

## Fashion Nova Usability Testing

12.5.20

### Participant 1 (LivelyLlama8182):

*Age: 25, Female, US*

**Question 1 (Verbal):** *Describe first impressions of the website. How easy/difficult to navigate does the site appear to be? How do you feel about shopping at this site?*

- User relates to this scenario.
- Likes the visual, modern appeal of the interface (“sleek”).
- Appears very easy to navigate.
- Sales/deals and categories are easy to find.
- Is incentivized to shop at the site.
- **Time: 1:33**

**Task 1:** *Find the most affordable evening gown on the website*

- Large number of categories for gowns might be a bit confusing for the task.
- Selects luxe, high fashion category.
- Resorts to searching for “evening gowns” rather than browsing categories.
- Finds and selects “*Evening Debut Gown - Burgundy*”.
- **Time: 2:33**

**Task 2:** *Add this evening gown to your shopping cart.*

- Size was sold out for the individual.
- User chose another size as if shopping for a friend.
- Appreciated full confirmation of addition.
- Bothered by pop up advertisements during search, and had to restart search.
- Sorts by price and received a much larger number of results than before.
- Finds and selects “*Evening Debut Gown - White*”.
- **Time: 0:46**

**Task 3:** *Go to the shopping cart to view your current number of items.*

- Shopping bag is very clearly labeled.
- Recently viewed option was interesting to the user, not an expected function.
- Can easily see that one item is in the cart.
- Cart interface is user intuitive.
- Appreciates that cart allows the user to edit selection (size color).
- Likes that discount codes can be used.
- No apple pay.
- User added to cart.
- **Time: 2:07**

**Task 4:** *You changed your mind! Remove the item from the shopping cart.*

- User easily removes the item from the cart.
- **Time: 0:11**

## **Participant 2 (Subu53):**

*Age: 21, Female, US*

**Question 1 (Verbal):** *Describe first impressions of the website. How easy/difficult to navigate does the site appear to be? How do you feel about shopping at this site?*

- Appreciates the fun advertising.
- Is a bit confused about how advertised discounts interact with one another.
- Visual advertisements of clothing articles are a plus.
- Likes that the models are in real-life scenarios.
- Appreciates the variety in clothing categories.
- Especially interested in the image search functionality on the site.
- The user wants to shop at the site.
- Considering purchasing gifts for others.
- **Time: 4:37**

**Task 1:** *Find the most affordable evening gown on the website*

- Large number of categories for gowns might be a bit confusing for the task.
- Selects “sexy dresses”.
- Resorts to searching for “evening gowns” rather than browsing categories.
- Bothered by pop up advertisements during search, and had to restart search.
- Sorts by price and received a much larger number of results than before.
- Finds and selects “*Evening Debut Gown - White*”.
- **Time: 3:50**

**Task 2:** *Add this evening gown to your shopping cart.*

- All sizes were out of stock, left item to choose another option.
- Page took a large amount of time to load.
- Saw that many other options were also out of stock.
- Instead added “*Evening Debut Gown - Burgundy*” to the cart.
- **Time: 2:07**

**Task 3:** *Go to the shopping cart to view your current number of items.*

- Price with shipping is easy to see.
- Easily finds quantity and price.
- Doesn't like that the item is not exchangeable or returnable.
- Details that purchase options are easy to find, appreciates initial other item recommendations.
- Further recommendations were not applicable.
- **Time: 2:28**

**Task 4:** *You changed your mind! Remove the item from the shopping cart.*

- Easily removes the item from the cart.
- **Time: 0:18**

### Participant 3 (AncientScorpion178):

*Age: 30, Male, US*

**Question 1 (Verbal):** *Describe first impressions of the website. How easy/difficult to navigate does the site appear to be? How do you feel about shopping at this site?*

- Is familiar with Fashion Nova.
- Clean, simple interface.
- Doesn't like how quickly images flash by, wants to be able to get a better sense of outfits.
- Images are large and high quality.
- Not the user's favorite place to shop.
- Very average experience with the site.
- **Time: 3:50**

**Task 1:** *Find the most affordable evening gown on the website*

- Large number of categories for gowns might be a bit confusing for the task.
- No particular "Evening Gown" category.
- Resorts to searching for "evening gowns" rather than browsing categories.
- Bothered by pop up advertisements during search, and had to restart search.
- Sorts by price and received a much larger number of results than before.
- Had to redo search for the item.
- Finds and selects "Evening Debut Gown - Burgundy".
- **Time: 3:19**

**Task 2:** *Add this evening gown to your shopping cart.*

- All sizes were sold out but S and XS.
- User added to cart.
- **Time: 0:32**

**Task 3:** *Go to the shopping cart to view your current number of items.*

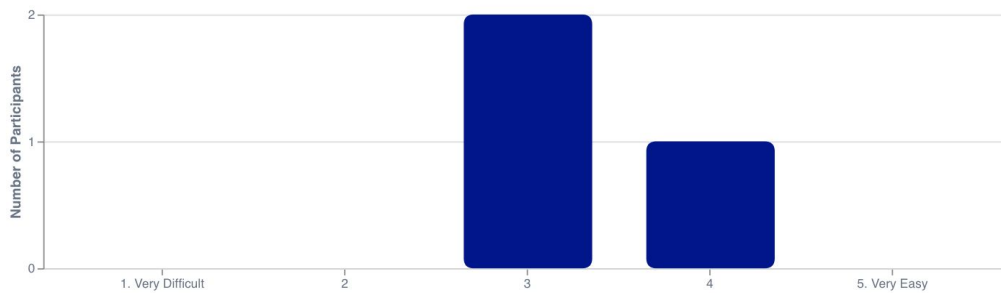
- Appreciates that there aren't discrepancies in pricing.
- Doesn't like the empty space in the shopping cart interface.
- Image of the item is too small.
- Item information is easy for the user to read.
- **Time: 1:41**

**Task 4:** *You changed your mind! Remove the item from the shopping cart.*

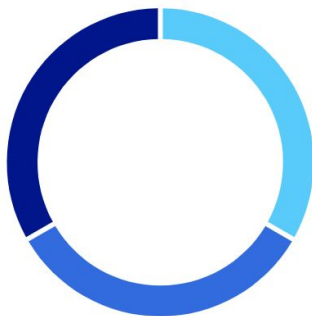
- User easily empties the shopping cart.
- **Time: 0:17**

## Task Data:

**Task 1:** Participants had some degree of difficulty completing the task, but were able to execute the assignment.



Did you complete the task successfully?

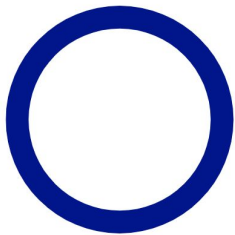


- Yes, I'm sure I completed the entire task successfully. (1)
- No, I'm not sure if I completed the entire task successfully. (1)
- No, The site's information or navigation was poor. (1)
- No, The task took too long that I gave up. (0)
- No, I encountered an error or a bug. (0)
- No, I was confused by the task instructions (0)
- No, Other (please explain out loud) (0)



**Task 2:** Participants had a very easy time completing the task.

Did you complete the task successfully?

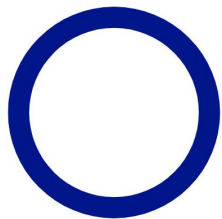


- Yes, I'm sure I completed the entire task successfully. (3)
- No, I'm not sure if I completed the entire task successfully. (0)
- No, The task took too long that I gave up. (0)
- No, The site's information or navigation was poor. (0)
- No, I encountered an error or a bug. (0)
- No, I was confused by the task instructions (0)
- No, Other (please explain out loud) (0)

Overall, this task was:



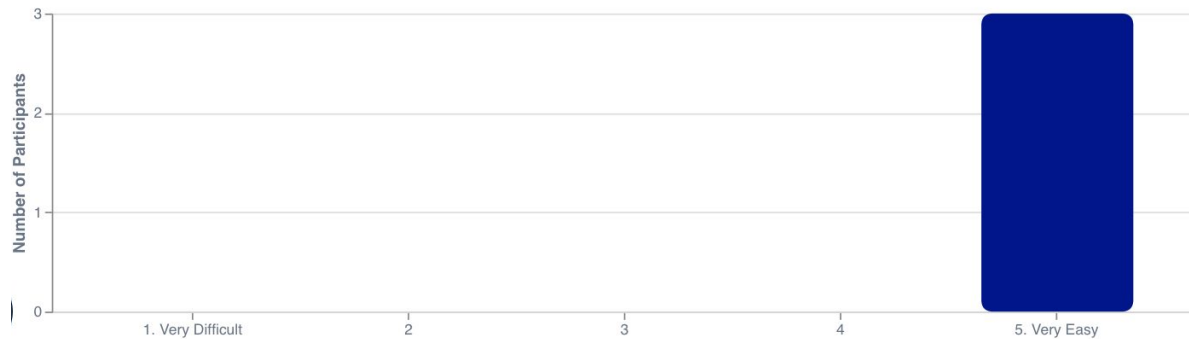
**Task 3:** Participants had a very easy time completing the task.



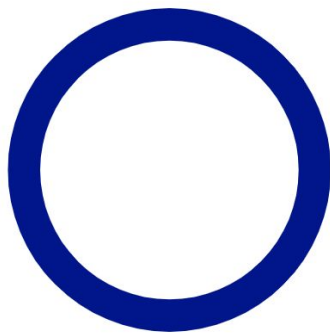
- Yes, I'm sure I completed the entire task successfully. (3)
- No, I'm not sure if I completed the entire task successfully. (0)
- No, The task took too long that I gave up. (0)
- No, The site's information or navigation was poor. (0)
- No, I encountered an error or a bug. (0)
- No, I was confused by the task instructions (0)
- No, Other (please explain out loud) (0)



**Task 4:** Again, participants had no issues completing the task.



Did you complete the task successfully?



- Yes, I'm sure I completed the entire task successfully. (3)
- No, I'm not sure if I completed the entire task successfully. (0)
- No, The task took too long that I gave up. (0)
- No, The site's information or navigation was poor. (0)
- No, I encountered an error or a bug. (0)
- No, I was confused by the task instructions (0)
- No, Other (please explain out loud) (0)

### Data Compilation:

Task	Moderate	Easy	Very Easy
Task 1	2	1	0
Task 2	0	0	3
Task 3	0	0	3
Task 4	0	0	3