**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: Navigate around the website to find and test different areas.** | | | | | | |
| **Task Step**  *(Expected steps)* | Navigate to the news section of the website | Engage in a communications portal within the site to talk to other MMU students | Find clothes and inspiration easily and quickly (under 30 seconds) | Utilise the discounts and codes available on the website | Access the blog posts | Be able to use the search bar to speed up waiting times |
| **Actions Taken**  *(What did the user actually do?)* | The user was able to navigate to the news section of the website quickly. They either utilised the search bar at the top of the page, or they followed the link to the newsletter at the bottom of the page. | The user tried to click through to social media links to try to engage in a community. | The front page of the site had clothes and inspiration at the top making it easy for the user to find and click. | The user could see the discounts clearly displayed at the top of the page and would click through to the link. | The user was able to access the blog post quickly due to the link on the home page. | The user searched for specific clothing items, the blog, news and discounts. |
| **Feeling**  *(Based on your observation, how does the user feel? Can be written or illustrated as a graph.)* | The user seemed calm and was able to find the news section quickly and methodically. | The user seemed anxious to be the first to comment on any posts and seemed reluctant to engage. | The user was sad they were unable to find clothes that matched their gender identity. | The user felt no pressure or rush to buy clothes or utilise the discounts. | The user was happy to be able to access the blog posts easily and read opinions across MMU. | The user seemed frustrated by the lack of inclusivity of the search bar, and felt disconnected from the guide due to their different nationality. |
| **Issues**  *(What issues did the user run into?)* | No issues noted | The social media posts caused a lot of likes however very little discussion, making it difficult to create a sense of community and inclusion with this guide. | The site algorithms promoted mainly women’s outfit ideas at the top of the page, which is not inclusive to the target audience. | After talking to the user, it was found that the discounts were not used often as there was no urgency or time frame in which they expired. | The blog post link was only available on the home page. | The search bar did not find everything the user searched for. For example, when using American slang for trousers such as ‘pants’, the search bar proved no results. |
| **Design Opportunities**  *(How can you iterate your design to avoid these issues?)* | We are happy with the current design of this. | A communications and discussion forum within the site itself could be utilised to create a greater sense of community. | Modifying the algorithm to encourage all clothing types for all genders to be displayed at the top of the page would encourage inclusivity and promote a more welcoming guide. | Incorporate a time frame into the discount offers to encourage them to be utilised. | To encourage users to read the blog, it may be better to position a link to it on the footer at the bottom of the webpage, so that whatever page the user is on, they are able to access the blog. | As students from MMU can come from anywhere in the world, it is important to utilise all different language options and slang to improve user experience. |