

IDES151 Spring 2016 group project

Lululemon.com
Patagonia.com
arcteryx.com
AmericanApparel.com
gap.com
uniqlo.com

Go to the assigned website for your group and critique the user experience (UX). Your analysis should be based on the task/flow of buying some clothes and finding a location of a store that sells those clothes. You'll present your UX critique in class.

You must take some video of usability tests that your group did. I want you to complete at least 3 usability tests on people outside of this class. The tests should be scripted identically. The people who complete the tests should be asked to perform the same tasks.

The usability tests should ask:

- First impressions of the site and what the user thinks they can do there.
- Look for a location near them at which they can purchase clothes.
- Try to purchase a couple of items online. The person does not have to actually go through the purchase process, just get the correct items and add to cart, and go through the steps of purchase until they have to enter login information or a credit card. Don't make your users enter login information or a credit card - stop them at that point and thank them for their time.

Write out a script for you to follow. Please use this script as a starting point <https://www.sensible.com/downloads/test-script.pdf> and change the text to match your own purposes and tasks.

Make your presentations interesting and fun if you can. Rehearse (aka practice!) your presentations. Each group will have **20 minutes max only**. So keep your presentations simple and don't try to take on too much. Focus on the highlights and lowlights. Avoid doing a detailed walkthrough of the entire website. Not everybody in your group has to speak, unless you want to break up the presentation in that way - this is up to you.

** if you wish, you can add a critique of the site on a mobile device. If the company has their own app, you can include that in the critique too.

Due date: Monday March 7. In other words, you will be presenting on March 7th. Groups will present at the front of the class. You can use the instructor computer, or plug in your own laptop for the presentation.