Prototype usability testing

How can I make sure the new webshop is user-friendly and optimised for conversion?

Usability testing

Date	**:**	**11-04-2024**
Version	**:**	**1.1**
Status	**:**	**Definitive**
Author	**:**	**Luc Swinkels**

Version history

Version	Date	Author(s)	Amendments	Status
0.1	18-03-2024	Luc Swinkels	First draft	Draft
0.2	20-03-2024	Luc Swinkels	First version with design pattern research	Definitive
1.0	05-04-2024	Luc Swinkels	Added prototyping/peer review results and conclusions	Definitive
1.1	11-04-2024	Luc Swinkels	Moved from combined to separate research file	Definitive

Table of contents

Context

The goal of this research is to answer the following research question:

"How can I make sure the new webshop is user-friendly and optimised for conversion?"

Answering this question means I have to set up a proper channel for users to test my designs, and figure out what I want to get out of these tests, so that I can later analyse the results to improve my designs on these specific points.

To do this, I will be using the usability testing (Vogel, n.d.) method.

Methods

Usability testing

For this test, I will be using the usability testing method. These tests will be done using Maze (Maze, 2024). Maze is a prototype testing tool where people can link their design prototypes (in my case, a Figma prototype) and give users specific tasks to complete in the prototype, such as navigating to a certain page. Maze then helps by showing information about the user's path like click heatmaps, misclicks and time spent completing the task.

I chose Maze because it is one of my favourite prototype testing tools and accomplishes what I need, as well as it being trusted by many of my peers and big brands.

The users that will be testing this consist of multiple groups of people who all fit the target audience:
- Moonly employees who are into sports and buy sports clothing regularly (between 20-30 years of age)
- Personal friends who go to the gym multiple times a week and buy sports clothing regularly (between 22-26 years of age)
- Family members that go to the gym multiple times a week and buy sports clothing regularly (between 28-35 years of age)
- Members of my local gym that go to the gym multiple times a week and buy sports clothing regularly (between 20-35 years of age)
- Gym employees / personal trainers (between 20-30 years of age)

Results

I want to figure out possible pitfalls of the design that I overlooked, so for my tests I want to create an authentic experience for users, going through the entire process of buying a product.

I set up the following tasks on Maze to gather information:

10-second test (shown an image of the product page for 10 seconds)
- To see what users remember from a brief look at the homepage, I want to see if they recognize the customisation checkbox, the add to cart button, and product information.

Buy a product
- **Start screen:** home page
- **End screen**: order confirmation
- To see what path user's take to go from the beginning to the end of buying a product, and to see if the flow is logical.

Rating from 1-10 (how easy was it to buy a product)
- To gather information on how the users rated the prototype experience

Open the preview of a customised product
- **Start screen:** product page
- **End screen:** custom kit builder preview overlay
- To figure out if customising a product is easy to find on a product

Open suggestion
- To gather any open suggestions from users in terms of design, UX, or other concerns

Conclusion

From my maze tests, I can conclude that ..

Sources

1. Vogel, J. (n.d.). ICT Research Methods — Methods Pack for research in ICT. ICT Research Methods. https://ictresearchmethods.nl/lab/usability-testing/
2. Maze. (2024, January 23). Maze | The continuous product discovery platform. Maze. https://maze.co/