

User Testing

Think Aloud Protocols

Purpose of this Study

This study is part of the 67250 class at the Carnegie-Mellon University, Information Systems program. Students would like to learn about your experience as part of their web development project. The purpose of the study is to analyze users' perception of the website to test the website's usability.

Procedure:

As participant, you will be testing a website and your feedback is valuable to improve the website. You will be asked to walk through your experience with the website. Then, you will be asked to complete a series of tasks for the website, specifically to find any points of improvements on the website if you find any part hard to navigate. During the task, you will need to think out loud as you navigate the website. There are no right or wrong answers. Your honest thoughts and feedback are appreciated.

Tasks:

During the interview, you will walk through five scenarios where a customer is looking for information on the website and please provide some feedback on whether the information are easily accessible or not.

1. As a new customer, I want to easily find the location and contact information for the ice cream store, so that I can navigate it easily.
2. As a new customer, I want to watch some videos and read about some online articles featuring the store, so that I can learn more about the store.
3. As a college student, I want to be able to browse different flavors of ice cream available, so that I can select my favorite one.
4. As a customer, I want to check the social media pages or email of the shop, so that I can easily connect with the store.
5. As a customer, I want to easily place an order for ice cream online and select a convenient pickup time, so that I can save my time.

Interview Audio Links

User Test 1:

<https://drive.google.com/file/d/1Zv9lEXwNkVxnrDgZxJPjVLEn7CNhTAhT/view?usp=sharing>

User Test 2:

<https://drive.google.com/file/d/18GBUNlQhSEm5lbGFGGe9bpumhrjsQnnCN/view?usp=sharing>

Transcript:

User Test 1: https://drive.google.com/file/d/133S_uioGxwKCY1cR0Ve5BSukxOmTGQZD/view?usp=sharing

User Test 2: https://drive.google.com/file/d/1oipCXB53AP_inTeQaHbUO8mciJOJsTqZ/view?usp=sharing

Findings:

- Users had a hard time scrolling through the menu page because it is too long, could break down into different sections.
- Users couldn't find hours of operation.
- Users suggested that the Home page is too static and bland, could add in more pictures and videos.

Changes Made:

- Added a drop-down section for the Menu in nav bar to ensure accessibility.
- Added hours of operation to both the footer and contact page.
- Added a youtube video about the ice cream store and some pictures on home page.
- Added a pop-up window for monthly promotion.