**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. Should it take an excessive amount of time to complete specific tasks, or should we receive feedback that certain pages are confusing, we may modify them to improve usability. The overall design will stay the same, we may even add new pages should we get requests that we feel fit.

**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 expected? 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:

* Find an item you are interested in from the homepage.
* Searching for a cool new weapon to buy for the latest game and buying it.
* Items were added to the cart after visiting the site previously, you’re now returning to check out.
* You’ve changed your mind, some items you added to the cart you are no longer interested in and would like to remove.

**Scenarios:**

1. You’re visiting the item shop for the latest game you’ve been playing. You need to make an account to be able to purchase items from within the shop.
2. You’ve been playing the latest and greatest in gaming and you’re looking to find something that will make your character look unique and interesting. You will add 5 items into your cart from the home screen, and then remove two that you’ve decided you no longer are interested in. After you will complete the purchase.
3. You’ve decided you’re interested in buying a cool weapon to show off to your friends. Using the search bar, search for a cool new sword to add to your cart. Afterwards, use the categories navigation to find an interesting cosmetic armor piece to add to the cart. From there, navigate to the consumables category and purchase 5 consumables and then checkout.

**Measurements:**

* Number of errors in finding items
* Speed of finding each item
* Speed taken from start to checkout process for scenarios 2 and 3
* 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.