Assignment8

**a. Compare your prototype with the competitors’ websites to describe the improvements made.**

1 Emphasize user sign up/log in: Some of competitor set up sign up/log in, but no difference between guest and register user. For my web, I still make both have same right to access contents, but registered users enjoy benefits, discounts, or coupons to purchases workshops, attend competitions, or buy accessories.

2 Integration of dance info: Competitors are studio official website, only posting info of its weekly class schedule.

My website provides more comprehensive info: dance (filter by dance type->teacher), workshops, competitions, shop for accessories

3 Adaptation to multiple screen: some competitors’ webs are adaptative to different devices.

**B make additional changes to my figma prototype according to feedback received from the instructor.**

According to feedbacks, my figma lacks business potential. I restructure my content. There are 4 contents: dance(class), workshops, competitions, and shops.

Business potentials:

Dance: No revenue. Free content to attract users. Therefore, since it won’t make money, I decided to narrow down the dance type into 6, which are popular among my persona.

Workshops/competitions/shops:

Revenue, Yes.

Apply coupon/discounts code. Guest user are not available to see the code, and they only see “log in to enjoy the discount”. Logged in users are available to see the code on the page. And they can apply the code to pay. I talked to one vintage accessories holder. He said it could be like every deal made via my web, he returns me some percentage of each deal(抽水提成). One workshop holder would like to try to pay for product placement, putting its workshop on my web. In sum, percentages of deals and ad placement can be either way for revenue. For further cooperation, just directly send message via contact us.

Here is thing I would like to let you know: such small dance business(workshops, accessories, competitions), they use bank transfer, 快转数 to receive money, and let people to fill a google form link, uploading basic personal info and screenshot of transaction. Therefore, I do not sell T shirt and do not ask to pay in my website. I am the mediator, transforming people to pay by providing the IG page and the google form link on my website.

Then the users apply coupons to google form or DM the coupons to the IG.

**c. Prepare a usability test plan.**

See the usability test plan pdf.

**d.Conduct a usability study according to the test plan on your improved prototype with 5 users and record the results**

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Task report (3 teasks)

Notes: 6 users, but one of videos failed to export the screen video due to technical problem. Fortunately, I did use my phone to record reaction time and took notes when she was doing. It was lucia’s one.

All 6 users did desktop version, since they normally search info via website by computer, while social media surfing on mobile. ( I asked them before record)

Tasks:

1 Attend a one of competitions you want

(see first reaction, ppl will sign up/log in first or direct go for? )

Suggested path:

(Sign up->log in -> competitions-> link)

(Competitions->link)

Yue: 18 seconds, (0 error) She directly clicked the competitions.

Qing：10seconds, and 20 seconds to speak out her action. (0 error) She directly clicked the competitions.

Yan：5 seconds and 30 seconds to browse info,(0 error)She directly clicked the competitions and clicked the link

Shao: 30 seconds, (1 error) She signed up first and log in but missed to click login button. Then she clicked the competitions

Maggie: 30 seconds (0 error), she clicked competitions and clicked the link

Lucia: 40 seconds (0 error), she clicked sign up-> log in-> competitions->link

2 Get deals to buy a 街舞周边, tell me how much u will spend?

Suggested path:

(sign up->login-> shop->link)

(shop->sign up->login->link)

(shop->sign up->log in->link)

yue：28 seconds. (0 error but unfinished) She directly clicked the shop, and she was aware of that sign up/log in would enjoy discounts, but she didn’t do it yet.

Qing：30seconds. (1 error). She directly clicked the shop, and she noticed that signup/login to enjoy the discount and clicked the login and went back to shop page. She skipped sign up.

Yan: 45seconds (1 error). She directly clicked to the shop, and was aware of that sign up/log in would enjoy discounts, she clicked sign up->login-> shop->link, but she didn’t click the log in button

Shao: 22 seconds (0 error), She clicked the shop and reported she spend the membership price to buy with silent confusion about whether she is a member already.

Maggie: 43 seconds (1 error) She started from home page, sign up and log in but without clicking the log in button, but clicked the shop. She was clear she enjoyed membership after sign up and log in.

Lucia: 10 seconds (0 error) She clicked shop->links. She is aware of that she already login and she was able to enjoy the membership price.

3 Want hiphop dance, find one of hiphop teachers and tell me what his/her dance class schedule is.

Suggested path:

(Dance->Hiphop)

(Sign up->login->dance->hiphop)

Yue :26 seconds, (1 error). One error she clicked and did not adjust. I guessed she didn’t hear my question clearly. I was asking to look for a hiphop teacher, but she gave me a popping teacher. Anyway, it doesn’t affect the test result. She directly clicked dance-> popping, then picked a teacher.

Qing：15seconds, ( 0 error). She clicked dance and hip-hop and found the teacher.

Questions:

Yan: 38 seconds (0 error) She clicked dance and hip-hop and found the teacher.

Shao: 24 seconds (0 error) She clicked dance and hiphop and found the teacher.

Maggie: 28seconds (1 error) She clicked dance-> locking-> find teacher ( I guessed she didn’t listen the question clearly. I asked to find a hiphop teacher. but anyway, it didn’t affect the results.

Lucia: 15 seconds (0 error) She clicked dance-> hiphop-> found her favorite hiphop teacher.

After task: Questionnaires (7 questions)

1how easy and useful do u feel to use the web?

Yue：It was easy to use, and it was clear.

Qing：Clear. Dance button is a little bit confused. [Suggest to change to Dance to schedule, booking system, class]

Yan: Convenience, Easy, Useful

Shao: convenience, clear, easy

Maggie: 8pts /10pts. Confused button of Dance and Workshops -> (suggest changing Dance -> regular class / workshops) Sign up and login also confused

Lucia: No

2 Does the web include the info u want?

越: It basically includes the info she wants. Having teacher’s dance video is better.

清：Yes. Dance is the page she likes the most!

Yan: Yes

Shao: Class timetable. She misunderstood the dance is a studio page, but yes.

Maggie: Ok

Lucia: No

3 Any confused about the buttons, words, tabs, direct?

yue: no

qing：no

Yan: Feel confused to tab dance or workshops when asking to find a hiphop teacher schedule. (Change to class)

Shao: membership sign up/login confused Suggestion: All info can be clicked. Add the login link next to the membership price

Maggie: too many buttons. Suggestion: 2Dance (can combine regular class with workshops into dance /shops) Only shops and dance tabs are enough. Remove sign up (maintain log in)

Lucia: No

4 Tell me your first initiation: will sign up/login first to find the info or directly search info?

Yue: Directly search info first unless she wants to purchase and enjoy the discounts.

Qing Directly search info first, unless booking.

Yan: Directly Search info first, worry about person info display. If use more,

Won’t use web to force to sign up/log in

Shao：Sign up/log in first. If she feels like she doesn’t sign up, she cannot get the info.

Maggie: Directly search info first. Trouble

Lucia: Sign up/log in first. She feels like visiting content would ask to sign up/log in first,

so, she decided to sign up/log in first, and feel less troublesome to go back to sign up when browsing.

5Are u aware u will get the deals after u sign up and log in?

Yue: yes

Qing: yes

Yan: yes

Shao: yes

Maggie: No. She didn’t noticed at first, until she looked for the shops and notice the discounts

Lucia: Yes

6 Will u sign up/log in?

Yue: yes. Convenience due to its integration of dance info and benefits to buy accessories

Qing：if paid content, no. If for free content or buying, yes.

Yan: yes

Shao: yes

Maggie: if no, for info search. If discounts, yes! It can make a strong price comparison to encourage people to sign up/log in( eg member price:100, regular：130), and log in link next to the info

Lucia: Yes

7Any further suggestion?

Yue: add teacher’s videos

Qing：No

Yan: add My Websites’ official social media-> IG account

Shao: No

Maggie: No

Lucia: Dance-> display like timetable filter by day. For example, Monday: who, what dance, where.)

She opposed what Maggie said. Maggie thought she feel confused about dance and workshops tab for looking for class. However, lucia said she would not click workshops to look for class. However, It can be that dance-> regular class.

Conclusion:

Reflect test results to test objectives

1 Do people understand the navigation tab?

1. Most of them thought it was clear and easy to understand except the dance tab, but no one made mistake on looking hiphop(task 3) regardless of the silent confusion.
2. Some feel a little bit confused about the logic between sign up/log in and discount benefits

Sign up/log in: I guess it might be limitation of figma. Buttons are blanks are dead to click, which makes them confused whether they become a user or whether they are already logged in. It could be fixed when the real website comes.

My Proposal:

1. Change dance to dance class
2. Remove sign up from navigation bar. Sign up can be directed from log in.
3. Discount Code will show up after user log in. ( I might need 2 html for one content)

Before login: page has no discount, code but says log in to get the discount.

After login: pages have discount code

2 Is the navigation easy to let users find their way (get the info users want)?

Not one navigated wrong, except missing to click log in button. I thought it is good so far.

3 3 How meaningful to add the signup/log in function into the web?

3a.Will people sign up/login for deals? yes

3b.Is is good to make forced registration to access the content? (First reaction whether user direct look for or sign up first to look for info?)

4 of 6 people hated website with forced registration to access content, 2 of 6 default that user must sign up/ log in first to explore the content, which is the common sense.

In fact, I was thinking about making the website content available after sign up/log in, but it seems like most of user won’t register if the website gives them nothing at the beginning. Thus, I decide to the website available for both (guest and register users), but benefits are only for users. It seems like a good balance point.

3c.Do people realize they get deals to purchase as registered user? Yes

Reflect other suggestions:

In sum, the test facilitates further design improvement.

They had different suggestions. However, it is clearly the website take the major opinion as priority not minority. I would make some changes that they all mentioned (overlapped suggestion). There are 2 main points: clarified relationship between sign up/log in and member price, dance button.

Final action/adjustment:

1 rename dance tab -> dance class

2 simplify the navigation bar -> remove sign up (sign up can directed from log in page)

3 add log in link next to the membership price to encourage people.

Function: before login/guest: only see “log in to enjoy”, after logging in, coupon codes are available.