**Mini User Journey**

Use this form to record your notes/observations during your usability testing session and any subsequent sessions. Create a copy for each task. Have at least two team members making notes during the session.

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| **Task: Sign up for website mailing list.** *(Description of the task user will complete)* | | |
| **Task Step**  *(Expected steps)* | User clicks ’Contact’ on the navigation menu | They scroll past the contact form to the mailing list subscription form |
| **Actions Taken**  *(What did the user actually do?)* | User scrolls to bottom of landing page. User stays for a few seconds, visibly confused. | User needs a hint to go to the Contact page on the prototype to find the mailing list sign up form |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | Confused, frustrated | Embarrassed |
| **Issues**  *(What issues did the user run into?)* | Mailing list is no easily visible from the homepage | Perhaps mailing list should not only be in the ‘Contact’ section as this appears to be unintuitive |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* | Have the mailing list form be more visible to the user | Perhaps a CTA for the mailing list is required as it is a primary action we want the user to take |

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| **Task: Tell me what weekly events I can go to on a Wednesday in Manchester.** *(Description of the task user will complete)* | | |
| **Task Step**  *(Expected steps)* | User clicks ‘Location’ on the navigation menu. | They read the information available, and discover the options available to them on a Wednesday. |
| **Actions Taken**  *(What did the user actually do?)* | User hesitates before clicking ‘Location’. They move their mouse between the options. | User makes a point of the page being information heavy – it is difficult to scan the page to find an event for Wednesday. |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | Confused | Frustrated |
| **Issues**  *(What issues did the user run into?)* | ‘Locations’ may be too broad of a term for the site’s page. | The page is formatted in a way that hinders the user’s ability to find specific information quickly. |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* | Consider a more user friendly name for the area of the site that advises users where to go out in Manchester | Improve the format of the mostly text-based page to allow for quicker information scanning |

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| **Task: Find information on what to wear in Summer** *(Description of the task user will complete)* | | |
| **Task Step**  *(Expected steps)* | User clicks ’Seasons’ on the navbar, and then selects ‘Summer’ from the dropdown that appears |  |
| **Actions Taken**  *(What did the user actually do?)* | Success. User successfully locates Summer option. | Once on the page, user feels that the content is vague and generic. |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | Happy, normal | Confused |
| **Issues**  *(What issues did the user run into?)* |  | The page’s content did not meet the expectations of the user. |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* |  | Improve the content and perhaps make the format of the page more appealing to the user. |

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| **Task: Find information on what to wear in Winter** *(Description of the task user will complete)* |
| **Task Step**  *(Expected steps)* | User clicks ’Seasons’ on the navbar, and then selects ‘Winter from the dropdown that appears |  |
| **Actions Taken**  *(What did the user actually do?)* | Success. User successfully locates Winter option. | Again, once on the page, user feels that the content is vague and generic. |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | Happy, normal | Confused |
| **Issues**  *(What issues did the user run into?)* |  | The page’s content did not meet the expectations of the user. |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* |  | Like the Summer page (and probably all the Seasonal options) improve the content and perhaps make the format of the page more appealing to the user. |

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| **Task: Find (and follow) the Instagram account of the guide** *(Description of the task user will complete)* | | |
| **Task Step**  *(Expected steps)* | User scrolls to footer to find the social media icons | User clicks the Instagram icon, is taken out of the site |
| **Actions Taken**  *(What did the user actually do?)* | User clicks ‘Contact’ and scrolls to the footer | User clicks Instagram icon on the footer. |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | Happy (the user does not know that this is not how we expected it to be completed) | Happy |
| **Issues**  *(What issues did the user run into?)* | Not an issue, but the task was completed in a different way to how we expected it to be completed |  |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* | We could make the social media options more visible so that there are less clicks to the target | However, the social media aspect of the site is not a large factor of success, so we could allow for user error in this case |