable
Complex	Engaging	Innovative	Professional	Undesirable
Comprehensive	Entertaining	Inspiring	Relevant	Unpredictable
Confident	Enthusiastic	Integrated	Reliable	Unrefined
Confusing	Essential	Intimidating	Responsive	Usable
Connected	Exceptional	Intuitive	Rigid	Useful
Consistent	Exciting	Inviting	Satisfying	Valuable
Controllable	Expected	Irrelevant	Secure	
Convenient	Familiar	Low Maintenance	Simplistic	

13. TESTING TIMELINE

Screening users - (25-10-2018) to (30-10-2018)	
10:00 am - 3:00 pm	All the days mentioned
Sample Test- Testing date - (01-11-2018)	

4:00 pm - 5:00 pm	Test User
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Test Day Schedule - (05-11-2018)	
9:00 am - 10:00 am	Testing setup
10:00 am - 11:00 am	USER1
11:00 am - 12:00 pm	USER2
12:00 pm - 1:00 pm	Lunch Time
1:00 pm - 2:00 pm	USER 3
2:00 pm - 3:00 pm	USER4
3:00 pm - 3:15 pm	Break Time
3:15 pm - 4:15 pm	USER 5
4:15 pm - 5:00 pm	Closing of Test Day

Evaluation of Test day and outcomes - (07-11-2018)	
11:00 am - 3:00 pm	Evaluation of tests taken

Evaluation Presentation - (07-11-2018)	
4:00 pm - 6:00 pm	Presentation to the stakeholders
10:00 am (08-11-2018)	Formal report submission

References

Bibliography

- Barnum, Carol. (2011). Usability testing essentials. Burlington, MA: Morgan Kaufmaan. Chapters 5, 6.
- Product Reaction Cards
<http://www.uxforthemasses.com/wp-content/uploads/2011/04/Miscrosoft-Product-Reaction-Cards.doc>

- Moderator's Scripts
Adapted from: <https://www.usability.gov/how-to-and-tools/resources/templates/introduction-to-testing-with-moderator-interaction.html>

APPENDIX - D. Screening questionnaire for each participant

Screening Questionnaire Responses

These set of questions have been framed as the pre-test questionnaire, for the participants to answer before the usability test is taken. These questions give an understanding of what the participant expects from the Usability test.

Response 1

1. Have you ever been a part of testing? if yes, explain

Res: No, I have never been a part of Testing.

2. Have you ever been a participant of usability testing of a product?

Res: No, this is the first time.

3. What are your hobbies?

Res: Painting and art are my favorite things to do.

4. What do you usually browse on the internet?

Res: I browse for art galleries and art Exhibitions.

5. What is the first thing that attracts you about a website?

Res: Pictures.

6. List few of your favorite websites

Res: The MET, The Louvre

7. How do you usually purchase a product?

Res: I purchase products online.

8. Do you have a camera?

Res: No, I don't have a camera.

9. What is the best place to purchase an efficient camera?

Res: I have no idea

10. Name one camera brand.

Res: Sony..

Response 2

1. Have you ever been a part of testing? If yes, explain

Res: Probably everyone is a tester, as they test everything they purchase!

2. Have you ever been a participant of usability testing of a product?

Res: No, I have never been a part of anything as such.

3. What are your hobbies?

Res: My music is my passion

4. What do you usually browse on the internet?

Res: I listen to music and the latest releases. Sometime I browse to purchase products

5. What is the first thing that attracts you about a website?

Res: Mostly the look of the website

6. List few of your favorite websites

Res: YouTube.. The most viewed website..

7. How do usually purchase a product?

Res: I go to the store to purchase

8. Do you have a camera?

Res: Yes, I do have a camera

9. What is the best place to purchase an efficient camera?

Res: I have no idea. Probably, Electronic stores

10. Name one camera brand.

Res: Nikon.

Response 3

1. Have you ever been a part of testing? if yes, explain

Res: Yes, I have

2. Have you ever been a participant of usability testing of a product?

Res: Yes, I have.. Its a part of my Job

3. What are your hobbies?

Res: Reading mostly

4. What do you usually browse on the internet?

Res: As I am a developer, I browse for solutions to make my code better

5. What is the first thing that attracts you about a website?

Res: Layout of the website

6. List few of your favorite websites

Res: Code Academy and Udemy

7. How do usually purchase a product?

Res: I purchase Products online.. As, i Find good deals there

8. Do you have a camera?

Res: yes, I do

9. What is the best place to purchase an efficient camera?

Res: I have no Idea about the best place. But i Purchase EElectronics on Best Buy online

as i can find good deals.

10. Name one camera brand.

Res: Canon

Response 4

1. Have you ever been a part of testing? if yes, explain

Res: Yes, I have been as I work in the Camera Manufacturing Department

2. Have you ever been a participant of usability testing of a product?

Res: No, I have not been

3. What are your hobbies?

Res: My Favourite thing to do is click pictures, even though am a not a professional.

4. What do you usually browse on the internet?

Res: I watch a lot of movies, so i usually look out for new movies also, I browse a lot through shopping websites

5. What is the first thing that attracts you about a website?

Res: Prices and Deals

6. List few of your favorite websites

Res: moviesonline, Amazon, youtube.

7. How do you usually purchase a product?

Res: I purchase most of the products online

8. Do you have a camera?

Res: Yes, I do have a Camera

9. What is the best place to purchase an efficient camera?

Res: Depending on the camera specification, it depends on which brand provides that specification. It's always good to purchase products in its own store.

10. Name one camera brand.

Res: I'd Prefer Canon, As I am Part of that manufacturing unit.

APPENDIX - E. Post-task & post-test questionnaires for each participant

Post-task Questionnaire Responses

Response 1

Post-task Questionnaires							
No	Scenario	Very Easy	Easy	Neither Easy nor Difficult	Somewhat Difficult	Very Difficult	Task should be made easier by...
Scenario 1	Look and Feel first impression	✓					
Which aspects of the site made this task easy for you?							

	<ul style="list-style-type: none"> - Big font size and clear images 						
	Which aspects of the site made this task difficult for you?						
Scenario 2	Create account scenario				<input checked="" type="checkbox"/>		
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you? <ul style="list-style-type: none"> - It was not clearly mention that "Create Account" or "Sign up". 						
Scenario 3	Search for Store Locations		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you? <ul style="list-style-type: none"> - From the Home page of the site, we can easily navigate to "Store Locations" section 						
	Which aspects of the site made this task difficult for you?						
Scenario 4	Search for particular Product				<input checked="" type="checkbox"/>		
	Which aspects of the site made this task easy for you? <ul style="list-style-type: none"> - Easy to search for particular product from search bar but when I tried to find a product from "Shop By Category" then I found my product after 3-4 steps. 						
	Which aspects of the site made this task difficult for you?						
Scenario 5	Add to Cart				<input checked="" type="checkbox"/>		
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you? <ul style="list-style-type: none"> - As I added the items into the cart I was forced to return to the homepage rather than having an option to continue shopping. 						



Scenario 6	Search for Customer Care		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you?						
Scenario 7	Product Feedback		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you?						

Response 2

Post-task Questionnaires							
No	Scenario	Very Easy	Easy	Neither Easy nor Difficult	Somewhat Difficult	Very Difficult	Task should be made easier by...
Scenario 1	Look and Feel first impression		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you?						
Scenario 2	Create account scenario		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you?						

	Which aspects of the site made this task difficult for you? - Ambiguous						
Scenario 3	Search for Store Locations	✓					
	Which aspects of the site made this task easy for you? - Easy access to "Store Location" from Home page						
	Which aspects of the site made this task difficult for you?						
Scenario 4	Search for particular Product					✓	
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you? - As I didn't remember the particular product name I searched from the "Shop By category" and after performing too many steps I found the product.						
Scenario 5	Add to Cart			✓			
	Which aspects of the site made this task easy for you? - Easy functionality						
	Which aspects of the site made this task difficult for you?						
Scenario 6	Search for Customer Care	✓					
	Which aspects of the site made this task easy for you? - Easy access to "Customer Care" from Home page						
	Which aspects of the site made this task difficult for you?						
Scenario 7	Product Feedback			✓			

	<p>Which aspects of the site made this task easy for you?</p> <ul style="list-style-type: none"> - The review forms for product were very comfortable to access and submit.
	<p>Which aspects of the site made this task difficult for you?</p>

Response 3

Post-task Questionnaires

No	Scenario	Very Easy	Easy	Neither Easy nor Difficult	Somewhat Difficult	Very Difficult	Task should be made easier by...
Scenario 1	Look and Feel first impression	✓					
Which aspects of the site made this task easy for you?							
<ul style="list-style-type: none"> - Carousel shows all the popular products and deals 							
Scenario 2	Create account scenario			✓			It would be good if "Create Account" link is available from Home Page itself
Which aspects of the site made this task easy for you?							
Which aspects of the site made this task difficult for you?							
Scenario 3	Search for Store	✓					

	Locations						
Which aspects of the site made this task easy for you?							
<ul style="list-style-type: none"> - Easy to find "Store Location" section 							
Scenario 4	Which aspects of the site made this task difficult for you?						
	Search for particular Product			<input checked="" type="checkbox"/>			
	Which aspects of the site made this task easy for you?						
Scenario 5	Which aspects of the site made this task difficult for you?						
	<ul style="list-style-type: none"> - As I didn't remember the particular product name I searched from the "Shop By category" and after performing too many steps I found the product. 						
	Add to Cart			<input checked="" type="checkbox"/>			
Scenario 6	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
	<ul style="list-style-type: none"> - Not so difficult but time consuming 						
Scenario 7	Search for Customer Care		<input checked="" type="checkbox"/>				
	Which aspects of the site made this task easy for you?						
	<ul style="list-style-type: none"> - Easy to find "Customer Care" 						
	Which aspects of the site made this task difficult for you?						
	Product Feedback			<input checked="" type="checkbox"/>			
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you?						
	<ul style="list-style-type: none"> - So many details to fill out 						

Response 4

Post-task Questionnaires

No	Scenario	Very Easy	Easy	Neither Easy nor Difficult	Somewhat Difficult	Very Difficult	Task should be made easier by...
Scenario 1	Look and Feel first impression		✓				
Which aspects of the site made this task easy for you?							
<ul style="list-style-type: none"> - Every section is reachable from home page and clean design 							
Scenario 2	Create account scenario				✓		
Which aspects of the site made this task easy for you?							
Which aspects of the site made this task difficult for you?							
<ul style="list-style-type: none"> - The website is not flexible or user friendly as some of the tabs have confusing quotes. 							
Scenario 3	Search for Store Locations	✓					
Which aspects of the site made this task easy for you?							
<ul style="list-style-type: none"> - It's good that there is "Store Location" link on Home page 							
Which aspects of the site made this task difficult for you?							
Scenario 4	Search for particular Product					✓	
Which aspects of the site made this task easy for you?							

	Which aspects of the site made this task difficult for you? - “Shop By Category” doesn't have filter of brand names. So it is hard to find the particular product if you only know the Brand name.						
Scenario 5	Add to Cart					✓	
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you? - Only difficulty in finding a product otherwise “Add to Cart” functionality is good						
Scenario 6	Search for Customer Care	✓					
	Which aspects of the site made this task easy for you? - Easy access to “Customer Care”						
	Which aspects of the site made this task difficult for you?						
Scenario 7	Product Feedback			✓			
	Which aspects of the site made this task easy for you?						
	Which aspects of the site made this task difficult for you? - The website navigation was wage for me as there not categorized.						

Post-test Questionnaire Responses

Response 1:

		Strongly disagree 1	2	3	4	Strongly agree 5
1	I think that I would like to use this system frequently		X			



2	I found the system unnecessarily complex.				X	
3	I thought the system was easy to use	X				
4	I think I would need the support of a technical person to be able to use this system.			X		
5	I found the various functions in this system were well integrated			X		
6	I thought there was too much inconsistency in this system				X	
7	I would imagine that most people would learn to use this system very quickly		X			
8	I found the system very cumbersome to use					X
9	I felt very confident using the system	X				
10	I needed to learn a lot of things before I could get going with this system				X	

SUS SCORE : $10 * 2.5 = 25$

Response 2:

		Strongly disagree 1	2	3	4	Strongly agree 5
1	I think that I would like to use this system frequently			X		



2	I found the system unnecessarily complex.			X		
3	I thought the system was easy to use			X		
4	I think I would need the support of a technical person to be able to use this system.		X			
5	I found the various functions in this system were well integrated				X	
6	I thought there was too much inconsistency in this system			X		
7	I would imagine that most people would learn to use this system very quickly		X			
8	I found the system very cumbersome to use				X	
9	I felt very confident using the system					X
10	I needed to learn a lot of things before I could get going with this system			X		

SUS SCORE : $22 * 2.5 = 55$

Response 3:

	Strongly disagree 1	2	3	4	Strongly agree 5
--	---------------------------	---	---	---	------------------------



1	I think that I would like to use this system frequently					X
2	I found the system unnecessarily complex.		X			
3	I thought the system was easy to use				X	
4	I think I would need the support of a technical person to be able to use this system.	X				
5	I found the various functions in this system were well integrated				X	
6	I thought there was too much inconsistency in this system		X			
7	I would imagine that most people would learn to use this system very quickly					X
8	I found the system very cumbersome to use			X		
9	I felt very confident using the system					X
10	I needed to learn a lot of things before I could get going with this system	X				

SUS SCORE : $34 \times 2.5 = 85$

Response 4:



		Strongly disagree 1	2	3	4	Strongly agree 5
1	I think that I would like to use this system frequently			X		
2	I found the system unnecessarily complex.		X			
3	I thought the system was easy to use			X		
4	I think I would need the support of a technical person to be able to use this system.		X			
5	I found the various functions in this system were well integrated					X
6	I thought there was too much inconsistency in this system			X		
7	I would imagine that most people would learn to use this system very quickly					X
8	I found the system very cumbersome to use		X			
9	I felt very confident using the system				X	
10	I needed to learn a lot of things before I could get going with this system			X		

SUS SCORE : $28 * 2.5 = 70$



APPENDIX - F. Product Reaction Cards completed for each participant

Product Reaction Cards of Participant 1:

- Valuable
- Usable
- Fast
- Useful
- Difficult

Product Reaction Cards of Participant 2:

- Fast
- Valuable
- Useful
- Difficult
- Efficient

Product Reaction Cards of Participant 3:

- Difficult
- Secure
- Usable
- Responsive
- High Quality

Product Reaction Cards of Participant 4:

- Valuable
- Useful
- Efficient
- Fast
- Difficult

APPENDIX - G. Scripts and Checklists

Usability Video Consent Form - Participant 1

I hereby give my permission to be videotaped as part of my participation in the Henry's Website. Usability test conducted on 5-11-2018 at the Usability Center at Southern Polytechnic.

Only my first name may be reported in association with the session results. I understand and consent to the use and release of the video recording to the Usability Center and to the client. I further understand that the video recording and any highlights extracted from it may be used for review by the client and by the Usability Center. Representative video excerpts may also be used within presentations to the client, at professional meetings, and as part of research.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time.

Harita Gandhi

Printed Name

5-11-2018

Date



Signature

Usability Video Consent Form - Participant 2

I hereby give my permission to be videotaped as part of my participation in the Henry's Website. Usability test conducted on 5-11-2018 [date] at the Usability Center at Southern Polytechnic.

Only my first name may be reported in association with the session results. I understand and consent to the use and release of the video recording to the Usability Center and to the client. I further understand that the video recording and any highlights extracted from it may be used for review by the client and by the Usability Center. Representative video excerpts may also be used within presentations to the client, at professional meetings, and as part of research.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time.

Lydia Jaladi
Printed Name

5-11-2018
Date


Signature

Usability Video Consent Form - Participant 3

I hereby give my permission to be videotaped as part of my participation in the Henry's Website. Usability test conducted on 5-11-2018 [date] at the Usability Center at Southern Polytechnic.

Only my first name may be reported in association with the session results. I understand and consent to the use and release of the video recording to the Usability Center and to the client. I further understand that the video recording and any highlights extracted from it may be used for review by the client and by the Usability Center. Representative video excerpts may also be used within presentations to the client, at professional meetings, and as part of research.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time.

Manasa Challal

Printed Name

5-11-2018

Date



Signature

Usability Video Consent Form - Participant 4

I hereby give my permission to be videotaped as part of my participation in the Henry's Website. Usability test conducted on 5-11-2018 [date] at the Usability Center at Southern Polytechnic.

Only my first name may be reported in association with the session results. I understand and consent to the use and release of the video recording to the Usability Center and to the client. I further understand that the video recording and any highlights extracted from it may be used for review by the client and by the Usability Center. Representative video excerpts may also be used within presentations to the client, at professional meetings, and as part of research.

I give up any rights to the video recording and understand that the recording may be used for the purposes described in this release form without further permission.

I understand that if for any reason I do not want to continue I can leave at any time during this recording session. I can also deny consent at any time.

Keren Deepthi Nanneti

Printed Name

5-11-2018

Date

Kerendeepthi.N

Signature

10.1.2 Observer Form

Participant Name	Participant 1	
Date/ Time of Session	[05-11-2018] [10:00 am - 11:00 am]	
Scenario/ Task	Issues/ Problems	Observer Comment
Trying to Login	Not able to login	Confused between Sign in and Sign up

Participant Name	Participant 2	
Date/ Time of Session	[05-11-2018] [11:00 am - 12:00 pm]	
Scenario/ Task	Issues/ Problems	Observer Comment
Product Screen	Trying to close the product	User was confused on how to get out the product view screen

Participant Name	Participant 3	
Date/ Time of Session	[05-11-2018] [1:00 pm - 2:00 pm]	
Scenario/ Task	Issues/ Problems	Observer Comment
Browse camera	Trying to find a brand	Participant was trying shop by brand category, but that option was not available

Participant Name	Participant 4	
Date/ Time of Session	[05-11-2018] [2:00 pm - 3:00 pm]	
Scenario/ Task	Issues/ Problems	Observer Comment
Home page	Prices and Deals	User was scrolling through the homepage to find cameras on sale and best deals available on the website.

TEAM'S CHECKLIST

10.2.1 Moderator's Checklist

Before the arrival of the test taker

- ✓ Keep the script ready
- ✓ Make seating arrangements for participants
- ✓ Provide essentials
- ✓ Keep water ready
- ✓ Keep the product to be tested ready
- ✓ Keep the electrical equipment ready

Welcome

- ✓ Introductory session
- ✓ Offer refreshments
- ✓ Keep the seating arrangements sorted
- ✓ Assist participants to their seating location

Pretest questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done
- ✓ Provide all the equipment needed
- ✓ Go over all the legal forms to be signed
- ✓ Ask questions

Information

- ✓ Explain problems and scenarios
- ✓ Explain mode of test
- ✓ Explain process and instructions included
- ✓ Explain after

Posttest Questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done

Post task questionnaire

- ✓ Keep questionnaires available
- ✓ Brief about the questionnaire
- ✓ Explain about the observation done

10.2.2 System operator's Checklist

Before the test begins

- ✓ Check installed software
- ✓ Check for electrical equipments
- ✓ Send Reminders to participants
- ✓ Check network connection

- ✓ Install Screen recording softwares
- ✓ Sample test user
- ✓ Check for the microphones and headphones
- ✓ Update Participants about utilization

After every user completes the test

- ✓ Check for the list of completed tasks
- ✓ Update the tasks
- ✓ Send the updates to team members
- ✓ Reset the information for the next user

After the completion of the day

- ✓ Check for all completed tasks
- ✓ Check for the time estimation logs of participants
- ✓ Turn off systems
- ✓ Complete the required setup
- ✓ Update the final report of all the participants

10.2.3 Technician's Checklist

Before the test

- ✓ Switch on the setup
- ✓ Check for cameras and microphones
- ✓ Check for the updation of information to the observers room
- ✓ Check connectivity
- ✓ Check sound
- ✓ Check for connectivity to the control room

During the test

- ✓ Check for connectivity issues
- ✓ Inform if there are any errors
- ✓ Check audio control during test
- ✓ Check the working of the software
- ✓ Provide users with necessary assistance

After the test

- ✓ Check for the recordings of all the sessions
- ✓ Copy information into a storage drive
- ✓ Save data
- ✓ Update if there are any issues
- ✓ Turn off equipment
- ✓ Provide and update necessary details

10.3 Scripts

Moderator's Script

Welcome the participant.

"Hi, my name is Lydia Jaladi and I'm going to be your moderator who is going to walk you through the entire session.

Thank you so much for coming in today. Your participation will help our team **FLAWLESS** and our sponsors to learn a lot of useful feedback for improving the website **HENRY'S** you'll be working with today. You all will be serving as an evaluator of a **HENRY'S** website and complete a set of tasks accordingly. Our goal is to see how easy or difficult you find the site to use.

Describe thinking out loud.

One important thing we need you to keep in mind while you are testing is that we need you to "think out loud." You know when you are using something, and you may get frustrated we want you to say it out loud.

I know that sound a little bizarre, but you'll get used to it quickly. This really helps us understand what is going through your mind while you are using the website **HENRY'S**. If you like it, we want to know that. If you get frustrated or are confused, we want to know that too. I want to let you know that there are no wrong answers in this study. We're looking for your genuine impressions.

We're going to watch you complete these tasks, take notes, and with these notes we will report our findings to our sponsors. They will use our findings to improve their website in the future.

Provide the forms required for their consent of Participation.

Before we proceed with any testing, we do have a few forms we need you to complete. As you all know, we will be recording the session. The reason being our team who are unable to join us will have a chance to look at the session and so that we can review it if we have any questions. Here is a permission form stating that you allow us to videotape the session. [Give the participant the permission form to review.] Please sign the form as we can begin with the session. [Respond to any questions the participants ask for].

This second form is a pre-test questionnaire. We're just trying to get your input, know what your expectations are, previous experience, and so on. Like I said earlier, we just need to get your honest input. I'll read the questions aloud to you, and you just answer honestly. We have someone logging these answers. (read the pre-test questionnaire to the user and record answers)

Explain the testing process.

The way this testing is going to work is that we are going to give you a number of tasks to complete. Each task will have a specific goal, and we want you to explore the website **HENRY'S** and complete each task.

If you ever feel that you are lost or cannot complete a task with the information that you have been given, please let me know. I will ask you either put you on the right track or move you on to the next scenario.

Start the Testing Process.

OK, then we can begin. Here is task #1. As I said earlier, I am going to stay here in the room with you during the first couple of tasks.

- **Pre - Questionnaire session**
- **Post - Questionnaire session.**

I won't be saying anything, I'm just going to be observing. I will be stepping out after that to observe from the other room. Do not hesitate to ask if you have any questions.

After Testing, a thank you note to the participants.

We the team **FLAWLESS** have learned so much from you on the pros and cons of the website **HENRY'S**. You can send your number/username to this email address: lydiajaladi@flawless.com. I will send you all some reward cards with discounts to use on the website **HENRY'S**. Thank you very much for coming in today. We really learned a lot from your valuable feedback.

APPENDIX H:**Team Minutes:****Meeting Details**

Team Name	FLAWLESS
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Team Attendance	
Manasa	Available
Harita	Available
Lydia	Available
Keren	Available

Meeting Facilitator	KEREN
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Meeting Information	
Date	21th Nov,2018 and 25th Nov,2018
Time	4.00pm to 4.45pm and 5.00pm to 6.00pm
Location	Fanshawe College, Downtown

Task List

Sr No	Task	Name	Completed
1.	Executive Summary, Introduction, Test Plan and procedure, User test participants, Participant data Summary, Tasks and Scenarios	Lydia Jaladi	Completed
2.	Success Criteria, Findings, User Profiles, severity rating codes, Home page, New Account, Log out, Shopping category, Proper Validations	Harita Gandhi	Completed
3.	Analysis from post and Pre questionnaire, Task result Summary, Average task duration, Average task difficulty, System usability scale, Product reaction cards, Recommendations.	Manasa Challa	Completed
4.	Appendices A, B, C, D, E, F, G Team minutes, Responsibilities, References	Keren Deepthi Nanneti	Completed

APPENDIX I:**11. Responsibilities of Team Members:**

All the team members have adopted a different role for every assignment and shared their roles and responsibilities. Listed below the main roles of every Team Member.

Manasa Challa:

1. Managed and facilitated meetings
2. Set locations and timings for the meetings

Lydia Jaladi:

1. Managed the deliverables of the assignments
2. Finalised the roles and responsibilities of team members

Harita Gandhi:

1. Gathered information regarding the assignments
2. Assigned document formats and Content to be included

Keren Deepthi Nanneti:

1. Making changes, Adding content and Proof reading
2. Managed Team Minutes

12. REFERENCES:

https://zing.ncsl.nist.gov/iusr/formative/IUSR_Formative/index.html