



we are knitters™

ALL THE HAPPINESS IN A KIT

We Are Knitters

Remote User Testing Report

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Executive Summary

We Are Knitters sells knitting kits and supplies, such as needles, wools, and yarn. What sets We Are Knitters apart from other knit websites is that it gives detailed tutorials specifically for the kits along with rated levels from beginner to advanced, and a knit community where people can join. While the interface as a whole is well designed, additional iteration of the design is important to both keep up with modern best practices, and continuing to improve the user experience.

In order to identify areas for improvement on the site, the research team conducted Unmoderated Remote User Testing (URUT). URUT is a testing method that does not require researchers to attend the usability testing session, but instead, participants that fit the target audience of an interface are the ones doing the tasks and answering the follow-up questions. This test is done through a software application that provides instructions, tasks, and questions, while recording their action and screen real-time.

This particular testing was done via UserTesting.com, a platform connecting potentially users to user researchers. In total, nine participants were recruited to complete four separate tasks, as well as answer three follow up questions. These tasks we designed to move the user through three key areas of the site: Purchasing a product, accessing resources, and joining the community. Overall participants were complimentary of the interface, but did encounter several issues. It is these issues that this report investigates, and offers potential approaches on how to improve them. Namely:

- 1)** Provide more information on the kit options page
- 2)** Create a “Knitting Parties” tab in the navigation bar.
- 3)** Re-order and reduce the number of pop-up modals.

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Introduction

We are knitters is an eCommerce website specialising in DIY fibre arts kits. You select the item you want to make, and they send you all the materials, tools, and instructions you need to create it. They also host online resources including video tutorials and community forums. The company also has a deep commitment to sustainability and renewability, ensuring all their products meet a certain standard.

Of their approximately 400,000 customers, almost a third of them have never knitted before in their life. Being such a significant proportion of their base, it is important that these users have a positive experience, and ideally become return customers. This study focuses in on those users, and follows their journey as they take their first steps with We Are Knitters. Along the way, we examine possible difficulties they may encounter, and usability issues that might dissuade them from continuing.



Methodology

Unmoderated Remote User Testing

User testing is an umbrella term for a wide variety of tests that aim to put the user as the focal point for designing interfaces. These tests can take place anywhere from the users natural environment to a controlled lab setting, can be performed in person or via teleconferencing software, and researchers can involve themselves as little or as much as they desire.

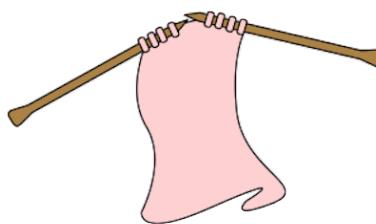
While traditional user testing that takes place in a lab, having participants perform tasks while being observed by researchers, unmoderated remote user testing (URUT) allows researchers to examine users in their natural environment by employing screen-sharing software. It offers the benefits of observing and getting user feedback without the high overhead costs and time burden of running face-to-face studies. This method was selected in order to gain qualitative insights from potential real-life users.

For this study, the team utilised tools available on Usertesting.com to recruit participants, record the tests, and present post-test questions.

Users and Tasks

The team selected participants with the following characteristics:

- Age: 18-65+ years old
- Household Income: \$19,999 - \$99,999
- Gender: Any
- Web Browsers: Chrome
- Country: Any
- Operating System: Any



We also set a screener question to filter our participants. People who answer “Yes” to the question “Have you ever completed a fibre arts project (e.g., knitting, crocheting?)” will be selected to do the next round of tasks.



Scenario

You want to give your friend a winter sweater this Christmas, which you want to knit yourself to show how appreciative you are of the friendship. You are trying to learn how to knit a sweater on weareknitters.com.

Tasks:

1. Find any sweater kit that would be appropriate for a complete novice. Feel free to change colors/sizing based on someone you know, then add it to your cart. Move on the next task.
2. In your own words, tell us what the item you selected contains. Is there anything that's unclear?
3. While you wait for the order to arrive, you decide to get a head start on learning what you need to do. Find the tutorials specific to the skills used in the kit you selected.
4. Perhaps you learn better by receiving in person instruction. Without leaving the website, find out where you can go to work on your project in a group setting.

Post-test questionnaire:

1. Tell us about your overall experience after completing the web tasks. What's your first impression of this website?
2. What did you like about the site? Is there anything that confused you during the process? What suggestions will you give to improve this website's browsing experience?
3. How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very likely)?

Analysis

Once the user tests had been completed, the videos were reviewed by the researchers, taking note of any issues the participant encountered, or suggestions they made. These notes were then collated into a single spreadsheet using a ‘rainbow style’ in order to compare and contrast the various participants. The team then collectively analysed these results in order to determine which issues most needed to be addressed, and how that could be accomplished.



Recommendations

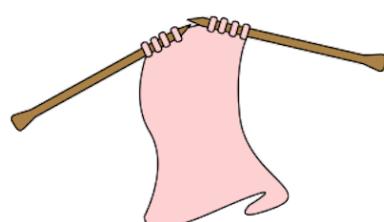
Users were pleased with the site overall and the parts of the interface that were tested. One user stated “I liked the organisation of the site. Nothing confused me.” The issues that were noted typically involved minor tweaks, such as font size/colour, or finding specific pieces of information. All participants successfully completed the first two tasks, involving the main shopping flow, and only one failed to find tutorial information. However users typically struggled with the fourth task, involving community events, which recommendation 3 directly discusses.



1) Provide More Information On The Kit Options Page

The Issue: The current kit options page don't include detailed information, like the needle's difference, wool quality descriptions, or available yarn colour choices, which make users confused during their shopping process.

Solution: To provide more information to help users decide which needle size is suitable for them, adding a question mark indicator beside “Needle” option will be appropriate. When users click on it, it can expand to show details (Fig.1). On the browsing page, including a line of available yarn colour options will allow users to know what they can choose at their first glance (Fig.2). The wool quality descriptions can be included in the “Product Details” section to let users learn more about the kit they are going to buy (Fig.3). All of the above options will allow users to be better informed about what it is they're purchasing, and prevent any confusion that may interfere with purchasing the product.



Up to 30% OFF in kits & skeins | Until october 27th.

we are knitters

Search Log in US/USD 0

[New](#) [Kits](#) [Yarn](#) [WAKcessories](#) [Tutorials](#) [Patterns](#) [Gift Guide](#) [Outlet](#)



- 30%

Avocado Cardigan

Easy Knitting kit

13 H

Be the first to review this product

COLORS*

Without Wooden Buttons

English

WOODEN BUT

PATTERN LAN

NEEDLES: *

19 Knitting Needles 19 Circular Knitting needles Without needles: - \$8.40

New indicator add here

SIZE: *

M

PATTERN FORMAT *

The digital pattern will be attached to the purchase confirmation email

Help

we are knitters

FIG.1 ADD AN EXPLANATION INDICATOR BESIDE “NEEDLE”

Up to 30% OFF in kits & skeins | Until october 27th.

we are knitters

Search Log in US/USD 0

[New](#) [Kits](#) [Yarn](#) [WAKcessories](#) [Tutorials](#) [Patterns](#) [Gift Guide](#) [Outlet](#)



VEGA SCARF
\$76 **\$53.20** Beginner



MEDEA BLANKET
\$299 **\$146.30** Beginner



DINKA SCARF
\$56 **\$39.20** Beginner

SORT BY • FILTER BY •

Available color options add here

Help

FIG.2 ADD AVAILABLE COLOUR OPTIONS

PATTERN FORMAT *
The digital pattern will be attached to the purchase confirmation email

QTY - + \$209 **\$146.30**

ADD TO CART

ADD TOTE BAG: I AM A MAKER +\$20

Free shipping over \$90 Shipment in 2-ago days 30 days for returns



Product Details

Beginner level

THE KIT CONTAINS

	100% Wool ¹ 9 X Wool color: (200 gr)
	The Pattern ²
	19 Circular Knitting needles ³
	Embroidered label + Sewing needle

[SEE MORE DETAILS](#)

MEASUREMENTS

49 IN (125 cm)= WIDTH
55 IN (140 cm) = LENGTH

WOOL QUALITY

Our wool is from Merino produced in Australia.

Section add here

TECHNIQUES YOU WILL USE

Knitting Garter stitch >
Knitting Stockinette stitch >

WASHING AND CARE INSTRUCTIONS

OTHER KNITTERS ALREADY DID IT. IT'S EASIER THAN YOU THINK.
#weareknitters

FIG.3 WOOL QUALITY DESCRIPTION

Further recommendations: Creating good documentation and tooltips across the entire site is recommended. As We Are Knitters targets a moderately novice demographic, striking the balance is a must between providing them all the information they need while not overloading them.

2) Create a “Knitting Parties” tab in the navigation bar.

Issue: The option to join the community and look up events is difficult to find. “Knitting Parties” is under “Tutorials” which is not the best categorisation as users missed out the option entirely. The button does not look like a link and there is no signifier. “Knitting Parties” looks like a photo caption instead of a link and it is far to the right side which most users looked over that option (Fig 3).

Solution: Adding its own section labeled as “Knitting Parties” in the navigation bar will allow users to find an option to join the community and look up knitting events. There is a signifier which is a hover, along with a drop down with 3 subcategories – Join a Party, Host a Party, and #knittingparties (Fig 4). Having a hover and drop down will allow users to know that the button is interactive as well as knowing where it will take them and what are the subcategories. Being able to drive community engagement is vital when building a brand, and this recommendation seeks to put that community front and centre.

The screenshot shows the website's navigation bar with links: New, Kits, Yarn, WAKcessories, Tutorials (underlined), Patterns, Gift Guide, and Outlet. Below the navigation bar is a grid of categories. The 'Tutorials' section contains 'Video-Tutorials' (Knitting, Crochet, Petit point, Macrame, Embroidery) and 'Info' (Weaving, Latch hook, Punch needle, Hand dye, Home School). To the right is a photo of people knitting with a caption 'Knitting Parties'. A callout bubble with an arrow points from the text below to the 'Knitting Parties' caption in the photo.

Knitting Parties section is not prominent enough for users to know what to do with that; therefore, some users missed out that option entirely. The layout made also made it look like “Knitting Parties” is the caption of the picture above.

FIG. 4: CURRENT “KNITTING PARTIES” LOCATION

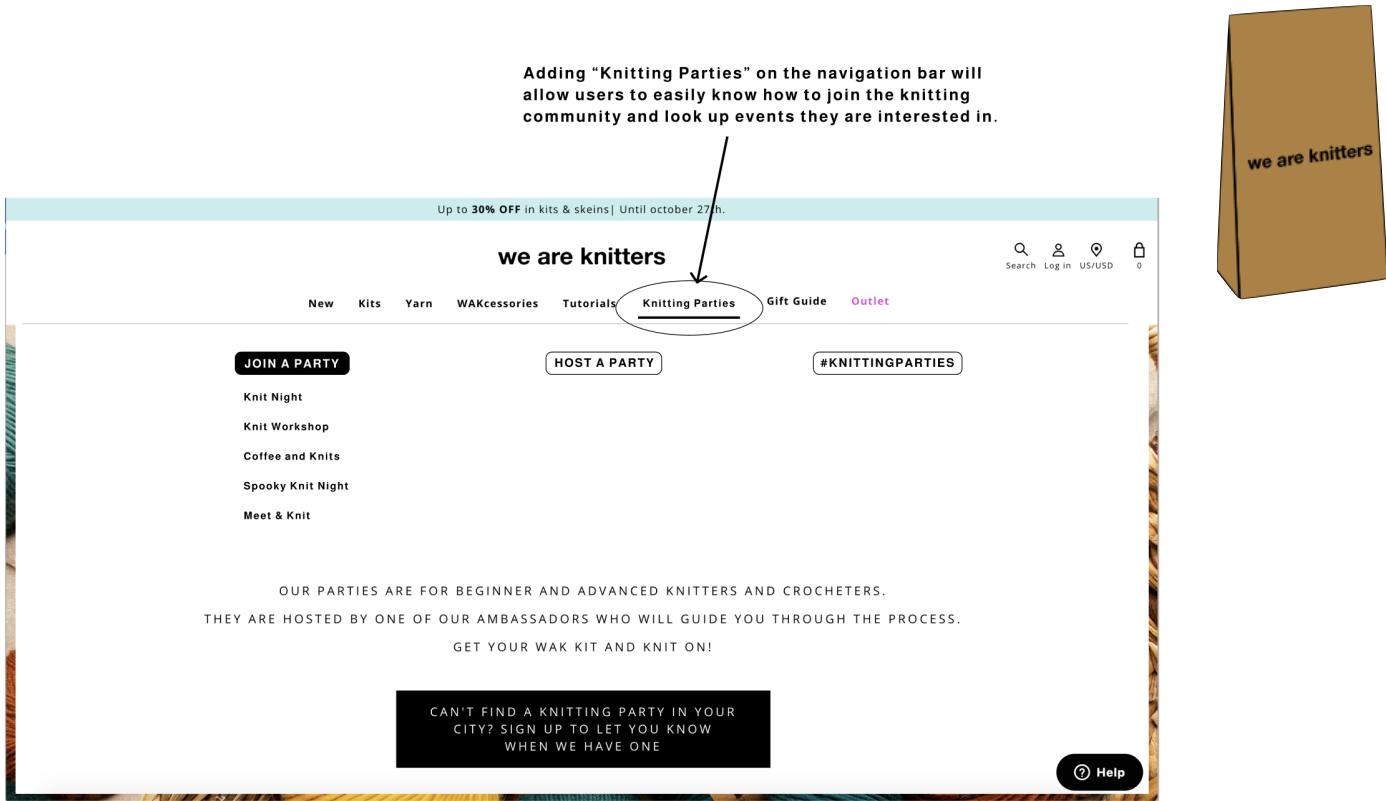


FIG. 5: MOCK-UP OF 'KNITTING PARTIES' AS PART OF THE NAVIGATION BAR

Further recommendations: All links should be designed in a way that users know that it is interactive as well as knowing where it will take them. Categories should be arranged in a way that makes sense to the users and the placement of a link or button should be where it is easy to find. Additional testing of the site map is recommended, such as via a Card Sort.

3) Re-order and reduce the number of pop-up modals.

Issue: Currently, when a new user first lands on the website they are required to interact with 3 pop-up modals before they can engage with the content. Although these can contain important information, users can become frustrated by the experience and become inclined to leave the website. This issue is exacerbated by the fact that it is not always clear that the modal needs to be interacted with in a specific way, leaving the user confused as to why they cannot interact with the content.



Solution: The simplest solution to these issues is to allow the user to either ignore the modal (in the case of the cookies) or dismiss them by interacting outside of their bounding box (in the case of preferences/promotions). Alternatively, if the regional preferences are mandatory, ensure they are the first to load when a user lands on the site. It is typically easier to understand that a pop-up is blocking interaction than a cookie menu. If a user is met with significant difficulty, or worse errors, when visiting a site for the first time, they're likely leave. The goal of this recommendation is to eliminate those pain points, and get the users shopping as fast as possible.

1. Cookies

This website uses cookies.
We use our own and third-party cookies for technical, analytical and behavioral advertising purposes. We process data necessary for these purposes based on your browsing habits (for example, pages visited). You can configure or reject the use of cookies and obtain more information by clicking "Manage cookies". [Learn more](#).

Manage cookies → ACCEPT COOKIES

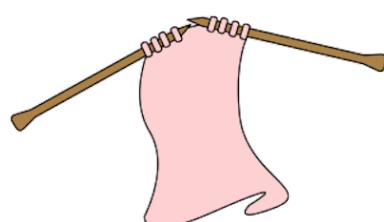
2. Preferences

CHOOSE YOUR PREFERENCES

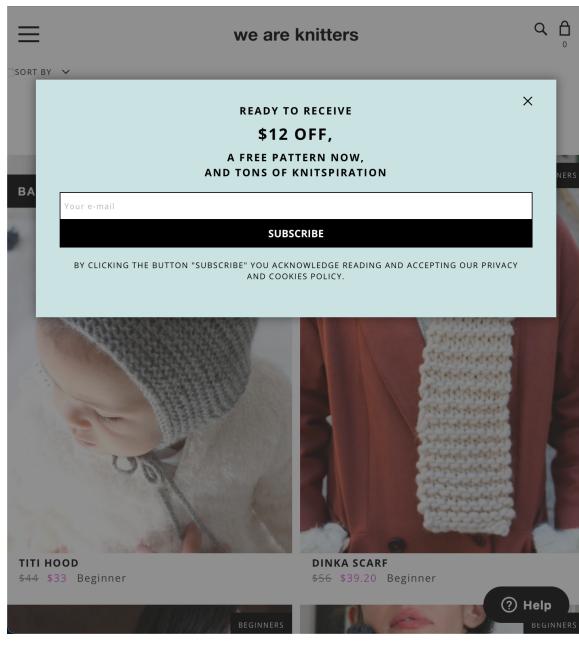
Choose your country: United States / United States

Choose your language: English / English

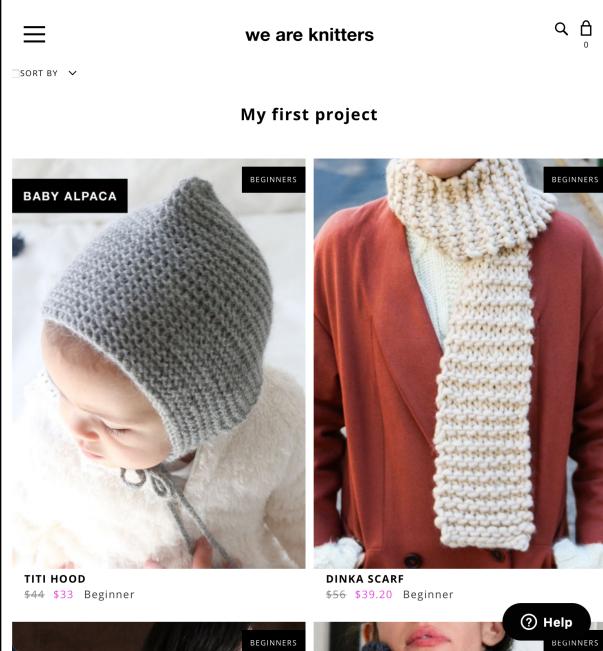
SAVE PREFERENCES



3. Call to Action



4. Content



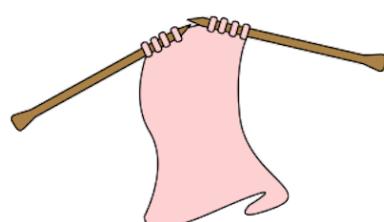
Further recommendations : Consider the need for each of the modals in turn. While cookie management is mandatory in several jurisdictions, location preferences can simply be inferred from an IP address, and the option to change it can be presented later. The call to action could be removed, or at least moved to later in the user flow (e.g. during checkout). It may also be beneficial to instantiate it as a banner, rather than a pop-up.

Conclusion

We Are Knitters website's main purpose is to sell knitting kits and supplies, as well as giving tutorials based on each customer's level – beginner to advanced. This website is also a way for users that like knitting to join the knitting community. However, this website contains some major usability issues that need to be fixed. After conducting an unmoderated remote user testing with a total of 9 participants, we have come up with 3 key recommendations to further improve the website and its key features.

- 1) Provide more information on the kit options page
- 2) Create a “Knitting Parties” tab in the navigation bar.
- 3) Re-order and reduce the number of pop-up modals.

The goal of the Unmoderated Remote User Testing of We Are Knitters is to fix the interface in a way to allow users to fully utilise the key features of this website. With these recommendations, the website will be able to give its users a better usability experience which will lead to a better knitting experience, which we believe is We Are Knitters's primary goal.



Appendix

Table of Participants



Participant	Age	Gender	Household Income	Duration
User 1	39	Female	Less than \$19,999	12:17
User 2	18	Male	\$200,000+	5:28
User 3	57	Female	\$60,000 - \$79,999	23:13
User 4	20	Female	Less than \$19,999	6:54
User 5	24	Female	\$80,000 - \$99,999	14:20
User 6	30	Male	Less than \$19,999	12:31
User 7	25	Non-binary	Less than \$19,999	20:29
User 8	31	Male	\$20,000 - \$39,999	12:30
User 9	19	Male	\$20,000 - \$39,999	12:27

Participant task completion

Participant	Task1:Find any sweater kit that would be appropriate for a complete novice. Feel free to change colors/sizing based on someone you know, then add it to your cart. Move on the next task.	Task2: In your own words, tell us what the item you selected contains. Is there anything that's unclear?	Task3: While you wait for the order to arrive, you decide to get a head start on learning what you need to do. Find the tutorials specific to the skills used in the kit you selected.	Task4: Perhaps you learn better by receiving in person instruction. Without leaving the website, find out where you can go to work on your project in a group setting.
User 1	Success	Success	Success - but takes some time	Success
User 2	Success	Success - but feel confused about the function of the stitch holder	Success	Success
User 3	Success	Success	Success - but takes a long time	Failure - the navigation is poor and cannot find it
User 4	Success	Success	Success	Failure - missed out the option entirely.
User 5	Success	Success - lack of needles and other materials description for beginners.	Success but the tutorials are not helpful for beginners.	Success - some difficulties when looking for "knitting parties".

User 6	Success	Success	Success but missed out the tutorial section entirely at first.	Failure - didn't find the option.
User 7	Success	Success - lack of wool material descriptions	Failure - search outside of the original website.	Failure - didn't realize that he can find the information without leaving the website.
User 8	Success	Success	Success	Failure - didn't find the right place/ thought the "home school" was the right one.
User 9	Failure - didn't find a sweater kit for novice	Success	Success	Failure - thought "join the community" was the right option.

Post-Test Responses

Participant	Post-test Question 1: Tell us about your overall experience after completing the web tasks. What's your first impression of this website?	Post-test Question 2: What did you like about the site? Is there anything that confused you during the process? What suggestions will you give to improve this website's browsing experience?	Post-test Question 3: How likely are you to recommend this site to a friend or colleague (0=Not at all likely, and 10=Very likely)?
User 1	I liked the large images and the images in the colors sections. I think this made it easy to choose an item. I like that the site offers tutorials as well as a party hosting platform to bring knitters together.	I wish the first link I clicked on for the "We are Knitters" page took me to the same page as the second link I clicked on for that page. It also might be helpful to include a clearer description of the differences between the patterns formats or maybe separate the digital and physical items. I would change the item details page so that the details and images share an equal amount of space on the page.	3
User 2	Very easy to use and a very organized UI	Nothing its a very easy to use site, It could just use a little more clarity on the addons, like adding definitions to them.	8
User 3	I really like the site color, the awesome quality photos, and the products offered.	The most frustrating thing about this site is the tiny words. And, I still don't know where to go for the 1/1 knitting instruction session. The navigation is a bit troublesome.	8
User 4	The first impression I had was that this website is very organized. It was really easy to find what I needed.	I liked the organization of the site. Nothing confused me.	10
User 5	The pop ups that kept appearing when I first got to the site and was trying to navigate it were frustrating. I felt it was harder to stay focused on where I was clicking. The general UI felt a bit clunky and disorganized.	I liked under the product page there were icons being used to represent what I was purchasing which was helpful. I will say that when I searched by level, I didn't see any filters to define that I only wanted to look for sweaters. I would've liked that rather than having to scroll and look at every item that was on the screen and not even a sweater.	8
User 6	I could not find the last task, working with other people. Also wish there was a category for specific items people wanted to make like the sweater. Everything else seemed to run smoothly like a standard website.	I liked the layout of the crochet knits. I was a little confused on how to find the tutorials at first, thought they would be on the product page for the sweater. I would link tutorials maybe on each product page for tutorials.	6

User 7	I really liked the idea of the store, I believe my people would love to consume from them. I am happy with the site experience I feel good about it. Just the note about seeing more consumer content.	Not really, just maybe adding some of the experience of the making and final results, but further than that is a well made site	Maybe a 6, I have a couple friends who would love the idea of the store, but I did not see any international shipping.
User 8	Very clean cut website. maybe needs a tiny bit more style to make it just that tiny bit more unique.	Where to find the tutorials.	10 with a little bit of touches to make it look that little bit more unique.
User 9	My overall experience with this website was great they show a lot of information and tutorials and guides on how to knit for beginners and new learners with also quality knitting accessories.	When i first was on the website it was a little confusing but after i got the hang of it i was fine.	9 I would recommend definitely to family and friends as this is an amazing website with a lot of quality attributes.



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