

Usability Test Report

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Test tasks

1. Find Mengniu Xinyangdao zero-lactose low-fat milk in the low-fat recommendation list.

2. Find a cost-effective milk with a price of about 2 yuan per box.



Test results (usability analysis)

1. Effectiveness-Test completion

The user's test situation is divided into three types: completion, abandonment and error.

Test completion					
	User1	User2	User3	User4	User5
Task1	abandonment	completion	completion	completion	completion
Task2	completion	completion	completion	error	completion

Test results (usability analysis)

2.Efficiency-Time to complete

Time to complete					
	User1	User2	User3	User4	User5
Task1	1m28s	51s	2m3s	1m30s	1m40s
Task2	21s	23s	50s	30s	36s

Conclusion: Usability advantages

Function points

1. Provides a variety of classification evaluation standards to meet the needs of different users.(Figure1)
2. There is a relatively specific positioning for each milk. .(Figure2)

Interface design

1. Different standards and different products have obvious differences in color.(Figure1&Figure2)

Flow design

1. Commodities can directly jump to the e-commerce platform for purchase and price comparison. .(Figure3)

Screenshot



Figure1



Figure2



Figure3

Conclusion: Usability disadvantages

Function points

1. The products of each classification standard are all presented on the page, resulting in too much content and unable to quickly find the target product. For example, user 3 took 2 minutes and 3 seconds to complete task 1. (Figure4&Figure5)
2. The content of the product introduction is very general and there is no clear data support. For example, under each milk is a long text introduction, which does not accurately describe the reason why the milk appeared on a certain ranking list.
3. Lack of ranking basis. For example, in the cost-effective ranking, how is the ranking of each milk obtained? (Figure6)

Screenshot



Figure4



Figure5



Figure6

Conclusion: Usability disadvantages

Interface design

1. The classification criteria cannot be displayed in full, resulting in users not finding it. For example, user 1 did not find the low-fat milk category. (Figure7)
2. The difference between similar products is not clearly marked. For example, user 4 completed task 2, but the result was wrong.

Flow design

1. Clicking the six buttons on the product, page will jump back to the home page, and the process design is unreasonable. (Figure8)

Screenshot



Figure7



Figure8