

Usability Testing Report

Razer.com

<https://www.razer.com/>

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Table of Contents

Executive Summary..... 3

Description of Test..... 4

Priority Levels..... 5

Recommended Changes..... 6

 Navigation..... 6

 Interface..... 7

 Labels..... 8

 Content..... 9

Evidence of Issues..... 10

Executive Summary

A series of usability tests were conducted with 6 different users for the Razer.com website. The goal of the usability tests were to discover user experience issues on the site and provide recommendations for solving them. Issues have been prioritized in order of severity, from high, medium, and low.

A few of the most important and critical issues discovered during testing included:

- Lack of predictability when using the global navigation and login. Each function utilized methods which break users understanding of how the web works, amounting to increased frustration and confusion.
- Navigation across Razer subdomains is unclear without a universal global navigation bar. Users become stuck on a specific subdomain and do not know how to get back to the main Razer site.
- The “Best Sellers” section confuses users when searching for the best selling game on the Razer Game Store. Without proper rankings, the most popular game at any given moment is unclear.
- Razer Gold advertising implies that it is a premium membership, when in actuality it is merely a virtual currency. This mismatched marketing throws users off the trail as to what Razer Gold actually is, harming the chances a user would use it.
- Poor descriptions on site create a barrier to entry to the Razer brand. Inexperienced gamers struggle to understand what the site is trying to convey at times.
- In-site search does not offer the scope users expect; limiting the searching capabilities to exclusively products.

This report will offer solutions to these issues and many more, including lower-priority and higher-priority user experience issues. All issues will be categorized by their priority and if it is a navigation, interface, label, or content issue.

Description of Test

<i>Dates of testing:</i>	February 7th - February 11th
<i>Testing Location:</i>	Micah Ottolini's residence, Jesse Bruner's residence, participants' residences
<i>Number of users tested:</i>	6
<i>Length of each test:</i>	Approximately 1 hour
<i>Platforms tested on:</i>	Three on Windows 10, three on Mac
<i>Browsers tested on:</i>	Google Chrome, Mozilla Firefox

Priority Levels

There are three levels of priority issues are categorized into:

High priority: Likely to impact a large quantity of users or is system breaking. These issues should be fixed immediately.

Medium priority: These are issues also likely to impact a large number of users, however, compared to high priority issues these issues are generally not as harmful to the user experience. These issues should be resolved if resources and time allow.

Low Priority: These issues are generally easy fixes that impact a small number of users or hardly impact the user experience of the users. Because of nature of these issues, these issues are not as important to fix and should be dealt with after the higher level priority issues are resolved.

Recommended Changes

Navigation

High Priority

- **Allow for clickable global nav links, such as directing users to the Razer store page when they click “Products” in the nav bar.** Users expected to be taken to a products page when they clicked on the nav item in the nav bar. Users were confused and thought the site was broken.
- **Add a “Home” button on every Razer subdomain.** Users would navigate to the game store or other subdomain pages and get stuck. They couldn’t find their way back to the main homepage. Examples of Razer subdomains are: gamestore.razer.com, insider.razer.com, developer.razer.com, etc.

Medium Priority

- **Change the starting text in the search bar to “Search for products” or add increased capability of search engine.** Users used the search bar to learn about Razer itself, beyond just searching for products. Affordably, simply changing the starting text would tell users the extent of the search. Preferably, increasing scope for the search to include Razer Chroma and other parts of the website when the query matches would help users find what they are looking for.
- **Add an additional tab to a product support page on the proper product store page.** By adding an additional tab, regardless of the path users take, they can find proper support for whatever they may need.
- **Add a tab on the support page regarding Chroma lights.** Lighting is important to Razer products, and currently to find support on how to modify lights is difficult to find. A tab on the support page would be a 1-click solution.

Low Priority

- **Add Razer Chroma to search autofill.** Chroma is a major aspect of Razer products, and for users like User 2 who use search it would speed their process of searching up greatly.
- **Add “Esports” to the footer.** This provides another access point to their Esports page; exposing its presence in the scene of Esports further.
- **Fix broken link on “Get Started” Page; “Shop Razer gear and apparel” yields 404 Error.**

Interface

High Priority

- **Add a “Login” / “Sign Up” button on the navbar.** Currently the way to login is far more complex than what users are familiar with. For first time users, adding a login button at the top-right corner would remove a barrier to interacting with Razer.
- **Redesign the best sellers section and display a clear “best seller” on gamestore.razer.com.** Users were confused as to which game in the best selling list was the best selling game. Users thought the header was clickable, only to be disappointed when they found out it was not. Making the best sellers section larger and choosing a definitive best seller by using numbers would be helpful.

Medium Priority

- **Increase the “Buy Now” button size slightly.** Users struggled to notice the tiny button in the top corner of the page. Even with it being colored differently, it blended in. Increasing its size will help the button stand out further, allowing for easier spotting.

- **Replace automatic loading in the forums with a “Load More” button.** Footer could not be reached in the forums because of the auto load, thus add a “load more” button would allow for access to the footer.
- **Move “Contact Support” button to top right of Support page.** Some users struggled to find Razer’s contact information immediately, so moving this button up top or replicating it will help the speed in which a user finds this information.

Low Priority

- **Increase the social media icons size on the TeamRazer page slightly.** User 1 did not notice the icons when scanning through the page and when the “social” tab was clicked on task 4. Increased size will make the icons harder to miss.
- **Change the color of the text on the application form to black.** On careers.razer.com in a job page, one may apply for the job using an application form. However, the headline text of the form is white, but the background is gray. This creates poor contrast and makes it difficult to read.
- **Remove the product ad on the sign-in page so the user can complete signing-in.** Removing the ad includes the “Learn More” button on the sign-in page. The benefit of removing this will keep users from becoming confused, lost, and frustrated from being taken away from the sign-in.

Labels

Low Priority

- **Relabel “Buy Now” to “Add to Cart”.** User 3 was unsure if “Buy Now” meant the equivalent to “checkout”. “Add to Cart” is descriptive and would remove any possible confusion.
- **Create more hierarchy in “Master Guide” PDF’s.** Near the bottom of these PDF’s, there is little hierarchy in the documents. This makes it harder for users to scan the document for the information they are after.

Content

High Priority

- **Rebrand Razer Gold to make it clear that it is not an actual membership.** Razer Gold is just currency, however it is currently branded as if it's a membership you can upgrade to. This was one of the most frustrating things users encountered.
- **Reword the Chroma product page headline.** "Razer Chroma: Full Spectrum Gaming" should be changed to something similar to "Razer Chroma: customizable lighting and color settings" This is more descriptive and will assist new customers of Razer to understand Chroma. However, such a change would need to be approved by marketing.

Medium Priority

- **Add an additional FAQ light issues.** There is not an FAQ about a light not working, which increased the time users took to troubleshoot their issue.
- **Add a featured section under the "products" page for new releases.** Users could not determine what the newest products were and expected a conglomeration of the newest releases in addition to the "new" tags.

Low Priority

- **Add a paragraph telling users how Razer works with Esport teams.** Users struggled understand and explain what TeamRazer is and what it does.
- **Add a "Careers" section to the "Get Started" page.** This would give users an alternative method of checking out the opportunities at Razer other than the footer. Also a good way to showcase the brand and lifestyle of the company.

Evidence of Issues

Recommendation	Supporting Evidence
Change the starting text in the search bar to “Search for products” or add increased capability of search engine.	User 6 7:50-8:15, 19:15-20:00, 25:30-25:50, 33:45-33:55 User 5 12:54-13:20 User 2 (task 2)0:10-32
Add a “Home” button on every Razer subdomain.	User 6 20:20-21:00, 32:50-33:00
Reword the Chroma product page headline.	User 5 2:50-3:24 User 1 (task 2)2:14-2:51
Redesign the best sellers section and display a clear “best seller” on gamestore.razer.com.	User 6 8:37-8:50 User 4 4:40-5:20 User 5 5:47-6:30 User 3 (task 3)0:57-1:35 User 2 (task 3)1:03-2:36 User 1 (task 3)0:51-0:59
Add a paragraph telling users how Razer works with Esport teams.	User 6 11:00-11:50
Increase the social media icons size on the TeamRazer page slightly.	User 1 (task 4)2:37-4:00
Change the color of the text on the application form to black.	User 1 (task 5)1:20-1:25
Add a tab on the support page regarding Chroma lights.	User 6 21:37-22:10 User 2 (task 7)2:37-2:56
Add an additional FAQ light issues.	User 1 (task 6)1:02-2:00
Rebrand Razer Gold to make it clear that it is not an actual membership.	User 4 18:20-19:05 User 5 19:47-20:00 User 1 (task 8)3:32-4:15
Allow for clickable global nav links, such as directing users to the Razer store page when they click “Products” in the nav bar.	User 1 (task 10)0:05-0:33

Increase the “Buy Now” button size slightly.	User 6 1:50-2:10
Add Razer Chroma to search autofill.	User 6 4:10-5:30 User 2 (task 2)0:10-0:32
Replace automatic loading in the forums with a “Load More” button.	User 2 (task 4)1:22-1:42
Add “Esports” to the footer.	User 1 (task 4)2:37-4:00
Relabel “Buy Now” to “Add to Cart”.	User 6 1:50-2:10 User 3 (task 1)0:55-1:12
Create more hierarchy in “Master Guide” PDF’s.	User 5 16:25-17:03
Add an additional tab to a product support page on the proper product store page.	User 2 (task 7)2:37-2:56
Remove the product ad on the sign-in page so the user can complete signing-in.	User 3 (task 8)2:56-3:43
Add a “Login” / “Sign Up” button on the navbar.	User 6 30:20-31:00 User 3 (task 9)0:16-0:27
Add a featured section under the “products” page for new releases.	User 6 34:15-34:40 User 4 25:25-25:53 User 5 24:00-24:25
Add a “Careers” section to the “Get Started” page.	User 6 15:20-16:10
Fix broken link on “Get Started” Page; “Shop Razer gear and apparel” yields 404 Error.	Test Conductors
Move “Contact Support” button to top right of Support page.	User 6 18:25-19:20