**Website link:**[**hayeehei.pythonanywhere.com**](http://hayeehei.pythonanywhere.com/)

**[Coffee time] Website Usability Test Analysis**

**Participant Profiles:**

|  |  |  |
| --- | --- | --- |
|  | **Age** | **Frequency of drinking coffee** |
| Participant 1 | 22 | 2-3 times a week |
| Participant 2 | 21 | 4 times a week |
| Participant 3 | 22 | More than 3 times a week |
| Participant 4 | 24 | Twice in a weekday |
| Participant 5 | 26 | Nearly every day, VIP of many coffee shops |

**Testing Setup, Moderation & Post-Test Questions**

*1) Introduction*  
This website is designed to help regular coffee drinkers find the right coffee shop and satisfy the need of acquiring some skills to make homemade coffee. On this site, users can choose to "买一杯! " : by searching for a coffee shop in different ways, browsing through the shop's basic information, buying a voucher to spend, or "做一杯！" to search for coffee-making guides, coffee beans, coffee machines, coffee cups, etc. Of course, you can get an exclusive discount if you register as a VIP member.

*2) Tasks set*  
Suppose you want to search for a perfect coffee shop to grab a coffee and buy some coffee beans for a weekend brewing experience:  
1. Where would you browse and select coffee shops?

2. Add one coffee shop to your favourites and check all your favourite coffee shops

3. Where to buy the coupon?

4. Register and log in

5. How would you upgrade your VIP package?

*3) Post-Test Questions*  
1. Please rate the overall process: 5 as very satisfied, 1 as very dissatisfied

2. Which part do you think is confusing?

3. How do you think the page can be improved?

**Results:(by task)**

* **Qualitative:**

**Task 1: Find a list of coffee shop**

|  |  |
| --- | --- |
|  | **User access routes** |
| Participant 1 | Homepage:“买一杯”➜“咖啡店筛选” |
| Participant 2 | Homepage: “搜索店铺”➜ “咖啡店筛选” |  |
| Participant 3 | Homepage:“买一杯”➜“咖啡店筛选” |  |
| Participant 4 | Homepage: “买一杯”➜“每日甄选” |  |
| Participant 5 | Homepage: “买一杯”➜“离我最近” |  |

**Task 2: Add one shop to your favourites and check your all favourite shops**

|  |  |
| --- | --- |
|  | **User access routes** |
| Participant 1 | “买一杯”➜“咖啡店筛选”➜“按咖啡豆筛选”➜ bookmark➜“查看我的所有收藏” |
| Participant 2 | “买一杯”➜“咖啡店筛选”➜“按咖啡豆筛选”➜ bookmark➜“买一杯”➜“我的心选” |  |
| Participant 3 | “买一杯”➜“离我最近”➜ bookmark➜“查看我的所有收藏” |  |
| Participant 4 | “买一杯”➜“离我最近”➜ bookmark➜“查看我的所有收藏” |  |
| Participant 5 | “买一杯”➜“离我最近”➜ bookmark➜“查看我的所有收藏” |  |

**Task 3: buy the coupon**

|  |  |
| --- | --- |
|  | **User access routes** |
| Participant 1 | “买一杯”➜“咖啡店筛选” ➜ 购买优惠券 |
| Participant 2 | “买一杯”➜“每日甄选” ➜ 购买优惠券 |  |
| Participant 3 | “买一杯”➜“离我最近” ➜ 购买优惠券 |  |
| Participant 4 | “买一杯”➜“离我最近” ➜ 购买优惠券 |  |
| Participant 5 | “买一杯”➜“咖啡店筛选” ➜ 购买优惠券 |  |

**Task 4: learn how to make coffee**

|  |  |
| --- | --- |
|  | **User access routes** |
| Participant 1 | “做一杯！”➜“如何制作咖啡？” |
| Participant 2 | “做一杯！”➜“如何制作咖啡？” |  |
| Participant 3 | “做一杯！”➜“如何制作咖啡？” |  |
| Participant 4 | “关于”➜ ❌  “做一杯！”➜“如何制作咖啡？” |  |
| Participant 5 | “做一杯！”➜“如何制作咖啡？” |  |

***Analysis:***

During the test, most of the questions were about the button click feedbacks, and the users of the site were expecting more from the test as the pages looked more like a fully formed and usable website than the last Figma. However, it was found that much of the content was still modal and not clickable at the moment. So expectations were high for the full presentation of the site. For example, on the registration page, when the registration button is clicked, the user would like to receive an indication of whether the registration was successful or not, to help them understand whether the information filled in was accepted. In the final project, after connecting to the database, I will create feedback modals for each button to give the site full used.

**Satisfaction of the process:**

|  |  |  |
| --- | --- | --- |
| participant | **Rate(1-5)** | **Comments** |
| Participant 1 | 4.5 | Good design and is like a real-business website. Hope some function can be truly used. |
| Participant 2 | 5 | Love the layout, the navigation bar is straightforward |
| Participant 3 | 4.5 | Expect to see more button feedback. The price of VIP membership is attractive, willing to give it a try |
| Participant 4 | 4.5 | Would like to have a try for the VIP membership |
| Participant 5 | 4 | Have improved a lot as the navigation bar now have more logic. And what can be improved is the details about the coffee shops, otherwise, you will lose your customer in the long run as so many competitors exist. |
| Average | 4.5 |  |

**Bugs & Issues:**

1. Details of the coffee shop are limited.
2. The map now is often not displayed on the page, which affects the browsing experience
3. The “每日甄选” tab is more like a recommendation for coffee instead of coffee shops.

**Further improvements:**

1. Link with the database.
2. Modify the name of ‘每日甄选’tab.
3. Adjust the map set to make it always displayed.
4. Give every button a feedback modal after clicking it.
5. Make the pop-up of the hint window more natural.
6. Set a pop-up window to inform you of the successful registration status after submitting your registration details.