2016



**Pharmacies**

**User Test Report**

**Q-tECH**

NANXI LI, YUE XING, JIAWEN ZHU,

NAMITA SIBAL, JAMES DEVUYST

|  |
| --- |
| **UPMC Pharmacies**  **User Test Report**  **Dated**  **11/1/2016** |

|  |
| --- |
| **Prepared By Approved By**  **NAME Jiawen Zhu, Namita Sibal, James Devuyst,**  **Yue Xing, Nanxi Li**  **SIGNATURE**  **DATE 11/1/2016** |

#### User Test Report

**Table of Contents**

**Topic Page No.**

Brief Description of Users 5

User 1 5

User 2 5

Process Overview 6

SCRIPT 6

Transcript 8

Feedback& Critical Incidence 15

USER 1 16

USER 2 22

# Brief Description of Users

## User 1

Our younger participant is a master student at CMU.

He is 22 years old, never bought medication online and prefers going to clinics or health center to get anything he wants. He often purchases commodities on Amazon. He is very good at shopping online. Based on his experience of shopping on Amazon, He offered us great suggestions about our prototype for UPMC.

During the test, we asked him to first search by name of the medication and then use the category to find the same product. During the checkout process, he chose guest checkout, and after he went through all the process, he finds a way to quickly register so he tried the function and found “my orders” from the top navigation bar.

From the interview, we knew that there’s no severe problems in terms of the work flow, yet we need to focus more on details of the product as well as the search results page. There are some gaps between the prototype and the website he is familiar with.

## User 2

Our elderly user is a woman in her early 50s and works for the Osher Lifelong Learning Institute at CMU. She mainly manages setting up user accounts and handles the emails for the institute. She is skilled in terms of using the computer and internet. But, she rarely shops online. Specially, she has never bought any medicine online. She is best suited for our study, since her insights about the website will be informative and experienced. We did this user study in Hunt Library and she used our laptop as a testing environment.

# Process Overview

## SCRIPT

#### PART I Scenario Description

In this exercise, the participant will be asked to use the prototype website to shop for Aspirin in two ways: To find it using category navigation, and to find it by searching for symptom (such as a headache). After the processes are completed, we will debrief the participant and ask questions about the overall experience of the testing activity, using the site, as well as any suggestions that the participant may have for a better experience.

#### PART II Tasks

1. Introduction

* What’s your occupation? Could you describe your daily work?
* How often do you use the Internet?
* How often do you buy medicine?
* How often do you do online shopping?
* What’s you usually purchasing online?
* Which online shopping website is your favorite (if applicable)

1. If you want to buy some aspirin, what would you do?
2. Will you please try buying the aspirin without using the [search box/category navigation, whichever they didn’t use by default]?
3. If the user finds the question during the test, just direct them to help page and ask them for help from the website.
4. If you want to know about the website, what would you do?
5. Can you register an account and go through the purchasing process again? (try Login after register)
6. What do you think of the website?*[in case there’s something important we failed to record]*
   1. Anything you really like?
   2. Anything bad and need to be improved in this process?
7. What did you think of this interview? Anything you did not understand? Anything that made you anxious?
8. Would you be willing to be contacted with follow-up questions?

#### PART III A DESCRIPTION OF THE TESTING FACILITIES PROVIDED

* Younger Participant

Date: Oct 30, 2016 Monday

Place: University Center

Facilities: Laptop

* Older Participant

Date: Oct 31, 2016 Monday

Place: Osher Lifelong Learning Institute office in hunt library

Facilities: Laptop

|  |
| --- |
| Transcript |

#### User1

1. Q: At the first glance, what do you think of the website?
2. A: I think the **“best seller” is better replaced by “recommended for you”,** which is very helpful for old customers.
3. Q: Can you buy aspirin from this website using any way you want?
4. A: Let me try the search bar.
5. [The user chose to search the product by the name]
6. Q: Can you find the product you want?
7. [The user browsed the whole product page]
8. A: Well, I found it because it is in the first page, but I think **you should have more products displayed on each page,** now it is only six…. If it is nine or twelve, it is better.
9. Q: What do you think of the search results page?
10. A: I think it is not good, **why not have ratings on the search result**, so I can see which one is highly recommended by other customers.
11. Q: Could you please choose one to see the details?
12. [The customers clicked “Bayer Aspirin” product]
13. A: Okay, I will choose this one. Let’s see.
14. Q: Do you like the product page?
15. A: Well, basically it is nice, but **why not have “1 click ordering” l**ike Amazon? I just want to buy one medication so I don’t want to go to the shopping cart. Oh, **you don’t have ratings on the product page**, either. That’s bad!
16. Q: Can you search without search bar?
17. [The user back to the index page and chose to use the category on the navigation bar to find the product]
18. A: Well, I can, but I think **it is better for you guys to put the category on the navigator bar**, I mean, on the first level, so I can find them faster.
19. [The user clicked the buttons randomly on the side bar on the category page]
20. Q: What do you think of the side bar?
21. A: **Why there’s numbers on the left category**, I don’t want to know how many medications you have in each category. Also, I think you should add the range of the price for the customer to choose. For example, what if I only want medication of which the price is between $1 and $10.
22. Q: Could you please buy the product and tell us what you like and what you don’t like during the checkout process?
23. [The user bought the Aspirin and chose guest checkout]
24. Q: Why choose guest checkout?
25. A: Because I am not an old customer here and I don’t want waste time on registering. I just want to buy and leave.
26. [The user filled all the required information and went to the shipment page]
27. Q: What’s wrong?
28. [The user stopped on the shipment selection page]
29. A: I **clicked those buttons, but there’s no reactions.** I thought it would be some changes on the total price, but there’s no response. For example, “Standard shipment” should be the cheapest and may not cost customer extra fee.
30. Q: Because they are static pages.
31. Q: What do you think of the “quick register” function?
32. [The user went to the confirmation page and clicked the “quick register” button]
33. I **like the “quick register” function** on the confirmation page because I don’t need to sign up before I purchase on the website.
34. Q: So what do you think of the original register page?
35. [The user back to index page and clicked “register” on top bar]
36. A: Well, I think you have all information needed for a customer to register, that’s good. But only ask them to provide students ID is not a good choice because students from different schools may have the same ID number. I think **you’d better use students’ education email address** like Andrew email to verify their students’ identity.
37. Q: What do you think of the color of the website? Is green okay for you?
38. Well**, I think the color, green, is very good,** it represents good health.
39. Q: If you have questions about purchasing on the website, what will you do?
40. [The user clicked “Help” on the top bar]
41. A: I may not have any problem, but if I do, I will try to find guidance in help pages like what I did on other websites.
42. Q: What do you think of the help function?
43. A: I think it is good enough for me to find necessary information. No special problems.

#### User2

1. **Q**: Can you buy aspirin from this website using any way you want.
2. *[User chooses to search using the* ***search bar*** *saying that it is easier to reach the product using search bar rather than using the categories.]*
3. **A**: Search was done for Aspirin, but your page shows many products other than aspirin. So, it is not an all aspirin results page.
4. **Q:** Can you choose any of the product you like and walk us through the process of buying it.
5. *[She clicks on one of the products and it takes her to the product description page.]*
6. **A**: I always look at things such as the description, reviews etc. to make sure that I like it.
7. **Q:** Did you find all the information that you wanted to look at?
8. **A:** There are only 2 reviews for the product. Also, reviews don’t have star ratings on them for relative comparison. It is easier if they are present so that I don’t need to read each and every review.
9. *[User clicks on “Add to cart” button.]*
10. **Q:** In general, what do you prefer to do, register yourself on the website or checkout as a guest?
11. **A**: I prefer to register myself on the website since I can track my orders and receive emails.
12. *[User clicks on Login button which takes her to the address details page for checkout*.]
13. **Q:**  Since you acted being the member of the website, the address pages has all your details already filled up. Do you find anything not up to the mark?
14. **A:** Zip code field must be placed after the state field, placing is a bit odd.
15. Q: Can you choose the shipping method now?
16. A: I haven’t seen Cash on Delivery as an option in usuals orders, it is generally used for business purposes. Also, these shipping options don’t show the amount of shipping, shipping costs must be included.
17. **Q**: Can you choose any one of payment method you like?
18. **A:** PayPal has the capital P at second place, but I never use PayPal.
19. *[The user chooses “payment gateway” -- the card payment method and click “continue to order review”]*
20. **A:** You should show the shipping cost before placing an order.
21. **Q:** Yeah, it’s over there. Do you think the location of that is not visibility for you? You want to be right in front of you?
22. **A**: I thought there are three options. In there, should show the amount of the shipping.
23. *[The user click “place an order”]*
24. **Q:** Can you find the aspirin without using the search bar?
25. *[The user goes to the “over the counter” in the navigation bar and selects “pain & fever”]*
26. **Q:** If you want to return the medicine you purchased, can you find the return policy?
27. **A:** It should be at the bottom.
28. *[The user goes to bottom and click “FAQ”]*
29. **Q:** Anything about the website you didn’t like it? or was anything annoying for you?
30. **A:** No. **I liked the color scheme you have. The green color. That is a great color.**
31. **Q:** Is there any category that is not shown clearly? Anything that you don’t understand.
32. **A:** I prefer the “help” goes to the top level. I expected “Help” to be here(in the navigation bar beside “PRESCRIPTIONS”)
33. **Q:** Can you log out?
34. *[The user click the “logout” button and logout. ]*
35. **Q:** Can you register on this website?
36. *[The user goes to the “login” and found not the customer and then choose the “register now”]*
37. **A**: Usually you should have personal information together and separate from account info.
38. **A:** Like all the personal information on the left hand side, such as your name, email, address, etc. and all the account information on the right hand side.
39. **Q:** Can you take a look at your account?
40. *[The user click “My orders” in the navigation bar.]*
41. **A:** People here (previous order list) will get confused. The date format should be changes. Usually people prefer the mm/dd/yyyy.
42. **Q:** If you want to know about the website, how would you like to know the website?
43. *[The user goes to “help” in the top navigation bar. Page goes to the FAQ. In FAQ page, the user click the “About us” on the right hand side.]*
44. **A:** If you find any problem during your online shopping, will you contact with the website?
45. *[The user goes to the bottom of the website and clicks “Contact”]*
46. **A:** Oh, this is the electronic ticketing system. Since I am already logged in, you could have prefilled the first name, last name, email for ease, and also you can make the subject having several options to choose from.

|  |  |
| --- | --- |
| Feedback& Critical Incidence | << Record your observations in the table on the following page, based on your observations and notes taken during the user test  Description of columns in the table are as follows:  *Prototype Screen/Page URL:*  The URL of the screen the user was testing at the point of feedback/critical incidence/problem  *Reference:*  This column should be used to relate an item back to a specific point in the testing session. The reference can be to a specific line number in the transcript or session notes.  *User feedback / critical incidence / problem:*  This column may contain :   * Feedback (positive or negative) given by the users. * Critical incidences (breakdowns or problems encountered by users) and/or mistakes committed by users.   *Reason for negative feedback / breakdown:*  Briefly explain the reason for a breakdown or any negative feedback.  *Scope:*  Describe the scope of the feedback or the problem; include whether the scope of the issue is throughout the web site or within a specific page or pages. If the problems are specific to a page, include the appropriate page numbers.  *Severity (H/M/L) :*  Your assessment as to whether the implication of the feedback is *low*, *medium*, or *high* severity and your justification for why you are giving it this rating.    *Way(s) to rectify:*  Suggestion for the modifications your team would make to the user interface to address a particular issue or issue(s) and any tradeoffs (for example, can you think of any reasons your proposed fix might not work).  *Action taken and Justification:*  What you did to address this problem, if anything, and why you did or did not do that. |

##### **User Test Feedback Analysis**

## USER 1

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Prototype Screen URL** | **Reference** | **User’s feedback/ critical incidence/ problem** | **Reason for negative feedback / breakdown** | **Scope** | **Severity**  (High/Medium/Low) and **Justification** for giving it that rating | **Way(s) to rectify and any Tradeoffs** (i.e., why the fix might not work) | **Action taken and Justification (*to by filled in later*)** |
| index.html | Line #2 | **Negative Feedback**  “best seller” is better replaced by “recommendation for you” | It is very helpful for old customers. | Only on the homepage. | **Low**, because it is at the bottom of the homepage. | Change the “best seller” to “recommended for you” on “index\_login” page. Keep the one in “index\_page”. There’s no potential tradeoffs. | Changed the “best seller” to “recommended for you” on “index\_login” page. Keep the one in “index\_page” , so that customers will be able to tell the difference between guest and sign-in customers. |
| category.html  category2.html | Line #8 | **Negative Feedback**  should have more products displayed on each page | It is inconvenient for customers to click next page after only finding six products | On two category pages  And search | **Medium**, because it appears on two pages and will affect user’s experience | Change the number of the products from six to nine.  Tadeoffs: Have to add more pictures and contents but no bad results. | Changed the number of the products from six to nine, customers will not be annoyed because there’s too few products on each page. |
| category.html  category2.html  product-aspirin.html  product-excedrin.html  searchresult-headache.html | Line #10 # 15 | **Negative Feedback**  Don’t have ratings on product result pages and product pages | It is hard for customers to decide which one to buy. If there’s rating, they can see which one is highly recommended by other customers. | On two category pages, one search result page and two product pages | **Medium**, because it appears on five pages and will affect user’s experience | Add ratings on search results. Tadeoffs: Have to add new feathers and may affect other contents, but it is easy to solve. | Added ratings on results pages and also product pages, so customers will have a good method helping them decide which medication to buy. |
| category.html  category2.html | Line #11 | **Negative Feedback**  Don’t have “1 click ordering” | Customer may only want to buy one product and then check out, there’s no need to have an extra step --- go to the shopping cart | On two category pages, one search result page and two product pages | **Low**, it is not an industry standard and just a feature of Amazon. |  | We decide not to make any change based on this idea. |
| index.html  index\_login.html | Line #18 | **Negative Feedback**  Put the category on the navigator bar, on the first level | Customer can find the category faster. | Every page | **Low**, because it’s clear now for customers to find the right place to look for medication they want, once they click the subcategory, they can have a better version of all categories. |  | We decide not to make any change based on this idea. |
| category.html  category2.html  searchresult-headache.html | Line #21 | **Negative Feedback**  Why there’s numbers on the left category | Customer don’t need to see how many products we have fall under a certain category. | On two category pages, one search result page | **Low,** because it won’t badly affect customers’ experience | Delete numbers besides the titles.  Tradeoff: No foreseeable bad results. | Deleted numbers besides the titles. |
| category.html  category2.html  searchresult-headache.html | Line #21 | **Negative Feedback**  no range of the price for the customer to choose. | Customers have better experience if they only need to choose from products whose price is affordable. | On two category pages, one search result page | **Low**, because it is just a new feature of the website. | Add “the range of the price” option.  Traded off: just add a new feature at the button of the side bar and won’t affect other components. | Added “the range of the price” option. |
| checkout2.html | Line # 29 | **Negative Feedback**  click those buttons, but there’s no reactions | Customer thought it would be some changes on the total price, but there’s no response. For example, “Standard shipment” should be the cheapest and may not cost customer extra fee. | On delivery method page | **Low**, because we don’t need to realize deep js functions in this prototype. |  | We decide not to make any change based on this idea. |
| newRegister.html | Line #36 | **Negative Feedback**  Students from different universities may have the same student ID | students from different schools may have the same ID number | On register page | **Low,** it is just a matter of data storage and will result collision only after we apply js functions to the program. | Change the Student ID to students’ education email address.  Trade off: There’s no foreseeable bad results | Changed the Student ID to students’ education email address. |
| Receipt.html | Line #33 | **Positive Feedback**  like the “quick register” function | Customers don’t need to sign up before purchasing on the website. | On the confirmation page | - | - | - |
| Every Page | Line #38 | **Positive Feedback**  Color, green, is very good | it represents good health | Every Page | - | - | - |

## USER 2

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Prototype Screen URL** | **Reference** | **User’s feedback/ critical incidence/ problem** | **Reason for negative feedback / breakdown** | **Scope** | **Severity**  (High/Medium/Low) and **Justification** for giving it that rating | **Way(s) to rectify and any Tradeoffs** (i.e., why the fix might not work) | **Action taken and Justification (*to by filled in later*)** |
| [product-aspirin.html](file:///C:/Users/namita/Desktop/html-prototype-newest-20161031T150252Z/html-prototype-newest/product-aspirin.html) | Line #8 | **Negative Feedback**  Reviews don’t have star ratings on them for relative comparison. | Reviews are present for each product but ratings are not specified. Easy understandability of the product is ensured if rating is present. | Product description page. | **Medium**: It is not that critical, because on reading the reviews eventually user can figure it out, but it will be easier for user if rating is provided. | Add star rating along with the reviews for better user experience.  No bad tradeoff. |  |
| [checkout1.html](file:///C:/Users/namita/Desktop/html-prototype-newest-20161031T150252Z/html-prototype-newest/checkout1.html) | Line #14 | **Negative Feedback**  Zip code field must be placed after the state field. | Zip code field is generally placed after state field, so it being before state was unusual and user found it odd. | Address page during checkout process. | **Low:** This is not going to affect the overall process of checkout. | Change the position of input fields to provide users a match between real world and the system.  No bad tradeoff | Changed the postion of Zip Code field to ensure better user experience. |
| [checkout2.html](file:///C:/Users/namita/Desktop/html-prototype-newest-20161031T150252Z/html-prototype-newest/checkout2.html) | Line #16 | **Negative Feedback**  Shipping options don’t show the cost of shipping. | Getting to see the shipping cost makes it easier for the user to select which type of shipping they should choose. So, absence of it was difficult for user to decide. | Shipping information page | **Medium:** Users can become anxious about the cost that will be added for shipping, but eventually before order placing shipping charges are shown, in case user wants to change the shipping mode. | Display the cost of various shipping options alongwith their names.  No bad tradeoff | Displayed the cost of shipping for the given options to have better clarity. |
| [checkout3.html](file:///Users/yxing/Desktop/html-prototype-newest/checkout3.html) | Line #18 | **Negative Feedback**  PayPal the capital P at second place | The user takes time to figure out is it the same PayPal as her known. | Payment Method Page | **Low**  People could understand what “Paypal” means. | Make the capital P at second place.  No bad tradeoff | Changed the letter to capital “P” for relatability purposes. |
| [index.html](file:///Users/yxing/Desktop/html-prototype-newest/index.html) | Line #30 | **Positive Feedback**  The user likes the color scheme. Green color is great color. | Personal Preference | Every Page | - | - |  |
| [Register.html](file:///Users/yxing/Desktop/html-prototype-newest/newRegister.html) | Line #37-38 | **Negative Feedback/Problem**  The page asks the user set up password before user finish adding address | The requested information jumps back and forth | newRegister Page | **Medium**  Make user feel uncomfortable to enter info back and forth | Keep all the personal information together and separate it from account information  No bad tradeoff |  |
| [orders.html](file:///Users/yxing/Desktop/html-prototype-newest/customer-orders.html) | Line #41 | **Negative Feedback**  The user may be confused about the date format | Usually people in US will use mm/dd/yyyy date format | Customer-orders Page | **Medium**  It confuses people when they search for previous orders | Change the date format for US normal date format  Tradeoffs:  Different people have different preferences and may be some people prefer dd/mm/yyyy format. |  |
| [contact.html](file:///Users/yxing/Desktop/html-prototype-newest/contact.html) | Line #46 | **Negative Feedback**  The user may be tired to fill in all the personal information once again after they have logged in the website. | Contact form could pre-fill in the personal information for the login user and provide options in subject field. | Contact  Page | **Medium**  The user may be tired to fill in the information again and again  It may be confuse about the subject and missing subject | Provide pre-fill in personal information for login user  Tradeoffs:  The user may use different contact method for website contact and they may change pre-fill in information | Provide pre-fill in personal information for login user and also make selection bar for “subject” which renamed “category”. |