Usability Testing and Analysis

Devana Sherrod

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Heuristic Analysis

The user interface and experience for the Savor Bittersweet E-commerce app was evaluated with scores on a scale of 0-5.

0-Deficient, 1-Needs Improvement, 2-Fair, 3-Good, 4-Great, 5-Excellent.

**Visibility & System Status**: 5

The users are aware of what pages they are one based on the labeling and content.

**Match Between System & the Real World**: 5

The icons and terminology are familiar to the users.

**User Control & Freedom**: 4

You can exit any screen at any time by clicking the back arrow, menu, or by clicking the “x”. Once you have entered the try-on experience screen, there is no “x” but instead an “exit” button. This is straightforward, but some people might like the exit to be consistent with an ‘x” in the upper right corner instead. Although, there is a reason I made this design choice.

**Consistency & Standards**: 5

The app is consistent and easy to learn.

**Error Prevention**: 5

There isn't much space to cause errors unless there are spelling errors for account creation. Otherwise, there are the requirements listed for your password on account creation and would be highlighted red if those requirements weren't met. You are also allowed to delete uploaded photos if you decide to delete.

**Recognition Rather than Recall**: 4

There is not much information to remember, especially if you have an account created because that is intended to save everything. For example, it would save your favorites, so you don't have to scour the app for the things you like when you come back and are ready to make a purchase. The menu button could be made larger for better visibility.

**Flexibility & Efficiency of Use**: 4.5

Personalization is available when you have an account and also you can create personalized items to purchase if you order from the “custom” part of the menu. The logo on the header bar should be a clickable component that also goes back to the home page. (I had trouble trying to change this element before the user testing, but it is a change I would like to implement.)

**Aesthetic & Minimalist Design**: 5

Only essential content is visible.

**Help Users Recognize, Diagnose, & Recover from Errors**: 5

There aren't a lot of opportunities to make errors for the functional aspects of the app.

**Help & Documentation**: 5

FAQ section is available in the menu. Each item listing has additional FAQs for the specific item. The app itself is easy to learn.

Tasks

* Explain/show two ways to navigate to product page.
* Explain how to use try-on feature.
* Explain how to create an account.
* Explain/show 2 ways of how to add items to cart.
* Show how to exit various screens.
* Explain the use of the upper right icons/navigation.
* Explain where you would find a description of the product/specific product info.

Observations

● How long does it take to complete a task?

● How long it takes to explain what they are doing?

● Is their navigation fluid?

● Do they express non-verbal cues?

Task Qualitative Measurements

Participants were asked to rate the ease/efficency of completing of each task on a scale of 1 (very difficult/very inefficient) - 10 (very easy/very efficient).

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| --- | --- | --- |
| Tasks | Participant 1 Rating | Participant 2 Rating |
| Explain/show two ways to navigate to product page. | 10 | 10 |
| Explain how to use try-on feature. | 10 | 10 |
| Explain how to create an account. | 10 | 10 |
| Explain/show 2 ways of how to add items to cart. | 10 | 10 |
| Show how to exit various screens. | 10 | 10 |
| Explain the use of the upper right icons/navigation. | 10 | 10 |
| Explain where you would find a description of the product/specific product info. | 10 | 10 |

|  |  |  |
| --- | --- | --- |
| How would you rate the experience? | 10 | 10 |
| How would you rate the design? | 9 | 10 |

Questionnaire

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| --- | --- | --- |
| Questions | Participant 1 Answers | Participant 2 Answers |
| Is account creation hassle-free? | Yes, besides creating accounts in general is a hassle, but I understand why it would be necessary. | Yes. It's respectful to the user's time. |
| Is checkout straight forward? | Yes. | Yes. |
| Did anything prevent you from completing the task(s)? | No, I loved it. | No. |
| Is there anything missing from the homepage or navigation you would expect to be there? | All the sections from the menu could be added as photo sections to the home page, but it’s not awfully necessary. | “My account” should also be in the navigation. |
| What was most helpful to you about the design? | Straightforward and easy to use and navigate. I like the big photos on the home page and the slide shows that show the models wearing the designs before you click on specific items so you can see what it looks like on someone. There are no distractions or unnecessary elements. | It is user friendly, and all the icons and menu are simple and easy to find. |
| Did anything about the design confuse you or make you think you weren't completing the task(s) properly? | No. | No. Using Figma to access it was the most complicated part. |
| Is the try-on feature useful/would it compel you to complete a purchase? | It's useful because I would like to compare different items and so I could see what different chokers would look like on my neck and everyone has different neck lengths, I would want to be able to see before purchasing a big one if my neck would even have enough space to wear it. I would be more likely to buy it if I know it would look good on. | Yes. I would more confidently complete a purchase. |
| If you could change something about the experience/design what would it be? | Make the menu button larger. I can see it fine but other people with worse vision might miss it because of how small it is. | Just adding my account to the drop-down menu. |

Recommendations

|  |  |  |
| --- | --- | --- |
| Usability Problem | Severity | Soultions |
| The menu button should be larger. | Low | Increase the font size for the menu icon so it is more eye catching as it is the primary place of navigation. |
| There should be more white space between the search bar and the first image on the home page, at least the same spacing distance as the menu from the first image. | Low | Allow more margin room between elements and keep it consistent on each page the search bar is present. |
| Add my account in the dropdown menu. | Low | Adding my account to the menu would be good for having multiple access points to this feature and leading them to account creation. The icon could just be used as a shortcut. |
| Add AI chat. | Suggestion | In the final product, it would be good to have an AI chatbot to eliminate the need to tend to many customer service emails. |