

Interaction Design Project: Final Report

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Website Name	Westside
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Website URL	Link
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Your Prototype Site URL	Link
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Executive Summary

The usability of the Westside website was tested as part of this study. Several difficulties with the website's navigation menu, item groupings, carousels in homepage, confirmation of error messages and shopping experience have been found. Our website redesign adjustments have improved the overall purchasing experience by making it easier for users to grasp the site's structure.

The old website lacks a good navigation bar since it is not pinned and disappears when scrolled down or when visiting another page of the website and has several options for each category, making it difficult for the user to discover something. Additionally, while completing the shipping information, there is no error indication for inaccurate data fields. Also, there is no option to buy immediately without signing into the website.

The website's shortcomings were carefully identified and remedied. Twelve people reviewed the website, six of them tried the actual website and the other six worked on the updated version.

Method

Who we tested

Twelve participants, having the following demographic characteristics, evaluated the Westside website.

Audience Type

Master Students	10
Working Professionals	2
TOTAL (participants)	12

Computer Usage

0 to 10 hrs. wk.	0
11 to 25 hrs. wk.	0
26+ hrs. wk.	12
TOTAL (participants)	12

Age

15-25	10
26-35	2
36-45	0
60-74	0
TOTAL (participants)	12

Gender

Women	3
Men	9
TOTAL (participants)	12

What participants did

- The participants received the steps to instruct what they needed to do (listed in the list of tasks) during a briefing on the tasks and the website interaction with the moderator that lasted between two and five minutes each. They were informed that they were under no obligation to finish the activities and might opt to continue with the experiment or stop at any moment. In order to gauge their experience with the website, the participants were requested to complete a Google form with a SUS scale after the engagement. As part of the experiment, they had three tasks to complete.
- Beginning and ending of the task:
 - The user's journey starts when they land on the home page and finishes when they add the woman's Black Heel Ankle Boots to their cart.
 - Starts when the user is on the home page and finishes when the jacket is added to the cart, the second job is to add the most expensive boys jacket to the cart.
 - The participant's third job starts when they are on the cart page and concludes after they have completed the details form and are directed to the payment page.

Task 1 - Add Black Heel Ankle Boots to cart

You want to buy black heel ankle boots for your wife, Hannah. Please find and add them to yourcart. Ensure the size is EURO-38.

Task 2 - Find the Costliest Jacket for Mike

You need to buy the costliest jacket for your 12-year-old son, Mike. Choose any color. Browse through the product images for a while. Ensure that the jacket you add to cart is for a 12-year old.

Task 3 - Checkout Process

Proceed with the checkout process at the cart page u have decided to remove the jacket so delete it from the cart and complete the purchase continuing as a guest using the following information, your task is finished after you successfully place the order or reach the error message of the final payment page.

Metrics Collected

1. Time Spent on each task by the participants:

Table 1: Original website Task Times

Participants / Tasks	Task 1			Task 2			Task 3			Total Task Time
	Start Time	End Time	Task Time	Start Time	End Time	Task Time	Start Time	End Time	Task Time	
Participant 1	00:10	01:35	01:25	01:50	03:15	01:25	03:30	06:15	02:45	05:35
Participant 2	00:46	04:55	04:09	05:10	07:10	02:00	07:48	11:58	04:10	10:19
Participant 3	03:13	03:57	00:44	05:52	06:39	00:47	07:57	10:20	02:23	03:54
Participant 4	02:10	02:35	00:25	03:28	05:20	01:52	06:26	10:25	03:59	06:16
Participant 5	02:00	03:05	01:05	04:08	05:05	00:57	06:26	08:58	01:32	03:34
Participant 6	03:19	04:07	00:48	05:40	06:46	01:06	10:44	13:25	02:41	04:35

Table 2: Re-designed website Task Times

Participants / Tasks	Task 1			Task 2			Task 3			Total Task Time
	Start Time	End Time	Task Time	Start Time	End Time	Task Time	Start Time	End Time	Task Time	
Participant 1	00:42	02:30	01:48	02:40	03:22	00:42	04:35	05:52	01:17	03:47
Participant 2	00:58	01:23	00:25	01:55	02:24	00:29	03:13	04:55	01:42	02:36
Participant 3	00:53	01:11	00:18	01:45	02:09	00:24	02:50	03:52	01:02	01:44
Participant 4	01:35	02:00	00:25	02:48	03:15	00:27	03:58	05:24	01:26	02:18
Participant 5	02:00	02:20	00:20	02:44	03:30	00:46	04:08	05:50	01:42	02:48
Participant 6	00:20	00:45	00:25	01:40	02:08	00:28	02:56	04:38	01:42	02:35

2. Post-Session Metric:

After all the tasks were completed, a post task questionnaire was provided followed by a post-session survey at the end. This was conducted through Google Forms with following questions:

- 1) On a scale of 1 to 7, How clear were the instructions for the task? (1 being unclear and 7 being clear)
- 2) On a scale of 1 to 7, How easy was it to delete an item from the cart (1 being hard and 7 being very easy)
- 3) On a scale of 1 to 7, How easy was it to find the required actions to continue with the checkout process. (1 being hard and 7 being very easy)
- 4) On a scale of 1 to 7, how easy was the readability of the website pages you interacted with (1 being very bad, 7 being very good)
- 5) On a scale of 1 to 7, rate the overall similarity of the website to other e-commerce websites u have visited (1 being very different, 7 being very similar)

Table 3: Post-Session Metric

Users	Q1	Q2	Q3	Q4	Q5	Total Rating
User 1	7	7	1	3	7	25
User 2	5	7	7	7	7	33
User 3	7	7	7	7	6	34
User 4	7	3	3	4	5	22
User 5	6	4	4	3	5	22
User 6	7	7	7	6	7	34

Users	Q1	Q2	Q3	Q4	Q5	Total Rating
User 1	7	7	7	7	7	35
User 2	7	7	7	7	7	35
User 3	7	7	7	7	7	35
User 4	7	7	7	7	7	35
User 5	7	5	5	4	6	27
User 6	6	7	7	5	6	31

(Color Yellow being the Original Website. Green being the Redesigned Website.)

3. Number of clicks:

Users	Task1	Task2	Task3	Total number of Clicks
User 1	10	6	15	31
User 2	6	8	17	31
User 3	7	9	17	33
User 4	6	8	16	30

User 5	7	9	15	31
User 6	5	10	20	35
User 1	5	6	12	23
User 2	5	7	13	25
User 3	5	7	14	26
User 4	5	6	12	23
User 5	5	6	18	29
User 6	5	7	16	28

Table 4: Number of Clicks

(Color Yellow being the Original Website. Green being the Redesigned Website)

What improvements were made to the site

- Fixed the navigation bar to stick on top of the page for simpler navigation.

Original:

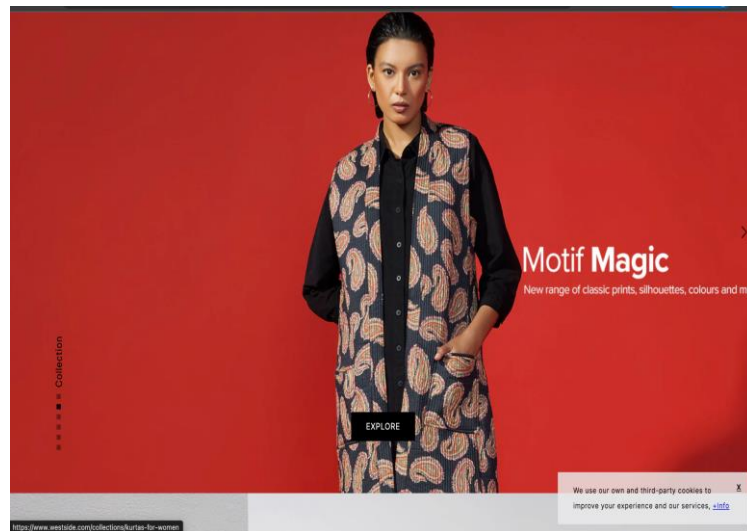


Image: Nav bar in original website

Re-designed:

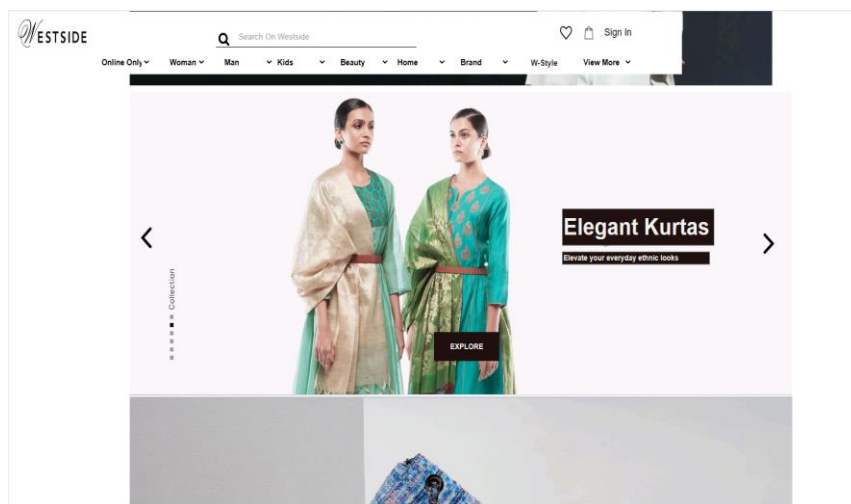


Image: Nav bar in re-designed website

- The website's re-design has reduced the number of clicks required for browsing
- Thumbnails were changed with proper index icons.

Original:



Image: Carouse in Original Website

Re-designed:



Image: Carousel in re-designed website

- Guest user checkout was added to avoid hassling of account creation.

Original:

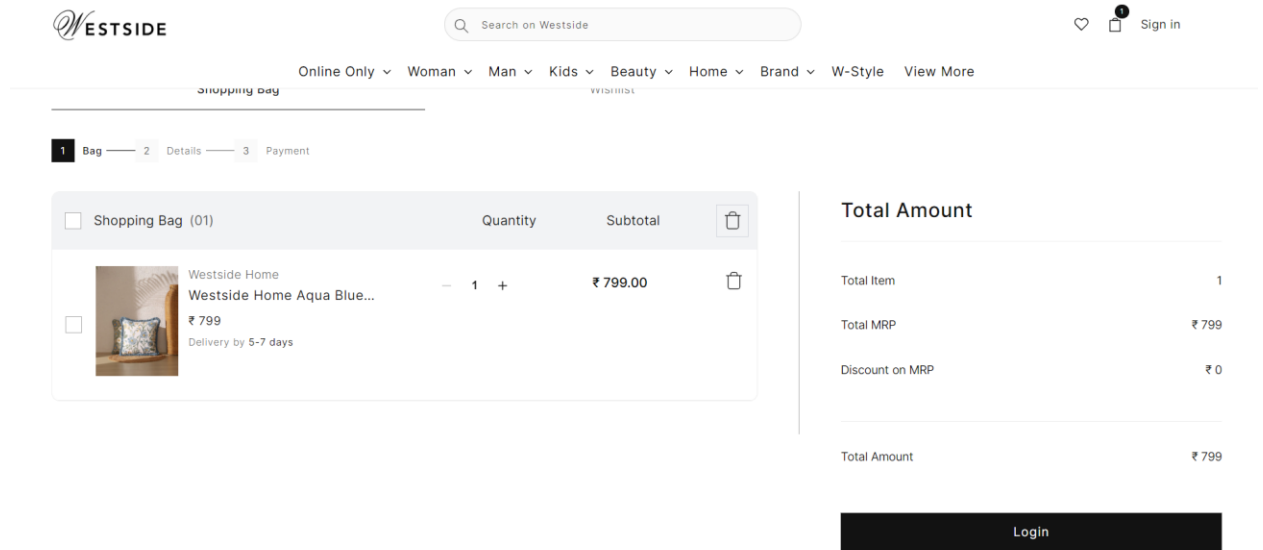


Image: Checkout page in original website

Re-designed:

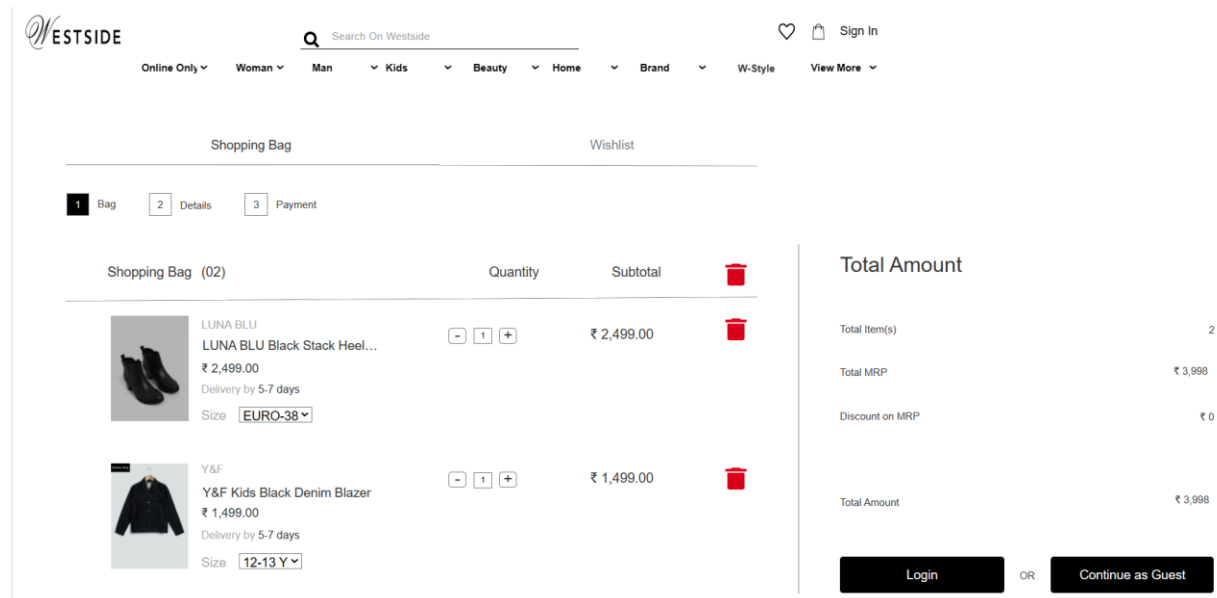


Image: Checkout page in re-designed website

- 'Buy Now' option was provided in the product page, to decrease the number of clicks.

Original:

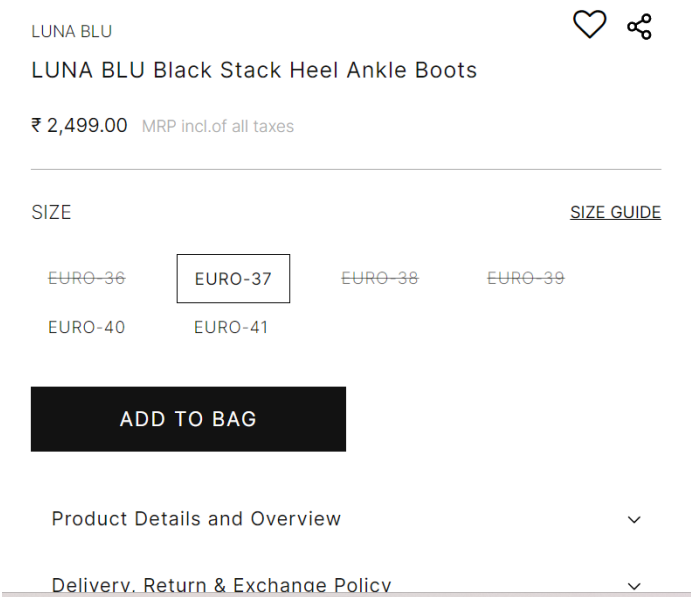


Image: Product page in original website

Re-designed:

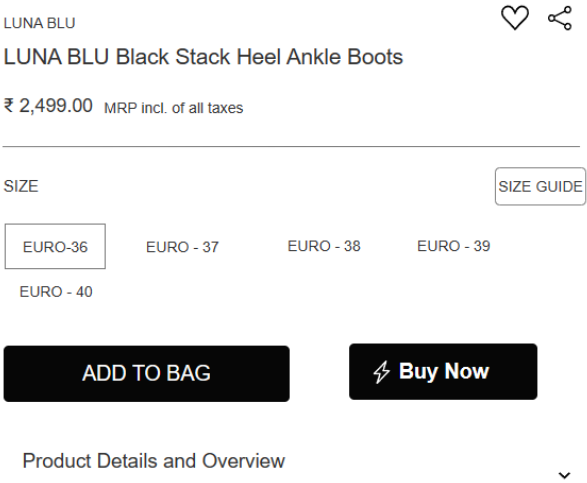


Image: Product page in re-designed website

- Error messages have been added in the forms.

Original:

Profile Details

First Name

Last Name

Email Address

Mobile Number

Cancel

SAVE

Image: Form error notification in original website

Re-designed:

Shipping Address

Please Enter Last Name!

Continue to Shipping

Image: Form error message in re-designed website

- Side navigation buttons were added to the navigation present in the view more.

Original:

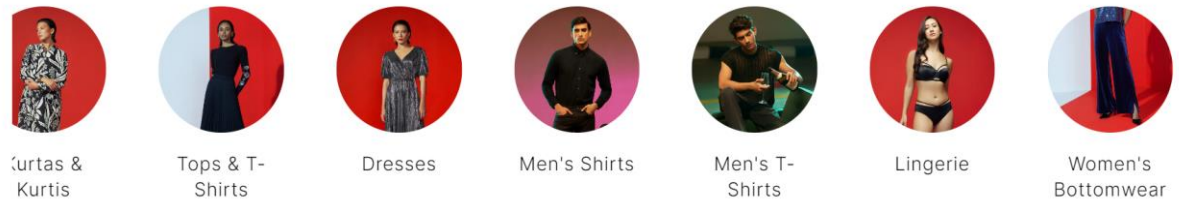


Image: View More tab in original website

Re-designed:

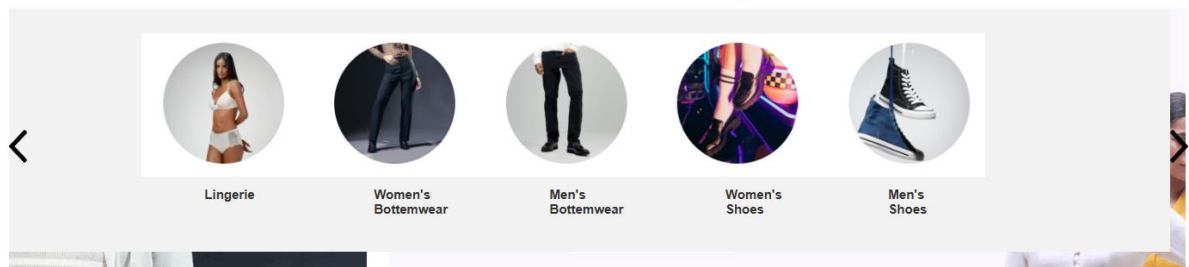


Image: View More tab in re-designed website

- Added to bag status message was removed and quantity is displayed upon clicking Add to Bag button.

Original:

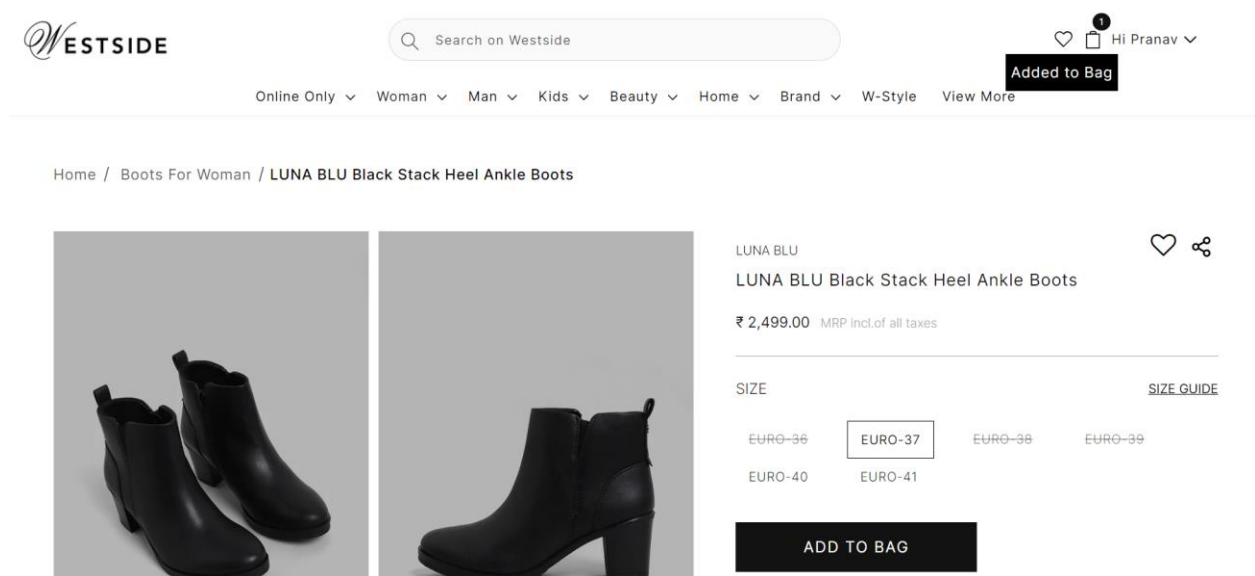


Image: Added to Bag status in original website

Re-designed:



Image: Quantity count in re-designed website

- Removed from the bag status message was added.



Image: Removed from bag in re-designed website

- If the product is not present, “out of stock” message is displayed.
- The user will be redirected back to the checkout page after login.

Overall Findings & Recommendations

1. Time Taken

<p>T-test scores for Task1:</p> <p><u>Time Taken</u></p> <p>Mean of the original website: 86</p> <p>Mean of the redesigned website: 36.83</p> <p>SD of the original website: 82.39</p> <p>SD of the redesigned website: 34.99</p> <p>t = 1.3454</p> <p>p = 0.2082 (Not significant at p = 0.05)</p>	<p>T-test scores for Task2:</p> <p><u>Time Taken</u></p> <p>Mean of the original website: 81.16</p> <p>Mean of the redesigned website: 32.66</p> <p>SD of the original website: 29.85</p> <p>SD of the redesigned website: 9.03</p> <p>t = 3.8097</p> <p>p = 0.0034 (Significant at p = 0.05)</p>
<p>T-test scores for Task3:</p> <p><u>Time Taken</u></p> <p>Mean of the original website: 175</p> <p>Mean of the redesigned website: 88.5</p> <p>SD of the original website: 59.88</p> <p>SD of the redesigned website: 16.66</p> <p>t = 3.4088</p> <p>p = 0.0067 (Significant at p = 0.05)</p>	

2. Number of clicks

T-test scores for Task1: <u>Clicks:</u> Mean of the original website: 6.83 Mean of the redesigned website: 5 SD of the original website: 1.72 SD of the redesigned website: 0.00 $t = 2.6073$ $p = 0.0262$ (Significant at $p = 0.05$)	T-test scores for Task2: <u>Clicks:</u> Mean of the original website: 8.33 Mean of the redesigned website: 6.50 SD of the original website: 1.37 SD of the redesigned website: 0.55 $t = 3.0509$ $p = 0.0122$ (Significant at $p = 0.05$)
T-test scores for Task3: <u>Clicks:</u> Mean of the original website: 16.67 Mean of the redesigned website: 14.17 SD of the original website: 1.86 SD of the redesigned website: 2.40 $t = 2.0153$ $p = 0.0715$ (Not significant at $p = 0.05$)	

3. T-test scores for Post-Session Survey:

Mean of the original website: 28.33
Mean of the redesigned website: 33.00
SD of the original website: 5.96
SD of the redesigned website: 3.35
 $t = 1.6733$

p = 0.1252 (Not Significant at p = 0.05)

Recommendations

Sample Findings	Sample Recommendations
The navigation bar was not visible when scrolled down	The new change enables the navigation bar to stick to the top as we scroll
Previously users needed more number of clicks for the original website	By adding Buy now in the product page, the users you are clear with what they want, can end up with less number of clicks
Previously the thumbnails were very simple	After making changing to the thumbnails, the pictures are seen to the user before scrolling down.
Login requirement might make users not proceed with payment.	Guest user checkout enables ease of checkout.
Error messages was absent in the original website forms	Error messages can make the website more responsive.
Side scroll may not be known for every user.	Having side navigation icons creates more ease compared to side scroll
Out of stock products lead to Error 404 page	Displaying out of stock is an important requirement for any e-commerce website.