

Usability Test Report: Peachmode E-Commerce Website

1. Introduction

Test Objective: To evaluate the usability of the Peachmode e-commerce website, focusing on user experience, ease of navigation, and overall satisfaction with the site's features and functionalities.

Test Date: [01/07/2024]

Test Conducted By: Nikita Dehariya

Test Environment:

- Browser: [Chrome, Firefox, Microsoft Edge]
Operating System: [Windows 10, Android 11/12/13]

2. Test Participants

Participants:

- [Nikita 1: 32, Female, Tester]
- [Smita 2: 25, Female, Housemaker]
- [Meera 3: 45, Female, Teacher]

Number of Participants: [3]

3. Test Scenarios

User Registration and Login Process

Product Search Functionality

Add to Cart and Checkout Process

User Profile Management

Order History and Tracking

4. Methodology

Test Method:

- **Type of Usability Testing:** [Moderated/Unmoderated]
- **Tools Used:** [e.g., Screen Recording, Survey Tools]
- **Test Duration:** [e.g., 60 minutes per participant]

Procedure: Participants were asked to complete specific tasks on the Peachmode website while being observed. Their interactions, feedback, and any difficulties encountered were recorded.

5. Findings

1. User Registration and Login Process

- **Strengths:**
 - **Streamlined Registration:** The registration process is user-friendly and requires minimal steps, allowing users to create an account quickly.
 - **Clear Error Messages:** Error messages are clear and guide users effectively if they input incorrect information.
- **Weaknesses:**
 - **Password Complexity:** Users found the password complexity requirements (e.g., including special characters) confusing and sometimes frustrating, leading to errors.
 - **Lack of Progress Indicator:** Users were unsure if their registration was in progress due to the absence of a visual progress indicator or confirmation.
- **Recommendations:**
 - **Simplify Password Requirements:** Consider reducing the complexity of password requirements or providing real-time feedback on password strength.
 - **Add Progress Indicators:** Implement a visual progress indicator or a confirmation message to inform users that their registration is being processed.

2. Product Search Functionality

- **Strengths:**
 - **Relevant Search Results:** The search functionality returns relevant product results quickly, improving the user's ability to find desired items.
 - **Effective Filters:** The filtering options (e.g., price range, category) help users narrow down their search effectively.
- **Weaknesses:**

- **Overwhelming Filters:** Some users felt overwhelmed by the number of filter options available, which led to confusion and difficulty in making selections.
- **Search Bar Placement:** The location of the search bar was not intuitive for all users, affecting their ability to quickly locate and use it.
- **Recommendations:**
 - **Simplify Filter Options:** Streamline the filter options and consider grouping them in a more user-friendly way.
 - **Relocate Search Bar:** Move the search bar to a more prominent location on the page to enhance visibility and accessibility.

3. Add to Cart and Checkout Process

- **Strengths:**
 - **Easy Cart Addition:** Adding items to the cart is straightforward and users can easily see what they have selected.
 - **Simple Checkout:** The checkout process is generally easy to follow, with clear steps for completing a purchase.
- **Weaknesses:**
 - **Excessive Checkout Fields:** Users found the number of fields on the checkout page to be excessive, which made the process feel cumbersome.
 - **Discount Code Confusion:** There was confusion around where and how to apply discount codes, with some users missing the option entirely.
- **Recommendations:**
 - **Reduce Checkout Fields:** Simplify the checkout form by minimizing the number of fields and grouping related information.
 - **Highlight Discount Code Option:** Make the discount code input field more visible and provide clear instructions on how to use it.

4. User Profile Management

- **Strengths:**
 - **Accessible Profile Information:** Users can easily access and view their profile information, which is well-organized.
 - **Quick Updates:** Profile updates are processed quickly, and users receive immediate feedback on their changes.
- **Weaknesses:**
 - **Profile Update Visibility:** Users had difficulty finding the option to update their profile, as it was not prominently displayed.

- **Lack of Update Confirmation:** Users did not receive clear confirmation messages after updating their profile, which led to uncertainty about whether their changes were saved.
- **Recommendations:**
 - **Enhance Profile Update Visibility:** Improve the visibility of the profile update option by making it more prominent or placing it in a more intuitive location.
 - **Provide Confirmation Messages:** Implement clear confirmation messages to inform users that their profile updates have been successfully saved.

5. Order History and Tracking

- **Strengths:**
 - **Organized Order History:** The order history page is well-organized, making it easy for users to view past orders and track their status.
 - **Detailed Tracking Information:** Users appreciate the detailed tracking information provided for their orders, which helps them stay informed about their shipments.
- **Weaknesses:**
 - **Timeliness of Tracking Updates:** Some users experienced delays in receiving tracking updates, which affected their ability to monitor their shipments.
 - **Limited History Filters:** Users found the filter options for order history to be limited, making it challenging to sort and find specific orders.
- **Recommendations:**
 - **Improve Tracking Update Timeliness:** Work on ensuring that tracking updates are provided in a timely manner to enhance user satisfaction.
 - **Expand Filter Options:** Add more filter options to the order history page to allow users to sort and find their orders more easily.

6. Summary

The usability test of the Peachmode e-commerce website highlighted several areas of strength and opportunities for improvement.

Strengths:

- The registration and login process is streamlined and generally effective, with clear error messaging.

- The product search functionality provides relevant results and useful filters, facilitating easy product discovery.
- Adding items to the cart and completing the checkout process are straightforward tasks.
- Profile management is accessible, and order history and tracking are well-organized.

Areas for Improvement:

- **Registration Process:** Simplify password requirements and add progress indicators to enhance user experience.
- **Search Functionality:** Refine filter options and improve the search bar placement for better usability.
- **Checkout Process:** Reduce the number of fields on the checkout page and make discount code options more prominent.
- **Profile Management:** Improve visibility and confirmation for profile updates.
- **Order Tracking:** Ensure timely tracking updates and expand filter options for order history.

Overall, while the Peachmode website offers a positive user experience, implementing these recommendations will address the identified usability issues and enhance the overall user satisfaction. Follow-up testing should be conducted after making improvements to verify their effectiveness and ensure continued usability.

7. Next Steps

- **Action Plan:** Prioritize the implementation of recommended changes based on impact and feasibility.
- **Follow-Up Testing:** Conduct follow-up usability testing after changes are implemented to evaluate their effectiveness.