

Participant Information:

1. Chris
2. Computer Science Student
3. Avid tech user - online majority of the day.

Date of Usability Test 6/21/23

Session Format: In-person

I think he followed my instructions pretty well. I would improve on wording tasks to make things easier to understand. In regards to the site, the search bar was able to find things even if you typed in the word in a different form. For example, I had the participant search battery and the site opened a page for batteries (plural). The first big usability issue was the volume of options on each drop down menu. Everything was organized nicely, but the influx of wording made the user spend more time reading each category and options. This may cause frustration for those who get easily overwhelmed when they can't find something quickly.

Another issue was overcrowded landing pages. This goes hand in hand with the first major issue where it caused the user to be overwhelmed by content. Although organized, the pages have a lot going on and are not easy on the eyes. This caused the user to lose interest in the site since they were required to spend more time navigating it.

The last issue is a lot of the ads or sponsored products look very similar to the website's content. It was misleading to the user thinking something is part of the site when it took them to a different site.