

USER FEEDBACK

TASKS

- 1. As a new user, please attempt to browse the products (without having to sign up for an account)
- 2. From the home page, please attempt to search for a product, with a specific search filter criteria (ex: gender, price, brand)
- 3. From the home page, please attempt to add an item to your cart, and continue shopping for other items

PAIN POINT	RATING	ASSESSMENT & ACTION
“On the landing page, the enter button is down below my viewable area and it took me a little while before I even realized it was there.”	1	This is largely a result of the user’s screen being a different ratio than the prototype they tested. As a responsive web app the finished product would solve this issue with scaling for all devices. This did however motivate the movement of the ENTER button higher on the screen for faster recognition on all screen sizes.
“Maybe make the font a little smaller on the search filters so you can fit more options on the screen without having to scroll.”	2	This is also a result of the user’s screen being a different ratio than the prototype they tested, although upon review the filter options were made smaller for improved appearance and tighter funtcion.
“Looks good but I would put the add to cart at the top, some people know what they want and wouldn't scroll to read the description.”	3	Excellent point. The product description text is now truncated, with a “Show more” button to reveal the full description, allowing the ADD TO CART button to show without scrolling.

COMMENTS

- “I was able to order a watch very easily. Smooth check out. The lay out is ideal for shoppers and intuitive.” **JEN**
- “Adding items to my cart was easy and I had the ability to continue shopping from my cart and even when I started the check out process which was a nice option.” **MARLEY**
- “Products were clear and easy to find and browse, not too cluttered. Organized neatly which allowed me to find my own way easily.” **NATE**