Usability Test Plan

Usability Test Setup

- 6 Tester from different cultures and countries (Germany, Singapore, Vietnam, India)
- Remotely moderated usability testing because of government's Covid-restrictions
- Cognitive walkthrough and "Talk Aloud" method
- Prototype of clickable website
- Tester is allowed to leave the website if navigation is to difficult.
- First of all the testers get an oral explain of the goal of the website in 2-3 sentences according to the project plan

User data query

- age
- employment/profession
- special interests

Pre-test questions:

- Are you familiar with using electronic devices like smartphone and computer in a basic level?
- Do you often look for information on the internet when you want to find something out about a foodstore or a restaurant?
- Do you attach importance to design and is visual appearance important to you?

Test tasks

- Go to the website with the pasteries.
- Find the specials and tell me how much a piece of brownie cost.
- Sign Up for the newsletter.
- Try to contact Petite Treats.
- Find out where Petite treats is located.
- Navigate through the website whatever you interested in.
- Return to the homepage.

Post-test debrief questions:

- Is the website intuitive for you?
- Did you have any errors? Did you get stuck at some point?
- Would you use the website again?
- Do you miss any other function?
- How do you like the design? Pictures, fonts, graphics and color?
- Does the website catch your attention about Petite Treats?
- Would you like to try one of the bakery goods of Petite Treats after you were on there website?

Report: Usability Results

Learnability / Efficiency:

- It was easy for the users to accomplish basic tasks the first time they encounter the design.
- They were able to get information like what Petite Treats is about, the correct price of certain products, location, contact etc.
- The testers were able to perform all tasks within a short period of time (about 6 minutes)

Memorability:

- All testers said that it would be very easy remember the design of the website and that it would be easy to get back to the usage of the website again after a period of not using it because the structure is simple and clear. They also like that the content is brief and concise.

Errors:

How many errors do users make?
How severe are these errors, and how easily can they recover from the errors?

- They did not have any errors or get stuck, **but they were looking forward to see the social media sites which is not part of the web development project**
- All other used links worked out
- Fortunately, no tester left the website because of unintuitive navigation
- Change needed:
- When the user is on the special page, the "Our baked goods" in the navigation bar is at the status of **aria-current="page",** so that you can not go to the baked goods directly. It should be removed and

  replace by the normal **href="goods.html"** so that you have access to the goods from this page. ✅

Overall feedback/satisfaction of the testers:

- The website is intuitive to navigate
- The content is clear and the design is pleasant to use
- They would use the website again, but they would rather use the social media channels like instagram to stay up to date, so it is very good that the social media buttons are included.

Suggestions of the testers:

- Some testers were from Singapore and ask themselves whether there's a delivery option like grab/foodpanda. If not, there could be a note that only pick up is available.
    - Implemented by a new section of "News" at the sidebar ✅
    - Additional information about covid-restrictions of no dining-in restrictions ✅
- One tester is vegan and suggests to include somewhere a hint which is quickly to identify whether the product is vegan
    - Images of *Apple cake slice* and *vanilla slice* vegan sign inserted in the images. ✅
- At the "Our Baked Goods"-page, insert another <hr width="100%"/> line between the item-row of apple/custard/randy and the row of vanilla/raspberry/donuts ✅
- At the index home page, integrate a direct <a> link for Telstra and JCU for the user so they can look up where the people come from who has said the quotes ✅
- Remove the big vertical gap above/under the logo ✅
- Make the buttons bigger ✅