

Presentation of test data

The think aloud test was meant to test the usability of and how clear the proposed solution is compared to the current one. Users were asked to answer in detail a few questions about the design and usability. Some of the users are experts in the field so it doubled as an expert review as well. The answers shed a light on problems with the solutions and what the users found better with the proposed solution compared to the current one.

No problems were encountered in the testing, overall it went good.

Based on the answers there were made changes to the design to try to make the solution more clear and appealing.

Test:	Think aloud test
Participants:	8 persons, female & male, danish and Icelandic, 25-59.
Questions:	<ol style="list-style-type: none">1. What is this website about?2. What do you think about the design?<ol style="list-style-type: none">a. Is it clear?3. Is there anything that disturbing you from the purchase?4. Is there anything that makes you not to continue with ordering subscription?5. At what point are you ready to subscribe?<ol style="list-style-type: none">a. Eg how much information do you need to purchase? (What additional are important?)6. What about the form?<ol style="list-style-type: none">a. How do you like it? Did you notice any difference?b. Do you think it is better or worse (comparing with boxes fields)?
Most relevant answers:	Hard to see that the delivery is included in the price. The small text feels like fine print

	<p>(something bad, when it's suppose to be good).</p> <p>New price should be first, not old.</p> <p>Icons are confusing, what are they for.</p> <p>First part looks cluttered and overloaded.</p> <p>Part with additional looks like conditions, not like a gift.</p> <p>Checkmarks look weird as user can not uncheck it.</p> <p>Plus sign looks weird, looks clickable.</p> <p>If all 4 steps in the form need to stick on the screen, active part becomes very small.</p>
Summary:	<p>It was clear what the web is about, most were familiar with Illustreret Videnskab already.</p> <p>Overall, they thought it was a bit too cluttered and too much information to read. Sometimes it was hard to continue because there was always new information when you scroll.</p> <p>Also people felt that additional part (with discount store and 12 digital numbers) is not important at all, so it should be a nice bonus, but not taking same equal attention and space.</p> <p>Everybody said they liked the colors.</p>

After those changes were implemented we tested again with an expert review.

Test : Expert Review

The expert review is meant to test the usability with experts in the field. The experts went through the website noting usability problems and how severe they are. The test was conducted based on Jakob Nielsen's 10 Usability Heuristics for User Interface Design. They are as follows:

1. Visibility of system status
2. Match between system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use

8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from
10. Help and documentation

Participants: 4 users, male and female, 25+

Comments:

1. Headers are descriptive. It is clear where you are.
2. The order of information is logical, would be nice to have tooltip on the icons, so it is clear (another solution for mobile). Images break up the flow nicely and communicate visually. Form doesn't validate correctly so it is not clear you should move on to betting.
3. Undo and redo is not possible, can not go back from the Choose payment. (add back button) in other places it is easy to go back.
4. The design is consistent, same icons used for same things. Same names for things that go together ect.
5. The form needs an error message if the email or tf is not correct, but forms validate nicely and it is hard to make mistakes because then you can not go forward. May be consider add alerts
6. In the form it is written what you have chosen(and possible to go back and change) all buttons are big and visible.
7. Buttons are clear and the design uses well know conventions (such as burger menu). The prices are clear.
8. Information is grouped accordingly and arranged in order from most relevant to least.
9. There are no error messages yet, but there will be on the form when the phone number or email are not valid.
10. In the burger menu there are FAQ and even though on the front page you see everything relevant you can read more. All call to actions are clear and follow relevant conventions.