

# Usability Test Plan for Peachmode E-Commerce Website

## 1. Test Objectives

The goal of this usability test is to assess how easily users can navigate, search, and purchase items from the Peachmode website. We will focus on evaluating the following:

- **Ease of navigation**
- **Effectiveness of the product search and filtering**
- **Clarity of product details**
- **User experience with the checkout process**
- **Responsiveness on mobile devices**

## 2. Scope of the Test

This test will evaluate key aspects of the website that impact the user's shopping experience. The scope includes:

- Homepage
- Product listing pages
- Product detail pages
- Cart and checkout process
- Search functionality

- Filter and sorting options
- Mobile usability

### 3. Test Methodology

The usability test will be conducted remotely using screen-sharing software (e.g., Zoom ). Each participant will be given specific tasks to complete while being observed by the moderator. Participants will be asked to think aloud during the session, explaining their thought process as they interact with the website.

### 4. Participant Profile

The participants should represent a cross-section of Peachmode's target audience. We will recruit:

- **3-4 participants**
- Gender: Predominantly female (since the site focuses on women's clothing)
- Age range: 18-45 years
- Mix of first-time visitors and repeat customers
- Device preferences: Mix of mobile and desktop users
- Experience level: Mix of frequent online shoppers and less experienced shoppers

## 5. Test Scenarios and Tasks

Participants will be asked to complete the following tasks. These tasks are designed to mimic real-life shopping behavior.

### *Task 1: Homepage Navigation*

**Scenario:** You are visiting Peachmode for the first time. Explore the homepage and navigate to a product category of your choice (e.g., Sarees, Kurtis, Lehenga).

- **Objective:** Evaluate ease of navigation and clarity of the homepage.
- **Success Criteria:** Participant can easily navigate to a product category in less than 1 minute without confusion.

### *Task 2: Product Search*

**Scenario:** You are looking for a silk saree within a budget of ₹2,000. Use the search bar to find this item.

- **Objective:** Test the search functionality and accuracy of results.
- **Success Criteria:** The correct products are displayed, and the participant can locate a relevant product in under 2 minutes.

### *Task 3: Applying Filters*

**Scenario:** You want to narrow your search to silk sarees priced between ₹1,500 and ₹2,000. Use the filter options to find the item.

- **Objective:** Assess the ease of applying filters to narrow down the product listing.
- **Success Criteria:** Participant successfully applies filters and finds products matching the criteria.

### *Task 4: Product Detail Page*

**Scenario:** You have found a saree that you like. Review the product details and decide whether to add it to your cart.

- **Objective:** Evaluate the completeness and clarity of the product detail page (images, price, description, size options, reviews).
- **Success Criteria:** Participant understands the product details and successfully adds the item to the cart.

### *Task 5: Adding Items to Cart and Checking Out*

**Scenario:** You have finished browsing and are ready to purchase the saree. Add the product to the cart and complete the checkout process.

- **Objective:** Assess the usability of the cart and checkout process.
- **Success Criteria:** Participant completes the checkout process without issues (including applying discount codes or selecting shipping options) in under 5 minutes.

#### *Task 6: Mobile Usability*

**Scenario:** Use a mobile device to perform the same set of tasks as above (browse, search, filter, and checkout).

- **Objective:** Evaluate the website's mobile responsiveness and ease of use on smaller screens.
- **Success Criteria:** Participant completes tasks without difficulty and finds the mobile interface intuitive.

#### **6. Usability Metrics**

We will measure the following usability metrics for each task:

- **Task success rate:** Did the participant complete the task successfully?
- **Task completion time:** How long did the participant take to complete the task?
- **Error rate:** Number of times the participant encountered errors or confusion.

- **User satisfaction:** Participants will rate their experience for each task on a scale of 1 to 5 (1 = poor, 5 = excellent).
- **Verbal feedback:** Collect qualitative insights through verbal feedback (e.g., frustrations, likes, and dislikes).

## 7. Data Collection

The following data will be collected during the testing sessions:

- Task success rates
- Time taken to complete each task
- User comments and feedback
- Any errors encountered or areas of confusion
- Overall user satisfaction ratings

## 8. Post-Test Questionnaire

Participants will be asked to complete a post-test questionnaire to further assess their experience. Some questions may include:

- How easy was it to navigate the website?
- Were the product descriptions clear?
- How satisfied were you with the checkout process?
- Would you recommend Peachmode to a friend based on this experience?

- Were there any features or aspects you found frustrating?

## 9. Reporting

The usability test report will include:

- Summary of the test sessions
- Key findings and insights
- User satisfaction scores
- Screenshots and videos of the tests (where applicable)
- Recommendations for improving the website's usability, such as:
  - Enhancing the search and filter features
  - Streamlining the checkout process
  - Improving mobile responsiveness

## 10. Tools Needed

- **Screen recording software:** Loom, Camtasia, OBS Studio
- **Remote usability testing tools:** Zoom, Lookback.io, or Skype
- **Survey tools:** Google Forms, Typeform
- **Reporting tools:** Google Docs or Microsoft Word for creating the final report

