

Report Template: Usability Test

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Executive Summary

The goal of the Flaire usability tests was to get feedback regarding the look and feel of the website from individuals not familiar with the site or Flaire. The study on April 7, 2016 was conducted with college students who were able to attend the in-class session.

The usability tests allowed participants to explore the various aspects of the site, including the Home, Shop, and Cart pages. Participants were asked to navigate to the site, review the "Learn More" section of the Home page, test the navigation bar and add products to the cart. 6 total students participated in the study. All the participants were able to complete the tasks.

Overall, the participants were able to logically navigate through site content. Most participants felt that the site was fairly polished and sleek. However, a few participants felt they did not fully understand how the product works. The results of these tests indicate that changes need to be made to the site and these changes are outlined in more detail below.

Methodology

Who we tested

6 participants, having the following characteristics, evaluated Flaire.

Audience Type

Undergraduate Students	5
Graduate Students	1
TOTAL (participants)	6

Gender

Women	2
Men	4
TOTAL (participants)	6

What participants did

Prior to the start of testing, the participants met with facilitators for two minutes. Facilitators were provided with instructions to read to the participants. After participants listened to the instructions, they were each provided with an instruction set comprised of numerous tasks. After finishing each task, participants were instructed to circle an answer to a yes or no question regarding whether or not they were able to successfully complete the task. Participants were given additional space to document additional comments. It took 10-15 minutes for the participants to fully complete the instruction set. Additionally, participants spent 5-10 minutes responding to a questionnaire once they completed testing.

What data we collected

Participants were asked to provide their name, date, as well as operating system and browser information. We asked for this technical information in order to pinpoint any browser or operating system specific problems.

Each of the facilitators silently watched participants complete the instruction set and recorded their observations on the evaluator form. During the test, no communication took place between the facilitators and participants.

Once participants completed the testing, we provided them with a post-test questionnaire regarding their overall experience regarding what they did and did not like about the website. This questionnaire's purpose was to allow participants to provide additional feedback.

Major findings and recommendations

Although there were no major issues or changes that need to be implemented as a result of usability testing, there are several concerns that need to be addressed.

- **Hovering over the About option in the navigation bar does not display a sub-menu.**

Currently, the navigation bar displays a small arrow icon to the right of the About menu option. Many users thought that hovering over this arrow would display a sub-menu containing additional options. However, hovering over this arrow does not do anything because the developers had intended for the sub-menu to be displayed only once the arrow is clicked.

We feel that an appropriate fix for this problem would be to display the sub-menu once users hover over the About option not only when they click on it. This way users are not confused.

- **Participants felt that they understood what the product is but did not understand how it works.**

After reading the "Learn More" section on the Home page many users understood the product's purpose but did not understand how the product works.

It is imperative that this problem be addressed so that potential customers of the site are not deterred from purchasing a product. A proposed solution to this problem is to provide more details under the “Learn More” section describing exactly how Flaire works. This new section will contain images as well as screen shots of the Flaire companion app.

- **Once users manually remove all the items from the cart and then manually add items into the cart, the secure PayPal page no longer loads.**

Only one of the participants encountered this problem. However when our team intentionally tried to reproduce the bug, we found that this indeed is a reoccurring problem within the site.

It is yet to be determined why this bug is occurring however one of the team members (Alex Chen) is currently investigating a reasonable solution.

- **The Create Account/Login page does not allow users to enter a space in the name field.**

This problem was introduced when styling was added to the validations and will be fixed before the next milestone.

Detailed findings and recommendations

We received very valuable feedback (both positive and negative). Although we got many positive remarks, we also got many recommendations on how to make our website more user friendly. Some of the recommendations we received involved aesthetic changes while other recommendations were more technical in nature. We will use all of the information and remarks that we received to make positive changes to our website and to improve our design.

Sample Positive Feedback:

- “The website was overall very usable and easy to navigate”
- “The Shop page looked very nice and sleek”
- “The shopping cart operates like a professionally done website”
- “The Flaire idea is fantastic and the website shows your dedication”
- “The header bar looks very modern and is easy to use and understand”

Sample Negative Feedback:

- “The color scheme is too boring and the logo could use some adjustment”
- “The login page looks outdated and doesn’t match the rest of the website”
- “The shopping cart needs to display some kind of confirmation that items have been placed there”
- “More information should be added to the about section of the website to make the purpose of Flaire a little more clear”

These suggestions and comments are much appreciated and will most definitely aid in the site’s final enhancements. Using the feedback that we got from our testers, we now have a lot of great ideas for how we can add additional features to our project. We will begin by adjusting the Create Account/Login page so that it is simpler to use and looks more visually appealing. We will also add more information regarding how to use Flaire in the “Learn More” section of the Home page and fix any spelling errors.

We will use JavaScript to display a pop-up message every time an item is placed in the shopping cart so that users know when items have been successfully added to the cart. This pop-up will allow users to navigate to the Cart page or to continue shopping. We choose to implement this feature because currently when you click the button to add an item to the cart, it does not look like anything happened and users found this confusing.

We anticipate being able to integrate all the good suggestions provided by the Usability Testing and to be able to fix the minor bugs that participants found. The hardest feature to implement will be the JavaScript feature that adds a pop up to the Shop Page whenever any item is placed in the cart. While this feature may require additional time, we anticipate being able to finish it in time for the final presentations.

Sample 1. Summary of Questionnaire

Sample Questions	Sample Responses
Just from looking at the site, what do you think the purpose is? Please be specific.	"Selling shiny things" "Shows a product called Flaire, chip placed in jewelry" "To sell product" "To sell invisaWear products" "To sell merchandise"
What is your overall impression of the website?	"It is aesthetically pleasing" "It is really clean" "Very well made, looks professional" "Straightforward, good" "Very pretty and interactive" "7/10 pretty good"
Would you change anything about the navigation bar in terms of spacing, color, etc?	"No, fine" "Maybe change color" "Logo looks plain" "Set up device shouldn't be under About" "Maybe change fonts" "Color scheme and logo are bland"
Do you like the color scheme on the pages or do you have any suggestions?	"Seems too simple. Square boxes should be there for input" "Good" "The white/black is very simple, but visible" "Fine" "Like scheme but add second color" "Color scheme needs improvement"
Do you have any other questions about what Flaire is?	"Little more description needed" "No" "No, very clear" "No" "More information needed" "No"
Was the site easy to use/navigate?	"Yes" "Yes" "Very easy to use, wouldn't change anything"

	"Yes" "Yes" "Not the easiest, but straightforward"
Was the shop easy to use and was it simple to add items to the cart?	"Maybe a popup is needed" "Removing things was challenging" "Very good, can change quantity which is good, looks like a professional cart" "Yes" "Yes" "Add confirmation after adding to cart"
What is the best thing about the website?	"N/A" "The most interactive and clear site" "Scrolling shop items is great" "Easy to get around" "I liked the way to add items to the cart" "The slideshow button on Shop"
Do you have any suggestions for improving our site?	"Inconsistency between the shopping cart and the shop" "Fonts on the homepage are inconsistent" "Maybe fix up the logo, but product sells itself so great!" "Login could be better looking" "Add more to About Developers" "Buttons should be more visible"
Do you think anything is missing from the website?	"No" "Shops scroll position needs to be slower" "Add more to the About page" "No" "No" "More color, gold header maybe"

Conclusion

Conducting usability testing showed us the strengths and weaknesses of our website. We were able to see specifically where users were struggling and what they found visually displeasing. We found that most of our site was well received and aesthetically pleasing. However, the Create Account/Login page still needs to be modified since its appearance and color scheme is not consistent with the rest of the website.

The Navigation Bar received praise for its intuitive and simple design. Participants thought that it was very easy to navigate between pages and find what they were looking for. The Shop and Cart pages proved to be the participants' favorite parts of the website. The main complaint we received regarding the Shop page was that there was no confirmation that items were indeed added to the cart. We will work hard to implement this feature and to fix the minor bugs that users found.

Our entire team really enjoyed conducting the Usability Tests. We found that it gave us a unique opportunity to showcase our project to peers. Each tester provided us with valuable feedback and we are honored that other people thought so highly of our work. This experience was a great learning opportunity and allowed us to receive great feedback. Overall, conducting Usability

Testing was a great experience and we strongly believe that the feedback we received will aid us in enhancing our site!



invisaWear Technologies Usability Testing Form Instructions to Read to Users

Before test:

Hi ____ (Person's name) _____,

Thank you so much for agreeing to help us out.

Please remember this is a test of the software not of you!

During this test you will be working on your own we will not be helping you out,
but please note once again that this is not a test of you but is a test of the software.

We will be handing you a sheet with tasks to be performed on the website.

None of the team members will be interacting with you during the 5 minutes you will be
testing our site.

After Test:

Thanks again for agreeing to help us. We will take all your notes into consideration and
improve our website.



**invisaWear Technologies Usability Testing Form
Version 2.0**

Date:

Name:

Email:

Browser: _____

Operating System: _____

Thank you for taking the time to perform our usability testing. Please complete each step in order. When you have completed the step please mark the appropriate check box and circle the appropriate answer to each question. The last page will contain space for additional comments.

- **Please navigate to:**
<http://invisaweartechologies.github.io/flaireWebSite/>

- **Please press the “Learn More” button**

☐ Did the page auto scroll to a section describing the product?
YES or NO

☐ From reading this section do you understand what Flaire is?
YES or NO

☐ Does this section contain any grammatical or spelling errors?
YES or NO

- **Please hover over each of the items in the navigation bar**

☐ Is the color of each of the item inverted once you hover over it?
YES or NO

O Does hovering over the About menu produce a sub-menu consisting of three options: FAQ, About the Developers and Setup Device?

YES or NO

- **Please press on the FAQ sub-menu option**

O Do each of the FAQs have answers that make sense?

YES or NO

- **Please press on the About Developers sub-menu option**

- **Please Read about each developer**

O Are there any spelling/grammar errors?

YES or NO

- **Please press on the Setup Device sub-menu option**

O Are the instructions clear and concise?

YES or NO

O Are there any spelling/grammar errors?

YES or NO

- **Please navigate to the Shop page**

- **Click on each of the images in each slider**

O Does clicking each item produce an enlarged photo of the item?

YES or NO

O Does clicking the left and right arrows allow you to cycle through each of the sliders?

YES or NO

- **Change the quantity of an item and add it to your cart**

O Did the number of items in the cart in the navigation bar get updated appropriately?

YES or NO

O Does adding more items to the cart update the number of items?

YES or NO

- **Please click on the cart in the navigation bar**

O Are the items you previously added to the cart displayed on this page?

YES or NO

O Does increasing the quantity increase the subtotal accordingly?

YES or NO

O Does decreasing the quantity decrease the subtotal accordingly?

YES or NO

O Is the subtotal correct?

YES or NO

- **Please press the checkout button**

O Are you redirected to a secure paypal page to enter credit card information?

YES or NO

- **Please navigate to the Create Account/Login Page**

O Does leaving a field blank prompt you with an error?

YES or NO

O Are you able to create a user account once all fields are correctly filled in?

YES or NO

O Does creating an account prompt you to register a device?

YES or NO

Comments:



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Usability Testing: Evaluation Form

Home Page

O Was the user able to easily navigate to the site? YES or NO

O Did the page load in an appropriate time frame (less than 15 seconds)?
YES or NO

O Did the page auto scroll when the user pressed the Learn More button? YES or NO

O From reading this section does it appear from the user's facial expressions that they understand what Flaire is? YES or NO

O Did the user attempt to ask any questions with regards to the product? YES or NO

Navigation Bar

O Did the color of each of the items invert upon hovering over it? YES or NO

O Did hovering over the About menu produce a sub-menu consisting of three options: FAQ, About the Developers and Setup Device? YES or NO

About Page

O Was the user able to navigate to all the sub-menu pages? YES or NO

Shop page

O Did clicking each item produce an enlarged photo of the item? YES or NO

O Did clicking the left and right arrows allow the user to cycle through each of the sliders? YES or NO

O Did the number of items in the cart in the navigation bar get updated appropriately once the user added an item? YES or NO

O Did adding additional items to the cart update the number of items?

YES or NO

Cart Page

☐ Are the items the user added to the cart displayed on this page?

YES or NO

☐ Did increasing the quantity increase the subtotal accordingly?

YES or NO

☐ Did decreasing the quantity decrease the subtotal accordingly?

YES or NO

☐ Is the subtotal correct?

YES or NO

☐ Did pressing the checkout button redirect the user to a secure PayPal page to enter credit card information?

YES or NO

Create Account/Login Page

☐ Did leaving fields blank prompt the user with an error?

YES or NO

☐ Was a user account successfully created once all fields were correctly filled in?

YES or NO

☐ Did creating an account prompt the user to register a device?

YES or NO

Additional comments:

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Usability Testing: Post Testing Questions

1. Just from looking at the site, what do you think the purpose is?
Please be specific.
2. What is your overall impression of the site?
3. Would you change anything about the navigation bar in terms of spacing, color, etc. ?
4. Did you like the color scheme on the pages or do you have any suggestions?
5. Do you have any additional questions regarding what Flaire is?
6. Was the site easy to use/navigate?
7. Was the shopping cart easy to use and was it simple to add items to the cart?
8. What is the best thing about the site?
9. What suggestions do you have for improving the site?
10. Is there anything you feel is missing?