**Study Design Document**

**Purpose:**

The purpose of this study is to test the usability of our ecommerce website. The study is designed to test the features of the webpage, as well as the organization of pages and overall design to determine if users can intuitively interact with all elements of the website without outside assistance.

**Concerns:**

The following are possible concerns that are the most likely to come up with users, and will be tested for:

* Icon discernment – will users be able to recognize buttons/menu options and navigate them effectively?
* Page layout – will users be able to navigate the pages as they are laid out?
* Webpage functionality – does the website function as it should? Are users able to use the features of the website effectively?

**Tasks:**

The following are the tasks that the user will be asked to complete over the course of the study:

* Navigate to item screen from home page
* Use search function to find an item
* Add items to cart
* Navigate to cart page from home page or item page
* Edit items in cart
* Complete checkout procedure

**Scenarios:**

1. User will use recommended bar in home screen to look at items. The user will add 5 items to their cart, then remove 2 from the cart in the cart menu. The user will complete the checkout process using credit card information.
2. User will search for an item by name and add that item to their cart. The user will repeat this process 5 times before navigating to the cart page and completing checkout process using credit card information

**Measurements:**

* Speed of scenario completion
* Number of errors in finding items
* Speed of checkout process
* Number of errors in adding items to cart
* Speed of creating user account

**Test Methods:**

* exploration diagnosis – user will navigate the webpage to help us determine all design features are properly implemented.
* validation – user will attempt to complete scenarios provided to determine the design matches with user assumptions and needs.