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FWD 33 - UX  
FUNDAMENTALS

# USABILITY TEST REPORT

**BEST BUY CANADA**

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# DOCUMENT OVERVIEW

This document describes a test plan for conducting a usability test during the development of the Best Buy website. The goals of usability testing include establishing a baseline of user performance, establishing and validating user performance measures, and identifying potential design concerns to be addressed in order to improve the efficiency, ease of online ordering and end-user satisfaction.

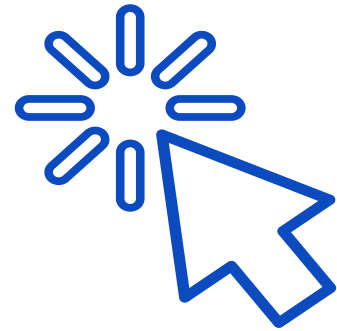
The usability test objectives are:

- To determine design inconsistencies and usability problem areas within the user interface and content areas. Potential sources of error may include:
  - Navigation errors – failure to locate functions, excessive keystrokes to complete a function, failure to follow recommended screen flow.
  - Presentation errors – failure to locate and properly act upon desired information in screens, selection errors due to labeling ambiguities.
  - Control usage problems – improper toolbar or entry field usage.
- Exercise the application or web site under controlled test conditions with representative users. Data will be used to assess whether usability goals regarding an effective, efficient, and well-received user interface have been achieved.
- Establish baseline user performance and user-satisfaction levels of the user interface for future usability evaluations.

The user groups invited to participate in this usability test were adults from the age of 20 to 40. These are students and professionals who are familiar with new technologies and have experience purchasing tech products and electronics online. The usability tests were conducted remotely via Zoom on the week of March 20th, 2023.

# EXECUTIVE SUMMARY

This report highlights the usability of Best Buy [www.bestbuy.com](http://www.bestbuy.com). We have conducted interviews with typical users of the website and assigned them small tasks related to its information. Through these means we have been able to gain valuable information about our brand, our users, and improve the overall user experience. All tests were conducted via Zoom.



## THE USABILITY TEST PROCEDURE

- **Introduction**
- **Pre-Test Questionnaire**
- **Usability Test**
  - **First Click Test:** Asking the participants to imagine they are amateur music producers and where they would click first on the page.
  - **Five Second Test:** Showing participants the homepage for 5 seconds and asking them specific questions related to the homepage
  - **Preference Test:** Showing the participants four comparable websites homepages and asking them which one they prefer.
- **Four Tasks:**
  - **Task 1:** Asking the participants to use the search function to find a monitor within the budget of \$250 and that has a refresh rate of 144hz.
  - **Task 2:** Asking the participants to add an item to the cart and access the online ordering process.
  - **Task 3:** Asking the participants to locate the policy to return a defective item.
  - **Task 4:** Asking the participants to locate the contact information for their customer support.
- **Post-Test Questionnaire**
- **Usability Test Results**

## GOALS

- Assess how easy it is to use the Best Buy website by looking at how simple it is to find things, search for items, and complete the checkout process.
- Evaluate how the layout helps customers locate the items they want to buy.
- Find the pain points customers face when trying to buy something from the Best Buy website.

# METHODOLOGY

The usability test sessions were conducted with six participants via remote Zoom calls. Each participant was asked to open the Usability Questionnaire in one browser tab, and the Best Buy website in another. The Usability Questionnaire asked them a variety of questions relating to their demographics and past experience purchasing electronics online. They were asked to fill out these questions and then were guided to tests on the Usability Hub. These tests (First Click Test, Five Second Test, and Preference Test) were used in order to determine the participants' first impressions of the website.

In addition to these questions and tests, the participants were also given tasks to complete. These tasks were instrumental in our assessment of how a customer might navigate and interact with the website.

The measurements collected included how customers rate the current usability of the website as well as suggestions for improvement.

## PARTICIPANTS

Six participants were recruited from our classmates, friends and family. We made an effort to select participants who fit into our Ideal User Types.

The team selected participants who are familiar with tech products and have purchased items online in the past. They have the ability to use the test tools, such as an internet browser, Zoom software, etc.

# IDEAL USER TYPES

## TECH SAVVY SHOPPERS

Individuals who are enthusiastic about tech and innovation. These individuals are aware of the latest technology available and are eager to try new software and hardware.

## MUSIC PRODUCERS

Individuals who are passionate about music and audio production. They are motivated to find the best equipment to produce the best sounds.

## GAMERS

Individuals who are passionate about all-things gaming. They follow the latest game releases and look for computers and monitors that will allow them to have the best gaming experience.

## STUDENTS

Individuals who are enrolled in education and want to have the best software and hardware to support them in their learning.

## BUSINESS OWNERS

Individuals who are interested in obtaining the best technology and business solutions for their staff and business.

## HOME OWNERS

Individuals who are interested in purchasing electronics for their homes.



# PERSONA: THE MUSIC PRODUCER

## Keith Harrison (Keison)



"If there is love in this life, we're unstoppable." - Avicii

Age: **28**  
Work: **Music Producer**  
Family: **Single, No Kids**  
Location: **Burnaby, BC**  
Character: **Musician**

### Personality



Modest Patient Versatile Passionate

### Bio

Growing up with a passion for music of all kinds, Keith, also known online as Keison, is small time music producer with a small studio where he works out of as a freelancer in the music industry. Having made many projects for clients & not feeling as if he's making an impact on people's lives, Keith has started to elevate his game as a producer & has focused on making music he feels would express himself as a person & artist for anyone to listen to on SoundCloud.

Music is the driving force behind Keith's life & he hopes to deliver something that can help people fall into a reverie & escape the stresses of life, even if for but a few mere minutes.

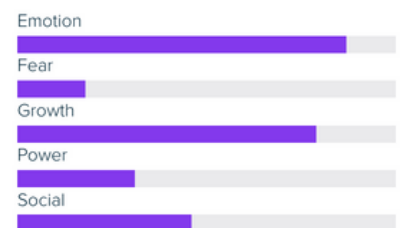
### Goals

- Make an impact on the world through his music & making his music known.
- Become recognized & potentially hired by a record label as a music producer.
- Meet Deadmau5.
- Travel the world & playing his music for large crowds.

### Frustrations

- In need of new audio equipment at an affordable price.
- Having to click through many links in a website's navigation to find what he's looking for.
- Neighbors constantly knocking at his door due to sound leakage.

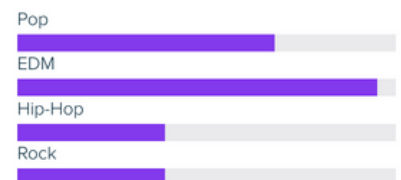
### Motivation



### Brands & Software



### Preferred Music Genres







## TRAINING

Participants were guided through the Usability Questionnaire by the call moderator. No training was required for these usability test sessions.

## PROCEDURE

Participants took part in the usability test via remote screen-sharing technology. The facilitator briefed the participants on the web site and instructed the participant that they would be evaluating the application, rather than the facilitator evaluating the participant. The facilitator asked the participant if they had any questions.

Participants completed pretest demographic and background information questionnaires. The facilitator explained that the amount of time taken to complete the test task will be measured and that exploratory behaviour outside the task flow should not occur until after task completion. At the start of each task, participants read aloud the task description and began the task. Time-on-task measurement began when the participant started the task.

The facilitator instructed the participant to 'think aloud' so that a verbal record exists of their interaction with the web site. The facilitator observed and asked the participant to take part in follow-up questions and evaluate the task's difficulty.

After each task, the participant completed the post-task questionnaire and elaborated on the task session with the facilitator. After all task scenarios were attempted, the participant completed the post-test satisfaction questionnaire.

## MODERATOR SCRIPT

A moderation script was developed by our usability team in order to create consistency among tests.



*Hi, my name is [ ] and I'll be running this session with you today.*

*First of all, thanks for agreeing to come in. I really appreciate it. We should be here for about twenty minutes today.*

*If you don't mind, I'm going to read the next couple of things from my script to make sure I cover everything.*

*Best Buy is optimizing their web site and we want to find out if it works for real users – people like you.*

*This isn't a test for you. There are no right or wrong answers. Instead, you are helping us to test the website. So, please be honest – you won't hurt the developers' feelings.*

*We will be recording this session in order to be able to reference it as we work on this project.*

*If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, just let me know. Do you have any questions before we begin?*

*OK, let's start.*

*Please answer questions 1 to 8 prior to moving on to the tasks.*

*Thank you.*

*Now, let's move on to these quick tests. Please begin by clicking on the 5-Seconds Test and completing it. Now let's move on to the Preference Test. Finally, let's move on the First Click test.*

*The first thing I'd like you to do is read this out loud and then go ahead and do what it says.*

*When completing each of these tasks, please go as far as you would if you were working on your own.*

*There's one thing you can do that will really help me as we go through the session today, and that is I'd like you to think out loud. By that, I mean while you are working with the website I want you to tell me what you're thinking as you go along. For instance if anything acts differently than you expected, or if you are trying to work out what to do next, say those things out loud.*

*I will be right here, but I might not be able to answer your questions. When you are done, say "I'm done" or "I would stop here."*

**[TASK1]** *Use the search function to find a monitor within the budget of \$250 and that has a refresh rate of 144hz.*

**[After Task 1]** *Please go back to the questionnaire and answer the follow up question.*

*Thank you. Now let's move on to the next one. Please remember to think out loud.*

**[TASK2]** *Add an item to the cart and try the online ordering process. There is no need to add your payment information – Go as far as you want.*

**[After Task 2]** *Please go back to the questionnaire and answer the follow up question.*

*Thank you. Now let's move on to the next one. Please remember to think out loud.*

**[TASK3]** *Find the policy for returning a defective item.*

**[After Task 3]** *Please go back to the questionnaire and answer the follow up question.*

*Thank you. Now let's move on to the next one. Please remember to think out loud.*

**[TASK4]** Find the contact information for their customer support.

**[After Task 4]** Please go back to the questionnaire and answer the follow up question.

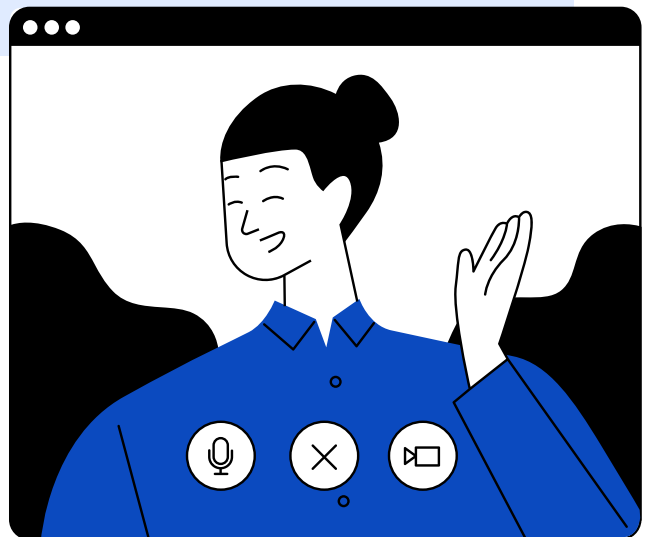
Thank you. Now... This session is nearly over – If you could please complete the post-test questions.

**[After all questions completed]** Thank you. Your feedback has been very helpful. Do you have any questions for me about what you just worked with?

Thank you again! Shortly after this session, you will receive a gift card.

# ROLES

There are several roles required to organize and produce this report. These roles were laid out as described below.



## TEST FACILITATOR

- Introduces testing environment to participants
- Describes the purpose and use case scenarios to participants
- Orientates participants when confused or in need of help
- Assists in refining information gained from test scenarios

## DATA LOGGER

- Inputs and tracks users' test data

## TEST OBSERVER

- Silently observes, notates, and highlights test outcomes

# USABILITY TASKS

Listed below are tasks and tests that our team came up with in order to properly test our participants.

## PRE-TEST QUESTIONS:

Participants were first asked to complete the pre-test questionnaire. These were 8 questions in total and were intended to get a sense of how they would fit into our intended archetypes.

1. Gender \*

☐ Male

☐ Female

☐ Other: \_\_\_\_\_

2. Which of the following age ranges are you in? \*

☐ Under 25

☐ 25-35

☐ 36-45

☐ 46-55

☐ 56-65

☐ Over 65

3. What do you do for work? \*

Your answer \_\_\_\_\_

4. How often do you buy something online? \*

☐ Less than once a month

☐ Once or twice a month

☐ Once or twice a week

☐ Several times a week

5. How would you describe your knowledge about current technology products? \*

☐ "I'm an early adopter... Always in line for the newest product!"

☐ "I'm not afraid to try new tech but I don't search it out."

☐ "I'm comfortable with computers as long as I don't have to try anything new."

☐ "Technology is the enemy!"

6. How likely are you to shop for electronics online? \*

Very unlikely      1      2      3      4      5      Very likely

☐      ☐      ☐      ☐      ☐

7. What are your main considerations when buying electronics online? \*

☐ Price

☐ Shipping times

☐ Ease of ordering process

☐ Return and exchange policies

☐ Other: \_\_\_\_\_

8. What steps do you take before purchasing an item?

☐ Price comparison research

☐ Brand research

☐ Technical specifications

☐ Product reviews

☐ Other: \_\_\_\_\_

## USABILITY TESTS:

Following the pre-test questions were three specific usability tests. These tests were focused around how participants would initially respond to a task. Once complete, they were given a brief follow-up question to try to draw out their natural tendency towards the task.

### FIVE SECOND TEST

Users were shown the Best Buy homepage for five seconds. and were asked:

*What stood out to you most?*

### PREFERENCE TEST

Participants were introduced to four homepages from the following websites and asked to select a preference:

- i. Best Buy
- ii. Canada Computers
- iii. The Source
- iv. Memory Express

*What was your deciding factor?*

### FIRST CLICK TEST

The Homepage was shown and a followup question was asked:

*Imagine you're an amateur music producer, where would your first click be?*

## USER TASKS: THINK ALOUD

After basic usability tests were measured, specific tasks were actioned on the BestBuy website. The participant was asked to navigate to the site, with the purpose of performing the below tasks while thinking out loud. This was intended to record the natural and initial tendencies of participants so that we could highlight both problems and solutions that users would experience.

### TASK 1

*Use the search function to find a monitor within the budget of \$250 and that has a refresh rate of 144hz.*

### TASK 2

*Add an item to cart and test the online ordering process. There is no need to add your payment information – Go as far as you want.*

### TASK 3

*Find the policy for returning a defective item.*



After each task was performed, and the participant spoke through their internal process, the same follow up question was asked:

13. How easy did you find that task to complete? \*

1 2 3 4 5 6 7 8 9 10

Easy ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Difficult

*This simple question follows what is called the System Usability Scale, an effective and streamlined way to express user experiences.*

## POST TEST QUESTIONS:

Participants were first asked to complete the post-test questionnaire.

20. What are your overall impressions of the website? \*

Your answer

21. If you had to give the site a grade, from 1 to 10, where 10 was exemplary and 1 was failing, what grade would you give and why? \*

Your answer

22. What are three things do you like most about the website? \*

Your answer

23. Do you have any comments about the design elements of the site? Was there anything that enhanced or detracted from your experience?

Your answer

24. What are three things you like least about the website? \*

Your answer

25. How easy was it for you to navigate through the site on a scale \* from 1 (difficult) to 10 (easy)?

1 2 3 4 5 6 7 8 9 10  
Difficult ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ Easy

26. What features would make you more likely to use this site more? \*

Your answer

27. Would you recommend this site and to whom? \*

Your answer



# USABILITY METRICS

Usability metrics refers to user performance measured against specific performance goals necessary to satisfy usability requirements. Scenario completion success rates, adherence to dialog scripts, error rates, and subjective evaluations will be used. Time-to-completion of scenarios will also be collected.

## SCENARIO COMPLETION

Each scenario will require, or request, that the participant obtains or inputs specific data that would be used in the course of a typical task. The scenario is completed when the participant indicates the scenario's goal has been obtained (whether successfully or unsuccessfully) or the participant requests and receives sufficient guidance as to warrant scoring the scenario as a critical error.

## CRITICAL ERRORS

Critical errors are deviations at completion from the targets of the scenario. Obtaining or otherwise reporting of the wrong data value due to participant workflow is a critical error. Participants may or may not be aware that the task goal is incorrect or incomplete.

Independent completion of the scenario is a universal goal; help obtained from the other usability test roles is cause to score the scenario a critical error. Critical errors can also be assigned when the participant initiates (or attempts to initiate) an action that will result in the goal state becoming unobtainable. In general, critical errors are unresolved errors during the process of completing the task or errors that produce an incorrect outcome.

## NON-CRITICAL ERRORS

Non-critical errors are errors that are recovered from by the participant or, if not detected, do not result in processing problems or unexpected results. Although non-critical errors can be undetected by the participant, when they are detected they are generally frustrating to the participant.

These errors may be procedural, in which the participant does not complete a scenario in the most optimal means (e.g., excessive steps and keystrokes). These errors may also be errors of confusion (ex., initially selecting the wrong function, using a user-interface control incorrectly such as attempting to edit an un-editable field).

Noncritical errors can always be recovered from during the process of completing the scenario. Exploratory behavior, such as opening the wrong menu while searching for a function, will be coded as a non-critical error.

## SUBJECTIVE EVALUATIONS

Subjective evaluations regarding ease of use and satisfaction will be collected via questionnaires, and during debriefing at the conclusion of the session. The questionnaires will utilize free-form responses and rating scales.

## SCENARIO COMPLETION TIME

The time to complete each scenario, not including subjective evaluation durations, will be recorded.

# USABILITY GOALS



## COMPLETION RATE

Completion rate is the percentage of test participants who successfully complete the task without critical errors. A critical error is defined as an error that results in an incorrect or incomplete outcome. In other words, the completion rate represents the percentage of participants who, when they are finished with the specified task, have an "output" that is correct. Note: If a participant requires assistance in order to achieve a correct output then the task will be scored as a critical error and the overall completion rate for the task will be affected.

A completion rate of 100% is the goal for each task in this usability test.

## ERROR-FREE RATE

Error-free rate is the percentage of test participants who complete the task without any errors (critical **or** non-critical errors). A non-critical error is an error that would not have an impact on the final output of the task but would result in the task being completed less efficiently.

An error-free rate of 80% is the goal for each task in this usability test.

## TIME ON TASK (TOT)

The time to complete a scenario is referred to as "time on task". It is measured from the time the person begins the scenario to the time he/she signals completion.



## SUBJECTIVE MEASURES



Subjective opinions about specific tasks, time to perform each task, features, and functionality will be surveyed. At the end of the test, participants will rate their satisfaction with the overall system. Combined with the interview/debriefing session, these data are used to assess attitudes of the participants.

# PROBLEM SEVERITY

To prioritize recommendations, a method of problem severity classification will be used in the analysis of the data collected during evaluation activities. The approach treats problem severity as a combination of two factors - the impact of the problem and the frequency of users experiencing the problem during the evaluation.

## IMPACT

Impact is the ranking of the consequences of the problem by defining the level of impact that the problem has on successful task completion.

There are three levels of impact:

- High - prevents the user from completing the task (critical error)
- Moderate - causes user difficulty but the task can be completed (non-critical error)
- Low - minor problems that do not significantly affect the task completion (non-critical error)

## FREQUENCY

Frequency is the percentage of participants who experience the problem when working on a task.

- High: 30% or more of the participants experience the problem
- Moderate: 11% - 29% of participants experience the problem
- Low: 10% or fewer of the participants experience the problem

## PROBLEM SEVERITY CLASSIFICATION

The identified severity for each problem implies a general reward for resolving it, and a general risk for not addressing it, in the current release.

### SEVERITY 5

High impact problems that often prevent a user from correctly completing a task. They occur in varying frequency and are characteristic of calls to the Help Desk. Reward for resolution is typically exhibited in fewer Help Desk calls and reduced redevelopment costs.

### SEVERITY 4

Moderate to high frequency problems with moderate to low impact are typical of erroneous actions that the participant recognizes needs to be undone. Reward for resolution is typically exhibited in reduced time on task and decreased training costs.

### SEVERITY 3

Either moderate problems with low frequency or low problems with moderate frequency; these are minor annoyance problems faced by a number of participants. Reward for resolution is typically exhibited in reduced time on task and increased data integrity.

### SEVERITY 2

Low impact problems faced by few participants; there is low risk to not resolving these problems. Reward for resolution is typically exhibited in increased user satisfaction.

### SEVERITY 1

Very low impact issues faced by few participants; there is low risk to not resolving these issues.

# REPORTING RESULTS

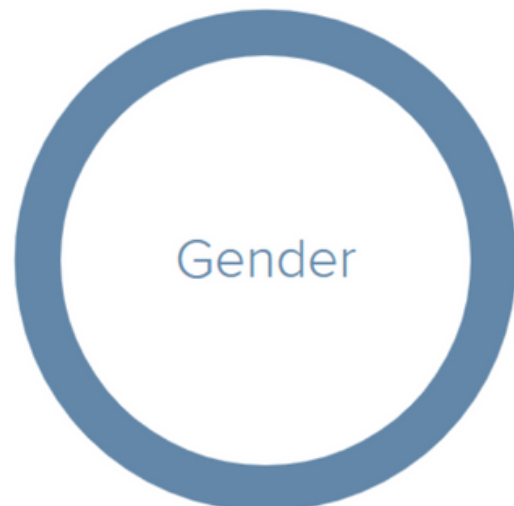
The Usability Test Report will be provided at the conclusion of the usability test. It will consist of a report and/or a presentation of the results; evaluate the usability metrics against the pre-approved goals, subjective evaluations, and specific usability problems and recommendations for resolution. The recommendations will be categorically sized by development to aid in implementation strategy. The report is anticipated to be delivered to the Project Contact by March 29th, 2023.

## PRE-TEST QUESTIONS

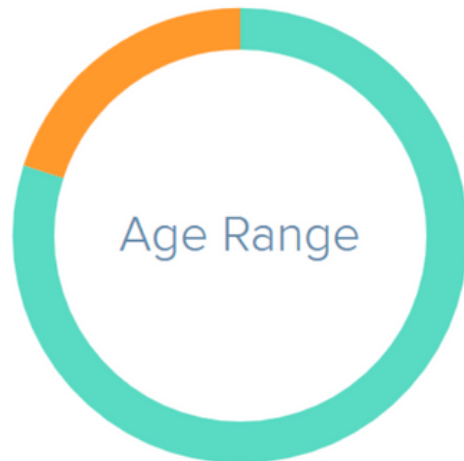
Pre-test questions were asked to screen out specific participants. Our desired participants was aimed at archetypes that were mostly comfortable with technology and had an awareness of certain specifications of what they needed already.

Aligning with our goals, and archetypes, finding participants that are persistent and regular users of web-spaces would be most important. A basic understanding of technology is desired, ideally with a good understanding of technical subject matter already.

Some questions were asked to determine the demographics of the session participants.



100% Male 0% Female



0% Under 25 80% 25-35  
20% 36-45 0% 46-55  
0% 56-65 0% Over 65



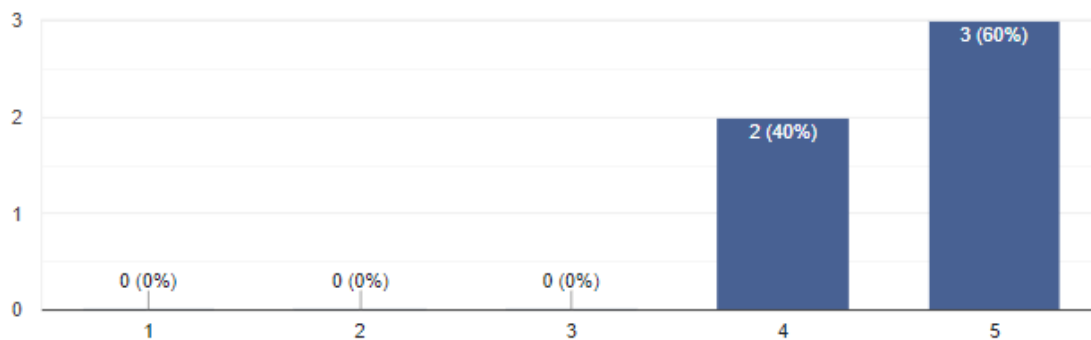
40% Less than once a month  
20% Once or twice a month  
20% Once or twice a week  
20% Several times a week



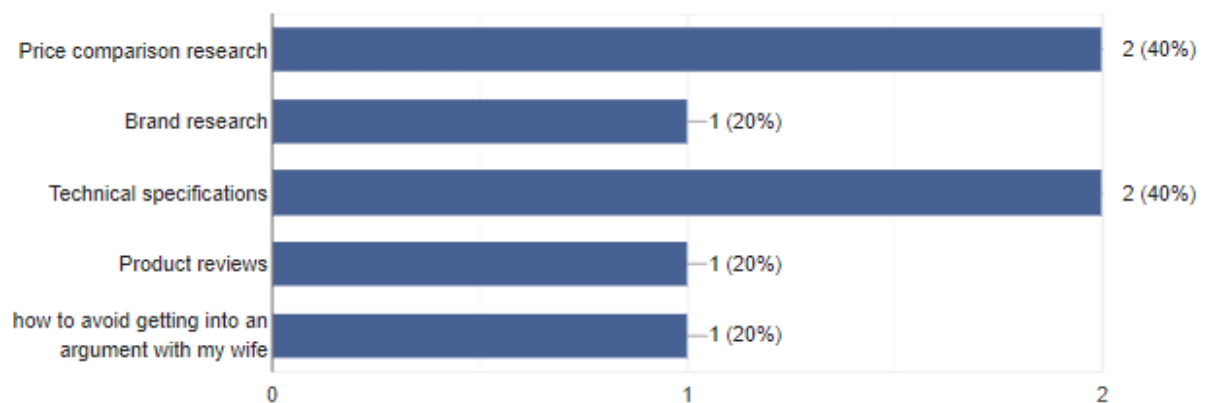
80% "I'm an early adopter... Always inline for the newest product!"  
20% "I'm not afraid to try new tech but I don't search it out."  
0% "I'm comfortable with computers as long as I don't have to try anything new."  
0% "Technology is the enemy!"



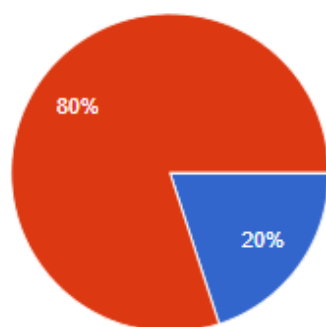
Participants were very likely to purchase their electronics online rather than in-person. (see figure below)



Users were also likely to perform research before purchasing. Participants were asked what steps they took before purchasing an item:



Users had also expressed their comfort with technology, with all participants stating they were unafraid of anything tech related.



- "I'm an early adopter... Always in line for the newest product!"
- "I'm not afraid to try new tech but I don't search it out."
- "I'm comfortable with computers as long as I don't have to try anything new."
- "Technology is the enemy!"

## PREFERENCE TEST

Users were presented with four options to decide on a homepage presentation preference;

- Best Buy
- Canada Computers
- Memory Express
- The Source

Following their selection, users were asked "What was your deciding factor?" 50% of respondents reported that they preferred to see a sale banner immediately, choosing Canada Computers. 33% preferred Best Buy, enjoying the style stating it was "simplistic" and "blue". The remaining 17% preferred The Source, stating they liked the design and colour.

## FIVE SECOND TEST

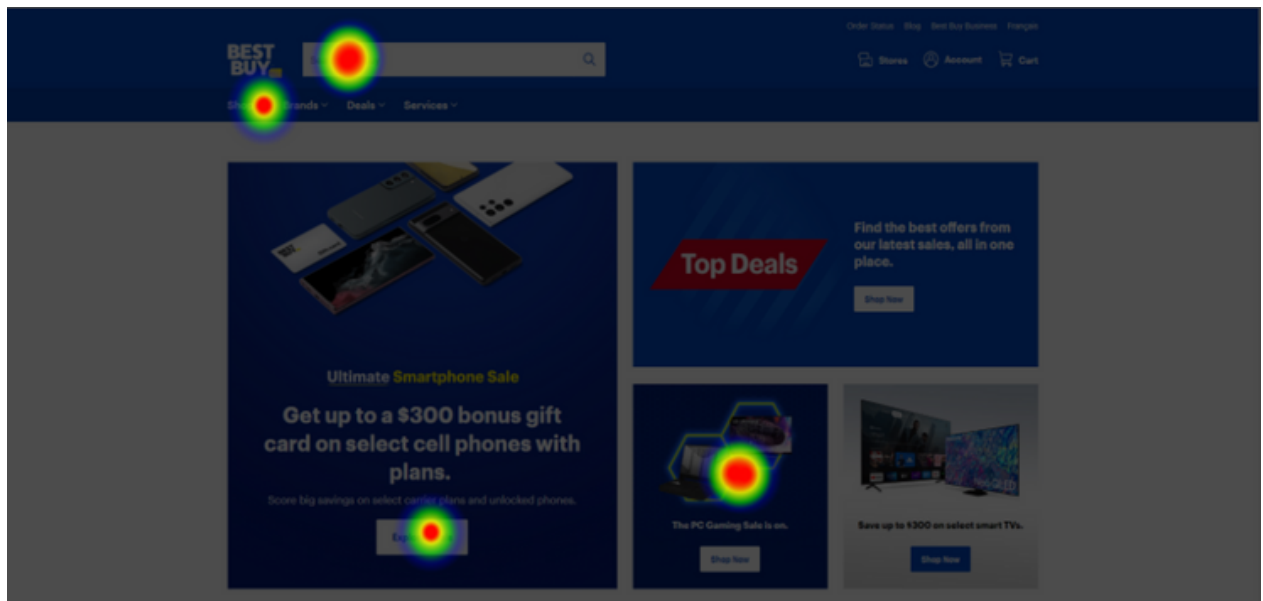
Following the preference test, participants were asked to briefly look at the homepage for 5 seconds, then to report what stood out to them most. 50% reported that they noticed deals, with the other half reporting:

- "The logo"
- "It was very blue"
- "Products, product info" etc.

## FIRST CLICK TEST

Users were then asked: "Imagine you're an amateur music producer, where would your first click be?", then shown the front page of Bestbuy.com and asked to click on the image.

Following their selection, they were asked how long it took. On average, there was a 13 second delay, with two respondents taking 20s, the longest times, to make a choice.



There was one click on the "shop" tab, two on the search box, one on cellphone deals, and two on PC gaming deals.

## THINK ALOUD TASKS



### THINKING ALOUD

In a thinking aloud test, we asked the test participants to use the system while continuously thinking out loud — that is, simply verbalizing their thoughts as they move through the user interface.

Below are the comments that our team thought were important. Note that the whole test was recorded. Only these comments we felt had merit in finding some usability issues:

Multiple participants had experience with best buy, one had a best buy account. Another participant stated that there were too many options and that the in stock and out of stock items weren't differentiated. Another participant had trouble finding the FAQ page; it didn't come up when using the search function as well as "CTRL + F" search function.

### TIME ON TASK

This KPI describes the time (in minutes and seconds) that a user needed to complete our tasks successfully. We have averaged the time-on-task for each task the participants did. Basically, the shorter the processing time, the better the user experience.

Task	Description	Averaged "Time On Task"
1	Imagine you're an amateur music producer, where would your first click be?	5s-20s

## SYSTEM USABILITY SCALE (SUS)

A System Usability Scale (SUS) provides a reliable tool for measuring the usability. The SUS table works this way:

For each "Think Aloud" task, an "impact" number is determined. If the task is very important to the success of the sponsoring company's goals, then a higher number is chosen. This is usually decided in conjunction with the client. In this case we have chosen 1-5. 1 being not important, and 5 being very important (or a high impact).

After each task an appropriate closed ended question is asked of each participant. This number is out of 10. If for example, the task was unnecessarily complex, the participant would choose a higher number. Once 4-6 users have completed the task, you can determine the "severity" of the issue.  $\text{IMPACT/SUS\%}$ . If for example, the impact was high 5/5 and there were 4 participants who all thought the task was fairly difficult (8/10 or an average of 80%) the formula would be  $5 \times 80\% =$  a severity of 4/5.



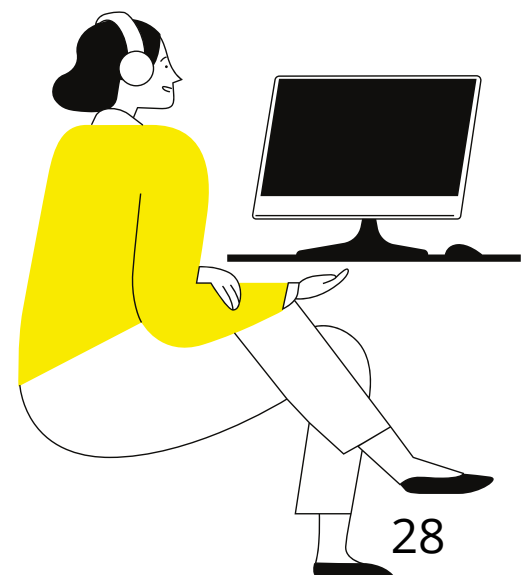
Task	Description	Impact (out of 5)	SUS Question	SUS Score (10=very bad)					SUS Average		Severity (out of 5)
				P1	P2	P3	P4	P5	%		
1	Use the search function to find a monitor within the budget of \$250 and that has a refresh rate of 144hz	4	How easy did you find that task to complete?	1	1	5	6	8	4.2	42%	x
2	Add an item to cart and test the online ordering process. There is no need to add your payment information – Go as far as you want.	5	How easy did you find that task to complete?	1	5	5	6	8	5	50%	x
3	Find the policy for returning a defective item.	3	How easy did you find that task to complete?	1	1	1	5	5	2.6	26%	x
4	Find the contact information for their customer support.	3	How easy did you find that task to complete?	1	1	1	6	6	3	30%	x

## POST-TEST QUESTIONS

Upon completion of the given tasks, each participant was given a set of post-test questions & asked for their feedback regarding their overall impressions & pleasure/pain points they may have with the site.

Each participant had a generally good impression on the site & gave ratings on the site which averaged to 5.2/10. Feedback was given on what detracted from the user experience & what features could be added to increase interactivity on the site itself.

The last question asked whether or not the participants would recommend the site to other people & to whom if so. Two of the five participants responded with no, & that they would rather recommend a site such as Amazon to others while another two of the five stated that they would. However, one was extremely proud of the website to such a degree that they would recommend the site to someone such as Brad Pitt.



## 20. What are your overall impressions of the website?

5 responses

not terrible

it's okay.

It's a little boring. When i clicked on the monitor category it had way too many options. Browsing the webpage wasn't pleasant.

Good, but too many options

Solid website design, easy to use

## 21. If you had to give the site a grade, from 1 to 10, where 10 was exemplary and 1 was failing, what grade would you give and why?

5 responses

5

3. Your average person wouldn't know where to search because i'm darn good at finding out how to order useless technological goods online. the monitor that i wanted was on sale but not in stock! why bother showing it to me?!?!?

4. Other websites were designed better, more aesthetically pleasing to the eye, and i had trouble finding the item through browsing as well as adding the item to the cart.

5 The site is too busy

9

## 22. What are three things do you like most about the website?

5 responses

blue, simple, conventional

color scheme. variety of items. sales

good sales, lots of product, name recognition.

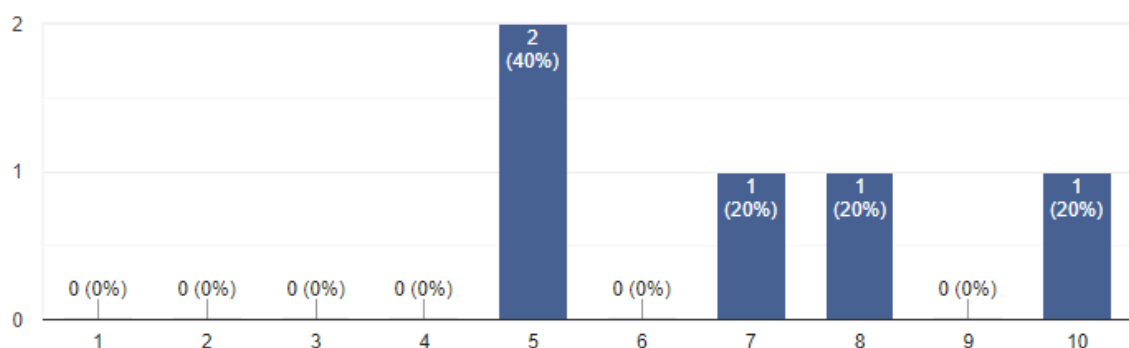
Color, pictures and design

easy to use, quick to navigate, good readability

## 25. How easy was it for you to navigate through the site on a scale from 1 (difficult) to 10 (easy)?

 Copy

5 responses





# SUMMARY

The usability test sessions completed were successful in finding usability issues and areas for improvement. When asked to complete usability tasks, selected participants gave the website an overall average of 7 out of 10 when assessing the website's overall ease of navigation.

Participants noted that the amount of options were overwhelming, and that the "in stock" and "out of stock" items weren't clearly differentiated. Some were surprised to not have found an easily accessible FAQ page while others were familiar and comfortable with the Best Buy interface.

One area of improvement mentioned by multiple participants was the search functionality. Some suggested that voice activation be integrated into the search while others mentioned integrating an AI search function.

Overall, participants found the interface to be "basic" and "simple", and some considered this to be its strength while others considered it to be its weakness.

