K. Curtis Charles

Instructor Renee Dodge

CIS134: Web Style and Design, CRN: 34631

June 19, 2024

Usability Test Write-Up

Pacific Northwest X-Ray, Inc.

www2.pnwx.com

**PARTICIPANT INFORMATION:**

Name: Nicole

Occupation: Hair Stylist

Tech savviness: Moderate

Time online: Several hours a day

**DATE OF TEST SESSION:**

June 19, 2024

**SESSION FORMAT & LOCATION:**

In-person, at home.

**WHAT WENT WELL:**

Not much went well as far as usability is concerned. Nicole got frustrated with the tasks pretty quickly, but she did her best to accomplish them. She followed directions and didn’t give up.

**SOME AREAS FOR IMPROVEMENT:**

As far as the tasks go, I’m pretty happy with them. The only one that seemed to give more trouble than it may be worth was Task #9, which asked to put together a hypothetical order of a full line of radiation testing equipment. I think it was too much work because the website is just that bad.

**TOP THREE USABILITY PROBLEMS:**

The top three usability problems that were identified during the test session were the following.

1. Task #2 says to find a physical address and an email address for the company and attempt to email them. Showing clear contact options is one of the most important aspects of usability (What Is Usability). This site makes it pretty difficult by burying this information in the footer of certain pages, but not on the homepage.
2. The styling of the page is awful and needs to be updated, primarily for the sake of readability. The text does not stand out and is just hard to read on most pages.
3. The site desperately needs an ecommerce overhaul. There is no excuse for having to fill out a physical order form and fax or mail it to make an order in 2024. There should be a cart to add to and a checkout process like virtually every other online store in existence.

Works Cited

Krug, Steve, and Mark Matcho. *Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems*. New Riders, 2010.

“What Is Usability - the Ultimate Guide.” The Interaction Design Foundation, Interaction Design Foundation, 6 Dec. 2023, www.interaction-design.org/literature/topics/usability.