Usability Testing

**Project:** DemoBlaze Website  
**Module:** Login, Add product to cart, Place Order   
**Tested By:** Yomna  
**Test Date:** 06-08-2025  
**Environment:** Chrome 138, Windows 10, Stable Internet.

Objective

The goal is to evaluate the ease of use, user interface intuitiveness, and satisfaction of the cart management and placing order functionalities.

Scope of Testing

Product page, Add to cart, cart summary and placing order

Test Participants

|  |  |  |
| --- | --- | --- |
| **Participant ID** | **Role** | **Experience Level** |
| U001 | Student | Beginner |
| U002 | Sales Rep | Intermediate |
| U003 | Customer | Advanced |

Test Tasks

|  |  |  |  |
| --- | --- | --- | --- |
| **Task ID** | **Task Description** | **Time Allocated** | **Status** |
| T001 | Log in using valid credentials | 3 mins | Completed |
| T002 | Log in using valid username and invalid password | 4 mins | Completed |
| T003 | Log in using invalid username and valid password | 5 mins | Failed |

Observation

1-There is no searching by typing the product name, which makes it difficult for users to find items

2-If the user want to purchase a quantity feom a product he have to add each seperatly which makes it a struggle for users who want to purchase huge quantities

3-The user have to enter his info every time he makes an order even if he is a logged user

4- It is hard to figure out that when You click on the categories sections it will list the products for the tabbed on category

Issues Identified

|  |  |  |  |
| --- | --- | --- | --- |
| Issue ID | Description | Severity | Improvement |
| 1 | |  | | --- | |  |  |  | | --- | | No error message on login failure | | High | Display a clear error below the form |

Recommendation

1. Implement a **search bar** to allow users to search products by name.
2. Add a **quantity selector (dropdown or input box)** for each product.
3. Enable **auto-filling of user information** during checkout for logged-in users.
4. Display a **clear error message**

Summary

**Overall Usability**: The tested functionalities are accessible and functional, but there are key areas that significantly impact the **efficiency**, **learnability**, and **user satisfaction**.

**User Profiles**: Participants with different experience levels faced challenges, especially when dealing with repetitive tasks (e.g., entering user details repeatedly or adding bulk items).

**Critical Issues**:

* Lack of error feedback on login failure.
* Absence of core usability features like product search and quantity selection.

**Positive Findings**:

* Core functionalities such as login and adding to cart are working as intended.
* Users could complete primary tasks within allocated time frames (except in one failed test case).

**Next Steps**:

* Prioritize fixing high-severity issues.
* Plan for a **second round of usability testing** after implementing improvements to validate user experience enhancements.