GAME GOBLINS FINAL REPORT

USABILITY TESTING 2025

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EXECUTIVE SUMMARY

Team 3 is a team of undergraduate and graduate students at the University of Arkansas at Little Rock (UALR), currently evaluating gamegoblins.com, a store that focuses on tabletop games.

The team developed a persona of an established gamer who is familiar with different types of games to test the website, and conducted a review of the website using a set of criteria known as the 5 E's and Nielsen's 10 Usability Heuristics for User Interface Design. Based on the evaluation, the team developed a usability test plan, including scenarios to address the following questions:

- *Is the website efficient?*
- *Is the website effective?*
- *Is the website error-tolerant?*

Usability testing was completed with 5 participants between April 6th, 2025 and April 13th, 2025. The following findings were revealed through this process:

- Inconsistent product descriptions, such as missing size and measurement details, make it difficult for users to make informed purchasing decisions.
- The lack of sufficient filter options in product categories makes it harder for users to narrow down results and efficiently find items that meet their specific needs.
- Key navigation elements, such as a prominent search bar and a clearly labeled "Home" button, are either missing or not easily noticeable, making it harder for users to efficiently explore and move through the site.
- The lack of a "suggestion" box in the search bar when users do not know how to spell a specific word in a product they are looking for.
- The terms "playmat" & "gamemat" are a bit confusing and most participants could not distinguish the two.

Based on our findings from testing, Team 3 developed the following recommendations for gamegoblins.com:

- Consistent product descriptions with key details sitewide.
- Improve filtering options to enhance the user experience.
- Enhance navigation elements to improve site usability.
- Add a suggestion feature in the search bar.
- Differentiate "playmat" & "gamemat" category/terms.

The developers for gamegoblins.com can implement these changes in both short-term and long-term phases. Additional usability testing will validate these recommendations and give gamegoblins.com an opportunity to learn more about its users.

INTRODUCTION

Team 3 is a team of five undergraduate and graduate students at the University of Arkansas at Little Rock (UALR). The five members of the team include:

- **Kayland Childress** - Documentation Specialist
- **Destin Hill** - Test Moderator
- **Jakob Pearson** - Test Notetaker
- **Kalyn Daugherty** - Test Technician
- **Hannah Darden** - Operation Support Officer

The team conducted usability testing on gamegoblins.com during the 2025 Spring semester under the guidance of Dr. Joseph Williams, professor of Usability Testing and Design. This project was completed in multiple stages:

1. Performing a heuristic evaluation of the website against a standard set of criteria.
2. Creating personas and empathy maps of users who might use gamegoblins.com.
3. Recruitment of test users who met the persona traits.
4. Conducting usability testing with participants recruited locally to Central Arkansas.
5. Analyzing the results and providing recommendations based on the findings from usability testing.

All phases of the project were completed between February 2025 and May 2025. Usability testing was completed over the course of four days between April 6, 2025, and April 13, 2025.

To our knowledge, Game Goblins has never conducted formal usability testing on gamegoblins.com before now.

METHODOLOGY

Methodology describes the procedure and the methods used to execute usability tests and collect data for our website testing of gamegoblins.com. Our findings and recommendations are provided in this report.

A brief explanation of those procedures and methods:

- Participant Recruitment & Testing
- Test Limitations
- Video Consent Forms
- Tasks & Scenarios
- Research Questions

Participant Recruitment

To represent the typical user, we selected participants who were established gamers and familiar with different types of games. Participants ranging from 18 to 35 years of age provided a range of potential candidates. Since there were no incentives for this testing, we wanted to be sure that they were technically savvy or at least comfortable with using the internet.

To find candidates, we contacted academic professionals, as well as friends and family, to fill out a questionnaire to help identify who shared our persona's characteristics. As a team, we conducted five sessions with participants while recruiting a total of six to allow for backup participation.

Test Limitations

We conducted five usability tests across four separate days using Zoom. During testing, we encountered technical difficulties with the session recordings. Specifically, two of the five recordings were unintentionally zoomed in, limiting our view to only part of the participants' screens. Although we attempted to adjust the zoom settings, the issue could not be resolved during the sessions. To mitigate this limitation, we relied on our memory of the sessions and the participants' verbal feedback to reconstruct the steps they took in response to each task.

Each session was limited to 30 minutes. Sessions included a welcome and pretest, lasting approximately 5-7 minutes. A task scenario, lasting 15-18 mins and lastly a posttest questionnaire lasting 5 minutes.

Video Consent Form

Before each participant took part in the usability test, they were informed that the testing was to be recorded and were invited to ask any questions they had about the testing process. Each participant filled out a video consent form, thereby authorizing our team to record their real-time reactions and statements to use the data in a report and test for our project. A copy of the executed video permission form can be found in Appendix F.

Task & Scenarios

Tasks created for the scenarios are based on a combination of the team's heuristic evaluation results and feedback from the course professor, Dr. Joseph Williams. A single description, summary, and typed list of research questions. The three main categories the concerns with the website fell into information clarity, navigation, and user control. The participants were instructed to perform each task until completion or failure. The goal was to see if users can identify how to find and filter games and/or products, navigate between product categories, resolve issues based on the clarity and helpfulness of the website's error messages, find detailed product information, and complete a purchase.

Research Questions

Our research question embodies what our tasks and scenarios are. The questions we focused on for this project included evaluating whether the website was efficient, determining its overall effectiveness, and assessing its level of error tolerance..

Findings

When evaluating the five tests from our testers, Team 3 notes that multiple testers encountered difficulties with inconsistent content, limited filtering options, and unclear navigation elements, all of which hindered their ability to make informed decisions and navigate the site efficiently. Key findings on this overall matter include:

- Match between system and the real world
    - Inconsistent product descriptions, such as missing size and measurement details, make it difficult for users to make informed purchasing decisions.
    - When consumers buy online, they want to know all the relevant information about a product—such as size, dimensions, or materials—so they can determine if it's suitable for them. On this site, some products lack that fundamental information. This is frustrating and confusing because users may not be able to determine if an item will suit their needs, particularly for furniture or clothing. Like in a shop, people want simple and complete product details to have confidence in what they are buying.
- Flexibility and efficiency of use
    - The lack of sufficient filter options in product categories makes it harder for users to narrow down results and efficiently find items that meet their specific needs.
    - Internet shoppers typically use filters—price range, size, color, or brand, for example—to find precisely what they're looking for in a snap. Without such filters, shoppers have to sift through too many irrelevant items, requiring more time and effort. This is especially frustrating for shoppers who already know what they want. More flexible filtering features would make shopping both faster and easier for users.
- Recognition rather than recall
    - Key navigation elements, such as a prominent search bar and a clearly labeled “Home” button, are either missing or not easily noticeable, making it harder for users to efficiently explore and move through the site.
    - Users use familiar things like a search box or a "Home" button to find what they're looking for or return to the home page with ease. If they are hard to find or are not named specifically, users could get lost or confused as to what they need to do next. Well-crafted sites provide these elements so that users won't need to remember how to use the site—they can simply see and click.

Recommendations

Based on our heuristic and testing evolutions, Team 3 has compiled a list of recommendations to make gamegoblins.com more effective for users. There is an issue with user confusion due to inconsistent content, limited filtering options, and unclear navigation elements, as well as the lack of a suggestion feature in the search for easier product findability and confusion between the terms “game mat & “playmat”. Recommendations include:

- Standardize product descriptions across all listings by including necessary details like size, measurements, and other relevant specifications to help users make confident purchasing decisions.
    - Make sure every product description contains the same kind of helpful information—like size, measurements, material, and any other information that a customer would be interested to know. By doing this, users can immediately know what they're buying, compare products easily, and are more confident in clicking "Add to Cart." Incomplete and inconsistent descriptions confuse users and might even lead to users leaving the site without buying anything.
- Improve the filtering options within product categories to include a broader range of attributes, such as size, color, price range, and specific types of games like “nostalgic” or “vintage”, allowing users to more effectively narrow down results and find products that match their specific preferences.
    - Create more filtering options for the users so that they can narrow down what they're looking for and find it more easily. For example, being able to sort by size, color, price, or even by theme like "nostalgic" or "vintage" would make browsing faster and less frustrating. Filters are most helpful for users who have already decided what they want or who are trying to find a specific style. The easier it is to narrow down options, the more likely users will be to find something they love—and buy it.
- Make the search bar more prominent and add a clearly visible 'Home' button to improve navigation and help users move through the site more efficiently.

- Add a “suggestion” box in the search bar so that the website can better help users when they misspell a word when searching for products.
    - Give useful suggestions when someone types in the search box—especially if it's a single-character incorrect spelling or a minor typo. For example, when someone types in "gamamt" instead of typing "gamemat," the site could have a response as "Did you mean 'gamemat'?"

This kind of help is save-time and also minimizes annoyance, making searching more forgiving and user-friendly.

- Revise the terms “playmat” & “gamemat” to avoid confusion and help users have a better understanding between the two categories.
    - If "playmat" and "gamemat" are supposed to be different products, make the differences clearly stated—or use even more dissimilar names. At present, the names will sound too similar, and users might inadvertently click on the incorrect category or overlook the product they actually seek. Adding a short description below each name or renaming one of them would help clear up the issue and steer users in the right direction.

GAME GOBLINS TEST PLAN

USABILITY TESTING 2025

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OVERVIEW

Team 3 is a team of undergraduate and graduate students at the University of Arkansas at Little Rock (UALR), currently evaluating gamegoblins.com, a store that focuses on tabletop games. Through usability testing, Team 3 will make recommendations on how to improve the user experience of this online store. This usability test process includes:

- Completing a heuristic evaluation of the website.
- Developing a usability test plan, including participant recruitment goals and tests.
- Conducting a formal usability test with representative users as participants.
- Making recommendations based on the results of the testing.

This document describes the plan for usability testing to be performed on gamegoblins.com.

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PROBLEM STATEMENT AND TEST OBJECTIVES

The purpose of gamegoblins.com usability test is to collect feedback about the website's user experience and provide suggestions for improvements to the website.

To begin the effort, the team conducted heuristic evaluations using Nielsen's 10 Usability Heuristics for User Interface Design. The Game Goblin website has several usability issues, including subtle or missing loading indicators, inconsistent button designs, and a lack of a "Clear All Filters" option. Some navigation elements require excessive scrolling, and the checkout process requires an account, which may deter new users. Error messages are generally clear but inconsistent, and there's no easily accessible FAQ section. Overall, while the design is clean, certain areas need improvement in user feedback, navigation efficiency, and error prevention.The usability test will address the following questions we identified for the evaluation:

- *Is the website efficient?*
- *Is the website effective?*
- *Is the website error-tolerant?*

USER PROFILES

From our persona research, we selected the user profile of established gamers ages 18- 35, which will provide us with a vast number of potential testing candidates.

The characteristics of our persona are (see Appendix H):

- Enjoys finding local gaming communities
- Looking for time and budget-friendly gaming options
- Moderate to high technical abilities; comfortable with using the internet

Participant Incentives

There are no incentives for participants.

METHODOLOGY

This section describes the methodology for conducting usability testing on gamegoblins.com, including:

- Participant Information
- Equipment Used
- Task and Scenario Overview
- Test Configuration

Usability Testing Participants

Team 3 will conduct **5** sessions with participants while recruiting a total of **8** to allow for back up participants. These participants will be recruited from work, home, or school affiliations using a screener that will help identify individuals who share our user profile's characteristics.

Session Length

Each session will be **45 minutes** and will include the following components:

- Welcome and pre-test: **10 minutes**
- Tasks & Scenarios: **30 minutes**
- Post-test Questionnaire: **5 minutes**

Tasks & Scenarios

The tasks created for the scenarios are based on a combination of our heuristic evaluation findings. We have a summary, and a typed list of research questions.

Single Description Summary

The tasks are based on the heuristic evaluation that the team conducted. The team noted several issues with the website, and they fall into three main categories:

- *User Control/Navigation*
- *Error Recovery*
- *Recognition Rather Than Recall*

Participants will be given different actions to take while using the website, whether they succeed or fail. The goal of the user performing these actions is to see if the user can identify the following:

- Finding and filtering board games
- Navigating between different sections (e.g., product categories, events, checkout)
- Handling errors during the checkout process
- Recognizing and interacting with relevant information (e.g., events, products, filters)
- Completing a purchase or signing up for an event

Research Questions

1. **Research Question:** How easy or difficult was it for users to find a specific card game?

   Task: Type in ‘nostalgic’ in the search bar above the navigation bar and see two nostalgic card games in the suggestions box.

   Scenario: *Imagine you are getting ready for a party. You want to find a card game that is nostalgic and fun to play at a party. How would you find that party nostalgic card game?*

   Once you search for the nostalgic card game, take a look at the given options. What are the options you have been given?

   Pick a card game from the options and add it to your cart. Which one did you choose, and why?

2. **Research Question:** How easy or difficult was it for users to navigate back to the homepage?

   Task: Click on the green button labelled *Continue Shopping*. Look below the navigation bar and drag your mouse to the faded gray link *Home,* and click it.

   Scenario: *Now that you have your card game for the party, return back to the homepage. How would you do this?*

3. **Research Question:** How effective are the filters when finding a specific item within a category?

   Task: Hover mouse over *Shop by Categories*, move mouse down to *Gaming Accessories*, hover over to *Playmat*, and click on it. Click the dropdown button next to the filter *Sort By* and find ‘Z to A’. Scroll down and find the playmat called Vintage Vinyl.

   Hover the mouse over the image of the playmat and click on *Click View*.

Scenario: *Let's say you don't have a playmat to lay your cards at your party, and would like to buy one. You want one that is vintage-related because you love anything that's vintage. How would you find the vintage playmat?*

Before adding this playmat to your cart, you are curious about the size and material of the playmat. How would you find this information?

After this, add the playmat to your cart.

4. **Research Question:** Are users still able to find what they are looking for despite making errors?

   Task: Misspell 'Ichigo' in the search bar and see that no results popped up.

   Type the name 'Ichigo' correctly and see two results appear. Click on *Click View* and then click on the green button labelled *Add to Cart*. Then click on the green button labelled *Continue Shopping*.

   Scenario: *Once you have added the playmat to your cart, repeat the steps you took to return back to the home page. All of a sudden, you remembered a friend of yours who you haven't seen in a while is coming to the party, and you want to give them a gift to show how much you missed them. From memory, you know their favorite character is Ichigo (ee-chee-gow) from Bleach. How would you find an Ichigo item?*

   Did the website understand what you were looking for and provide a spelling correction?

   Continue looking for Ichigo (ee-chee-gow) until you believe you have found him. How many attempts did you make before finally finding him?

   Go ahead and add the item of Ichigo to your cart and return back to the homepage.

5. **Research Question:** How effective are the filters when finding a specific event?

   Task: Click on Events in the dark gray navigation bar.

Click on the dropdown button labelled –*All Venues*– and find *Game Goblins Little Rock*. Look to the left of the filters and click on the right arrow to change the month to April 2025. Scroll down to see all the game events that appear in April on a Sunday.

Scenario: *Before checking out, you begin to think it would be a great idea if you and that friend attended a game event together to catch up. Find events and then describe what you see.*

Find an event that you would like to attend with that friend that's appearing next month of this year, located in Little Rock, and is on a Sunday.

How would you do this?

6. **Research Question:** How easy or difficult was it for users to find out if they successfully signed in to checkout?

   Task: Look to the top right corner and click on the total price next to the cart icon. Click on the green button labelled *Check out now*.

   Type in both *Email Address* and *Password* boxes and click on the gray box labelled *SIGN IN*.

   Scenario: *It seems that you are finally ready to checkout. Find the cart.*

   Describe what you see after clicking on the cart.

   Let's say you do have an account with Game Goblins, but it's been a year since you have been on the website. You believe you might be able to sign in. Try signing in.

   Explained what happened.

Equipment Setup

The usability testing will be conducted remotely using Zoom. The testing sessions will be recorded. Participants will perform the testing on a desktop. If they don't have a desktop, then they can perform the testing on a laptop.

Test Procedure

Participants will log into the Zoom meeting at the scheduled time, where the moderator will introduce the test and explain its purpose. The moderator will then guide the participant through the pre-test process, ensuring they sign all necessary forms, which the technician will share via Zoom chat or email. Once the forms are signed, the test will begin.

During the test, participants will perform various tasks on the website, following scenarios provided by the moderator. The moderator will observe and offer clarification only if needed, while the technician will assist with any technical issues. If the participant encounters difficulties or cannot complete a task, the moderator will note the issue, but will not intervene unless necessary.

Once the test tasks are completed, the moderator will explain the post-test questionnaire. The technician will share the questionnaire, and the participant will fill it out with assistance if needed. After the questionnaire is completed, the moderator will thank the participant and conclude the session, allowing them to leave. The technician will ensure the Zoom session is properly closed.

TEAM ROLES AND RESPONSIBILITIES

Team 3 members took various roles in the usability testing process, including preparation and testing facilitation. Below are the roles and responsibilities delegated by Team 3.

Moderator

The moderator is responsible for direct interaction with the participants during the usability testing sessions. The moderator will use a script to explain the testing process to each participant and answer any initial questions. Additionally, the moderator will provide and collect the pre-test questionnaire, video consent form, and post-test questionnaire.

The moderator will prompt users when necessary and respond to comments or concerns as needed.

Destin will be the moderator for the sessions.

Technician

The technician's primary responsibility will include:

- Setting up and monitoring devices used for testing.
- Recording each session.
- Checking the proper functionality of equipment used for each session.

The technician will also help the participant in the event that the device used for testing goes down.

Kalyn will be the technician.

Note Taker / Logger

The note-takers will review the recordings of the participants and screen recordings following the testing. They will alternate with the other note-takers, each one logging 2-3 sessions. These observations will include direct quotes from participants, descriptions of their actions on the website and with equipment in general, and nonverbal observations such as signs of body language.

Jakob will be the note-taker/logger.

APPENDIX A: MODERATOR SCRIPT

Introduction

Hi [Participant's Name], can you hear and see me?

[Pause]

If there's no response, use the chat box.
[Type: "Are you able to hear and see me?" in the chat and wait for a reply.]

If they confirm "YES," skip the chat box step.

1. **If their camera is off, say this:**
    a. Perfect! I noticed your camera is turned off. Could you turn it on so I can see you? For this activity, we need to have your camera on.
2. **If their camera is on, move on.**

Perfect! Thank you for joining us today! My name is Destin, and I'll be guiding you through this usability activity. I'll be reading from a script to ensure consistency. With us today, we have Kalyn and Jakob. Kalyn is the technician who will manage and monitor the platform behind the scenes and Jakob is the note-taker who will be taking notes during the activity. Before we begin, let me give you a brief overview of what to expect.

[Pause]

About the Study

Today, we're conducting a usability test on the Game Goblins website. We're assessing the website to ensure it meets user needs. Please remember that we're testing the website, not you. This activity will take no more than 30 minutes, and you are welcome to take a break or stop at any time—just let me know.

Throughout the activity, I won't be able to assist you and may not be able to answer some of your questions, as that could impact the results. If you seem to be struggling with a task, we'll simply move on to the next one.

Does that all make sense?

[Pause]

Great! Once you've completed the last task, I'll ask you to fill out a brief post-test survey, which should take no more than five minutes.

[Pause]

Thinking Out Loud

As you go through the activity, I encourage you to think out loud. Please share your thoughts, reactions, and any confusion you may experience during the activity. Just as a reminder, we are testing the website, not you. I will also ask you some questions along the way.

If you ever get stuck or lost, don't worry—that's completely fine! Just let me know what's on your mind, and if needed, we'll move on to the next task.

Do you have any questions before we proceed?

[Pause]

Okay, if you don't have any questions at this time, then we can move on.

Video Consent Form

In order to proceed, we'll need you to sign the video consent form, which grants us permission to record this activity. The recording will capture both your face and your screen as you complete the tasks. Only my team and I will have access to it, but it may be shared with our professor and the class we're in. It will be used strictly for research purposes. Furthermore, your identity will remain confidential.

I've just shared the link to the consent form in the chat. Please take a moment to read through it, and let me know if you have any questions. Once you've signed it, let me know and we can begin.

[Pause and wait]

Excellent! By signing the consent form, you've agreed to be recorded throughout the activity. If at any point you decide to stop the activity, you are free to do so.

Do you have any questions pertaining to this process?

[Pause]

Test Start

Before we dive into the tasks, I have two quick questions for you:

1. Do you already have the Game Goblins website open in your browser?
   [Pause]
   a. **If they say "No," provide assistance.**

      That's okay! Let me know when you have it up.

      [Pause and wait]

   b. **If they say "Yes," say this:**

      Good. We advise you to refrain from using the website until we get into the tasks.

2. Are you able to share your screen with me?
   [Pause]
   a. **If they say "No," provide assistance.**

      No problem! To share your screen, you'll need to [...]

   b. **If they say "Yes," continue.**

Great! I'll read each task scenario aloud, and once you complete a task, I'll ask follow-up questions. If you get stuck, just let me know.

Are you ready to begin?

[Pause]

Let's get started!

[Start reading the scenario]

Conclusion

That brings us to the end of the activity! Thank you so much for your time today. Your feedback has been incredibly valuable.

Before we wrap up, I'd like to ask you to complete a quick post-test survey. I have provided a link to the post-test survey in chat. There's no rush—just let me know once you've finished.

[Pause and wait]

Once again, I truly appreciate your participation. Thank you for helping us improve the Game Goblins website!

[Stop Recording]

APPENDIX B: SCREENING QUESTIONNAIRE

1. **Which best describes your age:**
   - ☐ Under 18
   - ☐ 18-25
   - ☐ 26-35
   - ☐ 36+

2. **How often would you say you play board games, card games, or RPGs (role-playing games)?**
   - ☐ Daily or nearly every day
   - ☐ Weekly
   - ☐ A few times a month
   - ☐ Once a month
   - ☐ Once every few months or less
   - ☐ Never

3. **How often do you look for local gaming events?**
   - ☐ Frequently (once a month or more)
   - ☐ Occasionally (a few times a year)
   - ☐ Rarely (once a year or less)
   - ☐ Never

4. **Where do you typically purchase board games, card games, and/or RPGs (role-playing games) when you're shopping for them?**
   - ☐ Online/Website
   - ☐ In-Store
   - ☐ Other

5. **How comfortable are you with navigating websites and online shopping for board, card, and RPG (role-playing game) products?**
   - ☐ Very Comfortable
   - ☐ Somewhat Comfortable
   - ☐ Neutral
   - ☐ Somewhat Uncomfortable
   - ☐ Not at All Comfortable

6. **What factors influence your decision to buy a new game? (Check all that apply)**
    - ☐ Price
    - ☐ Reviews/Recommendations
    - ☐ Discounts/Promotions
    - ☐ Friends/Community Influence
    - ☐ Physical Collectibles/Edition
    - ☐ Game Genre
    - ☐ Availability of Pickup Options (in-person, curbside, delivery)
    - ☐ Other

APPENDIX C: POST-TEST SURVEY

1. **Overall, how easy or difficult was it for you to navigate the website and find the products or events you were looking for?**
   - ☐ Very difficult
   - ☐ Somewhat difficult
   - ☐ Somewhat easy
   - ☐ Very easy

2. **How easy was it to filter and search for specific board games on the website?**
   - ☐ Very difficult
   - ☐ Somewhat difficult
   - ☐ Somewhat easy
   - ☐ Very easy

3. **How clear and helpful was the information provided when completing the checkout process?**
   - ☐ Very unclear and unhelpful
   - ☐ Somewhat unclear and unhelpful
   - ☐ Somewhat clear and helpful
   - ☐ Very clear and helpful

4. **How easy was it for you to move between different sections of the website (e.g., product categories, events, checkout)?**
   - ☐ Very difficult
   - ☐ Somewhat difficult
   - ☐ Somewhat easy
   - ☐ Very easy

5. **How satisfied were you with your overall experience on the website today?**
   - ☐ Very dissatisfied
   - ☐ Somewhat dissatisfied
   - ☐ Somewhat satisfied
   - ☐ Very satisfied

APPENDIX D: MODERATOR CHECKLIST

Before the participant arrives:

- ☐ Review the moderator script and test plan
- ☐ Ensure all necessary documents (consent form, pre-test questionnaire) are prepared
- ☐ Confirm the session schedule and participant details
- ☐ Test audio and video equipment for clear communication
- ☐ Check internet connection and backup solutions

Welcome:

- ☐ Greet the participant and confirm they can hear and see you
- ☐ Ask them to turn on their camera (if needed)
- ☐ Introduce yourself and the usability team (technician and note-taker)
- ☐ Provide a brief overview of the usability test

Consent form and instructions:

- ☐ Discuss and explain they will need to sign a video consent form
- ☐ Share the video consent form via chat and ensure it is signed
- ☐ Explain the purpose of the test and ensure the participant understands the process

During the Test:

- ☐ Read each task scenario clearly and in order
- ☐ Observe participant actions
- ☐ Remind the participant to think aloud while performing the task
- ☐ Provide clarification only if absolutely necessary
- ☐ Maintain a neutral tone and avoid influencing the participant's actions

After completion of the scenario:

- ☐ Ask follow-up questions based on observations during the test
- ☐ Provide the post-test questionnaire and allow the participant time to complete it
- ☐ Thank the participant for their time and feedback
- ☐ Stop the recording and confirm data is saved properly

APPENDIX E: TECHNICIAN CHECKLIST

Before each test session:

- ☐ Confirm camera settings
- ☐ Confirm sound settings
- ☐ Set up designated mobile device
- ☐ Send consent forms to designated participants
- ☐ Check wifi and cellular connections
- ☐ Ensure placement of camera is adequate
- ☐ Help participants with accessing the website
- ☐ Guide participants through screen recording
- ☐ Have a back up plan for technology issues
- ☐ Verify screen recording is working

During each test session:

- ☐ Hit “Record” at time of consent
- ☐ Start screen capture if using mobile device
- ☐ Adjust cameras if necessary
- ☐ Check participant and their mobile device

After each test session:

- ☐ Stop screen capture on mobile device
- ☐ Stop Zoom recording
- ☐ Prepare for next participant
- ☐ Shut down equipment

APPENDIX F: NOTE-TAKER/LOGGER CHECKLIST

Before each test session:

- ☐ Review the usability test plan and tasks
- ☐ Ensure note-taking materials are ready (notebook, document, recording software)
- ☐ Confirm participant details and session schedule

During each test session:

- ☐ Capture key observations such as confusion, frustration, or hesitation
- ☐ Record direct quotes from participants related to usability issues
- ☐ Note timestamps for critical moments (errors, successes, or unexpected behaviors)
- ☐ Observe body language and other non-verbal cues

After each test session:

- ☐ Review notes and clarify any unclear points
- ☐ Cross-check observations with session recording (if necessary)
- ☐ Summarize findings in a structured format for analysis
- ☐ Store notes securely and prepare for the next session

APPENDIX G: VIDEO CONSENT FORM

Study Details

This study is being conducted as part of a usability testing class at UA Little Rock. The purpose of this study is to better understand user experience of the website gamegoblins.com. Your participation in this study will help modify and improve the website's user experience.

Data Collection

We will record your screen, face, and audio of your comments during the session. We will not request, and you should not provide, any sensitive personal information in this study.

Data Usage

Any data, recording, or other personal information collected about you will be treated confidentially. Recordings and notes will only be viewed by members of the usability testing class for which the study was conducted. We may anonymize your responses and aggregate them with the responses of other participants in order to share study results externally. At the end of the usability testing class, we will destroy all recordings.

Your Rights

Your participation in this study is voluntary. You can take a break or discontinue, without reason, at any time. If you have any questions or concerns or wish to withdraw your consent from this study, please email kxchildress@ualr.edu.

Your Consent

I give my consent:

- ☐ For the session to be recorded.
- ☐ For Team 3 to use the recordings and notes for internal purposes.
- ☐ For Team 3 to aggregate and anonymize my data to share results externally.

By signing your name below, you acknowledge that you are 18 years of age or older and have read and understood the information in this Video Consent Form.

Date: _____ ***Participant Signature:*** _____

APPENDIX H: HEURISTIC EVALUATION

Each member of Team 3 performed a heuristic evaluation of gamegoblins.com and its functions using varying types of browsers and devices. For the sake of this test plan, each of their responses has been condensed into summarizing points.

1. Visibility of System Status

- Cart updates and error messages are visible.
- Some loading indicators are too subtle or missing.
- Interactive elements lack visible feedback.

2. Match Between System and Real World

- The language and tone align with the gaming audience.
- Some gaming terms may be unclear to new users.

3. User Control and Freedom

- Users can remove items from their cart.
- No "Clear All Filters" option when searching.
- Some external links do not provide a way back.

4. Consistency and Standards

- Colors, buttons, and navigation elements are mostly consistent.
- Some CTA buttons are misaligned.
- "Add to Cart" button design varies across pages.

5. Error Prevention

- Checkout highlights missing fields effectively.
- No warnings for unsaved data when leaving forms.
- No filter to hide out-of-stock items.

6. Recognition Rather Than Recall

- Shopping cart, wish lists, and sorting options use recognizable icons.

- No auto-suggestions in the search bar.

7. Flexibility and Efficiency of Use

- Users can pre-fill addresses for faster checkout.
- Some navigation elements require excessive scrolling.
- Checkout requires an account, which may deter new users.

8. Aesthetic and Minimalist Design

- The website has a clean layout.
- Some dropdowns have excessive empty space.
- Bottom navigation feels cluttered.

9. Help Users Recognize, Diagnose, and Recover from Errors

- Error messages clearly highlight missing information.
- Some error messages are inconsistent across the site.
- The 404 page lacks helpful navigation.

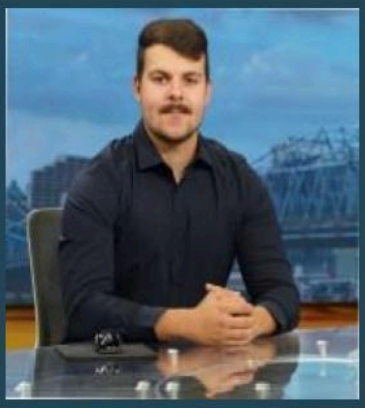
10. Help and Documentation

- An email is provided for customer inquiries.
- No easily accessible FAQ section.

APPENDIX I: PERSONAS

User Profile Characteristics

- Ages: 18-35
- Established gamer, whether it be board games, card games, or RPGs
- Enjoys finding local gaming communities
- Card, miniatures, and dice collectors
- Look for time and budget-friendly gaming options.



Alex "The Strategist" Carter

Age: 32
Education: Bachelors in IT
Hometown: Little Rock, AR
Tech Proficiency: Moderate to High
Occupation: IT Specialist

"I love discovering new games and connecting with other players, but if I can't find what I need quickly online, I'll probably look elsewhere."

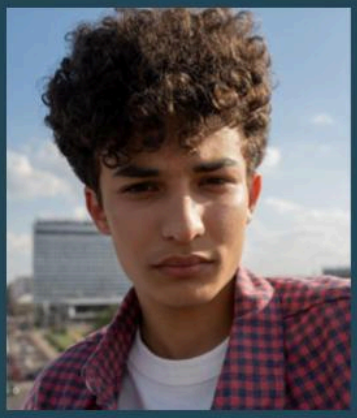
Goals

- Values community space to engage with other gamers
- Wants easy way to browse and purchase new games, miniatures, and accessories

Frustrations

- Having trouble find a clear easy way to attend events
- There is not a streamlined process for check out

Alex is an IT specialist in Little Rock, Arkansas, who loves board games, RPGs, and collectible card games. He enjoys painting miniatures and attending local game nights but sometimes struggles to find specific items online. With limited free time, he values a well-organized website with clear event listings and a smooth shopping experience.



David Horn - Senior & Pokemon Collector

Age: 17
Education: High School - Senior
Hometown: North Little Rock
Tech Proficiency: High
Occupation: Chick-fil-A

"I've been collecting Pokemon Cards since 8th grade, but it's been a struggle now that I am a senior in high school."

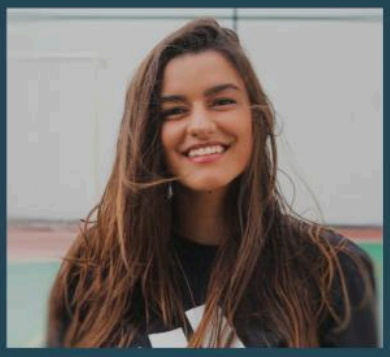
Goals

- Wants to have games delivered to their house without driving long distance

Frustrations

- Irritated to travel to Little Rock to buy games since they can't checkout online without having an account

David is a drive-thru team member at Chick-fil-A who is a collector of Pokemon cards. He enjoys collecting each and every Pokemon that he can find when he is free and has money. However, his schedule has been quite busy with work, school, and preparing for graduation. Sometimes when he's very busy he doesn't have time to hangout with friends or collect Pokemon cards.



Ann Whitmore - Social Gamer and Deal Shopper

Age: 28
Education: Cosmetology student
Hometown: Little Rock, AR
Tech Proficiency: Moderate
Occupation: Salon Receptionist

"I love finding gamers to connect with. I'm also always on the lookout for a good deal!"

Goals

- Likes to meet other local gamers
- Wants to find the best deals and discounts

Frustrations

- Overwhelmed with the amount of options available in different menus
- Wished they could find a loyalty program/discounts

Ann is a salon receptionist living in Little Rock, AR who loves meeting local gamers. She loves collectables, card games, and board games. She likes to stay active in local gaming communities, but with a limited income, she is always looking for the best price. She is looking for ways to save money and access local gaming events with ease.

Emily "The Adventurer" Ramirez

Age: 27
Education: University 4th Year
Hometown: Little Rock, AR
Tech Proficiency: High
Occupation: Marketing Coordinator

"Game night is my escape—whether I'm rolling dice or finding new adventures online, I want the experience to be fun, not frustrating."

Goals

- Wants to find a welcoming community for casual and serious gamers

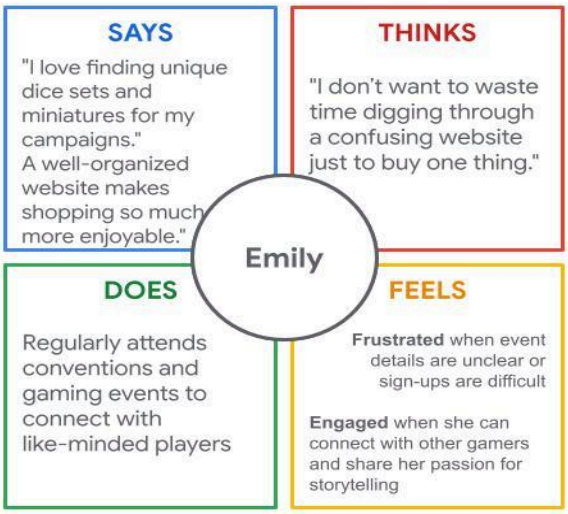
Frustrations

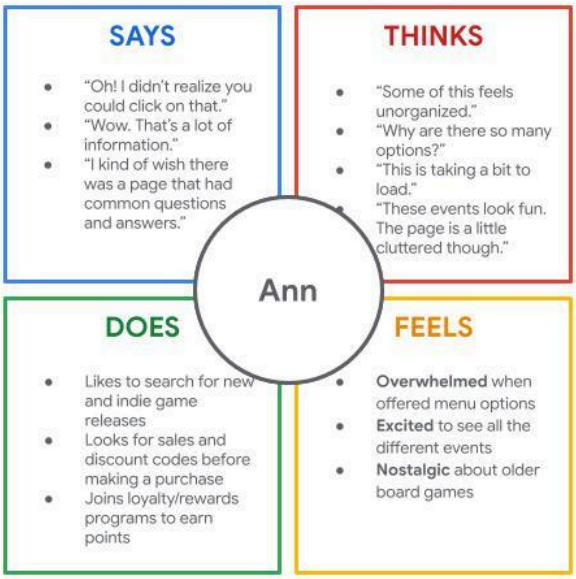
- Frustrated when product availability is unclear or out of stock is not labeled
- Finds event signups are confusing or not well advertised

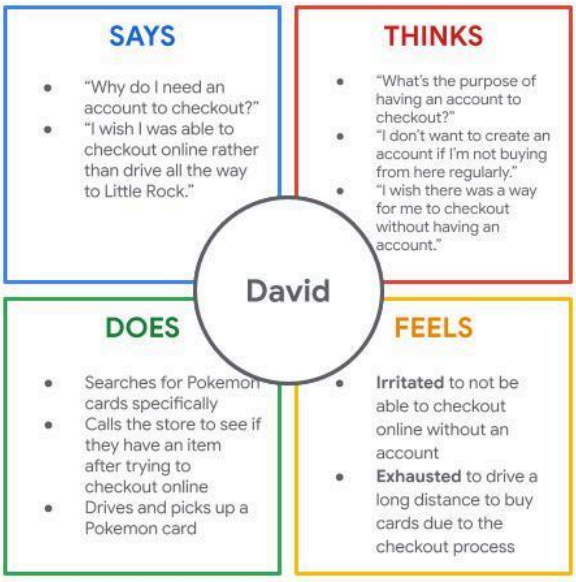
Emily is a marketing coordinator in Little Rock, Arkansas, who loves tabletop RPGs, cooperative board games, and all things fantasy. She enjoys collecting dice, writing character backstories, and hosting game nights but often struggles to find the right accessories and game materials online. She values a well-organized website with clear product availability and event sign-ups to make her shopping and gaming experience seamless.

APPENDIX J: EMPATHY MAPS

The empathy maps shared below were based on our original personas and were not updated, but they still fit well enough for the other elements of our test plan. The overall understanding is that our participants will have enough familiarity with using the internet and technical devices that they would pick up on the same discrepancies that each member of Team 3 would have.




SAYS
"Oh! I didn't realize you could click on that."
"Wow. That's a lot of information."
"I kind of wish there was a page that had common questions and answers."
THINKS
"Some of this feels unorganized."
"Why are there so many options?"
"This is taking a bit to load."
"These events look fun. The page is a little cluttered though."
Ann
DOES
Likes to search for new and indie game releases
Looks for sales and discount codes before making a purchase
Joins loyalty/rewards programs to earn points
FEELS
Overwhelmed when offered menu options
Excited to see all the different events
Nostalgic about older board games

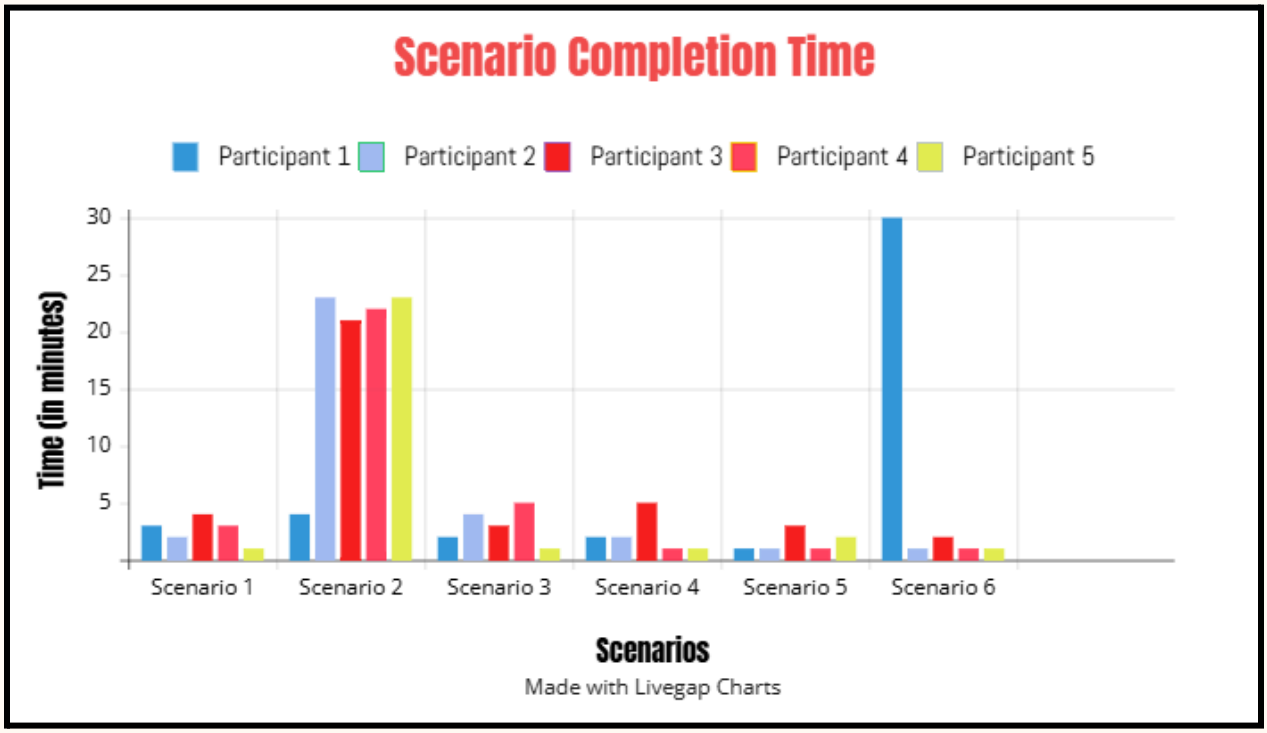

SAYS
"Why do I need an account to checkout?"
"I wish I was able to checkout online rather than drive all the way to Little Rock."
THINKS
"What's the purpose of having an account to checkout?"
"I don't want to create an account if I'm not buying from here regularly."
"I wish there was a way for me to checkout without having an account."
David
DOES
Searches for Pokemon cards specifically
Calls the store to see if they have an item after trying to checkout online
Drives and picks up a Pokemon card
FEELS
Irritated to not be able to checkout online without an account
Exhausted to drive a long distance to buy cards due to the checkout process

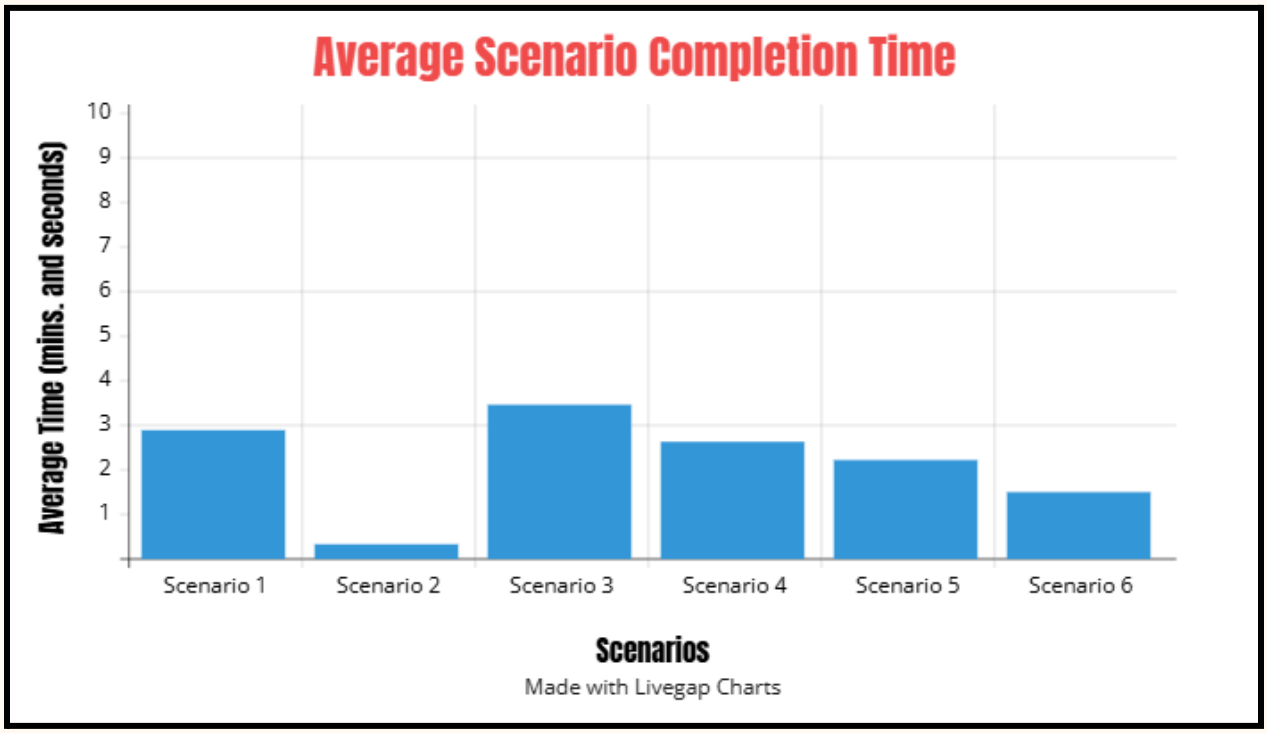
SAYS
-"I'd love a community board for upcoming events."
-"I need to know if the store has a game in stock before I make the trip."
-"I'm looking for detailed product descriptions and reviews."
THINKS
-"Are the products I'm looking for reliable or recommended by others?"
-"Is this website easy to navigate, or am I wasting time?"
-"Is this game available in-store or online?"
Mark
DOES
-Browse product categories (board games, card games, etc.).
-Look for discounts, deals, or loyalty program info.
-Read reviews or product details for specific games.
-Sign up for newsletters or create an account.
FEELS
-Frustrated when the site is slow, difficult to navigate, or when items are out of stock.
-Relieved when they can easily find what they need or check availability.
-Excited when they find a new game or event.
-Engaged when they feel part of the gaming community, especially through events or social features on the site.

APPENDIX 2: PARTICIPANT RESPONSES TO QUESTIONNAIRE

Timestamp	Overall, how easy or difficult was it for you to navigate the website and find the products or events you were looking for?	How easy was it to filter and search for specific board games on the website?	How clear and helpful was the information provided when completing the checkout process?	How easy was it for you to move between different sections of the website (e.g., product categories, events, checkout)?	How satisfied were you with your overall experience on the website today?
4/7/2025 20:37:50	Very easy	Very easy	Very easy	Very easy	Somewhat easy
4/9/2025 20:01:35	Somewhat easy	Very easy	Very easy	Somewhat easy	Somewhat easy
4/9/2025 20:35:58	Very easy	Very easy	Very easy	Very easy	Very easy
4/11/2025 9:13:51	Somewhat easy	Somewhat easy	Very easy	Somewhat easy	Somewhat easy
4/13/2025 19:48:13	Somewhat easy	Very easy	Very easy	Very easy	Very easy

APPENDIX 3: TASK COMPLETION TIME GRAPH





APPENDIX 4: LOG FILES FOR EACH PARTICIPANT

Participant 1
Test Date: Monday April 6th: 7:30pm
Test Facilitator: Destin Hill
Note Taker/Logger: Jakob Pearson & Kalyn Daugherty

Session Overview:

-Activity was done remotely via Zoom.

- **Tasks Tested:**
  - ☑ Task 1: Finding and Filtering Board Games.
  - ☑ Task 2: Navigate between the product categories, local gaming events, and the checkout page.
  - ☑ Task 3: Attempt to complete a purchase and intentionally leave out the required information to see how the website handles the error.
  - ☑ Task 4: Find detailed product information and add an item to your cart.
  - ☑ Task 5: Completing a purchase or signing up for an event.

- **Browser Used:**
  - ☑ Google
  - ☐ Safari
  - ☐ Firefox
  - ☐ Bing
  - ☐ Yahoo

Observations:

- **First Impressions:**
  - Cheerful, polite, experience with company
- **Navigation Patterns:**
  - **Task 1**- Search Bar > Search”Card Game” > Board Games > Min Price Range > Family > Azul
  - **Task 2**- *Continued to use the company logo to return to the home screen throughout session*

    - **Task 3** - Search Bar > Search “Vintage Playmat” > Categories > Gaming Accessories > Gamemats > Playmat > Star Wars playmat
    - **Task 4** - Search Bar > Searched “Bleach” > Searched “Encheego” > Web Search > Searched “Encheego Bleach > Site Search Bar > Searched “Ichigo Bleach”
    - **Task 5** - Events “in nav”
- **Areas of hesitation/confusion:**
    - None

Task Performance:

Task	Completion (Yes/No/Partial)	Time Taken	Errors/Challenges
Task 1	Yes	3 Minutes	None
Task 2	Yes	4 Seconds	None
Task 3	Partial	2 Minutes 29 Seconds	None
Task 4	Yes	2 Minutes 15 Seconds	It took the participant 4 tries to find an “Ichigo” Item.
Task 5	Yes	1 Minute 27 Seconds	None
Task 6	Yes	30 Seconds	None

User Feedback

- **Quotes from Participant:**
    - “I am overwhelmed with number of results” (Referring to to number of search results for “Card Game”)
- **Body Language/Facial Expressions:**
    - Neutral/Inquisitive throughout.
- **Unexpected Behaviors:**
    - Left the website to search for specific items or item properties if he could not figure out a solution to a specific scenario.

Pain Points/Issues

- **Major Issues:**
    - No measurements or materials displayed for chosen playmat (site wide product description inconsistency) Some Items show materials and/or measurements.

- **Minor Issues:**
    - The participant did not know how to spell the character “Ichigo”s name.
    - Moderator did not clearly state the number of scenarios throughout.
- **Suggested Improvements (If mentioned by participant):**
    - None mentioned by the participant.

Final Notes & Next Steps

- **Key Takeaways:**
    - The site is user friendly and fairly easy to navigate.
- **Recommended Design Changes:**
    - Add consistent descriptions for products throughout the site.
- **Additional Observations:**
    - The Participant was excellent at thinking aloud.
    - For the 3rd Scenario, the participant left the website to find the same product on amazon to find the proper size and materials for the chosen product.
    - For the 4th Scenario, the participant left the website and searched the internet for “Encheego Bleach”, found the proper name of the character and copied & pasted the name into the website search bar to find the character based items.

Participant 2
Test Date: Monday April 7th: 8:15pm
Test Facilitator: Destin Hill
Note Taker/Logger: Jakob Pearson & Kalyn Daugherty

Session Overview:

-Activity was done remotely via Zoom.

- **Tasks Tested:**
  - ☑ Task 1: Finding and Filtering Board Games.
  - ☑ Task 2: Navigate between the product categories, local gaming events, and the checkout page.
  - ☑ Task 3: Attempt to complete a purchase and intentionally leave out the required information to see how the website handles the error.
  - ☑ Task 4: Find detailed product information and add an item to your cart.
  - ☑ Task 5: Completing a purchase or signing up for an event.

- **Browser Used:**
  - ☐ Google
  - ☐ Safari
  - ☐ Firefox
  - ☐ Bing
  - ☑ Yahoo

Observations:

Recording was messed up

- **First Impressions:**
  - Cheerful, polite, apologizing
- **Navigation Patterns:**
  - **Task 1**- Shop by Category > Board Games > Party > Cards Against Humanity
  - **Task 2** - *Continued to use the company logo to return to the home screen throughout session*
  - **Task 3** - Search Bar > Shop by Category > Gaming Accessories > Game Mats > By Review > A-Z
  - **Task 4** - Shop by Category > Toys > Search Bar “Bleach” > Search Bar “Ichigo”
  - **Task 5** - Events “in nav”
  - Clicked on cart

    - **Task 6**- Clicked sign in > got error
- **Areas of hesitation/confusion:**
    - Asked if he needed to tell or show the moderator the solution to the first scenario. Asked if he was supposed to choose a game/Moderator had not gotten to that prompt yet (Moderator error). Did not entirely understand the first scenario.
    - Started looking through categories for play mat before finding search bar.
    - What would classify as vintage confusion, originally clicked featured items.

Task Performance:

Task	Completion (Yes/No/Partial)	Time Taken	Errors/Challenges
Task 1	Yes	2 Minutes	Participant did not know if he was supposed to show or tell the moderator how to achieve the goal of the scenario. Asked
Task 2	Yes	23 Seconds	None
Task 3	Partial	4 Minutes 19 Seconds	Could not find measurements or materials used for chosen playmat & did not know what the term “vintage” meant in the context of the scenario.
Task 4	Yes	2 Minutes 28 Seconds	It took the participant 2 tries to find an “Ichigo” Item.
Task 5	Yes	1 Minute 50 Seconds	None
Task 6	Yes	1 Minute 19 Seconds	None

User Feedback

- **Quotes from Participant:**
    - “Some websites can be difficult to navigate”
    - “If I could not find something, I could call them and see what they have to say/I would contact them to see what the sizes were.”
    - “For most companies when you click the logo it takes you back to the homepage just for easy access.”
    - “Okay, so it tells you where you can find it too”
- **Body Language/Facial Expressions:**
    - Neutral Throughout.
- **Unexpected Behaviors:**

    - Instead of choosing a vintage playmat, the participant chose the **most popular** Star Wars mat.
    - Proceeded to go through the filtered list when asked to choose a vintage play mat. Most expensive, featured, review, etc.
    - Gave solution to contact them for description information.
    - Read off what signing up for the account would help with.

Pain Points/Issues

- **Major Issues:**
    - No measurements or materials displayed for chosen playmat (site wide product description inconsistency) Some items show materials and/or measurements.
    - No image for Battle Game mat
- **Minor Issues:**
    - Participants misunderstanding of term “vintage”
    - Moderator did not explain the first scenario clearly/Participant was confused
- **Suggested Improvements (If mentioned by participant):**
    - None mentioned by the participant.

Final Notes & Next Steps

- **Key Takeaways:**
    - The site is user friendly and fairly easy to navigate.
    - Participant is very knowledgeable in what to do next if information is not present.
- **Recommended Design Changes:**
    - Add consistent descriptions for products throughout the site.
    - Add a vintage or nostalgic option in the categories or filtered options.
- **Additional Observations:**
    - The Participant was excellent at thinking aloud.
    - For the 3rd Scenario, the participant was instructed to find a “play” mat, but instead chose a “game” mat. These two options could prove confusing for users.
    - He noticed the navigation bar pop up when he searched play mat.

Participant 3
Test Date: Wednesday April 9th: 7:30pm
Test Facilitator: Destin Hill
Note Taker/Logger: Jakob Pearson & Kalyn Daugherty

Session Overview:

-Activity was done remotely via Zoom.

- **Tasks Tested:**
  - ☑ Task 1: Finding and Filtering Board Games.
  - ☑ Task 2: Navigate between the product categories, local gaming events, and the checkout page.
  - ☑ Task 3: Attempt to complete a purchase and intentionally leave out the required information to see how the website handles the error.
  - ☑ Task 4: Find detailed product information and add an item to your cart.
  - ☑ Task 5: Completing a purchase or signing up for an event.

- **Browser Used:**
  - ☑ Google
  - ☐ Safari
  - ☐ Firefox
  - ☐ Bing
  - ☐ Yahoo

Observations:

- **First Impressions:**
  - A little shy, polite
  - Had to be sent the website
  - A little less tech savvy than previous participants
- **Navigation Patterns:**
  - **Task 1**- The participant stayed on the Homepage to find the product.
  - **Task 2**- Used the Website Logo to return to the homepage throughout activity.
  - **Task 3**- Homepage > Shop by Category > Gaming Accessories > Game Mats > Game mat: Black & Gray
  - **Task 4**- Homepage > Shop by Category > Board Games > Browsed through first 7 pages > Search Bar > Searched “Achigo” > Searched “Ichigo”

    - **Task 5**- Events (Below Nav)
    - **Task 6**- Clicked cart > Clicked view cart > Clicked Checkout (Error tolerant to lack of account)
    -
- **Areas of hesitation/confusion:**
    - The participant misunderstood some of the instructions given by the moderator. (ex- didn't know he was supposed to do everything on his own)
    - Hesitated on where to start. Scrolled up and down the page several times
    - The participant initially chose a card game Booster pack that was out of stock.The participant then chose another card game that was in stock.
    - The participant initially added the chosen product to the wishlist and not the cart.
    - Confusion on looking up Ichigo product.
    - The participant chose a “Game Mat” and not a “Playmat”.

Task Performance:

Task	Completion (Yes/No/Partial)	Time Taken	Errors/Challenges
Task 1	Yes	4 Minutes 40 Seconds	The participant initially chose a card game Booster pack that was out of stock.The participant then chose another card game that was in stock.
Task 2	Yes	21 Seconds	None
Task 3	Partial	3 Minutes 24 Seconds	The participant chose a “Game Mat” and not a “Playmat”
Task 4	Yes	5 Minutes 31 Seconds	Took Participant 3 attempts to find the desired product.
Task 5	Yes	3 Minutes 46 Seconds	The participant initially did not know how to spell the name of the character for the scenario.
Task 6	Yes	2 Minutes 20 Seconds	None

User Feedback

- **Quotes from Participant:**
    - “I guess I would click on Shop Now”
    - “There is a search bar for short cuts. I just noticed that now”
- **Body Language/Facial Expressions:**
    - Neutral/Smiling throughout

- **Unexpected Behaviors:**
    - None

Pain Points/Issues

- **Major Issues:**
    - None
- **Minor Issues:**
    - The participants' occasional misunderstanding of moderator instructions.
    - Descriptions of the products were not consistently clear.
- **Suggested Improvements (If mentioned by participant):**
    - None mentioned by the participant.

Final Notes & Next Steps

- **Key Takeaways:**
    - Tasks were completed with relative ease.
    - Used different paths than the other participants. He utilized the three main categories under the nav bar several times.
- **Recommended Design Changes:**
    - Add consistent descriptions for products throughout the site.
    - A more noticeable search bar.

Additional Observations:

- The Participant was excellent at thinking aloud.
- For the 3rd Scenario, the participant was instructed to find a “play” mat, but instead chose a “game” mat. These two options could prove confusing for users.
- Was able to find the size description of the chosen product.

Participant 4
Test Date: Monday April 9th: 8:15pm
Test Facilitator: Destin Hill
Note Taker/Logger: Jakob Pearson & Kalyn Daugherty

Session Overview:

-Activity was done remotely via Zoom.

- **Tasks Tested:**
  - ☑ Task 1: Finding and Filtering Board Games.
  - ☑ Task 2: Navigate between the product categories, local gaming events, and the checkout page.
  - ☑ Task 3: Attempt to complete a purchase and intentionally leave out the required information to see how the website handles the error.
  - ☑ Task 4: Find detailed product information and add an item to your cart.
  - ☑ Task 5: Completing a purchase or signing up for an event.

- **Browser Used:**
  - ☐ Google
  - ☐ Safari
  - ☐ Firefox
  - ☐ Bing
  - ☑ Yahoo

Observations:

- **First Impressions:**
  - Attentive, apologizing, polite
  - Was able to look for site herself
  - Organized, not a lot being thrown at her
- **Navigation Patterns:**
  - **Task 1**- Shop by Category > Board Games > Card Game > Page 1> Page 2 >Cards Against Humanity 90's Nostalgia Pack
  - **Task 2**- Events > Home
  - **Task 3**- Shop by Category > Search Bar > Searched "Card Mat" (no results)/ Shop by Category > Game Mats > Shop by Category > Play Mat > Sort by A-Z > Pages 1-6 > Play mat City of Diamonds
  - **Task 4**- Search Bar > Searched "Bleach" > Searched "e chigo"
  - **Task 5**- Events "in main nav"

    - **Task 6**- Found cart in right corner with things she put in cart > placed cursor over to highlight > Clicked on cart > Clicked checkout
- **Areas of hesitation/confusion:**
    - The participant misunderstood what day the event was supposed to be on for Scenario 5.
    - Hesitation when looking for a card game by category.
    - Hesitation on testing instructions.
    - Hesitation on initial back to home screen task
    - Confusion on Ichigo

Task Performance:

Task	Completion (Yes/No/Partial)	Time Taken	Errors/Challenges
Task 1	Yes	3 Minutes	Participant did not know if she was supposed to show or tell the moderator how to achieve the goal of the scenario.
Task 2	Yes	22 Seconds	None
Task 3	Yes	5 Minutes 22 Seconds	None
Task 4	Yes	1 Minutes 35 Seconds	It took the participant 2 tries to find an “Ichigo” Item.
Task 5	Yes	1 Minute 40 Seconds	The participant misunderstood what day the event was supposed to be on.
Task 6	Yes	1 Minute 42 Seconds	None

User Feedback

- **Quotes from Participant:**
    - “The site is very organized, there’s not alot being thrown at me”
    - “I feel like game mat and card mat are the same thing”
- **Body Language/Facial Expressions:**
    - Neutral/Inquisitive throughout.
- **Unexpected Behaviors:**
    - Used the events option in the nav to return to the home page.

Pain Points/Issues

- **Major Issues:**

    - None
- **Minor Issues:**
    - Occasional misunderstanding of instructions from moderator.
- **Suggested Improvements (If mentioned by participant):**
    - None mentioned by the participant.

Final Notes & Next Steps

- **Key Takeaways:**
    - Multiple ways to navigate through the site. Not cluttered.
    - Website was able to understand her misspellings and readjust to correct spelling
    - The site is user friendly and fairly easy to navigate.
- **Recommended Design Changes:**
    - Add consistent descriptions for products throughout the site.
    - Could have a vintage option in the filter to help customers
    -
- **Additional Observations:**
    - The participant was hesitant to think aloud at times.
    - The moderator had to specify and reiterate that the participant was to search for a “play mat”
    - The participant was able to find measurements for the chosen product.

Participant 5
Test Date: Monday Sunday April 13th: 7:30pm
Test Facilitator: Destin Hill
Note Taker/Logger: Jakob Pearson & Kalyn Daugherty

Session Overview:

-Activity was done remotely via Zoom.

- **Tasks Tested:**
  - ☑ Task 1: Finding and Filtering Board Games.
  - ☑ Task 2: Navigate between the product categories, local gaming events, and the checkout page.
  - ☑ Task 3: Attempt to complete a purchase and intentionally leave out the required information to see how the website handles the error.
  - ☑ Task 4: Find detailed product information and add an item to your cart.
  - ☑ Task 5: Completing a purchase or signing up for an event.

- **Browser Used:**
  - ☐ Google
  - ☐ Safari
  - ☐ Firefox
  - ☐ Bing
  - ☐ Yahoo
  - ☑ Opera GX

Observations:

- **First Impressions:** Polite, Neutral,
- **Navigation Patterns:**
  - **Task 1**- Shop by Category > Board Games > Party > Cards Against Humanity
  - **Task 2**- The Participant used the back arrow on the browser to return to the homepage throughout.
  - **Task 3**-Shop by Category > Gaming Accessories > Play Mat > Best Selling > Page 1-2 > Playmat: Vintage Controller
  - **Task 4**-Search Bar “Ichigo”
  - **Task 5**- Events “in nav”
  - **Task 6**- Clicked cart > Clicked check out button > Tried to type in information but no account (Error Tolerant)

- **Areas of hesitation/confusion:**
    - Navigation to go back to the home page.

Task Performance:

Task	Completion (Yes/No/Partial)	Time Taken	Errors/Challenges
Task 1	Yes	1 Minute 42 Seconds	None
Task 2	Yes	23 Seconds	None
Task 3	Yes	1 Minute 39 Seconds	None
Task 4	Yes	1 Minute 15 Seconds	It took the participant 1 try to find an “Ichigo” Item.
Task 5	Yes	2 Minutes 17 Seconds	None
Task 6	Yes	1 Minute 34 Seconds	None

User Feedback

- **Quotes from Participant:**
    - “I don’t see a **Home page (button)**” (The participant was thinking aloud while trying to find a home button in the nav)
    - “I would probably use the search bar for this one, because it’s a specific item”
- **Body Language/Facial Expressions:**
    - Neutral, calm, easy going
- **Unexpected Behaviors:**
    - The participant used the back arrow on the browser to return to the homepage.
    - The participant was able to find measurements for the chosen play mat.

Pain Points/Issues

- **Major Issues:**
    - None
- **Minor Issues:**
    - No visible home button
- **Suggested Improvements (If mentioned by participant):**

    - None mentioned by the participant.

Final Notes & Next Steps

- **Key Takeaways:**
    - Participant was very tech savvy and used to shopping online which made the process smooth
    - The site is user friendly and fairly easy to navigate.
- **Recommended Design Changes:**
    - Add consistent descriptions for products throughout the site.
    - Include a Home button in the navigation.
- **Additional Observations:**
    - The participant was excellent at thinking aloud.
    - Even with him being tech savvy he was not familiar with the logo also being a home button.