The platform the user is viewing the best buy online store site is on a laptop.

Brief User Description and Relevant Demographics of the User.

The user I am testing today is a female. She is 22 years old and has just moved into her own house that she has bought. She works as a manager at Bob Evans part time and as a dental assistant part time as well. She currently has just started the process of looking for furniture and appliances for her new house. She works over 50 hours a week. She spends a lot of her time on the internet so she is very familiar with using and navigating the internet. She primarily uses her time on the internet with social media sites such as Twitter, Instagram, snapchat, etc. She isn't the most advance user with a computer but she knows enough to get what she needs done. She has never been on the best buy online store site so I will be having her look at that today.

The Scenario

Without using the search bar that best buy supplies for you want to look for a refrigerator. You know you want a refrigerator that is made by whirlpool, it must be stainless steel, it must be a side by side door refrigerator, it must have a door open alarm, a freezer interior light, an icemaker, and it must be between $1,250 and $2,000. Choose the top two refrigerators and compare the differences between both of them.

Questions to ask throughout test

Before we start completing the task at hand is the site layout about what you think you should expect from an online store? Does it look fairly easy to navigate, is the layout too cluttered, are they missing features that you think make would make the site easier?

User thought that the layout was about average for an online store and the layout wasn't cluttered with advertisements.

How would you begin to search for a refrigerator without using the search bar provided at the top of the page?

The user used the sub menu at the top of the page and quickly found the area she was looking for.

Was this process overly difficult on a scale from 1-5. 5 being very difficult and 1 being not at all difficult.

1 2 3 4 5

In your opinion what could have been done to make it easier for you or what made it difficult to complete the task.

The process was very straight forward you can't make it much shorter than it already is.

How can you search for a refrigerator that has very specific features without comparing every refrigerator that best buy offers?

The user used the check boxes to the right of the actual refrigerators.

Was this process overly difficult on a scale from 1-5. 5 being very difficult and 1 being not at all difficult.

1 2 3 4 5

In your opinion what could have been done to make it easier for you or what made it difficult to complete the task.

The user took a lot time because she didn't see the "see more" link in the features area she said she glanced right over it and starting skimming somewhere else to see if they had a door alarm option.

How can you compare both refrigerator to decide which refrigerator is best for you?

At first the user did exactly as I thought she would but then she stopped and starting looking for the compare button that appeared at the bottom of the screen. She looked at the top of the page, next to the add cart button, and then she repeatedly clicked and re-clicked the add to compare buttons for both refrigerators before noticing the button at the bottom. When I asked her why she didn't look at the bottom she said because pop ups always pop up down there and she didn't think anything of it when the compare menu popped up as it did.

Was this process overly difficult on a scale from 1-5. 5 being very difficult and 1 being not at all difficult.
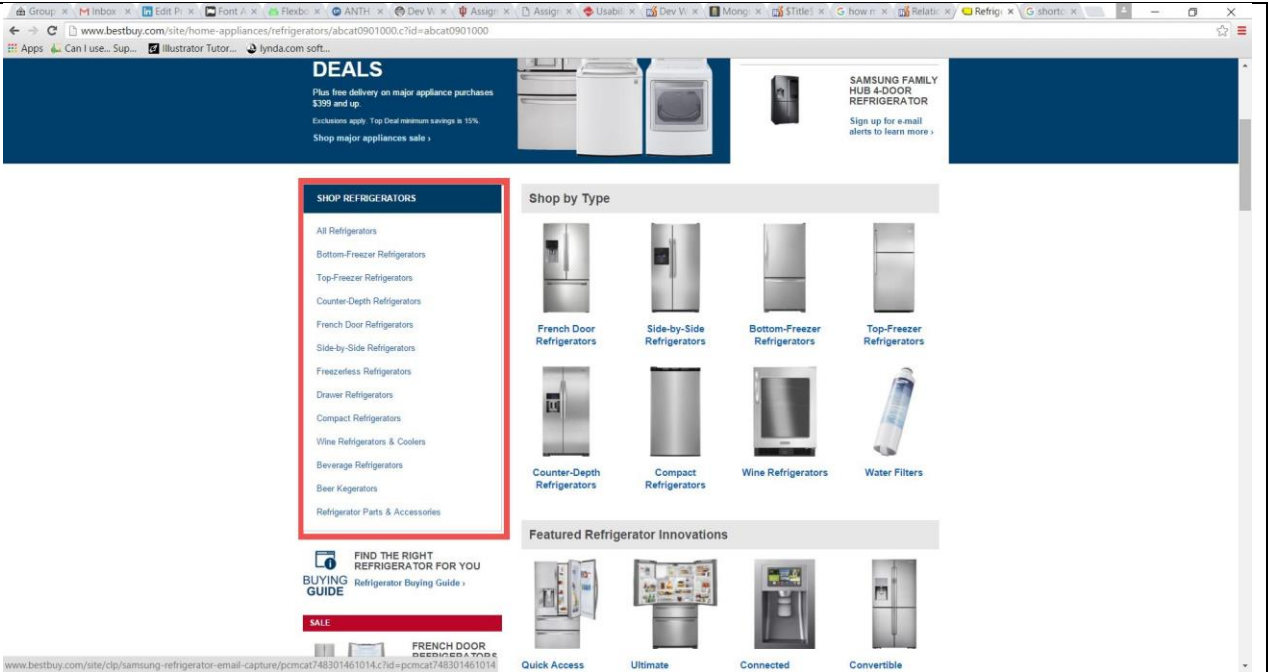
1 2 3 4 5

In your opinion what could have been done to make it easier for you or what made it difficult to complete the task.

The user said that it might have been a good idea for the pop up to flash or have the button closer to the add cart button as that is where her attention was because she thought it would be a one more step then check out process.

Cognitive Walkthrough Test

Issue	I am not sure on what the different types of refrigerators are and I wouldn't be able to tell the difference between the names without a picture under the "Shop Refrigerators" submenu

Screen	
Heuristic	**Help and documentation**
Severity	medium
Reccomendation	Add question mark box next to each of the words and when you click the question mark have a picture or text popup that shows you what that it is talking about

I am not familiar with refrigerator types so this was very confusing to me as to why they didn't have a picture or something to help me differentiate the different names.

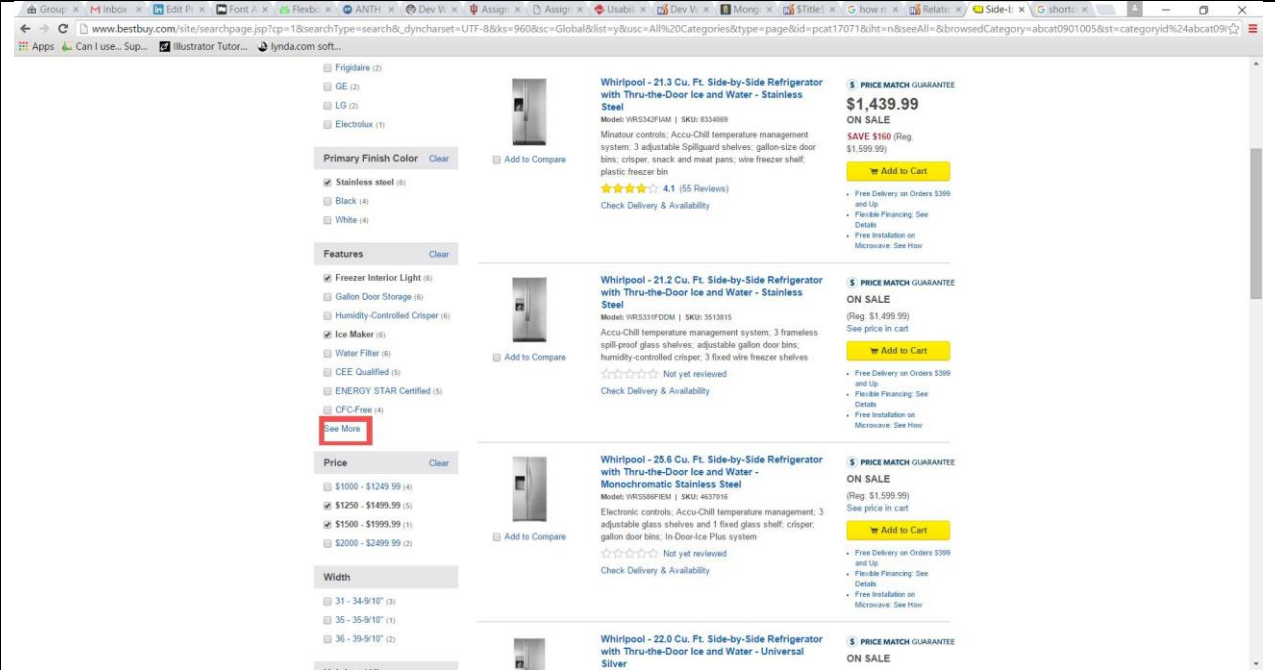| Issue	I scrolled through this section multiple times trying to compare the refrigerators and I missed the button that highlights the differences in the refrigerators for both refrigerators
Screen	

Heuristic	**Flexibility and efficiency of use** **Help and documentation** **Recognition rather than recall**
Severity	high
Recommendation	Change color of button so it stands out more

The first couple times I scrolled up and down look this section over I missed this button entirely and began to just compare and contrast differences when I noticed this button at the top made the process much easier but blends in with surroundings.
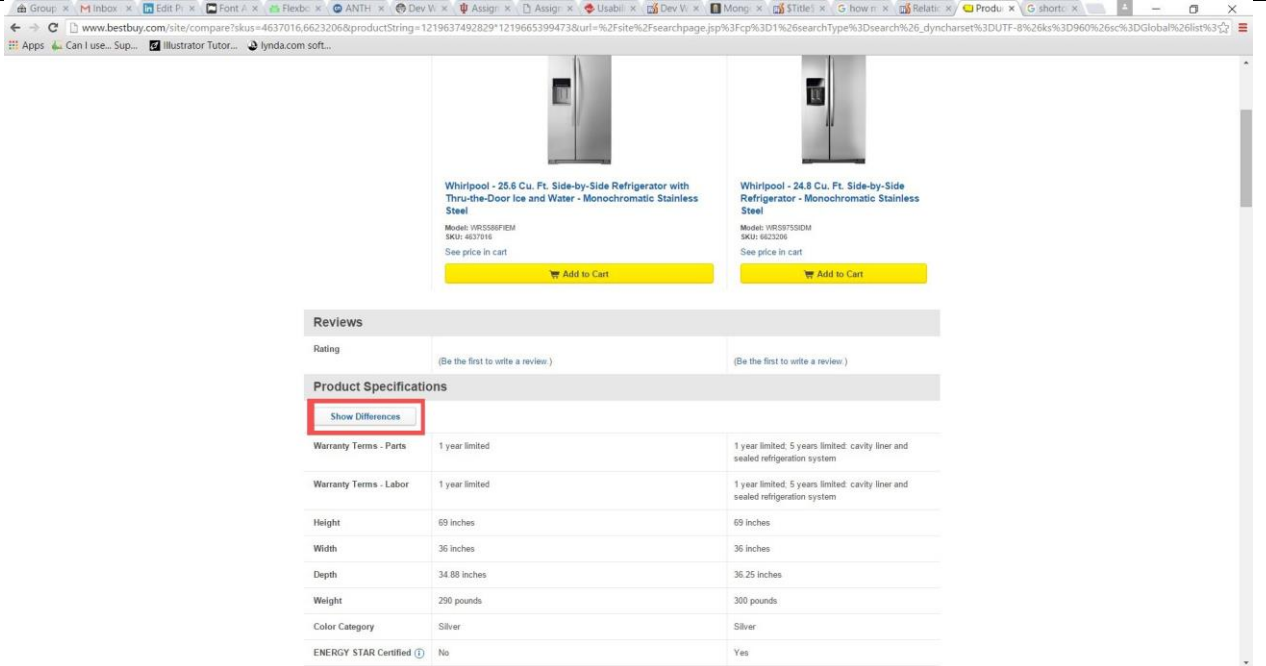
User Evaluation

Issue	User spent a lot of time trying to figure out to get more features to narrow her search down and tried sorting by price multiple times before noticing the see more option for more features

Screen	
Heuristic	**Help and documentation**
Severity	medium
Reccomendation	Make the link larger and perhaps make it a button instead of link

The user was doing very well in this section but when she couldn't find the "door open alarm" button she gave up looking in features immediately and began looking everywhere else she looked around the add cart button and in the description of each fridge. Finally after about 6 minutes or so I showed her the button.

Issue	The user did not see the comparison bar at the bottom of the page pop up and kept clicking add to compare to try to get it to compare between the two

Screen	
Heuristic	**Flexibility and efficiency of use**
Severity	low
Recommendation	Make the comparison bar come up a little higher and slow down the animation so the user can see it appear

The user quickly clicked the "add to compare" check boxes for both refrigerators but I think she missed the animation while she was looking for a compare button for a while towards the top of the screen eventually she found it but she said that the button should be closer to the refrigerators she wanted to compare.

Issue	The user scrolled through the site and began to write down the differences in each refrigerator because she overlooked the show differences button and became very irritated with it.
Screen	
Heuristic	**Flexibility and efficiency of use** **Help and documentation** **Recognition rather than recall**
Severity	high
Reccomendation	Change color of button so it stands out more

The user came across the same error I had and overlooked the "show difference" button and she began to write down physical difference between refrigerators. She quickly became irritated and said she would have left the site by now because of that.

Comparing and Contrasting the Cognitive Walkthrough and the User Evaluation.

As I went through the cognitive walkthrough I noticed that there were only a couple issues that I ran into. I have never shopped for a refrigerator so I don't know the difference in the terminology and I don't know what I really need from a user stand point so having some sort of help or documentation on what all of the components were would have helped me make a better educated decision in buying a fridge that is right for my needs. I also ran into trouble when comparing refrigerators I didn't the show differences button because it doesn't have its own breathing room and it also doesn't have enough color contrast to make you notice it right away its only after a good minute of looking at it did I notice that it was there and it made comparing the refrigerators a lot quicker.

As I conducted the User Evaluation test my user shocked me in a couple of ways. I figured that she would get stuck in the same areas I had not knowing the difference in appliances and not finding proper help and documentation that would ease the process of completing the task. To my surprise she quickly found an image of a two door fridge and clicked on that and got straight to the area to start checking for features for refrigerators. I thought those were featured refrigerators or something the thought never occurred to me that they were part of the submenu I had begun looking through. She also surprised me when she didn't notice she could click see more features to find the features she needed to specify in order to complete the scenario and she didn't see the compare menu pop up right away and she confused that with a pop up advertisement and didn't even think to look at it. She did look over the show differences button after clicking the compare button and she got very frustrated and said that she would have exited off the site before she would have started physically comparing the two refrigerators.