**Café**

**OUI**

*Coffee shop with a French twist*

Usability Test

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**Client:**

Marcel Baron

Owner of Café OUI.

**Prepared by – Group F Student No:**

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**The Project**  
We have been assigned the responsibility of constructing a website for our client, OUI Cafe. The primary objective of this website is to serve as an information hub for customers who visit the site. This will include details about the menu, location, operating hours, and any special events and promotions. The aim is to provide a user-friendly interface that allows customers to easily access all the information they need about OUI Cafe at their convenience.

**Purpose**

The objective of this task is to gauge the user-friendliness and the visual qualities of our designs. More specifically, the websites layout, the flow of information, buttons, and interactive elements among other aspects. With this data we will extract the necessary information and along with our client’s feedback, be able to improve our final designs.

**Test Users**

Our test users will be NHL Stenden students as well as friends and family outside Emmen. This should give us a useful variety of a user’s skill when interacting with a website for the first time.

**Execution of the Test**

* Each member will be individually presenting their second design iteration.
* Each member will be using the same questionnaire; this is to help ensure that each member receives comparative feedback and can move in similar directions when improving on their designs.
  + The questionnaire will be 12 questions long, 9 of which are rated 1 – 5 and the last 3 will be open –ended as this will help the users elaborate on their answers.
* Each member will be asking a small range of individuals from our fellow IT students to friends and family outside Emmen. This should give us a varied test group, where certain individuals are familiar with technology and others who are not.

**The Questionnaire**

Rating Scale Questions

1. How easy was it for you to navigate through the entire website? (1 = Hard, 5 = Easy)
2. Were the menu and categories for finding coffee products easy to understand? (1 = Not Intuitive, 5 = Very Intuitive)
3. How easy was it for you to locate the "About us" section? (1 = Difficult to Locate, 5 = Very Easy to Locate)
4. How easy was it for you to locate social media links? (1 = Very Difficult, 5 = Very Easy)
5. How easy was it for you to locate the "Contact" section? (1 = Difficult to Locate, 5 = Very Easy to Locate)
6. Overall, how satisfied are you with the website's usability and user experience? (1 = Very Dissatisfied, 5 = Very Satisfied)
7. How would you rate the website's design and aesthetics? (1 = Poor Design, 5 = Excellent Design)
8. How would you rate the website's overall organization and structure? (1 = Poorly Organized, 5 = Very Well-Organized)
9. How user-friendly was the mobile version of the website? (1 = Not User-Friendly, 5 = Very User-Friendly)

Open-Ended Questions

1. Did you find any features particularly helpful?
2. Were there any design elements that you found distracting or annoying?
3. Do you have any additional comments, suggestions, or feedback regarding your experience with the coffee shop website?

**Member Reviews**

Mihail Josan

*This design got an average of 4.8 out of 5 from the 7 people who participated in the test*.

In conclusion, user feedback has been largely positive with regard to our website's design and overall user experience. While most users appreciated the current design and layout, two specific suggestions emerged: the inclusion of social media links and some minor font and alignment issues.

Based on this valuable feedback, we have taken steps to enhance the user experience by adding social media links and improving font readability and alignment. These changes reflect our commitment to providing a user-friendly and visually appealing website.

It's worth noting that some users expressed a preference for the menu section to be on a separate page, but our client's requirement was to maintain all content on the same page. We understand and appreciate these preferences, and we aim to strike a balance between user feedback and our client's vision.

Blossom Anukposi

*This design got an average of 4.1 out of 5 from the 8 people who participated in the test.*

**Participants Information:** The participants include 8 adults in total. Specific demographics are as follows: 3 women and 5 men. Of all participants, 2 were already very familiar with the project, 3 were not familiar with the project but were experts in UX/UI design, and 3 people were neither familiar with the project nor experts.

**Quantitative Information:** The goal was to achieve a total rating of at least 4 points in each area and an overall rating of 4.5 out of 5 for the prototype. The goal has not yet been reached. All average ratings are shown in the spreadsheet attached to this file. Most of the areas tested reached the goal of a rating higher than the 4-point mark. Outliers include: Social Media section (3.9 out of 5) Contact us section (3.5 out of 5) The overall rating for the prototype was 4.1.

**Qualitative Information:** Of all the information gathered, there were two similar complaints received about the website.  
- The horizontal navigation in the menu section was said to be distracting.

- There were some minor functionality complaints from half of the participants.

**Action points for Improvement:** The following areas of improvement were identified: (a) Social Media section (b) Contact us section (c) Menu navigation bar (d) Functionality issues. Areas identified will be improved upon for the final iteration of the design.

Cristian Trifan

*This design got an average of 3.5 out of 5 from the 5 people who participated in the test.*

Most of the scores were slightly above average. People, in general, had positive user experiences. They appreciated the site's interactivity, including the ability to swipe and click on products, which participants found highly engaging and user-friendly. The design and color scheme received a favourable average rating of 3.4. While the first page's background garnered the most appreciation, the other pages were less well-received due to their simplicity. The level of interest in the products was rated as average. Most participants were able to locate and appreciated the availability of information and closing hours on the site.

Christos Ioannou

*This design got an average of 3.9 out of 5 from the 5 people who participated in the test.*

In conclusion, whilst there was not necessarily much constructive criticism, multiple users expressed that the overall design and aesthetical components of the website have room for improvement and that certain things can be tweaked to make the website more aesthetically pleasing in terms of design. In addition, despite no specific feedback on the functionality, it has been rated an overall of 3.9/5 which clearly means that there is room for improvement.

Oleksandr Semenovych

*This design got an average of 2.7 out of 5 from the 5 people who participated in the test.*

User feedback on the website paints a picture of a generally satisfactory experience, although some users did struggle to locate specific information. The color palette didn’t quite hit the mark, scoring a modest 2.7 out of 5, with several users finding it more of a hindrance than a help. That being said, the backdrop and typography found favor among the majority. The ads and product promotions didn’t really pique the interest of our users, and their willingness to drop by our physical store was a mixed bag. On the bright side, users appreciated the ease with which they could find our operating hours.

Quentin Hamelet

*This design got an average of 2.6 out of 5 from the 6 people who participated in the test.*

6 individuals were asked to test and answer questions regarding the design I presented, in which it received an overall rating of *2.6*. Unfortunately, this is a lower rating that I would have liked, but it was not entirely unexpected. The users found it relatively simple to navigate and were content with the usability of the website. However, when it comes to the design and aesthetics the users were simply unsatisfied, as most of them described it as an unappealing blend of old and new, as well as dissatisfaction with the colour scheme.

With the help of this feedback as well as the one I received from our client; I now know what direction I should be going when working on my final iteration. I will have to ensure I provide a more modern, somewhat minimalist design along with a kinder and more consistent colour combination. The various sections need to be clearly defined, and I need to review the brand guideline to ensure the use of correct fonts is maintained throughout the website.

**Conclusion**

Layout, interactivity, user-friendliness, and aesthetic, each of these aspects have been examined by a range of users to provide us with information about our websites. With this information along with the feedback we received from our client, we can further determine the weaknesses of each design and come up with ideas on how to improve on them. However, we must primarily maintain our clients demands, this will provide a challenge to each of us as we will have to find a balance between the two sources of feedback. Although, each member can now move forwards with their final designs with greater confidence and direction.