

USABILITY TESTING REPORT

A usability testing report is a process of assessing a product or service's ability to meet the needs of the intended target audience. During the test, the interviewer will observe, listen and take notes as the participants attempt to complete tasks within the website. This testing is designed to identify any usability issues, collect qualitative and quantitative data and measure the level of satisfaction when using the website. With this report, designers can therefore improve the web design to make it more user-friendly for their customers.

EXECUTIVE SUMMARY

This report contains the usability test on Aspect Florist's website. This test is mainly aimed to further understand the website's effectiveness and improve the website to ensure that the website remains relevant and user-friendly to all website visitors and its customers. Three individuals aged 20 - 50 years old participated in the test.

Key findings from the test concluded that the design is straightforward in its intentions, and customers can easily find the information that they are looking for within the website.

There are a few recommendations suggested and additional features participants are hoping to see in the future. This includes incorporating a live chat function, adding a carousel of images and having a reward system.

RESULTS

100%

of the participants successfully completed all of the task

100%

of the participants will be willing use the website again

33%

of the participants can identify the feature product of the website

67%

of the participants can identify social media links

TASK ANALYSIS

Task	Participants	1	2	3
Identify website goals				
Identify the brand				
Identify contact information				
Identify gallery				
Enlarge images in gallery				
Identify search bar				
Identify social media links				
Usage of 'Back to Top' button				
Identify featured product				

Legend

█	Completed easily
█	Completed with hesitations
█	Completed with difficulty
█	Failed to complete
	Skipped

THE GOOD

All participants agreed that the layout and navigation is user-friendly and straightforward, making it easy to find the information that they need. Furthermore, the color scheme in the website is cohesive throughout the website and is neutral to allow the images of the flowers to shine. Participants have also stated that they enjoy the gallery page whereby images can be enlarged for better visibility.

THE BAD

Two participants do not care for the 'Back to Top' button with one suggesting that it is not as noticeable as it blends in with the footer when scrolled to the end. Two participants also stated that the featured product is not easily identifiable since it was placed after the 'Products and Services' section and in a section on its own.

RECOMMENDATIONS AND ADDITIONAL FEATURES

Recommendation suggested by participants to include:

- Changing the "Back to Top" button so that it is more noticeable
- Have a carousel image instead of a static image for the homepage.
- Gallery can include a carousel image as well to show a general view of the entire products and services offered by the business

Additional features participants hope to see includes:

- Live chat function for quicker solutions and recommendations
- Reward system such as offering discounts after meeting certain criteria for members of the business or earning redeemable points for patronising the brand.