

Subject Profiles

Kylia

Age: 53

Technical Background: Low/Medium. Kylia is not “native” to the world of computing. Over the years she has learned slowly and has only recently become more comfortable with email, smartphones and web navigation. She has a Facebook account, likes Etsy and orders books on her Kindle.

Demographic: Middle class. High School education. Divorced mother of three. Life long creative individual, sells crafts for fun.

Occupation: Breast Prosthesis Fitter. Operates a shop within an Oncology center assisting women who have had mastectomies.

Shawn

Age: 55

Technical Background: Medium. Shawn is not “native” to computers either, but uses Microsoft Excel on computers at work. She’s comfortable with email, web navigation and is willing to do some digging to teach herself when she is unsure.

Demographic: Middle class. High School education. Divorced mother of one. She is also a life long crafter, preferring to give her crafts as gifts.

Occupation: Office assistant for law practice.

Lauren

Age: 26

Technical Background: Medium/High. Lauren is a “native” to computing. She has had email since she was very young. She has many years of experience in web navigation as well as an expert level of experience with office programming. She regularly updates her Facebook account, and has both Etsy and Pinterest accounts as well.

Demographic: Middle class. Has a college degree. Married without children. An avid crafter, she sells her products on Etsy.

Occupation: Office administrator/Customer service

Testing Results

Subject: Kyla

Task completion and question responses:

Task 1

Kyla started her task by clicking “start shopping now” which pulled up the general “wool felt” page. She found “beach sand” and clicked the swatch which brought her to a larger swatch for the product in size 12 x 18. She clicked “order” placing the item in the cart where she clicked “continue shopping”. This brought her back to the swatch for “beach sand”, which confused her. She assumed she would be taken to the page which listed the colors. She clicked the “back” button which brought her back to the cart.

She saw the next color “buttercream” under “customers who bought this item also bought” at the bottom of the page. She clicked the swatch, which again, brought up a larger swatch in size 12 x 18. She ordered the color and another this way until she realized she ordered the wrong size of “beach sand”. She clicked “remove” followed by the back button which sent her to the previous swatch. She kept pressing the back button which cycled her through swatches and carts with fewer and fewer items, backing all the way to her original “beach sand” swatch in 12 x 18. Here she realized she could not select the color in the size required from the swatch found.

Kyla tried a new method and clicked “products”, where she found an option for 36 x 36 products on the side bar. She clicked 36 x 36 which brought her to the “put ups” page. She scrolled finding “pea soup” which also needed to be ordered in 36 x 36. She placed it in her cart where she realized she did not remove the incorrect product when she clicked “remove” followed by the back button. I advised her to select “remove” and “recalculate”. After removing the item she clicked “continue shopping” and is returned to the “put ups” page. She continued to search through each page looking for “beach sand”. She did not find it by the end of the list and returned to the first page to begin searching all over. I advised her that the colors are listed according to the percentage of wool in the product.

She clicked “wool felt” on the side bar followed by 35% which appeared underneath and saw “beach sand” in the list, but in size 12 x 18. She clicked 36 x 36 on the side bar under 35% and finally found the size required. She ordered it and continued shopping until all remaining items were found, remembering to check the various percentages if the color could not be located.

Time completed: 13 minutes 11 seconds

1. What did you find most challenging about this experience?

Trying to find the size - not able to ask company about the difference in felt and get a quick answer. Also, it is very hard to see the page # you are on. Looking for the color. If it were alphabetical it would be much easier.

2. What would make it better for you?

Having more information about the difference between percentages of wool. Have the page number much darker so you know where you are.

3. When you shop for fabric in a traditional store, how do you find the products you need?

I go to the section of what type of material I need and look through all the colors. I like to see the depth of the color and weight of the fabric.

4. What is the biggest drawback from buying fabric online?

Not seeing it, feel the fabric and start to work right away. Having to wait for the fabric to come in the mail..

Task 2

Kylia started the second task by navigating to the “products” page. From here she clicked “12 x 18” on the side bar bringing her to the “put ups” page for 20% wool felt. She searched through pages finding an alternative color, clicking “order” which took her directly to the cart. She was able to click “continue shopping” from the cart and it returned her to the “put ups” screen to select another alternative. After finding two wool alternatives, she navigated back to the “products” page.

She scrolled down to Xotic felt and clicked “grass skirt” assuming it would be a shade of green by the name. She was taken to a large swatch where she clicked “order” to place it in her cart. She purchased the default size but did question if it came in smaller pieces. From the cart she clicked “continue shopping” which took her back to the “grass skirt” swatch. She clicked “previous page” at the top of the swatch which returned her to the cart. She clicked “continue shopping from this cart screen and was taken back to the “grass skirt” swatch again. From here she tried the “back” button on the browser and was returned yet again, to the cart.

Frustrated, she clicked “Bamboo/Rayon” from the side bar of the cart screen which finally returned her to the list of swatches. She scrolled through one last time until she found the second and final non-wool alternative placing it in her cart.

Time completed: 12 minutes 5 seconds

5. Did this page help in comparing products? Why or why not?

Not really. Again I was only looking for a green for relish and I had to go through all the pages, which wasted a lot of my time.

6. What information, if any, was missing or hard to find for you?

The size for non-wool or mixed wool. Not sure if I could have purchased the correct size, again had to go through all pages colors are mixed at random.

7. What did you like about this page?

Not much. I think the color of the swatches had some good colors.

8. What did you dislike about this page?

I found it hard to go through fast, would like larger swatch pictures.

Task 3

Kylia started this task from the “Bamboo/Rayon” list of swatches. She clicked “wool felt” on the side bar and chose the percentage required. She scrolled each page until she found a color. From this list page she was able to click “order” which took her directly to the cart. From the cart she could click “continue shopping” and would return to the list of swatch colors. She completed the task using the same method for each selection.

Time completed: 13 minutes 22 seconds

9. Now that you know the percentage of wool in the colors required, does the experience get any better? Would you ever need to shop this way? Why or why not?

Yes, the percentage changed the size so I know now for 36 x 36 I would need to go to the 35% and I would not have to try to find the size which I could not find easily. Not really. Again, I prefer to go to the store.

10. How do you like the look of the site?

It's plain, but I guess if you only want to show the product then it's ok. Me, I would more likely shop longer if I saw a more pleasing background and maybe some samples of products done with the felt would make me want to buy more and shop longer.

11. What makes you want to share a website with friends?

The user friendly component, also if they had some samples of work done then I could get new ideas and would want to share with my friends.

12. Is this a page you would “like” on Facebook? Why or why not?

No, I can barely navigate through Facebook, and its too complicated. Not a cute looking home page. Couldn't think of a reason to send to friends or post on Facebook.

Summary: Kylia found the navigation confusing. Having the products listed by percentage of wool, then by size seemed counterintuitive to her. As a retail consumer, she had no idea of what the material composition of the wool meant regarding the visual and tactile requirements she cared about. She had a hard time seeing some navigation tools such as page numbers and would have preferred larger swatches and more descriptions about the difference of the products offered. Kylia would also like the swatches to be sorted by color or color name to make finding products easier.

Subject: Shawn

Task completion and question responses:

Task 1

Shawn started by clicking “products” first and scrolled down the page to see what was on it. She clicked “straw” from the list of colors which brought up the swatch for size 36 x 36. She clicked order followed by “continue shopping” which brought her to the swatch again. This confused Shawn as it did Kyla. She then made a series of clicks trying to return to the “products” page, making a total of 6 clicks before finding the page she was looking for. She chose the “buttercream” color which cycled her through the same situation she met with “straw”. This frustrated her and she decided to try another method of finding the colors needed in the correct size.

Shawn clicked “home” followed by “felt products” and chose moss, which should have brought up a wool felt swatch, but brought her to the Xotic felt swatch of moss, the company’s bamboo blend. She clicked “order” then “continue shopping” which put her in the same loop of trying to return to the page she was on before clicking the initial “order” button. At this time Shawn realized she had been ordering the wrong size.

She clicked “wool felt” from the “cart” screen, chose “buttercream” and clicked order. In a completely different response, the site took her directly to her cart rather than the swatch. She clicked “continue shopping” which also took her straight to the “products” page. She clicked “shopping cart items” to review what she had, which did nothing. She then clicked “view cart” which took her to the cart where she removed the incorrect items.

“What I don’t understand is you can click the color but you can’t order the color’s correct size...is that right? Is that right? I give up easily, I do. I “view all” instantly I don’t go “page forward” because who has time? No one. I mean really.”

After cycling through all pages under the “12 x 18” screen off of the “products” page, Shawn clicked “products” and realized that the colors are listed under product numbers which correspond to the percentage of wool in them. She could now cross reference the colors to find their wool percentage. She then chose the size needed from the “products” page which brought her to the “put-ups” page where she could select the product number in any size available and scroll through each page to select the right color within the right size. After learning to cross reference she used this method and completed the task.

Time completed: 23 minutes 20 seconds

1. What did you find most challenging about this experience?

Site was unclear as to what kind of felt came in what colors. We don't know the percentage of wool in felt.

2. What would make it better for you?

List all felt by color first, then be able to order the required size. (should be search buttons next to color) "Shopping cart items" and "view cart" should have the same function. Enlarge color swatches.

3. When you shop for fabric in a traditional store, how do you find the products you need?

If I can't find what I'm looking for, I ask. I won't waste my time searching.

4. What is the biggest drawback from buying fabric online?

You don't really know what it feels like. Color is VERY hard to judge.

Task 2

Shawn started from the “products” page and clicked the swatch card to the right of the list of colors. This brought up a new tab with a photo of the manufacturer’s swatch card. She realized she couldn’t click the swatches, and closed the tab. She opened the “products” page and clicked the swatch card again writing down an alternate shade of green. She closed the tab, chose the color from the list, and ordered the alternate in size 36 x 36 to save time. She followed this method to complete the task.

Time completed: 4 minutes 18 seconds

5. Did this page help in comparing products? Why or why not?

It lists the color by name only. The color swatches were not helpful. The color seemed to change in hue in different screens.

6. What information, if any, was missing or hard to find for you?

An explanation of what the products contain, how they wash, is child safe? The lack of description about the fabric itself.

7. What did you like about this page?

It was easy to order AFTER I figured it out. i.e. quantity, price, order button.

8. What did you dislike about this page?

Not being able to enlarge the color swatches. Can’t order the different sizes on the same page. I’m surprised there was/is no other products other than felt. i.e. cutting boards, cutting tools.

Task 3

From the “products” page Shawn started her familiar process of cross referencing. Here we realized that the color “fresh linen” is not listed, though offered. Because she was given the percentage in the script, she followed her process of selecting the size required from the “products” page selecting the size and cycling through all pages until she found “fresh linen”. She was able to find all other colors listed on the “products” page and continued this process until completing the task.

Time completed: 4 minutes 40 seconds

9. Now that you know the percentage of wool in the colors required, does the experience get any better? Would you ever need to shop this way? Why or why not?

You probably would want to know the percentage depending on the project, washability, durability, etc.

10. How do you like the look of the site?

The lamb is cute. Good background color.

11. What makes you want to share a website with friends?

The ease of it. A search bar.

12. Is this a page you would “like” on Facebook? Why or why not?

I would share this site on Facebook. It does offer a large variety in colors, percentage of wools, size.

Summary: Shawn also found navigation difficult. Having multiple paths that lead to the same products confused her, especially when each path seemed to lead to a different size offered. She would prefer seeing the swatches organized by color then size options that are viewable from the same page. Shawn did think the percentage of wool would be useful to know, if there was an explanation on how it relates to the durability and care of the product. She seemed to think the site looked fine, and would share it with friends despite how difficult she found it to use.

Subject: Lauren

Task completion and question responses:

Task 1

Lauren began her task by clicking “start shopping now”. She scrolled the page and decided to use the search bar located at the top of the page. Here she typed the color “beach sand” which brought up a bundle of felt that included the color, along with both sizes offered of “beach sand” as individual items to be purchased. She chose the correct size and clicked order. This brought her directly to the cart. From here she clicked “continue shopping” which returned her to the previous page with the bundle and two separate items. Using the search bar at the top she continued using this method until the task was completed.

Time completed: 2 minutes 27 seconds

1. What did you find most challenging about this experience?

The viewing of all the different colors, not many show on the screen at once. No easy organization. Search field helped, but without that it would've been HORRIBLE finding those colors.

2. What would make it better for you?

Ability to sort by color family. Smaller images of colors, almost list set up with small color box to reference.

3. When you shop for fabric in a traditional store, how do you find the products you need?

Just by searching their felt section. I typically gravitate towards bright colors, or colors that match my yarn for wreaths.

4. What is the biggest drawback from buying fabric online?

Not being able to hold the colors together and see how they look together or to feel them. Not being able to actually SEE what is in your cart.

Task 2

For this task, Lauren navigated to the “products” page. She clicked the swatch card which opened in a new tab with a photo of the swatch card. She attempted to click a swatch before she realized she cannot order from the swatch card. She kept the tab open and returned to the tab with the open “products” page. She clicked the color “mustard relish” which opened the swatch to order size 36 x 36. She clicked “order” which brought her to the cart, and returned to “products” to continue.

After selecting two wool alternatives, Lauren returned to the “products” page and clicked “Xoticfelt” which directed her further down the page to the list of colors. She chose “grass skirt” placed it in her cart and returned to the “product” page as before. Here she chose the same color again and added to her cart to complete the task.

Time completed: 3 minutes 13 seconds

5. Did this page help in comparing products? Why or why not?

It wasn't laid out very well. There needed to be more text explaining the different varieties of felt materials. And although the lists/links of all the colors - I wish I could see the colors at this point instead of just seeing their names.

6. What information, if any, was missing or hard to find for you?

Basic info on the types of felts. Pricing info for different types. It would be nice to compare the prices for the different types of felts.

7. What did you like about this page?

I liked that everything was on one screen. Easier to navigate because it was all in one place. I liked when you clicked on the felt type at top it scrolled you down to the color listings.

8. What did you dislike about this page?

Why is shipping info randomly here? Needed bigger, more photos, examples of colors. For those who don't know much about felt, they would be lost.

Task 3

Lauren started the final task from the “products” page. She stayed here for quite a while trying to remember how she ordered the felt in Task 1. She clicked “home” and “start shopping now” where she found the search bar. She typed “fresh linen” which brought up the sizes available. She chose the correct size and clicked “details” from the swatch to confirm the percentage of wool matched.

She moved on looking for “white”. Here she hit a snag, as there are multiple product lines which offer that color. She clicked each “white” and checked the “details” from the “swatch” page. She found a swatch with the correct size and percentage of wool but the color was “antique white”. This frustrated her and she clicked on “wool felt” to see if she could find the size and color in the blend needed quicker. She chose the percentage and size required and searched through all pages until she found “white”. She clicked “order” which took her directly to the cart. She clicked “wool felt” from her cart followed by the percentage required, when she realized the search bar was at top and used that for the remainder of the task, deciding it is easier to check the details of the search results rather than cycling through so many pages to locate the correct color.

Time completed: 6 minutes 48 seconds

9. Now that you know the percentage of wool in the colors required, does the experience get any better? Would you ever need to shop this way? Why or why not?

Yes, you are able to eliminate some of the products, but still horribly difficult. No easy way to sort. Not enough results per page.

10. How do you like the look of the site?

No. Reminds one of a child's blog. Background is ugly, feels cheap and boring. Just so basic and unappealing. Text is small. Ugly font. Is the sheep really necessary? Reminds me of children.

11. What makes you want to share a website with friends?

Not much. They have a huge variety it seems, but hard to navigate. There needs to be a better search window on EACH page. No simple searching. No simple sorting. Better color examples.

12. Is this a page you would “like” on Facebook? Why or why not?

Their Facebook page is adorable! Seems so much more fun, up-kept, exciting and YOUNG! It is much more appealing to my age group. Seems like it is updated, whereas the website looks like it has remained untouched since the 90's.

Summary: Lauren seemed to have the greatest opinion about the overall look and feel of the site. This could be in part to her use of the search bar which made her navigation of the site somewhat easier. She found the site dated and childlike. Lauren wanted the swatches to be listed by color and to see them all at once. She also wanted to see the price groups and sizes available for each product side by side.