

Morgantown Running

WEBSITE REDESIGN

Usability Testing

TYLER HALL

Questionnaire

1. Five Second Test

2. What **brands** does the store carry?

3. Try to buy a pair of **Altra One Women's shoes**.

4. Try to rent an **ElliptiGO**.

5. Do you know any companies or websites that are **similar** to this one? If so, explain how this one compares.

6. What **3 words** would you use to describe this website? Explain your answer.

7. Open **www.morgantownrunning.com** in another tab.

8. What, if anything, do you think **www.morgantownrunning.com** does better than **http://community.wvu.edu/~tbhall/**? Explain your answer.

Local Testing

USERS TESTED:



ANDREW 21/M

OCCUPATION:
FINANCE MANAGER

HOURS A DAY ON WEB:
~12 HOURS

FREQUENTED WEBSITES:
EBAY
YOUTUBE

ANDREW



Andrew

RESULTS:

Immediately thought Nike was a carried brand.

Looked for a search bar.

Liked how the original site showed pictures of store.

Completed tasks easily.



ROSE **47/F**

OCCUPATION:
SERVICE COORDINATOR

HOURS A DAY ON WEB:
3-4 HOURS

FREQUENTED WEBSITES:
AMAZON
ETSY

ROSE



Rose

RESULTS:

Immediately thought Nike was a carried brand.

Thought the redesign was more community driven +

Completed tasks easily.

Remote Testing

Videos

USERS TESTED:

mjm15e

DEMOGRAPHIC:

18-55 y/o Female

\$40k - \$150k / year

Krishna_20

DEMOGRAPHIC:

18-55 y/o Male

\$40k - \$150k / year

RATING: 7

mjm15e

RESULTS:

Thinks it needs **more color**.

Thought the redesign was more

community driven +

Thought redesign was **organized**

Completed tasks easily.

RATING: 4

Krishna_20

RESULTS:

Immediately thought **Nike**

was a carried brand.

Missed the ElliptiGO button,

completed other tasks.

Lost entire reservoir of goodwill when he skipped over the ElliptiGO button.

What will I fix?

1:

Homepage Promotion
Add Pictures of Store

2:

Add Search Bar
Add Item Page
Add Color

Thanks to



**Andrew
Rose**

**Krishna_20
mjm15e**