

User Testing & Design Changes

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Script:

Hi _____. My name is Shanting, and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything.

The goal of this session is to test the website. We need your help to see if people can use it. We will be asking you for some information about yourself, thoughts on the design, and some tasks for you to complete. Please know that there is no right or wrong answer or response—we would like to hear your honest thoughts and feedback. The session should take around 15-30 minutes.

As you use the site, please try to think out loud: say what you're looking at, what you're trying to do, and what you're thinking. If you ask questions during the task, I may not be able to answer right then, but I will answer after we're done.

We will be observing how you navigate the site and hence will be recording the session with your permission. If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have permission to record you and that you can quit at any time.

The Questions

OK. Before we look at the site, I'd like to ask you just a few quick questions:

1. First, what's your occupation? What do you do all day?
2. Roughly how many hours a day would you say you spend using the Internet? (test expertise)

Home page question - first-time users

First, I'm going to ask you to look at this page and tell me—Just look around and do a little narrative

- What do you think the website is for?
- What strikes you about the website?
- What do you think you can do here?

Now, we will jump to the next section where we will ask you to complete some tasks

Tasks - please narrate

- Task 1: Find the address of the shop, then subscribe to our mailing list
- Task 2: Browse items they sell at the shop, and see if they have caramel-flavored ice cream; now order the item now.
- Task 3: find catering information for party orders
- Task 4: find the monthly specials; then find the monthly discount code
- Task 5: Find opening hours

Thank you for completing these tasks, we are now going to ask you a few more questions regarding your experience with this design:

- How easy is it to navigate the site (scale of 1-7)?
- What are some things you liked about the site?
- Do you have any suggestions?

Results - Raw Data

<https://docs.google.com/spreadsheets/d/1R-o4BDzK9CwSUIzSaN7krtKVbWxINcqelJb7dtXQ9FI/edit?usp=sharing>

Feedback Summary

Overall, the comments were positive about the design of the website, from the color scheme to the aesthetics. The home page's overall description, the website's purpose, and what users can do there were all intuitive and easy to identify.

The users completed all of the tasks within a minute. However, they both stumbled upon the horizontal scroll for the menu items. They recommended adding an arrow like a carousel or adding a scroll indicator that doesn't disappear.

One user also had trouble finding the catering information. It may be helpful to add a tab heading for it. This will help let first-time users know that the shop has catering services. The user also initially thought the menu item could be ordered directly by selecting the item. It may be helpful to add an order button there.

Changes based on comments

- Change the heading of the mailing list to “Subscribe to the mailing list”
 - During the user testing, I noticed that the title “Join Us” wasn’t very clear for a mailing list so I decided to change it to a title that is more obvious to users
- Menu scroll remove
 - I removed the horizontal scroll since there weren’t many menu items and the horizontal scroll caused the most confusion for users.
- Link order, cater in menu
 - I decided to link the order and cater page in the menu so that people browsing items can easily find the order link.
- Cater header
 - I added “cater” to the “order” navigation so that people who see the navigation bar can easily note that the shop has a catering service.
- Fixed interactive element in the promotion page
 - Originally, the interactive, sliding wave on the monthly section was above the rest of the text so users could not highlight the discount code. Therefore, I changed it so that the element falls behind the text and also indicates where the discount code is.
- Added copy to clipboard for discount code
 - If the user clicks on the discount code, it will be copied to their clipboard. If the user hovers over the text, a small description will pop up to indicate that they can click the text to copy to clipboard.