

Keara Yasko

Professor Quigley

ENGCOMP 0600

Usability Study Report

## **Abstract**

This report documents usability study research on the skincare manual website. This proposed website targeted the abundance of information regarding skin issues and possible treatments available over the counter, and simplified the provided information for beginners. This data is important for when developers expand this design. Before moving forward with any additional information, adhere to the data offered in this report.

## **Intro**

Plenty of skincare products and unsolicited advice exists for the public. Those lacking knowledge about their skin may feel intimidated by this information. This group created a skincare guide that provided information on beneficial skincare products and techniques. The website design includes four separate pages: the home page, a products page, a specific skin issue page, and a routine page. The routine page exemplifies a simple, beginners guide that a user can implicate. Our content covers information on cleanser, serum, and moisturizer products. We also provided chemicals or treatments that may benefit specific skin issues. The website's audience targets uninformed individuals and beginners looking for skincare help. Our purpose for creating this skincare guide encompasses helping users to take care of their skin, hopefully further improving their confidence levels.

## **Process Description**

When we decided our project topic, I became concerned with our future or end product. I brainstormed the initial pitch of a skincare guide, and I felt there was little interest or knowledge over the topic. Our group started with three members, causing numerous responsibilities to complete the project. Luckily, two additional class members reached out to join our group. In our first scrum, we conversed about different formats and potential relevant information. Then, we distributed roles to each member. Knowledge about both skincare and website technical work determined which members would collect skincare content and which would design the end product. During and after our first scrum, I immediately felt more confident in the direction our group wanted to go and our end goal of a website. For future group work or projects, I learned that communicating with my members and collectively breaking down the assignment aspects can reduce any initial stress when approaching the project.

The week following, all members found information they needed and included it in professional formats in our shared writing document. This allowed our technician members to get a feel for a possible website layout. Our website project members did a great job in creating the website and adding all of the features we wanted. These members also made our README that included the details we left out on the website.

While collecting information, I became overwhelmed. I focused on specific skin issues, and I fell into information pits regarding various skin issues, most of which required medical attention. Since we wanted to avoid providing any medical information or advice, I had to avoid including many skin issues. Most of our included skin concerns were also non-curable, but rather had treatments or products that could reduce symptoms. This factor required attention, for we needed our website to clearly state our intention and advice, while still disclaiming none of our advice guarantees results or benefits. Specifying a skin concern incurable was important for the

same reasons. I resorted back to our initial format and filtered which information would be beneficial for my section. I also took inspiration from my other partners through their added details and what they focused on.

Everyone equally participated in our project and presented our product to the class. I took a more leadership role during the process of the website. I provided feedback to questions or ideas presented by other members. I also helped distribute roles to our members and assign presentation material. I've experienced group projects that I led and felt burdened with the lack of participation. This group satisfied all work and cooperation expectations. We communicated well and in a timely fashion, allowing stress levels to remain low.

### **Usability Study Description**

This usability study consisted of a google survey that asked the user eight questions regarding the usability and visibility of the skincare guide website. It employs multiple choice or scale questions to encourage surveyors to complete the survey. Asking complicated or long answer questions leads to less results, especially when it comes to students. To avoid low results and gather attentive responses, all questions asked about the general observation of the survey and I made all questions required, with the exception of the last question. Question eight simply asked for any additional feedback regarding the website, but I received zero responses. When reviewing the survey post user responses, I did realize that typos existed in the scale questions. I originally made the scale from one to four, but decided to increase the maximum to six to improve measurement technique. I, however, did not update the text of the questions to represent a scale of one to six, so the actual questions asked the user to state on a scale of "one to four." Although I do not believe this error impacted my responses, I do know that I need to review products or surveys more carefully before I send them out. I hoped to learn what I could

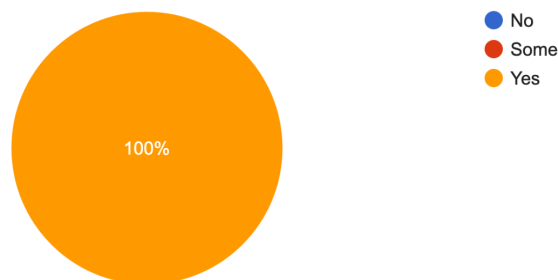
improve on our website and how the average person felt when visiting the site, in terms of content and usability.

## Results and Recommendations

The first two survey questions asked if the user successfully interacted with the website and clearly understood its navigation. The answer choices for the interaction question included “no,” “yes,” and “some.” The answer choices for the clarity of the website included a clarity scale from numbers one to six. By asking these questions, I hoped to learn if the average user could follow our intended path from products, to skin concerns, and a skin routine. The successfulness of the interaction may show if users understood their ability to access the certain product pages through hyperlinks or a drop down tab. Out of seven responses, all surveyed users reported that they successfully interacted with the website, and the navigation falls at a five to six level of clarity. With these responses, I am confident with the overall format of the website.

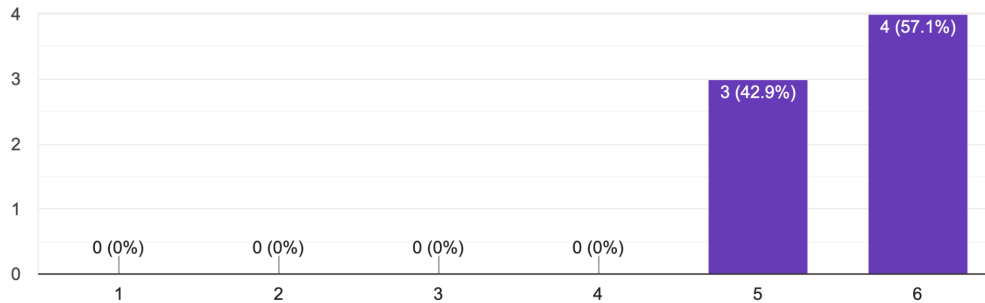
Were you able to interact with the website?

7 responses



On a scale of 1 (not clear at all) to 4 (very clear), how clear was the website navigation? (i.e. moving between tabs and content sections.)

7 responses

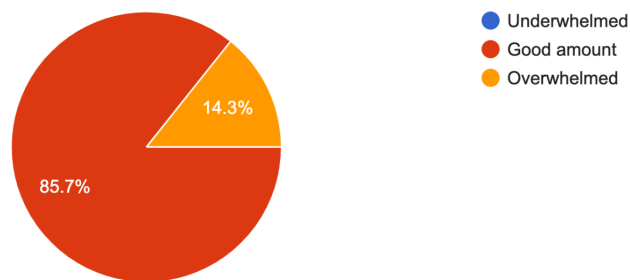


Questions three, four, and six asked users about the website's content. When asked how the user felt about the page content, a majority of the responses state the pages held a good amount of content, and one response reported an overwhelming amount. I asked this question because I sensed potentially too much information on the pages. Since our topic has such an abundance of subtopics or areas to cover, I raised concern regarding if the average user, specifically a beginner to skincare, would feel overwhelmed by all of the provided information.

Questions four and six further asked about the consistency and quality of the provided content. Both of these questions received answers with the consistent and clear end of the scale. I wanted this feedback due to the large amount of information and suggestions we are providing. Based on our results to these questions, I feel that we could split up pages with high content concentration and either build new pages or remove less relevant details.

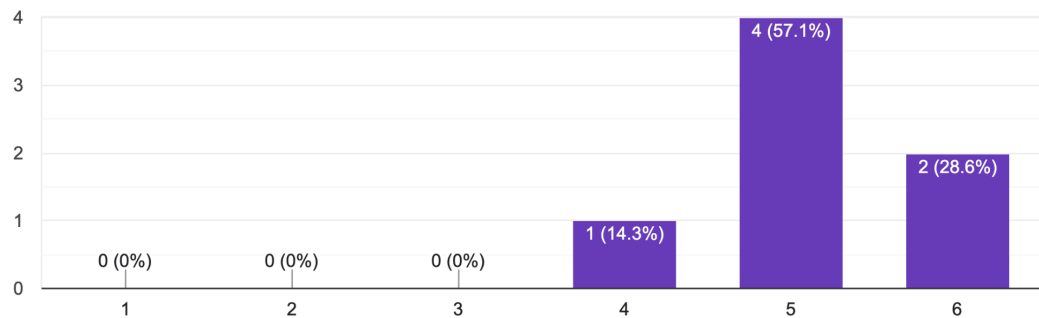
How did you feel about the page content?

7 responses



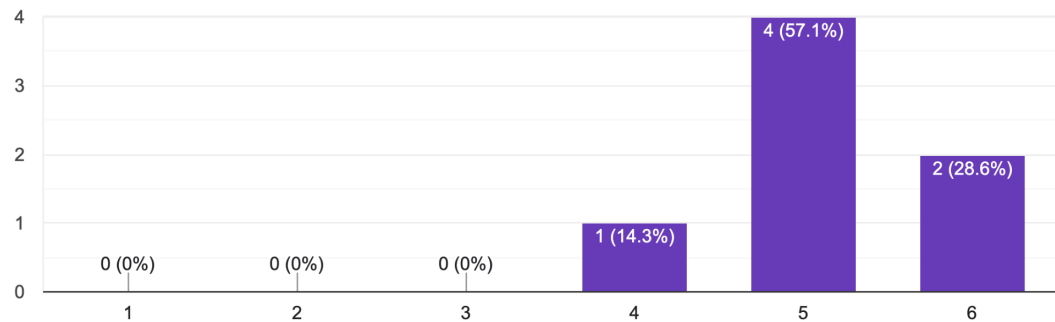
On a scale of 1(not consistent) to 4 (very consistent), how did you feel about the consistency of the content pages? (i.e. product pages, specific skin issues, and routine page.)

7 responses



On a scale of 1 (very confusing) to 4 (very clear), how did you feel about the writing quality of the content?

7 responses



The last questions concerned the color diversity of our site and any visual areas users think could be improved. The responses of the color diversity question indicate that the color scheme of our website could be improved, especially different colors of text on the product pages. Responses stated that the following areas of our website could be visually improved: images, color scheme, and content structure. I do believe that the visual aspects of our website lack success. We could add more images or infographics that would make the website more lively or personable.

## **Appendix**

Project deliverable: <https://mab688.github.io/skincare-guide/>

Project repository: <https://github.com/MAB688/skincare-guide>

Usability test tool:

<https://docs.google.com/forms/d/1NRM9xXBQgv3i03voKet22Kj8Ihdk3a-jysogy2bKkiM/edit?pli=1>

[i=1](#)