

UX feedback report

TrendTrack Design Co.



Date	Nov 29, 2024
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Status	Incomplete (Version 0.5)

Version History

Version	Date	Author(s)	Changes	State
0.1	27/11/24	Ivet Kalcheva	Initial Draft	Draft
0.5	29/11/24	Ivet Kalcheva	Conducted Interviews	Incomplete

Distribution

Version	Date	Receivers
0.5	29/11/24	Frank Coenen and Bart Rabeling

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Introduction

Document Purpose

This document outlines the user testing process for TrendTrack, an e-commerce website designed for purchasing products. The testing evaluates the platform's user experience (UX) and functionality for both customers and administrators, ensuring it is intuitive, user-friendly and tailored to the needs of its target audience.

Purpose of the product

TrendTrack's website has two key user roles (as of now):

Customers:

- Browse, filter and purchase products.
- View detailed product information.

Administrators:

- Add, edit and delete products.
- Manage product inventory and ensure accurate data display.

The design emphasizes simplicity, a professional aesthetic and usability for both roles.

User Testing Goals

The purpose of this user testing process is to:

- Assess the **customer experience** in browsing and purchasing products.
- Evaluate the **admin functionalities** for product management.
- Gather user feedback on **design, navigation and functionality**.
- Identify and address areas needing improvement to optimize user satisfaction.

Feedback from the testing will inform improvements and guide the development of the next version of TrendTrack.

Participants

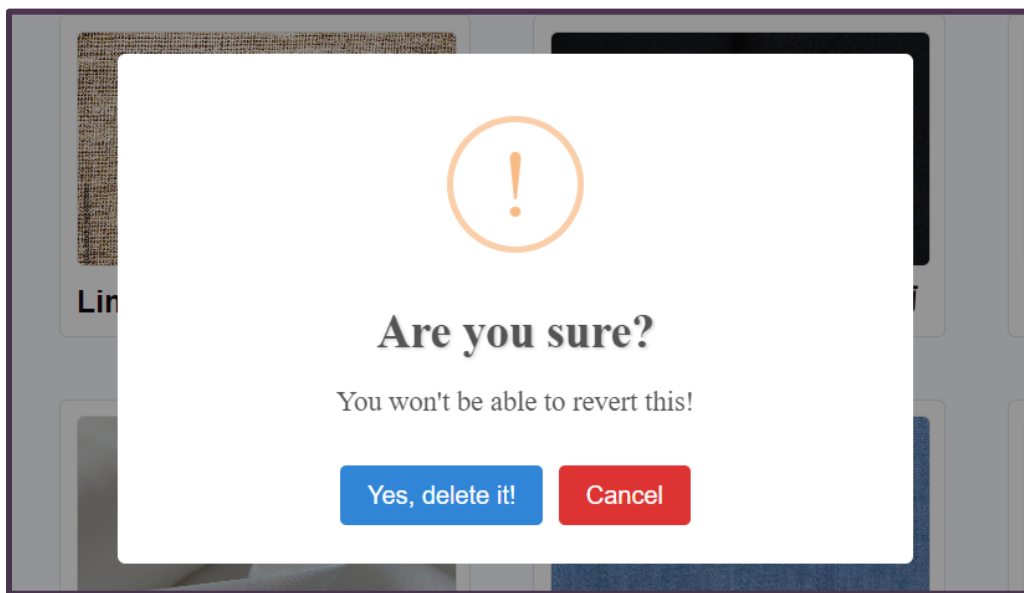
The user testing participants were non-technical students interested in fashion, chosen for their likely experience with similar platforms. Their diverse backgrounds ensured valuable feedback on accessibility and usability.

Incorporation of Usability Heuristics

The user testing process for TrendTrack aligns with **Nielsen & Molich's 10 Usability Heuristics for User Interface Design**, ensuring the platform meets established standards for a seamless and effective user experience.

Visibility of System Status

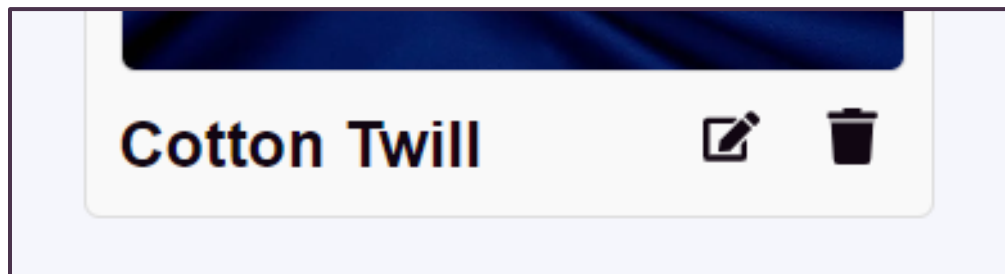
The platform provides immediate feedback for user actions, such as confirmations when products are being deleted.



Match Between System and the Real World

The terminology used on the website, such as "Add to Cart" aligns with user expectations and real-world conventions.

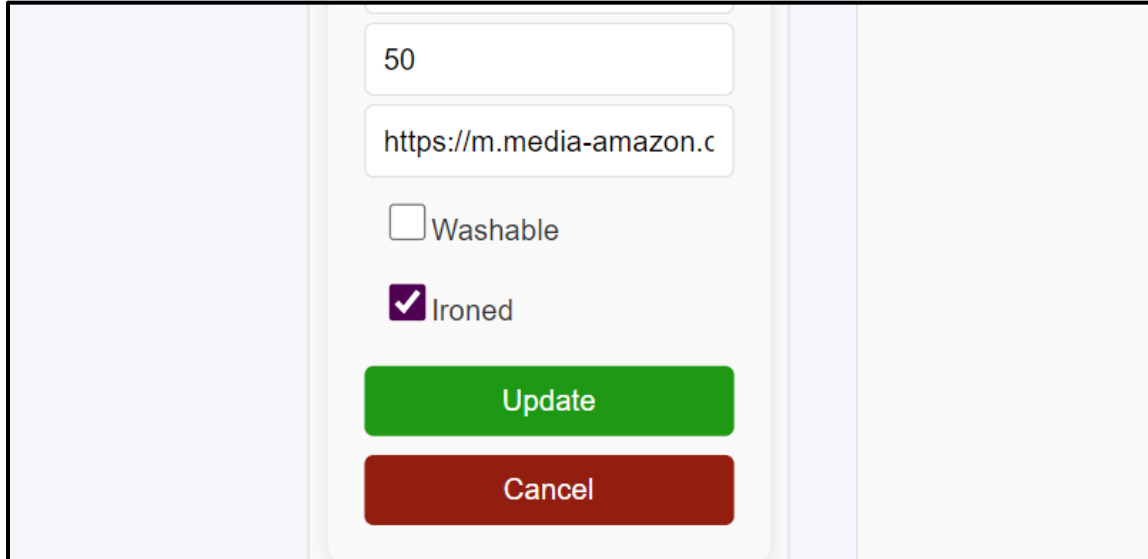
Icons and labels are designed to be intuitive and relatable.



User Control and Freedom

Customers can easily navigate back or remove items from their cart without complications.

Administrators can undo edits or cancel actions while managing products.



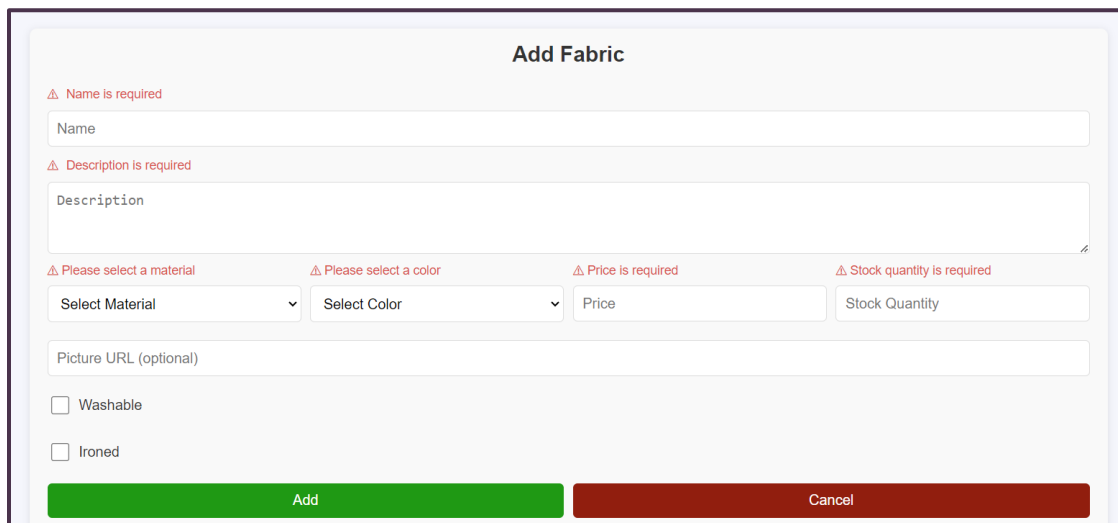
A screenshot of a product edit form. It features a text input field containing the number '50', another text input field containing the URL 'https://m.media-amazon.c', a checkbox labeled 'Washable' which is unchecked, and a checkbox labeled 'Ironed' which is checked. Below these fields are two buttons: a green 'Update' button and a red 'Cancel' button.

Consistency and Standards

Design elements such as fonts, buttons and colors remain consistent across all pages, providing a cohesive experience. Both customer and admin interfaces follow standard e-commerce conventions.

Error Prevention

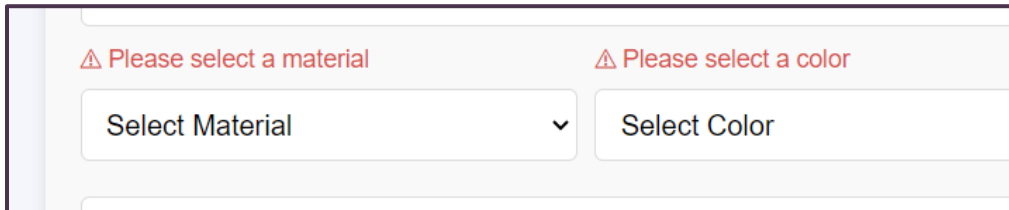
Mandatory fields for both users (e.g., when adding products) are clearly marked to minimize errors. Validation checks prevent incomplete or invalid inputs.



A screenshot of the 'Add Fabric' form. The title 'Add Fabric' is centered at the top. Below it, there are several input fields with red error messages above them: 'Name is required' above the 'Name' field, 'Description is required' above the 'Description' field, 'Please select a material' above the 'Select Material' dropdown, 'Please select a color' above the 'Select Color' dropdown, 'Price is required' above the 'Price' field, and 'Stock quantity is required' above the 'Stock Quantity' field. There is also an optional 'Picture URL (optional)' field. At the bottom, there are two checkboxes: 'Washable' and 'Ironed'. At the very bottom are two buttons: a green 'Add' button and a red 'Cancel' button.

Recognition Rather Than Recall

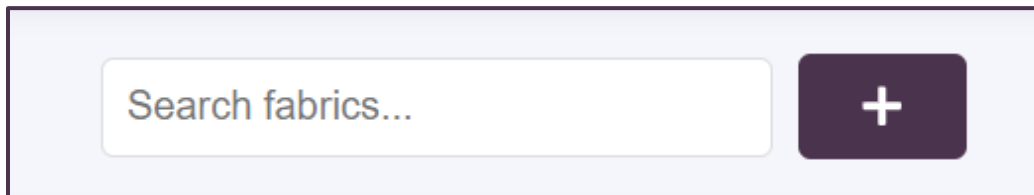
Drop-down menus, filters, and tooltips reduce the cognitive load on users by displaying options instead of requiring memory-based actions.



A form with two dropdown menus. Above the first dropdown is a red error message: "⚠ Please select a material". Above the second dropdown is a red error message: "⚠ Please select a color". The first dropdown is labeled "Select Material" and the second is labeled "Select Color". Both have a downward arrow icon.

Flexibility and Efficiency of Use

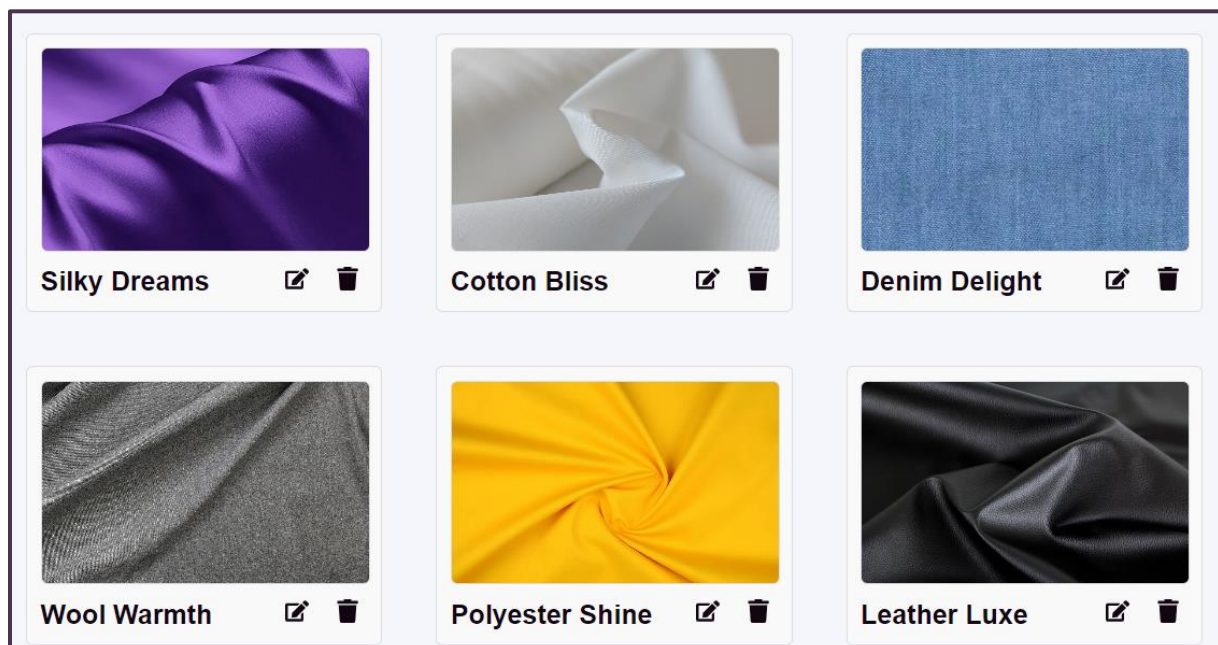
Advanced filtering options cater to experienced users looking for specific fabrics while remaining simple enough for beginners.



A search bar with the placeholder text "Search fabrics...". To the right of the search bar is a dark purple button with a white plus sign (+).

Aesthetic and Minimalist Design

The platform emphasizes a clean, stylish layout without unnecessary elements, aligning with the expectations of the target audience. Product pages balance visual appeal and essential information.



Help Users Recognize, Diagnose and Recover from Errors

Clear and descriptive error messages guide users to resolve issues, such as explaining why a field is invalid or why a product cannot be deleted.

Help and Documentation





Tooltips and brief instructions are available to assist users in navigating the website and performing tasks like using filters or submitting inquiries.

FAQs and contact options provide additional support for both customers and administrators.

WISH TO CONTACT US?

Silky flow filled with fashion

Eindhoven, Netherlands
+00 000 0000 000



Tests

Test Tasks

Participants will complete tasks specific to their assigned role (**customer** or **administrator**) to evaluate the functionality and user experience of the TrendTrack website

Customers' Tasks:

- Browse the available products and apply filters.
- View detailed information about a specific product.
- Add a product to the shopping cart.
- Create an account as a client.
- Purchase the products you had in the cart.

Administrators' Tasks:

- Add a new product to the inventory, including its details.
- Edit an existing product's information (e.g., updating the stock or picture).
- Delete a product from the inventory.
- View and manage product inventory to ensure data is accurate and up to date.
- Log in to the admin interface and verify access to administrative functionalities.

Equipment & Procedure

Equipment

- **Device:** Laptop to access the TrendTrack website application.
- **Recording Tools:** Phone for voice recording and screenshots for documentation purposes.

Procedure

Preparation:

- Set up the TrendTrack prototype.
- Prepare task instructions and survey questions.

Recruit Participants:

- Identify participants from the targeted group.
- Obtain consent for recording and data usage.

Conduct Tests:

- Provide participants with their respective task lists (customer or admin).
- Observe participants as they navigate the platform and complete the tasks.

Post-Test Survey:

- Ask participants to answer survey questions about their experience.
- Record their responses for analysis.

Data Collection:

- Compile feedback from all participants.
- Take note of recurring issues or suggestions.

Survey Questions and Data Analysis

Survey Questions

Customer Survey Questions

- Was the homepage easy to navigate? Is anything missing?
- Did the product pages provide sufficient information?
- Was the filtering system intuitive and functional?
- Was the checkout process straightforward?
- Do you have any suggestions for improvement?

Administrator Survey Questions

- Was it easy to add, edit and delete products?
- Did the admin interface provide clear access to all functionalities?
- Was managing product inventory intuitive?
- Were error messages or feedback clear during admin tasks?
- Do you have any suggestions for improvement?

Data Analysis

Feedback from the user testing sessions has been categorized and analysed to identify trends and prioritize areas for improvement.

Customer Feedback

- **Homepage:** Participants appreciated the homepage's clean and stylish design, describing it as visually appealing and easy to navigate. Some suggested adding a short introductory text on the main banner and a contact form or email option for inquiries.
- **Catalogue:** The filtering system was praised for its functionality and intuitiveness. Suggestions included adding more specific filtering categories, such as price range.
- **Checkout Process:** The checkout process was deemed smooth and easy to complete.
- **Login/Register:** The process was straightforward, but users requested password strength indicators.
- **Task Completion:** All tasks were completed successfully without significant issues.
- **Interface Design:** Users liked the overall layout, finding it both clean and professional. Suggestions included larger product images for better visual appeal and adding a review system for product feedback.

Administrator Feedback

- **Fabric Management:** Admins found adding, editing and deleting products straightforward. However, they suggested tooltips for fields like "washable" or "ironed" to clarify their purpose.
- **Login/Register:** Admins experienced no issues logging in or accessing functionalities but requested a password strength indicator for better security.
- **Task Completion:** Tasks were completed without major obstacles, but admins found the restriction of uploading product images via URL links inconvenient. They recommended allowing direct uploads from local storage.
- **Interface Design:** The interface was appreciated for its simplicity, but suggestions included adding text labels to action buttons like "Add Product" for better recognition. Additionally, a "Preview Changes" option before saving edits and filters for inventory status (e.g., "low stock" or "out of stock") were recommended for improved usability.

Conclusion & Changes

The findings from this user testing process will guide updates and improvements to the TrendTrack platform.

Key areas of focus include:

- Adding an email contact form to the homepage for direct inquiries and enhancing customer support.
- Enhancing the filtering system with additional categories and options.
- Improving admin usability by allowing image uploads directly from local storage.
- Adding detailed tooltips for lesser-known features in the admin panel, such as "washable" or "ironed."
- Incorporating a review system on product pages to boost customer engagement and feedback.
- Introducing a "Preview Changes" feature for admins to review edits before saving.

These changes aim to optimize the platform's user experience for both customers and administrators, ensuring it is intuitive, efficient, and meets the needs of its target audience.

Interviews

All participants in this interview have consented to use their data and to record their answers through voice recordings.

Customer Test Interviews

Person: Daniela Yovcheva (Finance Control Student, University of National and World Economy, 19 years old)

Date: 29/11/24

Was the homepage easy to navigate? Is anything missing?

I liked the stylish design; it's simple and clean. The text isn't overwhelming and everything is where I'd expect it to be. I think it's fine as it is.

Did the product pages provide sufficient information?

Yes, the product details are displayed clearly on the side, which makes it easy to understand.

Was the filtering system intuitive and functional?

Yes, it works well. I had no trouble filtering by name, color or materials.

Was the checkout process straightforward?

Pretty much. I didn't face any difficulties, and it was simple to complete the purchase.

Do you have any suggestions for improvement?

I think adding a contact form or an email option would be helpful. Right now, the contact information feels limited to just a phone number and social media links.

Person: Mira Dimitrova (Law Student, Sofia University St. Kliment Ohridski, 21 years old)

Date: 29/11/24

Was the homepage easy to navigate? Is anything missing?

It's easy to navigate, but I think the main banner could include a short introductory text explaining the purpose of the website.

Did the product pages provide sufficient information?

Mostly, but I think it could include more information, like the recommended washing temperature for products.

Was the filtering system intuitive and functional?

Yes, I could find products quickly using the filters.

Was the checkout process straightforward?

Yes, it was clear and easy to follow.

Do you have any suggestions for improvement?

Aside from adding washing instructions, I think a review system would be great for customers to leave feedback about products.

Admin Test Interviews

Person: Daniela Yovcheva (Finance Control Student, University of National and World Economy, 19 years old)

Date: 29/11/24

Was it easy to add, edit and delete products?

Yes, it was easy. But I didn't like the "+" button being the only option for adding products. It would be better if there was a label or text next to the icon for clearer recognition.

Did the admin interface provide clear access to all functionalities?

Yes, I was able to access and use all functionalities without any issues.

Was managing product inventory intuitive?

It was intuitive, and I felt I had the freedom to make changes. However, I wish I could upload pictures directly from my gallery instead of only using links.

Were error messages or feedback clear during admin tasks?

Yes, the error messages were clear and helpful. They ensured that all mandatory fields were filled out correctly.

Do you have any suggestions for improvement?

A quick tutorial for first-time admins could be useful to help them navigate the interface more easily.

Person: Mira Dimitrova (Law Student, Sofia University St. Kliment Ohridski, 21 years old)

Date: 29/11/24

Was it easy to add, edit and delete products?

Yes, it was straightforward and didn't take long to figure out.

Did the admin interface provide clear access to all functionalities?

Yes, the interface was straightforward

Was managing product inventory intuitive?

It was fine, but I think it would be better if there was a filter for inventory status, like "low stock" or "out of stock," to make it easier to manage.

Were error messages or feedback clear during admin tasks?

I liked the pop-up message that confirmed I was deleting the correct product.

Do you have any suggestions for improvement?

A "Preview Changes" option before saving edits would be helpful for double-checking updates.