# **Test Result Analysis**

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**1 Product Essential Information**

My product "Beijing FastCare" aims at helping the user to find a clinic or a pharmacy in a given area of Beijing on my site, and successfully look into details about this clinic or pharmacy, including address, telephone numbers and open time. Due to my main persona is college students, I designed "Medical Care" section and offered some other information about special medical care service centres, such as pharmacies, massage and vision care. For sustainable profit consideration, I added "Healthcare Consultant" for original content publishing, paid service and advertisements. For merchants' convenience and customers' feedback in time, the section "Contact Us" provided entrance for merchants' further collaboration of registration and management, opportunity for adverts exposure and optimization suggestion box for customers.

**2 Test Design**

My usability test recruits 5 individuals who are college students having medical care needs as the typical persona shows. Assuming they are already logged in the site and started the journey, 3 tasks are designed for testing as follows:

1. Participants will be required to find the detailed information of Clinic 1 in St. Andelibei in Dongcheng District.

2. Participants will be required to find the detailed information of Pharmacy 1 in St. Andelibei in Dongcheng District.

3. Participants will be required to explore different pages, getting to know its main function and give suggestions to the page.

**3 Test Result Analysis**

Average time needed for completing all the tasks is around 5 minutes each person. According to the testing feedback, the average evaluation score of this site is 3.7, and following problems are exposed:

**3.1 Unnecessary Search Bar**

Participants are designed to find the result mainly through clicking boxes of different categories and different locations, therefore, the search bar on the top of the page is redundant and could cause distraction for users: the users' attention will firstly be dragged to this search bar, because it is just below the site title. Participants' suggestion is to remove this bar and leave more space for main content of the web page.

**3.2 Unclear Classification**

The most time consuming task is task 2, which requires users to find a pharmacy. 4 of 5 users have difficulties when looking for the button representing "Searching Pharmacy", which is under the section of "Medical Care". Participants' feedback shows that there is no explicit cues reminding the correlation between the subsection "Searching Pharmacy" and the section "Medical Care". When they are reminded that "Searching Pharmacy" is in the section of "Medical Care", most of them are very confused. Instead, participants considered "Searching Clinics" and "Searching Pharmacy" more correlated and suggested that these two subsection should be parallel: After starting task 2, they still clicked the section "Searching Clinics" and tried to find a pharmacy over there. Therefore, reclassification and description words in the navigation bar are needed.

**3.3 Faint Interface Design**

For aesthetics consideration, I designed some icons and subtitles in the category area. However, the font size of my subtitle is far too small comparing with that of other contents, which causes trouble for participants: they cannot find where is the category choosing area and directly clicked the location choosing area. Optimization strategy could include reducing the icon and enlarging the font size.

**3.4 Lack of “My Centre”**

Assuming the log-in process has already accomplished, there is no special section for the user to observe and manage their own personal account, which is still not complete enough. For long-term profit consideration, users’ order for content or related products and personal needs for healthcare should be recorded. Related section will be added to the site.